

(e) Export and Investment Promotion Planning and Tracking System

The Export and Investment Promotion Planning and Tracking System collects detailed market data from some 100 missions abroad and assembles it into a computerized data base. The information is stored by product, sector and geographic region, and is used to meet a variety of information needs.

For example, External Affairs and International Trade Canada is making this market data available to other government departments, the Provinces, national trade associations and the Canadian business community. In addition to its capability to collect, organize and disseminate trade information, the planning and tracking system has broader dimensions which are now enabling departmental management to use it as an important management tool. It is also being used as the basis of the Department's efforts to coordinate its consultations with other government departments and the provinces.

The ability of the Export and Investment Promotion Planning and Tracking System to pinpoint sectors of importance, regional market opportunities and access issues has extensively improved the effectiveness of the operating relationships between government departments on questions of international trade. To strengthen further the management information process and federal-provincial coordination of export related efforts, additional systems have been developed by the Department which are linked with the planning and tracking system.

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