

<http://exportsource.gc.ca> • <http://infoexport.gc.ca>

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## EXPORT Source

Online Services en direct

### What is ExportSource?

Officially launched in September 1997, the ExportSource Web site is the product of a partnership made in the spirit of Team Canada by the Department of Foreign Affairs and International Trade, Industry Canada and Agriculture and Agri-Food Canada.

ExportSource provides a single access point to federal government departments and agencies, giving exporters a wide range of information on market studies, statistics, financing, contacts, regulations, logistics and trade fairs and missions. Because of this single point of access, there is no need for an exporter to know beforehand which government department or agency is responsible for what in order to access the required information.

### Where does all this information come from?

ExportSource relies on the commitment of each participating department to maintain a Web site that reflects its mandate. The powerful ExportSource search engine can then locate the information the client requests by accessing various databases including Strategis, the Agri-Food Trade Network and InfoExport, DFAIT's trade-related Web site.



## InfoExport

### What's new on InfoExport?

During the summer of 1997, a team from the B, S and T branches updated the five-month old InfoExport. It was republished again in December in order to make the trade information produced in-house even more useful to existing and

potential clients of the Trade Commissioner Service (TCS). InfoExport must remain "evergreen" — modifications will occur as client and TCS needs evolve. The information, documents and publications contained in InfoExport are now available to clients according to their level of export preparation. For example, if you are a visitor to the site who is not yet ready to export, InfoExport refers you to the appropriate export services in Canada. If you are a visitor wondering which market to target, InfoExport guides you through a preparation process, helps you identify business opportunities, and provides you with all the studies produced by the Team Canada Market Research Centre. If you have already selected your target market, InfoExport offers the services of Trade Commissioners abroad.

### How do Trade Commissioners benefit from ExportSource and InfoExport?

Trade Commissioners should consider ExportSource and InfoExport as tools for companies who are preparing to export. It can link clients to sites with pertinent information on markets, and provide useful information on various resources available in Canada to support Canadian companies. Of course, if your information is not available on InfoExport, clients using any of the two Web sites cannot access it. We encourage you to use InfoExport to disseminate your information to Canadian clients, particularly information relating to business opportunities in your market. Guidelines on how to submit documents may already be available on the Intranet home page under References. For further details, do not hesitate to contact Louis Marcotte of BCFC/992-6260. And above all, send your comments and suggestions!

If you have not taken a look at ExportSource or InfoExport lately, you are in for a big surprise!