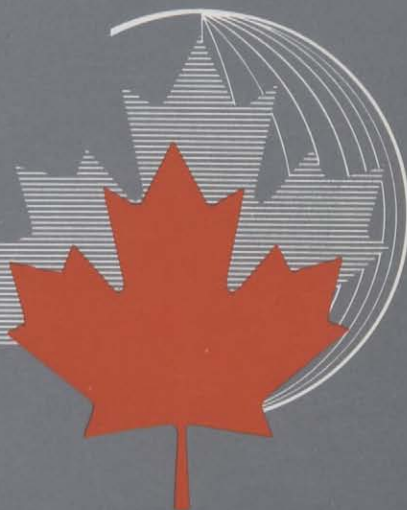


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# Export Trade Assistance from DRIE

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Canada 



Government  
of Canada

Gouvernement  
du Canada

Regional Industrial  
Expansion

Expansion industrielle  
régionale

Minister

Ministre

Edward C. Lumley

# **Export Trade Assistance from DRIE**

## **Export Trade Assistance from DRIE**

The federal government has a broad array of programs and services to help Canadian exporters. An important function of the new Department of Regional Industrial Expansion (DRIE) is to facilitate delivery of these programs and services to its local business clientele across Canada. In performing this role, DRIE maintains close links with the Department of External Affairs, which is responsible for international trade, and with External Affairs' trade offices abroad.

## **DRIE's Regional Offices**

For businesses seeking advice on exporting or information on export programs and services, the regional offices of DRIE are a convenient first point of contact. In fact, many exporters find that getting to know DRIE's regional staff and informing them of their firms' products and export capabilities are essential steps in the development of their export marketing plans. There are DRIE regional offices in every province and the two territories. Experienced desk officers with specific export trade responsibilities are located in the regional offices and in some of the district offices that form part of DRIE's regional organization.

By using DRIE's regional specialists as their first point of contact, exporting firms can obtain prompt, easy access to the federal network of export programs and services. The regional offices also serve as clearing houses for export trade intelligence from a variety of informed sources, including Canada's 92 trade offices abroad, other federal departments and agencies, provincial and territorial governments, international and Canadian lending institutions, and publications. Government brochures and other literature of interest to exporters are available through each office. In addition to providing these general services for their local business clientele, DRIE's export trade specialists in the regions:

- identify current opportunities in export markets;
- help local businesses use government programs to develop export markets for their products and services;
- offer basic and detailed information on approaches to exporting;
- conduct export workshops and seminars;
- introduce potential exporters to foreign buyers and others who can assist their export trade efforts;
- advise on export pricing, financing, insurance, documentation and transportation;
- maintain a close working relationship with provincial and territorial governments, and work to co-ordinate federal and provincial export trade initiatives.

## **DRIE's Industry Sector Branches**

Complementing and supplementing the work of the regional offices, DRIE's industry sector branches, based in Ottawa, provide additional counselling for Canadian exporters. As the source of overall industry intelligence, these branches maintain up-to-date information on industrial supply and demand and other relevant industry matters. The information is used to notify Canadian suppliers of product sourcing enquiries from foreign buyers and of other export opportunities. Together with the regional offices, the industry sector branches also help Canadian firms that want to participate with foreign companies in joint ventures, licensing arrangements, technology exchanges and other forms of industrial co-operation.

## **Export Marketing Programs**

The Department of External Affairs has two programs — the Program for Export Market Development (PEMD) and the Promotional Projects Program (PPP) — to help Canadian companies develop export markets for their products and services. DRIE's regional offices provide full information on both programs and deliver the PEMD's most commonly-used sections to their local business clients.

The PEMD shares the financial risks of businesses wishing to enter or expand their activities in foreign markets. Designed to meet individual company requests for marketing support, the program may provide financial assistance to eligible companies to help cover the cost of: bidding on specific projects outside Canada; market identification trips to potential foreign markets; participating in trade fairs abroad; bringing foreign buyers to Canada; forming export consortia; establishing facilities on location in order to sustain marketing efforts; developing export markets for agriculture, fisheries and food products.

Through the Promotional Projects Program, the federal government underwrites some of the cost to industry of participating in national exhibits at trade fairs abroad and in outgoing trade missions. The program is also used to fund incoming trade visits by foreign buyers and government delegations. DRIE's regional offices and industry sector branches make recommendations regarding industry participation and may work with participating firms to ensure successful completion of projects. Companies interested in a particular fair or mission should advise DRIE regional office staff who will pass the information on to the appropriate bureau in the Department of External Affairs.

## Identification of Supply Capability

Making foreign buyers aware of Canada's supply capabilities is a key aspect of export trade promotion. To this end, DRIE's regional offices develop information on exportable products and supply opportunities in their own areas, while the industry sector branches do the same from an industry-wide perspective. The department uses this information to answer enquiries regarding possible Canadian supply sources, whether the enquiries are received from Canada's trade offices abroad or directly from potential buyers. To obtain maximum benefit from this service, Canadian exporters should keep DRIE fully informed at all times of their products, services and export capabilities and should maintain a complete and up-to-date listing in the department's Business Opportunities Sourcing System (BOSS). BOSS is an inventory of Canadian companies, their products and the markets they serve and is for use by Canada's trade commissioners abroad, by other federal and provincial industry officers, by purchasing agents in the private sector and by Chambers of Commerce across Canada. Listings are free of charge and listing questionnaires are available at DRIE's regional offices.

## Some Other Sources of Federal Export Assistance

The Department of External Affairs in Ottawa, together with its global network of 92 trade offices staffed by trade commissioners, is the prime source of information on tariff and trade negotiations and on opportunities and competition in the market places of the world. It identifies foreign capital projects opportunities and, with appropriate assistance from DRIE's regional offices and industry sector branches, helps Canadian firms to take advantage of them. It also makes exporters aware of the requirements of the *Export and Import Permits Act*. Companies may obtain direct information about the Department of External Affairs programs and services by phoning the Export Trade Information Centre in Ottawa (613-593-6435 or, toll-free, 1-800-267-8376). The Centre provides information on foreign countries, export markets, trade regulations, trade fairs and missions and other matters of interest to Canadian exporters.

The Export Development Corporation (EDC) provides insurance and guarantees that protect Canadian exporters and their banks against non-payment by the foreign buyer. In the case of capital goods and services (those normally financed on credit terms of two years or more), it provides financing support.

The Canadian International Development Agency (CIDA) supports Canadian companies investigating industrial co-operation opportunities in developing countries. It also solicits Canadian suppliers of foodstuffs, goods, materials, equipment, and professional consulting and contracting services for CIDA programs and projects.

Canadian Commercial Corporation (CCC) acts as prime contractor in government-to-government export sales, tying the requirements of foreign governments and international agencies with the supply capabilities of Canadian firms. Commercial and defence-related sales are handled on behalf of CCC by the Export Supply Directorate of Supply and Services Canada. Capital projects are contracted through CCC headquarters.

DRIE's regional offices will put Canadian exporters in direct touch with these and other federal departments and agencies that can help them.

## **DRIE Regional Offices**

(district offices with specific export trade responsibilities are also indicated)

### **British Columbia**

P.O. Box 49178  
Bentall Postal Station  
Bentall Tower 4  
1101-1055 Dunsmuir Street  
Vancouver, British Columbia  
V7X 1K8  
(604) 666-1434  
Telex: 04-51191

### **Saskatchewan**

814 Bessborough  
601 Spadina Crescent East  
Saskatoon, Saskatchewan  
S7K 3G8  
(306) 665-4400  
Telex: 074-2742

Regina District Office  
(306) 359-6108

### **Ontario**

P.O. Box 98  
1 First Canadian Place  
Suite 4840  
Toronto, Ontario  
M5X 1B1  
(416) 365-3737  
Telex: 065-24378

### **New Brunswick**

P.O. Box 1210  
Assumption Place  
770 Main Street  
Moncton, New Brunswick  
E1C 8P9  
(506) 388-6400  
Telex: 014-2200

direct all export enquiries to:  
Fredericton District Office  
(506) 452-3130

### **Alberta**

Cornerpoint Building  
10179-105th Street  
Suite 505  
Edmonton, Alberta  
T5J 3S3  
(403) 420-2944  
Telex: 037-2762

Calgary District Office  
(403) 231-4575

### **Manitoba**

P.O. Box 981  
400-3 Lakeview Square  
185 Carlton Street  
Winnipeg, Manitoba  
R3C 2V2  
(204) 949-4090  
Telex: 07-57624

### **Québec**

C. P. 247  
Tour de la Bourse  
800, place Victoria  
Pièce 4328  
Montréal (Québec)  
H4Z 1E8  
(514) 283-6779  
Telex: 055-60768

Québec City District Office  
(418) 694-4631

### **Nova Scotia**

Box 940, Station M  
1496 Lower Water Street  
Halifax, Nova Scotia  
B3J 2V9  
(902) 426-2018  
Telex: 019-22525



**Prince Edward Island**

P.O. Box 1115  
Confederation Court Mall  
134 Kent Street, Suite 400  
Charlottetown, P.E.I.  
C1A 7M8  
(902) 566-7400  
Telex: 014-44129

**Yukon**

Suite 301  
108 Lambert Street  
Whitehorse, Yukon  
Y1A 1Z2  
(403) 668-4655

**Newfoundland**

P.O. Box 8950  
Parsons Building  
90 O'Leary Avenue  
St. John's, Newfoundland  
A1B 3R9  
(709) 772-4884  
Telex: 016-4749

**Northwest Territories**

Bag 6100  
Precambrian Building  
10th floor  
Yellowknife, N.W.T.  
X1A 1C0  
(403) 873-3546

## **DRIE Industry Sector Branches**

Department of Regional Industrial Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Telex: 053-4123

### **Capital and Industrial Goods**

Automotive	(613) 992-1506
Marine, Urban and Rail Transport	992-3389
Electronics	995-6013
Aerospace	996-0601
Resource Industries Equipment	992-0096
Secondary and Service Equipment	995-6441
Energy Equipment	995-3951

### **Consumer Goods, Services and Resource Processing**

Metals and Minerals Processing	992-0088
Iron and Steel	992-0025
Fabricated Metals and Construction Products	996-0763
Primary Wood Products	992-0068
Converted Wood and Paper Products	995-7134
Pulp and Paper	992-0065
Petroleum and Industrial Chemicals	992-0028
Plastics, Rubber, Chemical Specialties	996-7085
Health Care Products	593-4471
Plant Products	992-1071
Animal Products	992-1591
Fishery Products	993-4842
Grocery Products	995-7271
Furniture	992-0886
Leisure Products	992-1045
Construction Services	995-8107
Consulting Services	995-8107
Wholesale and Retail Services	995-8107
Transportation Services	995-8107
Trading Houses	995-8107
Textiles, Clothing, Footwear	996-7948
Computer Software Industries	995-8107

**DRIE welcomes your export trade enquiries and information about your firm, its products, services and export capabilities.**