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Canadian Exports Total \$2.4 billion

Doing Business With Germany

Germany is Europe's most powerful country economically, with a GNP exceeding \$2.3 trillion. It is the world's largest exporter and its second-largest importer.

Among Canada's trading partners it stands fourth in the world, and second in Europe, after the UK. Canada's trade with Germany has increased steadily for several decades. This past year, Canadian exports to Germany were \$2.4 bil-

lion. Despite the decline in German imports due to economic restructuring, this represented an increase of 9 per cent over 1992 and 23 per cent over 1989.

Business Opportunities

Doing business in Germany requires a good deal of patience on the part of Canadian business people. There is no such thing as a lightning-fast contract. Telephone

soliciting should be avoided. To obtain a trade agreement, a company must be visible — for a number of months, at the very least. Being in the country for a few days only, without planned follow-up, is simply a waste of time.

German business people are technically-minded, careful in assessing a product, proud of their trade regulations, and conservative in their approach to new products. They often expect detailed technical catalogues, knowledge of the specific intentions of the firm soliciting them, and a lasting business relationship.

A Door to Licensing Opportunities

dISTCover is a service of Industry Canada designed to create industry awareness of the worldwide supply of transferable technology available through licensing and joint ventures.

This service provides information on more than 30,000 licensing opportunities from over 40 countries and introduces Canadian companies to contacts from around the world who are willing to license the rights to manufacture their products and use their processes and technologies.

A Canadian company can also use **dISTCover** to promote its unique product or process for licensing internationally.

Your company may be interested in our Selective Dissemination of Information Service (SDI) which is available to Canadian entrepreneurs, manufacturers and investors who are users of the **dISTCover** service.

The SDI service is designed to provide, on a regular basis, the

new technologies and processes on the **dISTCover** database in your specific product areas.

If you have a PC, modem and communications software with "doorway mode", you can access **dISTCover** through "Industry Canada On-Line" (ICON). In cooperation with ICON, the on-line pilot can be accessed in one of three ways: Toll Free-Number, 1-800-507-7456; Direct Dial, (613) 943-1910; via **THE NET** and the over 300 local Datapac numbers across Canada.

Simply call **THE NET** at 1-800-267-8480 and ask to be accredited to Industry Canada Association number 00141. Your account will be validated within 24 hours and then you'll be able to access **dISTCover** by calling your local Datapac number any time of day.

Contact Strategic Information Branch, Industry Canada, Ottawa. Tel.: (613) 954-4977. Fax: (613) 954-2340.

Importance of Trade Fairs

History has shown the importance of fairs in the economic dynamics of Germany and, consequently, of Europe. Germany's trade fairs are the most numerous and rank first in importance, with names such as CeBIT, Anuga, Automechanika, Medica, the Hanover Fair. They embrace practically every sector of German economic activity. Year in and year out, Germany has about 120 ma-

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