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Canada Scores Big at CeBIT '96

More than 60 Canadian information technology companies exhibited their products with great success at CeBIT '96 which was held in Hannover, Germany, March 14-20.

The 35 companies in the Canada Pavilion alone negotiated 151 distributorship and agency agreements and 54 joint ventures and strategic alliances. Contracts worth \$3.7 million in short-term sales were also signed, with a further \$81.9 million projected over the next three years.

CeBIT is the world's most widely attended and comprehensive showcase of information systems, office automation, telecom-

munications products and services. This year's event attracted more than 6,500 companies from some 60 countries and 600,000 visitors.

Industry Canada hosted a World Wide Web Internet site through which visitors could obtain information about leading-edge Internet product suppliers and link directly to their Web sites.

Under the theme *Canada in Cyberspace*, the site featured short profiles of over 50 Canadian suppliers of Internet products, including hardware, software, information services, authoring tools, modems, routers and firewalls. Each profile con-

tained both Web and E-mail links, allowing direct contact with the company.

Canada's IT&T Sector

Canada's information technology and telecommunications (IT&T) sector generated \$54.6 billion in revenues in 1994, an increase of 10 per cent from 1993. The contribution to Canada's gross domestic product was over \$30 billion in 1994, up from \$27 billion in 1993. There are about 15,000 firms in the IT&T sector employing more than 300,000 people.

Business at CeBit

Following is a summary of some of the business activities carried out by Canadian companies at CeBIT '96.

ANILLUSION Technologies Inc. of Quebec City introduced Mirage FX, a stereoscopic 3D

Continued on page 4 - CeBIT

Record Business

EDC Launches New Small Business Finance Group

Reflecting the continued robust growth of Canadian exports, Export Development Corporation (EDC) reported record business volume of \$17.2 billion in 1995, up 48 per cent from a year earlier.

The Corporation also unveiled a new group to better serve the needs of small and medium-size enterprises (SMEs).

Support for small business customers — those with annual sales of up to \$5 million — increased 46 per cent in 1995 to \$600 million. Building on that

success, EDC will create a new SME services group including the Emerging Exporters Team (formed last year), a specialized product development team, and a new small business financing unit to expedite loans, guarantees and other medium- and long-term financial services for smaller exporters.

In releasing its annual results, EDC noted especially strong growth in its short-term credit insurance business, which rose 60 per cent to \$13 billion.

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<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

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