

INTERNATIONAL TRADE CENTRES

International Trade Centres (ITC's) in eleven cities across Canada provide "one-stop" trade services to new and experienced Canadian exporters.

The centres are operated jointly by External Affairs and International Trade Canada and Industry, Science and Technology Canada. Experienced trade commissioners in the ITC's can:

- provide basic export counselling
- help you identify market opportunities
- help you develop a foreign marketing plan
- counsel you on technology transfer and joint venture opportunities
- help you obtain financial support through the Program for Export Market Development (PEMD) and other EAITC programs (see Index)
- recruit participants for trade fairs and missions abroad
- arrange trade-related conferences and seminars
- provide trade publications produced by EAITC and other federal departments.

Each centre is linked to EAITC's computerized trade information network (see Index: WIN Exports).

Some ITC's include on-site staff from the Export Development Corporation and the Canadian International Development Agency. In addition, ITC's in some provinces can count on a network of sub-offices which deliver certain trade programs, such as PEMD.

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