

# PUBLICATIONS

## U.S. Agents

**Selecting and Using Manufacturers' Agents in the United States** provides guidelines for the Canadian business manager who is considering entering the United States market by appointing a manufacturers' agent.

The chapters in the publication are organized to help prospective Canadian exporters answer three questions: What are your company's goals in the United States market? How can you locate a U.S. sales agent or agency appropriate for the needs of your manufacturing firm? How can you support the activities of your sales agent or agency after the contract is signed?

The publication ( coded 1100UA in English) can be ordered from Info Export. See box at the bottom of this page.

## Lobster Markets

**Global Market Opportunities Review - Lobster** is one of a series of publications produced by the International Marketing Bureau of External Affairs and International Trade Canada. These publications cover a wide range of product sectors and are part of an on-going programme to assist Canadian exporters to expand in new markets.

This particular study reviews the global market for lobster. It also offers an assessment of the Canadian lobster industry, examines its strengths and suggests a coordinated course of action for governments. The review includes, as well,

an assessment by Trade Commissioners in 49 offices abroad of market conditions and trends in their respective countries. So far, the publication has been widely distributed to companies; but if you have been missed, you may order your copy from InfoExport (see box at the bottom of this page ), using the coding 145TA.

## Business Newsletter

**International Business Newsletter (IBM)**, a new 10-issues-per-year publication that focuses on Asia, the European Economic Community (EEC) and North American Free Trade Agreement (NAFTA) markets is available through a Montreal-based company.

The publication is designed to provide Canadian entrepreneurs with up-to-date information and business leads/opportunities in

these markets. The leads include specific contacts, sources, agents and distributors.

Further information is available from Berba & Associates Inc., 2300 Sherbrooke Street East, Suite 400, Montreal H2K 1E5. Tel.: (514) 528-8210. Fax: (514) 528-8211.

## Czech/Slovak Markets

Recent studies covering Czech and Slovak markets now are available from the Central and Eastern Europe Trade Development Division (RBT) of External Affairs and International Trade Canada. Reports offer market intelligence on three sectors: building products; air protection products and services; and waste water treatment products and services. Interested parties may contact RBT by faxing: (613) 995-8783.

## Contracts Awarded — from page 10

has been awarded to **Proctor & Redfern International Limited**. The Toronto-based company will conduct — in 10 major industrial buildings — plant safety studies and waste disposal audits for St. Lucia's National Development Corporation. The studies include atmospheric emissions and air quality audits, solid and hazardous waste management, liquid waste discharges, water quality, and occupational health and safety standards.

**N.D. Lea International Ltd. (NDLI)**, Vancouver, B.C. and DHV Consultants BV of the Netherlands, in association with eight Indonesian firms, has been retained by Indonesia's Ministry of Public Works to provide 1,800 man-months of consultancy services to implement a World Bank-funded program of rural roadwork in Indonesia.

More than 90 per cent of its assignments are from the transport sector.

## InfoExport



Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested  
if undeliverable:  
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