

GG Heads Trade Delegation to Hong Kong, China

Hong Kong/Guangzhou — Canadian firms have an opportunity to find out how to tap into the dynamic markets of Hong Kong and the People's Republic of China.

All they need do is participate in **Profiting From Partnership: Canada-Hong Kong-China Trade and Investment Week**, being held here May 2-6, 1994.

This event will feature: sector specific workshops; one-on-one meetings with potential business partners; and industrial visits.

Conference/workshop topics include: Business Synergies-Hong Kong and China; So You Want to do Business with China; Strategies for Succeeding in China; and Sectoral Round-Table Discussions.

The Trade Investment Week, which will be headed by Governor General Ramon Hnatyshyn, accompanied by Minister of Agriculture Ralph Goodale, is organized by the Canadian Chamber of Commerce in Hong Kong, the Commission for Canada in Hong Kong and Foreign Affairs and International Trade.

Places are filling up quickly. Fax Hong Kong: (852) 525-5196 or telephone Hong Kong: (852) 868-0722.

Canada's Japan Plan — from page 1

associations; in some they are private-sector groups that have come together specifically to tackle the Japanese market. Supporting these lead groups are government teams brought together from federal and provincial levels as appropriate for each sector.

These are not "advisory bodies". The idea is to take advantage of the synergies of a "team Canada" approach in penetrating the Japanese market. Governments stand ready to support activities to make industry more export ready, to deliver better strategic and market intelligence. They can help to adapt products, to acquire technology, to seek partners or to establish an industry presence in the market — on a collaborative, partnership and cost-shared basis.

The objective is business-led development of strategic sectoral action plans to adapt Canadian products to the changing needs of the Japanese market.

Some 75 events took place in 1993. These ranged from seminars on building products held across Canada to seafood promotions held in Japan. The planning being done by the industry lead groups right now is creating a 1994 schedule that is just as ambitious.

Foreign Affairs and International Trade has produced a status report on CANADA'S ACTION PLAN FOR JAPAN which is available from InfoCentre. Tel.: 1-800-267-8376 (Ottawa area: 944-4000).

If your company is active in one of the priority sectors, get a copy

and contact the appropriate industry group. They are looking for more players on their teams.

Watch future issues of **CanadaExport** for sector-by-sector updates on the ACTION PLAN.

BCNet — from page 2

International Affairs at the Canadian Chamber of Commerce explained, "We're excited at the prospect of offering a value-added service to small and medium-size enterprises. We've listened to our members, and our members are saying they need timely, company-specific business leads and market information. BCNet responds to those needs."

Information about BCNet is available from the head offices of the Chamber in Ottawa (telephone 613-238-4000), or from International Trade Centres in Ontario, Quebec, Nova Scotia and British Columbia.

Budapest Moves

The Trade Section of the Canadian Embassy in Budapest now is located at Kiralyhago Ter 8/9, H-1126, Budapest, Hungary. Tel.: 156-1251. Fax: 155-8650. Telex: 22-4588. Business hours are 08.00-16.00 and phone service is from 08.00-17.00.

InfoCentre

InfoCentre (formerly InfoExport) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoCentre (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order DFAIT publications, fax (613-996-9709) your request. Include the publication code (in brackets).

Return requested
if undeliverable:
CANADEXPORT (BCT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2

