

Seminar Demonstrates How to Do Business in Japan

TORONTO — February 26, 1998 — The Canada-Japan Industrial Co-operation Forum (ICF) is offering a half-day seminar on "Doing Business in Japan." The seminar will feature addresses on "FOODEX '98 and Canadian Government Services," "Legalities of Exporting to Japan," and "Japanese

Processed Food Market," given by representatives of Agriculture and Agri-Food Canada, Price Waterhouse, and the Japan External Trade Organization (JETRO), among other organizations. The speakers will be available to answer questions at the end of the morning. The ICF comprises the Alliance of Manufacturers & Exporters Canada, the Canadian Chamber of Commerce,

the Toronto Japanese Association of Commerce & Industry, and JETRO.

For more information, or to register, contact Catherine Morgan, tel.: (416) 861-0000 ext. 229, fax: (416) 861-9666.

New CD-ROM

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Other content on the CD-ROM includes The Red & White Pages — a directory of leading export service providers in 11 categories; Government Services, which includes presentations from Industry Canada and the *Strategis* and *ExportSource* Web sites; profiles of trade associations and publications that provide support to Canadian exporters; and a variety of exporting tips on everything from cross-border research to finance and logistics.

For more information, contact Bob Potter, tel.: (604) 601-8246, fax: (604) 608-2611; e-mail: info@exportingcanadaonline.com
Web site: <http://www.exportingcanadaonline.com>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Canada Export Award Sponsors

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- At the presentation ceremony, sponsors are given the opportunity to address the audience. In addition, sponsors' names and corporate logos or identities are prominently featured on the stage and throughout the Alliance convention.

The 1997 campaign reached an audience of over 11 million people in Canada and abroad, through publicity and coverage in print, radio and television outlets.

In 1998, its sixteenth year, the Canada Export Award Program is guaranteed to generate even more applications and attention. The sponsors, or course, share in the spotlight.

The proposal

Sponsorship proposals for the 1998 Canada Export Award Program will be accepted until March 31, 1998. For more information on this sponsorship opportunity, contact Beverly Hexter, Trade Officer, Canada Export Award Program, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, tel.: (613) 996-2274, fax: (613) 996-8688.

CanadExport On-Line

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