



# COMEXPORT

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## *Africa TELECOM in the Land of Pyramids and Sphinxes*

**A**frica TELECOM 94 was the third International Telecommunication Union's (ITU) regional conference to take place in Africa. It was held from 25-29 April 1994 in Cairo, Egypt, and was organized in close collaboration between the ITU and the Government of the Arab Republic of Egypt. Ancient Egypt acted as the host for this modern telecommunications exhibit, which not only focused on the African market but also offered added emphasis on the telecommunications developments within the Middle East region.

The Canadian delegation at Africa TELECOM 94 included 50 people, representing seven companies, which participated as exhibitors (CANAC Telecom, NovAtel, Spar-Comstream, Glenayre Electronics, SR Télécom, Mitel and Gandalf) and nine firms that came as trade visitors (Incospec Electronique, TX/Communications, CANAC-Microtel, Ségibel Canada, CTI Datacomm, Fineline Technologies, Newbridge Networks,

Télé globe Canada and Pan African Consultants) using the Canadian information booth as a base. Several Canadian experts were featured speakers at the conference.

A special briefing session was organized by Industry Canada as well as the Department of Foreign Affairs and International Trade, with the participation of the embassy in Cairo, for the Canadian delegation members to familiarize themselves with the latest arrangements, to share information and to encourage business acquaintances. Several of our participants discovered areas of mutual interest which led to the development of collaborative ventures over the next few days.

A reception, co-hosted by the Canadian Ambassador to Egypt and the Director General of the Radio Regulatory Branch within Industry Canada, was held at the ambassador's residence during Africa TELECOM and attracted more than 250 international VIPs.

At final count, the ITU reported that Africa TELECOM 94 was its most successful regional conference to date, attracting more than 800 delegates, including 40 ministers and over 200 senior officials, plus some 200 exhibitors.

Our follow up indicates that all Canadian participants were highly satisfied with their participation in Africa TELECOM 94, and most events far exceeded their initial expectations. Canada received some excellent publicity and visibility including an article in *Jeune Afrique* featuring Canadian telecommunications companies and their capabilities.

The next major event sponsored by the ITU is TELECOM 95, considered the Olympics of telecommunications conferences, and will be held in Geneva, Switzerland, in October 1995. Canada is expected to marshal a delegation of more than 200 telecom specialists and interested parties for this world telecommunications exhibition and conference.

## *ITU Buenos Aires Action Plan on Telecom Development*

**T**he First World Telecommunication Development Conference (WTDC-94), held by the International Telecommunication Union (ITU) since the establishment of its Telecommunication Development Sector, took place in Buenos Aires, Argentina, from 21-29 March 1994. Delegations from 133 member countries of the ITU, headed by ministers or senior officials, and representatives of 31 organizations and agencies

as well as many private sector representatives participated in the conference.

The purposes of the conference were to review the progress made in telecommunications development since the publication of the Independent Commission for World-wide Telecommunications Development Report, *The Missing Link*, in December 1984; to set goals and objectives up to the year 2000; to define and establish a common vision

and strategies for achieving balanced telecommunications development by and beyond the end of the century; and to approve an action plan that translates the goals and objectives agreed upon into a concrete work program to be implemented over the next four years, identifying those priorities specific to the ITU and those areas of cooperation with partners of the development sector.

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Buenos Aires*