

PUBLICATIONS

Mexico Matters

Exporters, manufacturers, marketing departments, sales teams and consultants—indeed, all industries that will be affected by the North American Free Trade Agreement (NAFTA), are likely to find value in *Doing Business with Mexico, A Comprehensive Guide to the Mexican Marketplace*. The \$79.95 binder-bound guide (for easy updating), provides information that is useful to any company trying to take advantage of this multi-billion-dollar market. Among the contents are Business and Trade Regulations, Marketing in Mexico, Entry Regulations and Tips, Negotiating in Mexico, Countertrade, Federal and Provincial Government Programs, and Contacts.

Available from the same publisher is *Business Mexico* (\$125.00 for 12 issues), a monthly newsletter that features timely news on NAFTA negotiations, seminars, trade shows, trade opportunities, travel tips, and business comments.

For further information on these publications or on the complete *Image Library* (\$49.95) of the states of Mexico in PCX bit-mapped format for IBM-compatible PCs, contact International Marketing Publications (IMP), P.O. Box 359, Carleton Place, Ontario K7C 3P4. Tel.: (613) 257-2601. Fax: (613) 253-8473.

Connecting Globally

Small and mid-size business owners are the major target audience of *International Business*

Communications (IBC), a six-times-a-year publication that made its debut in October. The publication—subscription fee is \$60.00—promotes international business and world trade by focusing on countries that offer exceptional trade opportunities. The inaugural edition features business development in India as well as an article on trade written by International Trade Minister Michael Wilson. Future issues of the magazine will focus on Canada, Malaysia, Indonesia, the Philippines and Latin America. In each featured country, *IBC* sets up distribution and sales agreements. The magazine, with an initial circulation of 12,000, is delivered—through Canadian embassies and trade commissions—to small business and business communicators around the world. For more information, telephone (in Toronto) 416-256-2093; or fax: (416) 787-7587.

Export Opportunities — from page 1

Opportunities

In 1991, Canadian exports to Singapore totalled \$267 million. The major sectors of opportunity for Canadian companies are in information technology and electronic products; environmental equipment and services; agriculture and food products; transportation systems and equipment; defence products and services; and oil and gas equipment and services.

trade shows in Singapore may contact directly the High Commission for Canada, 80 Anson Road #14-00 and 315-00, IBM Tower, Singapore 0207. Tel.: 011-65-225-6363. Fax: 011-65-225-2450.

General information on Singapore—or copies of market studies in certain sectors—may be obtained from Ted Weinstein, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309/952-3904.

Contacts

Companies interested in learning more about export opportunities or

Defence Office Moves

The Canadian Defence Production Office (CDPO) has moved to The Canadian Government Trade Office (CGTO), GSB Building, One Belmont Avenue, Suite 611 Bala Cynwyd, Philadelphia, Pennsylvania 19004, USA. Tel.: (215) 667-8210. Fax: (215) 667-8148. The former CDPO premises were retained and can be reached at: Tel.: (215) 697-1264. Fax: (215) 697-1265.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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