

**Manitoba:** 7th Floor  
330 Portage Avenue  
P.O. Box 981  
Winnipeg, Manitoba R3C 2V2  
Tel: (204) 983-4090  
Fax: (204) 983-2187

**Ontario:** Dominion Public Building  
4th Floor  
1 Front Street West  
Toronto, Ontario M5J 1A4  
Tel: (416) 973-5000  
Fax: (416) 973-8714

**Quebec:** Stock Exchange Tower  
Suite 3800  
800 Victoria Square  
P.O. Box 247  
Montréal, Québec H4Z 1E8  
Tel: (514) 283-7907  
Fax: (514) 283-8794

**New Brunswick:** Assumption Place  
770 Main Street  
P.O. Box 1210  
Moncton, N.B. E1C 8P9  
Tel: (506) 857-4782  
Fax: (506) 851-6429

**Prince Edward Island:** Confederation Court Mall  
Suite 400  
134 Kent Street  
P.O. Box 1115  
Charlottetown, PEI C1A 7M8  
Tel: (902) 566-7400  
Fax: (902) 566-7450

**Nova Scotia:** Central Guarantee Trust Tower  
5th Floor  
1801 Hollis Street  
P.O. Box 940, Str "M"  
Halifax, N.S. B3J 2V9  
Tel: (902) 426-4782  
Fax: (902) 426-2624

**Newfoundland:** Atlantic Place  
Suite 504  
215 Water Street  
P.O. Box 8950  
St. John's, Nfld. A1B 3R9  
Tel: (709) 772-4782  
Fax: (709) 772-5093

## WORLD INFORMATION NETWORK

### FOR EXPORTS

The World Information Network for Exports (WIN Exports) is a computer-based information system designed by EAITC to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 30,000 Canadian exporters. To be registered on WIN Exports, call: (613) 996-5701.

## PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

This program seeks to increase export sales by sharing the costs of industry-initiated activities aimed at developing export markets. PEMD is administered by ISC regional offices and funded by EAITC. Activities eligible for PEMD financial support (up to 50 percent of the costs) include:

- participation in recognized foreign trade fairs outside of Canada;
- trips to identify export markets and visits by foreign buyers to Canada;
- project bidding or proposal preparation at the pre-contractual stage for projects outside Canada;
- the establishment of permanent sales offices abroad in order to undertake sustained marketing efforts; and,
- special activities for non-profit, non-sales food, agriculture and fish organizations, marketing boards and agencies, trade fairs, technical trials, and product demonstrations (for example).

Support is also provided for certain types of government-planned activities, such as outgoing trade missions of Canadian business representatives and incoming missions to Canada of foreign business and government officials who can influence export sales.

For information, call: (613) 954-2858.

## INTERNATIONAL FINANCING

EAITC helps Canadian exporters interested in pursuing multilateral business opportunities financed by international financing institutions (IFI). Canadian exporters and trade associations can access market data, obtain a better understanding of the competition, and determine if an IFI-funded market opportunity is practical and worth pursuing. EAITC can provide information and advice on the availability of Canadian government-funded

