



The U.S. Connection

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U.S. Corporate eLearning opportunities

Partnering for knowledge

This report is intended for Canadian learning companies wishing to break into and/or extend their reach into U.S. corporate learning markets in general and the markets of the San Francisco Bay Area in particular. It focuses on three main topics: **Technology in the Learning Process**, an overview of the evolution of eLearning and new trends that are shaping learning and training; **eLearning in the Bay Area**, focusing on education movements of significance in this leading technology

and education mecca; and **Business Opportunities for Canadian eLearning Companies**.

The report, available on-line at www.infoexport.gc.ca augments previous documents designed and written for Canadian learning companies, most notably *CBT/WBT Report: Technology Based Training for U.S. Corporate Markets, Education Market for Software and Multimedia Products and Services.* *

SOUTHEASTERN U.S. TELECOM PROCUREMENT STUDY 2001

Canadian vendors are well qualified and accepted as credible exporters to deliver telecommunications products into the Southeastern U.S. markets. This study details potential leads and interested Southeastern U.S. clients.

Over 68% of companies interviewed expressed interest in receiving information from Canadian vendors. This study recommends direct contact with Telcos, CLECs, Wireless Carriers, ISPs and related industry companies. Contact information is provided for Canadian companies to further pursue opportunities. Specific information is stated in individual client profiles.

The report can be accessed on the web at www.infoexport.gc.ca *

Power-Gen international trade show

LAS VEGAS, NEVADA — December 11-13, 2001 — **Power-Gen** (www.power-gen.com) is the world's largest international trade show and conference for members of the power industry — a place where decision makers come to learn the newest information and techniques.

This year Trade Team Canada — **Electric Power Equipment and Services** (<http://napoleon.ic.gc.ca/electrical/ttselect.nsf/vHTML/welcome-e>) will have a booth at the **Power-Gen International Trade Show** and is offering space to six Canadian companies.

For a nominal fee of \$300, businesses can exhibit their promotional literature (print only), have unlimited

access to the trade show exhibition, and receive free passes for customers and prospective clients. Each firm will have one round table and two chairs in the open-concept booth. No Internet access or power supply will be available. Trade Team Canada will provide a "Canada" display and all booth amenities.

Companies will be responsible for covering their own accommodation and travel costs for the show.

For more information or to participate, contact, as soon as possible (exhibitors will be accepted on a first-come, first-served basis):

- Shona Moss Lovshin, Trade Team Canada — Electric Power Equipment and Services, Industry Canada, tel.: (613) 946-7553, fax: (613) 941-2463,



e-mail: mosslovshin.shona@ic.gc.ca
Web site: <http://napoleon.ic.gc.ca/electrical/ttselect.nsf/vHTML/welcome-e>

- Durban Morrow, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: (613) 944-7486, fax: (613) 944-9119, e-mail: durban.morrow@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca *

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