

# PUBLICATIONS

## BOOKS BRING FOREIGN, DOMESTIC REPRESENTATIVES WITHIN REACH

Two bilingual books of interest to government personnel, business persons and travellers now are available from Canada Communication Group.

***Diplomatic, Consular and Other Representatives in Canada*** (Cat. No. E12-3-1994) is an invaluable reference source for dealing with embassies and foreign officials residing in Canada.

***Canadian Representatives Abroad*** (Cat. No. E12-5-1994) provides a comprehensive list of Canada's diplomatic representatives abroad, including addresses and a name/location list of offices.

The books, each costing \$15.95 (plus taxes, shipping, handling), may be obtained by writing Canada Communication Group—Publishing (CCG-P), Ottawa, Ontario, Canada K1A 0S9, Tel.: (819) 956-4800. Fax: (819) 994-1498. To order by Visa or Mastercard: 1-800-565-7757.

## TAKE A WORLD VIEW... EXPORT YOUR SERVICES

Get practical advice from experienced services marketers and exporters with the ***Take a World View*** electronic reference manual. This interactive self-help tool is available on diskette and contains information of interest to all services exporters. The manual consists of six diskettes: 1) an overall description of the exporting process; 2) an analysis tool to assess export-readiness; 3) & 4) specific country studies, including Western Europe, U.S., Mexico, Japan, among others; 5) suggestions and tips from successful services exporters; 6) contacts and references. To order the ***Electronic Exporters Manual*** (\$49.95 plus GST), call (819) 956-4800 or fax (819) 994-1498. For VISA or Mastercard fax orders, 1-800-565-

7757, or by mail from Canada Communication Group Publishing, Ottawa, K1A 0S9

## DEVELOPMENT BANK STUDIES

Six of the nine publications to come out of the North-South Institute's two-year development bank project have been published. The studies include: ***The Asian Development Bank; The Caribbean Development Bank; Middle Power Clout: Sweden and the Development Banks; Shocks and Strategies: Jamaica and the Caribbean Development Bank; High Stakes and Low Incomes: Canada and the Development Banks;*** and the French version, ***Mises Élevées et Faibles Revenus : Le Canada et les Banques de développement.*** For further information, contact Melanie Gruer, The North-South Institute, 55 Murray St., Suite 200, Ottawa, Ontario K1N 5M3, Tel.: (613) 241-3535; Fax: (613) 241-7435.

## CHILEAN FISHERY REPORT

The Canadian Embassy in Santiago, Chile, has completed a new report on the ***Chilean Fishery Sector*** (code 104LA). The report lists a brief summary of the areas which have the greatest commercial potential for Canadian business. It also provides statistics and specific information on the country's market, the regulatory environment, the productive structure of the Chilean fisheries sector, and a description of the pelagic fishery, demersal fishery, benthonic fishery and aquaculture. Copies of the report are available through the Department of Foreign Affairs and International Trade's InfoCentre (see box bottom of page 16).

## Index to Mexico

Small- and medium-size companies that cannot afford expensive marketing junkets to foreign countries now have an opportunity — without leaving Canada — to reach 20,000 businesses in Mexico.

They can, at cost, advertise their products and services in the up-coming ***1996 Canadian Buyers Index Catalogue.***

This second edition of the Index, to be hand distributed throughout Mexico in February 1996, will reach some 100,000 key Mexican executives, including importers, distributors, sales agents, wholesalers, retailers, manufacturers, freight forwarders, exporters, government officials, consultants, developers and banking officials. Contact Benjamin Rouse, Alpha Research Incorporated, 720 Spadina Avenue, Suite 310, Toronto, Ontario M5S 2T9, Tel.: (416) 944-1968; Fax: (416) 944-2755.