

# TEAM CANADA: A CURRENT AFFAIR

## Largest Team Canada Mission Sets Sights on South Korea, Philippines and Thailand

*More than 400 business people, heads of educational institutions and municipalities, and young entrepreneurs are taking part in the Team Canada trade mission to South Korea, the Philippines and Thailand from January 8 to 20, 1997.*

Led by Prime Minister Jean Chrétien and Canada's First Ministers, the Team Canada 1997 trade mission will generate new business for Canadian companies in the fastest-growing region of the world.

### Canada's Year of Asia Pacific

This fourth and most comprehensive Team Canada trade mission kicks off *Canada's Year of Asia Pacific* in 1997, which is aimed at building on Canada's strong ties with the Asia-Pacific region. Two-way trade of goods and services between Canada and the three countries being visited totalled \$8.3 billion in 1995, and the potential for more business with each country is considerable.

This mission will promote Canada's world-renowned expertise in information technology, agri-food, financial services, edu-

cation and culture, environment, transportation, energy and natural resources, telecommunications, and building products and construction, all of which are in high demand in Asia Pacific.

"Canadian firms excel in the building of sound and sustainable economic infrastructures," says Prime Minister Chrétien. "They specialize in providing goods and services that help economies grow. These are areas of terrific growth in Asia. Sharing this know-how will ultimately benefit both ourselves and our Asia-Pacific partners."

The Team Canada 1997 trade mission will provide the participating companies and organizations with an opportunity to conduct vital market research, meet and interview potential distributors and customers, and position themselves as players in the global marketplace. For many companies,

especially small- and medium-size enterprises, the trade mission will give them first-hand knowledge about new markets and how to break into them.

### Success Breeds Success

As on previous, highly successful Team Canada trade missions, the members of the Canadian business delegation are expected to complete and sign numerous contracts and agreements. Previous trade missions have generated an estimated \$20 billion in business deals and have helped more than 700 Canadian businesses gain access to new markets and create new jobs at home.

"These missions are helping us to increase exports and create jobs for Canadians. They also demonstrate what we can accomplish when we work together," says Prime Minister Chrétien.

### CANADEXPORT

ISSN 0823-3330

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*Circulation:* 40,000

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*CANADEXPORT* is published twice monthly, in both English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communication Strategies and Planning Division (BCF).

*CANADEXPORT* is available in Canada to interested exporters and business-oriented people. For subscription send your business card. For address changes and cancellations, please send your mailing label. Allow four to six weeks.

Mail to: *CANADEXPORT* (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

### A Mission First

The trade mission includes, for the first time, the participation of young entrepreneurs who are active in business and seeking new opportunities in Asia. They will attend special business activities in each of the countries visited, in addition to the regular business events.

### Opportunities Abound Korea

The opportunities in each of the  
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