
News Release

November 27, 1995

No. 224

NEW ELECTRONIC KIT TO ASSIST SERVICE EXPORTERS

Small and medium-sized businesses that export services will be able to take advantage of a new electronic self-help kit released this week by the Department of Foreign Affairs and International Trade and Industry Canada.

Produced in co-operation with the private sector, exemplifying a Team Canada approach, the kit, entitled "Take a World View... Export Your Services," contains six diskettes with practical advice from experienced Canadian services marketers and exporters, as well as from the federal government. Topics include a description of the exporting process, a personal assessment of export-readiness, and specific studies on such countries as the United States, Mexico, Japan, Saudi Arabia and France. The material also contains lists of government and private sector contacts, programs and publications designed for exporters.

This initiative reflects the Government's commitment, as part of the Jobs and Growth Agenda, to assist small and medium-sized enterprises in their exporting efforts and to provide the private sector with the tools that businesses need to grow and create jobs. It also demonstrates what can be achieved when the Government and the private sector adopt a Team Canada approach and work together. The electronic kit for exporters builds upon a project published in 1993, entitled "The Road to Success: Exporting Services to the United States."

Copies of "Take a World View... Export Your Services" are available for through Canada Communication Group by telephone: (819) 956-4800; or by fax: (819) 994-1498, 1-800-565-7757.

Other government publications on exporting may be obtained by calling the Department of Foreign Affairs and International Trade's InfoCentre at 1-800-267-8376 or by using the InfoCentre's



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