

Canada Sponsors Business Show at 1995 Miami Conference

For the second year, Foreign Affairs and International Trade (DFAIT) will be participating officially in the Annual Miami Conference on the Caribbean and Latin America being held December 3-7, 1995.

Not only is DFAIT encouraging and coordinating Canadian private-sector participation, it is organizing a "table-top" mini exhibit and business/trade promotion event, the **Canada Business Show**, at which Canadian Conference participants can display their services and capabilities to potential clients.

This Conference is the leading non-government forum in the U.S. where Caribbean, Central American and Latin American government and business leaders meet to discuss trade, investment and business policy and to explore or initiate new business opportunities.

The event, as last year's Canadian Conference participants discovered, is an excellent venue at which to become acquainted with the business climate and opportunities in the Caribbean Basin and Latin American region.

Conference Agenda

Making the Summit Work for Business is the theme of this year's Conference which, in addition to highlighting progress on business policy issues as embraced in the Declaration of the Miami Summit (promotion of hemispheric free trade, removal of impediments to investment, creation of more attractive environments for international business) will focus on translating that policy consensus into practical business results.

Conference highlights will include:

- Major addresses by heads of government and other top business and policy officials representing the Caribbean, Latin America, U.S., Canada, Mexico and other nations.

- Two days of practical business sessions by sector — **agribusiness, tourism, telecommunications, health, environment, manufacturing/ social responsibility, transportation, and financial services.**

- Workshops on geographically-focused topics, including Mercusor, Haiti and Cuba.

- Workshops on broad Summit concerns such as environmental issues, infrastructure issues and investment promotion as a development tool.

Additional activities will include:

- * a **Business and Trade Exposition**, featuring investment-promotion presentations by Latin American and Caribbean country delegations representing companies, ports, financial institutions, and government agencies.

- * the application of **advanced telecommunications and information technology** to the region's business and service sectors, including pilot **Telemedicine** demonstrations for Latin America and the Caribbean.

- * individual meetings with potential trade, investment or finance partners and "collateral events" built around the presence of so many hemispheric business and policy leaders.

Nowhere else does this unparalleled combination of public- and private-sector decision makers come together to address — and help shape — the economic future of the Caribbean and Latin America.

Canada Business Show

On the first full day of the Conference (December 4), the two-hour **Canada Business Show** affords participants the opportuni-

ty to network, to expand contacts and raise Canada's profile in the region. It will feature Canadian business and government organizations promoting trade, investment and tourism.

This networking event was extremely effective and successful last year as it set the right tone and gave Canadian business the necessary Canadian visibility and unique opportunity to quickly identify important clients and establish regional contacts at the beginning of the four-day Conference.

Registration

Firms/organizations wanting to attend the **1995 Miami Conference** must register (and make hotel reservations, if desired) with the Conference organizers: Caribbean Latin American Action, 1818 N Street, N.W., Suite 310, Washington, DC 20036, Tel.: (202) 466-7464; Fax: (202) 822-0075.

Contacts

Further details/registration forms for the Conference and the special **Canada Business Show** (space in this cost-sharing show is limited; participants must be offering Canadian services and/or manufactured products with a minimum Canadian content level of 60 per cent) contact: Latin America and Caribbean Trade Division (LGT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2.

To the Attention of: David Clendenning, Trade Commissioner and Project Manager, Tel.: (613) 996-5548; Fax: (613) 944-0479; or Jon Dundon, Canada Business Show Manager, Tel.: (613) 996-6921; Fax: (613) 944-0479.