

conservation. As part of these initiatives, the Canadian federal department of Energy, Mines and Resources has, since the beginning of 1990, briefed several in-coming Commission sponsored delegations on the Canadian approach to efficient and alternate energies. For Canada, energy efficiency continues to be an area of great interest and activity within the energy sector. These activities also serve to introduce Canadian and European firms to potential business cooperation opportunities.

(ii) Medical Equipment

At Canada's request, both sides have attempted, by means of studies and participation at trade shows, to develop opportunities for business collaboration by way of identifying potential partners to one another. The latest effort took place at the Medica '89 exhibition in Düsseldorf where the Commission, and a representative from the European Medical Suppliers' Federation, made a presentation to a select group of Canadian companies interested in industrial cooperation activities in Europe.

(iii) Environmental Technology

The increasing importance of this sector, both in terms of government activities and of industry growth, led both sides to highlight at the October 1989 SCIC meeting relevant developments on both sides of the Atlantic and opportunities for industrial cooperation. A Canadian government representative attended, at the invitation of the Commission, the NETT (Network for Environmental Technology Transfer) Conference held in Brussels in November 1989 in order to more closely identify the prospects for EC-Canada firm-to-firm cooperation in this broad sector. Canada, at the invitation of the Secretary General of NETT will pursue discussions on accessing NETT following completion of the revised version of the NETT data bank.

(iv) Venture Capital

The role of venture capital in supporting many new business projects is recognized by both sides. Consequently, efforts have been made to put the European and Canadian venture capital