



Minister for
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Ministre du
Commerce extérieur

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MINISTER CARNEY ANNOUNCES NEW PUBLICATION FOR EXPORTERS

The Honourable Pat Carney, Minister for International Trade, announced today that a new publication entitled So you want to export? has been released by the Department of External Affairs.

So you want to export?, a 27-page resource book, available in English and French, is a starting point for firms considering exporting. It is designed to provide potential exporters with guidance that will enable them to make informed business decisions on the potential contribution of export sales to their growth and profits. It lists and describes the many public and private sector market intelligence services and assistance programs that are readily available to back up and support a firm's export marketing efforts. Sources and contacts for more detailed information are also provided.

Copies of So you want to export? are available by calling the toll-free Department of External Affairs hot line "Info Export" at 1-800-267-8488.

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