

# ... FOR YOUR PERUSAL

## World Seafood Directory Hooks Exporters

A new marketing tool for Canadian exporters of fish and seafood products is now available.

The *World Directory of Seafood Importers 1994* is based on the contributions of Trade Commissioners and Commercial Officers at Canadian Trade Offices abroad and contains information on more than 80 countries or regional markets and over 1,770 different importers.

The directory includes short market profiles, lists of seafood buyers/importers/distributors and the name of a contact at a Trade Office for each country or territory who can assist you with your marketing efforts. It provides the essential database required for developing export marketing strategies and contacts.

Importers, distributors and buyers listed in the directory are generally known to Canadian Trade Offices, however, it is the sole responsibility of individual Canadian exporters to check the com-

mercial standing of any firms with which commercial arrangements are being contemplated.

Trade Commissioners in each of your foreign markets are there to advise you and provide more detailed information on the markets of special interest.

### Trade Programs in Pocket Format

*Trade Development Programs and Services*, a convenient, pocket-size brochure, has just been published by the Department of Foreign Affairs and International Trade.

Topics individually covered in the 23-leaf packet range from Trade Services Networks, International Trade Centres and Geographic Trade Divisions to Trade Commissioners in Canada and Abroad, Export and Import Controls, Defence Programs and the Access North America Program.

Copies, quoting code number 4TA, are available through DFAIT's InfoCentre, Ottawa, Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

The directory is available in English (code 34TA), French (code 34TF), and on 3.5" diskette (code 34TB).

For your copy, contact Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709.

### Market for Apparel in South America

With a population of 33 million people living in three different types of climate: cold, mild and hot, Colombia represents an interesting market for Canadian apparel exporters. The document, *Colombia: Apparel Market* (333LA) provides information on market opportunities, major buyers, sources of supply, promotional activities, business environment and contacts.

Another report called *Venezuela: Apparel Market* (336LA) will give similar information to exporters.

Copies of the studies are available from Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

### Union in Europe

*Intellectual Property in the European Union* (code 10EA) is a report which assesses the measures put into place by the European Union to complete its internal market. The document summarizes various initiatives in the Union and reviews the implementation of new property policies in Europe: patents, trademarks, copyrights, and protection of database.

Copies are available through Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376. (Ottawa area: 944-4000). Fax: (613) 996-9709.

### INFORMATICS IN BRAZIL EXPECTED TO DOUBLE

The Brazilian market for informatics is expected to more than double in the next three years. New opportunities will arise in specialized niches as technology evolves. Those are some of the findings in *Informatics: The Brazilian Market up to 1993* (code 11LA).

The guide, which also provides general economic and political information on Brazil and recent informatics developments, is available through Foreign Affairs and International Trade's InfoCentre, Ottawa. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.