



Global Affairs
Canada

Affaires mondiales
Canada

Canada

Canadian Trade Commissioner Service

Promoting Canada's Aftermarket Sector Internationally

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Canada's Global Automotive Network

The Canadian Trade Commissioner Service

Everywhere you do business



- Federal government
 - Role: Promote international trade, investment and R&D with Canada
- Automotive is a priority sector
- Global sector team leader at HQ
- TCS offices in Canada and 170+ cities worldwide: embassies, consulates and trade offices
- Partnership with Automotive Parts Manufacturers Association (APMA)
- Private/public sector Advisory Group to help guide our efforts
- Work with federal and provincial partners

TCS Services to Canadian Clients

Our Clients

- Small, medium and large companies
- Established in Canada
- Do business abroad
- Have researched their market(s)

Our Core Services

- Preparing for international markets
- Assessing market potential
- Finding qualified contacts
- Resolving problems



TCS

TCS Regional Network in Canada

Our Regional Offices: Your Main Point of Contact

- Five regional hubs, 26 satellites and 100 trade commissioners deliver services to Canadian clients across all industrial sectors
- Part of Canada's most comprehensive global network of international trade professionals



Some Examples of What We Do

Trade and Investment Leads

- Sourcing enquiries from OEMs and Tier 1s abroad
- Attract FDI: Mitsui High-tec Brantford, Valeo Alliston, Mercedes F-CELL Burnaby, Brose London, etc.

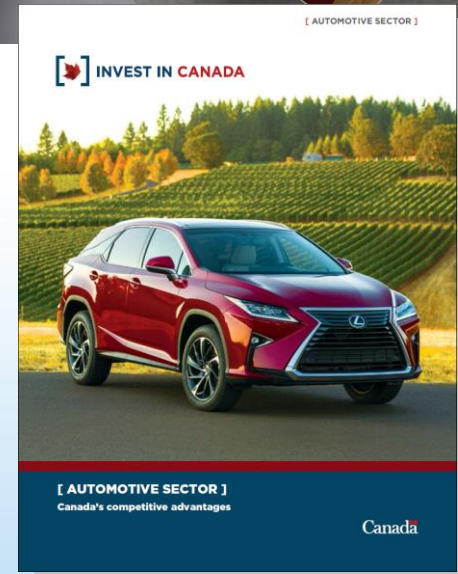
Trade Shows and Missions

- Canada pavilions at JSAE Show (Yokohama), IZB Supplier Fair (Wolfsburg), Auto Expo Components (New Delhi), Automotive Meetings Queretaro (Mexico)
- Canadian tech days with OEMs and Tier 1s
- Incoming and outgoing missions, and B2B matchmaking

Market Reports | Promo Materials

- On Canadian industry capabilities and on automotive markets in *COUNTRY*
- Sector value propositions and other docs

Canada pavilion at Auto Expo India



Some Funding Programs of Interest

Global Opportunities for Associations (GOA)

- Helps national industry associations carry out international market development plans to benefit the entire sector. Need Board-approved 3-year strategy to apply.
- Reimburses up to 50% of eligible expenses. Total funding: min. \$20K to max. \$150K per FY, Apr-Mar. (*AIA Canada last used GOA in 2008-09.*)

CanExport Program

- Helps Canadian SMEs (1-250 staff, \$200K-\$50M revenues) develop new international markets where they haven't been active in the past 24 months.
- Covers up to 50% of eligible costs: travel, trade shows, market research, marketing aids, legal fees, etc. Total funding: min. \$10K to max. \$100K. Simple online application system. Decision in 25 business days (target).

Going Global-Innovation for Researchers (GGI)

- Helps Canadian researchers (companies, universities, private research centres) pursue and conclude international R&D partnerships. Reimburses up to 75% of eligible expenses, to max. \$75K.

Investment Champion Speaker / Expert Outcall Programs

- Sends private sector experts to promote FDI into Canada through speaking engagements / company meetings. Service contracts to cover related costs.

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