



News Release

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CANADA TO BE FEATURED COUNTRY AT CeBIT '94

The Honourable Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade, announced that Canada will be the featured country at CeBIT '94 (World Centre for Office, Information and Telecommunications), the world's largest information technologies trade exhibition, in March 1994, in Hannover, Germany.

In inviting Canada to become the partner country for 1994, CeBIT organizers recognize Canada's emerging role as a developer and exporter of information technologies, particularly in telecommunications and computer hardware and software.

"CeBIT '94 provides an unparalleled opportunity to raise Canada's profile as a leading developer of information technologies and to encourage investment in this growing industry," said Minister Wilson.

As the partner country, Canada will be the focus of the International CeBIT Forum, which forms a significant portion of the exhibition. Entitled "Business in Canada," the forum will feature business and technical presentations to promote Canadian technology and to develop investment and export opportunities.

In addition, Canada will have prime exhibition space to showcase its information technologies industries as well as to promote tourism, investment and joint ventures.

The exhibition, which runs from March 16 to 23, 1994, is expected to attract 6,000 exhibitors from 45 countries and more than half a million visitors.

A memorandum of understanding was signed in Toronto today by representatives of External Affairs and International Trade Canada and Deutsche Messe Ag, organizers of CeBIT '94.

In Canada, information technologies is a \$40-billion industry employing approximately 300,000 people. Seventy per cent of Canadian production is exported.

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For further information, media representatives may contact:

Media Relations Office
External Affairs and International Trade Canada
(613) 995-1874