

Investing in connections

## CISA Conference

**DALLAS, TEXAS** — October 30, 2002 — The Canadian Consulate General in Dallas is a co-sponsor of the 7th annual **Corporate Investment and Strategic Alliances Conference (CISA)**.

**CISA** events are the oldest, largest and most successful conferences in the U.S. dedicated exclusively to corporate funding.

The Consulate would like to leverage this opportunity to promote Canadian companies and help them access the corporate investments and strategic alliances opportunities that will be presented at the Conference. In addition, the Consulate will be planning, at no extra charge, a full-day program on October 29 to introduce Canadian

companies to "doing business in Texas" and to the corporations and venture capitalists in its territory.

**For more information**, check out the conference Web site: **www.cisaconferences.org** Any Canadian company interested in participating should contact Marcy Grossman, Consul and Trade Commissioner, Canadian Consulate General in Dallas, tel.: **(214) 922-9812, ext. 3355**, fax **(214) 922-9815**, e-mail: **marcy.grossman@dfait-maeci.gc.ca** ✪

## COMDEX Fall 2002

**LAS VEGAS, NEVADA** — November 18-22, 2002 — **COMDEX Fall 2002** is the largest IT show in the Americas. The Department of Foreign Affairs and International Trade (DFAIT) will be making it easier for Canadian information and communications technologies (ICT) enterprises to get the attention of some of the world's top high-technology buyers. DFAIT will offer to exhibitors, at no extra charge, access to the services of a marketing communications consultant who will help them prepare marketing plans and media strategies for the event. Each exhibitor will also receive information about market opportunities and trends, and will be provided with assistance in developing market entry strategies tailored to their individual U.S. market development objectives. Major value-added resellers, system integrators, distributors, and original equipment manufacturers will be contacted before the event and provided with a list of the Canadian exhibitors.

To help Canadian firms focus on strategic objectives rather than booth construction and coordination, the Canadian pavilion will be located in a highly visible, high-traffic area — near the Microsoft, Palm, Sony and EDS pavilions — prime territory for delivering the message that Canada is the centre

of ICT innovation and the destination of choice for ICT investment.

**For more information** about exhibiting at **COMDEX Fall 2002**, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: **(613) 944-9475**, e-mail: **pat.fera@dfait-maeci.gc.ca** Web site: **www.comdex.com/fall** ✪

## SAFETY AND SECURITY OPPORTUNITIES

**MEXICO CITY, MEXICO** — November 5-8, 2002 — Canada will have a national stand at **SeguExpo 2002**, Mexico's premiere trade show in the Safety and Security Sector, which features subsectors such as industrial safety, personal protection, electronic security, fire prevention and fire-fighting, surveillance and access control.

Organized by the Mexican Occupational Health Association, this event provides an optimal marketing environment for companies to show and promote their products and services. The exhibition, which will be held at the World Trade Center, attracts around 6,000 visitors.

The Canadian Embassy in Mexico City invites Canadian companies in the safety and security sector to participate. To learn more, visit **www.seguexpo.com** or contact Lorena Ochoa at the Canadian Embassy in Mexico City, tel.: **(011-52-55) 5724-7987**, e-mail: **lorena.ochoa@dfait-maeci.gc.ca** ✪

Enquiries Service provides counselling, publications, and referral services for importers and exporters. Trade-related information can be obtained by calling (613) 944-9709; by fax at (613) 996-9709; by calling the Enquiries Service at (613) 944-9709; or by accessing the DFAIT Internet site at **www.dfait-maeci.gc.ca**

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