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Trade Markets Targeted in Middle East

The Middle East is undergoing historic changes as a result of the September 13, 1993 signing of the Israeli-Palestinian peace agreement.

The peace agreement itself makes concrete commitments to economic development and repeatedly states that economic revival is essential for political stability

From the Canadian perspective, the primary goal is to support the actual implementation of the agreement. Canada wants to make sure that the accord is implemented rapidly so that the people of Gaza and the West Bank experience the reality of a peaceful Middle East. This means ensuring that any project Canada undertakes in that region must have tangible and visible effects.

Register Now to WIN Exports!

One of the most direct routes to finding export sales leads is to be registered with WIN Exports.

The Department of Foreign Affairs and International Trade (DFAIT) manages WIN Exports — a computer database of Canadian exporters and their capabilities.

The database is used by 1,200 DFAIT trade staff at its offices around the globe — giving worldwide prospective clients an awareness of Canadian companies.

More than 140,000 requests for export information are received annually by Canada's trade commissioners — who use the WIN Exports computer database to access information on Canadian exporters.

To receive a WIN Exports registration form (50TB), contact Foreign Affairs and International Trade's InfoEx.

The toll-free number is 1-800-267-8376. Ottawa area residents may call 944-4000. Fax: (613) 996-9709.



Season's Greetings!
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Returns Jan. 17, 1994

Targeted areas already identified as immediate needs are in the fields of education, health-care, roads, construction and environment.

Canada has pledged \$55 million over the next five years, with the contribution being broken down into a number of projects, some of which could lead to business possibilities:

- \$1.5 million contribution to the World Bank Trust Fund for pre-investment studies;

Continued on page 2 — Peace

Information on Department Now on 24-Hour Fax-Phone Service

Persons with fax equipment who want information on the Department of Foreign Affairs and International Trade (DFAIT) now can access a database whose automated fax delivery system provides such information seven days a week.

All they need do is fax-phone (613-944-4500) the Department's InfoEx Centre to select information documents from a voice menu. Selected information sheets will be sent automatically by fax.

Eventually, documents will cover all areas of departmental activity, including market information, foreign and economic relations, and consular information.

Principal information currently

accessible covers the Access North America program which arose out of the North American Free Trade Agreement (NAFTA).

In addition to the *Access North America Program Overview* brochure, there are:

- sectoral sheets covering everything from aerospace to textiles;
- approximately 30 "issues" sheets (e.g. NAFTA: Removal of Tariffs and Trade Barriers; NAFTA: Textiles and Apparel; NAFTA: Government Procurement; NAFTA: Cultural Industries); and
- a *Guide to Rules of Origin and Customs Procedures for Canadian Exporters to the U.S. Market.*

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