

Join our webinar – Trade Diversification: How to Select a New Market

Thinking about expanding into a new market, but not sure where to start?

In today's global economy, diversifying your export markets is one of the best ways to strengthen your business. Canadian companies that expand internationally reduce risk, unlock growth, and build long-term resilience.

Canada is helping more businesses grow internationally by focusing on real, on-the-ground opportunities for exporters in markets where demand for Canadian products and services is rising. As global needs shift, new openings are emerging for companies to reach customers, form partnerships, and expand their presence abroad — creating practical paths for Canadian exporters to grow.

Join our free webinar, [*Trade Diversification: How to Select a New Market*](#), and discover how to evaluate opportunities and choose the best path for your company's international growth.

Webinar Details:

January 28, 2026 | 1 P.M. EDT | Virtual on Webex

Hosted by the Trade Commissioner Service (TCS) in partnership with the Forum for International Trade Training (FITT), this session will give you a practical roadmap to identify, assess, and enter new markets best suited to your business needs.

Hear from Chief Trade Commissioner Sara Wilshaw on trade diversification — what it means for Canadian exporters exploring new markets, and how the TCS can help you navigate your global expansion.

What you'll learn:

- why trade diversification is key to long-term export success;
- how to select the right market for your business — step by step;
- how the TCS can help you expand globally;
- live Q&A with export experts.

If your company is already exporting and looking to expand into new markets, you'll leave with tools and insights you can apply immediately.

Take the first step toward entering new markets and building long-term export resilience — **[sign up today!](#)**

Have questions? Contact us at TCS-SDC@international.gc.ca.

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