

World PC EXPO 2000, Tokyo, Japan — Continued from page 1

Trade Fairs and Missions

To help them do so, JETRO has created the *Software Import Specialist Program 2000*. Under the program, a software industry specialist from Japan will visit a number of Canadian companies that have potential in the Japanese market and will select some of them for inclusion in JETRO's booth at the World PC Expo in Tokyo in the fall 2000.

There is no fee for participating in this program, and most shipping and exhibition costs are borne by JETRO. All Canadian software companies that do not already have an agent, distributor or contract in Japan are invited to apply for this program.

Participating companies will also receive a list of Japanese firms that

expressed an interest in their product during the trade show. This list includes contact information, a brief company profile, and an indicator of their level of interest. Over the past two years, these lists have given Canadian companies an average of more than 100 contacts each.

JETRO is a Japanese government-related agency that operates under the auspices of Japan's Ministry of International Trade and Industry. Its mandate is to facilitate Canadian

exports to Japan, as well as to promote the expansion of investment between the two countries.

DFAIT's Japan Division fully supports these efforts to help Canadian software companies and encourages them to contact JETRO.

For more information or to receive an application — the deadlines are very tight — contact Jason Krausert, Assistant Director, Research and Investment, JETRO-Toronto, tel.: (416) 861-0000, ext. 235, fax: (416) 861-9666.

Business Agenda

Doing Business in Uzbekistan

CALGARY — January 10, 2000 — The Canada Eurasia Energy & Industry Alliance (CEEIA) is organizing a conference on *Doing Business in Uzbekistan*. There will be representatives of Uzbekneftegas, the Ministry of External Affairs, Foreign Investment, Higher and Secondary Education and Environment. CEEIA is a non-profit, membership-funded organization that promotes the business development of Canadian industry in Eastern Europe and the Former Soviet Union. Registration by Internet: www.ceeia.org, e-mail: iva@ceeia.org or fax: (403) 218-8727.

Alimentaria 2000 is Waiting for You!

BARCELONA, SPAIN — March 6-10, 2000 — Alimentaria 2000 is considered the largest international food fair in the world after ANUGA (Cologne) and SIAL (Paris).

In March 2000, more than 3,000 participants from about 50 countries are expected to attend. It is anticipated that approximately 110,000 visiting professionals from some 90 countries will be accredited.

In order for Canada to project the best image abroad, Canadian companies will be in the international section. A commercial attaché from the Canadian Embassy in Spain will attend.

Alimentaria 2000 will be divided into nine product families: *Expobebidas* (soft drinks, bottled water, beer, ciders); *Intercarn* (meat and meat byproducts); *Interlact* (milk and dairy products); *Interpesca* (fish and seafoods); *Intervin* (wines and spirits); *Multiproducto* (general food products); *Mundidulce* (sweets, cookies and confectionery); *Restaurama* (food outside the home); and *Vegefruit* (fruits and vegetables).

The fair will also have parallel activities such as an international food forum focusing on *Communication in the 21st Century*; *Innoval*, presenting a range of new products, and an international wine-tasting competition.

For information, or to participate, contact Gayle McCallum, European Trade Promotion, DFAIT, tel.: (613) 996-1530, fax: (613) 944-1008, e-mail: gayle.mccallum@dfait-maeci.gc.ca or Rosemarie Ojalvo, OCI Marketing Inc., tel.: (519) 433-0531, fax: (519) 433-0811, or Sylvie Laniel, Quebec Department of Agriculture, Fisheries and Food, tel.: (514) 873-4147, ext. 251.

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Web site at <http://www.dfait-maeci.gc.ca>

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