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Be Prepared: California Connection!

Disasters Can Create Markets Worth \$ Millions

In many cases, trying to sell your company's product to a relief organization 24 hours after a disaster has occurred is probably the wrong way to go.

Rather, if you produce items that

might logically be of use in times of emergency, *your export marketing strategy should be designed to approach the various relief organizations during relatively quiet times.*

Nationally, the Federal Emer-

gency Management Agency (FEMA) in Washington DC provides direct and immediate disaster relief. It negotiates contracts of "indefinite quantity/indefinite delivery" from time-to-time, to line up supplies of things like prefabricated housing. Such suppliers must be able to provide items that meet specific building and testing specifications, and the manufacturers must be able to meet certain minimum supply capabilities.

If satisfactory terms and conditions can be agreed to, then a contract is arranged; FEMA would purchase from that contract if the need were to arise. Purchases from such contracts relate to the occurrence of disaster; timing of the contract negotiations does not.

For further information, firms should call FEMA's Office of Acquisition Management. Tel.: (202) 646-4168.

Keep in mind, however, that, in general, FEMA must apply the "Buy America Act", which gives a price preference of between 6 per and 12 per cent to American-made

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CEA-CIDA Consultations

Canadian exporters and business organizations will find it well worth their while to attend the *11th Annual Canadian Exporters' Association-Canadian International Development Agency (CEA-CIDA) Consultations* at the Palais des Congrès in Hull on June 7-9, 1994.

At this event, key international

organizations, such as the World Bank Group, will provide exporters with market intelligence keys to doing business in the developing world — from China to the Caribbean.

Senior CIDA managers will host individual interviews, provide program status reports, and

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Syria Announces Pipeline Tender

An international tender — bid closing date July 4, 1994 — for the supply and erection of pipelines for the transportation of oil products has been issued by *The Syrian Company for the Storage and Distribution of Petroleum Products (SADCOP)*, Damascus, Syria.

The project consists of three parts:

1) A 190-km pipeline (20-inch diameter, 0.312 thickness); pumping station (2 centrifugal pumps, each with capacity of 700 cubic meters per hour, 18 kg per square centimetre). Bid bond is US\$450,000.

2) A 240-km pipeline (16-inch diameter, 0.312 thickness); pumping station (3 centrifugal pumps,

each with capacity of 450 cubic meters per hour, 25 kg per square centimetre); tank farm (nine, each with a capacity of 10,000 cubic meters and four, each with a capacity of 5,000 cubic meters); two tanks (each with a capacity of 500 cubic meters). Bid bond is US\$500,000.

3) Two oil tank farms (six, each with capacity of 10,000 cubic meters, and four, each with a capacity of 5,000 cubic meters). Bid bond is US\$50,000.

Tender documents (costing a non-refundable US\$1,200) and further information are available from Commercial Section, Canadian Embassy, Amman, Jordan. Tel.: (011-962-6) 666-124. Fax: (011-962-6) 689-227.

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