



Industry  
Canada

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Canada

**PLANNING A BUSINESS MOVE INTO  
NEW TERRITORY  
ISN'T AN EASY  
PROCESS**



**FINDING SOMEONE  
TO HELP YOU IS**

**Canada**

TRADE BARRIERS ARE FALLING AND **THE GLOBAL ECONOMY IS HERE.**  
**THERE'S NEVER BEEN A MORE PROMISING – OR CHALLENGING – TIME**  
**FOR CANADIAN COMPANIES THAT MANUFACTURE FOREST,**  
**METAL AND BUILDING PRODUCTS.**

Expanding and exploring new ventures in different markets can benefit your business. But how do you identify the right move? How do you limit the risks of expansion and maximize your chances of success?

**With Industry Canada's Forest, Metal & Building Products (FMBP) Branch.**

The FMBP Branch can help you realize opportunities both at home and abroad. Bring us your questions. With access to our vast repository of knowledge and network of domestic and international contacts, you're sure to find answers.

## HOW DO WE HELP?

FMBP's purpose is to make Canadian manufacturers in the forest, metal and building product sectors more competitive. We do this by providing sector-specific intelligence such as industry statistics and analysis, market trends, and international market opportunities. We also work with industry to improve and encourage innovation, enhance investment conditions, promote a fair and efficient marketplace, increase Canada's share of global trade, and encourage the use of information technologies and the Internet as a business tool.

### INCREASING SHARE OF GLOBAL TRADE

Canadians have become very successful at selling their wares on the world market. FMBP can help you build on that success by:

- connecting you to our international network of trade commissioners, embassies and consulates
- advocating in international trade negotiations
- helping small and medium sized businesses become export ready and making entry into foreign markets easier
- promoting exports through Trade Team Canada Building Products

### USING INFORMATION TECHNOLOGIES AND THE INTERNET AS A BUSINESS TOOL

We can help you maximize the benefits of information technologies and the Internet in your everyday business. FMBP can play a vital role in:

- information dissemination in the quickly changing arena of electronic commerce
- connecting you to programs designed to help you market your products and services to the world
- providing current, relevant electronic information specific to the forest, metal and building product industries from our website

### IMPROVING AND ENCOURAGING INNOVATION

At FMBP we can:

- provide connections to a network of technology advisors in Canada and abroad
- identify opportunities for strategic alliances and potential sources of financial support
- help you identify the key market drivers which will influence the technology needs of the future through our technology roadmaps

### PROMOTING A FAIR AND EFFICIENT MARKETPLACE

FMBP can provide advocacy when dealing in domestic and international arenas on key issues. Additionally, FMBP can alert you to impending changes in policies and regulations, such as:

- climate change
- environmental controls
- product and building codes and standards

### ENHANCING INVESTMENT CONDITIONS

Every viable business needs investment at one time or another. We help by:

- working with our federal and provincial partners to attract and retain foreign and domestic investment

- informing you about investment opportunities and potential strategic alliances
- providing information designed to help our clients make sound investment decisions

## THE PLANET'S GETTING SMALLER, BUT THE RISKS FOR YOUR BUSINESS AREN'T. THAT'S WHY YOU NEED FMBP.

The forest, metal and building products industries are an essential part of our economy. As the opportunities for these sectors continue to grow, FMBP will be there – assessing the potential risks, and helping businesses take advantage of all the world has to offer.

There's never been a better time for your business to take advantage of the global economy.

**You need a trusted ally – the Forest, Metal & Building Products Branch.**

Visit us at <http://strategis.ic.gc.ca/fmbp> or call us at **(613) 954-2776**, to see what we can do for you.

We want to help, and we're one resource that's not easily exhausted.

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Directory of export ready building product manufacturers:  
<http://canadabuild.com/>

Industry Canada's database of companies,  
products and services – where buyers and sellers connect:  
<http://strategis.ic.gc.ca/CCcead>

Connections to technology, opportunities and patents:  
<http://strategis.ic.gc.ca/techroute>

