

MOU Means Business in Manitoba

A recently signed Memorandum of Understanding (MOU) commits the federal and Manitoba governments, in consultation with the Manitoba business com-

munity, to work together in the planning and delivery of international business development programs and services.

The MOU provides for greater

collaboration in planning, information sharing, trade development, exporter education and training, investment promotion, and industry and technology development.

"This agreement will help us achieve greater success in international markets by reducing duplication and improving the effectiveness of services and programs to business," said one signee, Minister for International Trade Roy MacLaren.

The MOU creates a framework for developing joint strategies and action plans to help Manitoba businesses take advantages of opportunities in the international marketplace. It acknowledges Manitoba's regional strengths and priorities as well as the benefits to be achieved through a collaborative approach by Canadian businesses in particular markets.

Also signing the MOU were Secretary of State (Science, Research and Development) Jon Gerrard on behalf of Industry Minister John Manley, and Manitoba Deputy Premier and Minister of Industry, Trade and Tourism James Erwin Downey.

EDC Supports Sales to Tunisia

Canadian exporters selling goods or services in Tunisia can benefit from up to \$100 million in new financing through a line of credit that the Export Development Corporation (EDC) has established with the Republic of Tunisia.

By signing a blanket protocol with the Tunisian government, local banks — including private and state development banks — will be able to access credit directly, without official authorization.

"This new EDC credit facility will support Canadian exporters pursuing trade and investment opportunities in the Tunisia market, particularly in such emerging private sectors as environmental services and equipment, transportation, energy and information technology," said International Trade Minister Roy MacLaren.

Recently, EDC supported two Canadian exporters to Tunisia: Theratronics International Limited of Kanata, Ontario is supplying radiotherapy equipment to two hospitals with US\$765,000 in financing from EDC and the Canadian International Development Agency (CIDA); and Montreal-based SNC Lavalin, with \$4.6 million in financing from EDC and CIDA, is supplying construction equipment and services for phase four of the Barbara dam project. EDC also helped finance the first three phases.

For more information, contact EDC offices in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal or Halifax. Exporters with annual sales under \$1 million can call EDC's Emerging Exporter Team at 1-800-850-9626.

Sharing Trade Secrets — *continued from page 2*

ties at show functions."

This means having sufficient staff and time to effectively participate in seminars, hospitality events, news conferences and industry events.

Worldwide marketing forum

International trade fairs attract visitors from many cultures. Therefore, the real challenge of exhibiting internationally is learning strategies to deal with the diversity of the visitors as well as other exhibitors.

"In addition," Siskind points

out, "we are now competing on global terms with exhibitors who are experienced at the mega-shows found in Asia and Europe. Make sure you are prepared."

Investing in a show with the hopes of getting "the best you can" is no longer acceptable. Audience expectations are high and the successful exhibitor must know how to deliver. Following these tips is a good start.

"The greatest shows on earth are within everyone's reach," Siskind says. "They have been around for thousands of years and

they are not showing any signs of going away.

"The savvy exhibitors know how to make them work", he adds, and in the future it's these exhibitors who will reap the profits."

Take it from an expert — who has coached all the major banks as well as trucking companies, government officials, hi-tech and consumer exhibitors — in getting the most out of trade shows.

For more information on trade shows and on the workshops, **MAKING TRADE SHOWS WORK**, call 1-800-358-6079.