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Canadian Chamber of Commerce AGM Shaping up to be Another Great Event

There's still time to register for the Canadian Chamber of Commerce Annual General Meeting to be held in Calgary from September 18th-20th. Based on feedback from previous AGMs, this year's format offers some new opportunities and better maximizes delegates' time away from their desks. Here are some of the agenda highlights.

- ***Saturday, September 18th*** – Registered delegates and companions will take in some of the sites and sights of the host destination by visiting Kananaskis, which is set in the Bow Valley amid the rugged beauty of the Rocky Mountains. Kananaskis, and the area, are situated in what is known as “Alberta’s Mountain Playground”; delegates will have the opportunity to participate in special activities arranged for them at ***Brewsters Kananaskis Guest Ranch***.

Some of the activities that have been arranged include canoeing, golfing, horseback riding, and hiking. Delegates must pre-register for these activities. This setting provides a relaxed atmosphere for getting to know some of your fellow delegates and play tourist at the same time!

Prior to returning to Calgary, delegates will be able to satisfy their hunger with a BBQ at the Ranch.

- ***Sunday, September 19th*** – The official program begins with the Official Opening of the Chamber Expo, where suppliers and sponsors will showcase their products. This will be immediately followed by the Opening Ceremonies.
- Get tuned into what's happening in Canada on the business and political fronts with two savvy Canadians: ***Don Drummond***, Senior Vice President and Chief Economist, TD Bank Financial Group and ***Michael Adams***, President, Environics and author of *Fire and Ice*.
- Hear about some of the challenges that businesses face in a session focusing on ***Reaching New Heights***. John Peller, President & CEO of Andrés Wines Ltd., Harold Kvisle, President & CEO of TransCanada Corp. and Linda Hohol, President, TSX Venture Exchange, will share their insights.
- ***Canadian Chambers Competition*** – new to the AGM line-up this year, this competition focuses on best practices in membership recruiting and retention. Come and hear what's working for your peers!

Delegates will hear from three finalists in this competition:

Calgary Chamber of Commerce
Greater Nanaimo Chamber of Commerce
Sarnia Lambton Chamber of Commerce

And at the end of the presentations, attendees will vote on which project they feel is the best. The winner will be announced during the AGM Gala Dinner on Monday, September 20th.

- A night at the zoo! Delegates will be hosted by the Calgary Chamber of Commerce at one of Calgary's top attractions – the *Calgary Zoo*. Home to more than 900 animals and 260 species of animals, the zoo provides a unique backdrop for an evening of chamber networking.
- ***Policy Resolution Debates*** – last year we tried all day policy sessions – and we heard they worked! We've kept this format for 2004. It is from the floor during these sessions that delegates participate in the debate and vote on those policies that will become the policy platform of the Canadian Chamber of Commerce for the coming months.
- ***Gala Dinner*** – always a top notch event, this year's attendees will be treated to a gourmet meal at Calgary's Roundup Centre, followed by a private concert by one of Canada's rock music legends - Randy Bachman.

Combine all of these events and delegates have a variety of great reasons to attend the Annual General Meeting. For more information, visit www.chamber.ca.

Congratulations!

Sheldon Leiba, General Manager of the Brampton Board of Trade, is the lucky winner of the early bird draw for an upgrade to a junior suite during his stay at the Canadian Chamber of Commerce AGM in Calgary.

Canadian Government Seeking Canadian Viewpoint on the implications of EU Enlargement on Trade Interests

Services trade negotiators are currently considering how EU enlargement will affect Canadian trade interests under the *General Agreement on Trade in Services* (GATS). The government is seeking to identify Canadian services and investment interests in Austria, Cyprus, Czech Republic, Estonia, Finland, Hungary, Latvia, Lithuania, Malta, Poland, Slovak Republic, Slovenia, Sweden (enlargement countries of 1995 & 2004). Understanding the activities of Canadians and Canadian businesses that trade and invest in these markets is essential to representing Canadian interests.

For information about this consultation, see the [Canada Gazette Notice](#) of August 7, 2004. Submissions must be received no later than September 15, 2004.

Consultations on Proposed Changes to NAFTA Rules of Origin & Invitation to Submit New Requests for the Liberalization of the NAFTA Rules of Origin

In a joint statement earlier this summer, International Trade Minister Jim Peterson, United States Trade Representative Robert B. Zoellick, and Mexican Secretary of Economy, Fernando Canales announced tentative agreement to liberalize the North American Free Trade Agreement (NAFTA) rules of origin for a broad range of foods, consumer and industrial products and to make these amendments effective January 1, 2005.

The Departments of International Trade and Finance are inviting interested parties to submit their comments on the proposed changes to the rules of origin as well as new requests for further liberalization before September 28, 2004.

For more information on the proposed changes and on the procedures for submitting comments and/or requests, consult the [Canada Gazette Notice](#) of August 7, 2004.

Online Questionnaire for Canadian Businesses on Services Trade Negotiations

Services trade negotiations, especially for the [General Agreement on Trade in Services](#) (GATS), are at a stage where more detailed information is necessary to advance Canada's interests. Canada will continue to pursue the objectives it laid out at the outset of negotiations. However, as trade negotiations progress, International Trade Canada needs to decide where to concentrate its efforts. The department is, therefore, seeking input from Canadian business. Take a few moments to fill in the on-line questionnaire. The input received will be used to help the government refine Canada's negotiating strategy. *The questionnaire can be found at:*

<http://www.dfait-maeci.gc.ca/tna-nac/IYT/trade-services-en.asp#question>

Chamber Seeks Input on Internal Trade Barriers

The elimination of internal trade barriers has long been a priority of the Canadian Chamber of Commerce. The *Agreement on Internal Trade* (AIT), signed by provincial, territorial, and federal governments in 1994, is an agreement with the objective to reduce and eliminate existing barriers to the free movement of persons, goods, services and investment within Canada and to establish an open, efficient and stable domestic market. Unfortunately the AIT has not been fully implemented and numerous barriers to trade exist within Canada. Internal trade barriers increase the costs to both businesses and consumers and negatively impact the competitiveness of the Canadian economy.

Earlier this summer, the Canadian Chamber had sent a short questionnaire to our members with regards to trade barriers. The response to this survey has been good and there is still time for others to submit comments by the September 3rd deadline. Data will be tabulated and released this fall. *For further information contact Rob McKinstry, (613) 238-4000, x250, rmckinstry@chamber.ca.*

E-commerce: Tips for an informative Web site

Putting information on a Web site that provides something of true value keeps existing customers coming back, generates more traffic and raises general awareness of a company's existence. Here are just a few examples of what a Web site could provide to make it more effective:

- Time saving answers to FAQ's (Frequently Asked Questions)
- Downloadable manuals, instruction sheets, assembly directions
- Additional product uses, recipes, consumer supplied ideas
- A discussion forum or feedback mechanism
- Information about the industry
- A history of the evolution of products/services
- Interesting facts and statistics
- Links to useful Web sites that will be of interest to visitors

Use imagination and creativity. If the site contains true information, it becomes a research resource as well as a sales tool.

For more tips on how to add value to a Web site, take advantage of the *Web Site Planning and Web Site Evaluation* services offered by ***Student Connections*** (SC). Visit SC on-line at www.studentconnections.ca or call toll free 1 888 807-7777. *Student Connections* provides small and medium-sized businesses with a wide range of practical, customized Internet training and e-commerce solutions. An Industry Canada initiative under the federal government's *Youth Employment Strategy*, *Student Connections* allows businesses to benefit from the expertise and assistance of bright young future business leaders while providing them with valuable work experience.

The Canadian Chamber of Commerce would like to thank its AGM sponsors:



Andrés Wines Ltd., Bank of Canada, Bristol-Myers Squibb Pharmaceutical Group, Burlington Resources, Inc., Business Development Bank of Canada, Business Gateway, CAE Inc., Calgary Airport Authority, Canada Safeway Ltd., CGI, Corby Distilleries, Diageo Canada Inc., IRM Systems, Labatt Breweries, Lyreco, MAC Cosmetics, McDonald's Restaurants of Canada Limited, MGV Energy Inc., Petro-Canada, Pioneer Hi-Bred, Procter & Gamble Inc., Purdy's Chocolates, Syncrude, TD Canada Trust Merchant Services, Via Rail, WCG International/JobWave Canada, Xerox Canada