

PUBLICATIONS

Source Book Bound for China

One hundred Canadian companies that can demonstrate world class expertise and a commitment to the Asia market have an opportunity (*deadline is December 15, 1995*) to reach 5,000 senior Chinese decision makers.

Companies of Excellence: 100 Leading Canadian Businesses, is a source book to be written in Mandarin and produced by the Canadian Exporters' Association (CEA) in a joint venture with the International Centres for Chinese Affairs (ICCA) and the Canada China Institute. It will celebrate the growth of China-Canada two-way trade and inform senior Chinese business and political leaders of world class goods and services available from Canada.

Companies of Excellence provides a rare opportunity for Canadian firms already in or planning to enter the Chinese market to publicize their history, products, services and technologies, as well as their intentions for the

Chinese market.

As part of the joint venture, the source book will be distributed — in China, to Chinese leaders, the Central Government agencies, major corporations and libraries — by the China Council for the Promotion of International Trade (CCPIT).

The CCPIT represents more than 110,000 major corporations and manufacturers in China. Its members include nearly all of the top 500 Chinese importers and exporters. The CCPIT has 14 industrial sub-councils, 45 provincial and municipal sub-councils, and 14 overseas representatives offices.

In Canada, the CEA will distribute copies to senior Canadian private sector and government leaders.

Canadian companies wanting more information on criteria, costs and other factors concerning their inclusion in **Companies of Excellence: 100 Leading Canadian Businesses** may contact

Vanessa Hammond or Carol Middleton, CEA, Ottawa, Tel.: (613) 238-8888 ext. 244; Fax: (613) 563-9218.

Sectoral Profiles: Germany

A series of sectoral profiles on Germany is now available for interested companies. The sectors include advanced technology, construction, consumer goods, forest products, medical and health care instruments, machinery for primary and secondary industries, and transportation systems. The studies are available on electronic bulletin boards via the Internet, and on interactive fax machines. To obtain a copy or complete list of the studies, contact the DFAIT InfoCentre (see box, bottom of p.8). Companies wishing to access the electronic bulletin board or the Internet must be included in our WIN computerized inventory (see box, bottom of p.3). For trade or economic information on Germany, contact Mr. André Landry of DFAIT, Tel.: (613) 943-0611.

BUSINESS AGENDA

Toronto — December 7, 1995 — Trade and investment opportunities with Chile and Argentina are the focus of an evening reception/dinner-program sponsored by the International Law Section of the Canadian Bar Association-Ontario (CBAO). Confirmed speakers include the Consul General of

Chile; the Consul for Commercial Affairs, Argentina; and Kerry Gray of Ernst & Young. Cost is \$34 (CBAO members); \$44 (non-members). Contact Geoffrey Kubrick, Ottawa, Tel.: (613) 230-6030; Fax: (613) 230-6969.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related informations can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613)996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613)944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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