

PUBLICATIONS

Trade Fairs Directory

Alphabetical listings of more than 3,500 shows taking place in approximately 75 countries can be found in *International Trade Fairs & Conferences Directory 1992-93*. Each listing provides a brief description of the show, dates, frequency, location, attendance, market area, number of exhibitors and details on contacts.

An authoritative guide for exhibitors and visitors, the directory also lists the shows geographically and by industry classification. Conferences, seminars, and symposiums worldwide — often held in conjunction with trade fairs — are also listed alphabetically. Contact Co-Mar Management Services Inc., 366 Adelaide Street East, Suite 339, Toronto, Ontario M5A 3X9. Tel.: (416) 364-1223. Fax: (416) 364-6557.

Transportation Guide

Small and medium-size shippers who frequently face uncertainties about transportation to distant markets are likely to find *The Exporter's Guide to Transportation* (106TA) a helpful handbook.

The guide covers all transportation modes, focusing particularly on service features and equipment used. Also among the subjects described are transportation intermediaries (e.g. freight forwarders, who can be of immense help to exporters in dealing with the complexities of international transportation); and documentary and insurance requirements (bills of lad-

ing, air waybills, cargo insurance).

Companies wanting to enhance their competitiveness in the global marketplace may obtain a copy of the guide through Info Export (see box at bottom of this page).

U.S. Study on Disk

Telecommunications Market Study: Southeast United States (#100UA), available only on WP 5.1 diskette, has been prepared by the Canadian Consulate General in Atlanta, Georgia.

Oriented toward the needs of small and medium-size Canadian suppliers considering the southeast U.S. as a potential market, the study focuses on major suppliers, manufacturers, telephone service providers, and interconnects, and lists the major decision-makers in the region.

A copy of the diskette, quoting the code, is available through Info Export (see box at bottom of this page).

Investment Trips

Increasingly, and with a view to enhancing their operations, Canadian firms of every size are looking outside the country for investment partners offering capital, technology or market access.

They may be helped in their pursuits by reading *Looking for Investment Partners Abroad: Planning Your First International Investment Trip* (#78XA), a booklet prepared for Canada's Investment Development Program and its participating de-

partments: Investment Canada; External Affairs and International Trade Canada; and Industry, Science and Technology Canada.

Intended to assist companies in planning and preparing an international trip to meet with potential investment partners, the booklet contains practical advice on how to conceptualize and arrange the first visit and how to avoid common pitfalls.

Copies of the document, quoting code number, are available through Info Export (see box at bottom of this page).

AGENDA

Toronto — October 7 — A one-day conference organized by the Canadian Council for the Americas (CCA) will inform Canadian companies on business and investment leads and potential opportunities in Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. To register or for further information, contact the CCA. Tel.: (416) 367-4313. Fax: (416) 367-5460.

Toronto — October 19-20 — The Canada-U.S. Business Association (CUSBA) Conference, in conjunction with the Binational Secretariat, Canadian and U.S. sections, focuses on "Trade Disputes: Settlement Mechanisms and Future Prospects". Contact CUSBA, Etobicoke, Ontario. Tel.: (416) 621-1507. Fax: (416) 620-5392

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-1000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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