

## EXPAND YOUR HORIZONS

**F**or over three decades, TFO Canada has been the primary Canadian provider of information, advice and contact services for exporters in developing and emerging countries. Our trade experts help to strengthen the capacity of:

- Small and medium-sized exporters to effectively participate in the Canadian and other global markets
- Trade support institutions so that they can offer enhanced services to their national exporters
- Governments so that they can promote trade and attract foreign investment.

By building their skills in the Canadian market, many of our clients have expanded to new global markets.



## ADDITIONAL SERVICES

**I**n addition to our web-based services, TFO Canada offers Canadian market access and trade capacity building services as a funded component of donor projects or on a fee-for-service basis. These services are typically implemented in partnership with local trade support institutions.

### INFORMATION

- Seminars on exporting to Canada
- Trade publications on opportunities in the Canadian market

### ADVICE

- Canadian trading systems
- Market entry strategies
- Packaging requirements
- Product development and adaptation
- Strengthening a country's commercial presence in the Canadian marketplace
- Training and support resources for commercial representation by Foreign Service Officers

### CONTACT

- Exporter missions to Canada and the United States
- Canadian buyer missions to developing countries
- Exporter participation in North American trade fairs
- Retail tours to Canada for government and industry trade promotion officials



Experts in trade for developing countries  
Experts en commerce au service des pays en développement  
Expertos en comercio al servicio de los países en desarrollo

Founded in 1980, TFO Canada is a non-governmental, non-profit organization that helps small and medium exporters from developing countries achieve success in the Canadian market.



Canada



Global Affairs  
Canada

Affaires mondiales  
Canada

Funding for TFO Canada's Canadian Market Access Services is provided by Global Affairs Canada.

**WELCOME TO  
THE CANADIAN  
MARKETPLACE!**

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## FREE WEB-BASED PRODUCTS AND SERVICES

TFO Canada's web-based products and services available to registered users include:

### INFORMATION

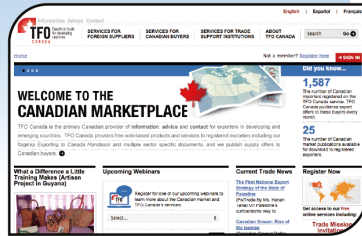
- A Handbook on Exporting to Canada
- Over two dozen sector-specific reports
- Upcoming trade events and news
- Links to trade resources across Canada and around the world
- Quarterly Export to Canada Newsletter

### CONTACT

- Registered exporters and their products are included in our online, searchable supplier database
- New export offers are profiled in TFO Canada's monthly e-newsletter to Canadian buyers

### ADVICE

- Responses to frequently asked questions such as how to find names of buyers, tariff rates, and methods of payments
- Consumer preferences, regulatory requirements and practical tips to help suppliers prepare for the Canadian market
- Practical guidance on planning and executing your exporting strategies



Muya Ethiopian Ceramic

Our web-based services are used by:

- Exporters seeking information and assistance to promote their product offers to Canadian buyers
- Canadian and international importers looking for new suppliers
- Trade Support Institutions (TSIs) providing support to their national exporters

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

## REGISTRATION

To access TFO Canada's web-based services, visit [www.tfocanada.ca/register.php](http://www.tfocanada.ca/register.php) and follow these simple steps to register:

### STEP 1: COMPANY DETAILS

Complete the online form with information on your company, product, and export experience.

### STEP 2: PRODUCT/SERVICE DETAILS (one year export experience required)

Complete the online form with detailed product/ service information. This step is required for your company to be included

in our supplier database and e-newsletter sent to Canadian buyers.

### STEP 3: UPLOAD SUPPORTING DOCUMENTS (optional)

Once you have completed Step 2, you may upload a limited number of supporting documents such as product images catalogue and price lists to further enhance your profile.



Nulangee, Senegal

hotCHOMBO true hot sauce, Panama

P.T. Coco Sugar Indonesia

## MARKET INFORMATION

TFO Canada provides exporters from developing and emerging countries with the following Canadian market information and guides:

- Apparel and Textiles
- Beverages
- Beverages (Alcoholic)
- Building Materials
- Carpets and Rugs
- Corporate Social Responsibility Guide
- Cosmetics, Spa and Beauty Products
- Dried Food, Nuts and Spices
- Environmental Management Systems Guide
- Exporting to Canada: A Handbook
- Fishery and Seafood Products
- Floriculture
- Footwear
- Fresh Fruits and Vegetables
- Furniture
- Hardware and Hand Tools
- Hides, Leather Goods and Leather Apparel
- Home Décor, Housewares and Handicrafts
- Jewellery and Fashion Accessories
- Manufactured Foods
- Natural Health Foods
- Organic and Ethnic Food
- Organic and Fair Trade Products
- Processed Fruits and Vegetables
- Services

All these market information papers are available for download to registered exporters and TSIs online at:  
[www.tfocanada.ca/mip.php](http://www.tfocanada.ca/mip.php)

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