



INTERNATIONAL TRADE CENTRES

External Affairs and International Trade Canada (EAITC) and Industry, Science and Technology Canada have established International Trade Centres in cities across Canada to provide "one-stop" trade services to new and experienced Canadian exporters. Experienced trade commissioners at the trade centres can:

- provide basic export counselling;
- help identify market opportunities;
- help develop a foreign marketing plan;
- provide information on technology transfer and joint venture opportunities;
- help obtain financial support through the Program for Export Market Development (PEMD) and other EAITC programs (see Table of Contents);
- recruit participants for trade fairs and trade missions abroad;
- arrange trade-related conferences and seminars; and
- provide trade publications produced by EAITC and other federal departments.

Each centre is linked to EAITC's computerized trade information network (see card 18: WIN Exports).

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