

Part of the MI/I initiative is the formation of Sector Expert Groups.

These groups include individuals from different levels of government with specific sectoral expertise. These groups contribute their knowledge and contacts to aid in both the swift dissemination and additional professional review and analysis of MI/I.

The TCS has renewed its focus on the importance of market intelligence and information to improve on the timeliness and effectiveness of MI/I.

Through both the revitalized effort given to MI/I and the use of Sector Expert Groups, the TCS will be able to better serve the Canadian business community.

One of the most effective ways Canadian exporters can benefit from Market Intelligence is by being plugged into the World Information Network for Exports -- WIN Exports. This Canadian computerized sourcing system is being used by our trade commissioners around the world.

Through WIN Exports, which lists over 23,000 Canadian firms, trade commissioners around the world can identify, and recommend to overseas