

CANADExPORT

Dept. of External Affairs
Min. des Affaires Étrangères

Vol. 13, No. 19

NOV 22 1995

November 20, 1995

Canada Captures Gold at Olympics of Telecommunications

RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

Canadian companies participating at the "Olympics" of the telecommunications world – Telecom 95 – concluded hundreds of deals that could bring in as much as \$1 billion. And it was a "Team Canada" effort all the way!

Team Approach

Industry Minister John Manley said: "Canadian successes at this event are proof that Team Canada partnerships help Canadian companies win in the global marketplace, and that Canadian expertise in telecommunications is recognized the world over."

More than 70 Canadian companies were on-site at **Telecom 95**, held October 3-11, in Geneva, Switzerland. The 32 companies in the Canada Pavilion alone negotiated 74 distributorships and agency agreements and signed 21 contracts worth more than \$7.1 million. A further \$542 million in deals is projected over

the next three years.

That's obviously a hefty return, considering the Canada Pavilion cost \$900,000 – of which \$530,000 (or, roughly 60 per cent) was collected from industry!

Strongly supported by Canadian industry and government, **Telecom 95** saw "excellent cooperation" among a variety of performers, including Foreign Affairs and International Trade, Industry Canada, and show exhibitors Teleglobe and Nortel.

TEAM CANADA IN CHINA: ONE YEAR LATER

Canadian employment and economic growth are the immediate benefits of the signing of contracts valued in the billions of dollars during the historic Team Canada mission to China in November 1994. More important to the longer-term growth of this trading relationship was the reaction to Team Canada by China's decision makers: it convinced them that, in matters of trade, Canada is a committed comrade, a major turn-around and one confirmed by Chinese Premier Li Peng's October visit to Canada. Here with, a look at Team Canada in China... one year later.

Trade Before Team Canada

Since 1978, when China's Deng Xiaoping initiated economic reforms, bilateral trade between Canada and China has increased at an average annual growth rate exceeding 13 per cent, rising from Cdn\$770 million to Cdn\$6.2 billion in 1994.

Need for Improvement

Despite this impressive growth, the consensus was that Canada should be doing better.

Canada possessed all the tools – technology, investment

pool, management know-how, superb consulting engineers, a strong and underutilized manufacturing base, and world-class capability in the precise sectors in which China had declared a strong preference for foreign participation.

In addition to the need for an increased presence in China, it was apparent that Canada had to dispel any doubts the Chinese had about Canada's support or commitment to trade and economic initiatives.

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Canada Beaming

As a venue for the promotion of Canadian expertise in telecommunications, **Telecom 95** was fully exploited by Team Canada – from the attendance of some 20 of Canada's Trade Commissioners and Commercial Officers, to a reception attended by 600 Canadian business contacts, to 13 bilateral sessions conducted by Minister Manley, to a Manley-led press conference that was

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