
News Release

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CANADIAN SHOWCASE AT TELECOMMUNICATIONS "OLYMPICS"

Industry Minister John Manley announced today that he will lead a delegation of 61 Canadian companies to TELECOM 95, to be held in Geneva, Switzerland, from October 3 to 11, 1995.

TELECOM, organized by the International Telecommunications Union (ITU) every four years, is considered the "Olympics" of telecommunications exhibitions.

While in Geneva from October 3 to 6, Minister Manley will meet with several of his counterparts from key markets to discuss opportunities for Canadian companies and to promote their capabilities.

"The Canadian telecommunications industry continues to be one of the most competitive in the world. To maintain this leading edge, the industry actively builds on its technological strengths through extensive research and development," said Minister Manley. "The sector's strong international orientation, as measured by its export success, is testimony to its entrepreneurial vigour."

More than half of the companies participating in TELECOM 95 will be part of a 900 m² Canada Pavilion organized by the Department of Foreign Affairs and International Trade. Canada will be recognized by the ITU at TELECOM 95 with a national day on Friday, October 6, highlighted by an official reception hosted by Minister Manley.

"Canada will present some of its best telecommunications technology at TELECOM 95, the world's largest and most prestigious event for the telecommunications industry," said Minister for International Trade Roy MacLaren. "The 61 Canadian participants offer leading-edge technology that is representative of Canada's competitive telecommunications industry."



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Over 100 government ministers, an equivalent number of directors general and over 300 chief executive officers from around the world are expected to attend TELECOM 95. In addition, more than 4000 senior-level decision makers from 184 member countries of the ITU will be at the conference. TELECOM 91 attracted over 130 000 people, 850 exhibitors and 1700 international media personnel from 164 countries.

Canada has a long history as a world leader in the development of sophisticated yet cost-effective telecommunications technologies and services. The \$6.4 billion telecommunications products industry is a strong and dynamic part of Canada's \$49.6 billion information technology sector, responsible for 6 per cent of the country's GDP.

Minister Manley noted that there are more than 10 000 firms employing over 300 000 people in the telecommunications, software, computer services, computer peripherals and components sectors in Canada. Combined, these companies perform 35 per cent of all industrial research and development carried on in Canada. The sector grew almost twice as fast as Canada's gross domestic product in 1994.

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A complete background information kit on Canada's participation at TELECOM 95 and telecommunications capability is available.

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