

BUSINESS AGENDA

Toronto—November 7-9, 1993—**Challenges and Opportunities in the New Economy** is a small business finance conference sponsored by the Canadian Bankers Association. Contact: Cathy Frederickson, tel.: (416) 362-6092.

Toronto — November 7-9 — **North American Conference** will bring together governments, industries and standardization people in an effort to facilitate trade and develop a better understanding of conformity assessment in North America. The trilateral conference is open to all interested parties and jointly held by the Standards Council of Canada (SCC), the American National Standards Institute (ANSI) and the Secretaria de Comercio y Fomento Industrial (SECOFI). Contact the Canadian General Standards Board, Ottawa, Ontario, K1A 1G6, tel: 1-800-665-CGSB; fax (613) 941-8706.

North Bay — November 9; **Sault Ste. Marie** — November 10; **Hamilton** — November 24 — **Trade Shows Made Profitable** seminars. Sponsored by the federal government's International Trade Centre in Toronto and the Ontario Ministry of Economic Development and Trade, these workshops, presented by trade show expert Barry Siskind, are aimed at company show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs. For more information, contact International Training and Management

Company, Toronto. Phone or fax: (416) 483-3836.

Ottawa — November 17, 1993 — **Faculty of Law, University of Ottawa—Exporting Our Technology: International Protection and Transfer of Innovations** is a symposium designed to inform exporters about the devel-

opment and application of a technology transfer strategy. Special emphasis will be placed on the Americas and Europe. The registration cost is \$200. Participants will receive documentation. Contact Francine Doré, Faculty of Law, University of Ottawa, 57 Louis Pasteur, Ottawa K1N 6N5. Tel.: (613) 564-7047.

PUBLICATIONS

Making Friends and Doing Business in Mexico is the focus of a supplement in the November issue of Canadian Inflight magazine.

Jointly sponsored by External Affairs and International Trade

Canada, the feature will look at face-to-face business dealings in the unique Mexican business culture.

It's available in November, in limited quantities, from InfoEx. Tel.: 1-800-267-8376. Tel.: (Ottawa area): 944-4000.

South Africa Seminars — from page 1

in Toronto.

Provincial trade officials are also expected to participate.

Seminar locations, dates and registration/information contacts are:

Moncton (October 27): Jean Nadeau, New Brunswick Development Corporation. Tel.: (506) 857-3143. Fax: (506) 857-9906.

Montreal (October 29): Denise Cadieux, Coordinator/Michel Charland, Director General, Forum Francophone des Affaires. Tel.: (514) 849-4572. Fax: (514) 844-8784.

Toronto (November 1) **Calgary** (November 3): Larry Duffield, Canadian Exporters' Association. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Vancouver (November 4): Audrey Vanderweegen, World Trade Centre. Tel.: (604) 641-1262. Fax: (604) 681-0437.

For further information on other upcoming events, contact the Africa Middle East Trade Division (GBT) of EAITC. Tel.: (613) 944-6589. Fax: (613) 944-7437.

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InfoEx (formerly Info Export) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoEx (toll-free) at 1-800-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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