

Construct Canada 2000

Key representatives of Canada's building and construction industry will convene in Toronto, November 29 to December 1, 2000, at **Construct Canada 2000**, Canada's largest annual show dedicated to building materials, construction, housing, renovation, and property management.

This year's show is expected to be even bigger than previous shows. Almost 1000 exhibitors and more than 18,000 visitors are expected, including architects, builders, contractors, developers, engineers and property managers, and, in addition, more than 150 wide-ranging seminars and conferences will be held.

Construct Canada also encompasses separate components dedicated to Housing and Renovation (Homebuilder Expo) and to Property Management (PM Expo).

Build solid contacts — Continued from page 1

Meet foreign buyers at the Matchmaking Forum

Scheduled for Tuesday, November 28 between 9:00 a.m. and 2:30 p.m. at the Metro Toronto Convention Centre, the International Matchmaking and Networking Forum is an unparalleled opportunity to meet one-on-one with hundreds of foreign business people from major global firms in the construction, housing and building products industry.

Delegations are expected from markets around the world, including the United States, Russia, India, the United Kingdom, Malaysia, Argentina, Iran, Israel. The program concludes with a networking luncheon. Cost of this event, including lunch, is \$50.

To register for these events, or for further information, contact Patricia Sagl, International Trade Centre, Toronto, tel.: (416) 973-6154, e-mail: sagl.patricia@ic.gc.ca ✪

Export Café — hear from Trade Commissioners about hot export markets

Scheduled to be held in the South Building of the Metro Toronto Convention Centre, Thursday, November 30, from 8 a.m. to 10 a.m., the Export Café provides an innovative venue in which companies can meet and discuss market opportunities with Canada's Trade Commissioners in groups of about eight participants. Each officer from a major global market will lead a discussion about the sector represented, outlining key opportunities. Over 30 Trade Commissioners from Canadian Embassies and Consulates from around the world will participate this year. There is no charge for this event.

Women in Business Trade Mission

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depends on access to markets, access to market intelligence, and contacts, contacts, contacts. This mission therefore offers participants:

- A custom-made schedule of appointments with prequalified British firms organized by a professional matchmaking firm. Each meeting is an opportunity for you to achieve your marketing objectives and build profitable business relationships.
- Networking sessions to optimize your contact with British companies interested in doing business with Canada.

In addition to professional business-to-business matchmaking this mission will offer export- and sector-specific workshops and presentations led by British and Canadian experts in their field.

Why Britain?

As Canada's third largest trading partner and the European Union's largest market, the U.K. represents a tremendous opportunity for Canadian exporters. Historical linkages, a common language and the relative strength of the British pound provide a sound foundation on which Canadian exporters can build strong relationships with U.K. firms. Britain is also a logical entry point to the EU, the world's largest market.

The Trade Mission

The Trade Mission consists of three segments:

- **Doing Business** — Presentations and workshops led by British and Canadian experts that will assist participants in their knowledge of business in the U.K. and enhance their export readiness.

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