

BACKGROUND

World Market Trade Development Program

Specific measures include:

* Enhancing the deployment of the World Information Network for Exports (WIN Exports), a highly successful computer system which gives trade officers immediate access to the products of more than 22,000 Canadian exporters, and allows individual posts to create files on companies in their territories which are interested in doing business with Canada. Already deployed at 45 missions abroad, including all U.S.A. posts, WIN Exports will now be available at all other missions, the remaining trade divisions within DEA, and the new International Trade Centres within Canada. Through WIN Exports, trade offices have immediate access to Canadian exporters when sourcing buyers' requests.

The U.S.

To assist Canadian companies in taking advantage of expanded opportunities under FTA, the following initiatives will be undertaken:

* Undertaking new sector by sector studies to identify and analyse new business opportunities and provide up to date market intelligence to new exporters.

* Providing financial support to Canadian industry associations to assist in their efforts to develop sector-specific strategies.

* Underwriting a series of new trade missions under the highly successful "New Exporters to Border States" (NEBS) program. This will allow the Department of External Affairs to meet the rapidly growing demand for services under NEBS, which focuses on courses for exporters that "walk through" U.S. customs clearance procedures.

* Introduction of a new program, "New Exporters to the U.S. South" (NEXUS) to take exporters already successful in the Northern U.S. to the southeastern or southwestern states. The purpose is to increase overall penetration and raise the level of Canadian activity in these areas.