



Country Comparative Analysis

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Country	United Kingdom (UK Trade and Investment)	Canada (Canadian Trade Commission)
Mission	Deliver maximum value for the UK economy and for business in an increasingly globalized and competitive world, and to market the UK as a springboard for global growth.	Works to expand the participation of Canadian business in world markets and to increase the interaction of Canadian entrepreneurs with global business partners; promotes Canada as a competitive location and partner for investment, innovation, and value-added production.
Key Programs	"Enquiry Service" (like the TIC) call center, Marketing, Public Web Presence knowledge center, Inward Investment, and Market Research; sector teams.	Going Global (a grant program that encourages the innovation, science and technology pillar of the Global Commerce Support Program), Increasing Free Trade Agreements, and Invest in Canada.
Key Services	Fiscal Compass Programme (helps UK companies access foreign major projects), Gateway to Global Growth (consulting service to help companies diversity into markets) Tradeshow Access Programme (grants for NTE or inexperienced exporters to exhibit at select trade shows), Olympic Legacy, Passport to Export (for new to export companies), Export Communications Review for SMEs, and Overseas Market Introduction Service (i.e. Gold Key).	Four core services: 1) export capacity 2) market potential 3) qualify contacts and 4) problem solving.
Funding (US\$)	\$507 million (2009-10), including \$386 million for trade promotion programs and \$121 million for investment programs.	\$196 million (2008-09)
Number of Employees	2400 (2009-10)	900 (2008-9)
Number of Offices	98 countries; 165 cities worldwide; 12 Offices in the UK	150 offices across world, 23 offices in the U.S. and 18 Canada.
Priority Industries	Financial services, creative industries, life science, information/communication technologies, and energy technologies.	Determined by priority market.
Priority Markets	China, India, U.S., and emerging markets.	13- Brazil, Latin America/Caribbean, Mexico, U.S., ASEAN, Australia/New Zealand, China, India, Japan, Korea, Europe, Russia, and Gulf Cooperation Council (GCC).

Country	China (MOFCOM, CCPIT, CIPA)	Japan (Japan External Trade Organization)
Mission	Three organizations cover the Commercial Service portfolio: MOFCOM: market access, advocacy, major projects, CCPOIT: trade mission, trade shows, promotion, and CIPA: investment.	Assist SMEs both in Japan and overseas. Promote FDI into Japan. Promote cross-border business tie-ups in high tech and other key industry sectors, and contribute to Japan's trade policies.
Key Programs	Uses "soft power" to leverage foreign purchases by state owned enterprises to win deals.	Venture Incubation Program: support for high-tech companies in the U.S.; Invest Japan Business Support Centers (IBSCs): FDI promotion; and Regional Industry Tie-up (RIT) Program: Partner building.
Key Services	Exhibitions, familiarization and orientation visits, matchmaking, investment promotion, advocacy, publications and outreach, and trade policy. CIPA on average sends 60 trade missions a year overseas and 2 a year in China to promote investment in China.	Counseling, trade & investment seminars, market research, trade fairs (support participation of SMEs in major trade fairs overseas), trade missions (dispatch trade missions to help SMEs connect with foreign buyers/business partners abroad), and trade policy/IPR protection.
Funding (US\$)	CIPA's annual budget for investment promotion is 10,000,000 Yuan Renminbi (US\$1,464,483)	\$255 million (FY06)
Number of Employees	MOFCOM: 1,163 officers; CCPIT: 2,673 CIPA: 71.	1580 (FY10) (800 in Japan, 780 overseas including 600 trade specialists and 100 consultants).
Number of Offices	MOFCOM: 209 offices worldwide; CCPIT: 16 countries; CIPA: Budapest, Hungary, partners with 112 economic sections in overseas embassies.	Overseas: 54 countries, 71 cities Domestic: 36 cities
Priority Industries	Construction, manufacturing, re-exports/outward processing metals; raw materials (lumber); mining and oil processing machinery, clothing; IT; computers, machinery; and electronics.	Textiles, food, design; content, and machines/equipment and parts (sectors were determined based on requests from industry and producer organizations).
Priority Markets	Vietnam, Hong Kong/Macau, U.S., Australia, and Thailand.	U.S.

Country	Italy (Institute for Foreign Commerce [ICE])	Germany (Germany Trade & Invest [GTAI])
Mission	Trade Promotion	Trade Promotion
Key Programs	Counseling; customized market research, and tariff/customs research.	Seminars and events, pavilions at trade fairs, trade delegations, market research, export credit guarantees, and investment guarantees.
Key Services	Advice on trade contracts, labor and investment law, contact lists, partner lists, business meetings, background checks, and promotional events.	Counseling, trade fairs, visa services, recruiting, legal, customs, background checks, partner searches, business trips and events, advertising, office representation, education, and promotion.
Funding (US\$)	2010: \$225 million; plans \$33 million for "Made in Italy" promotion	2010 Germany Ministry of Economics and Technology (BMWI) budget for export promotion \$134.8 million. Federal annual budget for trade missions \$1.7 million (50% for renewable energy) via consultants.
Number of Employees	690	approximately 2,700 (not including German Chambers of Commerce)
Number of Offices	117 offices in 87 countries; 17 offices in Italy	120 Foreign Chambers of Trade (AHKx) in 80 countries, German Federal Foreign Office has commercial service staff in 220 Germany embassies and consulates in 145 countries
Priority Industries	tbd	Aircraft, machinery, vehicles, plastics, optical/medical instruments, pharmaceuticals, mineral fuel, iron/steel products, furniture, and organic chemicals.
Priority Markets	tbd	France, Netherlands, US, UK, Italy, Austria, Belgium, China, Switzerland, and Poland.

Country	France (UBIFRANCE L'Agence française pour le développement international des entreprises [PAPEETE])	Spain (Spanish Ministry of Industry, Tourism and Commerce. Foreign Trade Institute [ICEX])
Mission	Trade and investment promotion.	Spanish Ministry of Industry, Tourism and Commerce (www.mityc.es) conducts international trade and promotion. The main instrument for commercial promotion is the Foreign Trade Institute (ICEX) (www.icex.es).
Key Programs	Programme France's "one stop shopping" helps with export promotion and export financing.	Trade mission, trade fairs, visits by potential buyers to Spain, promotion events and development of marketing materials.
Key Services	Counseling, matchmaking, marketing and PR services, and student programs.	Sector marketing plans, internship programs, marketing "Made in Spain" brand, regional authorities, and chambers of Commerce.
Funding (US\$)	\$160 million	tbd (Spain's efforts in U.S. for the "Made in Spain" program's 2009 budget is EUR 20 million (20,000,000 EUR = US\$24,404,715) for 289 programs (trade mission, trade fairs, etc) for 1,500 Spanish companies. With a similar budget for 2010).
Number of Employees	1,500 (2010)	approximately 1,500
Number of Offices	64 offices in 44 countries	80 countries
Priority Industries	Wine, food, building, IT, bio tech, trade events, heavy industry, fashion, capital goods, energy, environment, and chemicals.	Agricultural products, consumer products, industrial products, services, and cultural industries.
Priority Markets	EU, US, China, Russia, UAE, Canada, Japan, Algeria, Morocco, and Brazil.	Brazil, China, Russia, Mexico, US, India, Algeria, Morocco, Japan, South Korea, and Gulf States.



Country	Brazil (Agência de Promoção de Exportações (APEX))
Mission	Promote the export of products and services, help increase the exports of Brazilian businesses, and attract foreign investment. Works to increase the number of exporting businesses, add value to the portfolio of exported products, consolidate the country's presence in traditional markets and open new markets abroad for national products and services. Provides assistance to businesses of all sizes at any stage of exporting maturity, ranging from non-exporting enterprises to advanced. Promote foreign direct investment.
Key Programs	Integrated Sectorial Projects (PSIs) – carried out through partnership between Apex-Brasil and associations representing sectors of the Brazilian economy for trade promotion programs. Operating in 70 sectors of the Brazilian economy. Multi-sector fairs: focuses on exporting companies that are not strictly associated with PSIs. Multi-sector fairs are EXPOCOMER (Panama), FILDA (Angola), FIHAV (Cuba), ANUGA (Germany) and SIAL (France). Buyer Program promotes meetings in Brazil, between Brazilian businesses and foreign clients in specific sectors and markets, and match-making. Trade Mission: promotes missions and prospective visits abroad. Provides support system for companies, workshops, visits to trade centers, retail chains, trade associations, and Chambers of Commerce. Trading Companies Program: Brings companies onto the international market, through export and trading companies, promotes business meetings between representatives and international buyers.
Key Services	Country profiles; product group profiles; opportunity studies; local market studies; Apex-Brasil Internationalization and Market Workshops; Importer Lists; Trade Intelligence Capacity Building; Trade Intelligence Consultancy; and Exporter Qualification.
Funding (US\$)	R\$250 million (250,000,000 Brazil Reais = US\$137,333,878)
Number of Employees	250
Number of Offices	Business Centers (CNs) in Miami (USA), Dubai (UAE), Warsaw (Poland), Beijing (China), Havana (Cuba) and Moscow (Russia). Opening office in Angola in 2010
Priority Industries	Operates in 79 sectors of the Brazilian economy. Support provided to more than 7,000 business companies in all regions of Brazil.
Priority Markets	USA, UAE, Cuba, Poland, China, Angola. Developed by sector priority. Annually conducts over 200 studies on markets and sectors.