

management contracts, or other commercial undertakings. For more information contact:

Director General
Industrial Co-operation Division
Canadian International Development Agency
200 promenade du Portage
Hull, Quebec
K1A 0G4

Tel: (819) 997-0560

The **Export Development Corporation (EDC)**, whose purpose is to encourage, facilitate, and develop Canadian export trade, provides credit assistance to exporters to allow them to compete in international markets. For further information on EDC services contact:

Export Development Corporation
Head Office
151 O'Connor Street
P.O. Box 655
Ottawa, Ontario
K1P 5T9

Tel: (613) 598-2500

Marketing Information

Representation

Singapore, as well as being an expanding market in its own right, is a springboard for trade with other southeast Asian countries, and in particular, the other five members of the Association of Southeast Asian Nations (ASEAN). Singapore's central location in the region, its excellent regional and international transportation and communications links, and finally, increased opportunities arising from closer economic co-operation among ASEAN countries has enhanced the nation's attractiveness as an offshore export base or regional headquarters site. Canadian firms considering the regional market as a long-term possibility for their product or service should carefully choose the trading method implemented for domestic as well as regional marketing. Canadian companies are therefore urged to investigate, or have the High Commission investigate, a potential agent's effectiveness in the neighbouring countries.