

# SHARING TRADE SECRETS



## MULTI-MEDIA TOOLS HELP BOOST CANADIAN EXPORTS

*Canadian exporters can avail themselves of many tools when it comes to getting a helping hand at making their products and services known to foreign buyers. Export Media-Com Inc. and International Publishing and Development Inc. are two firms providing just such assistance.*

Their staple product is an export catalogue designed to promote Canadian capabilities abroad.

Canadian companies featured in these publications receive worldwide promotion through a vast network of distribution channels — ranging from federal and provincial governments, as well as Canadian and Foreign Chambers of Commerce to Canadian Diplomatic Missions in over 126 countries.

They have also been used very successfully in trade shows and the Prime Minister's Team Canada missions to China, Asia and Latin America.

### CANEXPORT

Now in its fifth year of publication, Lachine-based *CANEXPORT* — circulation of over 45,000 — was launched almost six years ago as an annual full colour trilingual (English-French-Spanish) export catalogue.

By late 1995, the company expanded its activities, under the name Export Media-Com Inc., and the following year launched a second full colour, trilingual publication, *EXPORT PLUS*, focusing on four sectors: environment, hi-tech and communication, natural resources, and industrial.

"This represents over 80 per cent of Canadian exports," says Export Media-Com President Joseph Vella.

In addition to the printed media, Vella has added an electronic dimension with the *Virtual Market Place*, an interactive mul-

timedia catalogue — promoting Canadian companies' products and services worldwide — which can be accessed on the Internet (<http://www.virtualmarketplace.com>), in addition to being available on an interactive multimedia CD-ROM.

Introduced this year is participation in international trade shows via touch screen information kiosks, for immediate business contacts between users and Canadian companies.

### *Exporters Catalogue*

Published by International Publishing and Development Inc., the *Canadian Exporters Catalogue* (CEC)'s fifth edition is expected to top 35,000 printed copies and 50,000 CD-ROM versions next year.

Beyond the hardbound catalogue and fully-searchable CD-ROM, company President Fouad Tabet now also has developed what he describes as "a much accessed World Wide Web site."

Starting this year the CEC's index and sector introductions are presented in 10 major international languages.

"This should make our product even more user-friendly around the globe," says Tabet, "and give Canadian exporters greater sales opportunities."

In addition to its wide international distribution network, the CEC has also obtained the backing of the Canadian International Development Agency (CIDA) and

its officers at home and abroad.

"As a result of all its support and distribution networks, this year alone," says Tabet, "the CEC has been showcased in over 900 trade shows worldwide."

### Results-oriented

These marketing efforts on behalf of Canadian exporters appear successful.

"The Team Canada 1994 mission to China alone," says Vella, "generated over \$100 million for nine major companies we helped break into the Chinese market, while last year's mission to Latin America resulted in \$60 million sales for five of 'my' companies."

As for CEC, since its first publication in 1993, "this program has been responsible for over \$1 billion in exports," Tabet reports, "and that number is expected to increase in the upcoming years, due to the overwhelming requests participants are receiving."

The company recently opened new offices in Edmonton, Toronto and Montreal — in addition to its head office in Abbotsford, B.C.

### Contacts

- Export Media-Com Inc. Tel.: (514) 636-6018 or 1-800-644-5865. Fax: (514) 636-4281.
- International Publishing and Development Inc. Tel.: (604) 855-9115 or 1-800-667-0991. Fax: (604) 855-9117. E-Mail: [ipd@worldexport.com](mailto:ipd@worldexport.com). Internet: <http://www.worldexport.com>.