

For instance, the Department of External Affairs has invested in electronic management information systems such as WIN Exports, a computerized exporters directory for sourcing Canadian suppliers of goods and services.

The Department of External Affairs has also developed a computerized Export and Investment Promotion Planning and Tracking System that brings together data on trade opportunities world-wide. This data base enables the Department to consult extensively with other government departments, provincial trade organizations and the private sector in order to develop an agreed trade and investment promotion strategy for each export market.

It was a pleasure to speak with you to-day and to launch Export Trade Month.