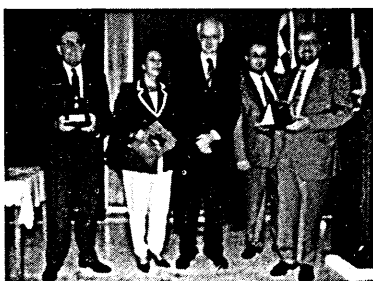


## Canadian Business Awards Honour Greek Companies

Canada's Ambassador to Greece, Derek Fraser, honoured Greek firms at the 1997 Canadian Business Awards on September 18. Fraser presented the awards to three companies that have significantly contributed to the trade between Canada and Greece in the past year.

Digital Image Systems Ltd. (DIS) won the gold award for its work — with Montreal-based Forensic Technology Inc. — in providing the Hellenic Police Force with the first integrated ballistics identification system in Europe. The system analyzes and identifies bullets and cartridge cases. Countries from around the world will use the newly established Specialized Ballistics Centre in Athens as a model and training centre.



Ambassador Fraser (centre) poses with award recipients.

McCain Hellas Ltd., a Greek extension of Canadian convenience food giant McCain, was the silver award winner. McCain Hellas, established in 1992, now supplies frozen french fries to almost all major fast food outlets in Greece, including McDonald's, Wendy's and Pita Pan. In 1997, the company also entered the retail market.

Bronze-award-winning Canadian Roof imports asphalt shingles from Northern Globe Building Materials of Toronto. The shingles are light, completely waterproof, earthquake-proof, and economical and are being used by international companies such as McDonald's for their new buildings.

## Global Education Network Means Showtime for Canadian Exporters

A new television channel aimed at meeting the educational needs and challenges of Africans is providing creative new exporting and investment opportunities for Canadian companies.

The Global Education Network Africa (GENA), formally launched in October 1997 in Johannesburg, has begun broadcasting from Namibia via satellite to national broadcasters in Kenya, Swaziland, Uganda, Tanzania, and Namibia, with other African countries soon to follow. Broadcasts are in English, initially for two hours per day, five days a week.

The format of the network consists of educational programs, distance-learning courses, educational news items, and sponsorship messages. Currently privately funded, GENA is seeking financial support, as well as programming submissions.

There are various ways Canadian companies and agencies can benefit from publicity opportunities by working with the network. Some suggestions include corporate sponsorship of locally produced programs on related themes, sponsorship of your own training material, or sponsorship of already-produced Canadian material of interest to GENA audiences.

Themes of interest include AIDS prevention, health care and disease prevention, environmental issues, science and technology, first aid and road safety, literacy and skills development, business English, home building and bricklaying, cattle management

and crop farming, and sports coaching skills. While GENA is interested in exploring a variety of options for programming, it is particularly enthusiastic about the literacy and skills potential of the network.

Companies or agencies interested in publicity possibilities through GENA should contact Larissa Pergat, Trade Commissioner, Canadian Trade Office, Johannesburg, South Africa, tel.: 011-27-11-442-3130, fax: 011-27-11-442-3325, e-mail: jburg@pret01.x400.gc.ca or Mr. Kosie de Villiers, Global Education Network Africa, tel.: 011-27-11-783-7189, fax: 011-27-11-783-5858, e-mail: kdwillrs@iafrica.com