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External Affairs and  
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## Connect with Silicon Valley To Tackle World Markets

Is your company in information technology, telecommunications or biotechnology? If so, when was the last time you visited Silicon Valley?

The Canadian Consulate Trade Office in San Jose, California focuses on the above-mentioned sectors — industries that have made Silicon Valley famous.

If you have a top quality product or service, contact the trade office right now. Its staff is looking for Canadian companies with truly interesting technology and global market ambitions.

The office will introduce you to Silicon Valley companies in your field — companies that are continually developing newer, better products.

The city of San Jose, third most populous in the state, bills itself as the capital of Silicon Valley.

The surrounding area boasts over 3,000 high tech firms — many of which are leaders in their field, be it computer software or hardware, telecommunications or biotechnology.

Silicon Valley companies ship high technology products valued at \$30 billion a year, fully 25 per cent of the U.S. total. They are doing what it takes to keep their competitive edge, including forging alliances with companies and institutions around the world.

This area is unparalleled for its talent and entrepreneurial activity, and draws on a rich infrastructure. One-half of the leading venture capital firms in the U.S. are in the San Francisco Bay area, and the top 25 of them manage a

total of \$6 billion.

These investors, assisted by experienced lawyers and accountants, have helped launch companies such as Silicon Graphics, Sun Microsystems, Amgen Inc., Apple Computer and Novell.

The business/academic connection also is very strong. Stanford University, for example, is an enormous research and development engine, spinning off technology into the private sector. Stanford employs 10,000 persons and its 1993 endowments are approaching \$200 million.

The Chief Executive Officer of Cypress Semiconductor, says: "For starting up a company, for turning some interesting idea that comes up in a university into a real product, there's no place in the world where you can do it faster."

Not convinced? Want a few examples? Consider Sun Microsystems, founded only 10 years ago.

Sun quickly has become a leader in high tech desktop computers, with an enviable reputation for developing a product from concept to volume sales in minimum time. Sun already is a \$4 billion company.

Or how about Octel Communications Corp.? In 1982, Robert Cohn (a Canadian) founded Octel to develop and market voice processing systems. Today, Octel is a \$200 million company, a market leader and supplier to corporations worldwide.

Systemix, Inc. was founded in 1988 by two former Stanford University professors. Within three years, the

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## Line of Credit To Support Sales To Kuwait

The sale of Canadian goods and services in connection with the reconstruction of Kuwait is being supported by a US\$500 million shot in the arm through a medium-term line of credit announced recently by the Export Development Corporation (EDC).

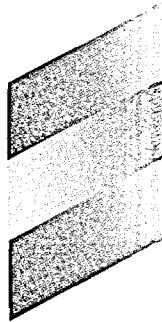
This line of credit will allow government departments in Kuwait to finance purchases of goods and services from Canadian companies through a simple and easily accessible credit facility.

Exporters wanting to know more about this line of credit should contact the EDC office nearest to them. The offices are located in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

EDC is a unique financial institution that specializes in helping Canadian companies compete internationally. The corporation facilitates export trade and foreign investment through the provision of risk management services, including insurance and financing, to Canadian companies and their global customers.

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