

Also, major management consulting firms and Canadian banks publish series of free booklets, such as, "How to Do Business in...."

WIN EXPORTS

WIN Exports is the key sourcing database used by missions to identify and recommend Canadian firms to overseas contacts. Once your company is export ready, it should be listed in this system. To do so, contact: WIN Exports, DFAIT, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. It is of utmost importance to keep the information on your company up-to-date.

OTHER SERVICES

Services offered at DFAIT in Ottawa, at ITCs and at missions around the world include:

- market intelligence,
- import regulations,
- customs information direction,
- trade libraries,
- audio-visual equipment,
- boardrooms,
- trade show information,
- trade press contacts,
- listing of tenders, and
- information about local business practices, companies and contacts.

OTHER PLAYERS

Other players include other federal departments, provincial government departments, foreign trade offices in Canada, market research firms, and associations.

THE TRADE COMMISSIONER ABROAD

Trade commissioners abroad need basic facts about your company. Put yourself in their place! They are in a foreign country, making calls to introduce your company's products to local distributors. They have to make a "sales pitch" that