

Business Agenda

Vancouver — September 18-22, 1995;
Edmonton — September 29; **Toronto** — October 4-11 — Companies with questions about trade and investment opportunities in Colombia may make an appointment to see Zen Burianyk, Commercial Counsellor, Canadian Embassy, Bogota, during his visit to these cities. Please contact the International Trade Centre in the appropriate city: **Vancouver** — Craig Short (604) 666-1426; **Edmonton** — Sharon Johnson (403) 495-6505; and **Toronto** — Yolande Baldachin (416) 973-5054.

London — September 19, 1995;
Calgary — September 22; **Kingston** — September 26; **Markham** — October 12; **Moncton** — October 25; **Halifax** — October 26 — **Making Trade Shows Work** is a series of two half-day workshops in one day. *Effective Show Planning* and *The Secrets of*

Working a Booth feature trade show expert Barry Siskind and are offered by International Training & Management Company, Terra Cotta, Ontario, Tel.: (519) 927-9494; Fax: (519) 927-9493.

REMINDER

A cross-Canada series of half-day seminars, Shipping to Mexico: Getting It Right the First Time, is being presented by the Canadian Council for the Americas and the Department of Foreign Affairs and International Trade. Locations and dates are: Halifax (Sept. 25); Montreal (Sept. 26); Toronto (Sept. 27); Calgary (Sept. 28); Vancouver (Sept. 29). Contact the Council in Toronto at Tel.: (416) 367-4313; Fax: (416) 367-5460.

Toronto — September 21, 1995 — A

breakfast seminar (\$35) on **US Government Procurement** will inform participants on: what procurement opportunities exist; how to take advantage of them; and what the Canadian Embassy can do for you. Judith Bradt of the Canadian Embassy in Washington, DC and Bob Armstrong of Livingston Trade Services will lead the seminar. Tel.: (416) 862-4515; Fax: (416) 366-4906.

Edmonton — October 4-5, 1995 — **Exporting to the U.S. Workshop** is a two-day hands-on workshop providing the information and tools needed to be a successful exporter to the U.S. Participants will develop and refine their U.S. marketing strategy as well as build a solid U.S. marketing plan. Contact Linda Brown, Alberta Economic Development and Tourism, Tel.: (403) 427-6101/427-6075; Fax: (403) 422-9127.

Trade Strategies in a Changing Market

Fredericton — The Canadian Exporter's Association (CEA) will be holding its 52nd Annual Convention October 1-3, 1995. The theme is **Changing Markets: Changing Strategies -- Tools and Techniques for Growth and Success in a Competitive World.**

Competition is on a global basis, against the best in the world. The winners will have to be productive, use the latest technology, and be highly flexible. As new but difficult markets open, highly

focussed and specialized sectoral opportunities appear. The prizes will go to those who get there first, and who are fastest in adapting to change.

The Convention will also feature the presentation of the **Canada Export Awards** by Roy MacLaren, Minister for International Trade. Sessions will look at:

- Technology Tools: exciting technologies available today and tomorrow's incredible promise.
- Project Financing: two sessions on new initiatives and approaches

for short-term, medium- and long-term sales.

- The Resource Industries: successful companies adapting to challenging conditions.
- Survival as an International Business Executive: essential preparations and guidelines for the business traveller to ensure peak physical, mental and psychological well being for optimum professional and business performance.

Contact CEA, Ottawa, Tel.: (613) 238-8888; Fax: (613) 563-9218.

INFOCENTRE

The InfoCentre of the Department of Foreign Affairs and International Trade provides counselling, publications and referral services to Canadian exporters. Companies interested in obtaining trade-related information are invited to contact the InfoCentre at 1-800-267-8376 (Ottawa Region: 944-4000) or by fax at (613) 996-9709. Trade information is also available by calling FaxLink (from a fax machine) at (613) 944-4500, the Department's round-the-clock faxback service.

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