

DFAIT's publication *Program for Export Market Development, PEMD Handbook: A Financial Assistance Program for Canadian Exporters* provides a comprehensive overview of the program and is available either from your nearest ITC or from DFAIT's InfoCentre, Tel. 1-800-267-8376 (Ottawa/Hull area 944-4000), Fax (613) 996-9709.

4. CANADEXPORT

DFAIT's bi-monthly export trade newsletter, *CanadExport*, provides over 32 000 subscribers with information on:

- international market opportunities;
- government programs and services to exporters;
- forthcoming trade events;
- export success stories;
- developments affecting the international trading environment; and
- new trade publications.

To subscribe to *CanadExport*, please send a copy of your Company Profile (previous page) to: Trade Communications Division (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, or call (613) 996-2225. Allow four to six weeks for delivery.

5. WIN Exports

The World Information Network for Exports—*WIN Exports*—is a computerized sourcing system used by 1200 trade staff around the world. It currently lists 21 000 Canadian firms. Using *WIN Exports*, DFAIT trade development officers can identify Canadian suppliers able to respond to sales opportunities; make appropriate contacts on behalf of Canadian companies; and report back with advice to help them make informed decisions. To apply to register, please contact the ITC nearest you or the Trade Information Systems Division (TPP), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, Fax 1-800-667-3802, (Ottawa/Hull callers 992-3004).