

INTERNATIONAL TRADE CENTRES

The International Trade Centres (ITC's) located within the provincial offices of the new Department of Industry, Science and Technology Canada (ISTC), offer a full range of trade services including export counselling, the provision of market opportunity information and the administration of the Program for Export Market Development (PEMD). An important element is the World Information Network for Exports (WIN) system which provides key information on Canadian companies along with details of their trade activities. External Affairs and International Trade's 120 trade offices around the world rely on this computerized directory of Canadian exporters for information about Canadian capabilities to match with market opportunities.

In a move to provide more comprehensive export services to business communities across Canada, the Export Development Corporation will relocate its regional offices to the Centres once current leases expire. As well, the future regional operations of CIDA's Business Cooperation Program will be located within selected ITC's, effectively consolidating key Federal departments and agencies for easy access for Canadian exporters.

The ITCs will be backed by traditional support material such as foreign country market profiles and analytical material on such topics as agents, trading houses, cross-licensing and joint ventures. As well, EAITC/ISTC information data bases will make business persons aware of trade fair opportunities, outgoing missions to foreign countries and incoming buyer missions from abroad.

CHARLOTTETOWN	CALGARY	EDMONTON
International Trade Centre P.O. Box 1155 Charlottetown, P.E.I. C1A 5B9	International Trade Centre Suite 1100 1111 17th Street SW Calgary, Alberta T2P 2E2	International Trade Centre Suite 240 Canada Place 7700 Jasper Avenue Edmonton, Alberta T5J 4C3
Contact: Mr. Philip DeLoe Senior Trade Commissioner Tel: (902) 565-7401 Fax: (902) 565-7402	Contact: Mr. Gerald Miller Trade Commissioner Tel: (403) 242-6600 Fax: (403) 242-6608	Contact: Mr. William Roberts Senior Trade Commissioner Tel: (403) 482-2344 Fax: (403) 482-4311
WINDSOR	TORONTO	SASKATOON
International Trade Centre 5th floor 105 - 2nd Street E Windsor, Saskatchewan S9K 0B3	International Trade Centre Dominion Public Building 4th floor 1 Front Street West Toronto, Ontario M5Z 1A4	International Trade Centre 5th floor 105 - 2nd Street E Windsor, Saskatchewan S9K 0B3
Contact: Mr. D. D. McPherson Senior Trade Commissioner Tel: (306) 928-3025 Fax: (306) 928-3025	Contact: Mr. Bob Bisset Trade Commissioner Tel: (416) 973-8101 Fax: (416) 973-8101	Contact: Mr. A. D. D. McPherson Senior Trade Commissioner Tel: (306) 928-3025 Fax: (306) 928-3025

* Senior Trade Commissioner responsible for handling when Business Guide to South Asia was to print.