

Everywhere you do business

The Canadian Trade Commissioner Service

Partout où vous faites des affaires

Le Service des délégués commerciaux du Canada

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Global Affairs Canada

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TCSSDC



Foreign Affairs, Trade and
Development Canada
Trade Commissioner Service

Affaires étrangères, Commerce
et Développement Canada
Service des délégués commerciaux

Canada

The Canadian Trade Commissioner Service (TCS)



Canada's most comprehensive network of international trade professionals

Serving over 13,500 clients a year

Located in 174 cities worldwide, and across Canada (and embedded within key industry associations)



174 CITIES
Worldwide. We're here
to help you with
120 YEARS
of experience.

With the TCS,
Canadian companies
access
36% MORE
markets

With the TCS
Canadian companies
export
18% MORE
goods and services

Our clients

are small,
medium
and large
companies

are
established
in Canada

do
business
abroad

have
researched
their
market(s)

We help you:

Export ~ Invest abroad ~ Seek technology and capital ~ Develop R&D partnerships

Working with TCS

The TCS can help you succeed globally and lower your costs of doing business through four key services:



“The TCS are well-respected by contacts around the world. When the TCS introduces us to a potential client, that’s one of the best references we can have.”

Marc St-Onge, TelcoBridges, Boucherville, Quebec

TCS Partners: The Export Process

EXPORT PLANNING

Market Research
 ↓
 Connections to Partners
 ↓
 Navigation through government programs

GOING TO MARKET

Marketing Planning
 ↓
 General Business Planning and Advice
 ↓
 Consulting
 ↓
 Finding Foreign Market Contacts

FINANCING

Insuring Sales
 ↓
 Working Capital
 ↓
 VC, Equity/Sub-Debt
 ↓
 Asset Financing
 ↓
 Performance Bonds

MARKET ENTRY

Foreign Investment
 ↓
 Accessing global supply chains
 ↓
 Accessing foreign government procurement markets
 ↓
 Direct commercial sales
 ↓
 Resolving business problems



Canadian Technology Accelerator (CTA)

Background

- Developed in response to the need for Canada's promising technology companies to access global business opportunities.
- Since 2009, over 350 companies have participated in CTA programs.
- 12 CTAs in 8 global markets, covering 3 sectors

Different markets, different approaches:

- CTAs focus is on export-ready firms
- CTAs support company growth through immersion in international markets
- CTAs **do not provide funding for companies**
- CTAs **do not take equity stake in companies**

CTA Benefits

The CTA programs connect businesses to the unique resources and contacts needed to accelerate growth in new markets. Some of the program elements include:



The CanExport program:

- Provides between \$10,000 and \$99,999 to Canadian SMEs in pursuit of business in new int'l markets
- Reimburses up to 50 percent of eligible expenses. Applicants must match funds on a one-to-one basis

Companies must:

- Be a for-profit company
- Be an incorporated legal entity *or* a limited liability partnership (LLP)
- Have a Canada Revenue Agency (CRA) business identifier number
- Have a minimum of one full-time equivalent (FTE) employee and a maximum of 250 FTE employees
- Have no less than \$200,000 and no more than \$50 million in annual revenue declared in Canada

Eligible activities:

- Activities that promote international business development
- Must represent new or expanded initiatives and provide an opportunity to yield incremental results.
 - Business travel
 - Participation at trade fairs
 - Market research
 - Adaptation of marketing tools for a new market
 - Legal fees associated with a distribution/representation agreement.

Key Points on CanExport:

- **A country is defined as a market** – i.e., a sale in New York means CanExport cannot support further activities in any other part of the U.S. for 24 months.
- Applications must include an **“export business case”** which explains a company’s products/services, as well as opportunities provided by the activity being undertaken. Activities must benefit Canada economically – jobs, revenues, R&D or expenditures supported in Canada.
- Payments to a company **cannot be made in advance**; the program does not cover expenses incurred prior to approval of an application.
- **Stacking Limits** – firms may apply even if they receive support from other governments (federal, provincial, territorial and municipal). However, total government support cannot exceed 50% of eligible expenses for the same activity. Applicants must disclose all sources of funding.
- **Example eligible expenses** (see CanExport Applicant Guide for more):
 - Cost of travel for up to two employees (economy airfare and equivalent for other modes)
 - Per diems of up to \$400 / day for two employees (accommodation, meals, incidentals)
 - Cost of registration at a trade fair and booth fees
 - Translation/interpretation costs
 - Fees for adapting marketing tools for specific markets
 - Legal fees pertaining to incremental activities targeting export of products/services in a new market

Contact us

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www.tradecommissioner.gc.ca

(more info available on CanExport)

For more information consult

Trade Commissioner Service www.tradecommissioner.gc.ca

Step-by-Step Guide to Exporting
www.tradecommissioner.gc.ca/eng/guide-exporting.jsp

Traveling/living abroad www.travel.gc.ca

Small Business BC <http://smallbusinessbc.ca/>

Business Development Bank of Canada www.bdc.ca

Export Development Canada www.bdc.ca/

Canadian Commercial Corporation www.ccc.ca

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