

ISTC	Industry, Science and Technology Canada. Successor department to Industry, Trade and Commerce (ITC) and Industrial and Regional Development (DRIE).
ITAC	International Trade Advisory Committee. A committee of private sector leaders that advises the Canadian government primarily on trade negotiations. See also SAGITs.
ITC	See International Trade Centres.
LDC	Less-developed country.
Licensing Agreement	Contract whereby a firm obtains the right to use another firm's trademarks, manufacturing processes, patents, or other inputs to manufacture or assemble a product or service in exchange for royalties.
Market Access	Openness of a national market to exporting countries, i.e., reflecting a government's willingness to permit imports to compete relatively unimpeded with similar domestically produced goods.
Market Failure	Term used by economists to denote situations where regular functioning of the market produces a less than optimum result.
Market Intelligence	Information on the activities and strategies of competing firms in a particular market.
Marketplace	EAITC programme which brings trade commissioners working in sectoral overseas markets back to Canada to provide advice to exporting or export ready companies.
NAFTA	North American Free Trade Agreement involving Canada, the United States and Mexico, the negotiation of which started in June of 1991.
National Stands	Participation of groups of companies by country in trade fairs, generally with government financial support. See also Trade Fairs.
New Exporters to Border States (NEBS)	EAITC program in US border states to introduce Canadian companies which have not previously exported to the US market.
New Exporters to Overseas (NEXOS)	EAITC program to introduce exporters new to Western Europe to the potential, practices and pitfalls of doing business there.
New Exporters to the US South (NEXUS)	EAITC program, usually in the southern USA, for companies that have traditionally exported to only one US regional market.
ODA	Official Development Assistance. See also International Assistance Envelope (IAE).
OECD	Organization for Economic Cooperation and Development. Paris-based organization of industrialized countries responsible for study and cooperation on a broad range of economic, trade, scientific and educational issues.