

## ISO — from page 1

ing suppliers become more competitive, nationally and internationally.

Suppliers who adopt the ISO standards will be able to market themselves to potential clients as having met an internationally-established level of quality.

There are many other benefits to suppliers adopting the ISO 9000 standards. These include:

- reduced operating costs;
- consistent standards of quality;
- reduced external client audits;
- increased customer satisfaction; and
- enhanced ability to enter new markets.

ISO 9000 usage will be investigated on a sector-by-sector basis. Assessments of the supplier base will be performed in consultation with the private sector and various government agencies.

To find out more about these quality management practices, telephone: Karen Burke, (613) 954-2344, IC; Ian Gadbois, (613) 954-4974, IC; Jamie Littlejohn, (819)956-7423, GSC.

## Survey Shows Agri-Food the Priority Sector for Our Readers

As evidenced in our recent *CanadExport* survey, the agro-food business ranks as the first sector of interest for the majority of our readers.

We hope, then, that many of you will enjoy today's *AgExport* supplement (green pullout), the fourth issue of our quarterly joint supplements launched a year ago with Agriculture Canada.

We are also pleased to introduce to *CanadExport* readers a series of publications under the theme **Global Market Opportunity Review**.

These are produced by DFAIT's Sectoral Liaison Secretariat (TOS). Each paper is based on input received by the following key sources: our foreign Trade Posts, Agriculture Canada, Industry Canada, the Grain Marketing Bureau, and Canadian industry associations.

Again, each paper looks at the challenges and opportunities facing various Canadian agricultural products and proposes elements of a general export strategy. The series cover a wide range of products.

A first study on pork was published in August and the second one — just off the press — reviews the opportunities for primary agricultural products.

An initial mailing has targeted key Canadian businesses in the agro-food sector. If you have not received it and if you think this would be useful to your business, contact InfoEx (see box at bottom of last page) and ask for the document coded 174TA.

Further papers on beef and on bottled water are in the making and will be available shortly.

### Input Solicited

## Ecuador, Panama and Mongolia Intend to Seek Accession to GATT

The Governments of Ecuador, Panama and Mongolia have announced their intentions to seek accession to the General Agreement on Tariffs and Trade (GATT).

As part of the process of accession to the GATT, bilateral negotiations on tariffs and other concessions will be held with their trading partners, including Canada.

The Canadian government, in preparation for the negotiations, invites Canadian business people to give their views on specific trade barriers they wish to be raised in these upcoming negotiations.

Parties wishing to comment should — *before January 1, 1994* — contact (in the case of Ecuador) Christopher West, tel.: (613) 996-8193, fax: (613) 992-6002; or (in the case of Mongolia and Panama) Susan Harper, tel.: (613) 996-2891, fax: (613) 992-6002.

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Sylvie Bédard

Editor: Don Wight

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