

TFO Canada

World Trade Organization/Organisation mondiale du commerce

**Council for Trade in Services Webinar/webinaire
du conseil du commerce des services**

June 3 juin, 2021



Ordre du jour

- À propos de TFO Canada
- Programmes de formations pour les PMAs sur les compétences numériques: Projet au Mali
- Commerce des services: Une feuille de route pour les PMA
- Services de jumelage en ligne de TFO Canada

À propos de TFO Canada

- ONG initialement formé en 1980
- Siège social à Ottawa
- Engagement envers la CNUCED IV à Nairobi (mai 1976) indiquant que le Canada «étudie diverses possibilités d'utiliser les fonds d'aide pour créer un bureau de promotion du commerce afin d'aider les pays en développement à exporter vers le marché canadien».
- **Notre raison d'être:** Améliorer les conditions de vie en **tissant des partenariats commerciaux durables** entre les exportateurs de pays en développement et les **acheteurs canadiens et étrangers.**



Programmes de formations pour les PMAs sur les compétences numériques

Projet financé par ONU Femmes Mali

Janvier-Mars 2021

Projet d'appui technique

Partenariat entre TFO Canada, l'Ambassade de la République du Mali au Canada, l'Agence pour la promotion des exportations du Mali (APEX) et ONU FEMMES Mali

- **Volet I:** Renforcement des capacités des formateurs/formatrices de l'APEX à évaluer et développer le potentiel d'exportation d'entreprises maliennes dirigées par des femmes à accéder au marché canadien et/ou d'autres marchés internationaux.
- **Volet II:** Renforcement des capacités des formateurs/formatrices de l'APEX à appuyer les entreprises maliennes dirigées par des femmes à développer leurs compétences techniques en termes de marketing et de commerce numérique.
- **Volet III:** Appuyer les entreprises maliennes bénéficiaires des formations offertes dans le cadre de ce projet à s'inscrire à la base de données de TFO Canada afin qu'elle puisse avoir un accès gratuit aux ressources d'exportation offertes par TFO Canada (ex. le jumelage en ligne)

Impact et résultats attendus

- 30 formateurs/formatrices maliens sont en mesure de former des PME Maliennes
- L'APEX MALI sera prêt à former des PME exportatrices et est apte à appuyer les PME malienne à développer une stratégie de marketing numérique
- 30 PME maliennes pourront s'inscrire à la banque de données de TFO Canada pour présenter leurs produits ou services aux acheteurs canadiens
- Augmentation de la présence en ligne des entreprises maliennes
- Meilleure implantation des entreprises maliennes sur le marché national
- Capacités accrues des entrepreneures maliennes à exporter vers le Canada ou d'autres pays
- Meilleure visibilité des entreprises participantes

Trade in services

**Roadmap for Small/Medium Enterprises (SME) and Trade
Promotion Organizations (TPO) in LDCs**

Making the case



TRADE IN SERVICES

ICT & Digital Creative, Software &
App Development, Animation,
Audio-visual, Digital Marketing

Business & Professional Services,
Health & Wellness Tourism,
Education Services, Environmental
Services, and many more

DEMAND SIDE

Critical shortage
of tech talent
220,000 jobs in Canada
1 M jobs in the US

Restricted growth
Limited competitiveness
Aging population

SUPPLY SIDE

Developing countries
Rapid technology
advancements
Young population
Highly educated
Cultural similarities

Government support
Education subsidies
Tax incentives

SOLUTION

SME Export-readiness
Export Planning
One-to-one coaching
Market Connections
B2B Matchmaking

Trade Promotion
Organization (TPO)
Strengthening

Ecosystem alliances

BENEFITS

Jobs
Increased skills
Economic Development
Market-driven
Strategic
"Tactical and Practical"
Inclusive
Customizable
Sustainable and Scalable



GATEWAY to Trade

EXAMPLE: Roadmap for Small/Medium Enterprises (SME) and Trade Promotion Organizations (TPO) in LDCs



TFO Canada's online matchmaking services

Free online matchmaking service with Canadian Buyers

Under our contact online services we offer a free promotion of the export offers registered on our website



Go to
www.tfocanada.ca
(English, French
and Spanish)



Complete three
registration steps
<https://www.tfocanada.ca/register.php>



Register your
export offer – step 2

Approving your export offer

The screenshot shows the TFO Canada website interface. At the top, there's a navigation bar with 'English | Español | Français' and links for 'Information', 'Advice', and 'Contact'. Below this, a header section highlights 'SERVICES FOR CANADIAN BUYERS' in an orange box. The main content area features a large banner with the text 'LET US BE YOUR SOURCING PARTNER' and a video player. Below the banner, a paragraph discusses working through COVID-19. To the left, there's a 'Trade Matters' section with a video thumbnail. On the right, a 'My Dashboard' section displays the user's profile last updated in March 2018 and lists their primary and secondary sectors with supply leads.

English | Español | Français

Information Advice Contact

TFO CANADA

SERVICES FOR FOREIGN SUPPLIERS

SERVICES FOR CANADIAN BUYERS

SERVICES FOR TRADE SUPPORT INSTITUTIONS

ABOUT TFO CANADA

Search Go

Home > Canadian Buyers

Welcome ABCImports → SIGN OUT

LET US BE YOUR SOURCING PARTNER

We connect Canadian importers to new suppliers from developing countries.

READ MORE →

Working through COVID-19: Recognizing that we all have a part to play in dealing with the impact of COVID-19, we're also trying to help flatten the curve by initiating our work from home policy, while continuing to provide the level of service and commitment that you expect from TFO Canada. [Click here to learn more](#) about what TFO Canada is doing.

Trade Matters

TFO Canada: Welcome to the Canadi...

My Dashboard

Profile last updated: March 2018 | [Your profile](#)

Primary Sector:

1. Food Products and Beverages (including Seafood)
Supply leads past month: 46 → Total: 876 →

Secondary Sector:

2. Personal Care, Pharmaceuticals and Natural Health Products
Supply leads past month: 5 → Total: 50 →

You currently receive ImportInfo.

Database manager reviews registration and approves export offers

When signed in, importers can see a match summary on their dashboard

CANADIAN BUYERS

→ Importing & Sources
of Assistance

→ Importing From
Developing Countries

→ A Practical Guide for
New SME Importers

→ Foreign Supplier
Database

→ Foreign
Representatives in
Canada

→ ImportInfo Newsletter

Canadian Customs
Tariff

Webinars and
Multimedia

Market Links

Trade Events

Client Countries

News

View the TFO
Canada Brochure

Contact Us

YOUR PROFILE

Since 1980, TFO Canada has been helping Canadian importers connect with new suppliers from over 100 developing countries around the world. TFO Canada provides free online information, advice, and contact services for importers including a searchable database of suppliers and a monthly e-bulletin featuring matched supply offers.

Matched Supply Leads

[Registration](#) | [Matched Supply Leads](#)

Viewing NEW Supply Matches: Food Products and Beverages (including Seafood)

Records beginning with:

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [0-9](#) [ALL](#)

46 matched suppliers found in **ALL**. 46 records in total for this search. Click on a supplier below to view their company and product details.

#	SUPPLIER NAME	COUNTRY
1.	4CARE Co. Ltd.	Thailand
2.	Acril Tea	Sri Lanka
3.	All Pack S.A.	Argentina
4.	Anthill Services Management Limited	Nigeria
5.	Antonio Gonzalez SA	Argentina
6.	Bukit Sari	Indonesia
7.	Compagnie du Miel / The Beekeeper	Madagascar
8.	CV Multi Sarana Jaya	Indonesia
9.	dindex international	India
10.	EcuGuanabana	Ecuador
11.	Empresa Agroindustrial Ceballos	Cuba
12.	Eshkol Premium S.A.S	Colombia
13.	Family Tree Foods Co., Ltd.	Thailand
14.	Foodle Noodle Co. Ltd.	Thailand
15.	Fortex Trade Technologies Limited	India
16.	Golden Beans Coffee JSC	Vietnam
17.	Grano Company SAC	Peru
18.	Grupo Kacaol	Venezuela

ImportInfo

You currently receive
ImportInfo.

The importer may view supply sources from the past month, all supply matches, or conduct a manual search on the Foreign Supplier Database page.

TFO Canada's monthly ImportInfo e- bulletin also provides a summary of new supply offers from the database.



ImportInfo

New Supply Offers: April 2021

TFO Canada received 6 new supply offers in these categories:

- 4 - Automotive and Accessories
- 1 - Professional and Other Services
- 1 - Food Products and Beverages (including Seafood)

[Sign in to your TFO Canada profile](#) to view the suppliers that match your interests.

The rise of the Polyester market and what it means for textile and apparel importers.

Polyester is a staple fiber in the fiber and garment sectors. Not only are they used for apparel and textiles but they are also found in the use of protective and medical gear.

Polyester Staple Fiber Market is forecast to reach \$24.5 billion by 2026, after growing at a CAGR of 6.1% during 2021-2026. Polyester is a synthetic polymer produced from purified terephthalic acid (PTA) or its dimethyl ester terephthalate (DMT) and monoethylene glycol (MEG). Globally, rising demand for apparel, increasing automotive industry, increasing government initiative, and increasing construction activities in various regions, are the prime growth drivers of the global polyester staple fiber market. Furthermore, new opportunities will be created for the global polyester staple fiber market, owing to the increasing popularity of bio-based polyester staple fibers, and increasing adoption of polyester staple fibers for application in newer industrial verticals

Read the full report [here](#)

Ghana: Export Offer

TFO Canada is pleased to announce that we will be featuring export offers from our beneficiary countries along with information on partner Trade Support Institutions (TSIs) to support you in your search for new international markets. This month our feature is an export offer is from Ghana in partnership with The Ghana Export Promotion Authority (GEPA).



CANADIAN BUYERS

- Importing & Sources of Assistance
- Importing From Developing Countries
- A Practical Guide for New SME Importers
- Foreign Supplier Database
- Foreign Representatives in Canada
- ImportInfo Newsletter

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Contact Us

Featured Partners



FOREIGN SUPPLIER DATABASE

[Return to search results](#)

Anthill Services Management Limited, Nigeria

Contact Information:

[About this company](#) | [Quick facts](#) | [Products](#) | [Gallery](#) | [Documents](#)

30 Fadunsi Avenue, Ogba
Lagos, NIGERIA
esther@anthillservice.com
<https://www.ingrifoods.com/>

Esther Uzor
Telephone: +234 813 6646103

About this company:

Anthill Services Management Limited is an agribusiness company based in Nigeria, specializing in processing and export of agricultural commodities such as Ginger, Groundnuts, Soyabeans and African Spices. We offer African foodstuff such as Egusi, Ogbono, Crayfish, and Vegetables to Nigerians in diaspora. We represent a network of farmers and have access to quality produce which meets international standards. We are also the creators of "IngriFoods" brand of spices. Our products include: IngriFoods Ginger Powder IngriFoods Peppersoup Powder IngriFoods Suya Spice IngriFoods Chilli Pepper IngriFoods Cameroon Pepper We are a registered export company well known for processing, packaging and marketing of agricultural produce, and we are a registered company with the Nigeria Export Promotion Council.

Quick facts:

Year established:	2016
Primary industry:	Food Products and Beverages (including Seafood)
# of employees	
Permanent (including part-time and seasonal):	10
Percentage (0 - 100) that are women, if known:	60 %
Contract / occasional / indirect:	6
Established as:	Manufacturer/Producer

The importer can then review matched suppliers for their potential, and decide whether to make contact.

At this point, TFO Canada steps out of the process.

Merci/Thank You

