

Trade Commissioners to Meet with Telecom Companies at INTER COMM 97

Trade Commissioners from the Department of Foreign Affairs and International Trade's missions in China, Thailand, Malaysia, Indonesia, Philippines, Vietnam, Chile, Singapore, India and the United States will be available to meet with Canadian telecommunications companies at **INTER COMM 97** at the Vancouver Trade and Convention Centre from February 24 to 27, 1997.

INTER COMM 97 is North America's truly international telecommunications conference

and exhibition covering voice, data, image and networks. More than 60 countries will participate in the event with over 150 foreign buyers attending. This year's event has a special focus on Asia Pacific and the Pacific Rim, and will offer over 125 booths showcasing telecommunications products and services. The show will provide participants with the latest information on developments in the communications industry, and promises an outstanding environment for them to gain a competitive advantage

and greater market share.

Don't miss the Canadian Trade Commissioners at this event! Make an appointment with them at the Team Canada booth on the main exhibition floor.

For more information on **INTER COMM 97** contact the head office in Vancouver by phone at (604) 669-1090 or by fax at (604) 682-5703. For information on the Trade Commissioner Service contact Monique McGrath at (613) 996-8709 or by fax at (613) 996-8688.

Business Mission to Israel – *Continued from page 1*

and building products; paper and forestry products; and transportation.

Canada-Israel Business Relations

The Israeli market is diversified and sophisticated. In 1995, Canada-Israel trade reached \$450 million, an increase of 37 per cent over 1994. Canadian exports to Israel were \$216 million in 1995, close to a 50-per-cent jump from the previous year. And from January to April of 1996, Canadian exports had already reached \$71.3 million, more than 11 per cent better than the same period in 1995.

Agreements open doors

The signing of the free trade agreement has played a significant role in the growth of Canadian exports to Israel. But several recent developments have also contributed. For example, the establishment of the Canada-Israel Industrial Research Foundation in 1993 has helped to

strengthen industrial co-operation between Canadian and Israeli firms.

Another example is the inauguration, in June 1995, of Air Canada's non-stop service to Israel. In 1995, over 84,000 Israelis visited Canada and this service should facilitate even greater travel between the two countries.

Minister Eggleton noted, "There is no better time to explore the new opportunities in the Israeli market. Through this mission we are telling Israel that Canada is serious about doing business, and that we have the products, services and expertise its economy needs to continue to grow and prosper."

During the mission, Minister Eggleton will witness the signing of a number of new commercial agreements between Canadian and Israeli firms. "I am particularly excited about these agreements," added Mr. Eggle-

ton. "They could mean thousands of jobs for Canadians and the potential for even more growth down the road." In addition to the signings, a mini-trade fair will give Canadian companies the opportunity to introduce themselves to potential clients, agents and distributors in Israel.

West Bank and Gaza

Minister Eggleton will also take part in several meetings with government and business leaders in the West Bank and Gaza, which have been extended the same benefits that Israel will enjoy under the free trade agreement.

Erratum

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The article "Canada On-line in South Africa" should have contained the address of the new web site:

<http://www.canada.co.za>