

SOURCING AND PROCUREMENT

WIN EXPORTS

The World Information Network for Exports, WIN Exports, is a computer database of Canadian exporters and their capabilities. The system can only be accessed by Foreign Affairs and International Trade Canada and other federal trade officials.

Foreign buyers frequently ask Canadian Trade Commissioners to recommend Canadian suppliers for foreign sourcing needs. Over 140,000 such requests are received annually. The Trade Commissioners use the WIN Export database to match Canadian sources to these foreign purchase requirements. In addition, WIN Exports is used to identify Canadian exporters for participation in trade shows. Also, market intelligence can be forwarded to exporting firms on the basis of their corporate profiles contained in the WIN Exports database.

When registering for the WIN Exports database, a company will be asked for information on its exporting activities including a description of exported products and services, export experience and foreign market targets as well as a company marketing profile.

To register, contact the International Trade Centre nearest you, or Infocentre and ask for a WIN Exports registration brochure.

InfoCentre (Ottawa)

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