

Trade Centres

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Name changed

Rangoon becomes Yangon

On June 18, 1989, the Union of Burma adopted a law which replaces the terms Burma and Burmese with the term Myanmar.

English terms for many cities, towns, administrative divisions and topographical features of the country have changed to conform with the Myanmar pronunciation. The capital city, formerly known as Rangoon, has been changed to Yangon.

Export Marketplace '89

The place for export people to be

If you're already exporting, or if you're ready to start, **Export Marketplace '89** is the place for you!

Between October 30 and November 17, Trade Commissioners from Canada's missions abroad will travel to 11 cities across the nation, with information on export opportunities worldwide.

Teams of Trade Commissioners will also travel to an additional 40 communities to hold pre-arranged on-site meetings with local small and medium-size companies.

Come and investigate methods of doing business abroad in private one-on-one appointments.

If you are an established exporter, or wish to know about export possibilities, you will have an opportunity to review business

developments in your key sales areas and explore new export markets.

There's more. Visit the Trade Information Centre at **Marketplace** locations and speak with professionals from the export service sector.

In September, you will receive more details along with a registration form. Check the schedule below to see when **Export Marketplace '89** will be in a city near you.

Export Marketplace, in conjunction with **Canada Export Trade Month**, is sponsored by External Affairs and International Trade Canada.

To register for the 11-city **Marketplace '89** events listed below, contact your local International Trade Centre (listed on pages 3 and 4 in this issue).

For more details on export programs, call Info Export (toll-free) at 1-800-267-8376.

MARKETPLACE '89 SCHEDULE

Halifax, Nova Scotia—November 6;
Montreal, Quebec—October 30-31;
Sherbrooke, Quebec—November 1; Quebec City, Quebec—November 2; Ottawa, Ontario—November 16; Toronto, Ontario—November 13-15; London, Ontario—November 17; Winnipeg, Manitoba—November 13; Edmonton, Alberta—November 6; Calgary, Alberta—November 7; and Vancouver, British Columbia—October 30-31.

Trade Commissioners will hold pre-arranged meetings with local small and medium-size companies in an additional 40 cities. They are:

WEEK ONE (Oct. 30-Nov.3)

B.C.: Victoria, Surrey, Nanaimo, Prince George, Abbotsford, Chilliwack, Kamloops, Vernon and Kelowna;

Yukon: Whitehorse;

N.W.T.: Yellowknife;

Alb.: Lethbridge and Medicine Hat;

Que.: Gaspé, Rimouski, Chicoutimi and Trois-Rivières.

WEEK TWO (Nov.6-10)

Sask.: Saskatoon and Regina;

Man.: Winkler, Brandon, Yorkton and Weyburn;

Ont.: Timmins, Sault Ste. Marie and Thunder Bay;

N.B.: Moncton, Saint John and Fredericton;

N.S.: Yarmouth and Sydney;

P.E.I.: Charlottetown and Summerside;

Nfld.: St-John's, Cornerbrook and Gander.

WEEK THREE (Nov. 13-17)

Ont.: Sudbury, North Bay, Hamilton, Sarnia, Catharines, Oshawa, Windsor, Sarnia, Cambridge, Owen Sound, Barrie, Peterborough, Cornwall and Kingston.

Export advice in your backyard

The first step for a new exporter seeking to implement a marketing strategy should be to visit an **International Trade Centre**.

If the exporter were to go directly to the foreign posts for information, it would be like putting the cart before the horse.

To determine one's most advantageous market, start with a visit to an officer at an **ITC**, the most effective way to access commercial data and resources.

The **ITCs**, located across Canada, are linked directly to the government pool of sectoral and geographic experts.

They are in constant communication with Canada's posts abroad and are, as such, kept on top of trade opportunities and developments by our foreign Trade Officers.

Through referrals from the Centres, the exporter can contact the foreign Trade Officers of countries offering the most promising opportunities for specific products or services.

Appointment to CCC Board

Sheila T. Murphy, of Calgary, Alberta, has been appointed to the Board of Directors of the Canadian Commercial Corporation. The President and owner of Henderson Colleges of Business Ltd., since 1972, she was previously Manager of Administration with Bear Tools International Ltd.