

Interactive Fax Service of Consuming Interest

FaxLink, the new interactive fax information service launched earlier this year by the InfoCentre (Department of Foreign Affairs and International Trade-DFAIT), is fully operational and growing at an exponential rate.

This notice serves as a reminder of how this "faxback" system works, and to provide you with an update on what information you can expect to receive from it.

SYSTEM ACCESS

To access the system, callers must dial (613) 944-4500 from a fax machine, using the handset to follow the automated voice instructions. The voice prompt will walk you through the process of ordering a master index, submenus, or actual faxable documents. To order documents, sim-

ply input the document number indicated on the master or sub-index (when asked to do so by the voice prompt), and FaxLink will respond by automatically faxing you the desired information. The system is quick, easy, and is available in both official languages on a 7-days-a-week, 24-hours-per-day-basis. The only cost to you is the long-distance charges (if applicable) associated with the long-distance call.

PROBLEMS/SOLUTIONS

Recently, several callers expressed difficulties in accessing FaxLink; common problems and solutions are provided below:

Problem 1: Caller tries to connect with FaxLink using a regular telephone: This will not work; you must use the telephone handset provided with your fax machine. If you do not have one, we recommend purchasing an inexpensive telephone and connecting it to your fax machine.

Problem 2: You are using FaxCom services and have problems with voice line connectivity: Contact your FaxCom service provider and ask that the barrier to voice communications be lifted. It is a question of programming and you most likely will be accommodated, given the competition for your business.

Problem 3: You are trying to contact FaxLink using a fax/modem: Please note that FaxLink is designed for stand alone fax machines with handsets, so if using a computer fax modem or any other type of facsimile system, please check with your instruction manual to determine whether you can access this type of service. Some new fax modems with "manual receive" capabilities are capable of interacting with faxback systems.

ACCESSIBLE DOCUMENTS

At present there are over 130 documents available via FaxLink, including information on the following subjects: Programs and Services; Canadian Giftware & Craft Industries; Fisheries and Sea Products; the North American Free Trade Agreement (NAFTA); the General Agreement on Tariffs and Trade (GATT); and Information Technology. Coming soon: Agriculture-Food; a plethora of Asia-Pacific Trade documents; the International Trade Business Plan; and much more. Faxable documents include country fact sheets and reports, market opportunity reviews, sectoral reports, newsletters, program synopses, and "how to" publications. Please try the system, and request updated master and sub-indexes on a regular basis to ensure you are aware of new documents which have been added since the last time you accessed the system.

FaxLink is one of many initiatives being carried out by DFAIT to streamline the public information dissemination process for market information and intelligence.

For more information on FaxLink or to suggest what kind of information you would like to see stored on it, contact Lewis Coughlin at 613-944-1490 (regular fax: 996-9709).

NUMBER TO NOTE

In the last edition (Volume III, Fall, 1993) of the *Directory of the Canadian Trade Commissioner Service*, the fax number for the Canadian Embassy in Athens, Greece, should have read: (011-30-1) 725-3994.

Appointment Aids Exporters to Sweden

Canadian exporters to Sweden now have greater access to that country following the recent appointment of Ulf Granader as Honourary Commercial Representative for Canada in Gothenburg.

Managing Director at Atlantic Container Lines, Granader is well positioned to assist Canadian business in Western Sweden.

Ed Gorn, Commercial Counsellor at the Canadian Embassy in Stockholm says "The Gothenburg region is an important centre for Swedish industry. We value Mr. Granader's extensive network of contacts." Contact Mr. Granader at: ACL, Sweden, Gothenburg 40336. Tel.: 011-46-31-645580. Fax: 011-46-31-645575.