

Canada Month in Hong Kong at Expo '84

Canadexpo 84, a solo Canadian trade show will highlight activities during Canada Month in Hong Kong.

This show which is expected to attract exporters from a wide variety of industry sectors including electronic equipment, data processing soft and hardware, processed food products, construction equipment and material, will take place in the Hong Kong Exhibition Centre from May 17-20.

Student help

The Canadian University Association has agreed to recruit from Hong Kong students studying in Canada, a group of students to assist at the show and related events. Where possible the students recruited will be familiar with the products

of the company to which they will be assigned.

Art sales

Other events scheduled include: May as Canada Food Month at the Hilton Hotel; Canadian Club of Hong Kong will organize a show of ladies fashion of garments and fur supported by Shui Hing and the Hong Kong Fur Manufacturers Association; a major tourism industry promotion involving as many as 30 tour operators and wholesalers from Canada and from 60-80 key travel agents from the region to convene at Hong Kong for a two-day meeting; a showing and sale of Canadian painting and other art forms and the appearance at the City Hall of Le Grands Ballet Canadiens from Montreal, May 29-30. ■

Busy Agenda at Pacific Rim Conference

The Third Pacific Rim Opportunities Conference (PROC III) was held in Calgary on October 5-7, 1983. Sponsored by the Pacific Basin Economic Council, the Conference brought together senior businessmen and government officials from Canada and the countries of the Pacific Rim.

Seminars

From Hong Kong, the Executive Director of the Hong Kong Trade Development Council, Mr. Len Dunning and the Canadian Senior Trade Commissioner conducted seminars on the following industry sectors: agricultural, food and fisheries, mining, metallurgy and forestry, energy and chemical products, general manufacturing, hitech products and services. There were further sessions on Canada as a market for Hong Kong imports.

Mr. Fred Peacock, Alberta Agent in Hong Kong also attended the Calgary meeting and participated in the Hong Kong seminar on energy and chemical products.

The conference's opening session heard an address on the recent development in the Pacific Basin by Mr. Derek Davies, Editor of The Far Eastern Economic Review.

Chairman

The Conference was chaired by Mr. Bob Blair, President and Chief Executive Officer of NOVA, An Alberta Corporation, and also heard addresses from Gerald Regan, Minister of State (International Trade) and the Premier of Alberta, Peter Lougheed. ■

Export Trade Month for Canada

The decision to designate October as Canada Export Trade Month was made at the last federal-provincial trade ministers' conference, and it was launched by Gerald Regan, the minister for International trade.

"Canada's Export Trade Month is a cooperative venture involving business and the federal and provincial governments", he said. "It is intended to increase the understanding and awareness of the general public as well as the business community to the importance of external trade to our national economy".

Major events

More than 250 events were scheduled across the country during the month which were linked one way or another with export trade, ranging from major international events such as the Third Annual Pacific Rim Opportunities Conference to local and regional events featuring local business people.

*"Canada's export trade
month is a cooperative
venture involving business
and the government."*

At the launch the Minister announced the establishment of a Trade Information Centre. The Centre is located on the Ground Floor of the Pearson Building in Ottawa and is available to business people across the country interested in export prospects through a special number: 1-800-267-8376. "This will provide information on a full range of support services offered by government for exporters and potential exporters", Mr. Regan said. The Centre went into operation on October 11.

In addition, the start of an export trade newsletter was announced by the Minister. This will contain information on such things as trade fairs and exhibitions, changes in foreign regulations which may affect Canadian exporters, trends in policy development in overseas market nations, and pending initiatives by Canadian governments. ■