

potential markets for a product. A broad selection of export trade literature including the CanadExport newsletter and information on the Free Trade Agreement published by the department is also available.

Contact: 1-800-267-8527 (Free Trade Agreement Hotline)

1-800-267-8376

or

(613) 993-6435

iii) Trade Publications

External Affairs and International Trade Canada produces many trade publications to help Canadian businesses with their exporting efforts and to inform them of various assistance programs. Most of the publications fall into two main categories: those that describe export related activities, such as export regulations, financial and other export assistance programs, and trade policies or agreements affecting exports; and those that provide information on individual markets or industry sectors.

CanadExport is an External Affairs trade newsletter published twice monthly and distributed free of charge to over 35,000 Canadian readers. The newsletter identifies worldwide export opportunities, highlights export successes of Canadian companies, and provides information on trade fairs and missions, as well as other departmental trade activities of interest to the business community. Recently bulletins on the Free Trade Agreement and Europe 1992 have been added to the publication.

Contact: Info Export Centre

(613) 993-6435

or

1-800-267-8376

iv) Trade Speakers' Desk

The Trade Speakers' Desk arranges for Departmental spokespersons to address business groups, universities and trade associations regarding the Department's variety of trade programs, services and activities. Departmental trade officers address topics such as "Problems Encountered in Exporting", "Careers in the Foreign Service", "International Marketing and Financing", "Trade with Asia-Pacific", "Exporting to the Middle East", as well as a variety of subjects related to the Canada/USA Free Trade Agreement. Generally speaking, engagements and tours are organized to coincide with travel plans of departmental trade officers.