

# GLOBE 96 Launch Pad for Latin America Environmental Project

Trade of environmental technologies by NAFTA member countries to the rapidly emerging environmental markets of Latin America will be facilitated through a project being undertaken by the GLOBE Foundation of Canada.

A wholly-owned subsidiary of the Asia Pacific Foundation of Canada, GLOBE (in cooperation with a company each from Mexico, the U.S. and Canada) was commissioned for the project by the North American Commission for Environmental Cooperation

The project consists of a report and a joint venture/partnership program.

To be released at **GLOBE 96** (March 26-29 in Vancouver), the report will inform NAFTA companies on ways they can better position themselves to compete in the markets of Chile, Argentina, Brazil, Colombia and Venezuela. It will also provide a basis for strengthening cooperative efforts to secure environmental business in Mexico.

The joint venture/partnership program, which will kick-off also at **GLOBE 96**, is designed to match NAFTA firms with prospective partners in Latin America.

**GLOBE 96**, North America's largest international multi-sectoral trade fair and conference on business and the environment, attracts in excess of 10,000 people from more than 50 countries. Committed delegations will attend from Argentina, Brazil, Chile, Colombia, Mexico, Venezuela, Canada and the United States.

It also features 250 top speak-

ers in the business/environment field; 70-plus workshops on environmental policy, corporate strategy, market and finance; a technology trade fair and marketplace; incoming buying delegations from over 35 countries; and business matching services to

link technology sellers with buyers, joint venture partners and financiers.

Further information on these subjects is available from Connie Moffit, GLOBE Foundation of Canada, Vancouver, Tel.: (604) 775-1994; Fax: (604) 666-8123.

## GLOBE 96 on China Missions Itinerary

Incoming environmental missions from Hong Kong and China will attend **GLOBE 96** as part of a several-city Canadian tour organized by the China Division of the Department of Foreign Affairs and International Trade (DFAIT) and beginning next month.

**GLOBE 96**, being held March 26-29 in Vancouver, is the major international event in North America for the environment industry, the corporate sector, and the finance and investment community. Its international trade fairs and conferences offer participants access to markets in the Asia-Pacific, North America and Latin America.

The Hong Kong mission, organized jointly with the Hong Kong Productivity Council, will visit March 18-30, 1996, beginning in Montreal.

The China mission, commencing at **GLOBE 96** in Vancouver, will visit March 24 - April 4, 1996, with stops in

Calgary, Toronto and Montreal.

The objectives of the missions are to raise awareness in Hong Kong and China of Canadian capabilities in advanced environmental technologies and to strengthen the competitiveness of Canadian firms in these markets.

The missions are interested in the following primary sectors: wastewater treatment; solid waste treatment; industrial pollution; and river basin management and policy study.

In delivering these missions, DFAIT is participating with Globe Foundation, BC Trade, Ontario Ministry of Energy and Environment, Canadian Environmental Industries Association, Quebec Ministry of International Affairs, and Alberta Ministry of Economic Development and Trade.

The contact for further information is Neil Clegg, DFAIT, Ottawa, Tel.: (613) 995-6962; Fax: (613) 943-1068.