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Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# CanadaExpo



Canadian companies on your mark

## 2006 Turin Olympic opportunities

*The Turin Winter Games may only be two years away, but Canadian companies can still capitalize on plenty of business opportunities.*

The 2006 Olympic Games Licensing Program covers the production, merchandising and advertising of certain categories of products that carry the Olympic trademarks for which the Turin Olympic Committee (TOROC) has exclusive rights: the official emblems of the Turin Olympic and Paralympic Games and the Italian national Olympic teams.

Licensees will be able to pursue numerous commercial opportunities which include products sold at Olympic brand stores before and during the Games, those sold through the Turin 2006 on-line store, and ad hoc products supplied to TOROC and its partners.

TOROC will grant licenses to use Olympic trademarks on products that are consistent with Olympic principles and the image of Turin that TOROC wishes to convey.



Photo: Claudio Pallard, Turin

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*Bank on it:*

## Get more from your financial institution

*If you have a small business that is expanding its sales beyond Canada, you are or will probably be looking to your bank for working capital or other forms of financing along the way. Don't wait until you have a major order or until a foreign buyer is asking for credit terms before approaching your banker.*

When dealing with money matters, the best approach is one that steers clear of surprises. Start building a relationship with your banker early and you should have a smoother ride when a new export opportunity develops. Here are a few tips learned from Export Development Canada's (EDC)

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