

BUSINESS AGENDA

College Programs on International Trade

Ottawa — International trade programs are being offered, in collaboration with The Forum for International Trade Training (FITT), by Ottawa-based La Cité collégiale. The courses, conducted in French, are on weekends, with the Winter Session running from January 17 to April 19, 1997 and the Spring Session from May 2 to June 28, 1997. The program leads to a diploma or certificate and is accredited by the International Association of Trade Training Organization (IATTO) which is recognized in 23 countries. The accreditation also is recognized by the funding members of FITT, representing more than 300,000 Canadian companies. For registration, cost and other information, contact Diane Vaillancourt, Chairper-

son, International Trade Programs, tel.: (613) 742-2493 ext. 2098 or 1-800-267-2483. Information on the

college is available at WWW.lacite.on.ca. Information on FITT can be obtained at WWW.FITT.ca

Toronto to Host Supercharged Home Show

Toronto — February 2-4, 1997 — More business is one of the pluses that buyers and exhibitors are promised at the **Canadian Hardware/Housewares/Home Improvement Show (CHS)**. The CHS'97 is the 92nd annual edition of Canada's largest national hardlines marketplace, where doing business is the primary reason to participate. Organizers say that, with more than 1,200 hardlines displays, featuring tens of thousands of home and do-it-yourself products, there will be no shortage of buying opportunities at this trade only event. For registration or other information, contact CHS, 6800 Campobello Road, Mississauga, Ontario L5N 2L8, Tel.: (905) 821-3470 or 1-800-268-3965; Fax: (905) 821-8946.

Action Plan for Japan — *Continued from page 3*

strated Canadian expertise.

Japanese Investment Strategies

Japanese investment strategies are increasingly oriented toward reducing costs by shifting operations overseas, by emphasizing international procurement, and through more active intra-company trade in materials, finished products and services. While short-term investment plans have

focused on dynamic Asian markets, the prospects for further investment in Canada remain promising since Japanese companies will need to retain market share and pursue fully integrated production abroad, including research and development and the manufacture of component parts.

Contacts

Copies of *Canada's Action Plan for Japan* may be obtained from

the Department of Foreign Affairs and International Trade's InfoCentre: 1-800-267-8376 or 613-944-4000; through your local International Trade Centre, or through the Internet on the Department of Foreign Affairs and International Trade website: <http://www.dfait-maeci.gc.ca>; (enter Ni-Ka Online in most search engines to reach the Japan website directly). FaxLink: 613-944-4500.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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