

Calling Software Companies to the Chicago Marketplace

CHICAGO, ILLINOIS — March 11, 1998 — Software companies interested in seeking VARS, resellers or partners in the Chicago marketplace are invited to attend the Chicago Software Association (CSA) Software Partnering Mission.

Chicago is in the heart of the Silicon Prairie, as well as home to top-notch software companies such as Spyglass and Platinum Software and users such as Motorola, Ameritech and US Robotics. With the highest per-capita consumption in all of the United States, Chicago provides one of the best market opportunities for Canadian firms.

The mission, to one of Chicago's premier software events for assisting

Canadian software companies, is being co-sponsored by the Canadian Consulate General in Chicago, KMPG Peat Marwick and the law firm of Freeborn & Peters. The keynote speaker will be Tony Perkins, founder and editor of Red Herring Magazine.

Participating companies will be asked to give a two-minute overview of their company and the type of partner they are seeking. This will be followed by a networking trade show. The morning program, exclusive to Canadian participants, will provide companies with the opportunity to meet with industry experts and answer questions about this market.

Over 300 software professionals

attended the 1997 event, which involved the participation of 10 Canadian software companies.

The Consulate will cover the cost of the conference fee (\$300 per person) for up to 15 qualified Canadian companies on a first-come first-served basis. The deadline for application is February 13.

For more information, contact Ann F. Rosen, Senior Business Development Officer, Canadian Consulate General, Chicago, Illinois, tel.: (312) 616-1860, fax: (312) 616-1877, e-mail: ann.rosen@chcgo01.x400.gc.ca

Exhibition Provides Opportunity to Enter Magic World

DUBAI, UNITED ARAB EMIRATES — March 30-April 1, 1998 — The Magic World International Build and Supply Exhibition is being held exclusively for companies wishing to become involved in the building of Magic World, which promises to be one of the most imaginative and unique theme parks in the world.

During the event, international companies will have the opportunity to exhibit their products, services and technologies. Dubai government officials and project manager International Bechtel Co. Ltd. will review design, construction

and procurement requirements with delegates before final bids are tendered.

The government of Dubai is investing more than US\$600 million to build the Magic World project, which will incorporate an international theme park and Magic World City, a residential and business complex surrounding the theme park.

For more information, contact Streamline Marketing Communications, P.O. Box 62440, Dubai, United Arab Emirates, tel.: (971 4) 329-029, fax: (971 4) 329-648, e-mail: stream@emirates.net.ae, Internet: <http://www.streamline-uae.com>

Information Technology Mission

CHINA — May 5-16, 1998 — Information technology firms and individuals interested in penetrating the Chinese export market for the first time are invited to join an Information Technology Business Mission to Hong Kong, Shanghai and Beijing. The 10-day mission, co-sponsored by Industry Canada and ConnectIT, will be led by ConnectIT's International Business Partner for China, Ron Evans. Airfare, accommodations, relevant trade shows, and meetings with key players in this enormous and growing market are included in the \$6,900 mission price.

For more information, contact Patricia Peel, ConnectIT, tel.: (905) 940-3001, ext. 104, e-mail: ppeel@connect-it.on.ca