



Enquiries should, preferably, be sent in either English or French.

The TFOC will discuss the product proposal with industry specialists, and advise the exporter whether it might find a market in Canada. If it requires adaptation (for example, changes in packaging or in specifications), the TFOC will provide limited advice on what might be required.

To provide this service, the TFOC requires detailed information on each product and the manufacturer. Enquiries should include complete product data and technical specifications, when applicable, as well as photographs and/or a small sample, a catalogue and prices, in Canadian or American dollars (fob a Canadian port, if possible).

TFOC will respond, through the Ukraine Embassy in Ottawa, with an application to register as an exporter. Once the product and company are accepted, the TFOC will either contact importers directly with the offer, or publish the enquiry in its quarterly trade magazine "FLASH", which is sent to over 2,500 Canadian importers.

The Executive Director of TFOC, Robert H. Gayner, recently visited Ukraine to announce the Program, and to meet with associations and government departments that are involved in assisting exporters. He described the Program activities that are planned for the coming months, in which Ukrainian exporters, and the Ottawa Embassy, will be eligible to participate. He also discussed means of promoting awareness of the Program amongst exporters in Ukraine.

It is expected that many exporters will seek TFOC assistance under this Program. One challenge will be to ensure that candidate companies have sufficient experience in exporting (for example, to neighbouring countries) to profit from this service. Also, Mr. Gayer pointed out that the products that they propose to Canadian importers are recommended by TFOC as being ready for that market. Therefore, they must be available in consistent quality, and in sufficient and continuing quantity to meet new orders, and the demands of this market.

The TFOC has influenced CDN \$180 million worth of imports to Canada from client countries over the past five years. From that business, Canadian importers report that they have saved CDN \$48 million in lower costs from their new suppliers. One point that this fact has highlighted is that price is a large reason for an importer to try a new source of products. However, Mr. Gayner also noted that price cannot be achieved by reducing quality, as the Canadian consumer is still very quality conscious.

Exporters (and importers interested in Ukraine's products) can contact the TFOC directly, or through the Ukraine-Canada Policy and Trade Centre, or the Ukraine Embassy, in Ottawa.

UKRAINE'S NEIGHBOUR POLAND RECEIVES CANADIAN LINE OF CREDIT

May 11 ... The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade announced the establishment of a \$40 million, Capital Goods and Services Line of Credit for Poland, to be administered by the EDC (Export Development Corporation).

The line of credit will involve the redeployment of unused funds that Canada contributed to the Polish Stabilization Fund (PSF) in 1989.

"This is an opportunity for Canada to further our active program of assistance to Poland," Minister Wilson said, "and the line of credit will help create markets for Canadian exporters and investors in Poland."

The funding is primarily, but not exclusively, in support of the sale of equipment and services in the environmental, telecommunications, oil and gas, and agricultural sectors.

At the present time, Ukraine is benefiting from a \$50 million line of credit from EDC.

CANADIAN COMPANIES JOIN AGROTECH UKRAINE 93 SHOW

May ... A number of Canadian companies visited the international AGROTECH UKRAINE 93 show in Kyiv. They included: Pacific Dairy Centre Ltd. (Abbotsford, BC), Neumann Farms Ltd. (Mission, BC), Alberta Wheat Pool (Calgary, Alta.), Amity AG-Enterprises Inc. (Clyde, Alta.), A.R.S. Trucking and Welding Ltd. (Edmonton, Alta.), CanEd International Inc. (Calgary, Alta.), Cool Grain Inc. (Calgary, Alta.), Courtney Berg Industries Ltd. (Linden, Alta.), Flexahopper Plastics Ltd. (Lethbridge, Alta.), Heritage Foods Ltd. (Edmonton, Alta.), Laden Industries Equipment Inc. (Linden, Alta.), New Noble Services Ltd. (Nobleford, Alta.), Standen's Limited (Calgary, Alta.), Brandt Industries Ltd. (Regina, Sask.), Sakundiak Equipment Ltd. (Regina, Sask.), Senstek Ltd. (Saskatoon, Sask.), Wecan Project Development Inc. (Humboldt, Sask.), Brett-Young Seeds Ltd. (Winnipeg, Man.), Canukr Development Corporation (Winnipeg, Man.), S.S. Johnson Ltd. (Arborg, Man.), Roberts, Sloane and Associates Inc. (Winnipeg, Man.), Simpson McGrath Inc. (Winnipeg, Man.), Western Combine Corporation (Guelph, Ont.).

Most companies had noted special interest in agricultural marketing opportunities in Ukraine. Officials from External Affairs should be contacted for details of this show and additional upcoming shows in Ukraine and other East European countries.

UKRAINIAN CURRENCY DISCUSSIONS HELD IN OTTAWA

May 18 - 28 ... A five-person delegation from the National Bank of Ukraine visited the Canadian Bank Note Company (CBN) in Ottawa. The NBUdelegation was headed by Mr. Alexander O. Veselowsky, the First Deputy Chairman of the Board. (For other delegates, see picture above). CBN has already com-