

Toronto Hosts Conference On Pacific Rim

Toronto — The Eighth Pacific Rim Opportunities Conference (PROC VIII), the theme of which is "Business Strategies for the Future", will be held here April 17-19, 1994.

The event is an opportunity for participants to learn about doing business with the dynamic markets of the Pacific Basin: Brunei Darussalam, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Mexico, the Philippines, Singapore, Taiwan, Thailand and the

United States.

Participants will learn first-hand from leading Canadian, Asian, Mexican and American speakers what business strategies work best in the Pacific Rim; what Asian venture capital financing is available for Canadian enterprises; and what opportunities and challenges are provided by the trend towards regionalism.

Senior Canadian trade commissioners also will be on hand to answer your specific questions about

the opportunities for your products and services.

Registration brochures will be available in February 1994 for this event which is sponsored by The Pacific Basin Economic Council-Canadian Committee (PBEC-CC), in cooperation with the Asia Pacific Foundation of Canada.

For more information, contact Bronwyn Best, (PBEC-CC), 65 Queen Street West, Suite 1100, Toronto M5H 2M5. Tel.: (416) 869-0541. Fax: (416) 869-1696.

Business, Environment Global Concern at Conference

Vancouver — GLOBE 94, the third **GLOBE Conference and Trade Fair on Business and the Environment**, will be held here March 24-25, 1994.

Prime Minister Jean Chrétien has invited environment ministers from the Asia Pacific Economic Cooperation (APEC) Nations to participate in GLOBE 94 — North America's premier international environmental business event!

Environment Minister and Deputy Minister Sheila Copps will chair the APEC meeting.

At the trade fair, more than 450 companies from around the world will be displaying the newest in environmental technologies, while more than 1,000 delegates will hear experts from some 20 countries speaking on a range of subjects.

Topics include: regulations and competitiveness; corporate environmental strategy; finance and investment; emerging international markets; and technology cooperation.

APEC, established in 1989, represents the economies of Australia, Brunei Darussalam, Canada, People's Republic of China, Hong Kong, Indonesia, Japan, Korea,

Malaysia, Mexico, New Zealand, Papua New Guinea, Philippines, Taiwan, Thailand, and the United States.

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SIBEX '94

Building Markets in the ASEAN

Singapore — Companies wanting to build markets throughout the ASEAN could find it well worth their while to exhibit at **SIBEX**, the **Singapore Building Exposition**, being held here in mid-May, 1994.

Virtually anything that is used to build — from walls, floors, and ceilings, to cabinets, plumbing, electrical equipment — will be highlighted at the exposition.

In this region of Asia, say trade officials, every aspect of the building industry is booming — in residential, commercial and industrial fields.

SIBEX attracts buyers from all the ASEAN (Malaysia, Philippines, Thailand, Indonesia and Brunei) as well as from Singapore — so the market is well worth exploring, especially since Canadian goods and services enjoy an excellent

reputation in the region.

Indeed, the Canadian High Commission in Singapore, which will have an information booth at the show, is encouraging Canadian companies to participate.

The show organizer, who should be contacted for booth information (and exact date of the event), is Sarala Govindan, Reed Exhibition Services, Stamford, Connecticut. Tel.: (203) 352-8356. Fax: (203) 964-9209.

Companies that cannot exhibit in person but wish to have their literature distributed at the information booth should send multiple copies of their brochures to Canadian High Commission, Robinson Road, Post Office Box 845, Singapore 9016, Republic of Singapore. Tel.: (011-65) 225-6363. Fax: (011-65) 225-2450.