



**Exporting:**  
A world of opportunity

Export Marketplace '89 brings a world of opportunity to businesses across Canada.

Brought to you by External Affairs and International Trade Canada, in collaboration with Industry, Science and Technology Canada, Export Marketplace '89 will be held in eleven cities across Canada between October 30 and November 17. Trade experts, including Trade Commissioners from more than 50 Canadian missions around the world, will be on hand to help businesses "go global" in their search for new and expanded markets.

If you are thinking of expanding into international markets for the first time or increasing your current export activities, Export Marketplace '89 is the place for you.

**SCHEDULED APPOINTMENTS**

Export Marketplace '89 is your chance to sign up for one-to-one meetings with Trade Commissioners from Canada's missions abroad and sectoral specialists from External Affairs and International Trade Canada, as well as representatives from the Canadian International Development Agency and the Export Development Corporation. These specialists will discuss recent developments in your key sales areas and advise on possibilities in new markets. In Toronto, Canadian Trade Commissioners responsible for marketing goods and services to the World Bank, and the African, InterAmerican, and Asian Development Banks will also be on hand to assist you. To make your appointments, fill in and return the attached form.

**SEMINARS**

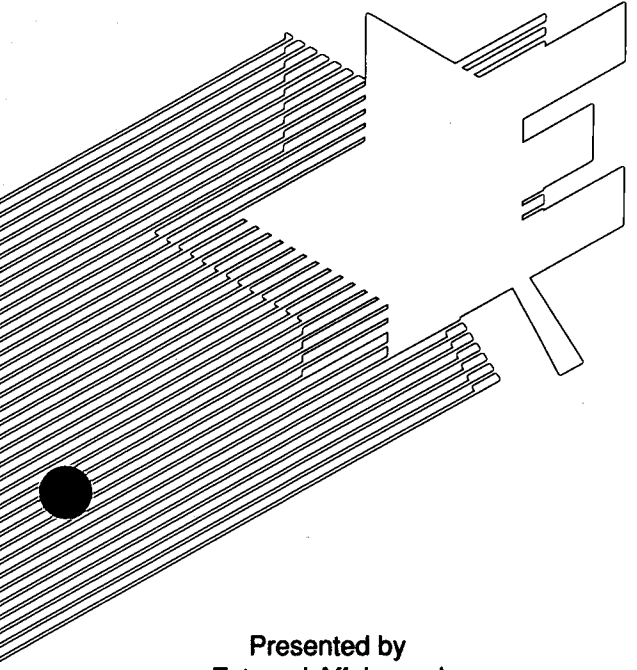
To help you make the most of your appointments with Trade Commissioners in Toronto, Ottawa and London, a seminar entitled: "Government Assistance to Exporters" will be held in all three locations from 9:30-10:00 a.m., 10:30-11:00 a.m., and from 2:00-2:30 p.m. A question and answer session will be included in each seminar. Please indicate whether you plan to attend this seminar on the attached registration form.

# Export Marketplace '89

## Registration Form

# Ontario

|         |                |
|---------|----------------|
| Toronto | November 13-15 |
| Ottawa  | November 16    |
| London  | November 17    |



Presented by  
**External Affairs and International Trade Canada**  
and  
**The International Trade Centre**



**Trade Information Centre**

**There's more.** Visit our Trade Information Centre at the Export Marketplace '89 site. Sectoral specialists from External Affairs and International Trade Canada, and representatives from the International Trade Centre, Export Development Corporation, the Federal Business Development Bank, and the Canadian International Development Agency, will be available in an informal setting to answer your questions about their export assistance and trade development programs. No appointment is required.

**Export Marketplace '89 Ontario**

| Date/Time   | City/Location   |
|---|---|
| November 13-14-15<br>Appointments:<br>9:00 am - 12:00 pm<br>1:00 pm - 5:00 pm | Ground Floor<br>Canadian Exposition & Conference Centre<br>272 Attwell Drive<br>Toronto, Ontario        |
| November 16<br>Appointments:<br>9:00 am - 12:00 pm<br>1:00 pm - 5:00 pm       | Capital Hall<br>Ottawa Congress Centre<br>55 Colonel By Drive<br>Ottawa, Ontario                        |
| November 17<br>Appointments:<br>9:00 am - 12:00 pm<br>1:00 pm - 5:00 pm       | Regency and Chelsea Ballrooms<br>Best Western Lamplighter Inn<br>591 Wellington Road<br>London, Ontario |

**Export markets represented**

Trade Commissioners from External Affairs and International Trade Canada will represent the following markets at Export Marketplace '89:

| Toronto   | Ottawa  | London   |
|---|---|--|
| <b>U.S.A.</b>   |   |  |
| Atlanta<br>Boston<br>Buffalo<br>Chicago<br>Cleveland<br>Dallas<br>*Detroit<br>Los Angeles<br>New York<br>Seattle<br>*Washington | Boston<br>Chicago<br>Dallas<br>Los Angeles<br>New York<br>Seattle<br>Washington | Atlanta<br>Boston<br>Buffalo<br>Cleveland<br>Detroit |
| <b>ASIA/PACIFIC</b>   |   |  |
| Australia<br>China<br>Hong Kong<br>Indonesia<br>Japan<br>New Zealand  | China<br>Indonesia<br>New Zealand<br>Philippines<br>Singapore<br>South Korea    | Australia<br>Japan<br>Thailand                       |



| Toronto  | Ottawa  | London  |
|--|---|---|
| Pakistan<br>Philippines<br>Singapore<br>South Korea<br>*Taiwan<br>Thailand   | *Taiwan   |   |
| <b>EUROPE</b>  |   |   |
| Belgium<br>Denmark<br>France<br>Greece<br>Ireland<br>Italy<br>Netherlands<br>Spain<br>Sweden<br>Turkey<br>United Kingdom<br>USSR<br>West Germany<br>Yugoslavia | France<br>Greece<br>Netherlands<br>Sweden<br>Turkey<br>United Kingdom<br>USSR<br>Yugoslavia | Belgium<br>Denmark<br>France<br>Ireland<br>Italy<br>Spain<br>United Kingdom<br>USSR<br>West Germany |

| <b>CARIBBEAN/LATIN AMERICA</b>   |   |                            |
|--|---|----------------------------|
| Argentina<br>Barbados<br>Brazil<br>Chile<br>Costa Rica<br>Cuba<br>Jamaica<br>Mexico<br>Trinidad<br>Venezuela | Barbados<br>Brazil<br>Costa Rica<br>Cuba<br>Jamaica<br>Trinidad | Cuba<br>Mexico<br>Trinidad |

| <b>MIDDLE EAST/AFRICA</b>   |   |  |
|---|---|--|
| *Algeria<br>Cameroon<br>Israel<br>Kuwait<br>Morocco<br>Saudi Arabia<br>Zimbabwe | Algeria<br>Côte d'Ivoire<br>Israel<br>Morocco<br>Saudi Arabia | Israel<br>Kuwait<br>Saudi Arabia<br>Zimbabwe |

| <b>DEVELOPMENT BANKS</b>  |  |  |
|---|--|--|
| Toronto:<br>African Development Bank<br>World Bank/InterAmerican Development Bank<br>Asian Development Bank |  |  |

Trade Commissioners with sectoral marketing expertise will also be available in the following areas:

|  |   |
|--|---|
| Toronto:<br>Agriculture & Food Products<br>Science & Technology (Technology Inflow Program)<br>Consumer Products<br>Machinery and Transportation Equipment<br>Information Technologies & Electronics<br>Aerospace, Marine & Defence Products | Ottawa:<br>Science & Technology (Technology Inflow Program)<br>Machinery and Transportation Equipment<br>Information Technologies & Electronics<br>Aerospace, Marine & Defence Products |
|--|---|

\* Only available for appointments in Toronto on November 14 & 15  
o Same Trade Commissioner (available Nov. 14 & 15 only)  
• Director of the Canadian Chamber of Commerce trade office in Taipei



**Registration**

Complete and forward the attached Registration/ Appointment Request Form by mail or by facsimile (toll free 1-800-267-6004), along with the registration fee of \$35.00 per registrant, to the Export Marketplace '89 Secretariat. A separate registration form should be used for each registrant (copy form).

The registration fee includes scheduled appointments, seminar and luncheon. Payment can be made by cheque or money order payable to Export Marketplace '89 or by VISA credit card.

On-site registration will also be available starting at 8:00 a.m. each day.

**Appointments**

To select appointments, review the list of Trade Commissioners, outlined on the preceding page.

A maximum of six appointments per registrant may be requested, plus two alternates. Additional appointments may be available on-site depending on demand.

Appointments will be 20 minutes in length and will take place between 9:00 a.m. and 12:00 p.m. and between 1:00 p.m. and 5:00 p.m.

Requests for appointments will be processed in order of receipt. To avoid disappointment, submit your registration form without delay.

The Export Marketplace '89 Secretariat will advise you by mail, facsimile or telephone of the time and date of your appointments.

**Seminars**

If you are planning to attend the seminar entitled "Government Assistance to Exporters" in Toronto, London or Ottawa, please indicate this choice on the registration form.

Please note that if there is a conflict between your choice of seminar and appointment, the appointment will be scheduled.

**For more information**

Contact the Export Marketplace '89 Secretariat toll free at 1-800-267-6005 during local business hours.



**Export Marketplace '89/Ontario (Toronto, London, Ottawa) Registration/Appointment Request Form**

Please submit a separate registration form for each participant.

**Please type or print:**

Name \_\_\_\_\_ (as it will appear on your badge)

First \_\_\_\_\_ Last \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_ (as it will appear on your badge)

Mailing Address \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Facsimile \_\_\_\_\_

Please indicate your products or services for export \_\_\_\_\_

I will be attending Export Marketplace '89 in \_\_\_\_\_ (specify city)

Registration Fee - \$35.00

Cheque or money order made payable to Export Marketplace '89

VISA \_\_\_\_\_ credit card number \_\_\_\_\_ expiry date \_\_\_\_\_ signature \_\_\_\_\_

**Appointment request**

Please review the list of Trade Commissioners and select a maximum of six appointments with those whom you would like to meet (plus two alternates). If an appointment with CIDA or EDC is also desired, include request with your selection. Enter your appointment requests in order of priority. If attending Export Marketplace '89 in Toronto, indicate on which date you would prefer your appointments.

| Trade Commissioner | Date |
|--------------------|------|
| 1                  |      |
| 2                  |      |
| 3                  |      |
| 4                  |      |
| 5                  |      |
| 6                  |      |

Use this box to indicate alternate selections

|   |  |
|---|--|
| 1 |  |
| 2 |  |

Please check box if attending seminar entitled "Government Assistance to Exporters."

|   |  |
|---|--|
| Toronto:<br>(Nov. 13) 9:30 am <input type="checkbox"/> 10:30 am <input type="checkbox"/> 2:00 pm <input type="checkbox"/> | London:<br>9:30 am <input type="checkbox"/> 10:30 am <input type="checkbox"/> 2:00 pm <input type="checkbox"/> |
| (Nov. 14) 9:30 am <input type="checkbox"/> 10:30 am <input type="checkbox"/> 2:00 pm <input type="checkbox"/>             | Ottawa:<br>9:30 am <input type="checkbox"/> 10:30 am <input type="checkbox"/> 2:00 pm <input type="checkbox"/> |
| (Nov. 15) 9:30 am <input type="checkbox"/> 10:30 am <input type="checkbox"/> 2:00 pm <input type="checkbox"/>             |  |

Please complete and forward this form with your payment for \$35.00 to Export Marketplace '89 Secretariat, 275 Bay Street, Ottawa, Ontario K1R 5Z5  
Tel: 1-800-267-6005, Fax: 1-800-267-6004.

Cancellation policy: Refunds available up to 7 days prior to the selected event.