

SECTION VII — SOURCES OF FURTHER INFORMATION

Just as there are many options to choose from for transporting goods to the Southern United States, there exists a great number of contacts, guides, directories, and manuals from which you can obtain more detailed information. If you plan to make use of several types of transportation services, any one of the "general" guides listed below will be useful. For companies keenly interested in understanding transportation and distribution systems management more fully, any one of several texts are available by special order from any bookstore. If your information needs are more or alternative specific, you can choose from a variety of specialized publications listed below. The cost of all publications is expressed in Canadian dollars as of May 1984.

General Marketing Information

To assist Canadian exporters in identifying marketing opportunities in the Southern United States, shippers can contact Canadian Government offices specializing in the U.S. economy. The trade posts for the Southern U.S. are:

- Canadian Consulate General tel: (214) 922-9806
750 North St. Paul, Suite 1700
Dallas, Texas 7501
- Canadian Consulate General tel: (404) 577-6810
400 South Omni International
Atlanta, Georgia 30303-1290

The Dallas post is responsible for Texas, Arkansas, Kansas (excluding Kansas City), Louisiana, New Mexico and Oklahoma. The Atlanta post covers Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee, Puerto Rico, and the U.S. Virgin Islands.

Pocket-sized reference guides explaining the intricacies of selling in these areas are available from:

- Department of External Affairs tel: (613) 995-6720
Trade Publications — Distribution (SCS)
Cultural and Public Information Bureau
125 Sussex Drive
Ottawa, Ontario K1A 0G2
Charge: Free
- A Guide for Canadian Exporters — United States (Southeastern States)* English — IP3256, French — IP3257.
- A Guide for Canadian Exporters — United States (Southwestern States)* English — IP3258, French — IP3259

In Canada, contact should be made with regional trade officers:

- Department of External Affairs tel: (613) 993-5911
United States Trade and Investment
Development Bureau
125 Sussex Drive
Ottawa, Ontario K1A 0G2
- Department of Regional Industrial Expansion tel: (416) 365-3762
1 First Canadian Place
Suite 4840, P.O. Box 98
Toronto, Ontario M5X 1B1
- Department of Regional Industrial Expansion tel: (514) 283-6779
Stock Exchange Tower
800 Victoria Square, Room 3709
P.O. Box 247
Montreal, Quebec H4Z 1E8

General Multimodal Transportation Guides

—*Transportation Guide — 1984*

- Southam Business Publications tel: (416) 445-6641
1450 Don Mills Road
Don Mills, Ontario M3B 2X7
Charge; \$30/yr. includes monthly magazine
Canadian Transportation and Distribution Management

This is a guide to Canadian distribution services and organizations which includes a directory of Canadian intermodal rail services, air cargo, forwarders, brokers, pool car operators, small package firms, U.S. connecting carriers, marine carriers, public warehousing and inter-provincial motor carriers.

—*Distribution Guide 1984*

- Chilton Publishing Co. tel: (215) 964-4000
Chilton Way
Radnor, PA 19089
Charge; (Includes montly magazine) \$30/yr.

The Distribution Guide lists air freight carriers and forwarders, truck lines, rail intermodal services (U.S. and Canada), forwarders and consolidators, shippers' associations and warehouses.

—*Traffic Management 1984 Directory*

- Cahners Publishing Co. tel: (617) 536-7780
221 Columbus Avenue
Boston, MA 02116
Charge: Free to shippers

This guide provides data on air carriers, air freight forwarders, motor carriers, state agencies, intermodal facilities, services, steamship/container lines, ports, free trade zones and transportation/distribution organizations.

Inbound Traffic Guide 1984

- Thomas Publishing Co. tel: (212) 290-7336
One Penn Plaza
New York, NY 10119
Charge: Free to shippers