

Publications

New Promotional Tool for Quebec Companies

A new promotional tool for Quebec companies has been launched by the Centre de recherche industrielle du Québec (CRIQ) in the form of a multimedia CD-ROM on products available in the province.

Using this bilingual data base,

companies can include their brochures, product catalogues, video or animation in a presentation combining sound, image and interactive trade methods.

The multimedia version, which stands alongside the printed Inventory, was launched in March

and will be sold throughout Canada, the United States and elsewhere in the world.

The CRIQ plans shortly to add another tool in the form of the services companies linked with the industrial sector.

For information on the CRIQ, contact Claude Morin, Communications Advisor, Tel.: (418) 652-2213 or 1-800-667-2386, ext. 213.

Cultural Industries in France Profiled

Four market profiles covering cultural industries in France have been commissioned by the Canadian Embassy in Paris. The industry profiles, in French, are on music, art, magazines and language. To obtain a copy, send your mailing address, by fax, to Yvette Duval, Canadian Embassy, Paris. Fax: (011-33-1) 44.43.29.98.

Directory of Apparel Industry Trade Shows

The 1997 *Directory of International Apparel Industry Trade Shows* lists over 400 international trade shows, providing dates, contact numbers and show descriptions. Where applicable, North American contacts are given.

Textile suppliers, manufacturers and retailers will find listings for apparel shows and markets, sports

apparel/activewear shows, textile sourcing shows, and apparel production technology shows.

The directory retails for \$21.40 (plus shipping and handling) and can be obtained from the Canadian Apparel Foundation, 130 Slater Street, Suite 605, Ottawa, Ontario, K1P 6E2, Tel.: (613) 231-3220 or 1-800-661-1187, Fax: (613) 231-2305.

International Trade Book

An international trade consultant seeks Canadian companies doing business in the United States, Latin America, Asia, Eastern Europe and the Middle East for inclusion in an international trade book. Companies could be involved in exporting, importing, joint venturing or international marketing and negotiating.

Contact Maggie Maier, One World Communications Inc., Tel.: (416) 369-0099, Fax: (416) 369-0144, e-mail: maggie@1worldinc.com

**Info
Centre**

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 InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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