

Two New Knowledge Cafés Planned

Since Crossing the Pond was founded, more than 250 companies and associations from the information technology industry have participated in *Knowledge Cafés* held in Ottawa, Toronto, Calgary and Vancouver. Opinions are unanimous: small and medium-sized enterprises appreciate this simple yet dynamic way of obtaining useful advice and suggestions that will help them fast-track their European expansion.

The Crossing the Pond partners are now planning something different by organizing two *Knowledge Cafés* in the agri-food industry, in co-operation



CROSSING + THE POND

with Agriculture and Agri-Food Canada, the Canadian Food Exporters Association and the Atlantic Canada Export Club. The first *Café* will be held on the morning of February 22, at the

International Food and Beverage Show in Toronto. The second will be in Halifax on February 25, also in the morning.

Five European countries will be represented at these *Cafés*: the United

Kingdom, France, Germany, Italy and the Netherlands. If you are thinking of doing business in Europe and would like to learn more about penetrating the European market, make it a point to attend the upcoming *Knowledge Cafés*.

For more information, fax your business card to (613) 995-6319 (c/o Véronique Duhamel). Don't forget to visit the Internet site at www.crossingthepond.com

Crossing the Pond is a Team Canada Inc partnership co-founded by the Department of Foreign Affairs and International Trade, Grasset|Fleisher Solicitors (Toronto) and CIBC. *

Canada Hosts World Mines Ministries Forum and Mining Millennium 2000

TORONTO, ONTARIO — March 5-10, 2000 — Mines ministers and senior government officials from mining jurisdictions around the world, mining company executives and representatives of non-governmental organizations will gather in Toronto for the **World Mines Ministries Forum** (March 10).

The backdrop for the Ministries Forum is **Mining Millennium 2000** (March 5-10), one of the most important international mining conventions planned for the new millennium. This will be an unprecedented event that will recognize and celebrate the

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Government, Private Sector Team up to Promote Food Exports to Asia

In co-operation with regional and provincial offices in Alberta, British Columbia, Ontario and Quebec, an **Asian Food Journalists Mission** has been organized by Agriculture and Agri-Food Canada (AAFC) and DFAIT's posts in Hong Kong, Taiwan, Singapore and the Philippines.

On behalf of Lyle Vanclief, Minister of Agriculture, Hong Kong-based Trade Commissioner Neil Clegg presented the Excellence in Partnership Award to Derek Galpin, Managing Director-Asia, Canadian Airlines International (CAIL), for its support.

In collaboration with AAFC, Hong Kong will organize a cross-Canada seminar program on **Asian Food Market Opportunities** in March. Hong Kong will also host **Hong Kong Sweets Expo Asia 2000** (June 27-29) and the **Hong Kong International Health Food, Healthcare Products & Fitness Equipment Exhibition** (July 7-9).

For more information on the above programs or other food activities in this market,

contact Neil Clegg, fax: (011-852) 2847-7441, e-mail: canadatrade.hkong@dfait-maeci.gc.ca *



Canadian Trade Commissioner in Hong Kong, Neil Clegg (right) presenting the Excellence in Partnership Award to Derek Galpin, Managing Director-Asia, Canadian Airlines International.

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Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4946 (613-944-4946 from the National Capital Region).

