

BUSINESS AGENDA

Vancouver — October 1; **Ottawa** — October 4; **Moncton** — October 7 — **Exporting to Latin America and Selling to the U.S. Federal Government** are the subjects of these half-day geomatics exporting seminars being presented by the Geomatics Industry Association of Canada in cooperation with External Affairs and International Trade Canada (EAITC), and Industry and Science Canada (ISC). Presentations will be made on the key findings of the recent **Latin America Geomatics Market Report** as well as on the study, **Opportunities for Canadian Geomatics Firms in the U.S. Federal Government**. Also to be introduced is *The Road to Success: Exporting to the United States*, an information kit designed for service exporters and produced jointly by EAITC and the Canadian Exporters' Association. For further seminar information, contact the Geomatics Industry Association of Canada, Ottawa. Tel.: (613) 232-8770. Fax: (613) 232-4908.

Vancouver — October 3, 4, 5, 1993 — **The Canadian Exporters' Association's 50th anniversary** and annual convention will cover topics ranging from **The Competitive Imperative: How To Survive and Thrive Globally to NAFTA and the Latin American Market - Prospects for the Future**. A highlight will be the presentation of the **Canada Export Awards** hosted by External Affairs and International Trade Canada. Contact Micheline Bélanger. Tel.: (613) 238-8888, ext. 225. Fax: (613) 653-9218.

Vaughan — October 13; **Whitby** — October 19 — **Trade Shows Made Profitable** seminars. Sponsored by the federal government's International Trade Centre in Toronto and

the Ontario Ministry of Economic Development and Trade, these workshops are aimed at company show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs. Contact International Training and Management Company, Toronto. Phone or fax: (416) 483-3836.

Markham — October 14, 1993 — **International Trade: Basic Exporting Seminar** — This one-day, hands-on workshop will deal with such topics as how to find your market, how to sell into a foreign market, shipping and transportation issues, and banking and payment procedures. Contact the seminar host, the Markham Board of Trade. Tel.: (416) 474-0730. Fax: (416) 474-0685.

Toronto — October 17-19, 1993 — **Grocery Showcase Canada'93**, Canada's premier event for the grocery industry and featuring more than 700 trade show exhibits and a concurrent conference, celebrates its 31st year, with events that are expected to attract more than 8,500 retailers, manufacturers and distributors. Contact the Canadian Federation of Independent Grocers, Don Mills, Ontario. Tel.: (416) 449-1976. Fax: (416) 449-7188.

Toronto — October 21 — A one-day seminar, **Trans Atlantic Trade Alliances**, will explore how strategic partnerships between Canadian and British companies may unlock doors to increased business within the European Community and North America. Presented jointly by the British Canadian Trade Association and Ernst & Young consultants, the lectures, presentations and workshops also will focus on techniques in search-

ing for strategic partners; building alliances with companies across the Atlantic; sources of finance; and cross-marketing. Contact John Archer at the British Canadian Trade Association, Toronto. Tel.: (416) 475-3896. Fax: (416) 475-0311.

Guatemala-Honduras Shipping Made Easier

The introduction of **direct** scheduled ocean service to Honduras and Guatemala now means Canadian exporters can bypass U.S. ports — a distinct advantage in terms of time and convenience and a move that should facilitate Canadian trade with these two Central American countries.

The service, provided by the Canadian shipping company, Kent Line International Limited, is an extension of Kent's existing Caribbean route.

Cargo is received in Toronto and Montreal for overland shipment to Saint John, New Brunswick, where the ocean service starts. After its current Caribbean island stops, the cargo liner proceeds to Puerto Cortez, Honduras and to Santo Tomas, Guatemala. It then proceeds back to Saint John, where the cycle is repeated.

Effective October, 1993, there will be a scheduled departure every 14 days from Saint John. The service will transport 20-foot and 40-foot dry, reefer and highcube containers.

Contact, in Atlantic Canada: Kent Lines Limited. Tel.: (506) 632-1660. Fax: (506) 648-2757; in Ontario: Westward Shipping. Tel.: (416) 366-0782. Fax: (416) 366-7593; and in Quebec: Westward Shipping. Tel.: (514) 845-0101. Fax: (514) 845-2560.