

Seville World Trade Centre

While the main thrust of a universal exposition is cultural, a business component to Expo '92 is the International Business Centre located in the World Trade Centre Building Expo '92. The centre was set up by SOGEXPO in which the State Corporation for the 1992 Seville Universal Exposition; together with large private companies, are shareholders.

The World Trade Centre Building opened for business on January 1, 1991 and will be run by Expo '92 until December 31, 1992. During this time the Seville World Trade Centre (WTC) will rent 1,500 square metres of space in this building. The Seville WTC will carry on operations in the WTC Building after 1992.

The WTC Association was established in New Orleans in 1968 with the aim of promoting international business relations and increasing foreign trade with less developed countries. The association is made up of autonomous centres. At present there are 76 functioning WTCs, 16 under construction and plans for 78 more.

SOGEXPO's main objective is to encourage and help entrepreneurs from the business world and the people responsible for Participating Countries in Expo '92 to develop commercial links. Such business activities will be part of the International Business Centre which was established as the result of an agreement between the WTC association and Expo '92.

A full range of services are already available for the business community planning for its access in the

single market of 1992. These services include short-term rental of fully equipped private offices and long-term rental of non-equipped offices in the WTC Building.

The building is a "smart" one, wired for global communications. Business persons are offered the services of competent translators, public relations professionals and office staff. Also offered are tourism and transportation services geared to the business traveller.

As well, SOGEXPO offers a full range of computers, and communications services such as data banks. The WTC is part of the Business Community Network (BCNet) put in place by the EEC to facilitate the achievement of the single market for the private sector. It is an "Euroguichet" of the EEC network and will assist in reaching potential business partners.

Under the umbrella of "Club 92", SOGEXPO will be holding an extensive programme of seminars, conferences and debates.

Persons interested in "Club 92" or in details concerning cost of business services, may contact the:

SOGEXPO

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Imax Film Presents a Portrait of Canada

International visitors to the Canada Pavilion will experience a vision of Canada and its people unprecedented in its clarity, drama and spectacle—all through an exciting large-screen IMAX film presentation produced by the award-winning National Film Board of Canada.

Now being shot across Canada under the direction of acclaimed filmmaker Colin Low, "DISCOVERY" (working title) will be a 15-minute portrait of Canada celebrating its people and landscape in a fast-paced coast-to-coast tour encompassing natural environment and human achievement.

Inspired by the pavilion's theme—"Explore Canada, Explore a New World"—"DISCOVERY" will be the first IMAX film shot and projected at 48 frames per second (twice the rate used in the production of conventional films) producing a strikingly rich and clear image further enhanced by the scale of the IMAX screen—24 metres high by 33.6 metres wide. The NFB is developing new editing techniques and systems to accommodate this new process working in co-operation with IMAX Systems Corporation (ISC) in a truly Canadian effort. Expo '92 will be the premiere site for this new cinematic technology.

Development of this film was undertaken with the co-operation of External Affairs and International Trade Canada.

Canadian Participation

Expo '92

Seville, Spain

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