

# PUBLICATIONS

**Europe 1992 and Canadian Value-Added Wood Products** outlines the market characteristics, competitive strategies, opportunities, and measures to consider in exporting value-added wood products to France, Germany, Italy and the United Kingdom.

There are definite opportunities for Canadian value-added products in all markets and in a range of end uses, particularly in the form of upgraded raw materials for the woodworking industry, says the report.

The arrival of the Single Market in 1993 should also help, rather than hinder, access to European markets for Canadian suppliers.

To help realize these opportunities, the report recommends that Canadian suppliers improve their offerings; offer required grading and sizing; create customer loyalty; make a well analyzed choice on how to enter the market; understand market needs; and take a long-term view.

Copies of the report are available from the European Community Division, External Affairs and International Trade Canada. Tel.: (613)995-8297. Fax:(613)944-0034.

## Trading House Connection

Selecting trading houses, understanding their roles and how they can be of use to exporters are among subjects dealt with in **Export Markets: The Trading House Connection** (5TE), copies of which are available through Info Export.

**Vocabulary of Free Trade**, a 450-page bilingual dictionary on this topic is published by the Secretary of State Department. The volume, costing \$28.95, includes 2,500 trade-related definitions, with both English and French equivalents.

**Vocabulary of Free Trade** (S52-2-204) is available from Canada Communication Group -Edition, Ottawa, Ontario, K1A 0S9. Tel.: (819)956-4802. Fax:(819)994-1498.

## Argentina Oil and Gas

Canadian firms with special skills and technologies in oil recovery methods will be particularly interested in **The Oil and Gas Industry in Argentina** (#116LA), a study commissioned recently by the Canadian Embassy in Buenos Aires. In addition to indicating opportunities for Canadian firms, the study outlines the country's deregulation and privatization policy which, in general terms, ensures an extensive opening of the oil and gas industry (including exploration, production, refining and marketing) to private enterprise, tax stability and a realistic exchange rate.

A copy of the report is available through Info Export.

## Business Agenda

**Toronto - June 3 — The Fifth Annual SubContractor Exhibition (SUBCON V)** - see article, page 4. Contact Gisele Laframboise, Trade Development Operations (TPO), External Affairs and International Trade Canada, Ottawa. Tel.: (613)996-8099. Fax:(613)996-8688.

**Montreal - June 3-5 — The 10th Annual Montreal International Computer and Office Exhibition (SIIM 92)** will focus on the latest in information technology and office automation. There will also be a series of professional development seminars, run in association with the Institute for Advanced Technology. For more information on SIIM 92, contact Diane Laporte, Show Manager, Montreal. Tel.: (514)288-8811. Fax:(514)288-9125.

**Calgary - June 7-11 — The 11th International Conference on Offshore Mechanics and Arctic Engineering (OMAE 1992)** will feature symposiums on such topics as pipeline, safety and reliability, offshore technology and arctic/polar engineering. For more information, contact D. Courchene, ITC Edmonton. Tel.: (403) 495-2959. Fax: (403) 495-4507.

## Numbers to Note

The facsimile number for the Canadian Embassy in San José, Costa Rica is (011-506) 23 23 95.

The fax number for the Canadian

Consulate in Auckland, New Zealand is (09) 307-3111. An incorrect number, referring to the **Forestry Sector Report**, was published in the March 16, 1992 **CanadExport**.

# InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EA/ITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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