

# PUBLICATIONS

## NAFTA Software

A software program, *Global Trader: Doing Business in Mexico*, could be just the ticket for companies interested in exporting to this country.

The DOS program contains a vast information data base developed by experts and provides the export market researcher with current facts on such trade-related topics as: entry regulations; business and trade practices; legislation and marketing products/services that will affect a company's performance in Mexico.

The general program is a mouse-driven (with keyboard option) graphic interface with easy-to-use menu systems and icons. Some of the general features include: a market access diagnostic; over 70 activated maps; pop-up, trade-related documents with activated information fields; an interactive glossary of trade terms; and a trade show planner.

For information, contact T. Allison & Associates, 111 Townline Road East, Carleton Place, Ontario K7C 2C9. Tel.: (613) 233-2175. Fax: (613) 233-7617.

## Transport/Export Guides

The following manuals will be useful to exporters and to those who are planning to enter international markets:

The *Guide to International Transport*, published by the Quebec Department of International Affairs (\$14.95), contains general information on transportation — road, sea, air and intermodal. The book also discusses insurance, documentation, storage and packaging regulations.

The *Export Connection* (\$12.95) discusses the steps involved in becoming an exporter, inclu-

ding diagnosis, planning, resources, and other relevant matters.

These manuals are on sale in bookstores or from Publications du Quebec, Box 1005, Quebec City, Quebec, G1K 7B5. Tel.: 1-800-463-2100 or (418) 643-5150. Fax: (418) 643-6177.

## Building U.S. Markets

Companies interested in increasing their share of the U.S. mid-Atlantic building products market can learn how by obtaining *Opportunities for Canadian Building Product Manufacturers in the Mid-Atlantic States: An Overview Report*. Commissioned by the Canadian Embassy in Washington, the report analyzes the potential market for skylight, window, door, lumber, and wood products. Also provided are useful business contacts. Contact M.M. Ellenbogen, Canadian Embassy, Washington DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

## Bodyshop Service

*Interim Global Market Opportunities Review for Garage, Service Centre and Bodyshop Equipment* now is available from the Sectoral Liaison Secretariat (TOS) of the Department of Foreign Affairs and International Trade.

In addition to providing a brief country-by-country market overview, the directory lists market opportunities — by product (as indicated in the title), and by country.

The countries covered are: Belgium, Colombia, Egypt, Germany, Guatemala, Japan, Mexico, The Netherlands, Romania, Saudi Arabia, Spain, Switzerland, Taiwan and the United Kingdom.

For more information or for a copy of the study, contact TOS. Fax: (613) 943-8820.

## Salmon is Served

*Global Market Opportunities Review - Salmon* is one of a series of publications produced by the International Business Development Branch of the Department of Foreign Affairs and International Trade.

This review outlines a range of market opportunities and is aimed at enhancing the export-oriented Canadian salmon industry by laying the groundwork for the development of a national export marketing strategy for salmon and salmon products through the coordination of regional efforts.

The review examines the sector and the market prospects, strengths and weaknesses. Particular attention is paid to export marketing strategies and information from 39 Canadian Trade Offices abroad is included, along with a series of their observations of the sector regarding consumer awareness, seasonal consumption, shipment size, the Canadian image, the food service market segment, and promotional materials in territories outside of Canada.

So far the publication has been delivered to companies and to federal and provincial government departments.

If you have been missed, you may order your copy, citing code 156TB, from InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

## Power in Korea

In the next 15 years, Korea will spend C\$72 billion on power generation and distribution projects,  
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