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CANADEXPORT

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October 1, 1992

October is Canada International Trade Month

The date of this issue coincides with the kick-off to a month-long (October) annual campaign that highlights the importance of international trade to Canada's economic and social well-being.

Canada International Trade Month (CITM) celebrates the successes of Canadian companies in the international marketplace and, through a series of events for Canadian exporters, encourages

and assists Canadian enterprises to pursue international business opportunities.

One of the many trade development programs offered to Canadian businesses by External Affairs and International Trade Canada, CITM is a cooperative effort with the department's International Trade Centres, other federal government departments and agencies, and private trade associations and organi-

zations across Canada.

A major event in the month-long campaign is the **Canada Export Award**, which, this year, is celebrating its 10th Anniversary.

A symbol of achievement and excellence in exporting Canadian goods and services to all parts of the world, the Award is sponsored by External Affairs and International Trade Canada. It is presented to Canadian companies that have shown their ability to compete and prosper in the global trading arena.

This year's recipients will be announced by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson at a special ceremony in Montreal on October 5. The presentation of the Award is held in conjunction with the 49th Annual Convention of the Canadian Exporters' Association. (See related article on page 5).

Since the program's inception, 124 successful exporters, selected from some 2,000 candidates, have received a Canada Export Award. To celebrate the program's 10th Anniversary, the 124 Award recipients have been invited to attend the 1992 ceremony in Montreal. They will be presented with a special

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Bridge Across the Pacific

Festival Hong Kong Means Business

This month and next, several Canadian cities will be humming to the business savvy, sights, sounds, and tastes of Hong Kong.

Festival Hong Kong 92 was launched officially in Toronto in late September. It will wind down in Vancouver toward the end of October, though some events run into November. Indeed, the Governor of Hong Kong is scheduled to visit Canada in November to formally close Festival activities.

The promotional undertaking, financed by Hong Kong to the tune of \$6.0 million, is the reciprocal event of Canada's successful Festival Canada'91, held last summer in Hong Kong.

Both festivals were developed to reinforce the growing partnership and promote friendship between the two regions.

The theme of **Festival Hong Kong 92** is "Hong Kong and Canada: Bridge Across the Pacific" and while numerous cultural events (dragon dances, street parades, art exhibits and food festi-

vals) may steal the show, the bottom line is very much business.

In Calgary, for instance, business leaders see the festival as an opportunity for the city to sell its expertise in telecommunications, environmental protection and engineering. The city expects up to 500 Hong Kong business leaders, sponsors, organizers and volunteers between October 1-14.

Along the same lines, the Vancouver chapter of the Hong Kong Canada Business Association is organizing a workshop and seminar on Hong Kong's new airport and related infrastructure projects.

Major business luncheon/seminars, featuring high-level Hong Kong and Canadian government and business persons, are scheduled for the five key centres across Canada: Toronto, Montreal, Calgary, Ottawa and Vancouver. Similar events will be held in other cities, including Winnipeg, Halifax, Edmonton, Regina

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