



THE U.S. CONNECTION

How to Succeed in the U.S. Marketplace: News, Facts and Tips

This new CanadExport regular feature is designed to help Canadian exporters take full advantage of the vast and lucrative market south of the border. The U.S. Connection will bring together information on new exporter programs, success stories, recent market reports, useful Web sites, a calendar of upcoming events, and more.

Future issues will profile priority industry sectors, and focus on Canada's trade offices in the United States, highlighting the market opportunities in each region.

The U.S. Connection is produced in co-operation with the United States Business Development Division (UTO) of the Department of Foreign Affairs and International Trade (DFAIT). For further information, contact UTO by fax at (613) 944-9119, e-mail: commerce@extott13.x400.gc.ca

Canadian Companies Take Top Honours at COMDEX

Innovative Canadian technologies made a brilliant showing at COMDEX/Fall 98, one of the largest computer trade shows in North America. Canadian companies scooped up several important industry awards and once again demonstrated

Canada's leading edge in the highly competitive field of advanced technologies.

See next page for full story on COMDEX winners.

New-look NEBS

DFAIT is restructuring its highly successful NEBS and NEBS Plus (New Exporters to Border States) programs to ensure that Canadian companies have all the tools they need to compete effectively in the U.S. marketplace. See next page for full story.

A complete listing of upcoming NEBS missions is available at www.dfait-maeci.gc.ca/geo/usa/business-e.htm

Did you know — Last November, the Canadian Consulate Trade Office in San Francisco moved to its brand-new offices, 555 Montgomery St., Suite 1288, tel. (415) 834-3180, fax: (415) 834-3189. On hand to mark the occasion were Canadian Consul General in Los Angeles, Kim Campbell, San Francisco Acting Mayor Leslie Katz and Canadian Consul Norman Lomow.

SELECTED UPCOMING TRADE AND INVESTMENT ACTIVITIES

Date	Event	Location
FEBRUARY		
12-17	The Miami Boat Show	Miami
22-25	Westec Machine Tool Expo	Los Angeles
25 - Mar. 5	American Film Market	Los Angeles
26	Defence Technology Workshop	Washington, DC
MARCH		
7	Biotechnology Investment/Strategic Alliance Partnering Mission	Boston
7-10	Women's Trade Mission from B.C.	Los Angeles
8	Canadian Naval Port Visit	San Diego
9	Software Association	Chicago
25-27	Mid-America Trucking Show	Louisville, Kentucky
26 - 28	Specialty Automotive Equipment Show (SEMA)	Pomona, California

For more trade shows, check the Canadian Consulate Web sites (linked to the DFAIT site www.dfait-maeci.gc.ca), or Strategis (strategis.ic.gc.ca) and Expoguide (www.expoguide.com).

Visit the Canada-U.S. Relations Home Page

www.dfait-maeci.gc.ca/geo/usa/business-e.htm

... for a wide array of valuable information on doing business in and with the United States.