

New Organization Promotes International Development of Greater Montreal

With the growing globalization of markets and the acceleration of international trade, the City of Montreal, particularly the Greater Montreal area, is an increasingly important hub of economic and cultural activity at the local, national, and continental levels.

Now there is an organization dedicated to sustaining and promoting the international development of the Greater Montreal area.

Montréal International is a non-profit organization specializing in activities such as the organization of trade visits for foreign missions, research of foreign investment, prospecting and reception of international organizations, retention and expansion of companies and organizations operating on an international level, provision of support for the development of export initiatives, and promotion and co-ordination of trade and economic missions abroad.

The organization's Board of Directors are drawn from both the private and public sectors, including representatives from the Federal Office of Regional Development (Quebec), the City of Montreal, Air Canada, Nortel,

Hydro-Québec, World Trade Centre Montréal, and the Université du Québec à Montréal.

The nearly 100 members of Montréal International come from a broad spectrum of corporations, educational institutions and public-sector organizations.

In order to initiate and sustain international development projects, the organization's members have endowed Montréal International with a development fund containing an initial amount of \$10 million over five years, which will be used, among other things, for profitability and feasibility studies, which will serve as a basis for a concerted effort by the Greater Montreal area.

For more information, contact Montréal International, 380 St. Antoine St. W., Suite 3200, Montreal, Quebec, H2Y 3X7, Tel: (514) 987-8191, Fax: (514) 987-1948.

Team Canada Market Research Centre — Continued from page 2

DFAIT's posts abroad identify and collect relevant information on markets around the world.

Determining which markets to study is an important part of the Centre's work. Researchers rely on advice from National Sector Teams, International Trade Centres, posts abroad, industry associations, other government departments and non-governmental organizations. They then balance this advice with DFAIT's assessment of opportunities in a specific market.

Each report begins with a sectoral focus, followed by a market overview, a section on customers and distribution channels, analysis

of the principal market access issues, and a listing of key promotional venues. Reports also include a list of local importers and information on their size, product range and territory.

Benefits to exporters

Market reports help small and medium-sized enterprises focus on new export markets, without doing expensive market research on their own. Companies can avoid wasting time and money exploring markets where there is no demand for their product or service. In addition, reports are matched to exporter priorities and market opportunities.

Evaluated by users

An evaluation form is included in each report, and Market Research Centre staff follow up with exporters who have received reports to determine whether the reports were useful.

How you can obtain reports

Market reports are available through the DFAIT InfoCentre's FaxLink service at (613) 944-4500, or (613) 944-6500 if calling from outside Canada, the DFAIT Web site at <http://www.dfait-maeci.gc.ca> or the InfoCentre Bulletin Board via a modem at 1-800-628-1581 or (613) 944-1581.