

Trading House Connection

## World Markets at Atlantic Canada's Doorstep

An event that has been specially organized to promote and expand export market opportunities for **Atlantic Canadian** manufacturers and processors will be held April 15-16, 1993 in Halifax, Nova Scotia.

Depending on its success, it will be held in other regions across Canada at future dates.

**World Markets'93** will permit participants to meet representatives of more than 70 leading Canadian and international trading houses which, combined, are active, on a daily basis, in all products around the world.

What's more, they are looking for new suppliers and sources for existing export opportunities.

**World Markets'93** consists of a half day training session for suppliers on how to work with trading houses. The session will cover such topics as: what a trading house is, how a trading house operates, how to select and work with a trading house, international contractual arrangements, successful export pricing and quotation methods and evaluating overseas inquiries.

The second day will be a trade show, with booths at which suppliers can display products and brochures and meet face to face with potential trading house partners.

**World Markets'93** will give Canadian and international trading houses a chance to meet and see the best of what Atlantic Canada has to offer. It will also allow them to discard the traditional perception of Atlantic Canada as being a provider only of seafood and potatoes.

It also will be a unique opportunity for participants to meet a wide array of exporting and export-ready suppliers of, among other items, processed food products, high technology and engineering-based products, building and construction materials, consumer products, industrial goods and commodities.

Only here will traders have the opportunity to meet — under one roof — so many companies eager to explore new export possibilities.

Trading house representatives also will have the opportunity — during a special session to run concurrent to the supplier training session — to discuss among themselves such matters as business opportunities, human resources and global trading issues.

Connecting with the right export partner will be facilitated by: a comprehensive participants' directory (listing products and export interests); assigned booths for products and brochures displays;

an export opportunities bulletin board; a trading house mailbox system; and provincial trade officials to facilitate contacts and provide additional sourcing information to companies.

Trading houses account for over 60 per cent of Canada's non-United States-destined exports.

If you are an Atlantic Canadian manufacturer, processor or supplier seeking to expand your export markets or be introduced to this exporting option, you should be participating in this event.

Only your commitment is required to have your product brochures and sample travelling around the world — at a fraction of the effort and cost of doing it yourself.

If you are a Canadian or foreign trading house seeking new qualified export-ready suppliers, you cannot afford to miss this opportunity.

**World Markets'93** is being sponsored by External Affairs and International Trade Canada, Atlantic Canada Opportunities Agency and the World Trade Centre Institute in Halifax.

Co-sponsors include all four provincial trade departments, Industry, Science and Technology Canada, the Halifax Port Corporation, the St. John's Board of Trade and the Canadian Exporters' Association.

For a brochure, poster and further information on how to participate in this business-generating event, **Atlantic Canadian suppliers** are invited to contact Hugo Ban, telephone 1-800-463-2791. Fax: (902) 420-8308.

**Canadian and foreign trading houses** should contact Mr. Ban or Mike Reshitnyk, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 996-1862. Fax: (613) 943-1100.

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