

# BUSINESS AGENDA

**Ottawa—October 15 to 26, 1993—**  
**The Japanese External Trade Organization (JETRO)** invites exporters to visit and meet with an expert from the Japanese gift products industry. The specialist will select and purchase sample products with the potential to penetrate the Japanese market. The products will then be showcased at trade fairs throughout Japan. Contact Suzanne Montford or Anita Chandam, JETRO. Tel.: (514) 849-5911. Fax: (514) 849-5061.

**Montreal—October 19, 1993—**  
**Access North America**, a seminar on NAFTA-related markets, is being organized as part of ExportVision 93 by the Canadian Exporters' Association (CEA) in cooperation with External Affairs and International Trade Canada (EAITC) and Industry and Science Canada (ISC). Participants will be able to meet with guest speakers as well as trade commissioners from abroad, who will be in Montreal for ExportVision 93. The event will focus on health and services, mining equipment and related services, technology and electrical/industrial machinery. Contact CEA. Tel.: (514) 499-2162. Fax: (514) 499-2193.

**Whitby—October 19; North Bay—November 9; Sault Ste. Marie—November 10; Hamilton—November 24—**  
**Trade Shows Made Profitable** seminars. Sponsored by the federal government's International Trade Centre in Toronto and the Ontario Ministry of Economic Development and Trade, these workshops, presented by trade show expert Barry Siskind, are aimed at company show coordinators, sales managers and staff who are involved or plan to become involved in trade fairs. For more information, contact International

Training and Management Company, Toronto. Phone or fax: (416) 483-3836.

**Ottawa—October 20, 1993—**  
**Industrial Benefits Association of Canada's** fall meeting will deal with subjects relating to Canadian industrial regional benefit policy, international offset and government reorganization. Preregistration is required. Contact Bob Brown, 1538 Featherston Drive, Ottawa, K1H 6P2. Tel/fax: (613) 733-0704.

**Toronto—October 21—**  
 A one-day seminar, **Trans Atlantic Trade Alliances**, will explore how strategic partnerships between Canadian and British companies may unlock doors to increased business within the European Community and North America. Presented jointly by the British Canadian Trade Association and Ernst & Young consultants, the lectures, presentations and workshops also will focus on techniques in searching for strategic partners; building alliances with companies across the Atlantic; sources of finance; cross-marketing; compatibility with partners; and taxation. Contact John Archer at the British Canadian Trade Association, Toronto. Tel.: (416) 475-3896. Fax: (416) 475-0311.

**Toronto—October 21-23, 1993—**  
**Marketing Under the Spotlight**, the 31st Association of Marketing Educators Conference, features representatives from Canada, the United States and Mexico. Details available from David Walton-Ball, Owen Sound. Voice/Fax: 1-519-371-2397.

**Toronto—November 7-9, 1993—**  
**North American Conference** will bring together governments, in-

dustries and standardization representatives in a effort to facilitate trade and develop a better understanding of conformity assessment in North America. Conformity assessment procedures are the procedures that businesses (in this case, in Canada, the United States and Mexico) must follow so that they conform to marketplace standards. The trilateral conference is open to all interested parties and is being held jointly by the Standards Council of Canada, the American National Standards Institute, and the Secretaria de Comercio y Formento Industrial. Contact the Canadian General Standards Board, Ottawa. Tel.: 1-800-665-CGSB. Fax: (613) 941-8706.

**Ottawa—November 17, 1993—**  
**Faculty of Law, University of Ottawa—Exporting Our Technology: International Protection and Transfer of Innovations** is a symposium designed to inform exporters about the development and application of a technology transfer strategy. Special emphasis will be placed on the Americas and Europe. The registration cost is \$200. Participants will receive documentation. Contact Francine Doré, Faculty of Law, University of Ottawa, 57 Louis Pasteur, Ottawa K1N 6N5. Tel.: (613) 564-7047.

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of Toronto School of Continuing Studies.

Contact Y. Uehara, Assistant Director, JETRO, tel.: (416) 962-5055; or Vivian McDonough, Programme Co-ordinator, Language Learning Unit, School of Continuing Studies, University of Toronto, tel.: (416) 978-5680.