

EAITC tourism officers at trade offices abroad:

- provide information on tourism market opportunities and business leads (e.g. foreign contacts, reports on market development opportunities, local foreign business customs and distribution channels)
- initiate Canadian participation in travel shows and promotions abroad, etc.
- organize Canadian tours and site inspection for foreign tourism media, the travel trade and meeting/convention organizers
- disseminate information about new Canadian tourism and travel products
- represent the interests of all Canadian provinces in all foreign markets, especially in areas where they do not have provincial representatives.

A total of 23 EAITC posts around the world (15 in the United States plus one each in Paris, London, Frankfurt, Tokyo, Sydney, Mexico, The Hague and Hong Kong) have full-time tourism officers. In total, a staff of 102 officers at EAITC posts around the world provide tourism marketing support.

For more information on all tourism market development activities abroad, contact:

United States Trade and Tourism
Development Division (UTW)
External Affairs and International Trade
Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613)998-8823

WIN Exports

The World Information Network for Exports — WIN Exports — is a computerized international sourcing system. It currently lists over 24,000 Canadian firms and includes for each products and services available for export, foreign markets/countries in which the firm is currently active or is considering and contacts within the company responsible for export activities. All entries are accessible only to EAITC or other trade officials active in identifying export trade opportunities.

Using WIN Exports, EAITC trade development officers can:

- identify Canadian suppliers able to respond to sales opportunities in the officer's territory
- make appropriate contacts on behalf of Canadian companies
- report back with advice to help them make informed decisions

WIN Exports companies automatically receive CanadExport, the department's trade newsletter. If companies are registered on the Business Opportunities Sourcing System (BOSS) — a domestic sourcing system operated by Industry, Science and Technology Canada — they are automatically registered in WIN Exports. Registration in WIN Exports or BOSS is required for PEMD funding.

To apply for WIN registration, return the enclosed form. For more information, contact the International Trade Centre nearest you, or:

Trade Planning and WIN Exports (TPP)
External Affairs and International Trade
Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 996-7182

International Trade Data Bank

EAITC operates an International Trade Data Bank, to help provide up-to-date trade statistics to Canadian business, government officials and others interested in international trade. The Bank stores a wide range of computerized trade information from the United Nations. It can provide export and import data on 66 major trading nations, as well as for groupings such as the European Economic Community) and the Organization for Economic Cooperation and Development (OECD). Customized analyses are prepared upon request.

Contact: Library Services Division (BFL)
External Affairs and International Trade
Canada
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Telephone: (613) 992-6941