



*Plan now to attend....*



*Presented by:  
The International Trade Centre  
Geneva, Switzerland*

## INTERNATIONAL BUSINESS SERVICES FORUM

*Incoming Trade Mission, Conference and Networking Forum*

15-16 May, 2007

Delta Chelsea Hotel

Downtown Toronto

(May 15 Evening - Global Business Reception,  
Exhibition Place)

### Participating Countries:

Ethiopia  
Ghana  
Kenya  
Lesotho  
Malawi  
Nigeria  
Pakistan  
South Africa  
Sri Lanka  
Swaziland  
Uganda  
Uruguay  
Zambia

- Discover new markets** for your goods and services and people who can help you enter those markets!
- Explore opportunities** to increase your profits by outsourcing your non-core functions, including business processes, editing, translation and event planning!
- Learn international marketing skills** and how to build your global profile and credibility!
- Meet 20 leading businesswomen from 13 countries** who are ready to do business!
- Gather information** about opportunities and how to do business in new markets in Asia, Africa and South America!
- Network with businesswomen** who represent and can link you to business associations from around the world!



*This event is sponsored by the International Trade Centre (ITC), an agency of the World Trade Organization and the UN. Its Trade in Services Section links successful businesspeople in developing countries with important contacts in other markets. The ITC has carefully selected these 20 professional businesswomen in the service sector to explore opportunities with potential partners in Canada.*

## Need Access to International Markets?



**Don't miss** this unique opportunity to network with leading businesswomen from around the world. Whether you are looking to outsource services or expand your business in new markets, this Forum will introduce you to **key contacts who can provide you with insightful information about their markets.** In addition, you will have an opportunity to meet with them one-on-one, as well as with a group of international specialists who will provide individual advice on the successful international marketing of services.

Profiles of participants can be viewed on the website (below). Participation, lunches, and publications on exporting services are **free of charge.**

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As space will be very limited, we encourage you to register early. You may also choose to participate in one or more of the three programme elements:

### **Programme I** Conference element: one-day, Tuesday, May 15; 09:30 - 2:00pm

*Several of the participants will make presentations describing how to do business in their market and link with local buyers and suppliers. Local speakers will describe means of partnering through associations in additional countries, doing business in Canada, the Toronto business community, and the unique opportunities for the service sector. Includes a light lunch.*

### **Programme II** Global Business Reception: Tuesday, May 15; 5:30 - 8.30 pm - *The Bridges Across Borders delegates will be available for you to meet at this reception which is organized by the Canadian Manufacturers & Exporters (CME). See attached.*

### **Programme III** Marketing Clinic and Business Forum: Wednesday, May 16; 11:00 - 4:00 pm

*A presentation on best practices in international marketing of services; how to be a better networker; build your international profile and credibility, connecting women's business associations and taking the next steps after trade missions. Following a light lunch, a **networking forum** with the opportunity to meet individually with the international participants and "Meet the Experts" consultations with international specialists on **exporting services and effective use of technology in trade.***

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**Day-time programmes will take place at the Delta Chelsea Hotel**

33 Gerrard Street West, Toronto (Downtown), Ontario M5G 1Z4, Tel: 416-595-1975

**For the Global Business Reception, refer to the CME Registration Form which is attached.**

For further information contact

Andrina Lever 416-920-5114 or [bridgesborders@gmail.com](mailto:bridgesborders@gmail.com)

To register go to our website below and indicate which sessions:

**Visit our web site:** [www.global-links-network.com/bridges](http://www.global-links-network.com/bridges)



Canadian  
Manufacturers &  
Exporters  
Manufacturiers et  
Exportateurs du  
Canada

# 13th Annual Global Business Reception

## Tuesday, May 15, 2007

### 5:30 - 8:30 p.m.

**DIRECT ENERGY CENTRE (FORMERLY NATIONAL TRADE CENTRE), EXHIBITION PLACE  
GALLERIA (OUTSIDE HALL C), 100 PRINCES' BLVD., TORONTO**

**FEATURING THE WINES OF TUNISIA - COMPLIMENTS OF THE EMBASSY OF TUNISIA IN CANADA**

*Meet key contacts for international business development. Join us for an evening of valuable networking and take advantage of an opportunity to meet with:*

- Commercial representatives of major foreign consulates and trade offices
- Canadian Trade Commissioners from the International Trade Centre, Ontario
- Leading providers of services to Canadian exporters
- Senior executives from companies based in global markets
- Other Ontario and international firms looking for new business opportunities
- Partners in the Canada-Ontario Export Forum

**Tickets are \$50.00 (+\$3.00 GST) per person.**

**3:00 – 5:00 PM North American Market Update** in the Direct Energy Presentation Theatre featuring speakers from Foreign Affairs and International Trade Canada, the US Consulate, the Mexican Consulate and private companies. There is no charge for this session. I will attend.  Yes  No

**FAX YOUR COMPLETED FORM TO 905 672-0853**

Cheque enclosed     Cheque to follow     AMEX     Visa     Mastercard

Card No. \_\_\_\_\_ Expiry Date: \_\_\_\_\_  
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 City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
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 E-mail : \_\_\_\_\_

**Find out how you can participate in the Global Business Reception as an exhibitor!**  
 Please contact Gloria Finnigan at [gloria.finnigan@cme-mec.ca](mailto:gloria.finnigan@cme-mec.ca) or Tel: 905 672-3466 x3227 or 3229

**Thank you to our major partners:**

	 <p>Foreign Affairs and International Trade Canada    Affaires étrangères et Commerce international Canada</p>		 <p>Embassy of Tunisia</p>
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Kindly make your cheque payable and mail to: **Canadian Manufacturers & Exporters**, Attention: Gloria Finnigan, 6725 Airport Rd., Suite 200, Mississauga, ON L4V 1V2 Tel. (905) 672-3466 X3227/3229 Fax. (905) 672-0853 GST #R108075482 - Please treat this form as your confirmation, invoice and GST Record. **Confirmation only upon written request. Please photocopy for any additional registrants. Cancellations permitted with 48 hour's notice prior to event.**