

Information and Communications Technologies (ICT) are key to bringing increased goods and services to Southwest China's combined population of 150 million, and that's why the Canadian Consulate in Chongqing is working with the provincial governments of Chongqing, Sichuan, Yunnan and Guizhou provinces to host *InfoCom – China West*, a networking seminar designed to build new ICT partnerships under China's Western Development Strategy (WDS). The seminar will take place in Chongqing June 12, 2001.

A major thrust in Southwest China's WDS is the expansion of ICT infrastructure and capacity. The WDS is financially committed to using ICT to broaden the range of goods and services to the region, which in turn will open up substantial regional market opportunities for IT and telecom technologies, goods and services. And, by removing regulatory barriers to foreign investment, local governments aim to improve local business environments and hence encourage more investment and technology partnerships.

Business delegates from Southwest China are already well aware of Canada's ICT capabilities and expertise, having attended the previous two Softworld trade shows in Vancouver and Halifax, followed by visits to other major ICT hubs in Canada. The recent Team Canada trade mission to China in February has successfully raised Canada's ICT profile in this region as well.

InfoCom – China West will feature the Chinese Ministry of Information Industries and the four provincial governments in Southwest China presenting their ICT plans and programs, opportunities and challenges for increasing ICT capacity in their respective regions. This will be followed by afternoon sessions during which Canadian companies will have the opportunity to profile their technologies, products and services in a series of presentations and on-site displays.

Consulate's networking role

The Canadian Consulate will draw on its strong ties to local governments to ensure that both government and business in each jurisdiction is

InfoCom – China West

well-represented at *InfoCom – China West*. To this end, the Consulate will work with local ICT offices to identify and screen business opportunities with high potential, to facilitate networking opportunities, and will follow up with one-on-one partnering sessions between potential Chinese partners and customers and Canadian participants in the seminar.

The added value of the seminar's afternoon session will be the bringing together of local government decision-makers, telecom equipment buyers, Internet service providers, Web designers, e-commerce solutions providers, and universities from across the region with the focus on software, e-business, broadband adaptation, Internet, telecom, intelligent transportation, optical-electronic manufacturing, integrated circuits, R&D localization, and specialized high-demand segments of the local ICT industry.

Register soon

Canadian and Chinese participants are encouraged to get the most out of the seminar by registering on-line at www.cdncon.org before **May 15, 2001**, outlining their capabilities and objectives, company profiles and partnership interests. This will help in identifying potential partnerships and in setting up one-on-one sessions beforehand. An added bonus for each corporate participant is the distribution of this information to seminar attendees, via bilingual.

brochure and CD. As well, the presentations delivered at the seminar will be web cast live on China's premier ICT Web site at www.yesky.com

The final date to register is **May 15, 2001**.

For further information, contact Peter Liao, Senior Commercial Officer,

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