

A new export assistance mechanism recently established by the Department of External Affairs, which is not mentioned in the guide, is the International Trade Centre (ITC). ITCs were established in June 1988 to enhance the delivery of trade programs and services to the business community in the regions. They will be undertaking new export awareness initiatives and developing new support mechanisms such as a trade information computerized network between the ITC and Department of External Affairs (DEA) Headquarters. This system will provide the ITCs with key up-to-date information on market opportunities and trade promotion events (both domestic and international).

While located in the Department of Industry, Science and Technology (ISTC) provincial offices, the ITCs are distinct and visible entities managed by a Senior Trade Commissioner. Ten centres have already been established (St. John's, Halifax, Moncton, Charlottetown, Montreal, Toronto, Winnipeg, Saskatoon, Edmonton and Vancouver). This network will be augmented by four new centres in Quebec City, London, Calgary and Regina.