

## Guide and Video Aid Alliances

*Continued from page 1*

change — your agreement may have to change too.

8. Ensure that the alliance agreement has clearly defined milestones and checkpoints and agree on reviews and measures for termination.

9. Place a priority on communication and on putting in place whatever measures are required to ensure that partners talk to each other frequently.

10. Whenever possible, provide the alliance with an experienced alliance manager.

11. Look for short-term deliverables to build trust and to maintain enthusiasm and commitment.

12. Create an environment in your company to internalize the skills you need from the partnership and to avoid alliance dependence.

Both the video (3/4" and 1/2", respectively \$70 and \$14.95, plus handling, shipping and taxes) and guide are available from: CHROMAVISION International Inc., 1172 Rainbow Street, Gloucester, Ontario K1J 6X7. Tel.: (613) 748-5335. 1-800-461-7116 (in Canada only). Fax: (613) 748-1073.

## Council Builds Exports — *Continued from page 1*

### *Products Export Directory.*

As many as 10,000 copies will be distributed throughout the world through Canadian Embassies and trade commissions, and at major international building products trade shows.

"The CBPEC will provide a focal point for a broad range of businesses of all sizes to access exporting information and services that were previously unavailable or difficult to obtain," Minister of Industry, John Manley said in co-announcing the formation of the Council. "The federal government firmly believes that such collaborative approaches are essential in

meeting the challenges of global markets."

CEA Chairman of the Board Gerald Regan added: "The creation of the CBPEC will increase the effectiveness of international marketing of residential, industrial and commercial building products on a sectoral basis. A collective approach to exporting through the CBPEC represents an exciting initiative in addressing Canada's international manufacturing competitiveness."

For more information on the Council, contact Terrance McGrath, Executive Director, CBPEC, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

## Oil, Gas Opportunities in Argentina

Argentina's oil and gas industry has become more dynamic, following its recent privatization and deregulation. Production of crude increased from 20 million m<sup>3</sup> in 1991 to 34.5 million m<sup>3</sup> in 1993 and should reach 38 million m<sup>3</sup> this year.

Moreover, oil companies expect to spend at least US\$2 billion a year during the next few years on production and exploration programs.

Although domestic suppliers are able to satisfy most of the industry's requirements, there remain good business opportunities for Canadian companies to provide advanced technology-related services, equipment and products.

These include vibro-type acquisition systems, 3-D seismic services, horizontal and directional drilling, secondary and enhanced recovery technology, environmental damage remediation and prevention, plunger lift techniques, core testing, corrosion detection and control, field automation and instrumentation, natural gas treatment plants, as well as services, equipment and materials for crude and natural gas pipelines.

For further information, contact Bill Perkins, Senior Commercial Officer, Canadian Embassy, Buenos Aires, Argentina, Tagle 2828, 1425 Buenos Aires.

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