

Business Agenda

Ottawa — November 8, 1995; **Winnipeg** — November 15; **Saskatoon** — December 5; **Mississauga** — December 7 — **Making Trade Shows Work** is a series of two half-day workshops in one day. **Effective Show Planning** and **The Secrets of Working a Booth** feature trade show expert Barry Siskind and are offered by International Training & Management Company, Terra Cotta, Ontario, Tel.: (519) 927-9494; Fax: (519) 927-9493.

Fredericton — November 13, 1995; **Quebec City** — November 14; **Ottawa** — November 15; **Winnipeg** — November 16; **Calgary** — November 17 — **Take a World View** seminars are designed for small and medium enterprises (SMEs) in the services sector that are seriously interested in exporting. Presented by the Department of Foreign Affairs and International Trade and Industry Canada, with the Canadian Exporters' Association, the seminars cover: preparing to export your service...how to get started; relationship marketing and the services exporter; how to export services and choose markets; partnering strategies; and government assistance programs. For more information, call 1-800-267-8376 or fax: (613) 996-9709.

Toronto — November 13-14, 1995 — **Staying Competitive in the North American and Global Auto Markets** is the focus of the two-day Canadian Auto Sector Congress (CASC'95). The forum will attract all those interested in the changing and

challenging auto market, from CEOs and original equipment manufacturers (OEMs) to suppliers and distributors. Topics run the gamut, from trade issues and export strategies to choosing the most effective media vehicle in the new media age. Cost, including GST, is \$1171.65. To register, contact Conference Coordinator, Institute For International Research, Toronto. Tel.: 1-800-461-2398 (Toronto area: 416-928-1770); Fax: (416) 928-2994.

Montebello, Quebec — November 28, 1995; **Mississauga, Ontario** — November 29, 1995 — International marketing direc-

tors, business planners and trade consultants, trade lawyers, and sales and accounting managers are among those likely to attend **Transnational Transactions**, two half-day workshops on international trade. Included are workshop discussions on transfer pricing; joint ventures; rules of origin; and financing exports. Also on the agenda is a demonstration on the use of Internet in international market planning. Details on cost, registration and additional offerings are available from the organizer, InTraTech, Division of E.L. Littlejohn & Associates, Ottawa, Tel.: (613) 235-9183; Fax: (613) 594-3857.

Canada-Austria Business Cooperation and New Financing

Montreal — November 21, 1995; **Toronto** — November 23 — Canadian companies interested in doing business with their Austrian counterparts and learning about the new co-financing possibilities available, should plan to attend these one-day conferences on **Canada-Austria Business Cooperation and New Financing**.

The conferences should help Canadian project contractors and equipment/system suppliers increase their knowledge of Austrian business partners as well as their international sales and capital project success.

Austrian companies would benefit from competitive Canadian partners and financing

in other parts of the world where Canada is well represented.

In June 1995 EDC and its Austrian counterpart, OKB, signed a *Cooperation Framework Agreement* that should facilitate the efficient co-financing of new business involving Canadian and Austrian exporters in partnerships.

Representatives from OKB, EDC, Austrian banks, and companies that have cooperated successfully will present their perspectives on new joint business and relate their success stories.

Austria is an export-dependen-

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