

Season's Greetings!

Next issue will be January 15, 1996

# CANADA EXPORT

Vol.13, No. 21

DEC 19 1995

December 18, 1995

## Paris Aglow with the Colours of Canada

The biggest promotion of Canadian products and culture ever organized in France is in full swing in the heart of the French capital.

Paris is where the highly prestigious department store, Le Printemps — \$20-million annual

### INDIA SUPPLEMENT

Pages I-VIII

sales, one-third at Christmas — has decided this year to focus its greatest ever holiday season ad-

vertising effort — and its theme is “Christmas in Canada.”

Canada's colours are evident throughout the some 50,000m<sup>2</sup> of the three Le Printemps stores, strategically situated on the “grands boulevards” directly behind the Opéra-Garnier. Some 100,000 customers pass through the stores each day.

### Early Successes

As soon as the event opened on November 15, customers flocked to the Canada Shop to see the highly acclaimed Canadian products and decorations bearing the Canadian emblem.

One Canadian participant, Mrs. Lise Watier, president of the beau-

*Continued on page 9 — Paris*

APEC Leaders Meet in Osaka

## Setting the Stage for Free Trade in Asia Pacific

The Asia Pacific Economic Co-operation (APEC) has emerged as the key forum for economic and trade consultation and cooperation in Asia Pacific. By the end of the century, it is expected that the area will account for 60 per cent of the world population, 50 per cent of its Gross National Product (GNP) and 40 per cent of global consumption. The region presents significant opportunities in areas of Canadian capability and expertise, particularly in telecommunications, power generation, transportation, oil and gas, and the environment.

### What is APEC?

APEC, founded in 1989, is an annual forum for Foreign and Trade Ministers and Leaders to discuss mainly regional trade and investment issues. This forum is supported by a series of meet-

ings of senior government officials throughout the year, as well as by

### Vancouver Site for 1997 APEC Summit Meeting — Page 5

a number of committees and working groups which meet to

examine and provide advice on specific trade and investment issues. Its 18 members include all three NAFTA countries, Japan, Brunei, Malaysia, Indonesia, the Philippines, Thailand, Singapore, the People's Republic of China, Hong Kong, Chinese Taipei, South Korea, New Zealand,

*Continued on page 4 — APEC*

## Foreign Affairs and International Trade Wins Award

The Department of Foreign Affairs and International Trade has received the 1995 Best Investment Promotion Campaign Award from the UK-based investment magazine *Corporate Location* and the international consulting firm Coopers & Lybrand. The award presentation took place in Lon-

don on September 25 at the Sixth Annual Convention of Investment Promotion Agencies.

The award recognizes the Department's innovative approach in promoting Canada as an investment destination. This approach consists of engaging consultants with relevant busi-

*Continued on page 7 — Foreign*

### INSIDE

SHARING TRADE SECRETS.....	2
KOREA TRADE PROMOTION.....	3
AWARDS FOR BUSINESS.....	6-7
PHILIPPINES DEALS.....	9
BUSINESS OPPORTUNITIES.....	10
TRADE FAIRS/PUBLICATIONS..	11-12