

Everywhere you do business
**The Canadian Trade
Commissioner Service**

TCS



Global Affairs Canada
Trade Commissioner Service

Affaires mondiales Canada
Service des délégués commerciaux

Canada

Agenda

1. Assessing Your Export Readiness
2. Determining International Demand for your Product Using Trade Research Tools
 - a) Example: kitchen cabinets – Jessica
3. Diversify Your Trade: The Canadian Trade Commissioner Service: Programs and Services
4. Trade shows around the world for your products
5. Q & A

Assessing Your Export Readiness

- Have you researched your target market?
- Do you have production capacity to meet foreign demand?
- Do you meet foreign regulatory requirements/standards?
- Is there senior management commitment of time, \$\$\$, and human resources ?
- Foreign language capacity ?
- Cultural openness ?
- Materials ready for the target market ? Eg translated, adapted to foreign culture
- Method of entry ? Direct sale vs. Agent/distributor vs. Joint venture vs. E-Commerce , etc
- Terms of sale ? Contract ?
- Shipping ? Logistics ?
- Additional financing?

Determining International Demand for your Product: First Steps

- Use the free online tools to analyze product exports and imports:
 - [Trade Data Online](#) (from Canada)
 - [UN Comtrade](#) (from UN / Global)
 - [Observatory of Economic Complexity \(OEC\)](#)
- Attend networking and information events in Canada – eg bilateral chambers of commerce and business associations: e.g. [Brazil Canada Chamber of Commerce events](#) – consider becoming a member of the organization
- Walk (don't exhibit the first time) a trade show or conference in your sector in your target country(s)
- Ask your non-competitors – clients, contacts etc.
- Prioritize Canada's FTA partner countries for your first venture outside of Canada
- Thoroughly read the [Step by Step Guide to Exporting](#)

DEMO – Trade Research Tools (OEC)

Example: kitchen cabinets – HS Code 94.03.30

[Office furniture, wooden, nes \(HS: 940330\)](#)

[Product Trade, Exporters and Importers | The Observatory of Economic Complexity](#)

Data up to 2023, given in USD. Can be done with HS2, HS4 or HS6 (our example)

The Canadian Trade Commissioner Service

Diversify Your Trade

Programs and Services of the Canadian
Trade Commissioner Service

Helping Canadian Companies Get There: The Canadian Trade Commissioner Service (TCS):

- Federal government: The commercial branch of Global Affairs Canada
- Our mission is to advance Canada's commercial interests around the world and to help Canadian companies succeed internationally
- We have a worldwide network of international business development professionals, with preferred access to business knowledge and contacts
- TCS has a 125 year history helping thousands of Canadian companies
- **Our global presence:**
 - At home: Six regional offices across Canada
 - Abroad: 160 offices in 101 countries with 1,000 trade officers to help your company.



*Our Global Presence:
Over 160 trade offices around the world to serve your company*

Map of Regional Business Network (RBN) (2021)



Client Criteria:

- Canadian companies who:
 - have developed an export plan ; have selected and researched their target market
 - are serious about putting financial and human resources toward the development of their international business
 - are incorporated and have an existing track record of sales in Canada (we do not generally work with startups or one-person companies)
 - must have 50% Canadian content in their product, service or technology, or be able to clearly demonstrate benefit to Canada
- If your company has a person representing you such as a consultant, agent or rep - we may ask for an authorization letter

4 Core Services for Our Clients

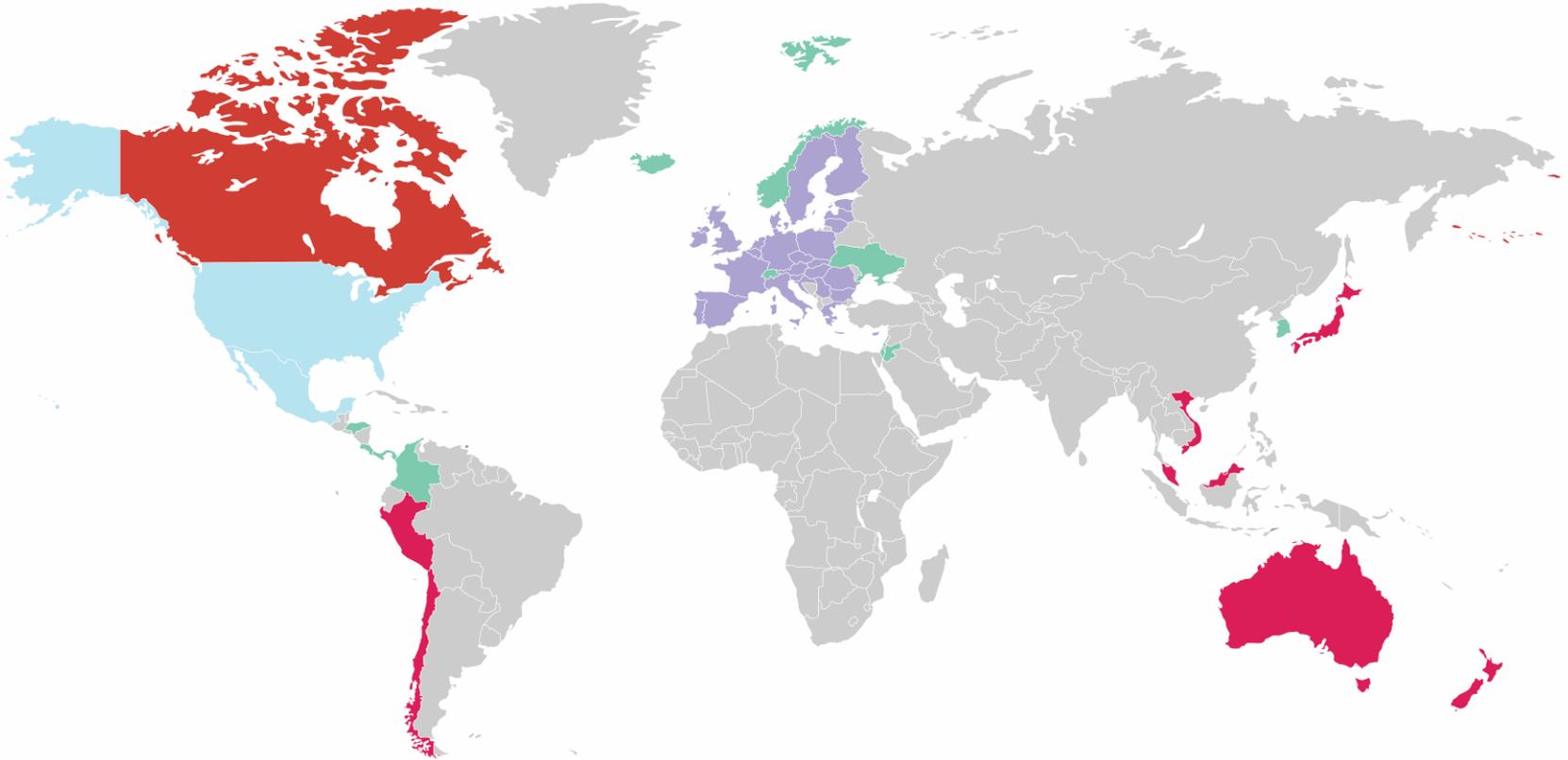
1. Prepare for International Markets
2. Assessing Market Potential
3. Finding Qualified Contacts
4. Resolving Problems

These services are provided at no cost
to our qualified clients

Follow the FTAs: Benefits of Canada's FTAs

- Canada leads most G7 countries with our number of free trade agreements (FTAs)
- Through 15 free trade agreements covering 60% of the world's GDP, Canada opens doors to growth beyond our borders
- Canada's FTAs give your company access to 1.5 billion consumers across 51 countries

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 CUSMA  CETA  CPTPP  Other FTAs

Canada's FTA's give your Canadian-made products tariff-free access to:

- CETA (European Union): 27 countries
- CPTPP: (Pacific Countries): 10 countries:
 - Australia, Brunei, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore, Vietnam
- Bilateral trade agreements: Korea, Ukraine, Jordan, Israel etc .
- CUSMA/USMCA: USA, Mexico

What can FTAs do for your company?

1. Create preferential access for your company to get to new markets by substantially dropping or entirely eliminating duties/tariffs
2. Supply chain integration
3. Lower the risk for service providers and investors abroad
4. Ease your business travel to partner countries
5. Harmonize technical standards / product standards

Export Funding Programs

- CanExport SMEs
- CanExport Innovation
- CanExport Associations

CanExport SMEs:

- Expected to open for applications in Feb or March, 2026
- Government of Canada program that provides direct financial assistance to small and medium-sized businesses (SMEs) to support their international marketing/international business development
- Objectives:
 - Support Canadian SME's in their international business development
 - Trade diversification / Diversify Canada's trade outside the US market
- For activities that support the export of goods and services into *new* markets
- Very popular and competitive – large takeup: over 4,000 applications last year

What Can CanExport SMEs Fund?

Eligible Activities:

- Business travel: flights, hotels, per diems (subject to Covid travel restrictions)
- Participation in trade fairs and trade missions
- Adaptation of marketing tools
- Interpretation services
- Legal fees associated with distribution and representation agreements
- IP protection and certification
- Consultant fees: market research; B2B meetings; legal and tax advice; key contacts
- Online marketing – SEO, hiring of specialized sales consultants, social media, etc.

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- Non-repayable contributions from the CanExport program range from **\$10,000 to \$99,999 per project**
- CanExport contributions **up to 50% of your eligible expenses**

More info: [CanExport SME](#)

CanExport Innovation:

- Quarterly intake dates – next intake:
- Provides assistance for innovators in Canadian organizations to establish R&D partnerships with foreign partners towards commercialization of their product, service or technology
- Objectives:
 - Support Canadian innovators in co-developing, validating or adapting a technology
 - Leverage foreign partners' technical expertise and/or technologies

CanExport Innovation:

- Details:
 - Funding cycle: 1-year project from April 1 to March 31
 - Project budget: \$0 - \$100,000 (no minimum)
 - Cost-share: 75%, for up to \$75,000 in funding for a single technology
 - Application process: Quarterly intake. One active project at a time
- More info: [CanExport Innovation](#)

CanExport Associations

- Funds national industry associations and trade organizations to support their international business development
- 50% support - Up to \$250k
- Examples: Auto Parts Manufacturers of Canada; Canadian Country Music Association, etc.
- More info [here](#)

Major International Trade Shows for Kitchen Cabinets, Wood Products and Building Products

- **Europe:**
 - Germany: BAU; imm Cologne
 - Italy: EuroCucina
 - UK: KBB Birmingham; Installer Show
- **Gulf Region:** Big 5 Show; Index Dubai; Saudi Build
- **Asia:**
 - China: Kitchen and Bath China (Shanghai)
 - Japan: Interior Lifestyle (Tokyo)
 - Korea: Home Table Deco Fair (Seoul)
- **Mexico:** Expo Mueble Internacional
- **Australia:** Kitchen+Bath Show (Melbourne)
- **USA:** KBIS; Builders Show - both in Orlando, Fla

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Joined April 2015

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Here's an interactive map to help you navigate the world of #tradeagreements: [ow.ly/tqw30bWcmL](#) #FTA #CETA #NAFTA #EFTA

Market Diversification Begins with Free Trade Agree..
Canada has 11 Free Trade Agreements signed with 15 countries. Learn how these agreements can help you grow your business outside of Canada.
edc.trade

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The screenshot shows a web browser window with the URL `tradecommissioner.gc.ca/secure-securee/sign-in-inscrivez-vous.aspx?lang=eng`. The page header includes the Government of Canada logo and a search bar. The main content area features a large banner with the text "Need help exporting? Create your MyTCS account today!" and social media icons for LinkedIn, YouTube, Twitter, Facebook, and MyTCS. Below the banner, there is a breadcrumb trail: [Trade Commissioner Service](#) > Need help exporting? Create your MyTCS account today! and a link to the [Privacy Notice Statement](#). The page is divided into two columns: "Already a member? Login to MyTCS" and "Create your profile for MyTCS".

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* Required

* First name

* Last name

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Thank You !

Bill Macheras

Bill.Macheras@international.gc.ca

(416) 973-5060

Jessica Rindlisbacher

Jessica.Rindlisbacher@international.gc.ca

Twitter X : @OntarioTCS



1-855-464-6009



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