

PUBLICATIONS

Directories

A few Canadian publishing companies specialize in directories promoting Canadian goods and services in the international market. To the many Canadian exporters who choose to feature their products in these publications, this promotional approach is viewed as both an effective and low-cost way to do business.

Have you been considering using such a marketing tool?

Here are the names and contacts of some Canadian publications that provide this service:

Advantage Canada and Advantage World, published by **Advantage Canada Inc.**, 1262 Old Colony Road, Oakville, Ontario L6M 1J8. Presently recruiting participants for the February edition. Contact Thomas Peters, President. Tel./Fax: (416) 847-7767.

Canexport, published by **Canexport Publications Inc.**, 955 Boulevard St-Jean, Suite 203, Pointe-Claire, Quebec H9R 5K3. Presently recruiting for its third edition, to appear in February 1994. Contact Joseph Vella, President. Tel.: (514) 426-5865. Fax: (514) 426-5864.

Canadian Exporters Catalogue Directory, published by **International Publishing & Development Inc.**, 102-2263 Mason Street, Clearbrook, British Columbia V2S 1M3. Presently recruiting for its second edition of spring 1994. Contact Fouad Tabet, President. Tel.: (604) 855-9115. Fax:

(604) 855-9117. Or phone: 1-800-667-0991.

Marketing Force, i.e. magazine and directories published by **Marketing Force Inc.**, 3407 Peel Street, 20th Floor, Montreal, Quebec H3A 1W7. Contact A. Khoubaba, Director General. Tel.: (514) 844-7413. Fax: (514) 844-6504.

Promotion Overseas

Canadian producers/manufacturers/exporters of new and unique

products have an opportunity to promote them worldwide in a monthly trade magazine which, its publishers say, has been produced in Singapore since 1985.

Companies wishing to take advantage of this free, worldwide publicity may contact or forward material to: Mr. S. H. Lim, Editor, *Today World Trade Opportunities Digest*, Toa Payoh Central P.O. Box 221, Singapore 9131. Fax: 65-4677372.

Export Award Winners — from page 1

reached \$9 million, representing 86 per cent of the company's total sales.

Rescan Consultants Inc. (Vancouver, British Columbia) — Founded in 1981, Rescan offers a variety of environmental consulting services, including audits and site assessments, waste management planning, oceanographic services, and hazardous waste treatment. In 1992, exports made up 83 per cent of the company's total sales and, in the last three years, the number of employees has increased by 75 per cent.

Ritvik Toys Inc. (Dorval, Quebec) — Ritvik's MEGA BLOKS are challenging Denmark's Lego Corporation for a piece of the lucrative building block toy market. Ritvik exports its MEGA BLOKS to over 50 countries, and has offices in the U.S., France, Australia, and the United Kingdom.

Sandyliion Sticker Designs

Ltd. (Markham, Ontario) — exports its pressure-sensitive novelty stickers, sticker albums, activity and colouring books to over 50 countries worldwide. From poodles to penguins, and glow-in-the-dark hearts to shiny dinosaurs, Sandyliion produces over 700 sticker designs, and exports account for 86.5 per cent of the company's total sales.

The Training Group Inc. (TTG) (Edmonton, Alberta) — designs and implements operations training and information systems for industry clients in areas such as technology transfer, safe work practices, reliability improvement, and job redesign. Its services are used by the world's largest industrial process companies, including BP Exploration, EXXON, Texaco, Phillips, and Marathon Oil. Exports of over \$3 million in 1992 accounted for 71 per cent of the company's total sales.

InfoEx

InfoEx (formerly **Info Export**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoEx** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order EAITC publications, fax (613-996-9709) your request. Include the publication code (in brackets).

Return requested
if undeliverable:
CANADEXPORT (BCT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2

