Ontario

International Trade Centre Dominion Public Building

1 Front St. West Fourth Floor

Toronto, ON M5J 1A4 Tel.: (416) 973-5053 Fax: (416) 973-8161

Manitoba

International Trade Centre

P.O. Box 981

400 St. Mary Avenue

Fourth Floor

Winnipeg, MB R3C 4K5 Tel.: (204) 983-5851 Fax: (204) 983-3182

Saskatchewan

International Trade Centre The S.I. Cohen Building

119-4th Avenue South

Suite 401

Saskatoon, SK S7K 5X2 Tel.: (306) 975-5315 Fax: (306) 975-5334

International Trade Centre 1919 Saskatchewan Drive

Sixth Floor

Regina, SK S4P 3V7 Tel.: (306) 780-6124 Fax: (306) 780-6679

Alberta

\*Edmonton office is also responsible for Northwest Territories International Trade Centre

Canada Place 9700 Jasper Avenue

Room 540

Edmonton, AB T5J 4C3 Tel.: (403) 495-2944

Fax: (403) 495-4507

International Trade Centre

510-5th Street S.W.

Suite 1100

Calgary, AB T2P 3S2 Tel.: (403) 292-6660

Fax: (403) 292-4578

British Columbia

\*Vancouver office is also

responsible for the Yukon

International Trade Centre

P.O. Box 11610

300 West Georgia Street

Suite 2000

Vancouver, BC V6B 6E1 Tel.: (604) 666-0434

Fax: (604) 666-0954

## WORLD INFORMATION NETWORK FOR EXPORTS (WIN EXPORTS)

WIN Exports is a computer-based information system designed by DFAIT to help Canada's trade development officers abroad match foreign needs to Canadian capabilities. It provides users with information on the capabilities, experience and interests of more than 24,000 Canadian exporters. For general information, call (613) 944-4WIN(4946); to register on WIN Exports, call (613) 996-2057, or fax 1-800-667-3802 or (613) 944-1078.

## PROGRAM FOR EXPORT MARKET DEVELOPMENT (PEMD)

PEMD is DFAIT's primary export promotion program. It supports a variety of activities to help Canadian companies expand into export markets.

PEMD shares up to 50 percent of eligible expenses. Program financial assistance is a repayable contribution, not a grant, and must be approved in advance. Funded activities include:

- Market Development Strategies, which consist of a package of support for visits, trade fairs, and market support initiatives, under one umbrella of the company's marketing plan.
- New to Exporting Companies, which provides a vehicle for these companies to seek out individual export opportunities, either through a market identification visit or participation in an international trade fair.
- Capital Projects Bidding for specific projects outside Canada involving international competition/formal bidding procedures.
- Trade Association Activities undertaken by non-sales national trade or industry associations on behalf of their member companies.

For general information, call the InfoCentre at 1-800-267-8376. For applications for assistance through this program, call the International Trade Centre nearest you. In Quebec, PEMD is administered by the 13 regional offices of the Federal Office of Regional Development (FORD Q), listed separately below.

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