

## Annual Cross-Border Exchange in Buffalo

**BUFFALO, NEW YORK** — April 5, 2001 — A dynamic "Canadian-American Medical Corridor" is emerging in the region stretching from Toronto through Buffalo to Rochester, New York, home to more than 850 life sciences companies — the fourth largest concentration in North America!

The Health Care Industries Association (HCIA) in upstate New York invites Canadian medical companies to seek strategic partnerships at the **5th Annual Cross-Border Exchange** in Buffalo. Since it was initiated in 1996, over 100 medical equipment manufacturers/service firms/research institutions from both sides of the border attend each year to network, receive regulatory updates from the experts and, most importantly, to find partners to market their products and services to the rest of the world. Several alliances have been created over the years including Pharmax Ltd. of Toronto with STS DuoTek in Rochester, New York; and

Specialty Paper Products, of Unionville, Ontario, with BCG Medical in Buffalo, New York.

The Canadian Consulate General in Buffalo along with the Association of Ontario Medical Manufacturers (AOMM), the Health Care Industries Association (HCIA) of upstate New York, Ontario Exports Inc. and Empire State Corp. are co-sponsors of this event. The full-day program will include updates from both Health Canada and the U.S. Food & Drug Administration, as well as panels on buying consortiums, border management, reimbursement and a keynote speaker from the U.S. Medical Device Manufacturers Association (MDMA).

For more information, visit the Web sites: [www.aommcanada.com](http://www.aommcanada.com) and [www.wnyhcia.com](http://www.wnyhcia.com) or contact Mary Mokka, Business Development Officer, Canadian Consulate General, Buffalo, tel.: (716) 858-9556, fax: (716) 852-4340, e-mail: [mary.mokka@dfait-maeci.gc.ca](mailto:mary.mokka@dfait-maeci.gc.ca) Web site: [www.canada-congenbuffalo.org](http://www.canada-congenbuffalo.org) \*

## Environment 2001 Conference in Tel Aviv

**TEL AVIV, ISRAEL** — May 1-3, 2001 — The Department of Foreign Affairs and International Trade (DFAIT) will participate in the first **International Conference and Exhibition for Environmental Technologies**. This event will showcase environmental goods, services and technologies from Israel and around the world, and will serve as a venue to discuss Israel's environmental challenges and the interconnectedness of regional solutions and activities in the entire Middle East region.

Canadian companies are invited to participate in this trade fair and international conference. The booth — where participating firms can display material, hold meetings, and make presentations over the three-day event — is one of a number of

planned activities aimed at profiling Canadian companies, highlighting Canadian expertise and facilitating contacts with prospective buyers, partners and agents. The Canadian Embassy will tailor one-on-one meetings, roundtable seminars, site visits and hospitality events as part of an individualized program to provide participants with the most in-depth exposure to this market.

The Middle East is a huge market with a population of more than 200 million. Rapid growth and industrialization have brought about serious problems of air pollution, water quality and treatment, and disposal of hazardous and solid waste. **Environment 2001** will serve as a forum for discussion of timely solutions to environmental problems

## Plast-Ex 2001



**THE CANADIAN  
TRADE COMMISSIONER  
SERVICE**

**TORONTO** — April 30- May 3, 2001 — The Canadian Trade Commissioner Service will have a major presence at **Plast-Ex 2001**, North America's second largest plastics show. **Plast-Ex** is expecting close to 500 exhibitors and nearly 12,000 industry participants from around the world. They will all be there — resin producers, mould makers, producers of plastics products and machinery makers.

**Plast-Ex** is an international event and a great occasion to meet with trade commissioners and learn about export opportunities. **Make your plans early!**

For more information, visit the **Plast-Ex** Web site at [www.plastex.org](http://www.plastex.org) or contact Ken Cumming, DFAIT, at (613) 944-0117.

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

facing Israel and the Middle East region.

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