

Major new export awareness programs such as Marketplace have been introduced to put exporters and potential exporters in direct contact with trade commissioners from missions abroad. The establishment of International Trade Centres across Canada completes the network of trade commissioners at missions abroad, across Canada and in the sector and geographic divisions in Ottawa.

To further assist Canadian exporters, new trade offices have been opened in: Orlando, Santa Clara, Cincinnati, St. Louis, Dayton, Houston, Denver, San Diego, Miami, San Juan, Pittsburgh, El Segundo, Princeton, Philadelphia, Auckland, Bombay, Shanghai, and Osaka. External Affairs and International Trade Canada has improved the effectiveness of its Export and Investment planning and tracking process through the development of a data base on trade opportunities world-wide. To complement this system, the World Information Network System (WIN Exports) was designed as a sourcing system (it currently lists over 25,000 Canadian exporters), and an events management system.

For more information on the Canadian Trade Strategy, please contact:

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