

## CONTACT US

For further information contact us through Team Canada Inc at:

1 888 811-1119

Visit the ExportSource web site:

[exportsource.ca](http://exportsource.ca)



ExportSource Site features:

- Search simultaneously a number of government web sites
- Link instantly to numerous non-government and private sector information sources
- Key topics covered: preparing to export, researching countries and sectors, marketing and financing, getting the product or service to market, preventing and resolving problems, and understanding the global marketplace.

Your Passport to the  
Global Market



Team Canada Inc • Équipe Canada inc

TRADE TEAM  
NEW BRUNSWICK  
ÉQUIPE COMMERCE  
NOUVEAU-BRUNSWICK



Canada

## MISSION STATEMENT

“ Trade Team New Brunswick Partners will provide quality services to exporters to help them achieve success in global markets. ”

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## ABOUT US

Trade Team New Brunswick is a partnership of government organizations dedicated to stimulating export activity in New Brunswick. The partnership provides potential and active exporters with access to various trade-related programs and services. Trade Team New Brunswick is part of Team Canada Inc.

**TEAM CANADA INC**  
*Your Source for Export Services*

Team Canada Inc is a network of government and private sector export service providers that helps Canadian businesses succeed in the world markets. Together with Trade Team New Brunswick, we can provide you with information, counselling, market intelligence, financial assistance and on the ground support you need to make your export venture a successful one.

## KEY OBJECTIVES

### **Export Preparedness**

Ensure companies have the necessary tools, skills and resources required when entering foreign markets.

### **Diversifying Export Markets**

Encourage active exporters to enter new markets through trade missions, exhibitions and identification of opportunities.

### **Strengthened Performance**

Assist exporters increase productivity, sales, profits and job creation at home.

## WHAT WE CAN DO FOR YOU

Trade Team New Brunswick offers easy access to the wide range of services offered by our partners. Whether you are a potential, preparing, or experienced exporter, we have the service for you, including **General Information, Skills Development, Export Counselling, Market Entry Support, Export Financing, and In-Market Assistance**. These services are outlined in detail on the following pages.

## TEAM CANADA INC TOOLS

With the right tools in hand, you are already one step closer to export success. Team Canada Inc has the tools to help you prepare to export. *The Roadmap to Exporting* helps exporters locate the best sources of export services. Other useful TCI products include *A Step-by-Step Guide to Exporting*, the *Export Readiness Diagnostic*, the *Interactive Export Planner* and a series of half-day *Going Global* workshops.

To find out more about how TCI can help you, visit [exportsource.ca](http://exportsource.ca) or call toll-free 1 888 811-1119.

## SOURCES OF KEY SERVICES

### General Information

The Canada/New Brunswick Business Service Center (CBSC) is your gateway to Trade Team New Brunswick. Call or e-mail us to find out about exporting or to determine which partners are most appropriate for you!

Canada/New Brunswick Business Service Center  
1 800 668 1010.

Visit our website at [www.cbsc.org/nb](http://www.cbsc.org/nb) to find helpful information such as the Info-Guide on Exporting. This Guide is designed to help you navigate through some of the most common federal and provincial government export assistance programs available to New Brunswick companies wishing to get into export markets.

### Skills Development

Seminars and Workshops on:

- Trade Awareness Sessions/“How-To” Sessions
- One-on-One Trade Consultations
- Multi-Day Trade Training Sessions
- Trade Mentoring / Coaching Program
- Export Partnering Program (EPP)

- International Marketing
- Researching Foreign Markets
- Trade Financing
- Trade Logistics

### Export Counselling

Helping you:

- Assess your export readiness
- Develop your export marketing strategy and plan
- Gather information on international markets
- Find the right trade shows and conferences for your product or service

### Market Entry Support

Helping you:

- Participate in trade fairs
- Participate in trade missions
- Find partners and joint-ventures
- Research potential clients and competitors
- Register for Virtual Trade Commissioner at [www.infoexport.gc.ca](http://www.infoexport.gc.ca) or by calling 1 888 811-1119

## Export Financing

We can help you find out about:

- Market development financing
- Working capital
- Foreign buyer financing

## In-Market Assistance

When you've researched and selected your target market, we can help you obtain the following services through Canada's trade commissioners abroad.

- Market access questions
- International business contacts
- Foreign business leads
- Technology transfer
- Foreign/International investment attraction

## VIRTUAL TRADE COMMISSIONER

(formerly WIN Exports)

**The Virtual Trade Commissioner is your personal gateway to the Canadian Trade Commissioner Service. Just imagine...**

- Receiving a customized Web page containing market information and business leads that match your international business interests;
- Requesting services online from Trade Commissioners responsible for your industry in the markets of interest to you;
- Being informed of new information related to your industry and target markets as it becomes available;
- Making information on your company available to the more than 500 Trade Commissioners in our 140 offices abroad.

To receive your customized Virtual Trade Commissioner, all you have to do is register as a client of the Trade Commissioner Service by completing the registration form available at [www.infoexport.gc.ca](http://www.infoexport.gc.ca). Login to your Virtual Trade Commissioner anytime to view market information, business opportunities, make service requests and even update your company's registration information. Best of all, it's FREE!

## PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

The PEMD program is designed to assist export-ready companies enter new markets by sharing the cost of activities that businesses normally could not, or would not, undertake alone. These include attending trade fairs in a specific market, developing and implementing an international marketing plan of activities or bidding on major capital projects abroad. For more information, call the International Trade Centre, Industry Canada at 1 800 332-3801 or visit our website at [www.infoexport.gc.ca/pemd](http://www.infoexport.gc.ca/pemd)

## TRADE ASSISTANCE PROGRAM AND SERVICES (TAPS)

Trade Assistance Program and Services introduce and support New Brunswick's new and existing exporters in "new" export markets. For additional information and eligibility, contact Business New Brunswick, Export Development at (506) 453-3412 or the Canada/New Brunswick Business Service Centre at 1 800 668-1010

## BUSINESS DEVELOPMENT PROGRAM (BDP)

The Business Development Program can provide to small and medium-sized businesses a provisionally repayable, unsecured, interest free contribution towards a project which improves competitiveness in the export market. The BDP will assist companies with up to 75% of the cost associated with international market activities. For more information, call the ACOA toll-free line at: 1 800 561-4030 or visit the website at [www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca)

## PROGRAM FOR EXPORT MARKET DEVELOPMENT - INVESTMENT (PEMD - I)

This program is designed to assist Canadian communities to attract, retain and expand foreign direct investment and thereby create jobs in their region. For more information, call the International Trade Centre, Industry Canada at (506) 451-2588 or visit our website at [www.pemd-i.gc.ca](http://www.pemd-i.gc.ca)

## EXPORT ORIENTATION PROGRAMS

These are a series of programs to help you learn about international markets and how to gain access to them.

These include the **Export Partnering Program (EPP)**, targeted at new-to-exporting companies who require assistance in becoming export-ready (assistance in developing e-business strategy, web site development, promotional material, registration in the Virtual Trade Commissioner database, business skills development, and market research and strategy development).

The **New Exporters to Border States (NEBS)** program is a key export education tool for companies just starting out in exporting to the United States. It includes a visit to one of the Canadian Consulate and meeting with trade officers.

The **Exporters to the United States (EXTUS)** program is directed to companies already exporting to the U.S. and who want to expand their export business. It includes trade mini-missions that last from one to three days and are often coordinated with trade shows in the U.S. to give participants a closer look at a specific sector. It provides sessions with industry experts and helps the exporter to establish networks with distributors, representatives and buyers.

**New Exporters to Overseas (NEXOS)**, a program to introduce companies to European markets.



## TRADE TEAM NEW BRUNSWICK PARTNERS

Agriculture and Agri-Food Canada  
(506) 452-3706

Agriculture, Fisheries and  
Aquaculture New Brunswick  
(506) 453-2214

Atlantic Canada Opportunities Agency  
1 800 561-4030

Business New Brunswick, Export Development  
(506) 453-3412

Canada Mortgage and Housing Corporation  
(506) 851-6512

Canada/New Brunswick  
Business Services Centre  
1 800 668-1010

Canadian International Development Agency  
(506) 851-6605

Enterprise Network  
(506) 444-4686

Export Development Canada  
(506) 851-6066

Foreign Affairs and International Trade  
1 888 811-1119

Industry Canada, International Trade Centre  
1 800 332-3801

If you are not sure which partner is the best one for you, please call the Canada/New Brunswick Business Service Center (CBSC).



## EXPORT INFORMATION WEB SITES

Canada/New Brunswick Business Services Centre  
[www.cbcs.org/nb](http://www.cbcs.org/nb)

Team Canada Inc  
[exportsource.ca](http://exportsource.ca)