

## DETROIT ON THE INTERNET

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assistance we can provide Canadians and Americans.

The four states we serve, Michigan, Ohio, Indiana and Kentucky are home to many companies, agencies, universities and technology development organizations that make extensive use of the Internet. The Consulate General works closely with a number of these organizations. We have established "hypertext links" to web sites in the Midwest, including the National Center for Manufacturing Sciences, the United States Department of Defense, university technology transfer offices, and Canadian studies programs.

The web site also points to several government home pages in Canada, including the Canadian Open Government Pilot Project, the National Library of Canada, the National Research Council Canada, and several provincial and municipal services.

Our home page contains articles generated in-house on Canadian exports, the U.S. market for Canadian products and services, technology transfer, strategic alliance and licensing opportunities, Canadian tourist attractions and convention centres, immigration policy, our public affairs and academic relations program, and consular services. The opening screen contains a short message of "welcome" from our Consul General, Donald Wismer beside his photograph.

We have developed a list of upcoming trade and technology missions, conferences and expositions, and cultural and public affairs events the Consulate General is involved in, or which may be of interest to Canadians. We also have a list of future trade shows in the region that Canadian companies may wish to exhibit in or to visit.

We also invited Internet visitors to compose and send us electronic mail messages from within the home page. We have received mostly immigration inquiries to date but anticipate increased

messages about trade and technology issues as we expand the information we offer.

Creation of the home page took nearly five months. It required outside expertise to develop the graphic interface on "hypertext markup language," better known as "HTML." The Consulate General engaged BDI, Inc. in Halifax, N.S. to determine what we wanted and needed to offer on the home page to design the graphics, and to create the initial HTML.

We are working with a local service provider Online Technologies, Inc. (Michigan BizServe) of Ann Arbor, Mi., which hosts our home page and links us to the Internet. While a home page can be

housed on computer servers anywhere in the world, we chose a local service to simplify management of our site. We have benefited from using BizServe, as it has

given us entree into the "community" of high technology clients in Ann Arbor, and have made a number of important new business contacts as a result of this exposure. We would be pleased to provide guidance and assistance to others who may be considering establishing their own home pages.

*Ben Gailor is Consul and Trade Commissioner in Detroit. Robert Webb is Vice-Consul and Assistant Trade Commissioner in Detroit.*

*To visit the Canadian Consulate General in Detroit on the World Wide Web, access the following URL address with your Web browser:*

**<http://bizserve.com/canadian-detroit>**

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## Readership Survey

The following are the lucky winners of Trade Post t-shirts.



Kathryn Aleong (Mexico City)  
Judith Bradt (Washington)  
Sylvia Cesaratto (Johannesburg)  
Athena Chan (Hong Kong)  
Ikbal Demirdache (Osaka)  
Greg Goldhawk (Athens)  
Honoré Mondomobe (Yaoundé)  
Sharon Peress (Tel Aviv)  
Chris Pullenayegem (Colombo)  
Victoria Vinogradova (Kiev)