

WIN EXPORTS

The World Information Network for Exports — **WIN Exports** — is a computerized international sourcing system.

It currently lists over 24 000 Canadian firms and includes for each: products and services available for export, foreign markets/countries in which the firm is currently active or is considering and contacts within the company responsible for export activities.

All entries are accessible only to EAITC or other trade officials active in identifying export trade opportunities.

Using WIN Exports, EAITC trade development officers can:

- identify Canadian suppliers able to respond to sales opportunities in the officer's territory
- make appropriate contacts on behalf of Canadian companies
- report back with advice to help them make informed decisions.

WIN Exports companies automatically receive CanadExport, the department's trade newsletter. If companies are registered on the Business Opportunities Sourcing System (BOSS) — a domestic sourcing system operated by Industry, Science and Technology Canada — they are automatically registered in WIN Exports. Registration in WIN Exports or BOSS is required for PEMD funding (see Index).

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