

AUTHORS

DR. JAN FEDOROWICZ

Dr. Jan Fedorowicz is a specialist in international business development for small- and medium-sized business. He has written extensively on international trade and investment issues, producing books on doing business in Canada, Mexico, Poland and the Asia-Pacific, as well as assisting in the development and writing of books and training materials geared to developing Canada's international trade capabilities. He has lectured on business development issues at a number of universities and colleges in Canada. Prior to assuming his present duties as President of Prospectus Publications, he has been a professor, a broadcaster, a manager of international trade for a major business association, senior writer and editor in a leading Canadian corporation, and senior partner in a research and consulting firm.

MARVIN BEDWARD

Marvin Bedward is President of Prospectus Inc., a publishing and information management group providing business information, business tools and advice for international business development and economic development. He is also a senior partner in Prospectus Associates in Corporate Development Inc., a firm with offices in Toronto, Montreal and Ottawa, with a special program established to find partners in Mexico for Canadian businesses. Mr. Bedward has provided marketing and investment advice to North American and European companies seeking to do business in Canada and the United States. He has worked with companies in the U.S., Japan, U.K. and Canada to develop licensing agreements and locate partners for strategic alliances. As a former senior advisor and manager in the Canadian federal government, he helped develop strategies for the promotion of investment and industrial development. He is a co-editor of *Growing Your Business Internationally*. Mr. Bedward holds degrees in business from the University of Ottawa.

JOANNA TOWNSEND

JoAnna Townsend is President and founder of Townsend Trade Strategies Inc. (TTS). TTS is a Canadian-based consulting company started in 1989 to respond to the growing demand by Canadian corporations for advice and guidance on developing international business opportunities in Latin America. Ms. Townsend has a strong background in international finance, marketing and risk management, and has worked extensively in Mexico and other countries in Latin American and Europe. Prior to founding TTS, Ms. Townsend worked with a major Canadian financial institution where she managed large debt, insurance and loan portfolios. She has an M.Sc. in International Business from the University of British Columbia and is fluent in English, French and Spanish.

RUTH RAYMAN

Ruth Rayman is Vice President of Townsend Trade Strategies Inc. (TTS). She has extensive experience in Canada's high technology sector where she has held positions in international marketing management, applications engineering and research. Ms. Rayman holds an MBA from the University of Ottawa and degrees in both Engineering Physics and Commerce from McMaster University. She has lectured on small business development in both Canada and Mexico.