

## Business Mission to China, Singapore and Malaysia — *Continued from page 11*

and the National Science and Technology Board of Singapore and an agreement for collaborative research and development between the Institute for Molecular and Cell Biology and the Medical Research Council of Canada. These agreements will result in valuable commercial spin-offs for Canadian companies.

In addition, a number of technology-related commercial agreements, valued at over \$140 million, were signed. Canadian signatories included Nortel (for a global voice network), AIT (airport passport readers), Cadex (battery analysers), and Newstar (real-estate management system).

The Prime Minister also officially

opened Canada House Singapore, a condominium of Canadian companies, a showcase of Canadian technology and a support centre for Canadian firms new to the region.

Coinciding with the Prime Minister's visit, Minister Marchi was the keynote speaker at an investment seminar designed to take advantage of Singapore's large pool of funds for foreign investment, and to promote technology partnering between Canadian and Singaporean firms.

### Malaysia APEC meeting promotes stability

Minister Marchi also attended the two-day Asia-Pacific Economic Cooperation (APEC) Ministerial

Meeting in Kuala Lumpur, Malaysia, focusing on promoting economic stability in the region and on encouraging further progress on trade liberalization.

For further information regarding this trade mission to China or the China market in general, contact J. Ian Burchett, Deputy Director, China and Mongolia Division, Department of Foreign Affairs and International Trade (DFAIT), tel.: (613) 992-6129.

For more information on Singapore and Malaysia, contact Louise Branch, Deputy Director, South East Asia Division, DFAIT, tel.: (613) 996-3667.

## P.E.I. Company Signs Up on Road to Exports... — *Continued from page 8*

the Atlantic Canada Opportunities Agency, as well as the assistance of Robert Inglese, Managing Director, Venture Capital, of the Business Development Bank of Canada, we would never have come this far."

Banks subsequently travelled to Poland and worked out a tentative agreement on distribution and licensing in Poland, giving CIE royalties for the next 10 years.

### Canada well perceived in Poland

According to Banks, Poland is one of the few East and Central European

countries that is doing well in the post-U.S.S.R. era.

"There are great opportunities in that country, which has a steady growth rate and very warm-hearted people who are thankful for Canada's great tradition of assistance," he reminds. But before talking business in Poland, you have to strike a chord, says Banks.

"They want to get to know you and feel comfortable with you. No hard sell. Be honest with them," he advises, "and be ready for a lot of social interaction before getting down to business."

Banks hopes that now that he has

been granted a U.S. patent after a seven-year effort — and with a new prototype slated for next month — he will capture some of the U.S. markets that competitors had infringed upon.

"We are also in the process of getting on the Department of Foreign Affairs and International Trade's WIN Exports database," says Banks, "as well as visiting the Charlottetown International Trade Centre for further export leads."

For more information on CIE Research Inc., contact President Archie Banks, tel.: (902) 628-1377, fax: (902) 894-9315.

### Inquiries Services

DFAIT's InfoCentre provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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