

# BUSINESS AGENDA

**Vancouver** — February 22-25, 1993 — **INTER COMM 93** — This international global telecommunications congress and exhibition will host decision makers, technical experts, manufacturers, suppliers and users of telecommunications technology, products and services. More than 7,000 participants from 56 countries are confirmed. Contact Project Office, **INTER COMM 93**, 500-1190 Melville Street, Vancouver V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

**Calgary** - March 1-2, 1993 - **North American Natural Gas Confer-**

**ence**, organized by Canadian Energy Research Institute (CERI). Among the topics being presented are Outlook for North American Gas Demand, Potential Impact of Mexico on North American Gas Trade, and North American Transportation/Marketing Issues. To register or to obtain more information, contact Bev Kovacs. Tel.: (403) 282-1231. Fax: (403) 289-2344.

**Vancouver** — (March 10-12, 1993); **Toronto** — (March 24 - 26, 1993) — **Letters of Credit and Foreign Collection Seminar**. These 3-day seminars will help exporters over-

come the problems associated with these methods of payment. Participants — especially export marketing personnel, export management trainees, traffic and customs personnel, sales/purchasing agents, customer service staff, and import/export clerks — will learn the procedures to help your company collect money in a timely fashion. For registration, cost, site details, contact Beatriz Amuchastegui or Norbert Schulte, ITC International Trade Consultants, 225 Maxome Ave., North York, Ontario M2M 3L3. Tel.: (416) 733-8236. Fax: (416) 221-8357.

## Miami Event Highlights Information Technology Opportunities in the Americas

**Miami** — Unparalleled business opportunities are opening in the information technology markets of the Americas — a region comprised of 45 countries with a population totalling 725 million people.

For Canadian companies anxious to capitalize on these markets — many of which are rapidly being deregulated — the first practical step could be participating in **InterCom'93**.

Attendance at this conference (and a parallel exhibition) could assist interested Canadian firms in devising successful marketing strategies — based on an understanding of the new realities of the Latin American telecommunications and

computing marketplace.

From March 17 to 19 in Miami, Florida, **InterCom'93** will examine the nature and implications of these market changes, and explore how enterprising companies can profit from unprecedented business opportunities in Latin America.

Market research, distribution channels, buying patterns, government policies, market trends and opportunities are only a few of the areas which will be considered during this important event. (InterCom was founded six years ago by Intercom Inc. & International Data Group (IDG)).

In addition to the conference,

Intercom's subsidiary, **LATCOM**, is sponsoring and managing an exhibition that will bring together worldwide telecommunications and computer manufacturers with Latin American users and buyers. The particular venue offers an added bonus: Miami is acknowledged as the electronic gateway to the Americas — a market comprised of 45 countries and 725 million people.

For further information on costs or on how to participate in **InterCom'93**, contact Ross A. Cowan, RAC Marketing & Associates Inc., 81 Ramsgate, Ottawa K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

### InfoExport

**Info Export** is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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