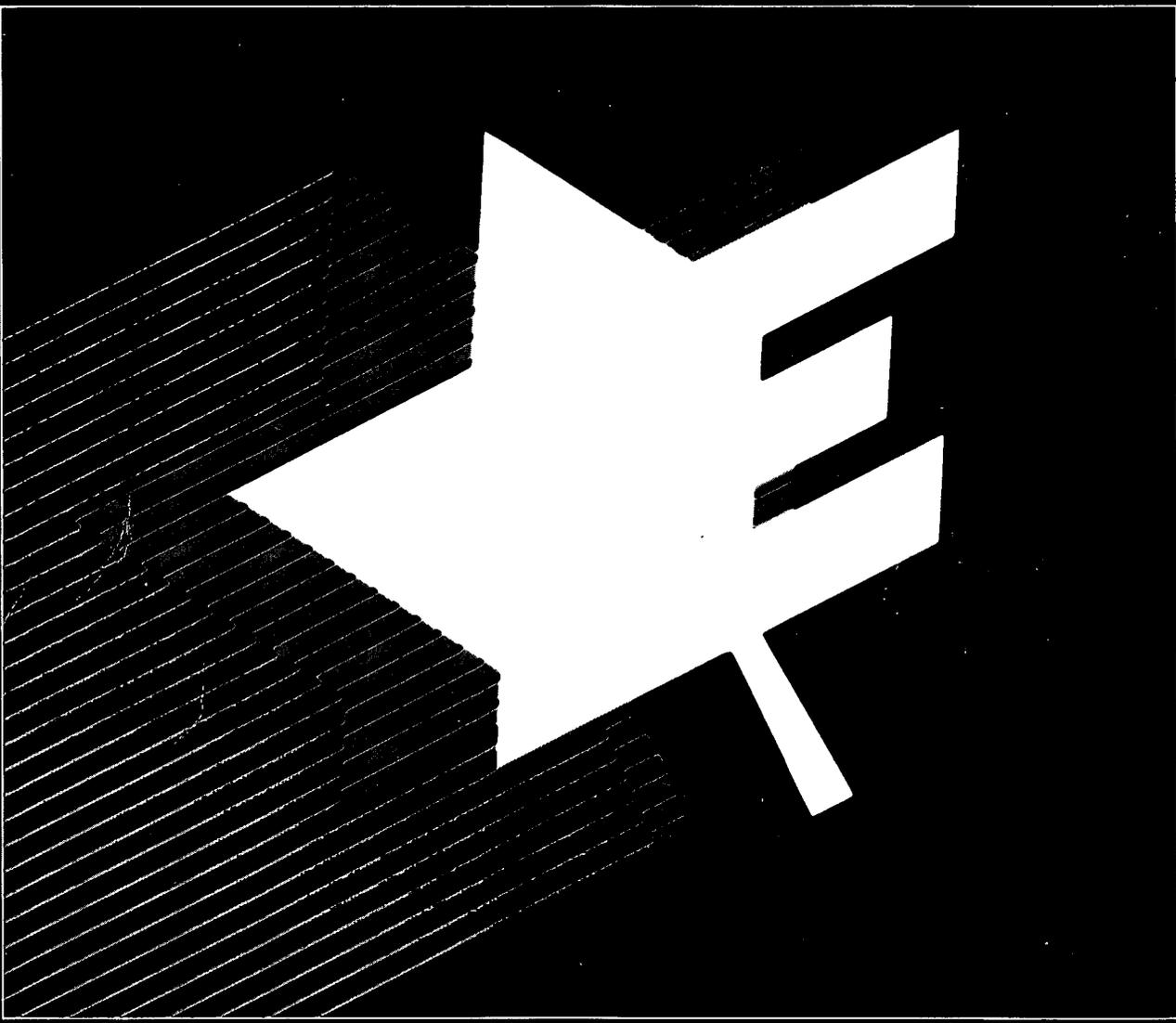
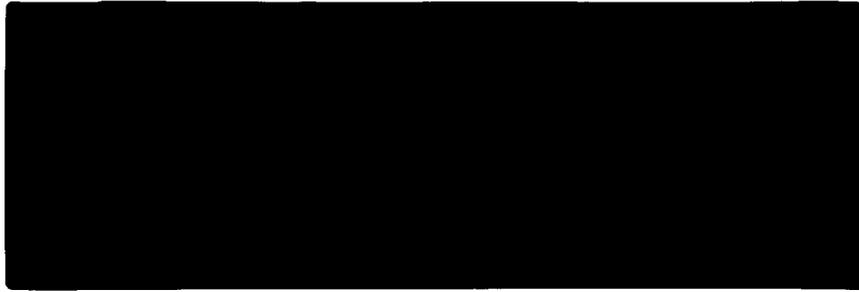


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International Trade
Department of External Affairs

Commerce extérieur
Ministère des Affaires extérieures



Canada



External Affairs
Canada

Affaires extérieures
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Appendix F

DEPARTMENT OF EXTERNAL AFFAIRS

TRADE PUBLICATIONS

FOR DISTRIBUTION IN CANADA

**FOR
INTERNAL USE ONLY**

**DEPARTMENT OF
EXTERNAL AFFAIRS**

May 1989

43-265-989

<p>Dept. of External Affairs Min. des Affaires extérieures</p> <p>OCT 20 1993</p> <p>RETURN TO DEPARTMENTAL LIBRARY RETOURNER A LA BIBLIOTHEQUE DU MINISTERE</p>
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INTRODUCTION

This is the second edition of the Department of External Affairs Trade Directory. Most of the publications that were listed in the first edition (March 1988) are still available. Several more have been added.

The conditions which prevented the first edition being distributed to the general public also apply to the second edition. Because of the following conditions, this directory is intended for internal use only. They are:

- Some trade publications are not available in both official languages. (In some cases, supplies of either the French or English have been depleted.)
- Some of the publications are dated and have questionable usefulness.
- The Department does not have a central distribution unit to respond to requests for publications. Distribution is often controlled by the divisions that have produced the publications.

The Department is now embarking on a "corporate trade identity" program which will include among other things:

- the creation of a central distribution unit for publications. This unit would stock brochures at a commercial warehouse and monitor stock levels;
- the production of a Departmental trade publications plan which would propose mechanisms to keep existing publications up to date, propose new publications where gaps now exist and ensure consistency in cover presentations and formats;
- Info Export, through its hot line service, would act as a referral point for trade publications and the fulfillment would be done by the distributing unit;
- the Trade Publications and Advertising Working Group (TPAWG) which reports to the Trade Communications Committee (TCC) will be the main fora used to review and put in place the above mechanisms.

Introduction

About This Directory

The publications listed in this directory fall into three main categories:

1. General Export Publications,
2. Publications on Specific Export Markets, and
3. Free Trade Agreement (FTA) Publications.

The division responsible for each publication is identified following the publication description, as is the language in which it is available, and the year it has been published (or its publishing schedule).

Some publications are identified as "English, French." This indicates that the publication has separate English and French versions. Those indicated as "bilingual" are single publications with English and French under the same cover.

Note: This directory does not list External Affairs' trade publications for foreign audiences, normally distributed by our posts abroad

Official Languages and Distribution

The Official Languages Act requires the bureau or division responsible for the production of a publication to ensure its availability in both official languages, if it is intended for public distribution within Canada, or for wide distribution within the public service.

How to Obtain Listed Publications

The name and telephone number of each division's publications officer is available at the back of this directory. Anyone wishing to obtain a specific publication or requiring further information is requested to contact the appropriate publications officer by phone or by writing to:

(Name of publications officer)
(Division and acronym)
Department of External Affairs
Lester B. Pearson Building
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Notice to ITC Regional Trade Directors

There is a procedure in place to service bulk publication requirements four times a year (January, April, August and October). For more information, contact BTC/Nancy Whitehead: (613) 992-6267.

1. GENERAL EXPORT PUBLICATIONS

GETTING INTO EXPORTING

(1) Info Export Brochure

Lists services available through the department's export trade information centre. Source: Trade Communications (Canada) Division (BTC). (bilingual)

(2) So You Want to Export?

Steps to take when planning to export. Included are: tips on assessing the export potential of your product; identifying and visiting target markets; where to go for marketing information and assistance; the programs offering financial assistance; and trade commissioner services. Includes an export pricing sheet, checklists for overseas sales visits, and an export jargon index. Source: Trade Communications (Canada) Division (BTC) (English, French, annually)

(3) Export Guide: A Practical Approach

Advice on developing corporate trade strategies, export pricing, transportation, financing, using trading houses, and countertrade. Also included is a list of available export support facilities and programs. Source: International Trade Centres and Regional Operations (TPO) (English, French, 1988)

(4) Excellence in Exporting: What the Winners Say

Summarizes the qualities common to Canada Export Award winners. Source: International Trade Centres and Regional Operations (TPO) (bilingual, 1986)

(5) Fish Product Export Market Opportunities Guide

Source: Fisheries and Fish Products Division (TAF) (English, French, March 1989.)

EXPORT NEWS, WORLDWIDE CONTACTS AND EVENTS

(6) CanadExport

This departmental newsletter keeps exporters up-to-date with Canadian export activities, trade opportunities abroad, upcoming trade fairs, and export-related programs. Source: Trade Communications (Canada) Division (BTC) (English, French, semi-monthly)

(7) Directory of the Canadian Trade Commissioner Service

Canada's trade commissioners abroad provide exporters with valuable information and assistance on markets in their particular regions. This directory lists all Canadian missions with foreign trade and tourism responsibilities. Included are the names of heads of missions and officers with immediate responsibility in the commercial, economic, investment and tourism fields. Source: Trade Communications (Canada) Division (BTC) (English, French, annually)

(8) Calendar of Events: Government -Initiated Program for Export Market Development (PEMD) Activities

Lists upcoming federal government-sponsored trade fairs and missions abroad by sector and region of the world. Source: Export Programs Division (TPE) (English, French, updated periodically)

(9) Calendar of Trade Promotion Events Within Canada

Lists trade promotion events in Canada for approximately nine months following publication. Distributed internally, to DRIE regional offices, major associations, and provincial trade contacts. Source: International Trade Centres and Regional Operations (TPO) (English, French, quarterly).

(10) Provincial Trade Contacts

Lists names, addresses, telephone numbers, etc., of trade and other relevant officials in provincial and territorial departments; DRIE regional offices; EDC, FEDC, WDO and ACOA offices (the "Green Pages"). Source: Trade Development Policy and Liaison Secretariat (TFX) (English, French, revised periodically).

Export News, Worldwide Contacts and Events

(11) DEA Trade Contacts

Lists names and telephone numbers of ADMs, DGs and Directors of Trade and Investment Divisions (geographical and functional) in DEA. Also lists desk officers for all foreign territories served, and DRIE regional offices (the "Pink Pages"). Source: Trade Development Policy and Liaison Secretariat (TFX) (English, January 1989, revised annually)

FINANCIAL AND OTHER ASSISTANCE PROGRAMS

(12) Program for Export Market Development (PEMD) Handbook and Application Forms

Information on types of program objectives; types of assistance available; eligibility criteria for participants, applicants and activities; amount of PEMD contributions; information on application submissions, processing and payment claims. Application forms are available for assistance in trade fairs and visits; project bidding; establishment of export consortia; establishment of permanent sales office abroad; and special activities in the promotion of food, agriculture and fish products. Source: Export Programs Division (TPE) (English, French, revised periodically)

(13) Market Development Instruments/Assistance Available to the Canadian Agri-Food Sector

Provides a comprehensive overview of government programs that support the private sector, including: outgoing and incoming trade missions; trade fairs; PEMD; incoming buyers; technical seminars; support and assistance; market maintenance mechanisms; solo food shows; in-store and restaurant promotions; promotional material; export education; trade development institutions; aid/trade linkage; technical agreements; model farms; credit guarantees and insurance; CIDA; export financing and international development banks. Source: Market Development Division (TAA) (English, French, 1987)

(14) International Financing Data: A Business Guide to Export Financing and Other Financial Assistance

Many exporters are unaware of the specialized services provided by Canadian and multilateral financing institutions. This booklet outlines the financial services offered by chartered banks, the Export Development Corporation, the Canadian International Development Agency, international financing institutions, and provincial export funding programs. Source: Export Finance, Capital Projects Division (TCF) (English, French, 1989)

Financial and Other Assistance
Programs

(15) Technology Inflow Program Brochure

The Technology Inflow Program facilitates the acquisition of foreign technological innovation needed by Canadian companies to develop new or improved products or processes. This brochure describes the Program and how to obtain the assistance of Canadian missions abroad. It also explains how to apply for funding assistance related to investigating foreign technology. Source: Science and Technology Division (TDS) (bilingual, revised periodically)

(16) CARIBCAN - Canadian Programs for Commonwealth Caribbean Trade, Investment & Industrial Cooperation

This kit provides information on CARIBCAN, an economic and trade development assistance program for countries of the Commonwealth Caribbean. It includes information on CARIBCAN's one-way, duty-free access to the Canadian market for almost all imports from the Commonwealth Caribbean. Source: Caribbean and Central America Trade Development Division (LCT) (English, French, 1988)

OPTIONS FOR EXPORTERS

(17) Export Markets: The Trading House Connection

Trading houses act as commercial intermediaries between Canadian producers and foreign purchasers or consumers. This booklet describes types of trading houses (merchants who buy and sell for profit, agents who receive commissions or fees), explains when trading houses should be used, lists considerations when selecting a trading house, and provides references for further information. Source: Export and Transportation Services Division (TPS) (English, French, 1989)

(18) Countertrade Primer for Canadian Exporters

Countertrade transactions involve goods sold to an importer conditional upon a reciprocal purchase or undertaking. This primer describes forms of countertrade, suggests ways of dealing with countertrade demands, lists countertrade houses and their areas of specialization, and describes countertrade practices of 44 countries. Source: Export Finance and Capital Projects Division (TCF) (English, French, 1985)

(19) Winning Asian Development Bank Contracts

The Asian Development Bank, of which Canada is a member, lends money to various developing countries to undertake specific projects. This pamphlet outlines how Canadian companies can obtain information and bid on those bank-financed projects and provides a list of useful contacts. Source: Asia Pacific South Trade Development Division (PST) (English, French, 1987)

TRANSPORTATION TO DEVELOPING COUNTRIES

(20) Canada's Export Trade and Transportation to the Less-Developed Countries

In order to continue as a premier trading nation, Canada must energetically pursue trading with other regions including the developing world. This report summarizes exporters' views on, and outlines the difficulties in, shipping to developing countries. Source: Export and Transportation Services Division (TPS) (bilingual, 1986)

(21) Trade vs. Transportation Barriers: What's the Answer?

Outlines the restrictions and discrimination encountered by Canadian exporters shipping to the developing world. Subject areas include shipping costs, the growth of national fleets, and possible Canadian responses to restrictive shipping practices. This paper was discussed during a cross-Canada workshop series co-sponsored by the department and the Exporters Coalition on Canadian Maritime Policy. Source: Export and Transportation Services Division (TPS) (bilingual, 1987)

(22) Canada's Trade with the Developing World: Trade Solutions to Transportation Problems

This report outlines the proceedings of a conference held in June 1987, where representatives of the export community, carriers, and government discussed the conclusions of five cross-Canada workshops on problems with shipping to the developing world. The conference resulted in various importer and exporter solutions to the situation prevailing in certain sectors. Source: Export and Transportation Services Division (TPS) (bilingual, Spring 1988)

Import and Export Controls

IMPORT AND EXPORT CONTROLS

Notices to Exporters

This series of administrative documents provides exporters with the latest regulations concerning the Export Control List, the Area Control List, and the General Export Permits. Source: Special Trade Relations Bureau (ESD) (bilingual, issued throughout year)

- (23) Canadian Export Controls: An Exporter's Guide
- (24) Export Control List

Notice to Importers

These administrative documents provide importers with the latest regulations affecting goods on the Import Control List. Source: Special Trade Relations Bureau (ESD) (English, French, issued throughout year)

- (25) Import Control List

APPLYING FOR A CANADA EXPORT AWARD

(26) Canada Export Award Application

This booklet explains eligibility and selection criteria and includes an application form. Source: International Trade Centres and Regional Operations (TPO) (bilingual, revised every March)

EDUCATIONAL PUBLICATIONS

(27) Export Development Seminar -- Leader's Guide

Turns the "Export Guide: A Practical Approach" into a one-day export development seminar. Contains schedule, timetable, case studies and overhead slides. Source: International Trade Centres and Regional Operations (TPO) (bilingual, 1988)

(28) Canada: Our Place in the World

An interdisciplinary resource book for elementary school teachers that recommends a wide variety of activities that will enable students to develop an understanding of trade, its importance in Canada, and its appeal as a career. Source: International Trade Centres and Regional Operations (TPO) (English, French, 1987)

2. PUBLICATIONS ON SPECIFIC EXPORT MARKETS

UNITED STATES

This informative pocket guide includes such topics as: general market descriptions; economic conditions; trade statistics; business practices; services for exporters; customs regulations and documentation information; transportation routes and services and useful addresses. Source: United States Trade and Tourism Development Division (West) (UTW) (English, French)

- (29) Southwestern States: A Guide for Canadian Exporters (1985)

U.S. Market Sector Studies

Valuable information for Canadian companies planning to export their products or services to certain American market sectors. (English, French)

- (30) Market Studies of United States: Pulp and Paper Mill Machinery, Southeastern U.S.A. (1985)
- (31) Precision, Planning and Perseverance: Exporting Architectural Services to the United States (1987)

The source for the above two publications is the United States Trade and Tourism Development Division (West) (UTW)

- (32) Market Studies of United States: A Market Study of Major Purchasers of Frozen Fish and Shellfish for the Foodservice Sector (bilingual, 1988)
- (33) Market Studies of United States: An Analysis of Market Opportunities for Selected Canadian Residential Heating Equipment in the Northeast U.S.A. (English, French, 1985)

The source for the above two publications is the United States Trade and Investment Development Division (East) (UTE)

(34) Canadian Industry and the United States Defence Market

This booklet includes a variety of information on dealing with the U.S. defence market: market identification and constraints; contracting and sub-contracting; contractual requirements; tariffs and duty-free entry and industrial security. Source: United States Division (TDP) (English, French, 1988)

(35) United States/Canada Defence Development Sharing Program Pamphlet

Outlines the Defence Development Sharing Program (DDSP) that helps Canadian firms perform research and development work for the U.S. Armed Forces. Under the DDSP Canada shares development costs with the U.S. for many American Defence R&D projects involving Canadian prime contractors. Source: United States Division (TDP) (bilingual)

(36) Selecting and Using Manufacturers' Agents in the United States

This booklet outlines the steps an export or marketing manager can take when preparing to negotiate an agreement with an American manufacturer's sales agent. Source: United States Trade and Investment Development Division (West) (UTW) (English, French, 1989)

(37) A Guide to Apparel Trade Shows in the United States

Provides an overview of how to prepare a marketing plan and strategy for exporting to the U.S. market, the benefits of trade shows in general, and how to succeed at a trade show. Also provides a list of U.S. apparel trade shows and a series of market profiles. Source: United States Trade and Tourism Development Division (West) (UTW) (English, French, annually)

(38) A Guide to Hi-Tech Electronic Trade Shows in the U.S.

Provides an overview of why a company should participate in a trade show, a guide to preparing a U.S. marketing plan, and lists major trade shows in the electrical and electronics industry sector. Source: United States Trade and Investment Development Division (East) (UTE) (English, French, annually)

ASIA PACIFIC NORTH

(39) Joint Ventures with the People's Republic of China: A Primer for Canadian Business

Answers to some of the questions Canadian businesses have about investing in China and an overview of the issues and complexities such an investment entails. Source: East Asia Trade Development Division (PNC) (English, French, 1988)

(40) The Agri-Food Market in China: How Can We Improve Canada's Export Performance?

Outlines a proposed trade development strategy for agricultural exporters to China. The strategy takes into account current Chinese economic plans and Canadian trade initiatives, describes agri-food subsectors of particular interest to Canada, and presents short and long-term plans of action. Source: Market Development Division (TAA) (English, 1987) Note: Forward and Executive Summary are in English and French.

Hong Kong Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Hong Kong. Source: East Asia Trade Development Division (PNC) (English, French)

- (41) Market Study of the Medical and Dental Sectors in Hong Kong (Spring 1988)
- (42) Market Study of the Pollution Control Sector in Hong Kong (Spring 1988)
- (43) Market Study of the Telecommunications Sector in Hong Kong (Spring 1988)
- (44) Computer Software in Hong Kong: Marketing and Distribution Information for Canadians (1987)

(45) Japan: A Guide for Canadian Exporters

Includes items such as: a general market description (history, geography, population, currency, languages, government system, etc.); economic conditions; trade statistics business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: Japan Trade Development Division (PNJ) (English, French, 1988)

Japan Market Sector Studies

Valuable information for Canadian companies to export their products or services to certain Japanese market sectors. Some studies report the findings of various missions to Japan undertaken by representatives of Canadian industry and government. Source: Japan Trade Development Division (PNJ)

- (46) Automotive Technology Transfers: The Japanese Challenge and Opportunity (English, French, 1986)
- (47) Biotechnology in Japan: Opportunities for Industrial Cooperation (English, 1986)
- (48) The Biotechnology Mission to Japan (February 14-28, 1986): The Industry Report (English, 1986)
- (49) Canadian Manufacturers' Association (CMA) Industrial Technology Mission to Japan, November 1986 (English, 1986)
- (50) The Japanese Do-It-Yourself Market (English, French, 1986)
- (51) Report on Functional Ceramics Development in Japan (English, French, 1987)
- (52) A Study of the Japanese Feed Industry, The Role of Canadian Alfalfa Products in that Industry and The Potential for Expanded Markets in Japan for These Products: A Report for the Canadian Dehydrators Association, May 1986 (English, 1986)
- (53) Technological Improvements of Atlantic Canadian Herring Roe Preparatory to Market Expansion in Japan: An interim Report, July 1988 (English, 1988)
- (54) Exporting Canadian Manufactured Products of Japan: How to Increase Success (English, 1986)
- (55) A Profile of the Retail Food and Beverage Sectors in Japan (English, French, 1986)

- (56) A Profile of the Food Service Sector in Japan (English, 1986)
- (57) Advanced Manufacturing Technologies Mission to Japan (English, 1985)
- (58) Study on the Capelin Market in Japan (English, 1987)

(59) Report on Herring Roe Mission to Japan

Report on the mission in December 1988 by representatives from several fish exporting companies, the Fish Council of Canada and the source division. Source: Fisheries and Fish Products Division (TAF) (English, French, 1989) (English, French 1988)

(60) Exporting Canadian Manufactured Products to Japan: How to Increase Success

This study provides Canadian manufacturers of consumer and industrial products with information on assessing their product's export potential; distribution channels; and the costs, risks, benefits, and do's and don'ts of exporting to Japan. Includes contacts in Canada and Japan that can assist Canadian businesses and provide additional information. Source: Japan Trade Development Division (PNJ) (English, French, 1986)

Export Opportunities in Japan

This series of studies are designed to inform Canadian exporters about new trade opportunities in Japan. The series pinpoints specific market segments where new Japanese import demands meet proven Canadian capability. It includes market segment profiles, details specific market technical characteristics, documents success stories and provides market bibliographies and key contact lists. The series has been produced in consultation with the Japanese Export Trade Organization (JETRO) and has the support of the Japanese Ministry of International Trade and Industry (MITI). Source: Japan Trade Development Division (PNJ) (English, French)

- (61) The Atlantic Herring Roe Market (1989)
- (62) The Processed Meat Market (1989)
- (63) The Bottle Water Market (1989)
- (64) The Windows and Doors Market (1989)
- (65) The Retail Food and Beverage Market (1989)
- (66) The Food Service Market (1989)

Asia Pacific North

- (67) The Pleasure Boat Market (1989)
- (68) Japan: Selected Market Studies and Publications (1989)
- (69) A Profile of Publications in Japan: How to Promote Canadian Books (1989)

Korea Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Korea.
Source: East Asia Trade Development Division (PNC) (English, French)

- (70) Korean Aerospace Market Study (Summer 1988)
- (71) Korea: Biotechnology (Summer 1988)
- (72) Market Analysis of Pollution Control Equipment Export Potential to the Republic of Korea (1986)
- (73) Food Market in the ROK (December 1988)
- (74) The Korean Automotive Parts Industry (March 1986)
- (75) Instrumentation Market Study Korea (March 1987)

ASIA PACIFIC SOUTH**Australia Market Sector Studies**

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Australia. Source: Asia Pacific South Trade Development Division (PST) (English)

- (76) Report on Australian Agriculture Software Market (1987)
- (77) Report on Australian Education Market (1987)
- (78) Report on Australian Natural Resources Software Market (1988)
- (79) Report on Australian Software Market (1988)
- (80) Report on Australian Terminal Market (1988)
- (81) Report on Cad Cam Products in Australia (1988)
- (82) Report on Canadian Datacommunications Products in Australia (1988)
- (83) Report on Canadian Health Food (1988)
- (84) Report on Canadian Insurance Software in Australia (1988)
- (85) Report on Canadian Jams (1988)
- (86) Report on Canadian Mineral Water, Beer, Cider (1988)
- (87) Report on Canadian Wine (1988)
- (88) Report on Frozen Vegetables (1988)
- (89) Report on Honey Market (1988)
- (90) Report on Overview of the Australian Mining Industry (1987)
- (91) Report on Personal Computer Dealers in Australia (1987)
- (92) Report on Sugar and Confectionary (1988)

Bangladesh Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Bangladesh. Source: Asia Pacific South Trade Development Division (PST) (English)

- (93) Report on Ports Development Trade Mission to Bangladesh (1989)
- (94) Report on Future Projects and In-House Survey of Bangladesh Telecommunications Sector (1989)

Asia Pacific South

India Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in India.

Source: Asia Pacific South Trade Development Division (PST)
(English, French)

- (95) Opportunities for Canadian Automotive Parts Manufacturers in India (1987)
- (96) Report on Indian Computer Industry (1986)
- (97) Report on Indian Medical Equipment and Devices Sector (1987)
- (98) Report on Oil and Gas Industry in India (1986)
- (99) Report on Indian Telecommunication Sector (1986)

Indonesia Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in

Indonesia. Source: Asia Pacific South Trade Development Division (PST) (English, French)

- (100) Report on Animal Feed (1989)
- (101) Report on the Indonesian Electrical Equipment Market (1987)
- (102) Report on the Oil and Gas Sector in Indonesia (1987)
- (103) Report on Pulp/Paper

(104) Filipino Agents and Distributors

A list of agents and distributors by industry sector. Source: Asia Pacific South Trade Development Division (PST) (English, French, 1988)

Filipino Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in

Indonesia. Source: Asia Pacific South Trade Development Division (PST) (English, French)

- (105) Filipino Factory-Built Housing Market Study
- (106) Filipino Medical Equipment Market Survey

Malaysia Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Malaysia.

Source: Asia Pacific South Trade Development Division (PST)
(English, French)

- (107) Market Study on the Aerospace Sector in Malaysia (1988)
- (108) Market Study on the Computer Sector in Malaysia (1988)
- (109) Market Study on the Food Processing Sector in Malaysia (1988)
- (110) Market Study on Medical Equipment and Supplies in Malaysia (1987)
- (111) Market Study on the Oil and Gas Sector in Malaysia (1988)
- (112) Study on Security Products in Malaysia (1987)
- (113) Market Study on the Telecommunications Sector in Malaysia (1988)

(114) New Zealand Consumer Goods Market Sectoral Survey

Source: Asia Pacific South Trade Development Division (PST)
(English, French, 1988)

(115) Singapore Tourism Sector Study

Source: Asia Pacific South Trade Development Division (PST)
(English, French, 1988)

Thailand Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Thailand.

Source: Asia Pacific Trade Development Division (PST)
(English, French)

- (116) Market Study of the Autoparts Sector in Thailand (1987)
- (117) Market Study on Capital Projects (1988)
- (118) Market Study Computer Hardware & Software (1988)
- (119) Market Study Consulting Services in Thailand (1988)
- (120) Market Study: Eastern Seaboard Project in Thailand (1987)
- (121) Market Study on Medical Equipment in Thailand (1987)

Asia Pacific South

- (122) Market Study of the Mining Sector in Thailand (1987)
- (123) Market Study of the Power Generation and Transmission Sectors in Thailand (1987)
- (124) Market Study on Project Procurement Opportunities in Thailand (1987)

Guides for Canadian Exporters

Informative pocket guides are available for the countries listed. The guides include items such as: general market descriptions; economic conditions; trade statistics; business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: Asia Pacific Trade Development Division (PST) (English, French)

- (125) Brunei: A Guide for Canadian Exporters (1989)
- (126) India: A Guide for Canadian Exporters (1989)
- (127) Indonesia: A Guide for Canadian Exporters (1986)
- (128) Malaysia: A Guide for Canadian Exporters (1989)
- (129) Philippines: A Guide for Canadian Exporters (1989)
- (130) Singapore: A Guide of Canadian Exporters (1987)
- (131) Thailand: A Guide for Canadian Exporters (1986)
- (132) Exporter's Guide to ASEAN (1989)

WESTERN EUROPE

(133) Canadian Exporters: A Look into the French Market

A general description of the French market and summaries of specific export opportunities for Canadian industries. Source: Western Europe Trade and Investment Development Division (RWT) (English, French, 1988)

(134) France: Guidelines for Canadian Fish Exporters

Provides a detailed overview of the market for fish products in France including access conditions, tariffs, important trade contacts, export data and tips on approaching the market. Source: Western Europe Trade and Investment Development Division (RWT) (French, English, 1989)

(135) Canada-France Economic Relations

An overview of trade and investment links between France and Canada, including some of the major events of the past few years. Source: Western Europe Trade and Investment Development Division (RWT) (English, French, 1989)

(136) Canada-United Kingdom Opportunities for Business

An overview of Canada-UK economic and trade relations and trends with a synopsis of specific opportunities for business in the following sectors: telecommunications; informatics; defence; consumer and leisure products; clothing; agricultural; fruit and vegetables; fish and shellfish; processed foods; breeding livestock; pulp and paper products; wood products; minerals and metals; science and technology and investment. Source: Western Europe Trade and Investment Development Division (RWT) (English, March 1989)

(137) United Kingdom Sector Profile: Agriculture, Fisheries and Resource Industries

Provides a detailed overview of the various forest products, metals and minerals, energy, and food, fish and agriculture industries in the U.K. Source: Western Europe Trade and Investment Development Division (RWT) (English, 1987)

(138) Report on SIAL '88 (Salon International De l'Alimentation)

A report on the bi-annual SIAL Trade Show in Paris. Source: Fisheries and Fish Products Division (TAF) (English, French, 1989)

(139) Report on Fisheries Mission to Spain

Report on the mission led by the source division with several Canadian fish exporting companies and their findings. Source: Fisheries and Fish Products Division (TAF) (English, French, 1989)

(140) Switzerland: A Guide for Canadian Exporters

This guide includes items such as: general market descriptions (history, geography, population, currency, languages, government system, etc.); economic conditions; trade statistics; business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: Western Europe Trade and Investment Development Division (RWT) (English, French, 1985)

(141) 1992: Implications of a Single European Market
Part 1: Effects on Europe

This report details the major economic and trade effects of the integration of the European market. It also provides a clear picture of the situation, the general expectations, and the responses by European governments and industries to the unification legislation and implementation measures. An Executive Summary is available under separate cover. Source: European Community Trade Policy Division (REM) (English, French, 1989)

USSR AND EASTERN EUROPE

(142) Yugoslavia: A Guide for Canadian Exporters

An informative pocket guide that provides: a general market description (history, geography, population, currency, languages, government system, etc.); economic conditions; trade statistics; business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: USSR and Eastern Europe Trade Development Division (RBT) (English, French, 1986)

(143) USSR: Information for Businessmen -- First Approach to the Market

Similar information as contained in the department's Guide for Canadian Exporters series. Source: USSR and Eastern Europe Trade Development Division (RBT) (English, French, 1989)

(144) Summary Report of a Survey on Canadian Countertrade Experience in the USSR and Eastern Europe

This study examines the extent and depth of Canadian exporters' countertrade experience in the USSR and Eastern Europe. It provides exporters with a reference point on which to base their experiences and information, and is intended to assist them in coping with future countertrade demands. Source: Export Finance, Capital Projects and Trading House Division (TCF) (English, French, 1987)

(145) Canadian Countertrade Experience in Eastern Europe

Summarizes a survey conducted by the Canadian-East European Trade Council and reviews countertrade issues on a country-by-country basis. Source: Export Finance, Capital Projects and Trading House Division (TCF) (English, French, 1987)

MIDDLE EAST

(146) Middle East Information Sheets and Packages: Topic Index

Approximately 100 different background notes, guides and profiles on doing business in the Middle East market. Source: Middle East Trade Development Division (GMT) (English, 1989)

(147) Canadian Export Guide to the Arabian Gulf States

Includes: general market description (history, geography, population, currency, language, government system, etc.); economic conditions; trade statistics; business practices; travel tips; customs and exchange regulations, and useful local contacts. Source: Middle East Trade Development Division (GMT) (English, French, 1989)

(148) Canadian Export Guide to Saudi Arabia

Same information as above publication, except specific to Saudi Arabia. Source: Middle East Trade Development Division (GMT)(English, French, 1989)

AFRICAGuides for Canadian Exporters

Informative pocket guides are available for the countries listed below. The guides include items such as: general market descriptions (history, geography, population, currency, languages, government system, etc.); economic conditions; trade statistics; business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: Africa Trade Development Division (GAT) (English, French)

(149) Algeria: A Guide for Canadian Exporters (1985)

(150) Cameroon: A Guide for Canadian Exporters (Summer 1988)

(151) Cote d'Ivoire: Guidelines for Canadian Fish Exporters

A guide for Canadian exporters on how to approach and evaluate the market in the Cote d'Ivoire. Source: Fisheries and Fish Products Division (TAF) (English, French, 1989)

CARIBBEAN AND CENTRAL AMERICA

Guides for Canadian Exporters

Informative pocket guides are available for the countries listed below. The guides include items such as: general market descriptions (history, geography, population, currency, languages, government system, etc.); economic conditions trade statistics; business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: Caribbean and Central America Trade Development Division (LCT) (English, French)

(152) Barbados: A Guide for Canadian Exporters (1989)

(153) Cuba: A Guide for Canadian Exporters (1987)

(154) Jamaica: A Guide for Canadian Exporters (1989)

(155) Panama: A Guide for Canadian Exporters (1988)

(156) Basic Country Data

Provides statistical and other basic country information such as: population; size; government; economy and diplomatic and trade relations with Canada. Source: Caribbean and Central America Trade Development Division (LCT) (English, French, 1986/87)

The following countries are included:

Antigua and Barbuda	Haiti
Bahamas	Honduras
Barbados	Jamaica
Belize	Mexico
Bermuda	Montserrat
Costa Rica	Nicaragua
Cuba	Panama
Dominica	Puerto Rico
Dominican Republic	St. Kitts-Nevis
El Salvador	St. Lucia
Grenada	St. Vincent and the Grenadines
Guatemala	Trinidad and Tobago
Guyana	Turks and Caicos Islands

Bahamas Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in the Bahamas. Source: Caribbean and Central America Trade Development Division (LCT) (English, French)

- (157) Bahamian Food Market Sector Study (1987)
- (158) The Automotive Replacement Market -- Barbados (1987)

Jamaica Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Jamaica. Source: Caribbean and Central America Trade Development Division (LCT) (English, French)

- (159) Jamaican Market for Food Products (1987)
- (160) The Jamaican Computer Market (1986)
- (161) Jamaican Market for Chemical Imports (1986)
- (162) Automobile Replacement Parts Market -- Jamaica (1986)
- (163) Jamaican Market for Pulses (1987)
- (164) Jamaican Market for Textiles (1987)
- (165) Jamaican Lumber Market (1988)
- (166) Jamaican Packaging Industry (1988)

Mexico Market Sector Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Mexico. Source: Caribbean and Central America Trade Development Division (LCT) (English, French)

- (167) The Market for Agricultural Products in Mexico - Opportunities for Canadian Exporters (1986)
- (168) The Mexican Petroleum Industry (1986)
- (169) Summary Report on Imports by the Federal Electricity Commission of Mexico (1986)
- (170) The Mexican Fishing Industry (1986)
- (171) Mexican Forest, Lumber, Pulp and Paper Industries (1986)
- (172) Mexico Oilseeds Report (1986)

Caribbean and Central America

- (173) Mexico -- Tourism -- Market for Hotel Equipment (1987)
- (174) The Mexican Market for Pollution Control Equipment and Instruments (1987)
- (175) The Mexican Market for Food Processing and Packaging Machinery Equipment (1987)
- (176) The Mexican Automotive Industry (1988)
- (177) Plastics Industry in Mexico (1989)

Trinidad and Tobago Sector Study

Valuable information for Canadian companies planning to export their products or services. Source: Caribbean and Central America Trade Development Division (LCT) (English, 1988)

- (178) Plastics Industry in Trinidad and Tobago

SOUTH AMERICA

Guides for Canadian Exporters

Informative pocket guides are available for each of the countries listed below. The guides include items such as: general market descriptions (history, geography, population, currency, languages, government system, etc.); economic conditions; trade statistics; business practices; travel tips; customs and exchange regulations; transportation routes, and useful local contacts. Source: South America Trade Development Division (LST) (English, French)

- (179) Argentina: A Guide for Canadian Exporters (1987)
- (180) Chile: A Guide for Canadian Exporters (1988)
- (181) Ecuador: A Guide for Canadian Exporters (1989)
- (182) Venezuela: A Guide for Canadian Exporters (Summer 1989)

(183) Basic Country Data

Provides statistical and other basic country information such as: population; size; government; economy; foreign trade statistics; trade with Canada details, and contacts within the country. Source: South America Trade Development Division (LST) (English, 1987)

Argentina	Ecuador
Bolivia	Paraguay
Brazil	Peru
Chile	Uruguay
Columbia	Venezuela

Colombia Market Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Colombia. Source: South America Trade Development Division (LST)

- (184) Overview of Oil and Gas Industry -- Colombia (English, 1987)
- (185) Colombian Mining Sector (English, 1986)
- (186) Colombian Coal Sector (English, 1986)

South America

Peru Market Studies

The following studies provide detailed market analyses for Canadian manufacturers and suppliers on commercial opportunities in Peru.

Source: South America Trade Development Division (LST) (English, 1987)

(187) Agriculture and Food Report -- Peru

(188) Peruvian Energy Sector

(189) Canadian Investment Opportunities in Brazil

An introduction to Brazil and its economy. Includes basic country data, a description of sectors and industries. Includes list of useful contacts and investment opportunities, including assistance and investment incentives. Source: South America Trade Development Division (LST) (English, 1986)

3. PUBLICATIONS ON THE CANADA-U.S. FREE TRADE AGREEMENT

INFORMATION FOR THE GENERAL PUBLIC

(190) Synopsis of the Agreement

A comprehensive summary and explanation of the main features of the agreement. Source: Trade Communications (Canada) Division (BTC) (bilingual, November 1988)

(191) The Free Trade Agreement, In Brief

A condensed summary of the agreement in very general terms. Source: Trade Communications (Canada) Division (BTC) (bilingual, January 1988)

(192) Issue Pamphlets

Each of the following pamphlets explains a key element of the agreement. Source: Trade Communications (Canada) Division (BTC) (bilingual, 1987/88)

Agriculture	Fishing Industry
Automotive Industry	Forest Products
Consumer Interests	Investment
Culture	Key Benefits
Disputes	Tariffs
Energy	Tourism
Women	

(193) Regional Pamphlets

Each of the following pamphlets explains the overall effect of the agreement on the region. Source: Trade Communications (Canada) Division (BTC) (bilingual, 1987/88)

Atlantic	Prairies
Quebec	British Columbia
Ontario	N.W.T. & Yukon

DOCUMENTS FOR THE BUSINESS COMMUNITY AND SPECIAL INTEREST GROUPS

(194) The Legal Text of the Agreement

Source: Trade Communications (Canada) Division (BTC) (English, French, 1987/88) (approx. 315 pages)

(195) U.S. Tariff Schedule

Source: Trade Communications (Canada) Division (BTC) (English, French, 1987/88) (approx. 495 pages)

(196) Canada's Trade Statistics Handbook

A summary of international trade and trade related statistics relevant to the Canada-U.S. and Multilateral trade negotiations. Source: Trade Communications (Canada) Division (BTC) (English, French, December 1988)

(197) The World Our Market

Describes Canada's role in the GATT and our objectives in the Uruguay Round of negotiations. Source: Trade Communications (Canada) Division (BTC) (bilingual, December 1988)

(198) The Glossary

A glossary of frequently used terms and acronyms in the multilateral trade negotiations. Source: Trade Communications (Canada) Division (BTC) (bilingual, December 1988)

(199) Impact Assessment Studies

These studies, which were prepared by the relevant government departments, assess the impact of the agreement on various sectors of the economy. Source: Trade Communications (Canada) Division (BTC) (bilingual, 1988)

Agriculture
Canadian Consumers
Economic Assessment
Energy
Fisheries

Metals & Minerals
Forestry
Industry
Services
Women

STUDIES IN CANADIAN EXPORT OPPORTUNITIES IN THE U.S. MARKET

(200) Publications outlining some of the enhanced opportunities for Canadian exporters in the United States market. Each contains basic information on individual product sectors. Source: Trade Communications (Canada) Division (BTC) (bilingual, 1988/89)

Agricultural Machine Parts	Aircraft Parts
Auto Parts O.E.M.	Beauty Products
Business Machines	Chemicals
Drugs	Fish Products
Footwear	Furniture
Jewellery	Equipment
Metalworking Machinery	Measuring & Instrumentation
Medical Equipment	Plastic Products
Rubber Products	

ETHNIC PAMPHLETS

(201) The Free Trade Agreement, In Brief

A condensed summary of the agreement in very general terms available in:

Chinese	Greek
Italian	Portuguese

Source: Trade Communications (Canada) Division (BTC)

(202) Women's Issue Pamphlet available in:

Chinese	Greek
Italian	Portuguese

Source: Trade Communications (Canada) Division (BTC)

INFORMATION FOR THE GENERAL PUBLIC

(203) Bill C-2, Summary of Benefits

A summary of the benefits as identified through recent analyses of the impact of the Canada-U.S. Free Trade Agreement. Source: Trade Communications (Canada) Division (BTC) (bilingual, December 1988)

Canada-U.S. Free Trade Agreement

(204) Bill C-2, Highlights

Highlights of the Canada-U.S. Free Trade Agreement Implementation Act. Source: Trade Communications Bureau (BTC) (bilingual, December 1988)

(205) Bill C-2, Implementation - What Happens

A brief outline of the immediate changes in force on January 1, 1989
Source: Trade Communications Bureau (BTC) (bilingual, December 1988)

VIDEO AND CASSETTE TAPES

(206) Canada/U.S. Trade Agreement

An 11 minute video tape and audio tape. Source: Trade Communications Bureau (BTC) (1989)

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Caribbean and Central America Trade Development Division (LCT)	T. Bearss	995-8742
East Asia Trade Development Division (PNC)	D. Mrkich	995-8628
European Community Trade Policy Division (REM)	P. Tanner	992-0749
Japan Trade Development Division (PNJ)	D. Mrkich	995-8628
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United States Trade and Tourism Development (West) (UTW)	M. Conway	991-9480
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PUBLICATIONS ON THE CANADA-U.S. FREE TRADE AGREEMENT

Trade Communications (Canada) Division (BTC)	W. Rathwell	990-2461
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