

Softworld 2002

CHARLOTTETOWN, PEI — September 8-11, 2002 — The theme for **Softworld 2002** is "Where Great Ideas are Born". **Softworld** participants include hundreds of buyers, sellers, and facilitators from over 30 countries. Past participants have come from Europe, South America, and many parts of Asia-Pacific. This year, foreign delegations from India, China and Hong Kong have confirmed

participation. **Softworld 2002** will provide buyers with the opportunity to present challenges and ideas to those who are best positioned to meet their IT needs. **Softworld 2002** is designed to encourage productive networking and program structure to maximize matchmaking and networking opportunities between buyers and sellers.

The conference also provides an opportunity for IT sellers to hear from,

and present to, potential users or buyers about their business solutions or service offerings. Suppliers to buyers and sellers will also profit from new contacts and business relationships at **Softworld 2002**. The conference will feature government representatives, venture capitalists and industry associations.

For more information on recruitment, contact Aaron Baillie, Industry Canada, tel.: **(613) 990-4299**.

For further information on **Softworld 2002**, visit **www.softworld2002.com** or tel.: **(902) 569-7252**, fax: **(902) 894-3320**, e-mail: **info@softworld2002.com** *

A market worth building on

Salon Maison Bois in France

ANGERS, FRANCE — October 4-7, 2002 — The **Salon Maison Bois** will be a great opportunity for Canadian business to expand in France.

Notwithstanding strong demand, the lack of supply is slowing the development of wooden house construction in France. Given the past success of the Salon, there is significant interest from the general public. According to a survey conducted by Ipsos in September 2001, 20% of households that obtained building permits were interested in wooden house construction. The lack of supply, however, is a constant impediment to the growth of this sector.

The market for wood-frame homes represents between 4 and 5% of all private housing, and has a much greater potential for expansion. The **Salon Maison Bois** has been very successful in France and the Canadian Embassy in Paris encourages the participation

of Canadian companies. Last year, 54% of all foreign businesses participating at the **Salon** were Canadian.

Canadian companies interested in being part of the **Salon** should contact Nadine Gaillardet, Target International, tel.: **(514) 683-8108**, fax: **(514) 683-0831**, e-mail: **targetinternational@sympatico.ca**

For more information on Quebec companies participating in the **Salon Maison Bois**, contact John K. Bingle, Société d'habitation du Québec, tel.: **(514) 873-9608**, fax: **(514) 873-2849**, e-mail: **johnkenneth.bingle@shq.gouv.qc.ca**

For more information on the housing materials sector in France, contact Cécile Bourdages, Commercial Officer, Canadian Embassy, Paris, tel.: **(011-33-1) 44-43-23-74**, fax: **(011-33-1) 44-43-29-98**, e-mail: **cecile.bourdages@dfait-maeci.gc.ca** *

COMDEX 2002

— continued from page 11

expanding their business in Latin America.

For preliminary information in English, Spanish, and Portuguese, visit the **COMDEX/Sucesu-SP 2002** Web site (**www.comdex.com.br**) or contact Laird Greenshields, Mathieson Communications, Montréal, Quebec, tel.: **(514) 393-3252**, e-mail: **laird.greenshields@videotron.ca** *



IFInet is your Internet gateway to procurement business funded by international financial institutions (IFIs) and UN agencies.
www.infoexport.gc.ca/ifinet/menu-e.asp

Enquiries Service

1-800-267-8376 (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Internet site at **www.dfait-maeci.gc.ca**

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling

Return requested
if undeliverable:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2

Canada Post
Agreement Number 40064047