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Ministry of
Agriculture
and Food

**NEW FAR EAST EXPORT
COURSE OFFERED**

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TORONTO - A new two-day course for those interested in exporting food and agricultural products to the expanding Far East market is being offered by the Ministry of Agriculture and Food.

The course, to be held September 24 and 25 in Chatham, will cover a wide range of topics including trade terms, documentation, export packaging and how to find markets abroad.

"The course will deal with the whole spectrum from making the first contact to shipment of goods," says Michael Loh, export development officer with the Ministry of Agriculture and Food. "The course will take a step-by-step approach and be based on real life experience. Specific examples will be provided in many cases."

Participants will gain insight into Far East business practices, culture and customs through the use of videotapes dealing with Japanese ways of doing business as well as consumer preferences and the variety of tastes in the Japanese market.

Another videotape will provide insight from three executives who discuss the steps they have taken to become successful exporters in the Far East.

The course, which is designed by business consultant Chin-Geok Lim, adds a new dimension to the ministry's ongoing export promotion program. Lim has a strong background in all aspects of marketing and wide experience in the Far East.

"Many small companies tend to shy away from the Far East because of unfamiliarity with business practices, language, culture and customs," Loh said. "A basic knowledge builds confidence and should help to increase Canadian exports to that part of the world."



GOOD THINGS GROW IN ONTARIO



For further information or an application form for the course contact any local Ministry of Agriculture and Food office or the market development branch of the ministry in Toronto at (416) 965-7701.

- 30 -

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