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INTERNATIONAL TRADE MINISTER RELEASES

GUIDE TO USING TRADING HOUSES

The Minister for International Trade, James Kelleher, released today a new guide for Canadian companies. This guide explains how trading houses can help them export.

"Export Markets: The Trading House Connection" is a practical guide to trading house services and operations. It also contains information on how to select and work with trading houses to increase exports, particularly to offshore markets.

Trading houses in Canada have been the subject of much public interest in the past year as a result of the Trading House Task Force Report "Promoting Canadian Exports: The Trading House Option" and the creation of the new Council of Canadian Trading Houses. The Council contributed to the preparation of the guide to improve the knowledge of Canadian companies about trading houses and their role in exporting.

Copies of "Export Markets: The Trading House Connection" are available from the Info-Export Centre of the Department of External Affairs, toll free 1-800-267-8488 or (613) 993-6435. In British Columbia call 122-800-267-8488.

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