

International Trade Center (ITC) Services

ITCs offer a full range of trade development services to Canadian companies, including:

Export Counselling: Experienced Trade Commissioners provide professional counselling to assist firms in the development of their international marketing plans. ITC offices are part of an international network of Trade Commissioners with access to up-to-date information on trade opportunities and market access conditions from Canada's missions around the world. Trade Commissioners assist new exporters in developing an export entry strategy and work with experienced exporters to refine their approach to specific markets. They can also advise on trade fairs and missions sponsored by EAITC.

Export Programs: ITCs are responsible for the delivery of the Program for Export Market Development (PEMD), New Exporters to Border States (NEBS) and New Exporters to the U.S. South (NEXUS) programs. In addition, they provide input to the New Exporters Overseas (NEXOS) program and the Technology Inflow Program (TIP), and recruit local firms for participation in EAITC's worldwide trade fairs and missions programs.

Export Education: ITCs arrange and sponsor a variety of seminars and workshops on the fundamentals of exporting, federal trade programs and export market opportunities. They also sponsor special program initiatives dealing with such topics as Europe 1992 and the Canada-U.S. Free Trade Agreement. In addition, ITCs arrange for speakers to participate in locally organized export events.

WIN Exports Computerized Trade Information Network: The WIN Exports system enables the ITCs to provide Canadian exporters with key, up-to-date information on market opportunities, trade-promotion events (both domestic and international) and federal government export promotion plans. Firms can also register in the WIN Exports data bank, which can be accessed by Canadian trade offices world-wide. These data are updated regularly and keep Trade

Commissioners abroad aware of company capabilities and interests, providing valuable trade leads.

Business Service Centres: BSCs are operated by the ISTC/ITC Office and offer, on behalf of the ITC, a wide selection of trade-related publications, including country market profiles, "how to" guides, trade statistics and international trade fair catalogues.

Other Services: ITCs also provide access to the services offered by the Export Development Corporation (export financing insurance), the Canadian International Development Agency (development-assistance contracts in developing countries) and other government agencies such as the Canadian Commercial Corporation (government-to-government contracts, including U.S. defence procurement).

FEDERAL TRADE PROMOTION PROGRAMS**Program for Export Market Development (PEMD)**

The objective of PEMD is to increase export sales of Canadian goods and services. The program accomplishes this by sharing the costs of activities that companies normally could not, or would not, undertake alone. This reduces the risks firms face in penetrating a foreign market.

Through refundable contributions, PEMD covers up to 50 percent of the costs of commercially oriented export promotion activities.

ITCs are responsible for the following industry-initiated activities: participation in recognized fairs outside Canada; visits outside Canada to identify markets as well as visits of foreign buyers/sales agents to Canada and marketing agreements aimed at medium-sized companies experienced in exporting.

In addition, ITCs can provide information and referral for companies interested in PEMD support for other industry-initiated activities,