

BUSINESS AGENDA

Toronto — January 16-17, 1995 — **How to Do Business in Mexico One Year After NAFTA** should position Canadian companies to take advantage of the opportunities awaiting them in this country. The opening address, by outgoing President Salinas, is titled *Further Opening Up Trade Between Canada and Mexico*. The conference should help partici-

pants develop a practical approach to entering the Mexican marketplace; learn to negotiate in the Mexican business environment; understand the nuances of foreign investment, taxation regulations, banking and legal issues; and learn from the examples of companies successful in the Mexican marketplace. There also are two concurrent half-day workshops: *Essential*

Cross-Cultural and Social Training: The Pros and Cons of Preparing Yourself for the Mexican Business Environment or *Planning and Actioning a Successful Start-Up in Mexico*. To register, contact the organizers, Institute for International Research, Toronto. Tel.: (416) 928-1770. Toll-free: 1-800-461-2398. Fax: (416) 928-2994.

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tion System in the '90s (Cat. No. K49-3-1994E), at a unit cost of \$39.95, plus GST, shipping and handling, may be ordered directly from Canada Communication Group-Publishing, Ottawa K1A 0S9. Tel.: (819) 956-4802. Fax: (819) 994-1498.

Have Guide, Will Call

International Calling Guide and a *Canada Direct™* wallet-size card could very well be indispensable tools for Canadians, whether they be travelling abroad on business or pleasure.

The guide provides users with the information they need to telephone to and from almost anywhere in the world. It includes over 230 countries, from Afghanistan to Zambia, time zone differences, and how to call direct, operator-assisted, collect or by calling card.

The benefits users get from the *Canada Direct™* service (more than 80 countries are listed in the guide) are, among others: Canadian rates, which are lower than overseas long-distance rates

CONTRACTS AWARDED

Bell Canada International Inc. (BCI), through the Canadian Commercial Corporation (CCC) has won an important \$27-million contract with Uruguay's National Telecommunications Administration (Antel).

BCI will provide telecommunication services and software to Antel in the areas of systems implementation and integration, corporate culture and direction, resource training and customer service.

"This sale," said Minister responsible for the CCC, David C. Dingwall, "shows the success Canada's exporters can have in the significant new markets of Latin America and underscores the value

CCC provides to those exporters in facilitating sales to foreign governments and international agencies."

BCI's Chairman and Chief Executive Officer Derek Burney said: "This contract constitutes the basis for an on-going and developing relationship between BCI and Antel." The project will employ some 20 Canadians on the site.

CCC, wholly owned by the Government of Canada, provides a range of services to help Canadian exporters sell to foreign governments and international agencies. Over the last 10 years, CCC has concluded sales valued at more than \$7.7 billion on behalf of Canadian suppliers.

in most other countries; Canadian operators, who will serve customers in either English or French; choice of billing, to your Canadian Calling Card™, or collect if you are calling Canada; savings on foreign currency because you can be billed at your home or office;

and savings on hotel charges.

This service is offered by Teleglobe Canada Inc., in conjunction with the Stentor companies.

Contact Violaine Lacroix, Program Manager, Montreal. Tel.: (514) 868-7993. Fax: (514) 868-7275.

INFO CENTRE

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (944-4000) or by fax at (613) 996-9709. Trade information is also available by calling a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

Return requested
if undeliverable:
CANADEXPORT (BCT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2

