

countries are extremely hesitant to increase their debt exposure to high risk economies. Commercial banks will rarely advance new loans to certain countries today for new project purposes. As a result of these economic realities, firms are generally advised to concentrate scarce marketing resources on countries which can clearly afford to purchase their goods and services - despite the tough competition to be expected in these markets.

Internationally competitive firms should, nevertheless, become familiar with every available source of financing to take advantage of existing opportunities to market their goods and services in capital-poor countries. A knowledge of procurement practices administered by international financial institutions such as the World Bank and regional Development Banks should accordingly be acquired. Japanese Development Assistance spending and foreign exchange recycling could also be explored for possible procurement opportunities from Canada. Finally, firms are advised to maintain a close relationship with the Export Development Corporation as their federal government contact agency for determining the availability of export financing and insurance. The Department of External Affairs works with the EDC and can provide additional information and assistance concerning other export inquiries and needs.