

PUBLICATIONS

Annually, Portugal imports about C\$390 million in medical devices, primarily from European and American sources. However, says a report, *Medical Devices Market in Portugal*, prepared by the Canadian Embassy in Lisbon, there are opportunities for Canadian manufacturers.

Among the principal medical devices imported are: sterilizers; surgical and veterinary appliances; artificial limbs; cardiac devices; x-ray equipment; and physical and chemical analysis equipment.

Since 90 per cent of the medical devices are bought through the process of public tenders, the best way to enter the Portuguese market, says the report, is to appoint a local agent who has contacts with the Ministry of Health and the public hospitals and who is familiar with the public tender system.

At the moment there is no legislation governing the certification of medical devices sold in Portugal. However, the Ministry of Health requires, as policy, that all equipment purchased by them fulfil recognized international standards (such as the Canadian Standards Association).

Generally, quality products and after-sales service are often more important factors than price, opening the door to Canadian manufacturers of quality products who have appointed a local agent capable of providing the technical assistance required.

Copies of the report may be obtained from Lewis Ford, Western Europe Trade, Investment and Technology Division, Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7544. Fax: (613) 995-6319.

Canadian Industries at Your Doorstep, a document produced by the Canadian consulting firm Al-Qantara Inc. in cooperation with the first Saudi press group, Okaz Organization, will be inserted the end of this month in two leading Saudi newspapers, Okaz and Saudi Gazette.

This bilingual English/Arabic supplement, highlighting Canadian technological know-how and manufacturing capabilities, will reach over a half million Saudi readers. For further information, contact Leila Turki, Project Director, Al-Qantara Inc., Montreal. Tel.: (514) 284-4918. Fax: (514) 284-4915.

Endorsed by the Canadian and U.S. embassies in Beijing, the recently published *ShowCase North America*, is the first Chinese-language business sourcebook from North America.

The inaugural edition, 30,000 copies of which were distributed throughout China to senior government decision makers, manufacturing plants and trading houses, featured such items as full-page ads, Canadian company profiles, trade show information and trade statistics.

The sourcebook, say its publishers, aims to bridge the information gap between North American and Chinese markets and to encourage North Americans to more aggressively pursue the world's fastest-growing market.

The expanded Spring edition, to be released in April, 1995, will, among other items, include directory listings, trade mission reports

and a special feature on three sectors: construction equipment; medical technology; and environmental protection.

Organizations which wish to be included in or place ads in the Spring 1995 edition, and wanting more information on how to do so, may contact the publishers: Global Link Marketing Co. Ltd., 890 Malkin Avenue, Vancouver, B.C., V6A 2K6. Tel.: (604) 251-3381. Fax: (604) 251-1068.

The U. S. telecommunications equipment market is undergoing dramatic changes that offer significant market penetration opportunities for Canadian suppliers.

Rapid technology advances, increasing competition, and emerging demand for sophisticated communications services are combining to expand and redefine the market.

This and other pertinent information is contained in *The Telecommunications Market Study — Mid Atlantic States*, a report commissioned by the Canadian Embassy, Washington DC.

The Mid-Atlantic region (the District of Columbia and the states of Delaware, Maryland, Pennsylvania, and Virginia) represents about 10 per cent of the U.S. economy and is a major market for telecommunications equipment.

This region has a high concentration of communication-intensive service industries and federal government operations — as well as consumers with excellent demographics for advanced communications and entertainment services.

The region also is home to three
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