

Making Trade Shows Work

Once again, the seminars, **Making Trade Shows Work**, with North America's foremost trade and consumer show expert Barry Siskind will be offered across Canada. In just one day, Barry will take you through his step-by-step approach guaranteed to double your trade show results. Registration for the full day is \$175.

Mention that you read about this in *Canadalexport* and receive a \$25 discount.

WINNIPEG — March 15

NIAGARA FALLS — April 4

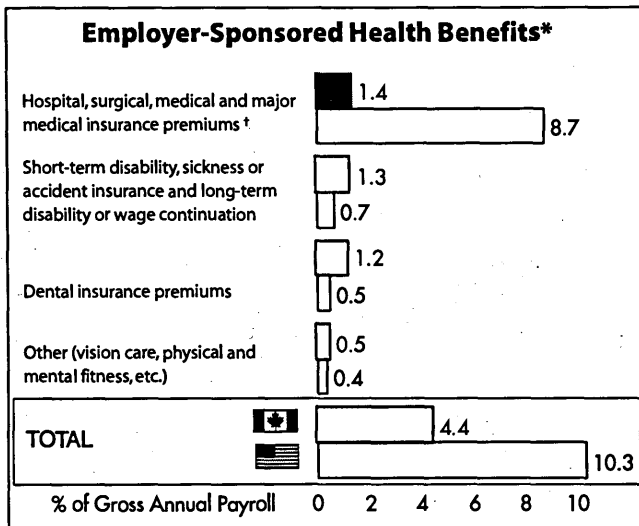
SAINT JOHN, N.B. — April 26

EDMONTON — May 16

For more information, call 1-800-358-6079 or visit www.siskindtraining.com *

Canadian business costs show hidden savings

- **Lower health care costs:** Health care costs in Canada, as a percentage of the annual payroll, are 22% lower than in the U.S. — 2.1% compared with 9.6%.*
- **Lowest payroll taxes:** Payroll taxes are lower in Canada than in any other G-7 country — 16.3% vs. 24.9% in the U.S.^A
- **Lower statutory and employer benefits:** Canada ranks significantly lower than the U.S. as benefits, Canadian employer-sponsored plans and time not worked are only 27.1% of salary and wages compared to 41.7% in the U.S.*
- **Lower premiums and liability:** Workers' compensation in Canada applies lower premiums and limits company liability, unlike the U.S. where unlimited liability is the norm.



^A Source: *Revenue Statistics, Organization for Economic Co-Operation and Development (OECD), 1965/98.*

For more information on investing and doing business in Canada, click on www.investincanada.gc.ca or call (613) 941-0354, fax: (613) 941-3796, e-mail: lanoy.louise@ic.gc.ca

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 Internet site at www.dfalt-maeci.gc.ca

Canada Export Awards 2001



Apply now for recognition as one of Canada's top exporters!

"The Canada Export Awards have given us fantastic visibility both domestically and internationally," said Med-Eng Systems Inc. Director of Marketing Bogdan Capruciu. "It is a way of saying thank you for the work we've done." Third-time winner of a Canada Export Award, Med-Eng Systems Inc. of Ottawa also received the Lifetime Achievement Award in 2000.

The application deadline for the 2001 awards is March 31.

For more information or to obtain an application form, visit the Canada Export Awards Web site at www.infoexport.gc.ca/awards-prix or contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395. *


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