

## TRADE SOFTWARE INTEGRATION:

### Adding Value to WIN

By Sylvia  
Potvin

With the development and delivery of the new Windows-based software, WIN will be transformed from an electronic directory of Canadian exporting companies to the backbone of the Department's trade client information and management system. In his article, "New Software for Trade Staff", Pierre Sabourin wrote about the new WIN, Trade Activity Management System (TAMS) and Trade Tracking Systems (TTS) software that missions can expect to receive soon (*Trade Commissioner*, Volume 1 No. 4, July 1994).

These improved applications, developed on user-friendly Windows, are now being tested in 10 missions and the final versions will be deployed to posts over the next few months. With the additional integration of the Market Intelligence Message System (MIMS) into WIN at that same time, you will be able to fax Canadian companies with information on sales leads in your territory and record your advice in the company's record.

All posts, ITCs, and HQ trade divisions should have received the latest version of WIN on CD-ROM by the end of March. WIN has become a client information and

management system in the sense that all the software has been completely integrated with WIN, reflecting the Department's increasing shift from trade activity to full client service orientation. The purpose of this new software is to help you build up an information base on your primary client, the Canadian exporter. The integration of our trade software packages means that the information you note in one application can be easily downloaded into another. In other words, if 10 (or 400!) companies visit your Post on a trade mission, your entry of that event into TAMS can be downloaded into the new TTS (as "services to clients" in any one or all of the five categories) as well as into each company's WIN file with only one - or maybe 2 - clicks of the mouse. (see p. 6).

Registration in WIN, therefore, has become more important than ever. Your help is necessary in ensuring exporters and export-ready companies are registered in WIN and adequate profiles are submitted to TPP for input. You may want to advise your Canadian clients that registration in WIN will also allow them to access the full range of services available in the InfoCentre Bulletin Board (IBB).

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## Making Progress with Export Financing

By Patricia Smith

In co-operation with Canada's financial institutions, the Canadian Commercial Corporation (CCC) has embarked on a new Progress Payment Program, designed to make pre-shipment export financing more accessible to SMEs. The program allows an exporter to draw on a special line of credit, established by his/her principal banker for a particular export sale. This line of credit is established after CCC has assessed a company's ability to perform a contract and agreed to support the deal. In most instances, the borrowing costs will approximate those associated with a typical demand line of credit.

On behalf of the exporter, the Corporation

monitors the contract, authorizes payment of progress claims, collects from the exporter's customer, and uses the proceeds to reimburse the financial institution. In addition, CCC recovers its costs of contracting and contract administration.

This initiative reduces the risk and uncertainty of payment for financially worthy SMEs, and draws on the financing expertise and capabilities of bankers. The program is available for transactions with foreign government and private sector buyers.

*Patricia Smith is Assistant to the Director of External Relations for the Canadian Commercial Corporation. If you want to find out more about the Progress Payment Program, you may contact her at (613) 995-5281.*