

Trade Facilitation Office (TFO) Canada



TFO Canada

Statement of Purpose

TFO Canada improves lives through the creation of sustainable trade partnerships for exporters from developing countries with Canadian and foreign buyers

Vision Statement

TFO Canada is a recognized leader at improving lives through facilitating sustainable international trade opportunities for small & medium enterprises in developing countries

History

- Founded by the Government of Canada in 1980, became an NGO in 1985
- Headquarters in Ottawa, regional representatives in Quebec, Ontario and British Columbia
- Clients: SMEs Exporters and Trade Support Institutions (TSIs), Canadian and International buyers
- Funding from:
 - Global Affairs Canada
 - Partner governments and other donors
 - Cost sharing by participants, partners, Canadian corporation.

Our funders and partners



Global Affairs
Canada

Affaires mondiales
Canada



itfc

International
Islamic Trade
Finance Corporation



International
Trade
Centre

Tim Hortons



The Conference Board
of Canada

Le Conference Board
du Canada



IDRC | CRDI

International Development Research Centre
Centre de recherches pour le développement international



CESO | SACO

Our Services

Information

- Comprehensive online trade information service.
- Guide on Exporting to Canada.
- Market Information Papers.
- Webinars, Newsletters, Trade News and Events.

Advice

- Trade capacity building projects with Trade Support Institution partners.
- Market familiarization tours in Canada's major cities.
- Market Entry Studies with Canadian MBA programs.

Contact

- Online Promotion of product offers to Canadian importers, through our Foreign Supplier Database.
- Virtual, In-bound and out-bound trade missions.
- Trade Shows and B2B meetings with Canadian buyers.

More about TFO Canada

- **Services: Information** (market entry research, information seminar); **Advice** (market familiarization, product adaptation/development, product promotion, SME and TSI capacity building); **Contact** (B2B meetings through exporter trade missions & buyer missions)
- **Sectors:** Food and beverage, apparel/textile, footwear, fashion accessories, home décor, furniture, IT services, etc.
- **Service delivery:** Internationally experienced project management staff and an extensive network of associates (trade specialists, sector experts and researchers)



TFO Canada Activities in Vietnam (2014-21)

Canadian Market Access & Capacity Building Services (CMACBS)

Outreach partnering missions (Hanoi and Ho Chi Minh City; November 2014)

- Exporting to Canada seminars
- Meeting with representatives of trade support institutions (TSIs)

Market entry studies developed by Canadian business schools

- Footwear company

Program partnership

- Vietnam Chamber of Commerce & Industry-VCCI
- Market familiarization tour & training (MoIT and VCCI)

Canadian Trade and Investment Facility (CTIF); 2019-2021

TA for Public and private sector (TSIs) & Private Association and SMEs from 3 selected sectors to take advantage of opportunities created by the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

- A pool of **33 Vietnamese trainers** created (10 in Canada; 23 in Vietnam) - MoIT, VITAS, VASEP, HAWA, VAWE, VCCI, Vietnam Private Business Association, VCA, VNFU, VTCA.
- **297 SMEs trained in 03 sectors** (Agrofood/seafood, Apparel, Furniture & handicraft) in Vietnam & **1-on-1 consultation conducted to 24 SMEs** (12 Women-led/owned SMEs).

Develop online content and training materials for accessing Canadian Organic food market; Train and coach SMEs (AOF)

- **21 SMEs trained** from Vietnam (VOAA) & **1-on-1 consultation conducted to 10 SMEs**

Canadian Trade and Investment Facility (CTIF); 2019-2021



TFO Canada Activities in Vietnam (2020-24)

Women in Trade for Inclusive and Sustainable Growth (WIT)

- 1. Outreach partnering missions (Hanoi; March 2020)**
 - Exporting to Canada seminar & Meeting with TSIs
 - Project partner: Vietrade
 - Sectors: Specialty apparel/Home décor/Handicraft, Organic food
- 2. Local market research**
- 3. Gender Equality & Social Inclusion training**
- 4. SME training**
- 5. SME Trade Missions (In Person and Virtual)**

Thank You!

Contact us: Zaki Munshi – Program Director Asia & Middle East
Mahmud Hossain – Project Manager Asia & Middle East
Fatima Zahra Idrissi – Project Officer Asia & Middle East

TFO Canada

130 Slater Street, Suite 400
Ottawa, ON Canada
K1P 6E2

Tel.: +1 613 233 3925

Toll free: +1 800 267 9674

www.tfocanada.ca



[@TFOcan](https://twitter.com/TFOcan)



[linkedin.com/TFOCanada](https://www.linkedin.com/company/TFOCanada)



[@TFOCANADAOTT](https://www.facebook.com/TFOCANADAOTT)



[Trade Facilitation Office Canada](https://www.youtube.com/TradeFacilitationOfficeCanada)