

PUBLICATIONS

Philippine Labels

A market study on *The Packaging and Labelling Industry in the Philippines* reveals opportunities for Canadian participation in that sector — one that is a major beneficiary of recent economic resurgence in that country.

Product competition in the local market has intensified, following growth in per capita incomes. Increasing consumer demand has led industry to register an impressive annual growth rate of 39 per cent for the same period.

These developments are likely to trigger growth in demand for basic consumer items such as food and beverages, pharmaceuticals, garments, soaps and detergents, toiletries and cosmetics.

The food and beverage sectors, as examples, are expected to grow annually by, respectively, 3.6 per cent and 7.5 per cent over the next five years. This will have a direct impact on the packaging and labelling industry, since food and beverages consume the bulk of the packaging and labelling products.

The study addresses, as well, opportunities that exist in this sector for the supply of raw materials, machinery and equipment.

Copies of the publication, which was prepared for the Canadian trade office in Manila, can be obtained by contacting the International Trade Centre in your province or territory, or the trade desk of the Asia Pacific South Trade Development Division, DFAIT, Ottawa. Fax: (613) 996-4309.

Venezuela Gold

The Gold Industry in Venezuela, a market study prepared by the Commercial Section of the Canadian Embassy in Caracas, indicates that Canadian industry

could play a major role in the development of an industry that is beginning a boom period.

In addition to providing an overview of the industry and its importance to the economy, the study includes an appendix that presents a useful directory of key Venezuelan mining industry contacts.

Since 1988, Venezuela has been the 10th-largest Western world gold producer and has one of the highest positive growth rates among South America countries.

Over the next three years, this sector is expected to generate from 10,000 to 20,000 new jobs and annual foreign exchange earnings of U.S.\$1.8 billion.

A copy of the study, code number 147LA, can be obtained through InfoEx. Tel.: 1-800-267-8376 (Ottawa area 944-4000). Fax: (613) 996-9709.

NAFTA Software

The Livingston Group, well known for its expertise in logistics management and customs brokerage, has just put on the market its "Origin Expert-System Software". This ORIGIN Programme is a user-friendly guide to the intricate NAFTA Rules of Origin. It guides businesspeople step-by-step through the multiple operations involved in the re-qualifying of a company's products under the new NAFTA Rules of Origin. It sells in Canada for \$4,595.00 plus GST. For more information on ORIGIN, phone 1-800-387-7582 (Extension 3500) or contact Darlene Kuhn, at (905) 677-3080.

Fish, Seafood Market

Global Market Opportunities Review - Fish and Seafood is one of a series of publications produced by the International Business De-

velopment Branch of the Department of Foreign Affairs and International Trade.

These publications cover a wide range of product sectors and are part of an on-going program to assist Canadian exporters to expand in new markets.

This particular study reviews the global market for fish and seafood, in general, and addresses issues relevant to the sector as a whole.

The review identifies the marketing factors which should be addressed to secure higher and more stable revenues from export sales so that those in the industry can gain a reasonable return and better value for the time and effort invested.

Also included in the review are: a sector description; a summary chart of 42 Canadian Trade Offices abroad that have specifically identified fish and seafood as candidates for attention in their territory; the Canadian competitive strengths; sectoral market problems; the elements of an export market strategy; and other market initiatives.

So far, the publication has been distributed to companies, and to federal and provincial government departments.

If you have been missed, you may order your copy, citing code 158TB, from InfoEx. Tel.: 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

Numbers to Note

The phone number for the Canadian Consulate in Miami has been changed to: (305) 579-1600. The facsimile number remains the same: (305) 374-6774.