

Canada welcomes the world of small business to the

**26th
International
Small Business
Congress (ISBC)**

October 12-15, 1999



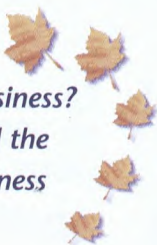
Small Business... Smart Business

CANADA 99

26th International Small Business Congress • Toronto

Canada

*Are you involved with small business?
Join 1000 delegates from around the
world who know that Small Business
is Smart Business.*



Come to Toronto to:

- ◆ **discover** the latest innovations in smart business practices;
- ◆ **establish** valuable contacts that can lead to new business;
- ◆ **gain** up-to-date information on small and medium-sized business policies; and
- ◆ **discuss** the wide range of existing and potential support for small business.

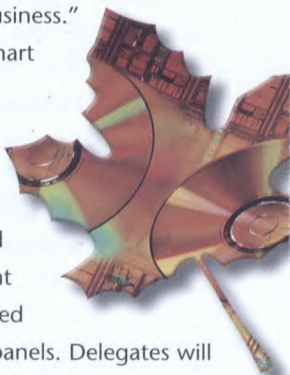
Come to Toronto in 1999 to discuss leading-edge ideas and practices that will help small and medium-sized business prosper in the 21st century.

Thematic Discussions

The program will include 16 workshops divided into four themes that show how "Small Business is Smart Business."

- ◆ International Business Smart
- ◆ Technology Smart
- ◆ People Smart
- ◆ Entrepreneurship Smart

Entrepreneurs, lenders, consultants, academics, and association and government officials will bring their varied perspectives to workshop panels. Delegates will have lots of time to discuss their points of view and ask questions.



An Active Agenda

Other major elements of the 26th ISBC are expected to include:

- ◆ four focussed plenary sessions and a special concluding plenary;
- ◆ a special entrepreneur stream;
- ◆ an exposition showcasing 50 exhibitors of products and services for small business, along with exhibits featuring different countries;
- ◆ a business matching and company visit program to help visitors to Canada link with innovative Canadian small and medium-sized businesses;
- ◆ an accompanying persons program; and
- ◆ social and cultural events for all.



Your Hosts for the 26th ISBC

Industry Canada and the Canadian Federation of Independent Business are partners in hosting the 26th ISBC.

Industry Canada is a department of the Government of Canada that helps Canadian business and industry grow, compete and create jobs.

The Canadian Federation of Independent Business is Canada's foremost small business organization, with 89 000 members from all sectors of the Canadian economy, and all regions of Canada.



Come to Toronto in 1999 and visit...

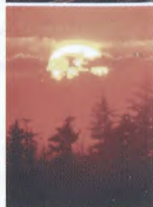
TORONTO

Toronto is Canada's largest city and number one tourist destination — an exciting, vibrant and cosmopolitan city with more than 100 different cultures among its 3.5 million people.

This safe, inviting city is popular with tourists from around the world because of its wide range of entertainment, culture, shopping and dining choices. Many other popular sites such as Niagara Falls and the fall splendour of Canada's natural beauty are just a short drive from Toronto.

CANADA

Flights from Toronto can take you to Canada's many distinctive tourist destinations. Some people may want to visit Canada's other major cities such as Montréal, Ottawa or Vancouver. Others may want to experience Canada's mountain regions, prairies, ocean coasts or the North.



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INDUSTRY CANADA / INDUSTRIE CANADA



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The 26th ISBC in Toronto will reflect the interests of its delegates from around the world. You can help shape the final program when you register in advance.

Please fill in and mail or fax to:

Entrepreneurship and Small Business Office
Industry Canada
5th Floor, East Tower
235 Queen Street
Ottawa ON K1A 0H5
Canada

Fax: 1-613-954-5492

For more information, visit our Web site at

<http://strategis.ic.gc.ca/isbc> or

E-mail us at **isbc1999@ic.gc.ca**

Please send me a registration form and more information on the 26th ISBC in Toronto

Name _____

Title _____

Company or organization _____

Address _____

City _____

Province/State _____ Postal Code _____

Telephone _____ Fax _____

E-mail _____

I would like to request a presentation on

I would be interested in doing a presentation on

I would like to get information on the business matching and company visit program

I would like to receive information on the exposition

