

Chicago Software Association Conference

CHICAGO, ILLINOIS — March 22, 2001 — Canadian companies are invited to participate in the Chicago Software Association (CSA) Fifth Annual Partnering Conference

Milan International Furniture Exhibition

MILAN, ITALY — April 4-9, 2001 — The Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada are organizing a mission to the Milan International Furniture Exhibition on the heels of a recent Memorandum of Understanding signed between DFAIT and Italy's Ministry of Trade to encourage the partnering of Canadian and Italian businesses, including small and medium-sized enterprises. The Montreal Italian Chamber of Commerce has been asked to organize a national recruitment of Canadian companies for this event. In addition to the show, visits are planned to furniture plants and the design school in Milan.

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sponsored by the Canadian Consulate General, IBM and the Freeborn & Peters law firm.

This conference has resulted in a number of successes for previous Canadian participants:

- Last year, Jaws, Inc., now of Toronto, became the Internet backup and storage solution partner for Compaq in Illinois and Wisconsin.
- In 1999, Waterloo Maple of Waterloo, Ont., partnered with SPSS Science of Chicago to distribute SigmaPlot 4.0 for Windows with Maple V R5.1.
- Since 1998, Geoanalytics, a Madison, Wisconsin, GIS consulting and software development application service provider (ASP), has grown to become Montreal-based Govern Software's largest reseller and implementer.
- In 1997, Selkirk Financial Technologies of Vancouver found that the Chicago marketplace was so lucrative that they opened an office there.

Both Canadian and Chicago-area companies will have the opportunity to make short presentations at the conference followed by one-on-one discussions with potential partners. As well, there will be a briefing for Canadian companies on the marketplace in the midwestern United States.

The CSA Partnering Conference is also an excellent venue to pursue new clients. CSA's 600-plus member companies include software development, Internet, electronic commerce, and multimedia companies; value-added resellers (VARs); systems integrators; consultants; Internet service providers (ISPs); (ISVs); ASPs; Web developers and designers; providers of portals, platforms, fulfilment, transaction support, wholesale and wireless telecom, among others.

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