

BUSINESS AGENDA

Montreal - September 15-November 17: A 30-hour session on **The Role of Transportation in Product Marketing**, a course which is part of the training activities of the MAI on cooperation with the Centre de Transport international des marchandises (CTIM). The same workshops will be given in Quebec City from September 22 to November 24. You may register with the CTIM by calling (514) 274-3573; fax (514) 274-9608.

Montreal - Wednesday evenings, from September to November and January to April: the course, **Introduction to International Trading**, will be offered by the Quebec Association of Manufacturers, in cooperation with the MAI. To register, telephone Ginette Desroches, Quebec Association of Manufacturers: (514) 866-7774.

Cambridge (Ontario) - September 17; Brantford - October 14; Mississauga - November 5; Scarborough - November 19 - International Trade Shows Made Profitable workshops. Contact Barry Siskind, International Training and Management, Toronto. Tel/Fax: (416) 483-3836.

Montreal - October 4, 5 and 6: 49th Annual Congress of the Canadian Exporters' Association. Additional details will be available in the September 15 edi-

tion. To register, contact Mrs. Jacqueline Miller in Ottawa at (613) 238-8888; fax (613) 563-9218.

Ottawa - October 12-16 - The International Laboratory Accreditation Conference (ILAC)

will be held in Canada for the first time. ILAC will feature experts from around the world and will bring delegates from some 40 countries. Contact the Testing Division, Standards Council of Canada. Fax: (613) 995-4564.

PUBLICATIONS

Business By Mail

A new guide that could help Canadian companies break into the \$150-billion-a-year catalogue house/direct mail business in the United States has been produced by the U.S. Trade, Tourism, and Investment Development Bureau of External Affairs and International Trade Canada.

A Guide to the U.S. Mail Order Catalogue Industry will help Canadian companies find U.S. catalogues that carry products similar to their own. It also provides tips on how to enter into an agreement with U.S. catalogue houses and contains a sample list of U.S. catalogues and the products they carry.

Copies of the guide (code #99UA) are available through Info Export (see box at the bottom of this page).

Australia Guide

A new edition of the booklet, *Australia: A Guide for Canadian Exporters* (#4CA), has just been published by the Asia Pacific South Trade Development Divi-

sion of External Affairs and International Trade Canada.

The publication answers questions most frequently asked about the Australian market, including sizing up the market, finding customers, pricing, getting the product to market, and getting paid.

Copies of the booklet, quoting the code number indicated, are available through Info Export (see box at the bottom of this page).

Take Note

The fax number for the Canadian Consulate in Quito, Ecuador is (00-593-2) 503-108. Three new telephone lines are also now available: (00-593-2) 564-795, 506-162, and 506-163.

The Canadian Consulate General in Berlin has moved to the following address: Friedrichstrasse 95, 0-1086, Berlin, Germany. The telephone numbers (030 261-1161/1162/1163) and fax number (030 262-9206) remain the same.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 994-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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