

As part of its effort to increase Canadian contacts in the regions, the High-Tech section of the Canadian Embassy in Japan has decided to create a **High-Tech Caravan** as part of the larger **Think Canada Festival 2001**.

Think Canada 2001

Join Canada's High Tech Caravan in Japan

The Caravan, following months of intensive planning and site visits, will have as its objective the discovery of the largely untapped potential for Canadian high-tech companies outside of the Tokyo area. Additionally, the Caravan will help to supplement the activities of Canada's various trade offices in the regions by highlighting Canadian capabilities through seminars, press conferences, networking receptions and one-on-one meetings throughout the regions.

Canadian product samples and promotional materials will be brought along, and Canadian high-tech companies already located in Japan, or with a strong interest in the market, are also being encouraged to participate in all, or part of this tour. Working with local partners such as JETRO and the local city offices, the Caravan will attract an interested and relevant business audience in each location.

The Caravan will offer a unique opportunity for participating companies to explore the potential of the regional markets and also help them with any potential business partnering activities in these areas.

The Caravan will start in the south of Japan, visiting **Fukuoka** in **Kyushu April 16-17**. Fukuoka is the major industrial and technology

centre in Kyushu, acting as a good regional focal point for the region.

April 19-20 will see a stop in **Hiroshima**, a traditional centre for heavy industry and, consequently, with a strong interest in environmental issues. The visit will also act

as follow-up to the recent opening of the Canadian trade office there.



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April 23-24 the Caravan will be in **Kobe**, the focal point for the **Kansai** — the most important economic region in Japan outside of Tokyo. Kobe also has significant IT and health related interests.

April 26-27 brings the caravan to **Gifu-ken**, another major industrial hub.

Following this, the Caravan takes a break until **May 15-16** when it travels north to **Sendai**, another potential centre for IT.

May 17 will see the Caravan in **Morioka**, a regional business and industrial centre in northern Honshu.

Finally, on **June 4-5**, to correspond with the opening of the new trade office, the Caravan will reach **Sapporo** in **Hokkaido**. Sapporo, with its biotechnology and IT industries, as well as its start-up "Bit Valley", is a natural terminus point for the Caravan, which will, by this point, have covered the four major islands and some 2,000 km in its endeavour

to promote Canadian technology, and find potential business partners, in the regions.

We hope that you will join us on the Caravan (see timetable below)...

For more information, contact the following at the Canadian Embassy in Tokyo:

- Andrew Smith, Second Secretary (Commercial), Information Technologies;
 - Sara Wilshaw, Second Secretary (Commercial), Health and Environment;
 - David Steuerman, Third Secretary (Commercial), Automotive, Aerospace and Defence,
- Tel.: (011-81-3) 5412-6200
Fax: (011-81-3) 5412-6250
E-mail: tokyo.htech@dfait-maeci.gc.ca

In Canada, contact Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2467, fax: (613) 944-2397, e-mail: jeanpierre.petit@dfait-maeci.gc.ca

High Tech Caravan Timetable:

- April 15 (Su): Travel (Fukuoka/Set-up)
- April 16 (M): Fukuoka
- April 17 (T): Fukuoka (Kumamoto)
- April 18 (W): Travel (Fukuoka-Hiroshima/Set-up)
- April 19 (Th): Hiroshima
- April 20 (F): Hiroshima (Matsuyama)
- April 21 (Sa): Weekend (Travel to Kobe/Set-up)
- April 22 (Su): Weekend
- April 23 (M): Kobe
- April 24 (T): Kobe (Kansai)
- April 25 (W): Travel (Kobe-Gifu-ken/Set-up)
- April 26 (Th): Gifu-ken
- April 28 (Sa): Return to Tokyo
- Golden Week—
- May 14 (M): Travel (Sendai/Set up)
- May 15 (T): Sendai
- May 17 (Th): Morioka
- May 18 (F): Return to Tokyo
- Sapporo Office Opening—
- June 3 (S): Travel to Sapporo/Set up
- June 4 (M): Sapporo
- June 5 (T): Sapporo
- June 6 (W): Return to Tokyo ❁