



 **Canada Export Centre**  
Building Successful Business Opportunities ... Internationally.





## Overview 2009

### Trade and Matchmaking Facilitation Services

Our highly-trained team of professionals, customized services and business development tools can help you to establish trade relationships with the companies that best suit your needs.

Clients rely on the Canada Export Centre name, network and reputation to lend credibility, to endorse their companies and to open difficult doors.

## International Locations

BEIJING  
CHONGQING  
DUBAI  
MANILA  
MEXICO CITY  
SÃO PAULO  
SEOUL  
SHANGHAI  
VANCOUVER



## CEO's Message

### International Trade Development



Connecting and building relationships with the right companies can be a real challenge, even when they are in the same country and speak the same language as

you. Language, cultural, geographic and time zone barriers compound the issues that surround doing business internationally.

Clearly, visionary business leaders understand the great rewards that can come through overcoming those barriers. New ideas, new streams of revenue, new sales channels and new relationships, which can be the most rewarding of all, lead to competitive advantages at home and abroad.

**Mark Mensing, CEO**

*Canada Export Centre*

## Trade Mission Testimonial

### Trade Mission Mexico 2009



"I personally did not know what to expect, but from the first breakfast meeting I was very impressed. My experience over the following days was one that is hard to put in words. The words "wow, amazing, impressive,

excellent" are a few that came to mind as we were meeting with various companies.

**Michel Audette, President & CEO**

*Canadian Gold Beverages Inc.*

## Client Testimonials

"Canada Export Centre has lived up to all of its promises and the results are far beyond our expectations. We are now working on three major export agreements in Australia, Chile and Russia. Joining the Centre has fast tracked our export development program."

**Vladimir Kowalchuk**

*Safety Bath*

"Thanks to Canada Export Centre, the client we now have in Korea is continuing to increase their orders and has become our strongest customer in Asia resulting in more sales per month."

**Jeff J. Anderson, Export Market Manager**

*Winexpert Inc.*

## Corporate Finance Network

### Overview

Canadian Horizon Capital provides corporate finance services exclusively to Canada Export Centre and its clients and referrals. We seek opportunities where we can integrate a wide range of corporate finance services, financial resources and the strengths of our team-mates and allies across a broad spectrum of business situations.



#### **Corporate finance services include:**

- Introducing financiers/investors and businesses
- M & A advice and implementation
- Strategic planning
- Conducting due diligence
- Assisting with business plans, offering documents, presentations and quarterly/annual reports

#### **Introductions of Financiers/Investors and Businesses:**

- Financing/investment groups with whom we work and their preferred areas; and
- Businesses that we work with along with their objectives (including to sell, buy, merge, or joint venture) and their financing needs.

## International Seller Services

**We work with clients who are looking to accomplish one or more of the following goals:**

- Generate direct sales
- Develop new distribution channels
- Develop joint venture partnerships or licensing opportunities
- Lower manufacturing costs
- Gain market and competitive intelligence before market entry
- Protect intellectual property
- Raise capital to finance transactions & operations

## International Buyer Services

**Canada Export Centre provides the following services:**

- A one-stop destination for trade and investment opportunities
- A convenient format to source products/services
- Assistance with all opportunities from start to finish
- Clear communication in a variety of languages
- Introduction to high-level officials in government and industry to help projects move forward faster



# Business Generation Tools

## Strategic Planning for Global Markets

### Export Strategy Development Group

*The single focus of the Export Strategy Development Group is to generate export revenue for our clients. To that end we apply proprietary marketing tools, market information and leverage our extensive network of global partners to ensure the success of our client's export marketing plans.*



We facilitate the development of a client-specific "market strategy" which has as its prime objective the definition and identification of the target market based on the client's needs and

requirements, highlighting and quantifying the opportunities and risks that the target market presents.

Our global partners situated throughout the world are fully engaged to assist our clients. They provide local expertise on current and future market opportunities and risks. They are knowledgeable of and conversant with local cultural norms and ensure that the client marketing plans are based on a full understanding of the local market. In addition they assist in the identification of suitable business partners for our clients.

### Your Sales Representative in Your Key Markets

*Canada Export Centre can help you to place an experienced sales representative in your key markets on a short or long term contract.*



Developing sales opportunities in a new market is great however it can also present difficulties. Your buyer may be genuinely interested in buying, but decides not to engage you because you do not have representation on the ground to support them.

Your problem is, "How do I find a representative I can trust?" If you require a sales representative on the ground in a particular market, Canada Export Centre can place a qualified business representative in your targeted market on a short or long term contract.

This way you have a trusted partner administering the representative in your market for you. This will help you to save time and money while pursuing your new business opportunities. Prices vary depending on country of interest.

## **International Business Network (IBN)**

*Build Your Sales Internationally With Our In-Market Teams*



Showcase your company in our global network of partner offices around the world. We currently have eight offices open and another six more are due to open in 12 months. Further offices

are planned to be open including Japan, Chile, Europe, India, and two more in China. Our team of trained and experienced professionals will support and guide the process of turning opportunities into business for your company.

### **Leverage our Network and Expertise:**

- In-market sales teams promoting products and services through the Canada Export Centre network
- Screening and qualifying trade inquiries
- Strong in-market trade teams turn interest into business
- Prominent, dynamic, digital display at Head office in Vancouver, Canada and in all of Canada Export Centre's locations where we host hundreds of international trade groups
- Featured virtually to large and growing database of international businesses accessing the Canada Export Centre website
- Presentation of your company information in 35 languages

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