

## 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.tradeandinvestmentteam.com](http://www.tradeandinvestmentteam.com)

Site features include:

- Partners – meet the trade and investment team
- Team news – find out more about Team Canada trade missions
- Information on getting ready to export, expanding your exports, trade and partnership opportunities
- Manitoba Business Calendar
- Connect to Global Business Opportunities

Your Passport to the  
Global Market



Team Canada Inc - Équipe Canada inc

Canada

“ This Guide has been designed to assist potential, prepared, and experienced exporters in connecting with export programs and services offered by the Regional Trade Network Partners. ”

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## ABOUT US

The Canada - Manitoba Trade and Investment Team is one of 12 Regional Trade Networks across Canada, and an important part of the Trade Team Canada approach to helping Canadian business capture emerging opportunities in international markets. The Canada - Manitoba Trade and Investment Team works together to undertake a co-operative approach for the delivery of international business activities and programs.

**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 business succeed in world markets. Together, with Team Canada Inc, the Canada - Manitoba Trade and Investment Team is your first stop en route to the information, counselling, market intelligence, financial assistance and on-the-ground support you need to make your export venture successful.

## KEY OBJECTIVES

The Canada - Manitoba Trade and Investment Team is a partnership of key Manitoba public and private sector organizations offering international business-related services to active and potential exporters. The key areas of focus include:

### Export Preparedness

Ensure companies have the necessary information, skills and resources required when considering exporting.

### Market Entry Support

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

### Strengthened Performance

Assist exporters to increase productivity, sales, profits and job creation.

### Investment Development

Attract, retain and expand foreign direct investment by promoting Manitoba's investment assets and advantages.

## WHAT WE CAN DO FOR YOU

The Canada - Manitoba Trade and Investment Team offers you quick access to the expertise of all the partners. Services include: **General Information, Export Information, Skills Development, Export Counselling, Market Entry Support, Export Financing, Investment Retention and Attraction and In-Market Assistance.** These services are outlined on the following pages.

## TEAM CANADA INC TOOLS

Team Canada Inc has the tools to help you prepare to export. The publication, *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.

## KEY SERVICES

### General Information

Information on **all aspects of business and international trade** is available through the Canada/ Manitoba Business Service Centre (C/MBSC).

Contact: (204) 984-2272 or 1 888 811-1119

Website: [www.cbosc.org/manitoba](http://www.cbosc.org/manitoba)

visit Room 250-240 Graham Avenue

or one of the C/MBSC Regional Access Sites.

To find an office near you, call 1 800 665-2019

or locate it online at

[www.cbosc.org/manitoba/index.cfm?name=satellit](http://www.cbosc.org/manitoba/index.cfm?name=satellit)

Another great source of information is ExportSource.

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

### Export Information

Information such as market studies, sector profiles, legal issues, foreign market statistics and much more is available in the C/MBSC library.

### Skills Development

Workshops cover a range of topics such as the *Going Global* series on basic export skills and the Forum for International Trade Training skills program, which can lead to a professional designation. Additional market development sessions include: marketing internationally, researching foreign markets, trade financing, trade logistics and various niche topics.

### Export Counselling

Assistance provided in Export Readiness Assessment, Export Plan Development and Export Plan Implementation.

### Market Entry Support

Market Entry Support Services are designed to assist companies that have researched and selected their target markets. Market entry support services include: market/sector intelligence, trade missions, market sector advice and market development funding.

### Export Financing

Export Financing Services include: helping you develop market opportunities, securing working capital, financing foreign receivables, arranging for pre-delivery financing and insuring your receivables.

### In-Market Assistance

Once you have researched and selected your target markets, assistance is available to help you: answer market access questions, find foreign business contacts and leads, and provide advice on technology transfer and investment attraction.

### Investment Retention and Attraction

Assistance related to attracting and retaining foreign direct investment to Manitoba.


## VIRTUAL TRADE COMMISSIONER

(formerly WIN Exports)

The Virtual Trade Commissioner is your personal gateway to the Canadian Trade Commissioner Service. The VTC is a new on-line database that has replaced WIN Exports.

Each user receives a personalized Web page containing market information and business leads that match the user's international business interests. Some of the services available and/or provided by the VTC include:

- Direct contact information for the Trade Commissioner responsible for your sector in your market(s) of interest
- The ability to request Trade Commissioner services online
- Notification of new market research and events as they become available
- Notification of any market prospects and/or opportunities in your sector in your market(s) of interest
- Your VTC profile makes information on your company available to the 500 Trade Commissioners in 140 Canadian 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!

If you experience any problems registering online, please call the Division's Client Support Group at 1 800 551-4946.

## 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.

## TRADE ASSISTANCE PROGRAM

The Trade Assistance Program assists small and medium-sized Manitoba firms to launch products in new markets outside the province by cost-sharing participation in a recognized trade show. The program is open to Manitoba firms with fewer than 125 employees, that either operate manufacturing facilities in the province, or offer exportable services. The program is available primarily for trade shows outside of Canada. Participation in trade shows in Canada is restricted to new exporters who have no previous experience exporting.

## 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:

### NEBS

The New Exporters to Border States 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.

### EXTUS

The Exporters to the United States program is directed at companies already exporting to the U.S. 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.

### NEXOS

New Exporters to Overseas is a program to introduce companies to European markets.

## PEMD INVESTMENT

This program is designed to assist Canadian communities to attract, retain and expand foreign direct investment. For further information and applications contact the International Trade Centre at (204) 983-2594 or visit [www.pemd-i.gc.ca](http://www.pemd-i.gc.ca).

## MANITOBA AGRI-VENTURES INITIATIVES PROGRAM (MAVI)

The MAVI, a Manitoba Agriculture and Food program provides support for business planning and market development initiatives to increase value-added and diversification activity in the province's agri-business sector. Funding is available specifically for the development of information for business plans, marketing plans, feasibility studies, new product development, new process development, market development. For more information call Manitoba Agriculture and Food, Agri-Ventures Section, telephone (204) 945-3498 or visit [www.gov.mb.ca/agriculture](http://www.gov.mb.ca/agriculture).



## THE CANADA - MANITOBA TRADE & INVESTMENT TEAM CORE MEMBERS

**Agriculture & Agri-Food Canada** is responsible for the international marketing and promotion of Canadian food and beverages. Agriculture and Agri-Food Canada is an active participant in the Canada - Manitoba Trade and Investment Team through the Market Information Services Branch. Contact (204) 983-3032  
website: [atn-riac.agr.ca/region/home-e.htm](http://atn-riac.agr.ca/region/home-e.htm)

**International Trade Centre, Industry Canada** works to ensure that your company receives the most pertinent information for your exporting requirements. We offer a range of international business development programs and services. Contact (204) 983-5851  
website: [www.itc-cci.gc.ca](http://www.itc-cci.gc.ca)

**Manitoba Agriculture and Food's** mission is to sustain and enhance the economic and personal well-being of participants within the agriculture and food chain. The department has extension,

technology transfer and industry development program initiatives to support industry retention and expansion. Industry development, with particular emphasis on value added enhancement of agri-food commodities, is a key component in the department's market development strategy. Manitoba Agriculture and Food's role extends from supporting the sector in the development and provision of agricultural based products to identifying international markets to connecting suppliers of Manitoba products with buyers in those markets.

Contact (204) 945-4521  
website: [www.gov.mb.ca/agriculture/index.shtml](http://www.gov.mb.ca/agriculture/index.shtml)

**Manitoba Intergovernmental Affairs** helps improve the economic, social and environmental well-being of Manitoba communities and their citizens. Contact (204) 945-2157  
website: [www.gov.mb.ca/ia](http://www.gov.mb.ca/ia)

**Manitoba Trade & Investment Corporation** is the provincial agency responsible for increasing the number of Manitoba exporters, encouraging market diversification of existing exporters,

## CANADA - MANITOBA TRADE & INVESTMENT TEAM PARTNERS

attracting foreign direct investment to Manitoba and promoting Manitoba's advantages and opportunities to international business. Through a wide range of programs and services, MTI helps Manitoba firms to reach world markets, and it provides international investors with the information they require as a basis for decisions to invest in Manitoba.

Contact (204) 945-2466

Toll free in Canada and the U.S.: 1 800 529-9981  
website: [www.manitoba-canada.com](http://www.manitoba-canada.com)

**Western Economic Diversification** promotes the development and diversification of the economy in Western Canada. Small and medium-sized businesses can access information on innovation, entrepreneurship, sustainable development and international trade through more than 100 points of service across the West.

Contact 1 888 338-WEST (9378)  
website: [www.wd.gc.ca](http://www.wd.gc.ca)

Agriculture & Agri-Food Canada  
(204) 983-3032

Canadian Heritage  
(204) 983-2300

Canada/Manitoba Business Service Centre  
(204) 984-2272 or 1 888 811-1119

Canadian Manufacturers and Exporters  
(204) 949-1454

Destination Winnipeg  
(204) 943-1970

Economic Development Council for  
Manitoba Bilingual Municipalities  
1 800 990-2332

Export Development Canada  
(204) 975-5090

International Trade Centre  
(204) 983-5851

Manitoba Agriculture & Food  
(204) 945-4521

Manitoba Chambers of Commerce  
(204) 948-0100

Manitoba Hydro  
(204) 474-3839

Manitoba Industry, Trade & Mines  
(204) 945-2466

Manitoba Intergovernmental Affairs  
(204) 945-2157

Manitoba Trade & Investment Corporation  
(204) 945-2466 or 1 800 529-9981

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Western Economic Diversification  
1 888 338-9378

Winnipeg Chamber of Commerce  
(204) 944-8484

## MANITOBA CALENDAR OF EVENTS WEB SITE

The “Manitoba Business Calendar” website informs businesses of significant events in Manitoba. Events in the Business Calendar can be viewed via a number of filters including *event name, date, sector, type, location and host organization*. The Business Calendar is provided through a partnership of public-sector organizations involved in economic development. Contact: (204) 945-3691  
website: [db.itm.gov.mb.ca/BISP/Events.nsf/IDLookup/CalendarHome?OpenDocument](http://db.itm.gov.mb.ca/BISP/Events.nsf/IDLookup/CalendarHome?OpenDocument)

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## EXPORT INFORMATION WEB SITES

Agri-Food Trade Service Online  
[atn-riac.agr.ca](http://atn-riac.agr.ca)

Canada/Manitoba Business Service Centre  
[www.cbcs.org/manitoba](http://www.cbcs.org/manitoba) - click on "Trade"

Canada - Manitoba Trade & Investment Team  
[www.tradeandinvestmentteam.com](http://www.tradeandinvestmentteam.com)

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

Foreign Affairs & International Trade  
[www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

International Trade Centre  
[www.itc-cci.gc.ca](http://www.itc-cci.gc.ca)

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

Manitoba Trade & Investment Corp  
[www.manitoba-canada.com](http://www.manitoba-canada.com)

Manitoba Agriculture and Food  
[www.gov.mb.ca/agriculture/globaltrade/index.html](http://www.gov.mb.ca/agriculture/globaltrade/index.html)

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

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

Western Economic Diversification  
[www.wd.gc.ca](http://www.wd.gc.ca)