

- a) *Program for Export Market Development*: a cost-sharing assistance program that helps Canadian businesses participate in, or undertake various types of export promotion activities. The activities for which PEMD funding is available include: participation in trade fairs; visits outside Canada to identify markets; visits of foreign buyers to Canada; project bidding; and formulating marketing agreements. Further information on this program is available from the International Trade Centre within the local office of Industry, Science and Technology Canada. These numbers are provided below.
- b) *The World Information Network for Exports (WIN Exports)*: a computerized directory of Canadian exporters designed to help trade development offices around the world respond more quickly to opportunities identified in their territory.
- c) *Info Export Toll Free Number*: information and questions relating to any aspect of exporting may be directed to the toll free number (1-800-267-8376) for assistance.

Trade Officers

The Department has a number of sectoral desk officers in Ottawa who are responsible for coordinating international initiatives with the posts abroad. Each officer prepares a calender of events and attaches certain priorities to the international development efforts in his or her area of responsibility. Canadian firms should contact the appropriate officers to find out more regarding the priorities and upcoming activities of relevance.