

All about Doing Business in Europe

OAKVILLE — February 12, 1999 — A Doing Business in Europe seminar is being jointly organized by the International Trade Committee of the Oakville Chamber of Commerce and the European Union Chambers of Commerce in Toronto.

Seminar topics include an overview of the European Union, including linguistic and cultural

differences that may affect trade; market access issues such as duties, tariffs, EU preferences and technical standards; effective marketing techniques; pricing and financial issues, including the new Euro currency; and case studies by Canadian companies experienced in the European market.

Following a luncheon in the after-

noon, companies will be given the opportunity to meet individually with Canada-Europe trade experts to discuss their specific issues and interests.

For more information, contact the Oakville Chamber of Commerce, tel.: (905) 845-6613, fax: (905) 845-6475, e-mail: chamber@chamber.oakville.on.ca

New Directory on Canadian Businesswomen Now Available

The Canadian Embassy in Washington, DC, has produced a *Directory of Organizations and Resources for Businesswomen in Canada 1998*. The directory contains over 100 entries covering business organizations, government and private-sector resources and activities on Canadian businesswomen.

The directory was prepared by the Embassy for inclusion in the fifth edition of the *Business Women's Network*

Directory (1998-99), the definitive guide to over 2,200 businesswomen's organizations in the United States.

Copies of the directory are available via fax or e-mail requests to the attention of Kathryn Aleong, First Secretary (Commercial), Canadian Women's International Business Initiative, Canadian Embassy, fax: (202) 682-7619, e-mail: kathryn.aleong@wshdc01.x400.gc.ca

Miami Visit to Advance Free Trade in the Americas — *Continued from page 3*

Mr. Jespersen was President of NOVA Gas International and is currently Chairman of La Jolla Resources International, based in Calgary.

Canada is chairing the FTAA negotiations until October of next year.

The Minister also spoke at a luncheon held by the Canadian American Business Alliance, the Greater Fort Lauderdale Convention & Visitors Bureau, as well as the

Broward Alliance. "Florida's growing economy offers many export opportunities for Canadians and is an important gateway to Latin America," he said. "At the same time, I want Floridians to know that Canada is a superb place to do business."

Canada's bilateral trade with Florida already exceeds \$5 billion, and an increasing number of Florida entrepreneurs are partnering with Canadian companies.

During the visit, Minister Marchi also met with Colombian Trade Minister Marta Lucia Ramirez and attended a luncheon with President Armando Calderón Sol of El Salvador, President Carlos Floree of Honduras and Prime Minister P.J. Patterson of Jamaica, as well as a number of key business leaders in both Miami and Fort Lauderdale.

Inquiries Services

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