

Canada-Europe Round Table Later this Month

Given the high importance the Government attaches to the development of Canada's trade relations with the European Union (EU), Prime Minister Chrétien will meet with new EU Commission President Romano Prodi on December 16 in Ottawa.

As usual, economic issues will play a central role at this Canada-EU Summit, an event which takes place twice a year.

What has been notably absent in the multi-faceted Canada-EU relationship until now is a formal business-to-business link. Fortunately, this gap has now been filled with the official launch last June in Brussels of the Canada-Europe Round Table (CERT) at a meeting attended by former Minister of International Trade Sergio Marchi and former EU Commission Vice-President Sir Leon Brittan.

CERT, which enjoys the support of key companies such as Alcan, Seagrams and Novartis, has released a position paper containing a series of trade policy recommendations directed to Canada and the European Commission. Both governments have undertaken to respond to these proposals and will do so prior to the

next CERT meeting planned for Ottawa on the margins of the upcoming Canada-EU Summit.

CERT has the potential to play a key role in defining and advancing the Canada-EU trade and economic policy agenda, much as the EU-USA Transatlantic Business Dialogue (TABD) has over recent years. However, CERT is in its early stages and is actively seeking new members.

If your company has important trade or investment interests in Europe you should give CERT involvement serious consideration. CERT offers a specific focus on Canadian and EU issues, excellent access to senior government policy makers and the opportunity to network with companies from both sides of the Atlantic.

The CERT Secretariat is currently located in Brussels and has yet to establish a formal presence in Canada.

For further information, contact Jan Candries, Director, CERT - Canada Europe Round Table for Business, rue Zinnerstraat, 1 B-1000 Brussels, Belgium, tel.: (011-32-2) 549-5142, fax: (011-32-2) 549-5144, e-mail: cert@skynet.be or Cameron Siles, EU Relations Division, DFAIT, tel.: (613) 996-2056, e-mail: cameron.siles@dfait-maeci.gc.ca

Australian Opportunity for Canadian Communications Technologies

SYDNEY, AUSTRALIA — April 4-6, 2000 — The Canadian Consulate General in Sydney is co-ordinating a Canada Stand for Canadian firms to participate in Australia's premier communications industry conference and exhibition, NOW 2000.

A number of Canadian companies may already be familiar with the annual ATUG event, which was re-launched last year as NOW. All of Australia's major telecommunications and communications industry representatives will gather for this event.

The recent changes in the Australian marketplace, resulting in more carriers and service providers seeking to purchase systems and technologies, along with smart business users transforming their activities into more competitive and productive forms, provides a ready and enlarged Australasian market for systems and equipment suppliers. This is an opportune time for Canadian suppliers of communications technologies to access or increase their business in the Australian market.

The Canada Stand will allow up to 10 Canadian companies to exhibit directly.

For more information on exhibiting at the NOW 2000 Canada Stand, contact Cadia Maestri, Business Development Manager (IT&T), Canadian Consulate General, Sydney, tel.: (011-61-2) 9364 3042, fax: (011-61-2) 9364 3097, e-mail: cadia.maestri@dfait-maeci.gc.ca, NOW 2000 Internet site: www.atug.org.au

SPACE IS LIMITED, SO BE SURE TO ACT NOW!