

*Export Award a Highlight***CEA Annual Convention Extends Invitation**

Members and non-members have an opportunity to attend one of the most important exporting events planned for this year.

It's the **49th Annual Convention of the Canadian Exporters'**

**Festival** — *from page 1*

and Saskatoon.

At time of writing and with further additions expected, it was confirmed that at least 44 Hong Kong VIPs and 14 delegations would be coming to Canada as part of the **Festival Hong Kong 92** promotions—a clear indication that business and trade matters are a big part of this undertaking.

Indeed, trade links are increasing at an unprecedented rate, with two-way trade having increased more than 500 per cent in dollar terms between 1981 and 1991. Two-way trade now stands at almost \$2 billion annually.

The increasing influx into Canada of people from Hong Kong (approximately 28,000 immigrants each year) also has an economic spin-off: Hong Kong's investment rate in Canada (at \$4.0 billion per year) outstrips its investment anywhere else. This important economic link could give Canada a built-in advantage in business dealings with other countries in Asia, particularly China.

For further information on **Festival Hong Kong 92** contact, for **cultural information**, David Lysne, tel.: 613-995-9295. For **trade-related matters**, contact Dan Mrkich, tel.: 613-995-6962. Both persons are with External Affairs and International Trade Canada, Ottawa.

Association being held October 4-6 at Montreal's Queen Elizabeth Hotel.

A highlight, and a major event of October being **Canada International Trade Month**, will be the presentation of the **Canada Export Award**.

The Award, sponsored by External Affairs and International Trade Canada and celebrating its 10th Anniversary, will be presented October 5 by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson.

The **CEA Annual Convention** is a forum for exporters of goods and services and for firms providing services to exporters to learn and network with other exporters and government officials. It also brings

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together representatives from business, labour, government and academia.

This year's theme, "Team Canada: The Way Ahead", will be elaborated on by a panel that will discuss the essential ingredients for Canada's economic well-being in an increasingly inter-dependent global trading environment.

One panel on "World Markets" will have five workshops that will discuss prospects and challenges in the United States, Latin America, Africa, the Middle East, Europe and Asia-Pacific.

Other panels will discuss, through concurrent sessions:

- international transportation, with a focus on key elements to improve transportation competitiveness;
- new trends and developments in export financing;
- the North American Free Trade Agreement and its current status;
- a dialogue on how government and industry can work together more effectively to develop a winning export team;
- the North American and Canada/US Free Trade Agreements, covering such issues as rules of origin, drawbacks and dispute settlement;
- international trade barriers;
- trade and the environment;
- case studies of strategies employed by three 1992 Export Award winners; and
- the trading house 'key' to export markets and the use of countertrade by successful practitioners.

At time of writing, the slate of keynote speakers, panelists and moderators (some still to be confirmed) included: Robert Bourassa, Premier of Quebec; Michael H. Wilson, Minister of Industry, Science and Technology and Minister for International Trade; Robert Clark, Canada's Deputy Chief Negotiator for the North American Free Trade Agreement (and his Mexican counterpart, Dr. Jaime Zabludovsky); senior administrative officials from federal and provincial governments; and presidents/CEOs from the private sector, including associations.

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