

(d) WIN Exports

The World Information Network for Exports - "WIN Exports", is a microcomputer-based information system designed to assist the more than 400 trade development officers located in federal offices around the world in responding more quickly to the opportunities they have identified in their territories. Through WIN Exports, trade development officers are better able to match Canadian export capabilities to sales opportunities in their post territories, bring those opportunities to the attention of Canadian companies, make appropriate contacts on behalf of Canadian companies and report back to them with the kind of intelligence they require to reach informed decisions.

As a sourcing system, WIN Exports provides its users with up-to-date, accurate information on the capabilities, experience and interests of Canadian exporters. In addition to name, address, telephone numbers and information on the products and/or services exported or available for export, the system will list the name of the company's main export contact, provide a brief marketing profile outlining the products or services and their applications, as well as a listing of the company's current and planned geographic marketing activities outside of Canada.

Companies may contact the division responsible for WIN Exports directly in order to list their companies capabilities, experience and interests. Additionally, companies may have their capabilities listed in WIN Exports by registering with the Business Opportunities Sourcing System (BOSS) operated by the Industry Science & Technology Canada (formerly DRIE) through its provincial offices. Registration in WIN Exports or BOSS is required for access to PEMD funding.

Contact:

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