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## **CANADA HAS A STRONG PRESENCE AS PARTNER COUNTRY AT CeBIT '94**

The Minister for International Trade, the Honourable Roy MacLaren, announces that the Secretary of State (Science, Research and Development), the Honourable Dr. Jon Gerrard, will lead the official Canadian delegation to CeBIT '94 in Hannover, Germany, March 15 to 17. CeBIT is the world's largest information technology (IT) trade fair. It is taking place March 16 to 23, 1994.

"Canada's participation at CeBIT is of particular importance this year because Canada is the designated Partner Country at the fair," Mr. MacLaren said. "CeBIT '94 will give unprecedented exposure to Canadian IT capabilities and potential, and will increase global awareness of Canada's excellence as a trading partner and as a location for international investment and R&D projects. We are fortunate in having Dr. Gerrard represent Canada at the fair, in view of his cabinet portfolio and his background as a learned and internationally respected member of the scientific community."

Canada has been an active participant in CeBIT (which stands for World Centre for Office, Information and Telecommunications) since 1984. This year, Canada's status as Partner Country gives heightened recognition to the extraordinary potential and achievements of Canada's dynamic IT sector. Prime exhibition space will be used by Canadian companies to display their wares and by federal, provincial and other agencies to promote trade, investment and technological co-operation with Canada.

"Canada has a world-class information technology sector," Dr. Gerrard said. "Telecommunications and computer hardware, software and services are all areas in which Canadian innovation has had and continues to have a particularly strong impact. The Government is committed to ensuring that Canada's IT sector continues to grow and thrive. CeBIT '94 presents the perfect opportunity to discover at first hand what Canadian IT has to offer."

Some 100 Canadian IT companies are exhibiting at the fair, and a special display area entitled "Canada Inc." will highlight the

outstanding trade and investment opportunities that Canada offers. The 6th CeBIT International Forum, the theme of which is "Business with Canada," will feature presentations by Canadian industry, government and technical experts on diverse aspects of Canada's powerful and vigorous information economy.

CeBIT '94 is expected to attract some 5700 exhibitors from 45 countries, at least 600 000 visitors, and up to 7000 media representatives.

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