

# CANADEXPORT

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## CanadExport Goes On-Line

[canad.export@extott07.x400.gc.ca](mailto:canad.export@extott07.x400.gc.ca)

*In mid-February, CanadExport will be available on the Internet in addition to the print edition. By maximizing the use of DFAIT's InfoCentre electronic distribution channels, CanadExport will be available on-line to as many Canadian businesses as possible with Web, Internet mailing list and BBS editions.*

### Why the Internet?

As *CanadExport* readers will know, the print edition of the newsletter has a circulation of about 40,000. A growing number of business people are surfing the net in search of various business information. By being available on-line, *CanadExport* can better serve the interests of the business net surfers by providing them with timely market information as it becomes available.

The on-line edition will allow the publishing of articles one at a time the moment they are ready for posting, ensuring more timely delivery of service. In other words, readers will no longer need to wait to receive the print edition to get valuable information about export markets and business opportunities.

*CanadExport* on-line will include not only all of the articles in the print edition, but also articles and information which did not make it to print. Since there is no space limitation in cyberspace, articles posted on the web may also be longer than those in the print edition.

A new *CanadExport* on-line will be formatted to take advan-

tage of the electronic media it uses, and to take into account the opportunities presented by colour computer screens and hypertext linking. It will also carry the same presentation quality that goes into the print edition.

### CanadExport Electronic Editions

#### Web Edition

*CanadExport* on-line will be accessible via:

- <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex> for the English edition; and
- <http://www.dfait-maeci.gc.ca/français/news/newsletr/canex> for the French-language edition.

#### E-mail Edition

*CanadExport* will also be available via Internet E-mail. For a free subscription, send a message to our listserv. The E-mail listserv address will be communicated to you in an upcoming issue of *CanadExport*. The body of the message should contain only a single line:

Subscribe *CanadExport* Your Name.

Replace "Your Name" with your proper name. To find out about DFAIT's other mailing lists, and the other functions of the listserv, send a message with

the single word "help".

#### BBS Edition

The text of *CanadExport* on-line will also be available on the

### NORTHERN IRELAND & IRISH BORDER COUNTIES SUPPLEMENT

Pages I-VIII

### ZIMBABWE SUPPLEMENT

Pages 1-8

DFAIT InfoCentre Bulletin Board System. The BBS can be accessed by calling (613) 944-1581 or 1-800-628-1581 via a computer modem. Use (j) to access the *CanadExport* section.

*CanadExport* looks forward to seeing you on the Web.

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