

export. Company representatives are able to meet personally with trade specialists from foreign markets they wish to explore.

In 1990, there were 13 Marketplace teams, covering 11 sectors, including agriculture and food; seafood/fish; mining equipment and machinery; manufactured wood products; oil and gas equipment; information technology; clothing; environment products and services; defence products; tourism; and furniture. The teams visited companies selected by the Department's International Trade Centres across the country.

The Marketplace program featured 80 trade officers from 50 foreign posts, 18 sector specialists from the Department, and trade experts from agencies such as the Export Development Corporation and Tourism Canada. Marketplace teams visited hundreds of companies in approximately 60 Canadian cities.

International Trade Centres (ITCs) were established in 1988, in cooperation with Industry, Science and Technology Canada, to provide a highly visible federal government trade development presence across the country and also to create a link to the Department's resources in Ottawa and abroad. An outreach program including development of tailored export strategies was complemented by export counselling, export education and the delivery of funded programs such as PEMD, New Exporters to the Border States (NEBS) Program, New Exporters to the U.S. South (NEXUS) Program, New Exporters Overseas (NEXOS), Export Marketplace, and Canada International Trade Month.

Exports account for three million Canadian jobs and one-third of everything produced in the country. The Canada Export Award Program honours Canadian firms that have contributed substantially to the expansion of Canada's export capability, and highlights the importance of trade to Canada's Gross National Product (GNP). Winning companies ranged in size from large multinational corporations to small private enterprises.

Since 1983, 109 companies have received this prestigious award from over 1 350 entrants. In 1990, the winning companies were: ATS Inc. of Kitchener, Ontario; Boeing Canada Technology Ltd. of Winnipeg; DRECO Rig Technology Construction of Edmonton; H.A. Simons Ltd. of Vancouver; Groupe Lavalin Ltée. of Montreal; Lovat Tunnel Equipment Inc. of Rexdale, Ontario; Magic Pantry Foods of Hamilton, Ontario; MPB Technologies Inc. of Dorval, Quebec; Northern Telecom Limited of Mississauga, Ontario; Nexus Engineering Corp. of Burnaby, B.C.; Peerless

Clothing Inc. of Montreal; Seagull Pewter & Silver-smith Ltd. of Pugwash, N.S.; Thomas Equipment of Centreville, N.B.; and Western Co-ordinators of Corner Brook, Newfoundland.

The Minister for International Trade, John C. Crosbie, presented the awards at a gala held in conjunction with the Annual Meeting of the Canadian Exporters' Association.

The Centres for International Business Studies Program sponsors university centres across Canada to present courses for students in international business; to offer seminars for Canadian businesses to enhance their participation in the expanding world economy; and to identify changing conditions in international business.

Centres are located at Dalhousie University, École des hautes études commerciales, and the universities of Western Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. An eighth centre, the Centre for Trade Policy and Law, located in Ottawa, is a joint project of Carleton University and the University of Ottawa.

An additional small fund assists universities without centres to supplement their international business studies programs or to develop and offer new programs. During the year, grants were made to the University of Prince Edward Island, Sir Wilfrid Laurier University and the University of Calgary.

In 1990, the Minister for International Trade sponsored a cup to be awarded annually to the top Canadian team in the Dalhousie International Business Case Competition. The winners are invited to Ottawa for the presentation and a day of briefings on international business issues given by officials of the Department. A team from the Faculty of Management, McGill University, was the first winner.

TRADE INFORMATION SYSTEMS AND WORLD INFORMATION NETWORK

The Trade Information Systems and World Information Network (WIN) Exports data base is the primary sourcing tool for Canada's trade missions abroad. It contains relevant information on some 30 000 Canadian companies currently active or showing interest in exporting.

With over 1 000 active users, WIN Exports is the most up-to-date Canadian exporters' directory available worldwide. The data base is updated monthly at each site.

The Trade Planning and Tracking system uses WIN Exports computers to generate annual plans for posts (Mission Operational Plans) and quarterly tracking reports. The timely export market data is