

## Hong Kong Event Keys on Information Technology with Canadian Pavilion

HONG KONG — March 16-19, 2000 — The Consulate General of Canada in Hong Kong, in co-operation with Industry Canada, is organizing a Canadian Pavilion at the **Hong Kong Information Infrastructure Exposition & Conference 2000 (HKII 2000)**. Consistent with the show's theme, the Pavilion will highlight Canada's world-recognized e-commerce, multimedia and education information technology (IT).

Some 60,000 visitors are expected to attend this major event, which is one of many activities being undertaken by Canada as part of the Industry Canada-Hong Kong Information Technology and

Broadcasting Bureau Memorandum of Understanding on IT co-operation.

Canada exported over \$250 million of information and communications technology (ICT) products and services to Hong Kong in 1998. A further \$75 million was re-exported through Hong Kong to China.

The current Hong Kong government-business Cyberport initiative, budgeted at \$2.4 billion, focuses on the development of e-commerce and multimedia content. And, education IT is among the most promising areas of opportunity, as the Hong Kong education system shifts its program delivery from a textbook-based, teacher-centred one to a more

interactive and learner-oriented approach. The government has committed \$750 million to implement a five-year strategy to promote the use of IT in schools. Similar commercial opportunities exist for network operators, facility providers, OEM manufacturers, software developers and consulting service providers.

**For more information** on the show, visit the HKII 2000 Internet site at [hkiexpo.tdc.org.hk/](http://hkiexpo.tdc.org.hk/). For information on the Consulate's plans for HKII 2000 and for IT business opportunities in Hong Kong, contact Neil Clegg, Trade Commissioner, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847 7414**, fax: **(011-852) 2847 7441**, e-mail: [cana.datrade.hkong@dfait-maeci.gc.ca](mailto:cana.datrade.hkong@dfait-maeci.gc.ca) \*

## A Look Ahead to the Year 2000

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It was a very enlightening experience for me. Above all I was very impressed by the number of doors we were able to open for our exporters in the Japanese market.

As you know, these missions have been extremely successful. So, we'd be foolish to ignore them. The Team Canada concept truly demonstrates what can be achieved when governments and businesses work together.

With the Prime Minister's encouragement, we are considering a new mission for the fall. As for the exact

destination and time, this is now being discussed with our provincial counterparts and other key participants. Details will be posted on our new, revamped Team Canada Web site, which will be launched soon.

So these are some of the ways we're constantly striving to assist both new and experienced Canadian exporters: It's all at the one-stop shop, Team Canada Inc!

**CanadExport:** Thank you Minister. \*

### Key Sources of International Trade Assistance and Information

- Team Canada Inc  
tel.: **1-888-811-1119**  
Internet: [exportsource.gc.ca](http://exportsource.gc.ca)
- InfoExport  
Internet: [www.infoexport.gc.ca](http://www.infoexport.gc.ca)
- Department of Foreign Affairs and International Trade  
Internet: [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

## Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Internet site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

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