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March Conference Assesses Opportunities in Pacific Rim

Canada's premiere conference on doing business in the Pacific Rim will be held March 11 to 13, 1991 in Calgary, Alberta.

The **Seventh Pacific Rim Opportunities Conference (PROC VII)** centres around the theme of Canada's keeping pace with its international competitors in taking advantage of the trade and investment opportunities that exist in the region.

That region consists of such "dynamic markets" as Australia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Taiwan and Thailand.

Senior business representatives from these markets and Canadian trade commissioners posted to the region will speak at the sessions. More importantly, they will be available — through scheduled private appointments — for one-on-one meetings with PROC VII registrants.

Conference sessions will feature detailed and indepth discussion on the factors that influence Canadian success in these markets.

Subjects to be covered include: the current dynamic of trade, investment and technology flows in the Pacific; how to successfully joint venture, transfer technology and export; accessing the markets;

the impact of cultural factors on doing business; the regulatory environment; Canadian and off-shore sources of financing; and opportunities for contracts and sub-contracts in current and potential projects.

PROC VII is presented by the Pacific Basin Economic Council (PBEC), Canadian Committee, in cooperation with the Canadian Chamber of Commerce.

For additional programme and registration information, contact Dianne Caldbick or Carole Fortier, Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Trade in the Middle East after the Gulf Crisis

Canadian trade with the Middle East has grown quickly in recent years.

In 1989, exports of goods increased 40 per cent over 1988 and, when combined with estimates of exports in services, equalled \$1.6 billion.

These improvements in trade reflected the growing confidence of Canadian firms following the end of the Iraq-Iran war.

Iraq's invasion of Kuwait last August and the outbreak of renewed hostilities in the Middle East will undoubtedly have a

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Communications, Informatics Firms Being Recruited for Show in Spain

Barcelona — Canadian computer and data processing companies have an opportunity to participate in the External Affairs and International Trade Canada (EAITC) National Stand at **Informat'91** being held here May 27 to June 1.

The annual event, at which Canada will be participating in a National Stand for the third year, features hardware/equipment, software/services, telecommunications, auxiliary informatics material and consulting services.

Last year, seven Canadian firms exhibited. They were among a total of 682 companies from 26 countries and reported projected sales in excess of \$3 million.

While the majority of the 68,295 professional visitors to the 1990 show was from Spain, there were also interested observers/purchasers from Andorra, Portugal, Hungary, Italy, Belgium and Germany.

Canadian exports to Spain, which currently has one of the strongest economies in Europe, are booming and, until 1992, Spain can provide an open door to the European Economic Community.

With the many new developments resulting from Spain's hosting the 1992 World Exhibition and Olympic Games, the country has designated communications and informatics a top priority.

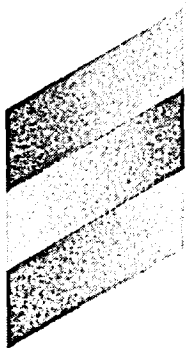
In this regard, Spain plans to liberalize market access for cable and satellite TV, switching and PABX equipment, and modems.

Companies interested in participating in **Informat'91** or in seeking additional information may contact Wesley S. Rathwell, Trade Fairs and Missions, Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0893. Fax: (613) 995-6319.

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External Affairs and
International Trade Canada



Canada