

II. INFOCENTRE BULLETIN BOARD

The Objective

Canadian exporters often rate "market opportunities/market intelligence" as their most valued information. Yet, this information is not readily available, particularly from a centralised source.

DFAIT was asked to develop a system for electronic delivery of a comprehensive package of information on international markets, market opportunities, market intelligence, as well as export assistance/financing.

The Process

The Info Group (refer "*Road Map*" above), assisted DFAIT representatives in developing a database of information of relevance to exporters. Financial institutions were invited to supply information on their respective trade and export finance services for input to the Bulletin Board data base.

The Result

The *InfoCentre Bulletin Board (IBB)* is an electronic database which can be accessed by personal computer by dialling in via modem.

The *IBB* places particular emphasis on providing ready access to market intelligence and market opportunities. In addition, Government programs, contacts, market information (both geographic and sectoral), export finance and trade finance products and services available from Government and commercial sources, trade statistics and trade agreements as well as other relevant information are available on the *IBB*. A schematic of the InfoCentre Bulletin Board menu is attached as Annex V. Exporters without access to personal computers and modems will be able to retrieve information from the InfoCentre Bulletin Board through local information providers such as libraries and International Trade Centres. This new service is in a pilot phase.