

BUSINESS AGENDA

Seminars Spotlight Yangtze Delta Opportunities

Team Canada's success in China in 1994 can benefit exporters and would-be exporters in 1996 — provided they attend the **Business Opportunities in the Yangtze Delta Region** seminars being held in six cities across Canada this May and June.

The seminars offer valuable insights into the booming industrial growth of East China and the Yangtze Delta and the opportunities they present for Canadian entrepreneurs who want to maximize returns on their business investments. Also to be discussed are the critical factors for success in this market.

And quite a market it is:

* The Yangtze Delta region is

the largest market in China, with 193 million consumers on a land base half the size of Alberta.

* It is the best-located region in terms of strategic access to other market concentrations.

* The region is the source of 25 per cent of the increase in China's economic production in the 1990s.

* Purchasing power is growing faster in Shanghai than in any other region.

At the seminars, the latest information and insights on business in China will be drawn from: the Conference Board of Canada's extensive body of applied economic research on China; the Canada-China Business Council's knowl-

edge, based on the experience of more than 200 firms active in the China market; and Chreod Consultants of Ottawa's unique Yangtze Delta database.

Participants also will meet the entrepreneurs who have been there and learn their critical success factors through presentations and one-on-one discussions.

The seminars — to be held in **Vancouver, Calgary, Toronto, Ottawa, Montreal and Moncton** — are a joint activity of the Canada-China Business Council, The Conference Board of Canada's Applied Economic Research Institutes Linkages (AERIL) Program, and Chreod Consultants of Ottawa.

For dates and more information, contact Jean Smith, Conference Board of Canada, Ottawa, at tel.: (613) 526-3280 or e-mail: smith@conferenceboard.ca

Cross-Country Seminars on Canada's Export Controls

Halifax — May 27, 1996; **Montreal** — May 28; **Toronto** — May 30; **Ottawa** — May 31; **Winnipeg** — June 4; **Calgary** — June 5; **Vancouver** — June 6 — At these cross-Canada series of seminars (organized by the Department of Foreign Affairs and International Trade and co-sponsored by The International Trade Centres/Industry Canada) **Canada's Export Controls** will be explained under the Export and Import Permits Act. Topics include: recent changes in international agreements; what's new in Canada's export controls; how controls impact Canadian trade; and the roles of freight forwarders and Customs. Those encouraged to attend include marketing and traffic managers of exporting companies; manufacturers and exporters of military/defence products; dual-use goods with military ap-

plications; dual-use goods with nuclear, chemical, or biological weapons uses; and goods controlled by national policy. The seminars also should attract customs brokers and freight forwarders; consultants and other specialists; and those new to export controls or those wanting to keep abreast of latest developments. Participants will receive the 1996 edition of *A Guide to Canada's Export Controls*. Advanced registration (fee is \$15, with cheques payable to The Receiver General of Canada) is required and should be mailed to Department of Foreign Affairs and International Trade, Export Controls Division, P.O. Box 481, Station "A", Ottawa K1N 9K6. For more information, contact Robert Doak or Francine Zihlmann, Tel.: (613) 996-2387; Fax: (613) 996-9933.

Canada-Cameroon Conference

Douala, Cameroon — May 21 to 23, 1996 — Multisectoral international conference of business people from Cameroon and Canada, sponsored by the Canadian High Commission in Yaoundé, to enable Canadian and Cameroonian business people to create business and partnership ties, and to facilitate technology exchanges. Contact Mr. Honoré Justin Mondomobé, Trade Officer, Canadian High Commission, Yaoundé. Tel.: (237) 23 02 03. Fax: (237) 22 10 90. E-mail: Honore.Mondomobe@Paris03.X400.gc.ca