

A broad selection of export-trade literature is available through the InfoCentre such as country guides, sectoral studies, specific market analysis, and a subscription to *CanadExport*, the Department's twice-monthly export news magazine, available free of charge to export-oriented people across Canada.

INFOCENTRE

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(2) International Trade Centres

International Trade Centres (ITCs) are the delivery point in Canada's regions for the trade development programs and services of DFAIT.

International Trade Centres are located within the regional offices of Industry Canada, and are distinct units managed by a senior trade commissioner from DFAIT. ITC offices have been established in Vancouver, Edmonton, Calgary (suboffice), Saskatoon, Winnipeg, Toronto, Montréal, Moncton, Charlottetown, Halifax and St. John's. ITCs offer a full range of trade development services to Canadian companies, including:

Export Counselling

Trade commissioners provide professional counselling to assist firms in the development of their international marketing plans. Trade commissioners can assist new exporters in developing an export entry strategy and work with experienced exporters to refine their approach to specific markets. They can also advise on the trade fairs and missions sponsored by DFAIT.

Programs

ITCs are responsible for the delivery of the Program for Export Market Development (PEMD) and the New Exporters to Border States (NEBS), New Exporters Overseas (NEXOS) and New Exporters to Mexico (NEWMEX) programs. In addition, they

provide input to the Access North America (ANA) program and the Technology Inflow Program (TIP), and recruit local firms for participation in DFAIT's worldwide fairs and missions program.

Seminars and Workshops

ITCs arrange and sponsor a variety of seminars and workshops on the fundamentals of exporting, federal trade programs and export market opportunities. They also sponsor special interest programs dealing with such topics as the North American Free Trade Agreement (NAFTA) and Pacific 2000. In addition, with sufficient notice, ITCs can make available speakers to participate in locally organized export events.

WIN Exports Trade Information Network

Firms can register in the WIN Exports data bank, a sourcing tool used by Canadian trade offices worldwide. This data bank is updated regularly and keeps trade commissioners abroad aware of Canadian companies' capabilities and interests, thus increasing their chances of gaining access to valuable trade leads.

Other Services

ITCs also provide access to the services offered by the Export Development Corporation (EDC) (export financing and insurance), the Canadian International Development Agency (development-assistance contracts in developing countries) and other government departments and agencies such as the Canadian Commercial Corporation (government-to-government contracts including U.S. defence procurement).

Information and Publications

On behalf of the Department of Foreign Affairs and International Trade, ITCs provide a wide selection of trade publications. These include country market profiles, global market opportunity reviews, "how to" guides, trade statistics and information on international trade fairs.