

## WORKING WITH THE WORLD Campaign Launched in Ottawa

The Working with the World campaign was officially launched in Ottawa on October 1, 1998, by Diane Marleau, Minister for International Cooperation and Minister responsible for La Francophonie, Huguette Labelle, President of the Canadian International Development Agency (CIDA), campaign partners and the Alliance of Manufacturers & Exporters Canada (the Alliance).

The kickoff ceremony presented the campaign's action plan, an in-camera session with Minister Marleau, followed by a reception with CIDA officials.

Working with the World is a national campaign aimed at building strong support for foreign aid and its linkages with trade. The campaign will profile the value that

Canadian business brings to the developing world and to our economy when involved in international development.

The campaign has been developed and supported by the Alliance, CIDA and private-sector partners, including, as lead partners, SR Telecom Inc. and CAE Electronics Inc.; as secondary partners, AGRA Inc., Apotex Inc., Alcan Cable, Canpotex Limited and Semex Alliance; and as tertiary

partners, Acres International Inc., ATCO Structures Inc., Agriteam Canada, Baxter Corporation, Bioniche Pharma, Cowater International, GM Diesel, SNC-Lavalin, LIOH Inc., HVNetworks, Nortel Networks, Tecslut International Ltd. and John Van Nostrand & Associates.

For more information, contact Andrée Mongeon, tel.: (613) 233-8617, fax: (613) 230-1258, e-mail: markant@intranet.ca

## Business Help in a Developing Country

Is your company interested in long-term business opportunities in Africa, the Middle East, Asia or Latin America? Does your company have over \$1 million in annual turnover?

If you have answered "yes" on both counts, read on.

The federal government's Industrial Cooperation Program (INC), managed by the Canadian International Development Agency (CIDA), can share the front-end risks with you during the study and implementation stages of either an investment or contract opportunity overseas, including build-operate-transfer (BOT) infrastructure projects.

With over 20 years of experience, CIDA-INC can provide your firm with advice and funding on a cost-shared basis for expenses related to studies and a project's actual implementation.

For more information, contact CIDA-INC, tel.: (819) 953-5444, fax: (819) 953-5024, Internet: <http://w3.acdi-cida.gc.ca>

A similar program, Renaissance Eastern Europe (REE), exists for Eastern and Central European countries. For more information, contact REE, tel.: (819) 997-5006, fax: (819) 994-1208, Internet: <http://w3.acdi-cida.gc.ca>

## NOMINATIONS OPEN FOR 1999 AWARD FOR CANADIAN-AMERICAN BUSINESS ACHIEVEMENT

In 1999, the Award for Canadian-American Business Achievement marks its fifth year of recognizing the positive contribution that innovative business partnerships make to both Canada and the United States.

In 1994, the Canadian-American Business Council and the Canadian Embassy in Washington, D.C., established the Foundation for Canadian-American Business Achievement to gather information about successful alliances between Canadian and American companies.

Companies must demonstrate business growth, innovation and

community contribution as a result of the partnership or alliance.

Past winners will gather in Washington in June, when Ambassador to the United States Raymond Chrétien will present the award to this year's winner.

Firms may nominate other firms or themselves. Nomination forms can be obtained from the Foundation for Canadian-American Business Achievement at 7 Heather Glen Crescent, Stittsville, ON K2S 1L4, tel.: (613) 831-7713, fax: (613) 836-9939. The deadline for submission of nominations is March 19, 1999.