

CANADA - HONG KONG - CHINA TRADE & INVESTMENT WEEK

Your opportunity to:

Participate in a study tour/conference catered to your needs:

- Sector specific workshops
- One-on-one meetings with potential business partners
- Industrial visits in your sector
- Additional travel arrangements made upon request

Attend a high-level public meeting between Canadian and Chinese officials and businessmen

Network with government and business personalities important to your future success in Hong Kong and China

Your itinerary will include:

2 MAY

A.M. Conference:

Business Synergies: Hong Kong and China

Opened by Canada's Minister of Agriculture, Ralph Goodale and featuring the most influential names in Hong Kong-China business, topics will include:

- Hong Kong's successful transition through 1997
- Opportunities for infrastructural development
- Trade integration with China

Keynote Luncheon with:

Governor-General of Canada
The Rt. Hon. Ramon Hnatyshyn
and

Governor of Hong Kong
The Rt. Hon. Christopher Patten

P.M. Workshop:

So You Want to do Business With China...

This workshop, custom-made for participants from Canada will focus on the real issues that you will face in China:

- Economic, political and consumer trends
- New taxation and legal regulations
- Financing your China venture

*Plus...*Case Studies from Canadian companies who've succeeded in the PRC.

3 MAY

A.M. Study Tour

A programme will be designed for you by request. Options include:

- Industrial visits
- One-on-one meetings with:
 - Canadian trade reps
 - Potential business partners
 - Financiers
- Study tour of Hong Kong
- Site visit to Chep Lap Kok airport

P.M. Arrival in Guangzhou

You will take the Kowloon-Canton Railway to the capital city and commercial centre of Guangdong Province-China's fastest growing economy.

Gala dinner with:

Governor-General of Canada,
The Rt. Hon. Ray Hnatyshyn
and
Senior Chinese officials

4 MAY

Major Event...

Strategies for Succeeding in China

With input from senior officials from Beijing as well as key foreign investors from several sectors, this conference

will be attended by the "who's who" of decision-makers from:

* Canada * Hong Kong * China

Topics will include:

- Structuring a joint venture
- Entering China's retail market
- Human resource management in China
- Marketing and distribution
- Selecting the right partner

*Plus...*Practical Case Studies

5 MAY

A.M.

Sectoral Round-Table Discussions

You will be joined by established corporates and Chinese companies in their industry to discuss the challenges and opportunities facing you in an informal setting. The round-table format will allow for frank exchange and an unprecedented opportunity to meet and hear from Chinese corporates.

P.M. OPTIONAL ACTIVITIES

- Factory visits
- One-on-one meetings
- Special economic zone tour
- Chinese official meetings

→ Canadian Airlines is pleased to offer special fares to participants, details available.

Places are limited and are filling up quickly!

Please fill in the following coupon for Registration Further information

Name _____ Title _____

Company _____

Address _____

Industry _____ Tel _____ Fax _____

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