

The U.S. Connection

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Atlanta, Miami, and Las Vegas events — continued from page 1

in the U.S., and over 10,000 high technology companies that employ more than 200,000 professionals.

For 16 years, N+I has been the prime venue to explore, compare, analyse and select the best in networking, Internet and telecommunications technologies. N+I features exhibits by many of the world's leading vendors that are currently defining and shaping the Internet.

COMDEX Atlanta (www.comdex.com/atlanta), the most important business technology event on the east coast, will use interactive educational programs to give IT and business managers a clear view of the latest applications and solutions. The show focuses on end-to-end solutions, wireless, security, storage and services.

High Tech Opportunities Symposium

MIAMI, FLORIDA — September 13, 2002 — "Discover New Business Opportunities...Catch the Wave" is the theme of the **Networking, Telecommunications, and High Tech Opportunities Symposium** (www.canada-florida-trade.com) during which the results of a study undertaken by the Canadian Consulate in Miami will be presented to Canadian companies.

The study is expected to identify more than \$100 million in sales opportunities in the Florida high-tech sector. Not only will the opportunities be presented and evaluated during the event, but the buyers' representatives from the identified areas have also been invited to participate. For added value, experienced exporters and buyers will be on



hand to offer practical guidance on using Florida partnerships as a springboard to the dynamic Caribbean and Latin American high-tech market.

COMDEX Fall 2002

LAS VEGAS, NEVADA — November 18-22, 2002 — **COMDEX Fall** (www.comdex.com/fall) is the largest IT show in the Americas, and the largest business IT marketplace in the U.S. **COMDEX Fall 2002** will cover the entire information technology spectrum, from advanced technology solutions for information security, data storage, digital image and document management, and digital media networking, to e-mobility, enterprise software applications, OEM components, Web and IT services, and wireless applications.

DFAIT, at your service

To help Canadian firms focus on strategic business objectives rather than booth construction and coordination, DFAIT is organizing Canada Pavilions that will be situated in prime locations offering excellent exposure at both **N+I/COMDEX** and **COMDEX Fall**. At **COMDEX Fall 2002**, for example, the Canada Pavilion will be located next to a main entrance and along a major aisle in the Central Hall of the Las Vegas Convention Centre. Major exhibitors in this hall will include Microsoft, Palm, Sony and EDS.

All exhibitors will be offered, at no extra charge, access to the services of a marketing communications consultant who will help them prepare marketing plans and media strategies for the event.

For more information about exhibiting at **N+I/COMDEX** or **COMDEX Fall**, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: (613) 944-9475, e-mail: pat.fera@dfait-maeci.gc.ca

For more information about networking, telecom, and other high tech opportunities in Miami, visit www.canada-florida-trade.com or contact Margaret Cullen, Business Development Officer, Canadian Consulate, Miami, tel.: (305) 579-1615, fax: (305) 374-6774, e-mail: miami-td@dfait-maeci.gc.ca

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

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