

contacts, Canadian suppliers able to respond to specific sales opportunities.

The Department's Info Centre already has a FaxLink operating 24 hours a day, seven days a week, for the electronic dissemination of market information. Further advances include a Market Intelligence Messaging System (MIMS) which is currently being set up in some key Posts. The MIMS will enable timely, multiple faxing of one single message targeted to potential Canadian suppliers appearing on the WIN system.

Other improvements toward a more timely gathering and dissemination of market information include the possibility of setting up an Electronic Bulletin Board System (EBBS) in the Department's Info Centre. This system would make the centre the primary source for trade-related information in Canada.

All these "state of the art" improvements are designed to enhance the international competitive position of Canadian business. It should also encourage more businesses to export. (Currently, less than eight per cent