

... AT YOUR SERVICE ...

Passport is Ticket to Business Travel

Business travellers can make their lives easier — and save time, effort and expense! How?

All they need do is carry a Carnet!

A Carnet is a simple Customs document. It lists the goods you wish to have covered for the country or countries you intend to visit. Each Carnet is prepared specifically to meet your particular requirements. It's a virtual "merchandise passport".

A few of a growing number of Carnet users include: sales and marketing staff carrying product samples; exhibitors participating in foreign trade fairs; engineers and architects with valuable drawings; and musicians and film crews.

Carnets eliminate complicated and time-consuming Customs procedures. They eliminate the need for preparation of national entry forms as well as the purchase of a bond for security purposes at each Customs station.

Carnets are available through the Canadian Chamber of Commerce which, for more than 23 years, has been providing this "passport" to businesspeople travelling abroad.

For more information, call your Carnet representative: in Ottawa: Diane Orr-tel.: (613) 238-4000 ext.239; fax: (613) 238-7643; in Montreal: Bill Browne-tel.: (514) 866-4334; fax: (514) 866-7296; in Toronto: Helen Chang-tel.: (416) 868-6415; fax: (416) 868-0443; and in Vancouver: Lucille Wood-tel.: (604) 681-2111; fax: (604) 681-0437.

Industry Canada Introduces Market Intelligence Service

Timely, relevant, product and industry-specific market information now is available to new and established companies within Canada through Industry Canada's **Market Intelligence Service**.

Using the Harmonized Commodity (HS) and Standard Industrial Classification (SIC), the service provides Canadian and U.S. micro-trade information to Canadian entrepreneurs, manufacturers and investors.

A Canadian company can use the **Market Intelligence Service** to increase business awareness for new product development and production; increase domestic and foreign market share; identify new markets, buyers, and for strategic planning and investment purposes.

The service promotes productivity and competitiveness for Canadian firms doing business in Canada and abroad by providing companies with access to unique market intelligence on a timely basis.

The type of information available, tailored to meet each client's particular needs, includes four-year pre-formatted trend tables by country of origin and province of clearance for Canadian imports and by country of destination and province of origin for Canadian exports.

Other available data include Canadian importer lists (names, city and province of location) and the import market share of the top importers; names of foreign

companies exporting to Canada; Canadian and United States tariff rates; information on United States import markets by country of origin and by customs district of entry, as well as special studies showing imported product breakdowns by type, size, material and price range.

Data sources include Statistics Canada, Revenue Canada and the US Department of Commerce. The data are updated quarterly and annually.

Here is a sample of testimonials received from clients regarding the **Market Intelligence Service**:

- "company has used this information to develop a wider product range and successfully price our lines so we can compete in international markets."
- "the report has assisted us to define markets more accurately and to justify our strategic and capital investment plans."
- "has been instrumental in our being able to make several decisions that have led to the introduction of a new product for the Canada market."

For further information on the **Market Intelligence Service**, contact Market Intelligence and Technology Opportunities Service, Strategic Information Branch, Industry Canada, 235 Queen Street, Ottawa, Canada. K1A 0H5. Tel.: (613) 954-4970. Fax: (613) 954-2340.