

International Trade Centres across the country offer marketing advice to Canadian exporters

Export advice has been available closer to home for more than a year to Canadian exporters.

On June 29, 1988, International Trade Minister John C. Crosbie and Regional Industrial Expansion Minister Robert de Cotret announced the establishment of **International Trade Centres (ITCs)** across Canada to provide the "one-stop shopping" service that Canadian exporters had been seeking for all aspects of federal export assistance. And the federal government allocated \$7.2 million over five years to help establish the ITCs.

While the ITCs are located within the **Industry, Science and Technology Canada (ISTC)** regional offices, they are distinct and visible entities managed by a Senior Trade Commissioner. Eleven ITCs have been established to date: St. John's, Halifax, Charlottetown, Moncton, Montréal, Toronto, Winnipeg, Saskatoon, Calgary, Edmonton, and Vancouver.

External Affairs and International Trade Canada provides functional guidance and is seconding 35 experienced Trade Commissioners to the ITCs, with all staff to be in place by the summer of 1990. Current plans call for the addition of three new centres (Québec City, London, and Regina) in the next two years.

To complete the "one-stop shopping" concept, the Export Development Corporation (EDC) and the Canadian International Development Agency (CIDA) are locating their regional operations within selected ITCs. EDC's Manitoba/Saskatchewan district office is now located in the Winnipeg

ITC; others will follow as their current leases expire. There are currently CIDA business officers located in the Vancouver, Moncton, and Montréal ITCs, and another officer will be located in the Winnipeg ITC this summer.

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

- **Export Counselling:** the ITCs provide professional counselling to assist firms in the development of their international marketing plans.
- **Administration of Export Support Programs:** the ITCs are responsible for the delivery of the Program for Export Market Development (PEMD), New Exporters to Border States (NEBS), New Exporters to the U.S. South (NEXUS), New Exporters Overseas (NEXOS), and the Technology Inflow Program (TIP).
- **Export Education and Awareness Initiatives:** The ITCs arrange and sponsor a number of seminars and workshops on the fundamentals of exporting, federal trade programs and export market opportunities.
- **A Computerized Trade Information Network:** this system, being established between External Affairs and International Trade Canada's Headquarters and the ITCs, will provide the ITCs with key up-to-date information on market opportunities, trade promotion events (both domestic and international) and export promotion plans, all of which will be electronically updated.

Firms registered on the WIN Exports data bank keep Trade Commissioners abroad aware of their capabilities and interests, thus increasing their chances of gaining access to valuable trade deals.

- **Business Information Centres:** the ITCs have a wide selection of publications: country market profiles, how-to guides, trade statistics, international trade fairs, etc.
- **Other Services:** disseminate information on market opportunities and market access conditions; recruit participants for international fairs and missions; provide access to CCC and EDC.

International Trade Centre Addresses

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Continued from page 2

Zaire—Agricultural research program to restructure and develop the Institut National pour l'Etude et la Recherche Agricole. Loan: \$20 million. (Executing agency: Institut National pour l'Etude). Contact Robert Rousseau, Second Secretary (Commercial) and Vice-Consul, Canadian Embassy, Kinshasa, Zaire. Tel.: (011) 22-706/24-346/27-839. Telex: (Destination code 982) 21303 (21303 DOMCAN ZR).

The full address of contacts at posts can be obtained from Info Export. Call toll-free 1-800-267-8376 (Ottawa area: 993-6435). Canadian companies with no international experience can obtain **Export Financing Guide**, from the Export Finance and Capital Projects Division (TCF), External Affairs and International Trade Canada, 125 Sussex Dr., Ottawa K1A 0G2. Tel.: (613) 995-7251.

Continued on page 4