

information telephone the Export Controls Division at (613) 996-2387.

WIN Exports

The World Information Network for Exports (WIN Exports) Division operates a micro-computer-based information system designed to assist the more than 400 trade development officers located in federal offices around the world to respond more quickly to the opportunities they have identified in their territories.

Through WIN Exports, trade development officers are better able to match Canadian export capabilities to sales opportunities in their post territories, make appropriate contacts on behalf of Canadian companies and report back to them with the kind of advice they require to reach informed decisions. Companies may contact the division directly (613-996-7290) in order to list their companies capabilities, experience and interests. The WIN Exports Division will serve as the primary sourcing instrument for Canadian trade development officers abroad. Additionally, companies may have their capabilities listed in WIN Exports by registering with the Business Opportunities Sourcing System (BOSS) operated by the Department of Regional Industrial Expansion through its regional offices. Registration in WIN Exports or BOSS is required for access to PEMD Funding.

Technology Development

The department works to promote the export of Canadian high tech products. The high tech industry is made up of many elements, but there is one common denominator — all must export or perish. For assistance in this area call (613) 992-1893.

The Technology Inflow Program promotes the acquisition of foreign technological innovation needed to develop new or improved Canadian products, processes, or services. It does this by making use of Canadian government offices abroad to locate and facilitate linkages with foreign sources of technology and by providing financial support to help Canadian organizations acquire foreign technologies relevant to their needs. Call (613) 992-8054 for details.

Trade Commissioner Services Abroad

The Department maintains a worldwide network of trade commissioners to assist companies seeking export markets, with over 400 officers in more than 90 Canadian embassies, high commissions and consulates.

The trade commissioners monitor the host country's economic, political and social trends for their impact on trade relations with Canada. The trade commissioners can assist exporters in several ways:

- Identify firms suitable as agents and place Canadian suppliers in direct contact with these firms; provide credit and other information on potential business partners in foreign countries.
- Provide information to exporters on a country's trade, business and financial condition, on methods of doing business and on appropriate distribution channels for particular products.
- Suggest appropriate trade shows to launch Canadian products and indicate press and other media contacts.
- Advise and assist Canadian companies seeking foreign joint venture and licencing opportunities.

While trade commissioners can be invaluable assistants to Canadian exporters, there is a limit to the services they can provide. They will not sell a product or act as sales agents, debt collectors or travel agents. They will recommend others who can perform these functions.

Info Export

Info Export is an instant guide to all the export programs and services of the federal government. It provides contact with the Department of External Affairs' trade-information network for general information and advice on the best potential markets. It can also be used to direct companies to provincial governments and the International Trade Centres. A broad selection of export trade literature is available. The toll-free hot line number is 1-800-267-8376.