



## Businesswomen's Mission Heading to L.A.

LOS ANGELES — March 7-10, 1999 — The British Columbia Chapter of Women Entrepreneurs of Canada invites women entrepreneurs and executives to join the Canadian Businesswomen's International Trade Mission to Los Angeles, California.

The trade mission is aimed at developing trade opportunities for Canadian companies and offering a forum for the exchange of ideas and experiences with American counterparts in California, one of the largest markets in the United States.

Highlights of the mission include: pre-mission seminars on export readiness and a pre-mission reception; opening reception hosted by Kim Campbell, Consul General for Canada, Los Angeles; an opportunity to

showcase products and services at the Trade Mission Expo; matchmaking sessions; networking opportunities; and keynote addresses from American business leaders.

Potential mission candidates include Canadian women-owned or women-led firms that are ready to export, senior women executives responsible for business expansion and women who are already successfully exporting and who wish to explore further opportunities in the California market.

For more information, contact Women Entrepreneurs of Canada — B.C. Chapter, 1240 - 777 Hornby Street, Vancouver, B.C. V6Z 1S4, tel.: (604) 682-7390, fax: (604) 682-8812, Internet: [www.wec.ca](http://www.wec.ca)

## Canadian Participation at Europe's Top Distance Education/Computer-based Training Show, LearnTEC '99

KARLSRUHE, GERMANY — February 9-11, 1999 — Canadian suppliers of distance education and computer-based training (DE/CBT) are invited to be part of the Canadian delegation at LearnTEC '99 ([www.kka.de](http://www.kka.de)), slated to attract the largest and most influential audience of education professionals to be found anywhere.

Next year's event will highlight North American products and services.

The Canadian Pavilion at LearnTEC offers an inexpensive and effective platform to demonstrate company capabilities. Some of the features will include:

- a LearnTEC Congress, which will feature Canadian speakers — Europeans consider Canada to be a world leader and worth listening to;
- a Brokerage Forum that will be specially arranged for Canadian

participants; appointments with potential customers or partners will be pre-arranged.

For more information on the show or to participate, with or without a space at the Canadian Pavilion — LearnTEC will waive the partici-

pation fee of approximately \$1,000 for Canadian companies — contact John Lang, Deputy Director, Europe: Trade Promotion, tel.: (613) 996-5555, fax: (613) 944-1008, e-mail: [john.lang@extott04.x400.gc.ca](mailto:john.lang@extott04.x400.gc.ca)

## Third Annual Seoul Trade Mart Not to be Missed

SEOUL, KOREA — January 25-26, 1999 — Seoul International Trade Mart '99 is designed to introduce international importers, distributors and manufacturers' agents to new suppliers and products. Over 6,000 Korean companies participated in last year's show, exhibiting a full spectrum of commercial products.

The Commercial Section of the Consulate General of the Republic of Korea will accompany a group of Canadian companies to the show. Special rates, discounts and assistance will be offered to all group members.

For more information, contact Mona Lee at the Korea Trade-Investment Promotion Agency, tel.: (416) 368-3399, fax: (416) 368-2893, e-mail: [monalee@kotrayyz.com](mailto:monalee@kotrayyz.com)