

Promoting Sustainable Economic Development through Trade



Experts in trade for developing countries
Experts en commerce au service des pays en développement
Expertos en comercio al servicio de los países en desarrollo

**Global Economic Institute
February 2, 2016**

This presentation is produced with the financial support of the
Government of Canada provided through Global Affairs Canada

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TFO Canada

Mandate

TFO Canada confronts the challenge of global poverty by promoting sustainable economic development through export **information, advice** and **contact**.

We facilitate access to the Canadian marketplace and share Canadian trade expertise for the benefit of smaller male and female owned/managed exporters from developing countries and for the men and women they employ.

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)
- Funding from:
 - Global Affairs Canada
 - Partner governments and other donors
 - Cost sharing by participants, partners, Canadian corporation.

Our Services

Information

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

Advice

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

Contact

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

Why focus on trade?

- **World Bank/WTO: The Role of Trade in Ending Poverty (2015)**
 - Finds trade is a critical enabler of growth, creating more and better jobs for the world's poor
- **Sustainable Development Goals (SDGs)**
 - Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all
- **International Trade Centre (ITC)**
 - Research shows SMEs are the missing link for inclusive and sustainable development

Success Stories

Recent Projects in Africa

design
africa 
contemporary style with soul



Negist (Ethiopia)

- Ethiopian company offering unique, handmade textiles
- **Design Africa:** Support in product development, design and marketing
- Participated in 2008 SIDIM Design Show in Montreal



Negist (Ethiopia)



“Nobody wants a free hand out. If you can create [the right] environment and find the right markets, then the artisans begin to see themselves as independent workers and take pride in what they do.”

-Sammy Abdella, Founder of Negist

Gone Rural (Swaziland)



Gone Rural (Swaziland)



“Design Africa encouraged us to elevate the level of our work in order to increase the income and the skills level of our artisans.”

-Philippa Thorne, Director of Gone Rural

Ethio-Canada Leather Trade Mission



- Two-day mission to Toronto in September 2014
- Retail tour to understand market conditions and competition
- Exhibited products at the Canada-Africa Business Summit 2014

Ethio-Leather Industry (ELICO)



“TFO Canada has helped to create our initial contact with buyers in Canada. I am optimistic that we will finalize some if not all of the deals in the coming months.”

-Brook Debebe, General Manager of Ethio-Leather Industry (ELICO)

Thank you!

Register now to access all of TFO Canada's online services!

Empower yourself with practical information

- ✓Exporting to Canada readiness quiz
- ✓Guide to exporting to Canada
- ✓Product specific market trends, rules and regulations
- ✓Export offers to Canadian buyers
- ✓Relevant news, events & webinars

and much more...

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