



New CD-ROM Helps Canadian Exporters

Exporting Canada Online has launched a new CD-ROM this month that provides sales leads and resources to help Canadian companies improve their export business.

"In co-operation with Industry Canada, we have incorporated a database, multimedia presentations, and thousands of Internet pages

that can be easily accessed without being on-line," says publisher Bob Potter.

Available in English and French, the CD-ROM features Trade Bytes, a powerful trade database that compiles U.S. government documents showing, on a trade-by-trade basis, what American buyers are purchasing.

Trade Bytes market intelligence (normally \$5,000 per year) includes the name and address of each buyer and seller, plus a detailed product description. With over one million transactions, Trade Bytes can identify the U.S. buyers of almost any product.

Continued on page 16 — New CD-ROM

Listing in the 1998 Edition of *Bottin international du Québec*

The fifth edition of *Bottin international du Québec*, an Internet-accessible directory millions of copies of which are distributed in Quebec, Canada and abroad, will soon be available. This practical reference provides complete listings for a number of international players in Québec and for foreign partners, indicating countries and areas of activity.

Businesses and organizations interested in being listed in the 1998 edition of *Bottin international du Québec* can register now, at a cost of \$52 plus tax. The 1998 edition is expected to be published in the spring.

For listing or for more information, contact *Québec dans le monde*, tel.: (418) 659-5540, fax: (418) 659-4143, e-mail: quebecmonde@total.net

Directory Makes Finding Right Trade Show Easy

The 1998 edition of the *International Trade Fairs and Conferences Directory* contains essential information on 5,300 events taking place in over 75 countries worldwide, making it easy for companies to target the right shows. The Directory includes over 100 industrial classifications, from accounting to woodworking. Covered are annual

shows in 1998, biennial shows in 1999, and selected shows to 2002. Shows are indexed by name, date, location and product area.

For information, or to order, contact International Press Publications Inc., 90 Nolan Court, Unit 21, Markham, ON, L3R 4L9, tel.: (905) 946-9588, fax: (905) 946-9590, e-mail: ipp@interlog.com

Opportunities in After-market Automobile Parts

There are interesting opportunities available in the Mexican market for after-market automobile parts. The Canadian Consulate in Guadalajara has therefore prepared profiles of Western Mexican companies active in the import and distribution of after-market automobile parts.

To obtain a copy of the profiles, contact the Canadian Consulate, Hotel Fiesta Americana, Local 31 C.P. 44100, Aurelio Aceves 225, Guadalajara, Jalisco, Mexico, tel.: (52 3) 615-6270/6215, fax: (52 3) 615-8665, e-mail: ccguad01@infosel.net.mx

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 230 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>