

that support Canadian companies' export marketing activities.

This section will provide you with an overview of the many Department of External Affairs trade programs and services.

### Geographic and functional branches in Ottawa

The department has five geographic branches (Africa and the Middle East, Asia Pacific, Europe, Latin America and the Caribbean, and the United States) and two functional branches (International Trade Development and Economic and Trade Policy) working in the area of trade development and economic and trade relations.

Trade officers in the departmental trade divisions help exporters by:

- Identifying the most promising export markets and sectors
- Assisting with preparations for visits to potential markets and informing the Canadian mission in that territory of the company's interests
- Arranging participation in trade fairs abroad
- Involving exporters in visits by foreign buyers to Canada

For more detailed information on a specific foreign market, call the responsible geographic trade division listed at the end of this section.

The department also maintains a worldwide network of trade commissioners to assist Canadian exporters. For more information on the role of the trade commissioner, see page 26.

The addresses of all Canadian missions abroad with trade, investment and tourism promotion responsibilities can be found in the department's publication *Canadian Trade Representatives Abroad*. Copies may be obtained by contacting Info Export toll free at 1-800-267-8376 (Ottawa callers 993-6435), or at the nearest regional office of the Department of Regional Industrial Expansion (see page 16).

The International Trade Development Branch is the department's focal point for export promotion activities. The branch administers the following programs offered by the department:

- **Program for Export Market Development (PEMD):** a cost-sharing assistance program that helps Canadian businesses participate in or undertake various types of export promotion activities. For further information see page 23 on "Financial information and assistance".
- **Technology Inflow Program (TIP):** a program that promotes the acquisition of foreign technological know-how needed by Canadian firms to develop new or improved products, processes, or services. Write to the Science, Technology

and Communications Division (TTS) at the above address for more information.

- **The World Information Network for Exports (WIN Exports):** a computerized directory of Canadian exporters designed to help trade development officers around the world respond more quickly to opportunities identified in their territories. For more information on WIN Exports see page 15 in this section.
- **Canada-U.S. Defence Production/Development Sharing Arrangements:** bilateral arrangements that foster an environment in the context of the North American Defence Industrial Base for Canadian and American companies with unique capabilities to enhance the defence import requirements in order to strengthen respective military acquisition objectives. For further information contact the United States Defence Programs Bureau at the above address, or by telex - 053-3734, or facsimile - (613) 996-9265.
- **Agriculture, Fish and Food Products Bureau:** the bureau responsible for the international marketing of agricultural, fish and food products, and the foreign policy dimensions of Canadian fisheries activities. Write to the Agriculture,