

The Trade Planning and Tracking System moved totally into electronic form using WIN Exports computers around the world to generate annual plans and quarterly reports. This advance reduces the need for thousands of paper forms and duplicate data entry. It also accelerates the timeliness of the key market information used for federal-provincial trade consultations, counselling exporters, and decisions regarding resource allocations.

The integrated International Trade Information System includes market

intelligence about export opportunities and priority sectors at EAITC posts. It also contains market environment details, as well as information on commercial trade fairs around the world. Through the WIN Exports networks, this strategic and operational information is now available to exporters at EAITC headquarters and the International Trade Centres.

Based upon the success of the Events module of WIN Exports, a new master Trade Activity Management System (TAMS) is being developed. It will

CHART 3.1

