

TradeMap Canada & ProductMap Canada

...brought to you by Team Canada Inc



Canada

About TradeMap and ProductMap

- TradeMap Canada gives you free access to COMTRADE ©, the world's biggest trade database.
- TradeMap provides free access to ProductMap, a trade analysis tool covering over 5,000 products.
- Together they provide information about demand, markets, competition and much more.



Benefits of using TradeMap Canada

Through TradeMap Canada, you can:

- Analyze current export markets by product and country
- Identify priority markets
- Look for product-specific and diversification opportunities
- Investigate tariff and non-tariff barriers



Accessing TradeMap Canada

- Register for free at TCI's ExportSource Web site at **www.exportsource.ca**.
- You'll receive a password via email within two business days.
- Go to ExportSource and log onto TradeMap Canada.
- Start exploring!



Analyze product demand

- Examine the profiles and dynamics of export markets for any product
- Assess the value, size and concentration of specific exports
- Identify countries where market share has increased



Assess foreign supply and demand

- Identify the major exporting countries of a specific product
- Identify a country's position in world exports
- Identify a country's position in the imports of partner and neighbouring countries



Identify priority markets

- Identify countries where product demand has increased
- Assess demand for related products in a particular export market
- Identify opportunities for diversification



Identify product-specific opportunities

- Compare bilateral trade in a product among countries
- Identify the total import demand for the product in world markets
- Assess Canada's export capacity for the product
- Analyze the opportunities the comparison presents



Investigate trade barriers to identify:

- Ad-valorem and specific tariffs
- Most-Favoured-Nation tariffs
- Tariff quotas
- Anti-dumping duties
- Prohibitions and norms



About ProductMap Canada

- Covers 72 industries and product clusters
- Provides import and export information for more than 180 countries
- Designed to analyze international market trends and conditions



Benefits of using ProductMap Canada

- Provides tools for identifying export opportunities for almost any product
- Provides links to potential business contacts
- Includes tools to make your company globally visible
- Gives you access to market studies, information sources, price news and more



Accessing ProductMap Canada

- Go to the ProductMap Web site at **www.p-maps.org**.
- Log in using your TradeMap Canada username and password.
- Start exploring ProductMap's resources for market positioning, networking and research.



Market positioning

Refine your strategic planning by:

- Identifying the top export-import products in your sector
- Monitoring the export performance of any country according to product or sector
- Gathering information on trade flows, market size and regional trends



Networking

Find buyers and partners by:

- Using the Storefronts tool to create an international Web presence
- Identifying exporters, importers, wholesalers and manufacturers in your sector



Market intelligence

Monitor recent market developments by:

- Accessing Market Briefs to follow current market research
- Using Smart Links to find online trade information sources
- Using Market News Service to check commodity wholesale pricing



Contact us!

Visit us on the Web at
www.exportsource.ca

Or to speak to a TCI Information Officer, call us at
1 888 811-1119

