

CeBIT is back

World's biggest ICT trade fair

HANNOVER, GERMANY—
March 12-19, 2003—
CeBIT is the biggest information and communications technology (ICT) trade fair in the world, covering the entire spectrum of information technology, telecommunications, software and services. Every year, CeBIT serves as the leading global event for the ICT sector. In fact, with 7,500 exhibitors from more than 60 countries and more than half a million visitors from around the globe, it has long been more than just a trade fair.

EUROPE

This event is not simply an annual meeting for top management and experts from the ICT sector; it also serves as a summit meeting for scientists, governments and the media—some 12,000 journalists from 75 countries attend. For these opinion leaders and experts, CeBIT is the key industrial event of the year.

Gateway to global markets

Exhibitors reach a vast professional audience; close to 700,000 visitors (21% are senior managers) attended the show in 2002—more than any other ICT trade show. CeBIT allows

Canadian ICT companies to tap into new market opportunities in the European Union, Asia, the Middle East, and the Americas. Close to 150,000 of the visitors in 2002 came from outside Germany.



CeBIT fairground in Hannover

CeBIT is invaluable to manufacturers and suppliers world-wide, particularly for those interested in developing markets like Eastern Europe or Central and South America. Key decisions are made at this show concerning major investments from throughout the industry, like the skilled trades, commerce, banking, the services industry, public administration and the scientific community.

CeBIT is unique in representing every sector of information and telecommunications technology with a line-up of displays designed to meet

manufacturers' needs. It mirrors both the supply and demand sides of the global marketplace.

Canadian pavilion

There will be two Canadian pavilions organized for CeBIT 2003: a telecom, networking, and information technology pavilion and a software, Internet solutions and services pavilion. They will feature turn-key booth packages with shared amenities and services.

The Department of Foreign Affairs and International Trade, in conjunction with Industry Canada, will have an information booth in both pavilions. In addition, a number of promotional activities are being prepared to raise the awareness of the Canadian presence at this leading global ICT event. Canadian trade officers from several European posts will be in attendance to advise Canadian exhibiting companies on opportunities in their respective markets. The national stands are a convenient and cost-effective way for both first-time and experienced Canadian exhibitors to participate.

For more information on registration, booth package costs and display options, contact CeBIT's Canadian representative, Co-Mar Management Services, tel.: **1-800-727-4183**, e-mail: info@hfcanada.com Web site: www.hfcanada.com/cebit or contact Cliff Singleton, Commercial Officer, Canadian Consulate in Munich, tel.: **(011-49-89) 2199-5717**, fax: **(011-49-89) 2199-5757**, e-mail: munic-td@dfait-maeci.gc.ca *

Address change

Canada's Embassy in Sarajevo has moved to a new location:
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Virtual Trade Commissioner

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www.infoexport.gc.ca and log in to your Virtual Trade Commissioner anytime to view market information, business opportunities, make service requests and even update your company's registration information.

(See page 3 for more information on the Virtual Trade Commissioner) *

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THE CANADIAN
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As Canada's Chief Trade Commissioner, it is my pleasure to introduce the members of the Canadian Trade Commissioner Service who have recently been posted abroad.

The trade commissioners profiled in this supplement, together with over 500 of their colleagues, can facilitate your entry into new foreign markets through six core services available in our 140 offices abroad. For a complete listing of these offices, visit our Web site at: www.infoexport.gc.ca

Every year, thousands of Canadian companies take advantage of the assistance offered by the Trade Commissioner Service. Once you have researched and selected your target market, I invite you to contact our trade commissioners. Whether you are expanding your existing foreign operations or are developing new ones, we are here to help you succeed.



John Gero,
Assistant Deputy Minister,
International Business, and
Chief Trade Commissioner