

The Canadian Trade Commissioner Service

Everywhere you export

Passport to success

Are you considering entering the global arena but are uncertain of how to succeed?

Our trade commissioners will guide you safely to arrive at your desired destination.

The Canadian Trade Commissioner Service (TCS) helps more than 15,000 clients navigate the complexities of international markets each year. We can help you too.

Six tips to consider:

1) Target the most promising markets

Successful companies concentrate on one foreign market at a time before moving on to the next.



2) Set aside financial resources

Exploring new markets may take more time and capital than expected, with additional costs such as market research.

3) Gear up for demand

Be prepared to meet the increased demand from foreign sales with adequate supplies of inventory and customer support.



Did you know?

Being a smaller company does not limit your global sales potential.

90% of Canadian exporters have less than \$1 million in annual sales and a modest number of employees. Size is less important than your willingness to commit time and resources to your export initiative.

4) Make personal visits

Building relationships in foreign markets is best done face-to-face. Emails are fine but nothing beats meeting in person.

5) Study the local culture

Business people and customers will appreciate and reward your efforts to learn about their culture and traditions.

6) Set realistic expectations

Developing foreign markets is a long-term commitment. It takes time, effort and money. Be dedicated to the process.

80% of TCS clients say...

Trade Commissioners helped them connect with foreign business contacts that would have otherwise been difficult to identify or access.

Trade Commissioners helped them gain the confidence to explore or expand their operations in to new global markets.

Make exporting easier.

Get the TCS advantage.



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