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New WIN Exports Server Room is Ready to Serve

by Bob Lee, Director, Export Development Division, DFAIT

On January 6, 1998, Minister of International Trade Sergio Marchi officially opened the new WIN Exports server room in the Export Development Division of the Trade Commissioner Service at the Department of Foreign Affairs and International Trade (DFAIT).

Kathryn McCallion, Assistant Deputy Minister, International Business, Passport, and Consular Affairs; Roger Ferland, Director General, Overseas Programs and Services; and Bob Lee, Director, Export Development, also participated in the ribbon-cutting ceremony. The Minister signed a certificate in commemoration of this important event.

Nerve centre for WIN Exports

The server room is the nerve centre for all of the systems directly supported by the Division, including WIN Exports and other systems used by Canada's trade commissioners in missions abroad.

In addition to supporting the Division's operating systems, the server room also houses the Division's software development environment and support infrastructure, including local area network (LAN) servers, fax gateways, and systems to support mission data exchange.

Through use of this equipment and upgrades to equipment at missions around the world, WIN is paving the way for better co-ordination among Team Canada partners, enhanced client sharing and the elimination of duplication and overlap in the services provided to Canadian firms — a truly united effort.



Minister Marchi with Director Bob Lee, Assistant Deputy Minister Kathryn McCallion and Director General Roger Ferland

the WIN Exports system has come a long way since its inception. It has

evolved into an indispensable tool used by trade commissioners for identifying Canadian suppliers who can respond to opportunities in their respective markets worldwide; for commu-

nicating with Canadian firms directly from their desktop abroad via the fax capability; for recording services provided to clients; and for sharing client information with Team Canada Inc partners across the country.

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Maximizing trade commissioner efforts

The World Information Network for Exports (WIN Exports) — DFAIT's database of Canadian exporters and their capabilities — plays a key role in maximizing the day-to-day efforts of Canada's trade commissioners in the field who assist Canadian companies to realize export sales.

Originally developed for use in the matching of sales leads and foreign buyers with Canadian companies,



Minister Marchi, WIN Database Manager Mina Pun and Director Bob Lee

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