

Section 1: Better, faster information for Canada's trade officers

What is Dow Jones Interactive?

Dow Jones Interactive (DJI) is a business-intelligence tool created by Dow Jones. As a trade officer, you can access electronic versions of more than 6 000 news, business, trade publications and even television transcripts. Internet based, DJI is accessed through the Citrix neighborhood and operates using a Netscape browser. DJI is not just another web site, it's an information tool which sends you personalized articles based on criteria you decide.

What's in it for me?

Want to read *The Globe and Mail* online while you're in China? DJI has it. Need concise information on the sectors and topics that interest you about France? DJI fills you in, and this package shows you how. DJI puts the world's news on the desktop of every Canadian trade officer. It offers immediate, up-to-the-minute news coverage and information access. Instead of waiting for printed sources to arrive in your hands, the electronic editions are on your desktop the day they're published.

"DJI picked up a news item about a project being announced in India. I forwarded this news to a Canadian client and immediately received their thanks for referring a new lead." Apurva Mehta - Mumbai, India

What features of DJI are most useful to Canadian trade officers?

Business Newsstand, Publications Library, CustomClips, and Company & Industry Center are the features of greatest value. Of these, Publications Library and CustomClips are the most powerful.

Business Newsstand: Contains the top news stories from the most recent edition of leading business newspapers and magazines, including the Wall Street Journal, the Globe and Mail, Business Week, the Economist and Far Eastern Economic Review. Pull-down menus make it easy to access a particular section or column of a publication. Catch the latest breaking news stories on the AP and Dow Jones newswires.

Publications Library: Searchable archive of more than 6 000 global sources, including newswires, newspapers, magazines, trade publications and television transcripts. Powerful search engine allows you to search by words, company, industry or person. Search all publications or select publications by industry, region or title.

CustomClips: The same powerful search engine used by the publication library monitors new news items, delivering relevant items to a CustomClips folder, or even your e-mail inbox. Select a predefined Dow Jones CustomClips news folder, or set up your own.

