

## Central European Markets Ready for Canadian Housing Products and Services

PRAGUE, CZECH REPUBLIC — Three housing exhibitions slated to take place during 1998 offer important venues for the Canadian housing industry to gain a foothold in Central

Europe. The 5th international housing, living, houseware and home improvement trade show, FOR HABITAT '98, will take place May 27-31, 1998. The 9th international building exhibition,

FOR ARCH '98, and the 4th construction machinery exhibition, FOR TECH '98, are set to take place September 22-26, 1998.

Great opportunities exist for Canadian housing products in the Central European markets. Each year, 30,000 homes need to be replaced, and 20,000 are needed to improve the housing stock. This year, however, only 14,500 homes were built. The total housing market in the Czech Republic represents between 400,000 and 500,000 new homes or apartments. There is a need for Canadian know-how and expertise — although finding a good local partner is recommended.

Canadian national pavilions at all three exhibitions are being organized by the Canadian Czech Republic Chamber of Commerce, which also offers various services to Canadian companies wishing to enter the Central European markets.

For more information, contact Mirjana Sebek-Heroldova or Lubomir J. Novotny, tel.: (416) 367-3432, fax: (416) 367-3492, e-mail: ccrcc@cpol.com

## ABIC '98: The Science of Success

SASKATOON — June 9-12, 1998 — Under the theme "Agbiotech: the Science of Success," the International Conference 1998 Agricultural Biotechnology, ABIC '98, will focus on strategies for the commercialization of agbiotech products.

Being held once again in the centre of one-third of Canada's burgeoning biotechnology industry, ABIC '98 promises to build on the success of the inaugural 1996 conference, which attracted 750 people from 39 countries.

Several plenary sessions are planned to share insights and information on strategies for commercialization of agbiotech products. Among the 50 top speakers from around the world are opening plenary speaker Dr. Anatole Krattiger of Cornell University, who will speak on the importance of agbiotech to global prosperity, and Nobel Laureate Dr. Michael Smith of University of British Columbia, who will speak on the lessons learned from the first stages of human genome sequencing.

More than 30 sessions will address four main topic streams: plant and crop development, animal science, microbial science, and commercial development — each designed by experts in the field, to ensure that the most recent developments and findings are presented.

ABIC '98 will also feature tours highlighting Saskatoon's agbiotech industry, a 60-exhibit trade show, poster presentations and social events. Presentation topics include international patterns and projections in agbiotech development; emerging market opportunities; high impact science; strategies for building agbiotechnology businesses; and tips on entering the international marketplace.

For more information on attending the conference or becoming a corporate sponsor or exhibitor, contact Sharon Murray, ABIC '98 c/o The Signature Group, 608 Duchess Street, Saskatoon, SK, S7K 0R1, tel.: (306) 934-1772, fax: (306) 664-6615, e-mail: siggroup@sk.sympatico.ca, Internet: <http://www.lights.com/abic/>

## Software Alliances '98

SAN DIEGO, CALIFORNIA — April 16, 1998 — Canadian information technology companies interested in seeking strategic alliances, investment, or cross marketing with companies in California and Japan will want to attend this year's investment and partnering forum event, Software Alliances '98. Sixty small and medium-sized businesses from across North America will be presenting to 200 investors, distributors and potential partners, including 20 companies from Japan, at the event, which is being sponsored by ConnectIT, the Quebec Software Promotion Centre and the San Diego Software Association.

For more information, contact Patricia Peel, ConnectIT, tel.: (905) 940-3001, ext. 104, e-mail: ppeel@connect-it.on.ca