

CANADEXPORT

pt. of External Affairs
Min. des Affaires exterieures

Vol. 12, No. 19

November 14, 1994

Cooperative Marketing Alliance Assists Exporters of Value-Added Food Products

NOV 28 1994

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Small and medium-size companies that want to export value-added Canadian food products now have a valuable tool at their disposal.

It's the Cooperative Export Marketing Alliance of Canada (CEMAC), a not-for-profit organization of small-to-medium-size companies that have pooled their

resources to export value-added Canadian food products to the United States and other markets.

In addition to promoting the export of such products, the CEMAC provides its members with services that enable them to:

- better understand the export market;
- introduce Canadian-made

products; and

- be competitive in foreign markets.

The CEMAC, currently targeting the State of Florida in its initial stages, was also designed to overcome some obstacles recognized by these exporters.

Czech Republic Construction Mission Here to Build on Canadian Imports

Canadian construction/building products companies looking to export their building technologies and materials to the Czech Republic might do well to look to the Toronto area November 30 to December 3, 1994.

That's when some 30-35 representatives of the major Czech Republic construction firms, the Association of Building Entrepreneurs of the Czech Republic and senior representatives of the Czech Railways will be here.

The delegation's aim is to find out about Canadian construction technologies and building materials that could be imported to the Czech Republic; to investigate possibilities of cooperation and joint ventures in the Czech Republic; and to visit CONSTRUCT CANADA '94.

(Canada's largest annual exposition of products, materials and technologies for building

construction, retrofit and renovation is being held in Toronto, Nov. 30-Dec. 2, 1994. For information on CONSTRUCT CANADA, tel.: (416) 869-1156; fax: (416) 869-1660.)

The Czech Republic group wishes to focus on infrastructure developments such as railroads, roads and nuclear energy contracting, industrial and agricultural construction, energy efficiency and building envelopes, repairs and reconstruction of historic buildings, housing developments, manufactured housing, and general contracting.

Individuals and companies wishing to contact members of this visiting Czech Republic group or wishing further information may contact L.J. Novotny, The Canada-Czech Republic Chamber of Commerce, Toronto. Tel.: (416) 367-3432. Fax: (416) 367-3492.

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Among them were: small initial orders; high transportation costs; high costs of trade shows; high start-up costs; and lack of adequate marketing/labelling information.

By pooling their resources, these small and medium-size firms are able to overcome those obstacles. As well, all member companies become active partners in developing long-term strategies to expand exports into a global marketplace which, up to now, has been open only to large-scale players with huge in-house resources.

Small-to-medium-size enter-

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