



# *CAFTHA*

**CANADIAN FEDERATION OF TRADING HOUSE  
ASSOCIATIONS**



666, Sherbrooke W, suite 201, Montreal, QC, Canada H3A 1E7  
Tel: (514) 286-1042 \* Fax: (514) 848-9986  
[info@caftha.ca](mailto:info@caftha.ca)  
[www.caftha.ca](http://www.caftha.ca)

## About CAFTHA

Established in June 1996, the Canadian Federation of Trading House Associations (CAFTHA) is a private, non-profit organization. CAFTHA represents the Canadian regional and provincial Trading Houses Associations. Private companies engaged in international trade can join CAFTHA as associate members without voting rights, on condition that there is no trading house association in their area.

Thanks to the cumulative efforts of private Trading Houses over the past fifteen years, there has been a surge in the visibility and the credibility of the Trading House community as well as a growing awareness of their value to national economies.

Over the same period, the international trade environment has evolved through the creation of stronger trading blocs and the dismantling of the East European trading patterns. Also, the ease of communication and information exchange has put manufacturers and producers, traditional suppliers to Trading Houses, closer to overseas buyers.

To protect the Trading House sector, there is a need to develop different relationships with suppliers, as well as better networking and co-operation between Trading Houses. The Quebec Association of Export Trading Houses (AMCEQ) experience with foreign Trading Houses and their Associations has shown that it is possible to achieve effective networking across national borders.

## **Our Executive Team**

<b>Emmanuel Kampouris</b>	Chairman
<b>Dale Warick</b>	Vice-Chairman
<b>Karel Urban</b>	Vice-Chairman
<b>Karl Miville-de-Chêne</b>	Executive Director

## **The objectives of CAFTHA**

- To represent the Canadian regional and provincial trading houses associations and their members; to take all action necessary to represent their interests at the national and international levels in particular.
- To examine problems affecting international trade as well as to make possible an exchange of information in order to solve international problems in such a way that a liberalization of trade shall ensue.
- To serve as a co-coordinating body for its member associations.
- To support the development of Trading Houses.
- To support studies and exchange information on emerging problems technologies and international regulations.
- To support action and resolutions passed by member associations in respect of conditions affecting the activities of their members.

## Services

The Associations, by virtue of the agreement dated December 5, 1995, will assist all members in their efforts to increase business relations with each other.

The services given by the Associations in their respective Provinces or Regions could be the following:

- To introduce, to each other, prospective trading partners from different Associations and to promote networking in all its forms;
- To advise on sources of information of a general nature on legislation affecting trade (taxes, quotas, labeling requirements, norms and standards, licensing, ...);
- To assist in locating appropriate services for freight forwarding, transportation, customs clearing, packaging, promotional media and recommend specialized firms in each field;

This above list is not exhaustive and other services can be added by mutual agreement and on a reciprocal basis.

## Special Activities of CAFTHA

CAFTHA is the vehicle in undertaking projects of universal interest to Trading Houses in the following fields:

- Advocacy and lobbying at the appropriate Government levels will also be necessary vis-à-vis the Federal Government. The Federation will need to have a person in Ottawa who could present the Trading industry's position and be a factor in accessing market intelligence. This person, very knowledgeable of the industry's history, composition and development challenges, will be kept well informed of our plans and activities, as well as being a two-way liaison with Government agencies. Constant interaction can be better achieved if the person were an honorary member of the Board of Directors of each Association so as to have first-hand knowledge of our collective concerns. Such a person could also play the role of a natural link between Associations to ensure coordination of activities, where required. A modest budget may be required to cover some direct travel costs.
- The development and operation of a computer program and data base to assist in networking efforts among Trading houses and with manufacturers and producers;
- To set up a "clearing house" for collecting and disseminating trade and partnering opportunities identified during such group functions as: seminars, trade shows, exhibitions, missions, ...
- To design a model for the creation of "virtual" trading enterprises;
- To prospect and negotiate networking and cooperation agreements with equivalent Federations abroad in Europe, Asia,...
- International conferences and trade shows;
- Group missions;

Other fields as warranted by the evolution of the Trading House Sector.

## Directory of Affiliated Members

**Quebec Export Trading House  
Association (AMCEQ)**



**Marcel Samson**

*President*

666 Sherbrooke Street West, Suite 201  
Montreal, QC, Canada  
H3A 1E7  
Tel: +1 (514) 286-9615  
Fax: +1 (514) 848-9986  
[www.amceq.org](http://www.amceq.org)  
[amceq@amceq.org](mailto:amceq@amceq.org)

**Trading House Association of Western  
Canada (THAWC)**



**Dale Warick**

*President*

14804-119 Avenue  
Edmonton, Alberta, Canada T5L 2P2  
Tel: +1 (514) 286-9615  
Fax: +1 (514) 848-9986  
[www.thawc.ca](http://www.thawc.ca)  
[info@thawc.ca](mailto:info@thawc.ca)

**Ontario Association of Trading Houses  
(OATH)**



**Karel Urban**

*President*

SCPO - PO BOX 43086, 4841 Yonge Street  
Toronto, ON, Canada M2N 5T0  
Tel: +1 (416) 263-3586  
Fax: +1 (416) 223-5707  
[www.oath.on.ca](http://www.oath.on.ca)  
[info@oath.on.ca](mailto:info@oath.on.ca)



Established in 1985, the Quebec Association of Export Trading Houses (AMCEQ) is a private, non-profit organization that represents the Quebec Trading House sector. The Association is recognized by the federal and provincial governments, which support AMCEQ in its endeavors. Aside from Trading Houses (TH), Association members also include manufacturers who are involved in international trade as well as companies, which provide trade-related services.

**AMCEQ Objectives:**

- Develop the Trading House sector in Quebec
- Promote the interests, role and importance of Trading Houses
- Increase exports through a systematic integration of Trading Houses into the international marketing strategy of Quebec Industry
- Partnering between Trading Houses and manufacturers
- Recognition of the trading profession
- Training qualified traders to respond to current and future industry demands.

AMCEQ increases awareness of the importance of international trade in the public and private sectors through its committees and task forces. By proposing constructive measures as well as submitting briefs and recommendations, AMCEQ provides input toward the development of legislation and programs for international trade.

To further promote the industry, AMCEQ maintains an up-to-date directory of Trading Houses, which is accessible through its web site. The association also participates in a number of international events to increase the sector's visibility abroad.



Established in 1996, the Ontario Association of Trading Houses (OATH) is a private, non-profit organization. OATH represents the trading houses of Ontario, involved in export and import of goods and services. Aside from trading houses, the Association members also include manufacturers who are involved in international trade as well as companies, which provide trade-related services.

OATH was started due to the lack of a cohesive national trading house association. It was started in 1996, but the history actually goes back to 1984 and to the Federal Government's task force on trading houses. At that time, the government recognized the need to learn more about this industry segment, particularly as it was estimated that a majority of Canada's exports were done by trading houses (outside of the USA).

Out of this task force the Council of Canadian Trading Houses was formed. At that time, Quebec developed its own association (AMCEQ) but the rest of the country relied on the Council to be its voice. This was an effective group for its first two years, but due to a variety of reasons, it started to unravel.

Ontario has historically relied on national associations to represent it, much to the detriment of its local members. Today, OATH is out to rectify this historical imbalance and allow Ontario trading houses to have their voice heard in both provincial and federal governments.

OATH Objectives:

- OATH's objective is to increase export through a systematic integration of trading houses into the international marketing strategy of Ontario industry and commerce.

- OATH's objective is to further the awareness of trading companies in Canada in both provincial and federal governments, as well as the general public. To help
- Achieve this goal, we will be holding information seminars to illustrate the effectiveness of trading houses in international markets as well as providing a forum for others to learn about us.
- OATH will be tackling issues in private and public sectors that are of importance to our members and to be their voice with these parties.
- OATH will be a clearing house for vetting members, so that companies that wish to have information on a particular member, will have an opportunity to have a OATH intends to hold learning seminars (classes eventually) on international trading to further educate the public on this exciting industry.
- OATH will be a voice for our members on financial matters, in seeking to be given the same treatment as many other companies in Canada.
- OATH will give our members an opportunity to dialogue with other traders in impartial surroundings and thus promote more trade between them.

These are some of our objectives, as we will be listening to members for new ideas, which will take us into new endeavors.



The Trading House Association of Western Canada (**THAWC**) is a private, non-profit organization created by Trading Houses to improve Western Canada's performance in conducting business internationally. Federally chartered in 1994, **THAWC** brings together Trading Houses across Canada's west.

**THAWC** and its members are earning recognition among industry associations, Chambers of Commerce and all levels of government as essential elements of the international trade picture.

**THAWC** is a practical contact point for foreign buyers and sellers interested in reaching Canadian traders.

**THAWC major objectives:**

- To improve Trading House performance in international Trade and economic development.
- To involve Trading House in Western Canada in trading network.
- To actively promote the image and role of Trading Houses in enhancing the economic potential of Western Canada.
- To increase the quality and quantity of suppliers in Western Canada, in partnership with industry and government.

## **The Trading Houses Sector in Canada**

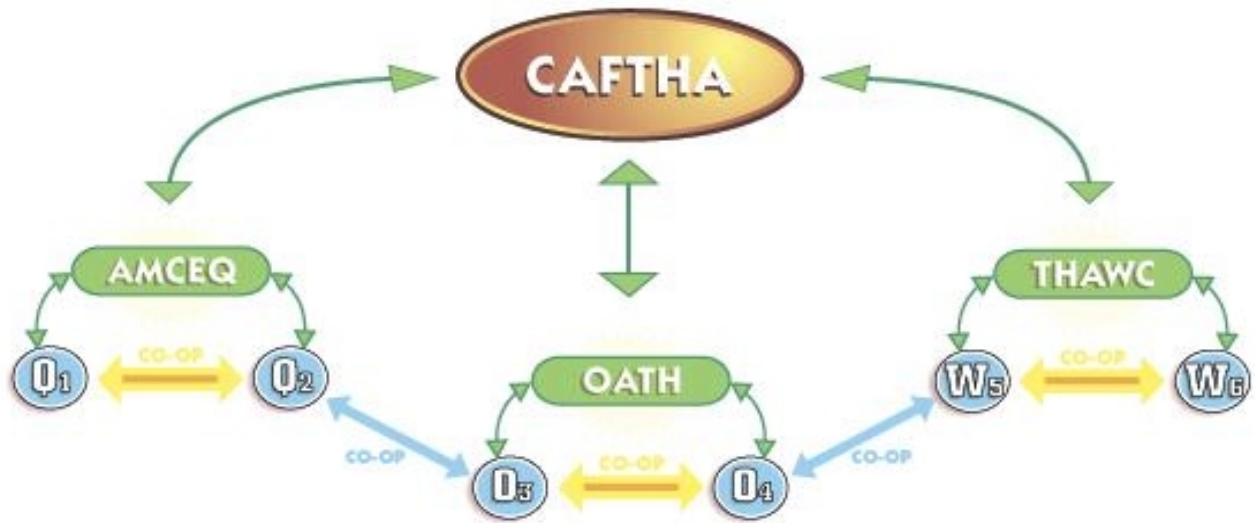
In Canada there are around 1500 trading houses located mostly in Ontario, the Western provinces and Quebec. These trading houses are responsible for up to 34 billion dollars worth of export. (Stat Can 1998)

Trading houses do work mostly with SMEs and cover a wide array of products and markets. Trading Houses (TH) are independent companies staffed by international trade experts. They are business intermediaries between Canadian manufacturers and foreign buyers or consumers of goods and services. Trading Houses export, import, and engage in third country trading of goods and services produced by other companies by acting as:

- International traders who buy and sell products for their own account
- Export agents who act on behalf of another party and are paid on commission
- Export management companies which handle a portion of the parent company's exports, and can engage in counter trade, if necessary
- Purchasing agencies which supply foreign companies

## **An Important Role to Play**

In the prevailing context of an increasingly global economy and with strong foreign competition on international and domestic markets, Trading Houses and their understanding of foreign markets play a more important role. Trading Houses handle over 55% of exports to destinations outside the United States (Industry Canada, 1998).



**CAFTHA is created.  
The walls crumble.  
Inter-regional networks are born.  
Result : Opportunities  
increase exponentially**

- Information
- Business
- Expanded opportunities