

TEAM CANADA: A CURRENT AFFAIR

Special *CanadExport* Issue on Team Canada 1997

CanadExport has prepared a special issue chronicling the tremendous success of the recent Team Canada trade mission to Korea, the Philippines and Thailand.

This special issue, introduced by the Minister for International Trade Art Eggleton, features the success of Canadian companies that inked contracts and agreements, and takes an inside look at some of the many activities and events that took place during the 12-day mission.

Based on first-hand reports by *CanadExport* reporter John Dunn, the issue highlights the observations of many Team Canada participants, which included the Prime Minister, provincial premiers, federal ministers, city mayors, business people from both large and small Canadian companies, from high-tech industries to the arts, heads of universities and colleges, business organizations and associations, students and young entrepreneurs.

Entitled **Team Canada 1997: Flight to Future Success**, this special issue also includes:

- a report on the education sec-

tor, which was given special status for the first time on this mission;

- profiles of the economies of Korea, the Philippines and Thailand, and the opportunities available to Canadian companies in these three countries;

- a behind-the-scenes look at what goes into planning and organizing a trade mission of this magnitude;

- a summary of the contracts signed by Canadian companies and of bilateral agreements reached between Canada and Korea, the Philippines and Thailand;

- profiles of some of the companies that took part in the trade mission; and

- a special section on how Canadian companies can take advantage of the many export-related services available from Team Canada members.

Be sure to look out for **Team Canada 1997: Flight to Future Success**.

TORONTO — March 26, 1997 — The Team Canada Business Conference, **Bringing Asian Business Opportunities Home**, is designed specifically to help small and medium-sized businesses find and develop opportunities in the Asia-Pacific region. Organized by the Asia Pacific Foundation of Canada, the Pacific Basin Economic Council Canadian Committee, the Asian Business Studies Program, the Ontario International Trade Corporation and federal Department of Foreign Affairs and International Trade, the conference is a key Toronto event marking Canada's Year of Asia Pacific.

Confirmed speakers include Donald Campbell, Ambassador to Japan; Stan Gooch, High Commissioner in India; Richard Li, Chairman and CEO, Pacific Century Group; William McGurn, Senior Editor, *Far Eastern Economic Review* (Hong Kong); Len Crispin, President, Ontario International Trade Corporation; K. Sato, President and CEO, Marubeni Canada Ltd.; and Tim Reid, President, Canadian Chamber of Commerce. Export Development Corporation, University of Toronto, William M. Mercer, Maclean's Magazine, Toronto Star, Canadian Airlines and Jade Tours are gold sponsors of the event.

To register, contact Robert Lynn, Program Manager, Asia Pacific Foundation of Canada, Tel.: (416) 869-0541, Fax: (416) 869-1696.

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