

With a view to facilitating business-to-business cooperation in this sector, Industry Canada and DFAIT have worked with JETRO to organize a number of partnering initiatives for ICT companies in Canada, Japan and third countries. For example, partnering initiatives at the Technology Bizmatch at the 2005 Combined Exhibition of Advanced Technologies<sup>13</sup> in Japan, as well as the Technology Bizmatch at the 2006 Cellular Telecommunications and Internet Association exhibition in the United States, provided an opportunity for Japanese and Canadian ICT companies to meet with potential partners to explore possible areas of cooperation.

In addition, Canada's Communications Research Centre (CRC) and Japan's National Institute of Information and Communications Technology (NICT) have worked together for a number of years, focusing mainly on wireless optical networking, satellite communications and high-definition video conferencing. Past projects include the first-ever demonstration of telemedicine using high-definition television technology. In October 2003, these two national research centres signed an MOU to further solidify the cooperative relationship, promoting exchange opportunities for Canadian and Japanese researchers as well as an ongoing sharing of information and expertise. The collaboration between CRC and NICT has led to an advancement in innovation and knowledge, and to technologies and applications that have tangible social and economic benefits.

### *Trade in Services*

Trade in services is playing a leading role in the transformation to knowledge-based economies in Canada and Japan, where global electronic networks facilitate the delivery of those services to previously inaccessible markets. Trade in services, sig-

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<sup>13</sup> The largest international exhibition in Asia for the technology and electronics sectors.