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External Affairs and
International Trade Canada

Market Totals \$ Trillions

How to Sell to U.S. State Governments

By Doreen Conrad

Regardless of the kind of products or services your firm offers, there is probably a need for it in one of the numerous U.S. government markets: federal, state or local.

These levels of government comprise the largest market for goods and services in the world. Annual

spending in state and local governments alone totalled \$2.15 trillion in 1991.

Interested? Then you'll want to know how to go about getting your share of this multi-billion dollar market and what is required to be successful.

It may be easier than you think; some paperwork is involved, but when you understand the forms and procedures, it's not difficult. And state governments already thinking about freer trade with Canadian companies as a result of the commitment to further discuss their inclusion in future North American Free Trade Agreement (NAFTA) negotiations.

In fact, many states do not have in-state preference policies and the Buy America Act applies only to federally-funded programs.

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Services Month Seminars Focus on Export Markets

External Affairs and International Trade Canada (EAITC) has planned several activities marking the fact that November is Services Month in Canada.

One of these activities is the ExportVision '92 series of seminars

sels (Belgium), Riyadh (Saudi Arabia), Rabat (Morocco), Budapest (Hungary), Mexico, Boston, Atlanta, Chicago, Minneapolis, San Francisco and Los Angeles.

In addition to the one-on-one meetings with trade commissioners, participants will hear a number of guest speakers address topics such as how to market services to the U.S., the implications of the North American Free Trade Agreement (NAFTA) for Canada's services industry, and other services-related issues.

The one-day seminars will be held in Moncton (Nov. 23), Toronto (Nov. 24), Québec City (Nov. 25), Vancouver (Nov. 30), Calgary (Dec. 1) and Saskatoon (Dec. 2).

For more information about ExportVision '92 or to obtain a registration form, please contact the Financial and Business Services Division, EAITC. Tel.: (613) 996-0705. Fax: (643) 943-1100.

Trade Mission Planned

To learn the specifics about selling to state governments, the U.S. Trade and Tourism Development Division (UTO) of External Affairs and International Trade Canada will be sponsoring a trade mission to a three-day workshop on the subject February 16-18, 1993 in Orlando, Florida.

The workshop is sponsored by the U.S. National Association of State Purchasers Association, and will be

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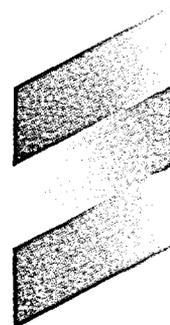
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for exporters of services. As with other events which were just held in October, Canadian trade commissioners will be brought in from selected embassies around the world to meet with exporters and discuss opportunities for service exports in their respective markets.

Trade commissioners from the following Canadian Missions will participate in the event beginning November 23: Bangkok (Thailand), Kuala Lumpur (Malaysia), Santiago (Chile), Kingston (Jamaica), Brus-

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