

CIBS Compendium On-Line — Continued from page 1

Based on *Canada's International Business Strategy (CIBS)*, as described in the February 19 issue of *CanadExport*, this new on-line service is designed to help businesses cut through the confusion, and get to the pulse of government-sponsored events.

A few key strokes at a computer terminal allows businesses from coast to coast to locate the latest detailed information on export trade events which the federal and provincial governments have planned in Canada and abroad. By looking into any one of 22 different industrial groups, users will be able to find what is happening, where, and when; a description of the activity; and the name, telephone and fax number of the person responsible. Since the *Compendium* will be regularly updated by Team Canada co-ordinators coast to coast, businesspeople will know what is available, and how to take advantage of it.

Government Blueprint

The *Compendium* is an integral part of *CIBS* for 1996/97, the blueprint of how the federal and provincial governments will spend their international business development resources over the coming year.

A Team Canada initiative, the *CIBS* is the result of close collaboration between 22 federal departments, the provinces and territories, and the private sector.

Opportunity for Input

By reading the strategies, and

consulting the *Compendium* to see how the strategies will be implemented, businesses will not only be able to keep abreast of initiatives that can assist them to "go global, win global", they will also have a basis on which to provide input to the refinement of the sector strategies for next year and to state whether the various planned activities are what they need, when they are needed.

World Wide Web

The *CIBS Compendium* and the sector strategies are all available on-line through the Internet on the Department of Foreign Affairs and International Trade's World Wide Web site: <http://www.dfait-maeci.gc.ca>

For those businesses which may not have access to the Internet, current information on export development activities may be obtained from any of the International Trade Centres located across Canada.

H. A Simons Ltd.

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the country make Chile a target market for our business activity."

Simons' Mining Division — a relatively newcomer to the company — has already been able to obtain several mining studies, and is pursuing some major mine development work.

The 75-year old and 30 per cent export-based company — with some 3,000 employees in Canada (Vancouver, Calgary, Edmonton, Montreal) and another 1,500 in the U.S.A. — has a good network of contacts in Chile and many other parts of the world.

"But we still maintain excellent relations with Canadian Embassies in these countries," says Luxardo.

For more information on Simons and its projects in Chile, contact Vice President Latin America, Jack Luxardo. Tel.: (604) 664-4975; Fax: (604) 664-5230.

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tion and food service sectors in their respective countries: Japan, Korea, Hong Kong and Taiwan.

One-on-one meetings on April 24 will allow Canadian companies to promote, and get feedback on, their products from Asian buyers — who also have been invited to attend the **7th Annual Grocery Showcase West** (April 21-22), a conference and trade show with over 200 exhibits of food products, equipment and services.

For more information on the **Asia Export Marketing Seminar and Buyers Mission** (organized by Agriculture and Agri-Food Canada in conjunction with other federal, provincial and industry partners), contact the Alberta Food Processors Association, Edmonton, Tel.: (403) 444-2272; Fax: (403) 483-7590.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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