

# Canadian International Events Corp.



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## **Canada China Connection 2007: organizers launch business program leading up to the largest “All Canadian” Expo in Shanghai**

**What: Canada China Connection 2007 — Launch Press Conference**

**Where: Canada Export Centre, 602 W. Hasting Street Vancouver B.C V6B 1P2**

**When: July 20, 2007 (Friday), 3 pm Reception, 3:30 pm Presentation & Signing**

Vancouver, BC – Canada Expo Centre, the Chinese People’s Association for Friendship with Foreign Countries will join the Canadian International Events Corp. (CIEC) on July 20, 2007 to launch the “**Canada China Connection 2007**”, a business support program leading up to the largest “All-Canadian” Expo in China. The joint initiative between CIEC and the China Council for Promotion of International Trade, Shanghai Chapter (CCPIT Shanghai), calls for a strategic “Canada only” approach for Canadian business to gain ground in China.

Canada China Connection 2007 is designed to help Canadian business engage the China market through a three stage process leading up to an 11-day multi-city business-to-business program in China in November 2007 ... culminating in a four-day Canada Expo in Shanghai focused on multiple sectors at the INTEX Shanghai International Exhibition Centre (12,000 m<sup>2</sup> / 130,000 ft<sup>2</sup>) on two floors: B2B on main floor and B2C upstairs.

Canada China Connection 2007 is a business development process starting with on-line business programs designed to assist Canadian business; industry; and, government to plan and prepare to engage with the Chinese economy. The 11-day, multi-city tour starts in Beijing for three days; then splits for two more days to either Tianjin or Suzhou; before regrouping for the four-day multi-sector expo in Shanghai.

The series of activities will showcase Canada’s economic strengths in the China market, with an emphasis on industrial sectors such as green energy, bio-technology, and agricultural products and technology. “In the past, we had the Prime Minister leading hundreds of Canadian delegates to China to talk business. Canada China Connection 2007 offers the same platform, but for both small and medium size enterprises and public organizations as well as large corporations,” says Tommy Yuan, President of CIEC.

This will be the first time that Canadian businesses come together to present a showcase highlighting Canada to their Chinese counterparts. “We are used to being a part of larger trade shows, promoting our Canadian products next to international competitors such as the United States, Europe and Australia. Here we will present a Canadian cluster focused on key industries. At the same time, we are ready to host mini-missions developed by the public and private sectors. Canada China Connection 2007 takes another strategic approach,” says Peter Wilkins, Executive Vice President of CIEC. Mr. Wilkins says that the trade shows will draw attention to the various sectors and business opportunities within the Canada ‘brand’.

### **Support:**

China Council for the Promotion of International Trade, Shanghai Chapter  
China National Tourist Office (CNTO), Toronto

[www.cpitsh.org](http://www.cpitsh.org)  
[www.tourismchina-ca.com](http://www.tourismchina-ca.com)

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[www.CCC2007.net](http://www.CCC2007.net)  
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