



## DFAIT's Trade and Investment Publication

# A great place to build your exports

Trade News

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On March 31st, the **Canada Export Centre (CXC)** opened its doors to a packed crowd of 500 VIP's. In attendance for the ribbon cutting were several federal and provincial ministers, 37 foreign consuls, as well as executives and owners of many of Canada's leading exporting companies, several of whom came from as far away as Nova Scotia for the event.

Working alongside partners in government and industry, each month the CXC will welcome thousands of conference and trade show attendees, trade mission delegates and business travelers looking for opportunities to buy Canadian goods and services. It has been referred to as the sorely needed focal point for those wishing to engage in trade with Canada.

An impressive list of over a hundred companies have already committed to participate. Some of the more recognizable names include Alcan, Canfor Forest Products, Ballard Power, HSBC Bank Canada and Nature's Path Foods.

"If the success of similar facilities dotted around the Pacific Rim is any indication, the Canada Export Centre will become a very powerful revenue generator for those exporters who have managed to become exhibitors," mentions CXC President Michael Lyons. Other facilities boast long waiting lists, so those able to capitalize now may soon find themselves in an enviable position.

Eastern Canadian companies see the strategic placement of Vancouver on the Pacific Rim as the gateway to the fastest growing economies in the world and are participating in the centre in order to access these lucrative markets.

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