

A YEN FOR JAPAN

TOKYO AND KOBE, JAPAN — June 2001 — *The Canadian Embassy in Tokyo is inviting companies in the wireless/Internet technologies fields to register for Think Canada – Think Venture Capital, to be held in conjunction with the Think Canada 2001 festival. Up to twelve*

Think Canada

Think Venture Capital

companies with well-developed plans and clearly identified interest in the Japanese market will be selected to participate in these venture capital (VC) events, to be presented June 4–8, 2001, in Tokyo and Kobe, Japan's two largest economic centres.

Think Canada 2001 marks the official launch of the Venture Capital program, established by the Canadian Embassy in Tokyo to expand trade and investment between Canada and Japan beyond natural resources and raw materials. With the assistance of the Canadian Consulate General in Osaka and partners in Canada, the Embassy is now promoting opportunities for other sectors, specifically Canadian start-ups in information technology and biotechnology, by helping them establish financial, strategic and/or technological partnerships with both Canadian and Japanese VC firms.

Wireless in Japan

With the overwhelming popularity in Japan of i-mode — the Japanese version of WAP — the country now represents one of the most exciting and dynamic regions in the world for the development of wireless/Internet technology. Wireless "lines" now outnumber fixed lines as the Japanese increasingly use their wireless devices to download music, play games, shop, and gather information from the Internet. With the introduction in the

near future of 3G technology, the demand for backend networks, access and 3G transfer technology, software, and embedded devices is rising fast.

The Japanese are using their personal computers more as well, driving the software market up over

20% each year. The merging of wireless and Internet technologies has resulted in the high cell phone



Think Canada 2001
Pensez Canada 2001

penetration and the development of wireless-accessible Web content in Japan.

Think Canada – Think Venture Capital: think wireless and Internet

Think Canada – Think Venture Capital is an excellent place to start for Canadian specialists in this field seeking international opportunities. In both Tokyo and Kobe, each of the selected companies will be allotted 20 minutes to present their business plans, market plans/expectations for Japan, and financial/partnership requirements before a selected audience of Japanese VC firms, investors, and strategic partners. The second day of each event can be set aside for individual programs and meetings, which can be arranged prior to, or during, the first day of each event.

Tokyo — June 4 and 5, 2001

Tokyo is home to most of the major VC firms in Japan, including JAFCO, NIF, CSK Ventures, as well as a host of foreign VCs including Whitney & Co.,

Schroder Ventures and H&Q Asia Pacific. Representatives from several major corporations that are seeking strategic alliances, including NTT DoCoMo, Toshiba, Mitsubishi and Sony will be attending. The event will be held in the Canadian Embassy's 230-seat theatre.

Kobe — June 6 and 7, 2001

The Kansai area, in which Kobe is situated, is home to several major electronics companies, including the wireless giant Kyocera, Omron, Matsushita, and Nintendo. Representatives from several local VC firms specializing in assisting companies in this region will be attending this event. The program will be held at the Kobe Chamber of Commerce and Industry, in co-operation with HERO (Hanshin-Awaji Economic Development Organization), Kyoto Research Park, and Osaka JETRO.

Individual meetings and programs may be set up prior to arrival by consulting with the Canadian Embassy in Tokyo and/or the Consulate General in Osaka.

To arrange meetings and programs, contact Avi Salsberg, Commercial Officer, Investment, Technology and Science, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6330 ext. 3327, fax: (011-81-3) 5412-6254, e-mail: avrom.salsberg@dfait-maeci.gc.ca

(For the unabridged version which provides registration details and the registration form for Think Canada – Think Venture Capital, visit: www.infoexport.gc.ca/canadexport and click on "A Yen for Japan.")



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