

CANADA WEEK IN SEOUL - MARCH 14-19, 1988

The following is a summary of activities currently planned for Canada Week.

Activities in Seoul

1. Technology Showcase. This exhibit features models and videos of examples of leading Canadian technology and products in selected industrial sectors where Canada has great potential for expanding trade with or attracting investment from Korea. Beside the Showcase exhibit, in an area called the Business Centre, will be individual exhibit booths from four provinces (British Columbia, Alberta, Ontario and Quebec), the Association of Universities and Colleges of Canada, (to help capture marketshare of qualified Korean students), the Association of Canadian Community Colleges, the Department of External Affairs' Win Export System, Tourism Canada and a booth featuring our investment and entrepreneurial immigration programs.
2. Technical Seminars. Three, day-long technical seminars on aerospace, data communications and biotechnology sectors are planned for March 15, 16 and 17. The above sectors are rated to have the best chances for Canadian high-tech export development in Korea. The seminars will be given by representatives of about 25 Canadian companies.
3. Canadian Food Festival. The Seoul Hilton Hotel will run a Canadian Food Fair in its major buffet restaurant for the period of March 14-30. In addition, a Food Festival Reception is planned to promote Canada as a food supplier to hotels and restaurants in Seoul leading up to the Summer Olympics.
4. Academic Forum. This conference (the first of its kind in Korea) is being organized in cooperation with Yonsei University and is designed to provide an exchange of views on a number of bilateral, regional and multilateral issues. The Department is being assisted in the organization of this event by the Asia Pacific Foundation, the Ministry of Federal and Intergovernmental Relations of the Province of Alberta and several Canadian universities.