

## Plug into ICT Nordic Mission and CeBIT, the World's Largest Trade Show

FINLAND, SWEDEN, NORWAY, DENMARK, GERMANY — February 20-27, 2000 — The Department of Foreign Affairs and International Trade (DFAIT) is organizing a New Exporters Overseas (NEXOS) mission to the four Nordic countries and to CeBIT, the world's largest information and communications technology (ICT) trade fair.

### NEXOS mission: Market opportunities

This NEXOS mission is designed to introduce the Nordic ICT market to Canadian companies that have not exported to the region before. NEXOS missions expose companies to the market opportunities available to them, identifying emerging trends and market characteristics, explaining the aspects of doing business in the target countries, and how to develop strategies to achieve distribution and sales.

Each mission includes a full day of briefings on how to find an agent, distributor, or associate, and provides information in areas such as customs procedures, market access, shipping, labelling, distribution channels and currency regulations, through seminars and workshops which include local speakers.

The mission will begin in Helsinki and will proceed to Stockholm, Oslo, and Copenhagen, for one day each before going on to Hannover

for a minimum two-day stop at CeBIT 2000.

### CeBIT, a mega show

The program at CeBIT will begin with a half-day orientation session to the fair, and will allow for a minimum of two days to visit the show. Participants interested in visiting other European posts after CeBIT may make arrangements through the mission organizer (*below*) to take advantage of the services offered by the Canadian Trade Commissioner Service worldwide network.

Heralded as the world's largest trade fair, CeBIT is Europe's premier ICT event that consistently breaks its own records, with nearly 7,500 exhibitors in 1999, and over 700,000 visitors during the seven-day event.

The show covers the ICT sector in its entirety with 28 halls thematically assigned to various subsectors such as IT hardware; telecommunications; network computing; development, construction, production and planning; automatic data collection; software, consulting, and services; office automation; bank technology; plastic card technology and security equipment; as well as research and technology transfer.

Held annually, CeBIT's success has been based on its ability to act as a single focal point for increasingly converging technologies. The lines between traditional computing and

telecommunications have, with the pervasive influence of the Internet, become increasingly blurred.

From a technology standpoint, CeBIT compactly showcases cross-over influences of the latest ICT developments in search of a greater variety of applications. As an international meeting point, it is unsurpassed with exhibitors from 64 nations.

### Information

Participants in NEXOS are responsible for their own transportation, accommodation and living expenses. NEXOS will cover associated program expenses such as meeting rooms, speakers and local transportation.

Market reports on the target countries can be found on DFAIT's InfoExport site at [www.infoexport.gc.ca](http://www.infoexport.gc.ca) Articles on some of the Nordic markets will be featured in upcoming issues of *CanadExport*.

For more information or to participate in the ICT NEXOS mission to the Nordics and CeBIT, contact Emmanuel Skoulas, Trade Commissioner, tel.: (613) 995-6565, fax: (613) 944-1008, e-mail: [emmanuel.skoulas@dfait-maeci.gc.ca](mailto:emmanuel.skoulas@dfait-maeci.gc.ca) or Gayle McCallum, tel.: (613) 996-1530, fax: (613) 944-1008, e-mail: [gayle.mccallum@dfait-maeci.gc.ca](mailto:gayle.mccallum@dfait-maeci.gc.ca) both at DFAIT's European Business Development Division.

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, over 500 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the Enquiries Service's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>