

Cologne Site of Geotechnology Show

Cologne — This German city will be the sight, May 2-5, 1995, of **GEOTECHNICA '95**, an international trade fair that provides the most important and well attended European forum for companies and organizations engaged in the fields of geosciences and geotechnology.

While the main underlying theme is conservation and restoration of the environment, over 100 overlapping and related disciplines have, in the past, been highlighted at **GEOTECHNICA**.

More than 20 Canadian organizations and corporations have participated in each of the 1991 and 1993 events. Demand generated by visitors and exhibitors was especially significant for geological/geophysical instrumentation, GIS systems and software, and the entire range of remote sensing technologies and their applications.

In 1993, **GEOTECHNICA** attracted over 600 exhibitors and in excess of 20,000 visitors.

This event provides an excellent venue for breaking into the European markets (both East and West) which, for GIS alone, are approaching \$1.5 billion. Canadian companies will be able to demonstrate their capabilities and to explore other business opportunities.

Recruitment is underway for Canadian companies interested in joining Canada's National Stand.

For more information on **GEOTECHNICA '95**, contact Gayle McCallum, Trade Fairs and Missions - Europe, (RWTF), Trade Development Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario, K1A 0G2. Tel.: (613) 996-1530. Fax: (613) 944-1008.

Buddy System Serves Exporters

An informal **Buddy System** that primarily assists companies new to the world of exporting now is available through the Toronto office of the Canadian Exporters' Association (CEA).

Basically, the service consists of seasoned exporters ("seniors") who volunteer their time and expertise to informally guide less experienced exporters and would-be exporters in overcoming specific hurdles they may be encountering.

The help is free of charge and without liability and is intended to promote both exports and the CEA.

Essentially, those seeking advice ("juniors") call CEA/Ontario (416-325-6396) to review issues and provide brief details on their company.

The CEA, after consultation with

the designated senior, will confidentially provide the junior with the senior's name and telephone number. In all, the process typically involves no more than three or four 15-minute telephone calls spread over about two months.

Members of the CEA, the Ontario Ministry of Trade, and Chambers of Commerce are among the groups that support and promote the **Buddy System**.

For further information on the **CEA Buddy System**, or to volunteer your export experience, contact the Canadian Exporters' Association, Room 539A, Hearst Block, 900 Bay Street, Toronto M7A 2B1. Tel.: (416) 325-6396. Fax: (416) 325-6509.

PUBLICATIONS

Trade Commissioner Service Directory

The 1994 edition of the *Directory of the Canadian Trade Commissioner Service* now is available through the Department of Foreign Affairs and International Trade's InfoCentre. The publication lists trade commissioners in Canada and at Canadian missions around the world who will assist Canadian exporters in starting or in expanding their export sales in international markets. To obtain a copy of the directory, phone or fax the InfoCentre (see box at bottom of page 8), quoting Code 8XA.

Japan Unlocked

Unlocking Japan's Distribution System in the '90s is a complete (400 pages), up-to-date (based on information gathered to September 1994) guide, ideally suited to exporters, people who advise exporters (consultants,

trade officials), and those who instruct exporters (college/business professors).

Available in separate English and French versions and authored by James Keenan of The Asia Pacific Foundation of Canada, the guide is written so that it can be read from beginning to end or quickly referred to, through a well-arranged table of contents/index, for information on topics of special interest, including direct marketing.

Contents, with numerous sub-categories, include: Understanding Japanese Customers, Japan's Distribution Scene, Preparing the Groundwork, Distribution Agreements, Managing Your Distribution Relationships, and Planning and Reference.

Available in most bookstores that carry federal publications, *Unlocking Japan's Distribu-*

Continued on page 8 — Publications