

Everywhere you do business
**The Canadian Trade
Commissioner Service**

Ontario East Municipal Conference 2018

**Sue Rauth
Trade Commissioner
Ontario Region**



Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
Service des délégués commerciaux

Canada

Helping You Get There: The Canadian Trade Commissioner Service (TCS)

- Federal government: The commercial branch of Global Affairs Canada (formerly the Department of Foreign Affairs, Trade and Development)
- Our mission is to advance Canada's commercial interests around the world and to help Canadian companies succeed internationally
- We have a worldwide network of international business development professionals, with preferred access to business knowledge and contacts
- TCS has a 120 year history helping thousands of Canadian companies
- **Our global presence:**
 - At home: Five regional offices across Canada
 - Abroad: 160+ offices in 101 countries with over 800 trade officers to help your company

Trade Commissioner Service (TCS)

The (TCS) provides its clients with practical advice on foreign markets and on-the-ground intelligence to help them make better, more timely and cost-effective decisions in order to achieve their goals abroad.

In short: we help eligible companies grow globally

Eligibility Criteria

- Demonstrated capacity for and commitment to internationalization
 - Conducted research on foreign markets;
 - Dedicated resources (human, financial, etc);
 - Developed a credible business plan.
- Meaningful economic ties to Canada
- Potential to contribute significantly to Canada's economic growth

What Services Does the TCS Offer?



PREPARING

Evaluate Your Target Markets



Sources for Market Research

- **Market reports:**
 - TCS and Export Development Canada
 - Canada Business Network
 - World Trade Organization (WTO) and United Nations (UN) agencies
- **Free Trade Agreements:**
 - Global Affairs Canada
- **Avoiding culture clash:**
 - Intercultural Learning Centre

Narrowing Your Focus

- What questions could you ask to determine if a market is right for you?
- What resources can you use to gather the information you need?

Evaluate Your Readiness



Estimating Your Costs

- What type of costs do companies face when exploring new markets?
- What type of activities (and time commitments) are required?
- How many markets can you take on at a time?

Intellectual Property Matters

Canadian-registered IP rights only protect you in Canada. Extra steps are needed abroad.

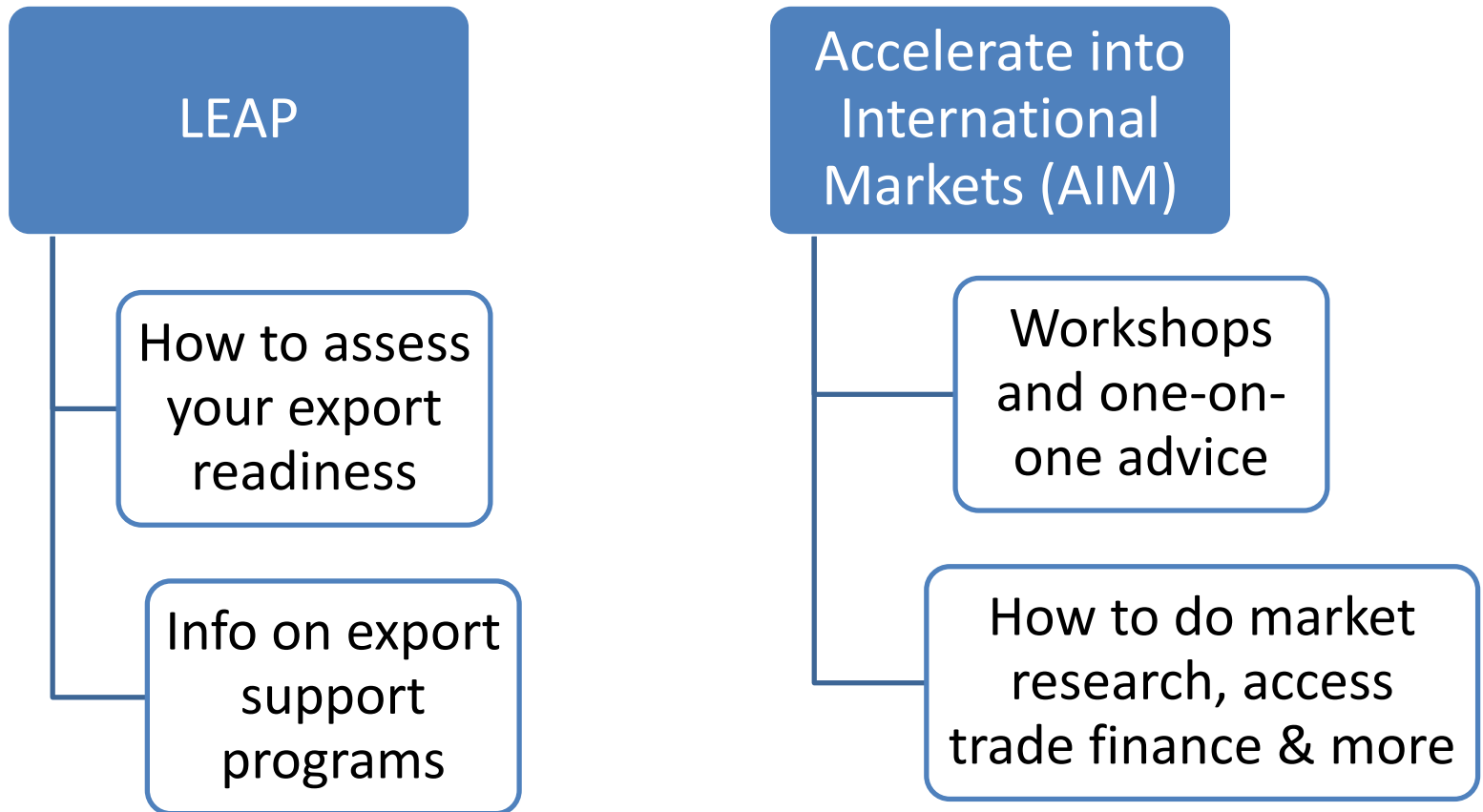
- Register directly in relevant jurisdictions
- Patent Prosecution Highway (PPH)
- World Intellectual Property Organization (WIPO)

Takeaways on Preparing to Export

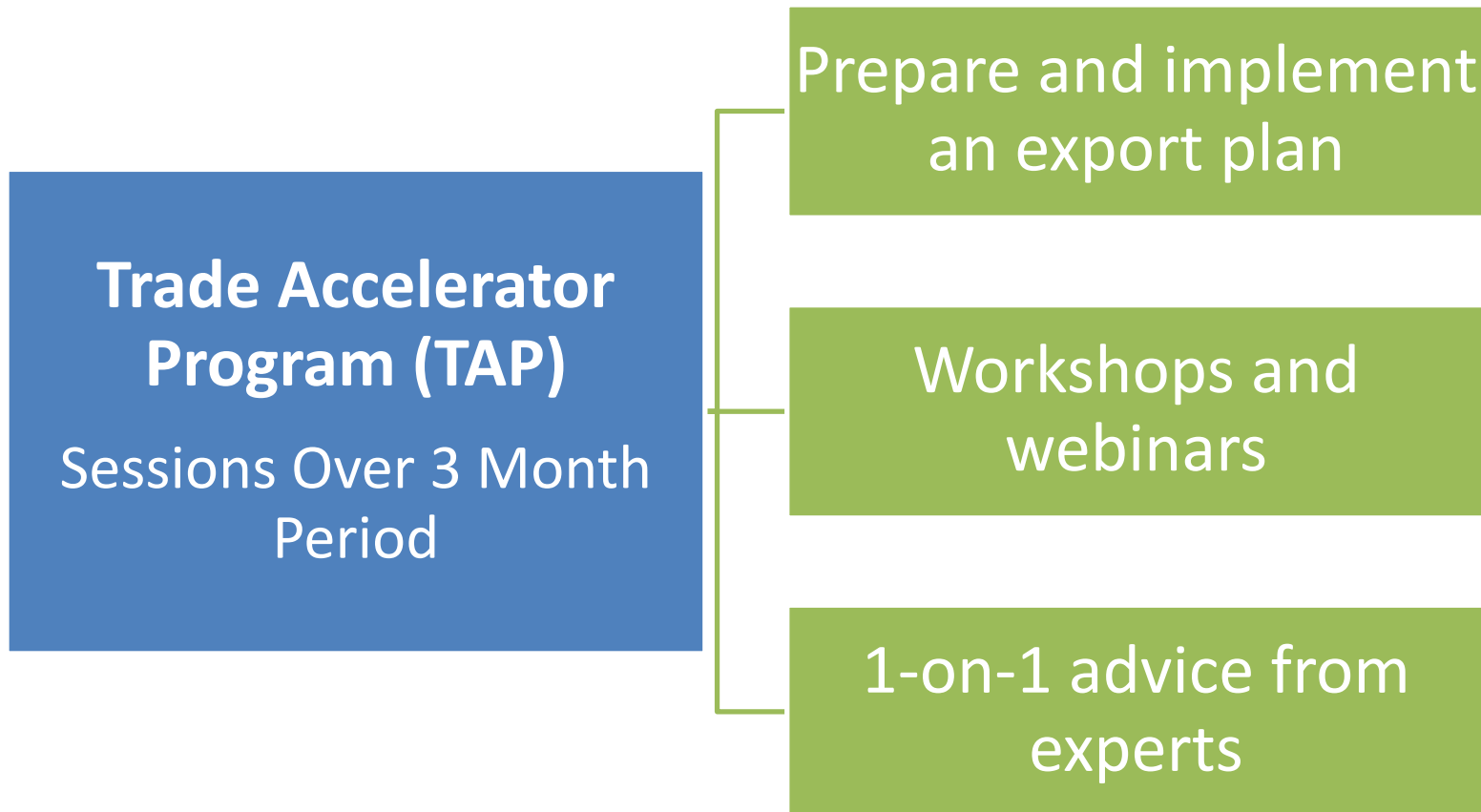
- **Going global is a competitive advantage IF**
 - You do your homework on market research
 - Are targeted when choosing markets
 - Think realistically about what resources you can dedicate to international expansion
- **Get expert help protecting your IP abroad**

Export Training Programs

Ontario's Ministry of Economic Development, Job Creation and Trade



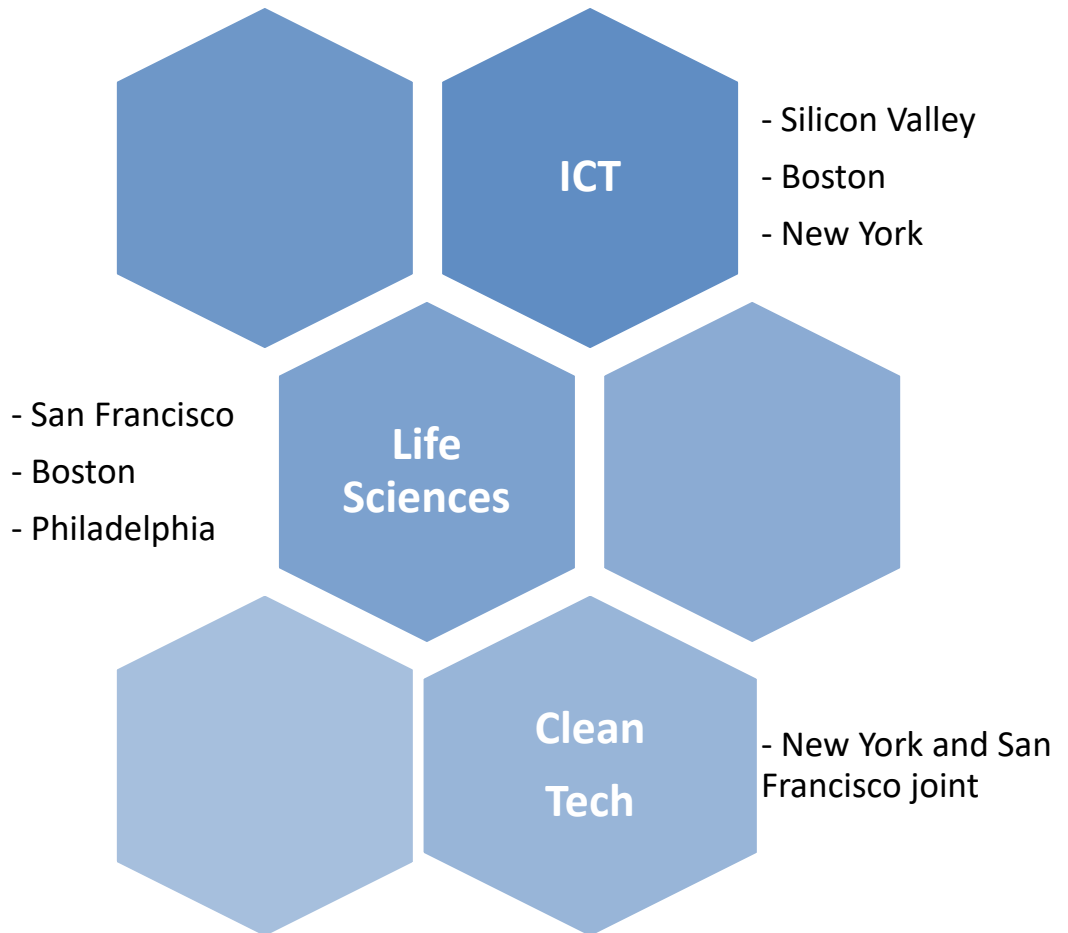
Toronto Region Board of Trade



Canadian Technology Accelerator (CTA)

It offers you:

- Free office space
- Mentorship
- Introduction to key contacts

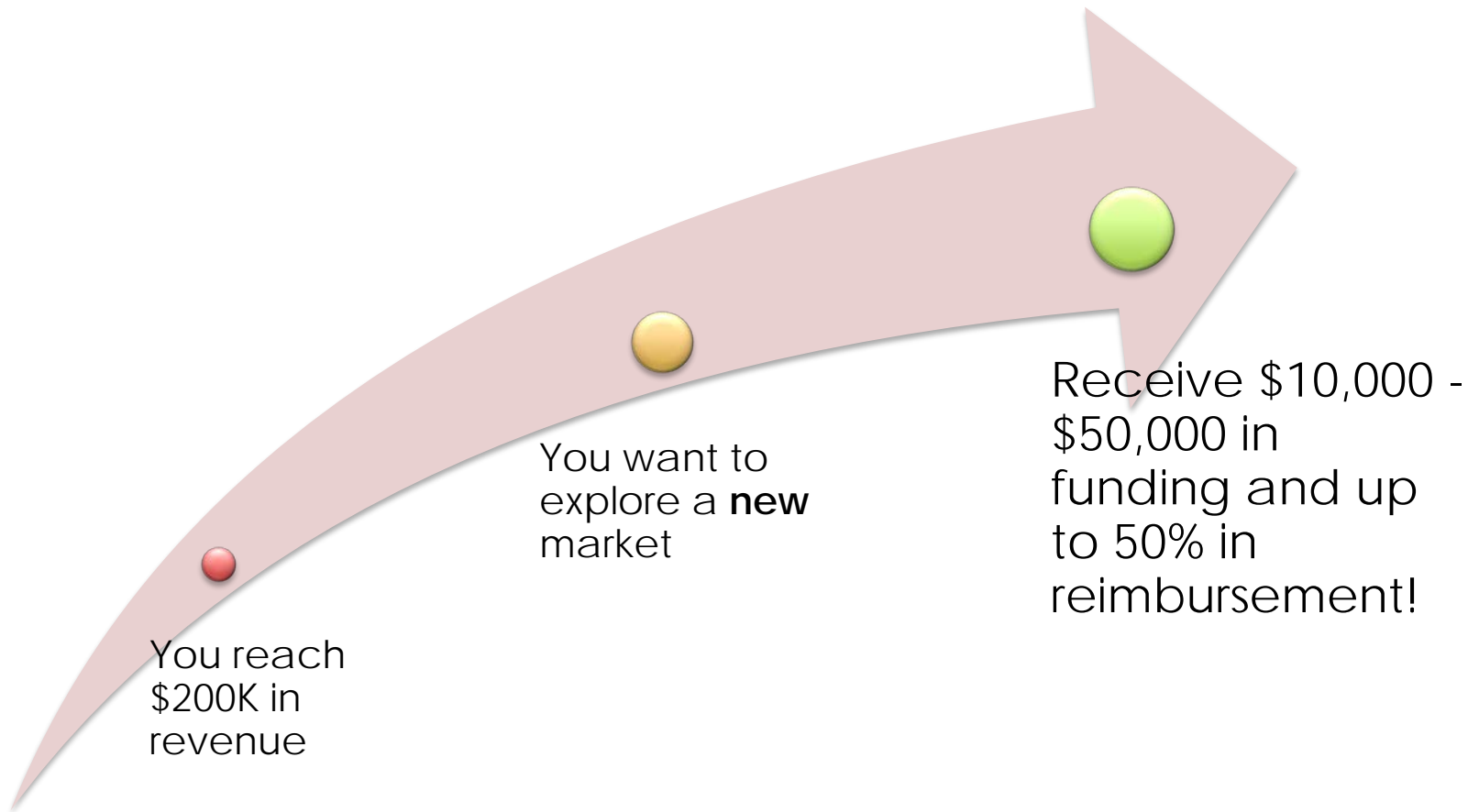


Takeaways on IBD Preparation

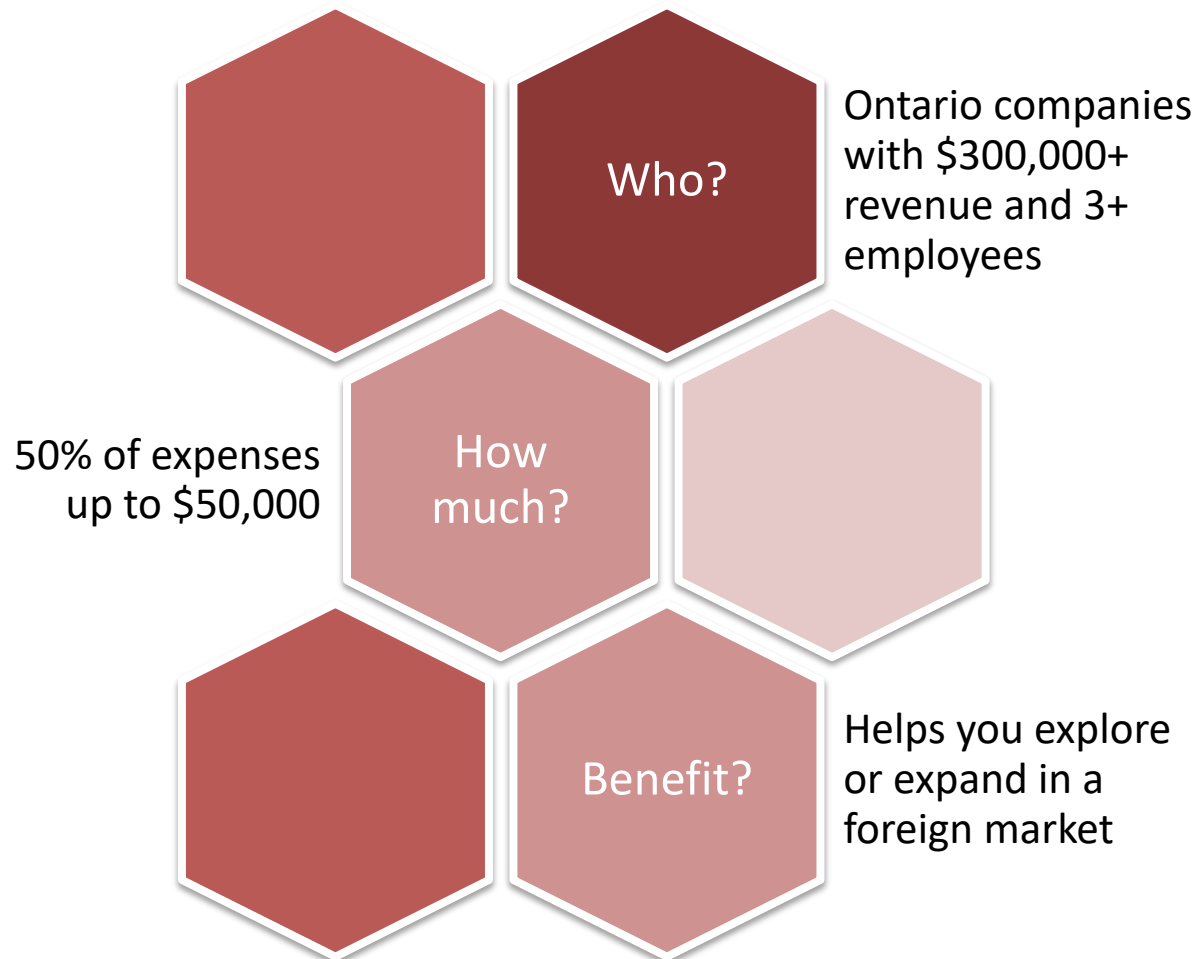
- Take advantage of training and coaching on how to export
- Range of program options
 - Short, simple sessions in your city
 - Immersive, in-market programs
- Free or low cost
- In-depth programs require serious time commitment

IBD Financing and Funding Programs

CanExport



Export Market Access (EMA)

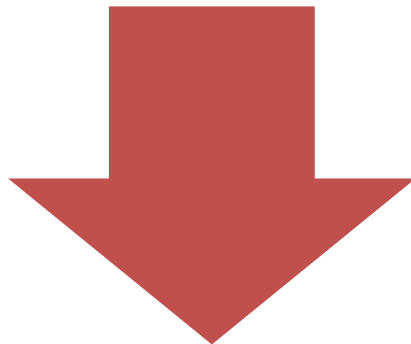


Going Global Innovation (GGI)

Establish international R&D partnerships to adapt, validate or co-develop your technology

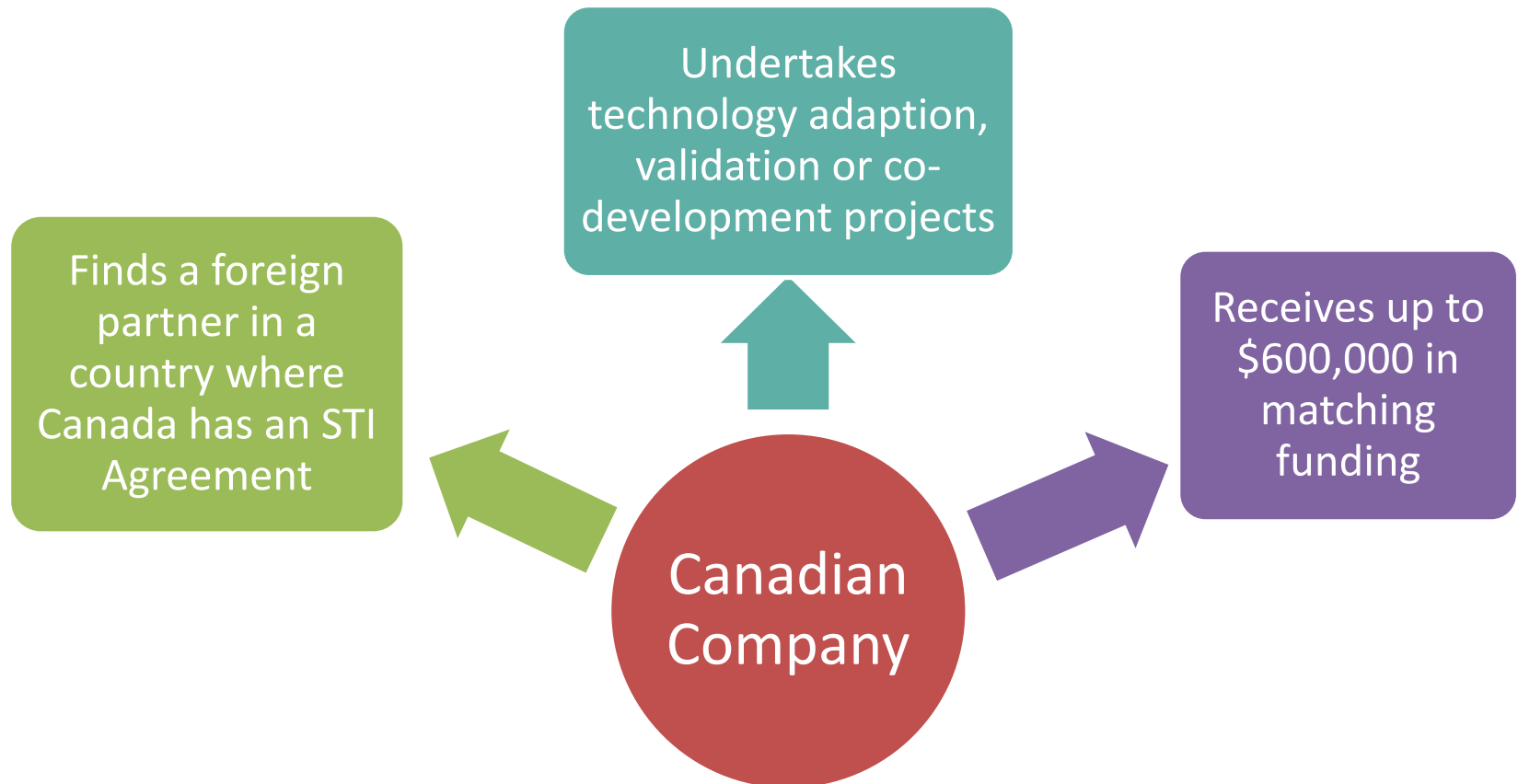


Covers up to 75% and \$75,000 of expenses related to **negotiating a partnership agreement**

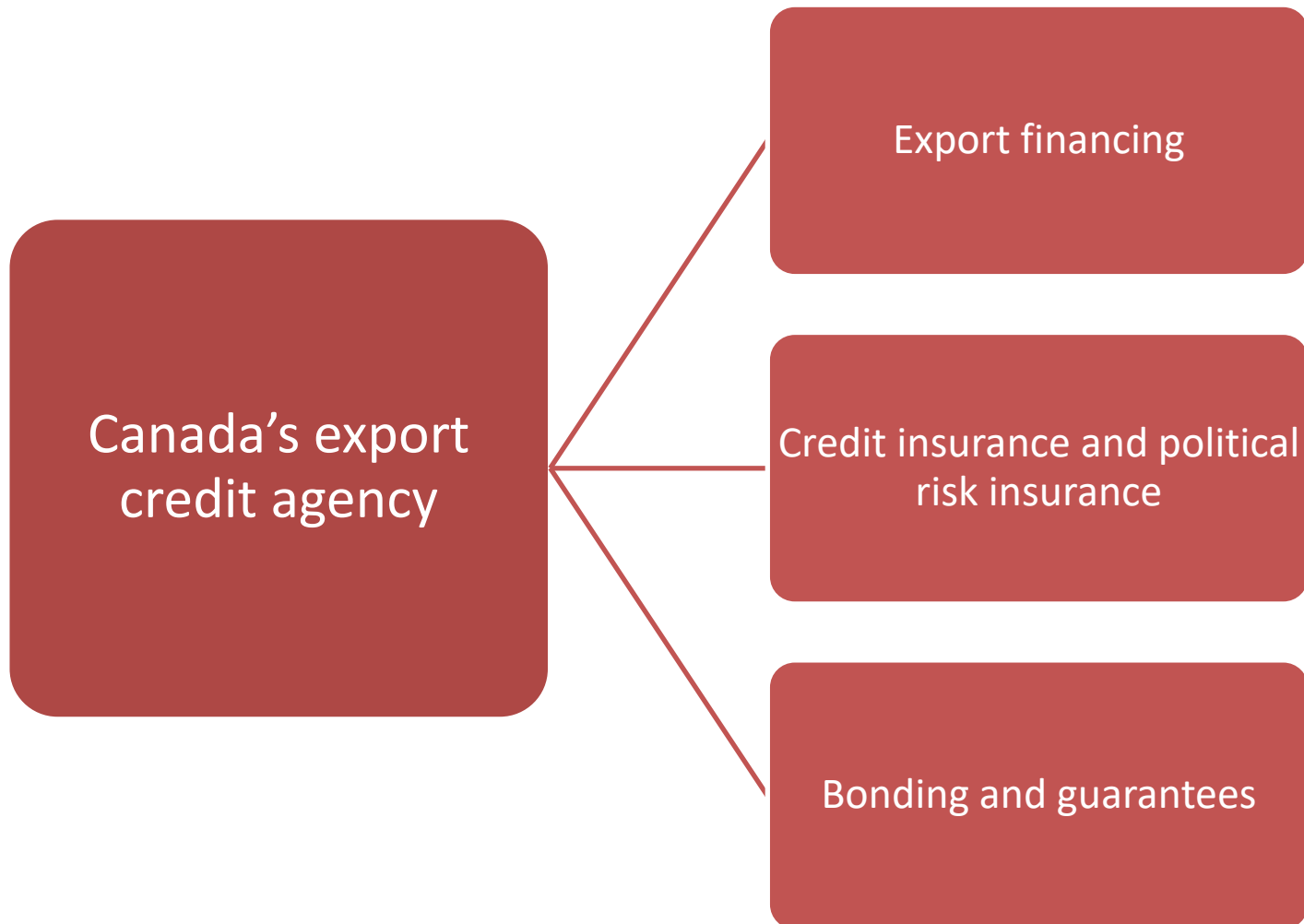


It does not cover research costs

Canadian International Innovation Program (CIIP)



Export Development Canada



Takeaways on Funding

- Grants can help you explore new markets and expand your presence
- Targeted grants can help with R&D partnerships
- All grants require cost sharing
- EDC provides financing to help you deliver on international contracts

Navigating Government Resources

Canada Business Network

What does it do?

Sheds light on government programs

Consolidates business information in one convenient service

It helps you with

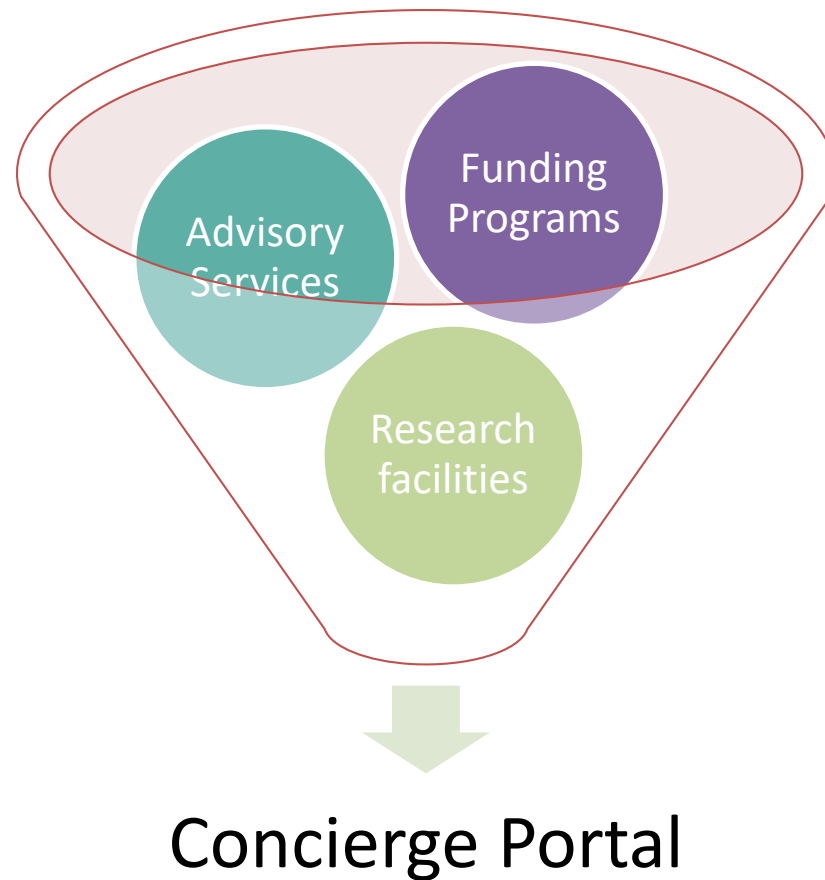
Market research

Taxation and regulatory requirements

Accessing financing and grants

Business planning and getting started

Concierge Service



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Here's an interactive map to help you navigate the world of #tradeagreements: ow.ly/tqw130bWcmL #FTA #CETA #NAFTA #EFTA

Market Diversification Begins with Free Trade Agre..
Canada has 11 Free Trade Agreements signed with 15 countries. Learn how these agreements can help you grow your business outside of Canada.
edc.trade

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Government of Canada

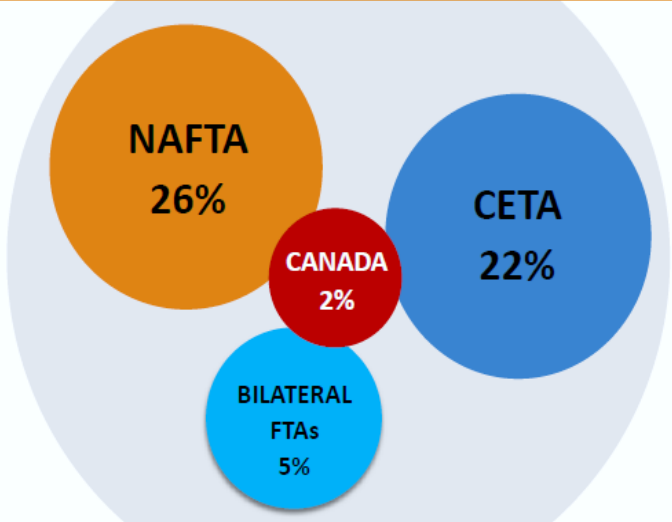
Gouvernement du Canada

Canada

Canada's FTAs Offer Preferential Access to a Significant (and Growing) Share of the Global Economy



Over 55% of global GDP covered by FTAs



And engaging with China (15%) and India (3%)

NAFTA



North American Free Trade Agreement

BILATERAL FTAs



Network of bilateral free trade agreements currently in force (e.g., Chile, Peru, Korea)

CETA



Canada-EU Comprehensive Economic and Trade Agreement (ratification stage)



Canada's FTAs – Concluded and/or in Force



15 Free Trade Agreements

51 Countries

Free Trade Agreements - In Force

Chile, Colombia, Costa Rica, EFTA, European Union, Honduras, Israel, Jordan, Korea, Mexico, Panama, Peru, Ukraine, United States

Free Trade Agreements - Concluded

CPTPP (Australia, Brunei Darussalam, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, Vietnam)

Trade Diversification

Everywhere you do business

The Canadian Trade Commissioner Service

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