



# Everywhere you do business

Canadian Trade Commissioner Service

**Uday Sequeira**  
**Trade Commissioner**  
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# OUR NETWORK

The Trade Commissioner Service (TCS) provides advice on market entry strategies and up-to-date market intelligence and sector information to help smooth a Canadian company's path to doing business abroad.

**125+ YEARS** SUPPORTING CANADIAN SMEs

**10,000+** CLIENTS EACH YEAR

**1,000+** TRADE COMMISSIONERS

**160+** LOCATIONS WORLDWIDE

**6** OFFICES IN CANADA



# THE TCS OFFERS



## Network

- In-market support in 160+ cities worldwide
- Market intelligence
- Connections and introductions
- Problem solving
- Help getting the most out of free trade agreements



## Funding

- CanExport:
  - SMEs
  - Associations
  - Innovation
  - Community Investments
- [Canadian International Innovation Program \(CIIP\)](#)



## Business Support

- Canadian Technology Accelerators
- Inclusive international business development
- Trade missions and events



# TCS clients are:

**Companies that are part of the Canadian business community**

**Have meaningful economic ties to Canada**

**Contribute to Canada's economic growth**

**Have a demonstrated capacity for internationalization**



# Delivering Value to Businesses – 4 Key Services

**Preparation for  
International Markets**

**Market Potential  
Assessment**

**Qualified Contacts**

**Commercial  
Problem Solving**



# GET THE TCS ADVANTAGE

The Canadian Trade Commissioner Service (TCS) can help you...



## CONNECT YOUR BUSINESS

.....

Tap into the TCS's global network of business professionals.

## SAVE TIME & MONEY

.....

TCS knowledge and expertise helps your company to save time and money.



## GAIN BUSINESS INSIGHT

.....

The TCS provides key market insight and practical business advice.

## REDUCE RISKS

.....

The TCS can help reduce risks and avoid costly mistakes.



## FIND NEW OPPORTUNITIES

.....

The TCS opens the door to a world of business opportunities.

## RESOLVE BUSINESS PROBLEMS

.....

The TCS helps you resolve problems in foreign markets.



## FIND KEY CONTACTS

.....

The TCS helps you find qualified, reliable contacts.

## EXPAND TO GLOBAL MARKETS

.....

The TCS helps your business navigate the complexities of global markets.





# TCS REGIONAL OFFICES

The Trade Commissioner Service (TCS) Regional Offices (RO) Network, part of Global Affairs Canada's Regional Trade Operations and Intergovernmental Relations Bureau, is the domestic arm of the TCS. It is consisted of six RO Hubs plus 26 client service satellite officers co-located with partners.

 **REGIONAL OFFICE HUB**  Satellite Officer(s)

-  BC & Yukon Region (ROPAC)
-  Alberta & NWT Region (ROANT)
-  Manitoba & Saskatchewan Region (ROMSK)
-  Ontario Region (ROONT)
-  Quebec & Nunavut Region (ROQUE)
-  Atlantic Region (ROATL)



# The Exporter Continuum

Potential Exporter

Experienced Exporter


| General Information   | Skills Development   | Export Counseling  | Market Entry Support   | In-Market Assistance  | Export Financing   |
|---|--|--|--|---|--|
| <p>General export information awareness and interest-building through:</p> <ul style="list-style-type: none"> <li>• General export promotion</li> <li>• Access to web-based information and guides</li> <li>• Trade advisors</li> </ul> <p>Web-based, for example:<br/> <a href="http://www.canadabusiness.ca">www.canadabusiness.ca</a><br/> <a href="http://www.ontarioexports.com">www.ontarioexports.com</a></p> <p>In person:</p> <ul style="list-style-type: none"> <li>• CBO Partners</li> </ul> <p>Field offices of:</p> <ul style="list-style-type: none"> <li>• MEDEI</li> <li>• MNDM</li> <li>• OMAFRA</li> <li>• MCIIT</li> </ul> | <ul style="list-style-type: none"> <li>• Export skills training</li> <li>• Preparation for the United States</li> <li>• Preparation for other markets</li> </ul> <ul style="list-style-type: none"> <li>• AAFC</li> <li>• FITT</li> <li>• MEDEI</li> <li>• OMAFRA</li> </ul> | <ul style="list-style-type: none"> <li>• Export readiness assessment</li> <li>• Export plan development</li> <li>• Export plan implementation</li> </ul> <ul style="list-style-type: none"> <li>• AAFC</li> <li>• TCS</li> <li>• EDC</li> <li>• MEDEI</li> <li>• MNDM</li> <li>• OMAFRA</li> </ul> | <ul style="list-style-type: none"> <li>• Market sector information</li> <li>• Missions, fairs, trade events</li> <li>• Partner identification</li> <li>• Advocacy</li> </ul> <ul style="list-style-type: none"> <li>• TCS</li> <li>• FedDev</li> <li>• MEDEI</li> <li>• OCC</li> <li>• OMAFRA</li> </ul> | <ul style="list-style-type: none"> <li>• Market prospects</li> <li>• Key contact search</li> <li>• Visit information</li> <li>• Local company information</li> <li>• Trouble-shooting</li> </ul> <ul style="list-style-type: none"> <li>• TCS</li> <li>• MEDEI</li> </ul> | <ul style="list-style-type: none"> <li>• Market development financing</li> <li>• Project financing</li> <li>• Transaction financing</li> <li>• Risk capital insurance</li> </ul> <ul style="list-style-type: none"> <li>• BDC</li> <li>• EDC</li> <li>• FedDev</li> <li>• OCC</li> </ul> |





# CONNECT TO THE TRADE ECOSYSTEM

 Canadian Food Inspection Agency | Agence canadienne d'inspection des aliments

 Agriculture and Agri-Food Canada | Agriculture et Agroalimentaire Canada

 Innovation, Science and Economic Development Canada | Innovation, Sciences et Développement économique Canada



invest  
IN  
CANADA

investir  
AU  
CANADA

**Ontario**



The **Canada-Africa**  
Chamber of Business



Canadian Commercial Corporation  
Corporation Commerciale Canadienne



Chambre commerciale  
Canada-Afrique



Atlantic Canada Opportunities Agency | Agence de promotion économique du Canada atlantique



Western Economic Diversification Canada

Diversification de l'économie de l'Ouest Canada

**Federal Departments and Agencies**

**Provinces, Territories and Municipalities**

**Business and Trade-related Organizations**

# SMEs

formerly CanExport  
Up to \$50,000  
contribution/grant



# Associations

formerly  
Global Opportunities for  
Associations  
Up to \$250,000  
contribution



international business  
development

**CanExport**  
canada.ca/canexport

R&D

formerly  
Going Global Innovation  
Up to \$75,000  
contribution/grant



# Innovation

# Community Investments

formerly  
Invest Canada  
Community Investments  
Up to \$500,000  
contribution



foreign direct  
investment

# CanExport Innovation

- Assists Canadian organizations to establish and formalize R&D partnerships with pre-identified foreign partners for the purpose of **co-developing, validating or adapting** a technology.
- CanExport Innovation provides funding up until the point at which partnerships are formalized.
- Supports innovators to pursue investment opportunities with foreign investors to fund R&D work.



**Funding cycle:** 1-year project from April 1 to March 31

**Project budget:** Up to \$100,000 (no set minimum)

**Cost-share:** 75:25, for up to \$75,000 in funding

**Application process:** Continuous intake. One active project at a time.

**For details:** [Applicant's Guide](#)

**To apply:** [Online portal](#)

**For general inquiries:** [CanExportInnovation@international.gc.ca](mailto:CanExportInnovation@international.gc.ca)

# CanExport SMEs

- Helps Canadian small-and-medium sized enterprises (SMEs) pursue new export opportunities for their products or services in foreign markets where they have little or no sales.
- Reduces the financial risks involved in international business development by bearing a portion of the costs that Canadian SMEs could not otherwise carry alone.
- Cooperatives in Canada are eligible for funding.



**Funding cycle:** Multi-year project (April 1 to March 31 fiscal year)

**Project budget:** \$20,000-\$100,000

**Cost-share:** 50:50, for up to \$50,000 in funding

**Application process:** Continuous intake.

**For details:** [Applicant Guide](#)

**To apply:** [online portal](#)

**For general inquiries:** [canexportsmes@international.gc.ca](mailto:canexportsmes@international.gc.ca)

CanExport SMEs is delivered in collaboration with the National Research Council Industrial Research Assistance Program (NRC-IRAP).

# CanExport SMEs

## Eligible applicants:

### For profit SMEs that:

- ✓ Are incorporated or a limited-liability partnership or a cooperative
- ✓ Have a CRA business number (unless registered on First Nations reserve lands)
- ✓ Have fewer than 500 full-time equivalent (FTE) employees
- ✓ Have \$100,000 to \$100 million in annual revenue declared in Canada during its last complete tax reporting year



# CanExport SMEs

## What does a CanExport SMEs project look like?

### Eligible markets:

- Up to 5 target markets  
(countries or sub-national markets of Brazil, China, India and U.S.A.)



**Brazil (4)**



**India (3)**



**China (4)**



**United States (4)**

- Sales in each chosen target market must be **less than \$100,000 or less than 10% of company's total sales** during the company's previous tax reporting year.





# CanExport SMEs

## Eligible activities: 7 categories (A to G)

- A. Travel to meetings/events with key contacts in target market
  - direct economy airfare for two owners or Canada-based employees
  - per diem of \$400 per person per day
  - maximum of 30 days per trip
- B. Participation in trade events to meet key contacts in target market
- C. Marketing tools creation, adaptation and translation
- D. Interpretation services
- E. IP protection, certification and adaptation of contracts
- F. Consultant - Business, tax and legal advice
- G. Consultant - Market research, feasibility studies, identification of key contacts and b2b facilitation



# TCS BUSINESS SUPPORT

## Canadian Technology Accelerators (CTAs)

CTAs support the global growth of Canadian life sciences, cleantech and information communication technology (ICT) companies through customized services.



**547** companies served



**\$626M** in new capital raised



**\$230M** in revenue generated



**1,085** partnerships created

*“Excellent program. We got a lot of value out of the boot camp week with workshops, and the best value of the program was in the mentors and accessing their networks.”*

**Mappedin – Client of TCS CTA program**



# Canadian Technology Accelerators (CTAs)

The Trade Commissioner Service operates 12 CTA programs in 8 markets:

### Target Industries

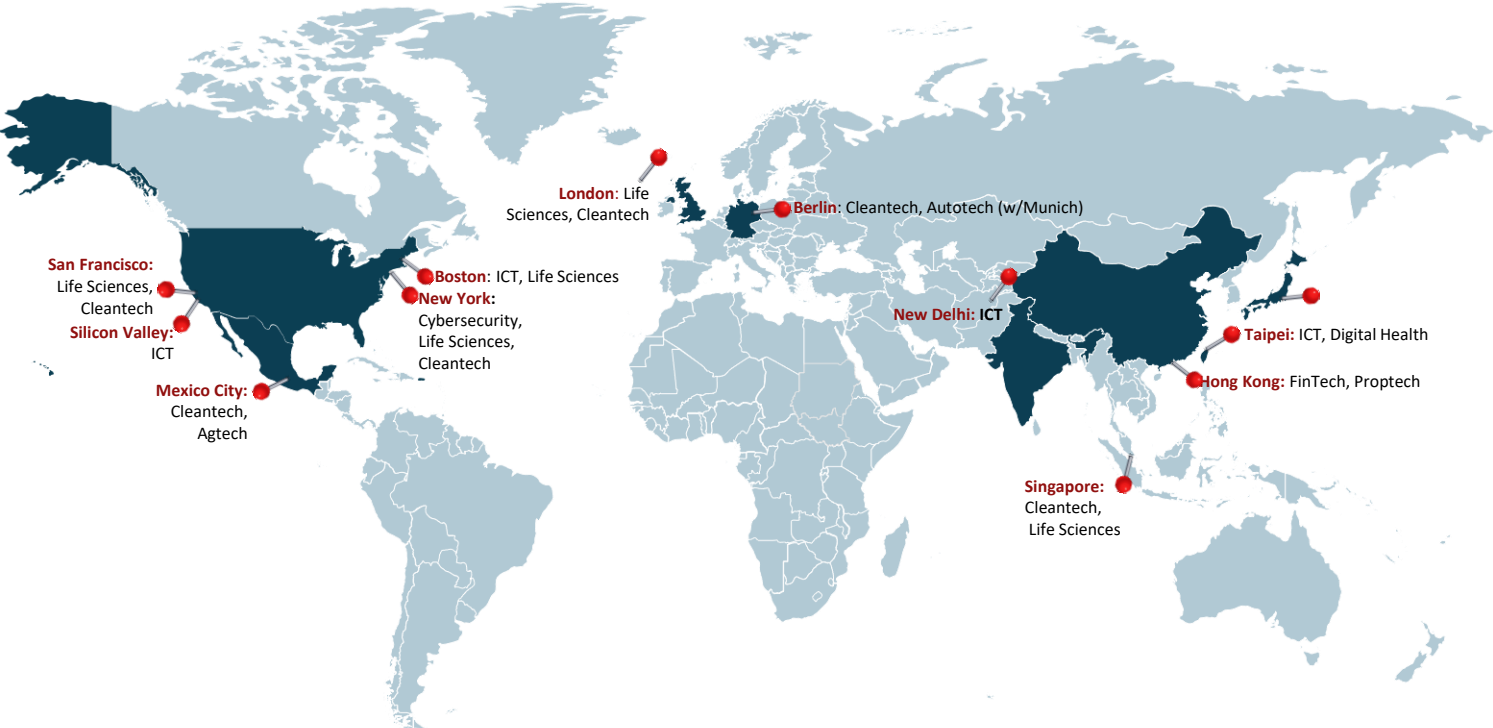
Digital/ICT






Life Sciences



Cleantech



|  |   |  |   |
|--|---|--|---|
| <br>\$238 million in new revenues | <br>Helped raise \$646+ million in private capital | <br>Expanding to global technology hubs | <br>Helped create 2,500+ Canadian jobs |
|--|---|--|---|





**Contact us today**

**Connect with the TCS**  
[tradecommissioner.gc.ca](http://tradecommissioner.gc.ca)

**Uday Sequeira**  
**Aerospace, Defence and Security**  
**Ontario Regional Office**

