

## Worldexport.com

Worldexport.com has renewed its commitment to Canadian exporters by launching an award-winning, high-traffic gateway to over five million foreign buyers. It will also feature an e-commerce application to facilitate business-to-business transaction capabilities. For the last 10 years, Worldexport.com has published the *Canadian Exporters Catalogue*, the only export business-to-business multimedia program of its kind (it includes a printed book, a CD-ROM and a Web site).

This new cost-saving service will provide businesses with the ability to leverage technologies, applications and business relationships usually only available to large corporations.

To interact effectively with existing clients, reach new customers, generate new revenue, and increase your competitive advantage, visit [www.worldexport.com/response](http://www.worldexport.com/response) ✪

## Correction

Switzerland and Liechtenstein were inadvertently omitted from the list of countries for which DFAIT provides market access information to Canadian exporters, as published in the October 2, 2000, issue of *CanadExport*, p. 9. ✪

## New Business Publication for Women

*BusinessWoman Canada* — the magazine about women, for women. It's about what women need to know in order to achieve and maintain success in business. It's about mentoring and role models, success stories, and sharing those secrets to success. It's about women in small and medium-sized businesses, women in international markets and women at the top.

*BusinessWoman Canada* celebrates these women through interviews, articles and insight.

For further information, contact Donna Messer, Managing Editor, tel.: (905) 337-9578, fax: (905) 337-9320, e-mail: [dmesser@interlog.com](mailto:dmesser@interlog.com) Web site: [www.businesswomancanada.com](http://www.businesswomancanada.com) ✪

## Canadians are quality employees

CANADA'S KNOWLEDGE WORKFORCE RANKED 1ST IN THE WORLD

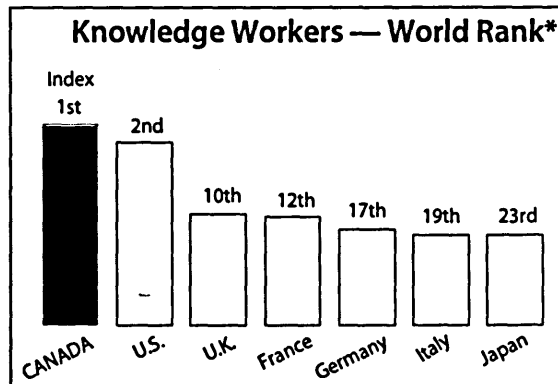
- **Highly skilled and educated workforce:** Four university degree holders from around the world come to Canada for every one migrating from Canada to the U.S.\*\*
- **Top quality tertiary education:** Ten Canadian universities ranked among the top 22 schools in North America for electrical engineering programs.†
- **Low employee turnover:** Canadians are loyal to a company for an average of eight years per job (in the U.S it's just four years).‡

For more information on investing and doing business in Canada, click on [www.investincanada.gc.ca](http://www.investincanada.gc.ca) or call (613) 941-0354, fax: (613) 941-3796, e-mail: [lanoy.louise@ic.gc.ca](mailto:lanoy.louise@ic.gc.ca)

\*\* Source: *Education Quarterly Review*, Statistics Canada, Spring 2000, Vol. 6, No. 3 [www.statcan.ca:80/english/indepth/81-003/feature/eq2000\\_v06n3\\_spr\\_a01\\_hl.htm](http://www.statcan.ca:80/english/indepth/81-003/feature/eq2000_v06n3_spr_a01_hl.htm)

† Source: *The U.S. Gourman Report, Undergraduate Programs*, 10th Edition, 1998, [www3.bc.sympatico.ca/info/ee-prog.htm](http://www3.bc.sympatico.ca/info/ee-prog.htm)

‡ Source: Data from Statistics Canada, the U.S. Bureau of Labor Statistics, and Domicity.com [www.domicity.com/about/thinkpieces/canada.htm](http://www.domicity.com/about/thinkpieces/canada.htm)



\* Source: Tertiary education enrollment standing among 59 countries, evaluated in the *Global Competitiveness Report*, 2000.

## Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

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