

PUBLICATIONS

Success Kit Advice on Services Exports to the U.S.

Small and medium-sized business and professional services firms that have either not yet become profitable in the U.S. market, or have not yet attempted to export to the United States should find value in *The Road To Success: Exporting Services to the United States*.

This export information kit was developed through a joint effort by the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada and the Canadian Exporters' Association (CEA) and includes:

- 1) Three clear and concise booklets covering:
 - what to consider if you are thinking about selling services in the U.S. market;
 - what to do in Canada as you prepare to enter the U.S. market; and
 - what to do in the United States;
- 2) an easy-to-use questionnaire on diskette (for IBM PC compat-

ible computers) designed to help firms assess their competitiveness and export-readiness;

3) a 40-minute VHS video featuring interviews with successful exporters and U.S. Embassy officials about the business and legal requirements for selling in the American market.

Copies of *The Road To Success: Exporting Services To The U.S.* kit are available from the CEA for the price of **\$29.95 plus GST**. Call

(613)238-8888, or fax the attached order form, with your credit card number to (613) 563-9218.

Groups such as associations and Chambers of Commerce interested in organizing a workshop based on this kit are invited to call Pat Molson of DFAIT's United States Trade and Tourism Development Division. Tel.: (613) 944-9440.

Services export firms interested in workshops, please call the CEA, as per the number above.

ROAD TO SUCCESS: EXPORTING SERVICES TO THE UNITED STATES

Yes, I want to receive _____ copy(ies) of this kit!
(Cost: \$29.95 plus GST each)

Name: _____

Company: _____

Address: _____

Postal Code: _____

Tel: _____ Fax: _____

MASTERCARD VISA AMEX

Card#: _____

Expiry Date: _____

Name on Card: _____

Signature: _____

U.S. Waste Water Market Worth Wading Into

Canadian environmental companies interested in the American market for waste water should take note of the publication *The Industrial Waste Water Market*.

This study contains information on American environmental legislation and regulations pertaining to industrial waste water and names the main industrial sectors and technological trends involved.

The study also contains market potential and growth projections, along with the main prospects for partnership in the American pri-

vate sector. A list of the leading American companies involved in water and waste water is presented.

It is estimated that the demand for goods and services on the North American environmental market reached \$185.1 billion in 1991, \$130 billion of this in the United States alone. American industries invested \$3.6 billion in the processing of waste water in 1990.

If the three per cent annual growth rate of this market holds, the overall figure will reach

\$4.1 billion by 1995. All this means that Canadian companies will have some promising business opportunities available to them.

However, in today's competitive market, Canadian industry will have to take an aggressive approach toward seeking partnerships, which are said to be the key to the future.

A copy of the study may be obtained by contacting InfoCentre (see box at bottom of page 12) and quoting Code 136UF.