

FACILITATING CROSS- BORDER INDUSTRY NETWORKING

By Tim Hobson

The Consulate General in Boston has developed a directory of Canadian and American North-Eastern Multimedia Firms, and put it on a diskette. With the help of some industry associations, some mailing lists, and their own research, the Consulate found close to 800 companies.

The goal of this initiative was to facilitate contact between firms on both sides of the border, and already there is talk amongst the firms listed of a conference to bring them together later this year in Boston. Ideally, some strategic alliances would result between the Canadian and

American companies.

Interest in this directory has gone as far as Seattle, where the BC Trade representative is developing something similar, with a focus on west coast firms. Boston is working on a Macintosh version of the directory (the Multimedia's platform of choice), and is eagerly awaiting some success stories that may have been spawned by this initiative.

For more information on the Multimedia in Canada and New England Directory, contact Margaret Counts at the Canadian Consulate General, MITNET 468-3358.

THE FIRST CANADIAN BUSINESS CENTRE OPENS IN MEXICO CITY

The Canadian Business Centre in Mexico is open for business!



CANADIAN BUSINESS CENTRE
CENTRO CANADIENSE DE NEGOCIOS
CENTRE D'AFFAIRES CANADIEN

Centre is a user-pay, multi-purpose facility that provides Canadians with:

The Centre, designed to support the growing number of Canadian exporters interested in the Mexican market, is Canada's first state-of-the-art business facility abroad. With over 7,000 Canadian commercial inquiries registered so far in 1994, Mexico is now one of Canada's busiest trade embassies in the world.

For Roger Chan, the Business Centre's Director, the opening of the Centre means Canadian exporters have all the business support and facilities they need to do business successfully in Mexico. The Business

- a 600 m² exhibition space to host special events and trade shows;
- ready-to-use temporary executive offices and telecommunications services for daily use;
- fully equipped seminar and conference rooms to accommodate large meetings; and
- a permanent business information centre providing a direct link for Canadian companies to the resources of the Canadian Embassy.