

**Trade Commissioner Service**  
Everywhere you export



**Service des délégués commerciaux**  
Partout où vous exportez



## Everywhere you do business!

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@TCS\_SDC  
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CanadExport.gc.ca



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# Agenda



What is Global Affairs Canada?



What is the TCS?



Support Programs



STI Cooperation with Europe

A cluster of colorful geometric shapes (triangles, squares) in red, orange, and teal at the bottom left corner.A wireframe globe with a network of lines and colored dots on the right side.



# What is Global Affairs Canada ?



TCS/SDC





# Represents Canada around the world through:

- Embassies, consulates and trade offices
- Participation in multilateral institutions
- International treaties and arrangements

Canada has 178 missions in 110 countries





# Key functions

A wireframe globe with colorful dots representing different countries is located on the left side of the slide.

Coordinating international  
policy-making

Promoting Canadian  
interests, values and  
expertise abroad

Assisting Canadians by  
providing global consular,  
commercial and passport  
services

An abstract graphic in the bottom right corner featuring overlapping triangles and polygons in shades of red, orange, and teal, with white dotted lines indicating movement or flow.

Supplying a physical  
platform outside Canada





## What is the TCS ?



TCS/SDC





# Promotion

The TCS promotes the Canadian economic interests in the global marketplace



With over  
**120 YEARS**  
of experience,  
the TCS can help  
you in over  
**160 CITIES**  
worldwide.



On average,  
companies using  
TCS services **export**  
**20.5 % more**  
than those that don't,  
and access  
**20.9% more**  
markets.



# Clients

Companies that are part  
of the Canadian business  
community

Have meaningful  
economics ties to Canada

Contribute to Canada's  
economic growth

Have a demonstrated  
capacity for  
internationalization








# Key services

A wireframe globe with colorful dots representing different locations on the left side of the slide.

Preparation for  
international markets

Market-potential  
assessment

Identification of qualified  
contacts

An abstract graphic in the bottom right corner featuring overlapping triangles and squares in shades of red, orange, and teal, with white dotted lines indicating movement or flow.

Commercial problem  
solving

TRADE COMMISSIONER  
SERVICE



SERVICE DES DÉLÉGUÉS  
COMMERCIAUX

# SUPPORT PROGRAMS



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Global Affairs  
Canada  
Trade Commissioner  
Service

Affaires mondiales  
Canada  
Service des  
délégués commerciaux

Canada 



# What is CanExport?



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Reimburses up  
to 50 percent of  
eligible  
expenses

#CanExport has helped more than  
**300 #SMEs** explore **new opportunities**  
in 53 markets around the world

Provides a minimum  
contribution of  
\$10,000 and a  
maximum  
contribution of  
\$99,999

Requires that the  
applicant match  
funds on a one-to-  
one basis

Open, with few  
exceptions, to  
companies looking  
at export markets  
worldwide



With contributions totalling more than **\$10 million**

Open, with few  
exceptions, to all  
industry sectors

[www.international.gc.ca/CanExport](http://www.international.gc.ca/CanExport)

[Canexport@international.gc.ca](mailto:Canexport@international.gc.ca)

1-866-203-2454





# What is Going Global Innovation (GGI)?



TCS/SDC







# What is Going Global Innovation?

- Support Canadian organizations seeking foreign partners to establish new R&D opportunities and partnerships with the potential for commercialization of their technology.
- GGI is the only federal grant/contribution program that helps Canadian organizations for travel costs and legal fees associated with establishing new R&D partnerships with targeted foreign partners.
- GGI reduces the risk you face when creating new partnerships in foreign markets.





# Who can apply?

- GGI eligible organizations include:
  - SMEs
  - Academic institutions
  - Non-government research institutions
- Sector agnostic
- Geographically agnostic
- Applicants must own or co-own the intellectual property (IP) or the technology that will be commercialized as a result of the R&D collaboration





# What are Partnerships Development Activities (PDAs)?



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# Partnership Development Activities

- Facilitate partnerships between Canadian and partner country companies that will lead to collaborative industrial R&D Projects.
- Are undertaken abroad or in Canada with partners in the CIIP targeted countries and other selected countries.
- Can cover the travel costs to participate in a PDA up to 50%.
- May include a variety of participants.
- No two PDAs are the same.





## Other TCS programs

- **Canadian Technology Accelerator**
- **Global Opportunities for Associations**

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# Canadian Technology Accelerator

- A Canadian Technology Accelerator (CTA) can give a firm a head start in a foreign market.
- CTAs are located in major tech hubs Each CTA focuses on helping businesses take advantage of what the local market has to offer.
- These services vary among CTAs, but generally include:
  - mentorship and advice from industry leaders in the foreign market
  - office space in technology centres shared with other entrepreneurs and innovators
  - access to potential investors
  - connections and networking in the technology business community
  - current expansion to Asia





# STI Cooperation with Europe



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## Canada-EU Science, Technology and Innovation Relations

1996 – Agreement for STI cooperation between Canada and the European Community; signed February 27, 1996 and amended December 17, 1998

- Review progress of overall relationship
- Determine priorities for future cooperation

2018 – EU-Canada JSTCC meeting held in Ottawa on March 20, 2018



### *Priority Sectors:*

- Marine and ocean
- Arctic
- Aerospace
- Agri-food and agriculture
- ICT
- Health
- Researcher mobility
- Security (as 1<sup>st</sup> responders)
- Research Infrastructure



## Canada –Germany Science, Technology and Innovation Relations

1971 – Agreement between the Government of Canada and the Government of the Federal Republic of Germany on scientific and technical cooperation; April 16, 1971

2018 – Last meeting in Berlin on March 1-2, 2018

### *Priority Sectors:*

- Life sciences
- Arctic and ocean technologies
- Natural resources and energy
- Clean tech
- ICT
- Nanotechnology, optics and photonics
- Advanced manufacturing





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