

Other recent initiatives in the Latin American campaign include the production of two publications by the Department of Industry, Trade and Commerce and Regional Economic Expansion following studies of the Canadian industry -- "Export Information, Latin American Automotive Aftermarket" and "Automotive Parts from Canada". Mr. Lumley said the two publications reflect the growing importance of the Latin American market to Canada.

"Automotive Parts from Canada" is a catalogue of more than 700 Canadian suppliers of aftermarket parts and accessories. An important feature of the publication is a table indicating each company's willingness and ability to export its products to a number of markets, and the listing of about 450 companies interested in exporting to Latin America.

"Export Information, Latin American Automotive Aftermarket" is designed to give prospective Canadian exporters general information on the Latin American market, the government's export strategy, shipping information, etc. It also provides specific information on markets in Argentina, Colombia, Mexico, Venezuela, Brazil, Chile, Ecuador and Peru.