



No. 058

March 14, 1988.

CANADA WEEK OPENS IN SEOUL, KOREA

The Honourable Pat Carney, Minister for International Trade, announced today the opening of Canada Week-Korea, which will be held in Seoul, March 14-19, 1988.

Canada Week-Korea is a combination of events which will include a "Technology Showcase", an exhibit presenting Canadian capability in aerospace, telecommunications, energy, manufacturing and biotechnology. Additionally, a series of technical seminars will be conducted by 25 Canadian companies, focussing on specific sectors covered by the general theme of the exhibit. Canadian foods and beverages will also be featured in a food festival to be held in the Seoul Hilton Hotel. Canada Week-Korea also embraces a number of cultural, communications and sports related activities, including personal appearances by outstanding Canadians.

In making the announcement, Minister Carney said "I am particularly pleased to announce the opening of Canada Week-Korea since, through this imaginative venture, we are able to demonstrate to Koreans the importance which Canada places on our relations with them, our second largest trading partner in the Asia and Pacific region. Our exporters sense a lack of knowledge among Koreans about Canadian capability and excellence in many sectors of industry. I believe that Canada Week-Korea addresses these issues clearly and that it is a valuable initiative in raising the level of consciousness about Canada "The Land and its People"."

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Minister for
International
Trade

Ministre du
Commerce
extérieur

- 2 -

Minister Carney also noted that on March 15, a joint live telecast is planned linking Seoul with Calgary. From Calgary, Koreans will see elements of the recent Winter Olympic Games, together with clips of Canadian life. From Seoul, the Korean Broadcasting Service will transmit to Canada a mixed program on Korea, which will also incorporate highlights of the "Gala Dinner" planned as part of Canada Week-Korea.

- 30 -

For further information, contact:

Martin Charron
East Asia Trade Division
Department of External
Affairs
tel: (613) 996-6987

Ann Collins
Media Relations Office
Department of External
Affairs
tel: (613) 992-6489

CANADA WEEK IN SEOUL - MARCH 14-19, 1988

The following is a summary of activities currently planned for Canada Week.

Activities in Seoul

1. Technology Showcase. This exhibit features models and videos of examples of leading Canadian technology and products in selected industrial sectors where Canada has great potential for expanding trade with or attracting investment from Korea. Beside the Showcase exhibit, in an area called the Business Centre, will be individual exhibit booths from four provinces (British Columbia, Alberta, Ontario and Quebec), the Association of Universities and Colleges of Canada, (to help capture marketshare of qualified Korean students), the Association of Canadian Community Colleges, the Department of External Affairs' Win Export System, Tourism Canada and a booth featuring our investment and entrepreneurial immigration programs.
2. Technical Seminars. Three, day-long technical seminars on aerospace, data communications and biotechnology sectors are planned for March 15, 16 and 17. The above sectors are rated to have the best chances for Canadian high-tech export development in Korea. The seminars will be given by representatives of about 25 Canadian companies.
3. Canadian Food Festival. The Seoul Hilton Hotel will run a Canadian Food Fair in its major buffet restaurant for the period of March 14-30. In addition, a Food Festival Reception is planned to promote Canada as a food supplier to hotels and restaurants in Seoul leading up to the Summer Olympics.
4. Academic Forum. This conference (the first of its kind in Korea) is being organized in cooperation with Yonsei University and is designed to provide an exchange of views on a number of bilateral, regional and multilateral issues. The Department is being assisted in the organization of this event by the Asia Pacific Foundation, the Ministry of Federal and Intergovernmental Relations of the Province of Alberta and several Canadian universities.

5. Entertainment and Special Guests. A gala dinner sponsored by Canada is being held on Tuesday, March 15 from 8:00-12:00 p.m. Ben Johnson will be a featured guest at this televised dinner; Miss Lucille Chung, the gifted 14 year-old Canadian pianist of Korean descent, is to give a piano performance. Several other Canadians, including Liona Boyd, will also take part in the festivities.

Activities in Canada

1. Tower Twinning Ceremony. CFAC, an independent television station in Calgary and the Korean Broadcasting Services (KBS) have reached an agreement to televise a Breakfast in Calgary and the Gala Dinner in Seoul, as part of the twinning ceremony of the Communications Tower in Calgary and the Namsan Tower in Seoul. This telecast is to be broadcast during the Gala Dinner at the Hilton Hotel on March 15, from 10:00 to 12:00 p.m.