

## 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)



Visit our web site:

[www.ttnl.ca](http://www.ttnl.ca)

Site features include:

- Information on Team Canada Inc and Trade Team Newfoundland and Labrador
- Regional Trade Plan outlining priority sectors and activities
- Activities and Events
- Information on export readiness, development strategies and export opportunities
- Exporter Needs Continuum
- Investment Attraction
- On-line Virtual Trade Commissioner Registration
- Exporter success stories

Your Passport to the  
Global Market



Team Canada Inc - Équipe Canada inc



Canada



## MISSION STATEMENT

“ Trade Team Newfoundland and Labrador partners provide export services to help businesses achieve success in global markets. ”

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## ABOUT US

Trade Team Newfoundland and Labrador is a partnership of federal and provincial government departments and agencies that offer various forms of export assistance to active and potential exporters. Working in partnership enables members of Trade Team Newfoundland and Labrador to collaborate and coordinate international export development activities.

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

Team Canada Inc is Canada's network of government and private sector export service providers that help Canadian businesses succeed in world markets. Together with Trade Team Newfoundland and Labrador, it 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

There are four key areas of focus in assisting Newfoundland and Labrador companies to achieve success in the global market:

### **Export Preparedness**

Ensuring companies have access to the necessary tools, skills and resources required to enter foreign markets.

### **Diversifying Export Markets**

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

### **Strengthened Performance**

Helping exporters to increase local productivity, sales, profits and job creation.

### **Investment Attraction**

Complementary efforts to attract foreign direct investment to the province through the promotion of Newfoundland and Labrador abroad.



## WHAT WE CAN DO FOR YOU

Trade Team Newfoundland and Labrador offers easy access to the wide range of services offered by our partners, including:

- **General Information;**
- **Skills Development;**
- **Export Counselling;**
- **Market Entry Support;**
- **Export Financing;** and,
- **In-Market Assistance.**

These services are outlined in detail on the next 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

#### Export Information

Canada/Newfoundland and Labrador  
Business Service Centre  
1 800 668-1010 or (709) 772-6022

Team Canada Inc • 1 888 811-1119

#### Regional Information and Contacts

Trade Team Newfoundland and Labrador  
(709) 729-5632

### Skills Development

#### Export Development Seminars

Department of Industry,  
Trade and Rural Development  
(709) 729-2781

Atlantic Canada Opportunities Agency  
(709) 772-2751

#### Export Development Seminars and *Going Global Workshop Series*

Trade Team Newfoundland and Labrador  
(709) 729-5632

#### Training and Consulting Program - NEXPRO

Business Development Bank of Canada  
(709) 772-4745

#### Cultural Industries Export Training and Professional Development

Trade Routes Program, Canadian Heritage  
(709) 772-6406

#### Crafts Industry Development Program

Department of Industry,  
Trade and Rural Development  
(709) 729-7000

#### Atlantic Trade and Investment Partnership (ATIP)

Atlantic Canada Opportunities Agency  
(709) 772-2751

### Export Counselling

#### Export Readiness and Export Plan Assessment

International Trade Centre, Industry Canada  
(709) 772-5511  
Department of Industry, Trade and Rural Development  
(709) 729-2781

### **Trade Tool Kit**

Atlantic Canada Opportunities Agency  
(709) 772-2751

### **Agri-Food Trade Program**

Agriculture and Agri-Food Canada  
(709) 772-0330

### **Crafts Industry Development Program**

Department of Industry, Trade  
and Rural Development  
(709) 729-7000

**Construction and Building Products:  
market intelligence, export counselling and  
trade promotion activities**

Canada Mortgage and Housing Corporation  
(709) 772-5973

### **Cultural Industries Export Preparedness**

Trade Routes Program, Canadian Heritage  
(709) 772-6406

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**8 Atlantic Trade and Investment Partnership (ATIP)**

Atlantic Canada Opportunities Agency  
(709) 772-2751

### **Market Entry Support**

**Program for Export Market Development  
(PEMD)**

International Trade Centre, Industry Canada  
(709) 772-5511

**Export Orientation Programs and Virtual Trade  
Commissioner Registration**

International Trade Centre, Industry Canada  
(709) 772-5511

### **Fax Back Program**

Agriculture and Agri-Food Canada  
(709) 772-0330

**Trade Missions and Exhibitions,  
New England Trade and Investment Initiative**

Department of Industry,  
Trade and Rural Development  
(709) 729-2781

### **Business Development Program (BDP)**

Atlantic Canada Opportunities Agency  
(709) 772-2751

**Canada/Atlantic Provinces  
Cooperation Agreement on International  
Business Development (IBDA)**

Department of Industry,  
Trade and Rural Development  
(709) 729-2781

Atlantic Canada Opportunities Agency  
(709) 772-2751

**Small Business and Market  
Development Program (BMDP) and  
Crafts Industry Development Program**

Department of Industry,  
Trade and Rural Development  
(709) 729-7000

**Market Intelligence and Incoming/  
Outgoing Trade Missions for  
Construction and Building Products**  
Canada Mortgage and Housing Corporation  
(709) 772-5973

**Industrial Cooperation Program**  
Canadian International Development Agency  
(709) 772-5511

**Trade Routes Program**  
Canadian Heritage  
(709) 772-6406

**Export Financing**

**Export Development Canada** provides trade finance and risk management services to Canadian exporters through the provision of insurance services, bonding supports, financing and equity investments.

Export Development Canada  
(709) 772-8808

**Business Development Program (BDP)**  
Atlantic Canada Opportunities Agency  
(709) 772-2751

**Working Capital for Exporters and  
Techno.net Program**  
Business Development Bank of Canada  
(709) 772-4745

**In-Market Assistance**

**Trade Commissioner Service**  
Department of Foreign Affairs  
and International Trade  
1 800 267-8376

## VIRTUAL TRADE COMMISSIONER

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!

## 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 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 Consulates and meeting with trade officers.

**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 NEWFOUNDLAND AND LABRADOR PARTNERS

### Core Partners

Agriculture and Agri-Food Canada  
(709) 772-0330 • [ats.agr.ca](http://ats.agr.ca)

Atlantic Canada Opportunities Agency  
(709) 772-2751 • [www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca)

Department of Industry,  
Trade and Rural Development  
(709) 729-2781 • [www.nlbusiness.ca](http://www.nlbusiness.ca)

Industry Canada  
(709) 772-5511 • [www.ic.gc.ca](http://www.ic.gc.ca)

### Partners

Business Development Bank of Canada  
(709) 772-4745 • [www.bdc.ca](http://www.bdc.ca)

Canadian Heritage  
(709) 772-6406  
[www.canadianheritage.gc.ca/routes](http://www.canadianheritage.gc.ca/routes)

Canadian International Development Agency  
(709) 772-5511 • [www.acdi-cida.gc.ca](http://www.acdi-cida.gc.ca)

Canada Mortgage and Housing Corporation  
(709) 772-5973 • [www.cmhc.ca](http://www.cmhc.ca)

Canada/Newfoundland and Labrador  
Business Service Centre  
(709) 772-6022 or 1 800 668-1010  
[www.cbosc.org/nl](http://www.cbosc.org/nl)

Export Development Canada  
(709) 772-8808 • [www.edc.ca](http://www.edc.ca)

National Research Council of Canada -  
Industrial Research Assistance Program  
(709) 772-5228 • [irap-pari.nrc-cnrc.gc.ca](http://irap-pari.nrc-cnrc.gc.ca)



## EXPORT INFORMATION WEB SITES

Trade Team Newfoundland and Labrador  
[www.ttnl.ca](http://www.ttnl.ca)

Department of Industry,  
Trade and Rural Development  
[www.nlbusiness.ca](http://www.nlbusiness.ca)

Atlantic Canada Opportunities Agency  
[www.acoa-apeca.gc.ca](http://www.acoa-apeca.gc.ca)

Export Development Canada  
[www.edc.ca](http://www.edc.ca)

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

Strategis  
[www.strategis.gc.ca](http://www.strategis.gc.ca)

Canada/Newfoundland and Labrador  
Business Service Centre  
[www.cbcs.org/nl](http://www.cbcs.org/nl)

Trade Commissioner Service  
[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

Invest In Canada  
[www.investincanada.gc.ca](http://www.investincanada.gc.ca)

New England Trade and Investment Initiative  
[newenglandbusiness.ca](http://newenglandbusiness.ca)

Canada Mortgage and Housing Corporation  
[www.cmhc.ca](http://www.cmhc.ca)

Trade Routes  
[www.canadianheritage.gc.ca/routes](http://www.canadianheritage.gc.ca/routes)