

EXPORTER'S GUIDES

The European Economic Community: A Guide for Canadian Exporters
(available from the Western Europe Trade and Investment Development Division)

A book designed to help Canadian exporters with practical, pragmatic information on the rules and regulations for marketing in each country.

Europe 1992: Your Business Opportunity
(available from Provincial Trade Ministries in Ontario and Quebec, from International Trade Centres elsewhere)

Another practical book on the EC countries, with a description of each of several industrial sectors and a brief overview of the Single Market program, it will appeal to those with a real and immediate interest in doing business in Europe.

Canada-Western Europe Trade Fairs 1990-1991
(available from INFO EXPORT)

This booklet has been produced to acquaint the Canadian Exporter with the Government Initiated Trade Fairs Program in Western Europe.

Link 1992: The Experience of Successful Canadian companies in Europe
(available from the Western Europe Trade and Investment Development Division)

This document offers Canadian companies on the threshold of international expansion the opportunity to learn from the experience of those who have preceded them. Lessons are drawn from Canadian companies that have already successfully established themselves in European markets.

EC DIRECTIVES (available from Renouf Publishing)

The directives are the legislation, as accepted by the European Community's Council of Ministers, that defines the steps to be taken to implement the Single Market.

Also available online through the U.K. Department of Trade and Industry's Spearhead database are summaries of the individual 1992 measures, more detail on the stage they have reached, and the full texts of the individual measures (Financial Times Business Information Service, Profile Information, U.K. Tel. 0932-761444; also available on British Telecom Gold, One to One, Mercurylink Electronic Services and IRS Dialtec; or for further information call 01-215-4720).

CONFERENCES

A series of conferences, each focusing on specific industry sectors and their trade relationship with Europe, are being held across the country. To date, 10 have taken place (Toronto, Montreal, Vancouver, Calgary, Edmonton, Halifax, Winnipeg, Charlottetown, Moncton, St. John's), with the next venue being Toronto in January 1991. Each conference is unique. Each focuses on the sectors of particular interest to that region, (agriculture, forest, fisheries, telecommunications), brings in specialists in those fields, and distributes the results of in-depth research into those fields. In addition, sector specific seminars are being organized, (Automotive was held in February and Medical Engineering, Minerals and Metals, Communications and Information