

clicking on "Trade and Investment" in your Post's Web site will be directed to your section of InfoExport. You will only have **one** site to manage while benefiting from increased traffic.

Q. What will our Web address be?

A. Your Web address will start with the InfoExport address followed by your country's Internet suffix. For example:

- www.infoexport.gc.ca/jp for Japan;
- www.infoexport.gc.ca/ru for the Russian Federation;
- www.infoexport.gc.ca/pe for Peru.

Q. Who will pay for the translation of documents?

A. The Post Support Unit will pay for the translation of the following documents:

- introduction to your territory
- introduction to your posts
- basic advice to clients
- list of your additional services
- list of Internet links
- list of local hotels
- tips for business travellers
- verified lists of contacts

The Post Support Unit will contact your Geographic division to arrange for the translation of documents not listed above.

Q. Who will update the information contained on our Web site?

A. The Post itself has the responsibility to keep its site up-to-date. To facilitate this, a Web coordinator should be appointed. Select an individual in the Commercial section rather than your system administrator: knowing the business is more important to this job than knowing computers. The Web coordinator will review the site on a monthly basis to verify that all Internet links are still valid and will ensure that each document on the site is reviewed on a yearly basis. The Web coordinator will also be your Post's point of contact with Vision Internet, the technical team who manages InfoExport from Ottawa.

Q. How will clients get to know about our Web site?

A. The Post Support Unit will ensure that your site gets the maximum of hits on the Web through linking it with other popular Web sites: InfoExport, DFAIT site and ExportSource. The Web address should be added to the Post's letterhead and officers' business cards.

Q. How long would it take for our Post to have an operational Web site?

A. Send the Post Support Unit the documents mentioned in Step 3 and 4 and your post will have an operational Web site in three weeks. Remember however that a Web site is a work in progress. You will always be looking at ways to improve it.