



communiqué

N°:
No.: 161

October 31, 1985.

INTERNATIONAL TRADE MINISTER RELEASES

BOOK ON EXPORTING

The Minister for International Trade, the Honourable James Kelleher, today released a book which offers advice on exporting from some of Canada's most successful exporters.

"Excellence in Exporting" was written by the Centre for International Business Studies at Dalhousie University under the direction of Dr. Philip Rosson. It describes the methods used by companies which won Canada Export Awards and offers their formulas for success.

The book is being launched in Toronto at the World Trade Centre on the final day of October - Canada Export Trade Month, by officials of the Department of External Affairs which funded its publication.

The Minister in his forward to the book, offers it as an "excellent first step" for anyone thinking of venturing into exporting.

"Excellence in Exporting" will be available through the Department of External Affairs by calling Info Export, toll free, 1-800-267-8376.

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