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## MINISTERS ANNOUNCE LAUNCH OF NEW INFORMATION TOOL FOR EXPORTERS

International Trade Minister Sergio Marchi and Industry Minister John Manley announced today the launch of a new on-line information product, *Take a World View ... Export Your Services*, to assist Canadian service firms in preparing to export to foreign markets.

*Take a World View ... Export Your Services* can be found on the Industry Canada website at <http://strategis.ic.gc.ca/twv> and on the InfoExport website of the Department of Foreign Affairs and International Trade at <http://www.infoexport.gc.ca>. It is a joint effort between the private sector, the Department of Foreign Affairs and International Trade, and Industry Canada, and is one of several initiatives of Team Canada Inc., formed specifically to promote the trade of Canadian products and services in the international marketplace. It is aimed at small and medium-sized firms in the knowledge-based service industries, including management consultants, architects, engineers, professional trainers and designers.

Mr. Marchi launched the new electronic export guide in Washington during the Canadian Businesswomen's International Trade Mission, which he is leading.

"This product will make it easier – and faster – for Canadian service companies to get the information they need as they look for a competitive edge in international markets," said Mr. Marchi.

"This is the kind of strategic business information product that will make a positive contribution to our export preparedness," said Mr. Manley in Ottawa.

A Team Canada Inc. objective is to ensure that information products developed by all government departments respond to the specific needs of exporters. *Take a World View ... Export Your Services* is specifically intended for exporters of services, to



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