

Exporter Services

- The **12 Canada Business Service Centres** across the country provide information to inexperienced exporters preparing to do business overseas. Designed as a "one-stop shopping" entry point, the Centres bring together under one roof the services of federal and provincial governments and, in some cases, the private sector.
- **International Trade Centres (ITCs)** located in all 10 provinces provide more experienced exporters with international business development services focussed on their individual client needs. The ITCs are linked with the Canada Business Service Centres to contribute to the one-stop shopping concept.
- The **International Business Opportunities Centre** has put sales leads from around the world into the hands of over 8000 Canadian companies in its first year of operation.
- The **Market Research Centre** produces some 400 sectoral market information studies annually, identifying specific product and service opportunities in key overseas markets.
- **Investment Partnerships Canada** strives to retain and expand existing foreign investment while attracting new international investors and technology to Canada.
- The **InfoCentre** offers the exporting community over 1500 market studies and information on export opportunities, programs and services. In 1996, the Centre's **Faxlink** received over 26 000 calls, and the **InfoCentre Bulletin Board** was accessed approximately 10 000 times.
- The **Forum for International Trade Training (FITT)** program provides a package of courses designed specifically for business and operations professionals interested in exploring foreign markets. To date, over 30 000 Canadians have registered in FITT courses, with 60 per cent of participants currently involved in exporting or importing.
- The **Program for Export Market Development (PEMD)** provides funding to help Canadian business expand into export markets. Over 90 per cent of program users, many of whom are small and medium-sized enterprises, have stated that PEMD assistance contributed to their international sales success.