

## Publications

### EAITC Publications

The following publication is available from Info Export (see the box at the bottom of the page to order).

#### New Release

**Malaysian Sector Profile: Imported Food** (#80CB), prepared by the Canadian High Commission, characterizes the Malaysian market and the niche opportunities that exist for Canadian exporters of high-quality, price-competitive foods. The country's food distribution system, major supermarkets and importers are also profiled.

The following publication can be obtained by contacting the Canadian Chamber of Commerce as indicated.

**Exporting to the United States: A Canadian Business Guide** provides assistance of particular relevance to small and medium-size businesses that are interested in gaining access to markets in the United States. In addition to enumerating key steps to successfully penetrating this market, the guide identifies pitfalls to avoid and gives information on the appropriate organizations and government departments that can provide further assistance. Prepared by the Canadian Chamber of Commerce, with the support of External Affairs and International Trade Canada and Industry, Science and Technology Canada, the guide is available at \$1 a copy from Keith Martin, Director, International Policy, Canadian Chamber of Commerce, 55 Metcalfe Street, Suite 1160, Ottawa K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643.

## BUSINESS AGENDA

**Montreal — April 25 — Symposium on Caribbean Investment Opportunities.** Business executives active in the Caribbean will outline the opportunities that exist in their sectors. Also slated are one-on-one sessions with representatives from both government and the private sector, and case studies of three private-sector success stories. Organized by the Canadian Exporters' Association (CEA), EAITC, and the Canadian International Development Agency (CIDA). For more information, contact Sandy Baillieul or George Rogerson, CEA, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

**Charlottetown — April 26-28 — Atlantic Canada Fashion Workshop (ACFW).** A two-day immersion workshop for business people active in the apparel and accessories industry. To register (the \$220 cost covers meals and accommodation), contact Irene Pigott. Tel.: (902) 368-8528. Fax: (902) 368-7087.

**London — April 28-May 1 — Business Strategies for Competing in a Global Economy.** Designed to help senior executives face the challenge of North American Free Trade and global competition, this three-day seminar features case studies with lectures on critical questions. Organized by the National Centre for Management Research and Development, University of Western Ontario. Participation fee is \$995 plus GST. Contact William Pursell, Administrative Director. Tel.: (519) 661-3307. Fax: (519) 661-3838.

**Montreal — April 30 — Financing Exports: Let's Talk Risks.** A workshop organized by the Export Development Corporation (EDC). Contact Marie-Josée Allaire, EDC, Montreal. Tel.: (514) 878-1881. Fax: (514) 878-9891.

**Vancouver — Second part of May — How to Sell Non-defence Products to the U.S. Government** is the subject of a one-day New Exporters to Border States (NEBS) mission to Seattle. Date to be confirmed. Contact Jacalin Crossfield, ITC, Vancouver. Tel.: (604) 666-1440. Fax: (604) 666-8330.

**Vancouver — May 23-26 — Inter-Market '91.** This international congress and trade show on east-west relations will explore the new business relationships expected to emerge from the restructuring of East European economies. Import-export matters will be discussed in a forum of world leaders in banking, industry, technology, marketing and tourism. The trade show, a venue for joint venture opportunities, will exhibit export products and tourism information. For more information, contact Inter-Market '91 Congress Ltd., Vancouver. Tel.: (604) 980-9972. Fax: (604) 980-7058.

**Edmonton — June 4-6 — Inter-Can '91: 7th Biennial International Canadian Onshore and Offshore Petroleum Exhibition Show & Conference** features the latest in petroleum and natural gas products, services and technology. Contact Bruce Day, Inter-Can '91, c/o Canadian Exhibition Management Inc., Edmonton. Tel.: (403) 469-2400. Fax: (403) 469-1398.

## 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: 993-6435).

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