

Atlanta 1996 Olympics**Sessions to Discuss Merchandise Licensing**

Information and meeting sessions for Canadian firms wishing to manufacture and sell licensed 1996 Atlanta Olympic Games merchandise in Canada and the United States will be held in **Toronto** (September 30, 1992) and in **Montreal** (October 1, 1992).

The 1996 Atlanta Olympic Games, marking the 100th anniversary of the modern Olympics, will be of special interest to Canadian firms seeking to commercialize licensed Olympic merchandise in the U.S.

U.S. consumer interest and demand for the 1996 Olympic commemorative products, limited editions and souvenirs will be strong — sales of this licensed merchandise over the next four years are expected to surpass, by many times, the \$130 million in sales recorded

at the 1984 Los Angeles Games!

At the information sessions, Robert Hollander, Vice President, Licensing, of Atlanta Centennial Olympic Products (A.C.O.P.), will discuss the U.S. licensing program. A U.S. trademark attorney from the Atlanta Committee for the Olympic Games will address legal issues regarding licensing and the sale in the United States of licensed Olympic merchandise. And the President of the Olympic Trust of Canada, Bill Wardle, will discuss the Canadian licensing program and its relationship to the U.S. licensing program.

These briefing sessions should be of particular interest to giftware, sporting goods, apparel and novelties firms — but there are potentially many new business opportu-

nities for Canadian firms wishing to undertake sub-licensing and sub-contracting on behalf of future American licensees, both in the United States and Canada.

The Games are four years down the road; however, licenses are expected to be granted within the next few months to enable licensees to begin commercializing their licenses as soon as possible.

The sessions are being co-hosted by External Affairs and International Trade Canada (EAITC); the Ontario Ministry of Industry, Trade and Technology (M.I.T.T.); the Quebec Ministry of International Affairs (M.I.A.); and the Olympic Trust of Canada.

To pre-register for these events and to receive an official "A.C.O.P. Preliminary Merchandise License Questionnaire", contact, in Toronto: Mary Palmer, M.I.T.T. Tel.: 416-325-6663 or, in Montreal: Jean-Pierre Leclerc, M.I.A. Tel.: 514-499-2153.

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are to deal with **NAFTA** issues sector-by-sector, outlining how the deal may affect you as exporters or potential exporters.

We will need your input. You, our **business-oriented** readers, may forward questions that concern how the **NAFTA** agreement may impact on your entrepreneurial undertak-

ings. Tell us what you would like to see covered.

Direct queries, input, suggestions — preferably by fax or letter — to: **CanadExport/NAFTA**, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 992-5791.

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- Suite 10.02 10th Floor, Plaza See Hoy Chan, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia. Tel.: (603) 230-2288. Fax: (603) 232-3740.

- Canada's Senior Trade Commissioner is located at the Canadian High Commission, Tingkat 7, Plaza MBf, Jalan Ampang, 50450, Kuala Lumpur, Malaysia. Tel.: (603) 261-2000. Fax: (603) 261-1270.

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