

Enquiries Service

Tel.: 1-800-267-8376 or (613) 944-4000
or (613) 996-9136 (hearing impaired)
Fax: (613) 996-9709
FaxLink: (613) 944-4500
Internet: <http://www.dfait-maeci.gc.ca>
or <http://www.infoexport.gc.ca>

DFAIT's Mexico and Inter American Division, Latin America and Caribbean Bureau is responsible for the overall co-ordination of relations with Mexico. As part of this mandate, the Division, in concert with the missions in Mexico, Monterrey and Guadalajara, and other stakeholders, is responsible for co-ordinating the development and implementation of a trade strategy for Mexico, and for ensuring that Canada's policy towards Mexico takes full account of commercial interests.

Mexico and Inter American Division (LMR) Latin America and Caribbean Bureau

Department of Foreign Affairs
and International Trade
Lester B. Pearson Building
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel.: (613) 996-5547
Fax: (613) 996-6142

WIN Exports Database

WIN Exports is a computer database of Canadian exporters and their capabilities. The database is designed to find export leads for Canadian companies by providing essential information about these companies to the 1200 Canadian trade officials stationed around the world. Managed by DFAIT, WIN Exports is the computer equivalent of having an endless supply of a company's marketing brochures on each trade officer's desk.

The system is used by trade commissioners to share information, keep track of services provided and match companies to foreign purchase requirements. A WIN-registered company can

access over 1500 market studies and automatically receives *CanadExport*, DFAIT's business newsletter.

To register, contact:
Tel.: 1-800-551-4WIN (4946)
(613) 944-4946 (Ottawa-Hull region)
Fax: 1-800-667-3802
(613) 944-1078 (Ottawa-Hull region)

Canada's International Business Strategy (CIBS)

Canada's International Business Strategy (CIBS) is a consultative process that brings together government and the private sector to identify emerging trends, opportunities and challenges in major markets and to develop strategies for successful pursuit of international business by Canadian industry. The **CIBS Compendium** is an on-line list of government-sponsored trade events and promotions, in Canada and abroad, that have been identified as a result of the CIBS process.

Internet: <http://www.dfait-maeci.gc.ca/english/trade/cibs/english>

Strategis Internet Site (Industry Canada)

Strategis, Canada's largest business Internet site, offers a wealth of export information that can help companies decide about growth opportunities, explore new markets and assess the risk of new ventures, all on-line. Trade Data Online, an information database accessible through Strategis, provides Canadian and U.S. information on trade trends, import market shares and other key data to help firms forecast new markets, assess the competition and plan production.

Contact:
Tel.: 1-800-328-6189; (613) 954-5431
Fax: (613) 954-5031
e-mail: TDO@ic.gc.ca
Internet: <http://strategis.ic.gc.ca>
(also accessible through **ExportSource**)

International Business Opportunities Centre (IBOC)

IBOC has been established jointly by DFAIT and Industry Canada (IC) to match business leads provided by trade commissioners abroad with the business interests of capable Canadian firms, particularly small and medium-sized businesses.

The Centre uses electronic databases such as DFAIT's WIN Exports and IC's Canadian Company Capabilities, to search out and engage Canadian firms. Canadian companies are then contacted by IBOC to determine which ones are interested in, and capable of, responding to specific business leads. Canadian companies that indicate an interest will be asked to contact the foreign buyers either directly or through the trade commissioner who originated the business lead.

To receive these benefits, companies may register with the WIN Exports database at their nearest Canada Business Service Centre.

International Business Opportunities Centre (IBOC)

Department of Foreign Affairs
and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Tel.: (613) 944-6000
Fax: (613) 996-2635

International Trade Centres (ITCs)

International Trade Centres co-located with Industry Canada offices across the country help Canadian exporters take advantage of opportunities in foreign markets. ITC officers provide current information on international markets, joint ventures and technology transfer opportunities, trade fairs and missions, and trade-related conferences and seminars. ITCs can be particularly useful in helping export-ready companies prepare their marketing plans prior to contacting trade commissioners abroad.

Canada's ITCs connect Canadian firms with international business opportunities through a network of trade commissioners in 128 cities around the world.

ITCs can also provide copies of the **Guide to Export Services**, an overview of export services available to Canadian businesses. Contact:

	Telephone	Fax
St. John's.....	(709) 772-5511(709) 772-5093
Charlottetown.....	(902) 566-7443(902) 566-7450
Halifax.....	(902) 426-7540(902) 426-5218
Moncton.....	(506) 851-6452(506) 851-6429
Montreal.....	(514) 283-6328(514) 283-8794
Toronto.....	(416) 973-5053(416) 973-8161
Winnipeg.....	(204) 983-5851(204) 983-3182
Regina.....	(306) 780-6325	
	(306) 780-6124(306) 780-8797
Saskatoon.....	(306) 975-5315(306) 975-5334
Calgary.....	(403) 292-4575(403) 292-4578
Edmonton.....	(403) 495-2944(403) 495-4507
Vancouver.....	(604) 666-0434(604) 666-0954

Canada Business Service Centre Network

The **network**, made up of Canada Business Service Centres in each province, has been created to provide small businesses with a single access point for information on federal and provincial government programs, services and regulations related to business.

Each Canada Business Service Centre offers a combination of products and services tailored to the needs of its distinctive client base:

- a toll-free telephone information and referral service;
- the Business Information System, a comprehensive database of information on the services and programs of participating federal and provincial departments and private sector organizations;