

## WIN Exports

The World Information Network for Exports — WIN Exports is a computerized database of Canadian exporters and their capabilities. It is used by federal and provincial trade officers in Canada and overseas to match Canadian exporters with international business opportunities.

The WIN Exports database currently lists over 23 000 Canadian exporting companies and includes information on: products and services available for export; foreign markets/countries that the company is considering or in which it is currently active; and contacts within the company responsible for export activities.

Foreign buyers frequently ask Canadian trade commissioners to recommend Canadian suppliers for foreign sourcing needs. Over 140 000 such requests are received annually. Trade commissioners use the WIN Exports database to match Canadian sources to these foreign purchase requirements. In addition, WIN Exports is used to identify Canadian exporters for participation in trade shows and missions. Also, market intelligence can be forwarded to exporting firms on the basis of their WIN Exports corporate profiles.

When registering for WIN Exports, companies will be asked for information on their exporting activities, including a description of their export products and services, export experience and foreign market targets as well as their marketing profile.

Companies registered in WIN Exports automatically receive *CanadaExport*, DFAIT's international business newsletter. Please note that registration in WIN Exports is required for funding through PEMD.

To register, contact the nearest ITC, or the InfoCentre, and ask for a WIN Exports registration form, or contact:

Trade Information Systems Division (TPP)  
Department of Foreign Affairs and  
International Trade  
125 Sussex Drive  
Ottawa K1A 0G2  
Telephone: (613) 996-5701  
Fax: (613) 992-3004

## Programs for New Exporters

The New Exporters to Border States (NEBS) and New Exporters to Overseas (NEXOS) programs are targeted at Canadian companies that have not previously exported but that are ready to export.

NEBS provides Canadian companies with practical information and first-hand exposure to a United States border market. Participants travel to a Canadian trade office across the U.S. border for a two- or three-day "walk-through" course on the entire exporting process as well as to attend, when feasible, a trade-related event.

Trade experts provide information on documentation and customs procedures, banking, insurance, agents, distributors and other topics. Canadian trade commissioners advise on marketing strategies and help identify contacts for follow-up meetings with manufacturers' representatives and potential U.S. buyers. The program pays return transportation costs while participants are responsible for their accommodation and discretionary expenditures. As of April 1, 1996, NEBS participants will be charged a fee of \$100.