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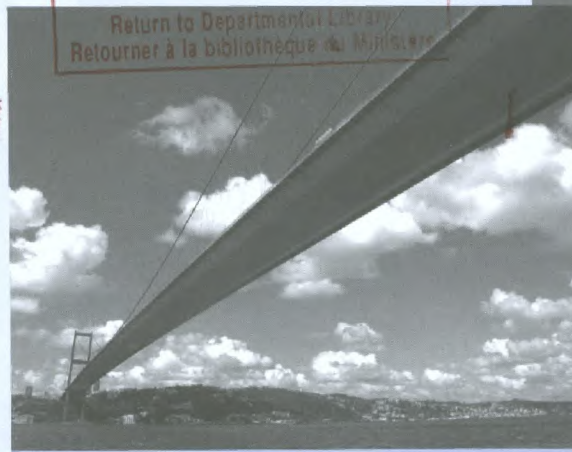
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Turkey and Southeastern Europe:

Your bridge to the EU and beyond

Toronto, March 30, 2006 > The Munk Centre for International Studies at the University of Toronto and the Canada Turkish Business Council present the conference, **Business Strategies in an Enlarging EU: Opportunities in Turkey and Southeastern Europe.**

The conference will highlight the experiences of leading Canadian companies already successful in the region and will coincide with the visit of a Turkish business delegation visiting North America. The event is being organized with the support of International Trade Canada, Foreign Affairs Canada and Export Development Canada (EDC). Together with international financial institutions, EDC will discuss financing strategies for this market. The conference will offer a frank assessment of what is possible in a region with huge potential. To allow access to panellists and senior executives, seating will be limited.



Bridge over the Bosphorus, Istanbul.

see page 2 - Bridge to the EU

Canadian kitchen supplier matched with U.S. buyer

In search of the 'right' high-end kitchen cabinetry supplier, Lee Lumber, one of Chicago's largest pro-dealers, decided to look north of the border. The result: an international partnership that has the potential to become the most significant account for Ontario-based Irpinia Kitchens.

Since 1960, Irpinia Kitchens has built an international reputation as a leading manufacturer of high-quality kitchens. It was Irpinia's attention to detail—from the dowels the company uses to square individual pieces to the exotic paints and veneers that coat its finished products—that attracted Lee Lumber.

The business connection was made through the Canadian Consulate General in Chicago and Canada Mortgage and Housing Corporation (CMHC) in Toronto.

Lee Lumber had already been working with Canadian lumber suppliers when it approached Trevor Smith of the Canadian

Consulate General in Chicago for the names of firms that could meet its need for high-end cabinets. Smith contacted Paulina Barnes, Senior Trade Consultant with CMHC International in Toronto, who then qualified companies based on the buyer's specific needs and suggested Irpinia Kitchens as one of the potential suppliers. Barnes then organized a visit to Irpinia's production facilities, where Lee Lumber was able to confirm Irpinia's commitment to quality and choice—both in finishes and wood species.

see page 5 - Canadian kitchen supplier



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