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

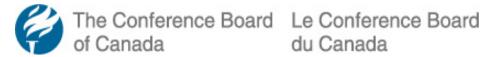
















International Development Research Centre Centre de recherches pour le développement international







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!

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