

Third Canadian Trade and Investment Mission

Brunei, a regional hub for trade

BRUNEI DARUSSALAM — June 3-4, 2002 — The Canadian High Commission in Brunei, in cooperation with the Canadian business associations in Southeast Asia, is organizing the **Third Canadian Trade and Investment Mission to Brunei**, a small country (population 350,000) with an annual per capita GDP of \$21,000 — roughly equivalent to that of Canada. Last May's mission to Brunei was a success, with representatives from eight Canadian companies reporting solid deals and new leads.

Although this year's mission will be cross-sectoral, the program will place special emphasis on information technology, telecommunications, and financial and engineering services. The agenda will include a number of

business and social events where participants can meet senior Brunei government officials and explore potential partnerships with local business people.

The High Commission will also arrange one-on-one partnering and briefing meetings for individual companies upon request.

For more information about Canada-Brunei relations and doing business in Brunei, visit the High Commission Web site at www.dfait-maeci.gc.ca/Brunei

For more information about the mission, contact Yap Mew Yee, Commercial Officer, Canadian High Commission, Brunei, tel.: **(011-673-2) 220043**, fax: **(011-673-2) 220040**, e-mail: mewyee.yap@dfait-maeci.gc.ca ✪

Seoul Book Fair

SEOUL, KOREA — June 7-12, 2002 — The Canadian Children's Books Showcase, organized by the Canadian Embassy in Seoul at the 8th annual **Seoul International Book Fair SIBF 2002** (www.sibf.co.kr), will help to bring Canadian stories to Korean children — a population of avid readers that accounts for 11% of Korea's \$1.5-billion book market. The market share of children's literature in Korea grew a remarkable 19.5% in 2000, with over 14 million new books available for Korean youngsters.

SIBF 2002 is the biggest book fair in Korea — which is the hub of Northeast Asia and a gateway to the Asian book market. In 2001, it attracted 260,000 visitors (up 10% from the previous year) and publishers from 23 countries. It also produced many hundreds of "happy endings": copyright contracts and other successful business negotiations. This year's show will have an even greater audience — it coincides with the World Cup soccer games in Seoul.

Canadian publishers interested in displaying their marketing materials or adding their book titles to a Korean-language catalogue can become virtual exhibitors at the Showcase. For more information, or to download an application form, visit the Embassy's Web site at www.korea.gc.ca/sibf2002

For more information, contact Hyun-Ju Lim, Canadian Embassy, Seoul, tel.: **(011-82-2) 3455-6058**, fax: **(011-82-2) 755-0686**, e-mail: hyun-ju.lim@dfait-maeci.gc.ca Web site: www.korea.gc.ca/sibf2002 ✪

Oil and gas, light metals and aquiculture

Norwegian mission to Canada

A business mission comprising 50 Norwegian executives will accompany the King and Queen of Norway on a state visit to Canada. The mission will host a business and investment seminar focusing on energy deregulation and light metals technology at the Royal York Hotel in **Toronto, Ontario**, on **May 8, 2002**. A second business and investment seminar on the oil and gas, and aquiculture sectors will be held in **Halifax, Nova Scotia**, on **May 10, 2002**.

For more information about the seminars, contact the Norwegian Trade Council office in Toronto, tel.: **(416) 920-0434**.

For more information, contact Rick Stephenson, Counsellor (Commercial) and Consul, Canadian Embassy, Oslo, tel.: **(011-47) 2299-5330**, fax: **(011-47) 2299-5301**, e-mail: rick.stephenson@dfait-maeci.gc.ca ✪

For the full details of these events, see CanadExport on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".

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