

PUBLICATIONS

• U.S. MARKET GUIDE KIT •

Road to Success, A Guide on Exporting Services to the U.S., is an export information kit that includes: three workbooks; a self-assessment, export-readiness questionnaire on diskette (IBMPC compatible computers); and a video featuring interviews with successful exporters to the U.S. discussing business and legal requirements for selling to this market.

The kit was developed by Foreign Affairs and International Trade, Industry Canada, and the Canadian Exporters' Association (CEA).

Contact the CEA, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

• ELECTRICALLY MEXICAN •

The Mexican Market for Electrical Equipment and Services, provides an overview of this sector and identifies opportunities that are compatible with Canadian capabilities.

The report indicates that, with an installed capacity of about 33,000 MW, the Mexican electricity sector ranks among the world's 20 largest; electricity consumption in Mexico is expected to grow at an average annual rate of about 6 per cent between now and year 2000.

In order to meet this demand, the Commission Federal de

Electricidad, responsible for the Mexican power sector, plans to build almost 14,000 MW of additional generating capacity, at an estimated cost of \$34 billion. Presently, the Commission has about 3,500 scheduled electrical power projects, totalling about US\$20 billion.

A copy of this study may be obtained from Jim Robinson, Commerce Officer, Manufacturing and Processing Technologies Branch, Industry Canada, 235 Queen Street, Ottawa K1A 0H5. Tel.: (613) 954-3262. Fax: (613) 941-2463.

BUSINESS AGENDA

Being FITT Aids Exporters

FITT is the Forum for International Trade Training — a group that helps train primarily small- and medium-size Canadian businesses to aggressively move into foreign markets.

Established in March 1992 by the business community, with the support of the federal government, FITT is mandated to provide a national standard for international trade trading.

Contact the Forum for International Trade Training (FITT), 155 Queen Street, 6th Floor, Heritage Place, Ottawa K1P 6L1. Tel.: 1-800-561-FITT. Fax: 1 (613) 230-6808.

Vancouver — October 21, 1994 — The third in a series of **Doing Business in China** breakfast seminars will focus on "where to look for information and how to research opportunities in China." Contact The British Columbia Institute for Studies in International Trade. Tel.: (604) 844-1955. Fax: (604) 660-3917.

Toronto — October 25, 1994 — **How to Start Your Own Import/Export Mail Order Business** is the subject of a three-hour public workshop being offered by the Canadian Small Business Institute. Cost \$25.00. For complete details, tel.: (416) 512-2009; fax: (416) 512-6376.

Chrétien Promotes Trade — Continued from page 1

several mayors, have also been invited.

For further information on the business delegation and the CCBC annual general meeting in Beijing, contact the Canada China Business Council. Tel.: (416) 954-3800.

Fax: (416) 954-3806.

For all other business enquiries related to the visit, contact William Reid, China Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-2463. Fax: (613) 943-1068.

InfoCentre

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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