

Global trade goal of Canada-Korea group

Continued from page 1

nisms of countertrade, barter and offsets and their financing features."

Canada Trade Group Inc., added Taylor, is also "prepared to handle sales as complex as nuclear or hydroelectric projects, or as simple and straightforward as bulk orders of wire cable or ball bearings."

Both countries, say Canada Trade Group spokesmen, stand to gain from the partnership.

On this side, spokesmen say, Canadian corporations using Canada Trade Group's services can take advantage of Korea's aggressive and highly competitive salesmanship, its understanding of world markets and its long experience in complex trading.

With offices in 55 cities, the Samsung Group, say officials, had a combined sales turnover for 1986 of U.S. \$18 billion.

"It is prepared to promote Canadian interests in all its offices," says a spokesman, "and looks forward to jointly expanding this trading network to most of the world's countries."

The SNC Group, one of Canada's largest and oldest engineering-construction and manufacturing companies, has wide experi-

ence in major turnkey projects around the world.

It is a member of a consortium currently conducting the \$8.7 million feasibility study of the Three Gorges hydroelectric project in China and heads the Canadian consortium carrying out the \$1.3 billion Chamara hydroelectric project in India.



Trading global handshakes — Representatives of Canada Trade Group Inc. celebrate the company's inauguration. They are, from left, Donald Mitchell, President, D.G.M. Consulting Corp., Ottawa; Phil Gon Rhee, President, Samsung Co., Ltd. of Korea; and Alex Taylor, President, SNC Group, Montreal.

D.G.M. Consulting has close to a decade of trading experience in Asia and is the company that originated the concept for the new trading company and found the participating partners.

"The new venture will promote and push Canadian business to the forefront of new horizons in trade, far beyond its traditional boundaries of the United States and Europe," said D.G.M.'s Donald Mitchell.

Canada Trade Group Inc., to be headquartered in the South Tower of Complexe Desjardins in Montreal, was launched officially in the presence of the Korean Minister of Commerce, Woong Bae Rha, senior officials of both governments, and senior representatives from the three companies.

Information on how Canada Trade Group Inc. can assist Canadian companies in Korean and world markets is available from Mary Hall, The SNC Group, tel: (514) 282-9551; or Donald Mitchell, D.G.M. Consulting, tel: (613) 236-8908.

For additional information on Canadian trade opportunities in Korea, contact Jean-Yves Dionne at External Affairs' East Asia Trade Development Division (PNTE), tel: (613) 996-6987. ★

Sessions on Eurostat put on-line for June

Three presentation sessions on a system that provides "an essential basis for improved decision-making and export-import business development" are scheduled for next month in Ottawa, Toronto and Montreal.

Hosted by the Statistical Office of the European Communities (SOEC), the sessions will focus on **EUROSTAT**, described as "one of the largest data collection and dissemination agencies in the world."

EUROSTAT, say spokesmen, provides reliable, up-to-date data on all aspects of its 12-member states. These are Germany, Britain, France, Italy, the Netherlands, Belgium, Luxembourg, Denmark, Ireland, Spain, Portu-

gal and Greece.

There is also comparative data for other major countries, including those of the OECD and the UN, and export/import data on 8,000 products and more than 200 partner countries.

In addition to an extensive publication program, **EUROSTAT** is accessible via computer terminal worldwide in the form of **CRONOS** (economic, industrial and social statistics), **COMEXT** (external trade statistics), and **REGIO** (regional statistics).

Session dates, times and locations are: June 12, Ottawa, 10 a.m.-12.30 p.m. at the Delegation of the European Communities, 350 Sparks St., Suite 1110; June 15, Toronto, 2-4:30 p.m. at the World Trade Centre Toronto, 60 Harbour St.; and June 16, Montreal, 2-4:30 p.m., World Trade Centre Montreal, 772 Sherbrooke St. West.

For complete details and registration information, contact SOEC Sessions, **EUROLINE** Inc., 150 Metcalfe St., Suite 208, Ottawa, Ontario K2P 1P1. Tel: (613) 236-3434. ★

Supply Wing systems serve India markets

Canadian exporters eager to keep tabs on market opportunities in India can do so by registering with the Supply Wing, Embassy of India in Washington D.C.

The following services are provided:

- notification of global tenders issued by various government departments in India;
- registration (U.S. \$25) with the Office of the Directorate General of Supplies and Disposals which is the Central Purchase Organization in India; and
- registration with the Supply Wing which procures spares and accessories required for support and maintenance of various equipment in the areas of transportation, communications, scientific instruments and medical equipment.

Further information is available from Mr. A.K. Saxena, Director of Purchase, Supply Wing, Embassy of India, 2536 Massachusetts Ave., N.W., Washington D.C. 2008. ★

NATO (market) more than meets the eye

The North Atlantic Treaty Organization (NATO) is more than a security alliance for Western defence — as those attending a conference in Europe this September will discover.

The organization and its agencies, say trade officials, "represent a market that is too often overlooked by Canadian firms doing business in Europe."

Indeed, as officials point out, NATO buys a variety of materials and services using civil, military or infrastructure funds. The latter source alone, they say, has an annual budget of \$1 million.

The best NATO market opportunities for Canadian firms, say trade spokesmen, are in the areas of communications, electronics, electrical products and related services.

But while opportunities exist, there are, according to officials, "fundamental differences in tackling the NATO market compared to other government markets."

Many contracts, for instance, are let through International Competitive Bidding

(ICB), meaning that companies can compete only if they are eligible for Canadian government procurements and if their facilities are security cleared.

As well, trade officials advise, the successful bidder needs to be aware of:

- the national biases that exist in procurement, even for ICB buys;
- the potential importance of industrial teaming, especially on major projects; and
- the need to ensure their bids fully comply with the NATO requirement on submission — because most NATO bids are truly "best and final."

Trade officials also advise that companies interested in this potential market should consider attending the **NATO Marketplace Conference** to be held in Brussels this September 15-17.

Further information on the conference or on NATO market opportunities generally is available from David Collins of External Affairs' Defence Programs Bureau, tel: (613) 996-8016; or call Info Export. ★