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more than 600 specialized officers in 128 embassies, high commissions and consulates in all of the world's major markets.

Using such tools as WIN Exports and the services of the Ottawa-based International Business Opportunities Centre, trade commissioners connect exporters with prospective buyers. They can also identify the right government program to help exporters succeed, such as the Program for Export Market Development (PEMD). PEMD helps increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing the risks involved in entering a foreign market.

And trade commissioners play a major role in the organization and eventual success of Team Canada missions.

If you are already exporting and are looking to expand to new markets, you can also contact one of the 12 International Trade Centres (ITCs) in Canada. These centres provide valuable information on international markets, partnerships and alliances, opportunities for technology transfer, trade fairs and missions, as well as conferences and seminars. But, most important of all, ITCs are your direct link to the

Trade Commissioner Service — your gateway to export markets.

Team Canada partners offer even more
The Team Canada Market Research Centre produces a full range of product and country market reports for Canadian exporters. These reports contain information on the demand for products, competitive environment and channels of distribution in markets around the world. They also provide information on partnering prospects, key contacts and promotional venues.

Across Canada, Info-Fairs feature exhibits from over 20 federal agencies and departments that support small businesses, including exporters, through programs, services and partnerships. Team Canada officials are also on hand to demonstrate their programs and services and to direct participants to appropriate sources of information.

If you have access to the Internet, plug into the Department of Foreign Affairs and International Trade's web site at <http://www.infoexport.gc.ca> or Industry Canada's Strategis site at <http://www.strategis.ic.gc.ca> to get information on global business opportunities, events and services.



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"We changed things to respond to client demand — both businesses and government. The planning process was a fine tuning of events," says Rishchynski.

Looking ahead to future missions
The consultations and fine tuning will not stop now that the mission is over. Since the Prime Minister announced in Manila that there will likely be another Team Canada

mission, Team Canada organizers have already begun preparations, including important follow-up from Team Canada 1997.

The database of eligible companies is being expanded, and a questionnaire is being sent out to this year's participants for their feedback on the

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