



PUBLICATIONS

Handbook on Doing Business in the Venezuelan Agrifood Market, prepared by the Canadian Embassy in Venezuela, contains general information and trade statistics on Venezuela, information on the agrifood sector and market, and a list of the main contacts.

Venezuela's climate and soils are well-suited to agriculture, especially corn, coffee, cacao, cotton, rice, sesame seeds, tobacco and plantain bananas, and to live-stock-raising. The infrastructure of the country's agrifood industry is probably the best in Latin America.

The West Indies also affords numerous opportunities for Canadian exporters of high value-added food products and alcoholic beverages, owing to the expansion of the hotel and restaurant business.

The Handbook, Code No. 142LA, is available from Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa region, 944-4000). Fax: (613) 996-9709.

Japan Fish Guide

A new report prepared for Canadian fish exporters is now available through External Affairs and International Trade's InfoCentre. **Guidelines for Canadian Fish Exporters 1994 - Japan** (120CB) provides an overview of the Japan fish market. It also identifies market opportunities of potential interest to Canadian seafood exporters and includes information on fish and seafood products, marketing information and factors influencing fisheries in Japan. For copies, call 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

The Berlin Papers

Prepared by the Canadian Consulate General in Berlin and now available from the Department of Foreign Affairs and International Trade (DFAIT) are two "occasional papers" on market opportunities in Germany.

The titles are: **Apparel and Footwear Retailers in Berlin and the New German States and Cosmetics, Toiletry and Fragrance Retailers in Berlin and the New German States**.

Each paper provides a market overview of Berlin and the new German states, market and company information on the subjects under review, standards and regulations, a list of specialized trade fairs and a list of associations.

Copies of the papers may be obtained from John F. Dierckx, Trade Commissioner, Sectoral Liaison Secretariat, DFAIT, Ottawa. Tel.: (613) 992-7882. Fax: (613) 943-8820.

Finnish Shipping

Canadian marine/naval suppliers should make their capabilities known to the Finnish shipbuilding industry. It is interested in new materials, equipment, partnerships and technology transfer that would allow it to retain its competitive edge.

That Canadians seize this opportunity (Finnish shipyards have an order book in excess of half a billion Canadian dollars) is one of the recommendations in **The Finnish Shipbuilding & Ship Repair Industry**.

The study, recently carried out by the Canadian Embassy in Helsinki, is the result of visits to and meetings with Finnish shipyards, government departments and industry associations which

provided a complete picture of the industry and its latest trends.

The study, say its authors, attempts to provide useful, pragmatic information which Canadian suppliers may exploit. They also stress to Canadian suppliers the importance of following up their correspondence with phone calls and/or visits to Finland — as personal contacts are often a determining factor in the clinching of a deal in that country.

Copies of the study may be obtained from Foreign Affairs and International Trade's InfoCentre, Ottawa. (See box page 8).

Environment Market in Philippines

A comprehensive market study on business opportunities in the environment sector in the Philippines says there is a demand for environmental consultants and manufacturers of pollution control equipment.

The report provides detailed information on the current status, government action, and market potential in the following areas of urban environmental pollution control: solid waste management; water quality and wastewater treatment; toxic and hazardous waste treatment; air quality; and mining and mine tailing wastes.

The study also provides contact names and pertinent information on the country's legislative structure and relevant government agencies, non-governmental organisations, local direct importers and consultants, and industry associations.

To obtain a copy of the market report, contact the Embassy's Trade Section. Tel.: (632) 810-8861. Fax: (632) 810-1699.