

Technology Partnership Program Prelude to U.S. Matches

Briefing sessions on the **Canadian Technology Partnership Program** will be held across Canada June 9 to 24, 1994 as a prelude to matching Canadian and American partners this fall in Washington and Chicago.

Organizers say that Canadian information technology firms that are already, or soon will be, exporting to the U.S. have the most to gain from the program, now in its third year.

They also point out that the U.S. federal government alone spends more than \$25 billion per year on informatics. State and local governments spend that much again — and the U.S. private sector offers another \$200 billion in opportunities!

The program — for chief executive officers, presidents, and vice-presidents of business development — has been designed by the Commercial Office of the Canadian Embassy in Washington to show Canadian companies how to be part of the action in this field, through partnering with American prime contractors. For government contracting, the focus is on Washington; Chicago links into the headquarters of dozens of Fortune 500 companies.

Senior executives of American information technology prime contractors have agreed to tell the Canadian Embassy about the projects and markets for which they seek partners, the technology they are looking for, and what they would expect a Canadian partner to offer or contribute in return for a place on a bid team.

The June briefing sessions, which feature senior industry specialists from Canada and the United States, lay the groundwork for the fall partnership meetings in **Washington (October 18-20, 1994) and in Chicago (Novem-**

ber 1-3, 1994). Here, companies that are successfully paired, as an outgrowth of the June sessions, will meet their potential partners.

The briefing sessions in Canada are being held: **Halifax (June 9-10); Montreal (June 14-15); Ottawa (June 16-17); Waterloo (June 20-21); and Calgary (June**

23-24).

For further information or to confirm that space is still available, contact Judith Allen, Program Co-Ordinator, Canadian Technology Partnership Program, 203 MacLaren Street, Ottawa K2P 0L4. Tel.: (613) 831-7713. Fax: (613) 236-5767.

Two-Day Seminar Prepares Companies for Business in Mexico

Montreal — An intensive two-day seminar to help prepare Canadian companies wishing to do business in Mexico will be held here May 27-28, 1994.

Businesses will acquire the tools, techniques and information they need to make enlightened decisions on the potential of the Mexican market.

Participants may follow up with a trade mission conducted by the Department of Foreign Affairs and International Trade. The three- to five-day itinerary will be set in accordance with the needs and business interests of the Canadian companies.

The program will cover such topics as: business opportunities in Mexico; preparing a business plan; sectoral opportunities for

Canadian companies; distribution networks; determining free on quay price; logistics of trade with Mexico; entering the market — partners; negotiating in Mexico; promotional techniques; and mission preparation.

The special introductory price for the two-day training program is \$950 plus taxes; the trade mission is also \$950 plus taxes. Note that only those who have taken the seminar may participate in the trade mission.

The seminar is organized by the Federal Business Development Bank, in cooperation with the Department of Foreign Affairs and International Trade and the Forum for International Trade Training. Tel.: Jean-François Croft at (514) 334-6122.

Casablanca Trade Fair Calendar

Casablanca — The following is a schedule of trade events organized by the Casablanca Bureau of Fairs and Exhibitions for Autumn 1994:

SISTEP — International Subcontracting and Partnership Show, September 20 to 23;

Medical Expo — International Health Show, October 6 to 9;

SIB — International Building Show, October 25 to 30;

SIEL — International Book and Publishing Show, November 14 to 20;

International Women's Forum — December 1 to 6.

For further information on these events, contact Fouzia Belmrah, Casablanca International Fair, 11 rue Boukraâ (formerly Jules Mauran), Casablanca. Tel.: 212 (02) 26-50-98/22-28-13/27-15-45. Fax: 26/49/49.