

## Branding Canada in Norway

The Canadian Norwegian Business Association attracted a record-breaking crowd to its latest networking session held in October 2003—an evening designed to promote the branding of Canada in a variety of sectors.

The keynote speaker was Gerhard Heiberg, member of the International Olympic Committee (IOC), Chairman of the IOC Marketing Commission, and past President of the Organizing Committee for the 1994 Winter Games in Lillehammer—one of the most successful Winter Games ever held.

Heiberg stressed that now is the time for Norwegian companies to partner

with Canadian firms if they want to get in on the Vancouver/Whistler 2010 Olympic action. He lamented that the worst mistake in organizing such



Shirley Wolff Serafini, Canada's Ambassador to Norway, and Gerhard Heiberg, Chairman of the IOC Marketing Commission and Member of the IOC, after Heiberg's presentation on the Vancouver/Whistler 2010 Olympics

massive events is procrastination by governments and industry alike.

The evening also saw the official launch of **Destination Canada**, a virtual tourism promotion organization based in Oslo responsible for promoting Canada as a tourist destination throughout the Nordics.

**For more information**, contact Rick Stephenson, Counsellor (Commercial) and Consul, Canadian Embassy in Oslo, tel.: (011-47) 2299-5330, fax: (011-47) 2299-5301, e-mail: [rick.stephenson@dfait-maeci.gc.ca](mailto:rick.stephenson@dfait-maeci.gc.ca). \*

## Construct Canada 2003

TORONTO — December 3-5, 2003 —

Some 30 officers from the Canadian Trade Commissioner Service will attend **Construct Canada 2003**.

They will come from different locations around the world to increase awareness among Canadian companies of export opportunities in their respective countries.

Don't miss this opportunity to meet with the trade commissioners at an international networking session, which will be held from 1:30 to 4:30 p.m. on Wednesday, December 3, or visit them at the Team Canada Inc International Business Centre during the show.

**To register** for the networking session, contact Aimee Gillis, tel.: (416) 952-6327, e-mail: [gillis.aimee@ic.gc.ca](mailto:gillis.aimee@ic.gc.ca) or go to [www.constructcanada.com](http://www.constructcanada.com). \*

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and Kazakhstan plans to invest US\$25 billion in exploration and extraction.

**Hanover Maloney, IMV Projects, KUDU Industries, Macleod Dixon, Master Flo Valve, Propak Systems** and **Protex CIS** were the Canadian participants at KIOGE 2003. The trade section of the Embassy also organized a business seminar on doing business in Kazakhstan, the country's tax system, work permit regulations, requirements for establishing a joint venture or local presence in the country, and customs rules.

first time, remarked that he was very impressed with the level of Western business practices in Kazakhstan and the overall potential in the country and noted that he will watch Kazakhstan's resource development with interest.

The Canadian Embassy in Kazakhstan is preparing for the Canadian pavilion at KIOGE 2005 and invites Canadian companies to take part.

**For more information**, contact Michael J. Reshitnyk, Trade Commissioner, Eastern Europe Division, DFAIT, tel.: (613) 996-7701, fax: (613) 995-1277, e-mail: [michael.reshitnyk@dfait-maeci.gc.ca](mailto:michael.reshitnyk@dfait-maeci.gc.ca). \*

service provides counselling, publications and referral services. Trade-related information can be obtained by calling or fax at (613) 996-9709; by calling the Enquiries Service or accessing the DFAIT Web site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca).

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