

New WIN Exports Server Room — Continued from page 1

WIN can be accessed only by DFAIT's trade commissioners around the world and by Team Canada Inc partners in Canada (i.e., the International Trade Centres and the government departments involved in international business development). The International Business Opportunities Centre (IBOC) — set up to help trade commissioners respond to business leads — also uses WIN Exports to match Canadian companies to these requests. IBOC contacts companies registered in WIN to advise them of opportunities.

Minding our Future

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in the new century will ultimately depend on whether we can link Canadians from all walks of life to the national innovation system."

The report was prepared under the aegis of the Assistant Deputy Ministers' Committee on Science and Technology, made up of members representing all federal departments and agencies that have science and technology activities and interests. The Cabinet Committee on the Economic Union approved the report on December 4.

Released with the report was the newest edition of the *Science and Technology Data 1997* booklet, a recognized source of up-to-date statistical information on Canadian science and technology.

Minding our Future — A Report on Federal Science and Technology, 1997 and Science and Technology Data 1997 are available on the Internet at <http://strategic.gc.ca/STInfo>

Registering your company

Companies that are already exporting or that are export-ready may register with the database. Your request for registration should specify your line of business and whether your company is a manufacturer or services firm, as well as include information concerning your company's export experience and the countries to which you have exported your products/services.

Qualifying companies will be sent a detailed questionnaire, which will serve as the basis for your company's information in the WIN Exports database — including your basic company particulars, exported products and services, current foreign export markets and those of interest.

The questionnaire will also ask for a company marketing profile.

This mandatory profile provides the opportunity to promote your company to potential buyers around the world. It should contain "key-words" describing your products/services, specific expertise and competitive edge.

The information you provide to WIN Exports must be kept current to ensure that you can be contacted by trade commissioners; you may therefore expect to be contacted annually for a review and update of your company information.

To register your company in WIN Exports, fax a request for registration, on your company letterhead, to the Export Development Division (TCE), DFAIT, 125 Sussex Drive, Ottawa, K1A 0G2, fax: 1-800-667-3802 (944-1078 in the National Capital Region).

Norstar Foods Ltd. — Continued from page 3

with the help of the Canadian trade commissioner in the field. Above all, you must have a quality product. ("Our tiramisu is hand made using top-quality fresh products.")

Focus on expansion

Now the largest supplier of tiramisu in Canada — in both retail and food service sectors of the premium quality frozen food industry — Norstar is hoping to expand further in the United States and beyond, through its own brand or private labelling. (The company has made some good British contacts through the Canadian High Commission in the U.K.)

"We have also initiated a joint venture for added-value seafood products with some Newfoundland business people we met at the FMI," says a confident Muccilli, who hopes to get some Program for Export Market Development (PEMD) assistance through his local International Trade Centre to participate in other trade shows.

For more information on Norstar Foods Ltd. — which is registered in the Department's WIN Exports database (see box on p. 3) — contact president James Muccilli, tel.: (905) 669-0975, fax: (905) 669-1687.