

January 31, 1994 Deadline**Awards Recognize Contribution to International Development**

Canadian private-sector organizations, both large and small, that have made a contribution to development and industrialization in Africa, Asia, Latin America or the Caribbean have *until January 31, 1994* to submit their applications for the **1994 Canadian Awards for International Development**.

The four 1994 awards will be presented this Spring to companies whose work pertained to:

- a project devoted to the improvement of the physical infrastructure or the development of natural resources;
- a project that has contributed to the creation of long-term business links or the advancement of technical capability;
- a project that was committed to the improvement of social infrastructure or the protection of the environment;
- a project that involved the provision of transport or other capital equipment for the development of an industrial base.

The awards are presented following a nation-wide competition. The entries for each award are first considered by a panel of assessors who produce a short list. The short-listed entries are then examined by an independent jury which makes the final decision.

Winners of the award receive a plaque citing the firm's achievements and, for a period of three years, can use the award logo on their letterhead, advertisements and other promotional material.

Initiated in 1991 by the Canadian Exporters' Association with the support of Northern Telecom, the SNC-Lavalin Group, Babcock and Wilcox, General Motors of Canada Limited (Diesel Division) and the Canadian International Development Agency, the awards have attracted close to 100 entrants. Nine

companies have been honoured during the last two years.

For further information or to obtain an application form, contact Mrs. Paule Charest, Canadian Ex-

porters' Association, 19, Chemin du Ravin, Sainte-Thérèse, Quebec J7E 2T5. Tel.: (514) 434-4196. Fax: (514) 430-5684.

## PUBLICATIONS

### U.S. Airports

Commissioned by the Canadian Consulate General in Atlanta, *Airport Industry Handbook - Southeast United States* represents a comprehensive data base providing detailed information on the principal 30 airports in the region.

Included in the report are basic facts and figures on the airport facilities, facility lay-outs, airport authority contacts, an indication of the services and technologies required, together with listings of key vendors and consultants.

The report will be of particular interest to Canadian firms seeking new business opportunities, through direct sales or in partnership with local vendors, in the following areas: engineering, maintenance, repair and overhaul; groundwater control, close loop (indoor) systems, urban/regional GIS planning; safety/security; materials handling; informatics, computers, ticketing, landing and automated systems.

Copies of the report may be obtained from InfoEx. Tel.: 1-800-267-8376. Tel.:(Ottawa area): 944-4000.

### Korea Telecommunications

*A Korean Telecommunications Market Study*, prepared by the Canadian Embassy in Seoul, shows there are promising opportunities for Canadian suppliers of equipment and services in areas such as satellite communications,

mobile communications, cable TV and network management.

The market for telecommunications in Korea, the study notes, increased by 15 per cent in 1992 to \$2.8 billion. It is expected to reach \$5.6 billion by 1996 and \$15 billion by 2001.

Companies interested in this sector may obtain a written or a computer disk copy of the study by contacting Dan Murray, Third Secretary, Embassy of Canada, C.P. Box 6299, Seoul 100-662, Korea. Fax: (011-82-2) 755-0686.

### U.S. Informatics

Two new guides to marketing informatics to the U.S. federal government now are available.

*The Technology Partnership Program Executive Briefing* is a comprehensive overview of U.S. federal systems integration contracts — for both subcontractors and primes. The binder covers the procurement process, prime-sub relationships, pre-entry business planning to pursue integration contracts, and sources of contacts for partners.

*Winning Strategies for the U.S. Federal Informatics Market*, helps firms to consider how they want to approach this market and the kinds of presence that would be most effective for them to capture new business. This guide comprises a workbook as well as details on sole-source contracting, unsolicited

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