

Pacific-Partners

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- to give special focus to business development in selected "priority sectors" such as telecommunications/informatics, environmental goods and services, and aerospace; and
- to highlight and celebrate the Centenary of trading relations between Canada and Australia.

Roy MacLaren, Canada's Minister for International Trade, is scheduled to lead a Canadian delegation to Australia and New Zealand and, together with his Australian counterpart, Senator Bob McMullan, and to be a keynote speaker at the conference. Ministers will also be present to hear reports from each of the session leaders on the ideas and recommendations of three industry-specific discussions and one focused on the role of small and medium-size enterprises (SMEs), directed at identifying business opportunities.

The conference is being organized under the auspices of Canada's Department of Foreign Affairs and International Trade and is managed by the Canadian Consulate General in Sydney. AUSTRADE, the Australian Government Trade Development Agency, is co-partner in organizing and presenting the conference and its Managing Director, Ralph Evans, will chair the opening session.

Major Canadian speakers and chairs include Pierre Ducros, Chairman and CEO, DMR Group Inc.; Terry Francis, Senior Vice President, Marketing and Sales, Canadian Airlines International Ltd.; Bob Bloomfield, Vice President and Managing Director, Asia Pacific, Newbridge Networks Corp.; Ron Evans, President, Information Technology Association of Canada (ITAC); Bill Kienapple, Director, Defence Operations, General Motors of Canada Ltd. (Diesel Division); Andy Morris, Vice President

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Strategic Alliance Seminars in Australia

The potential for expanded collaboration between Canadian and Australian information and environmental technology firms has never been better.

The sectors represent significant growth areas in the Australian economy. Major infrastructure investment programs are underway, Australian firms have developed world-class capabilities and are expanding their reach into the burgeoning Asia-Pacific region and beyond.

To capitalize on this potential, there will be a series of seminars in Sydney, Melbourne, Adelaide and Perth between March 1 and 8, 1995. They will provide a forum for Australian and Canadian firms to seek out partners offering complementary expertise, products or technologies.

What's more, there will be a concurrent catalogue show of Canadian capabilities in the information and environmental technology sectors.

While not overlooking bilateral

business opportunities, a special focus of the seminars is the ability of strategic alliance partners to work together in the larger regional markets of Asia-Pacific and North America.

Organized by the Canadian Consulate General in Sydney with support from the Australian Information Industries Association (AIIA), the Environment Management Industry Association of Australia (EMIAA), Chambers of Commerce and State Governments, the seminars will feature presentations by representatives of the Information Technology Association of Canada, the Canadian Environmental Industries Association, the AIIA and EMIAA.

Companies interested in participating in the seminars or sending literature for display at the catalogue show of Canadian capability should contact Helen Rowell (information technology) or Bob Gow (environment), Canadian Consulate General, Sydney. Tel.: (011-61-2) 364-3000. Fax: (011-61-2) 364-3098.

AIMEX'95 : Australia's International Mining & Exploration Exhibition, 16th - 20th October 1995, Sydney, Australia

Mining is a mainstay of the Australian economy, providing approximately 50 per cent of Australia's exports. The country is one of the world's largest producers of a wide range of minerals and, with improved world markets, is experiencing a resurgence of development in this sector.

Committed and expected projects valued in excess of \$30 billion offer Canadian equipment and technology suppliers substantial business opportunities.

Held every four years AIMEX is recognized as the prime marketplace for mining equipment manufacturers and service companies, representing every aspect of the mining and exploration industries.

With eight pavilions, unlimited outdoor space, and being hosted in the country's premier city, AIMEX is Australia's largest venue, featuring some 400 exhibits and attracting more than 22,000 visitors.

Canada will have a national stand at AIMEX'95. Space at the stand is available at competitive rates. If you are interested in more information, contact the coordinator without delay: R.G. (Bob) Gow, Trade Officer, Canadian Consulate General, Level 5, Quay West, 111 Harrington St., Sydney, NSW 2000 Australia. Tel.: (011-61-2) 364-3000. Fax: (011-61-2) 364-3098.