



Mohammad Yunus,
 Nobel Peace Prize winner
 and founder of Microcredit concept

Global Microcredit Summit – A Huge Success

Trade Centre Limited welcomed the largest and most diverse international event ever held in Halifax. 2,222 delegates from 112 countries met here to hear that the organization had reached its 1997 goal of helping over 100 million of the world's poorest families within ten years. This Summit set new goals for the next decade and the 2015 Global conference. Halifax was selected as the 2006 site for this Summit following the 2002 conference in New York City.

The conference was made more notable by the attendance of Queen Sophia of Spain, President Manuel Zelaya of Honduras, and recent Nobel Peace Prize winner and acknowledged founder of the Microcredit concept, Mohammad Yunus of Bangladesh, who was keynote speaker for the event.

Organizers and delegates are labelling the Halifax Summit as "a particularly smashing success", in the words of Sam

Daley-Harris, the lead organizer for the Halifax event. The sessions held at the World Trade and Convention Centre and Halifax Metro Centre ran exceptionally smoothly from an administrative perspective and delegates were also appreciative of Halifax's warm hospitality. The event itself enjoyed a great deal of the media spotlight, with over 40 articles in the Chronicle Herald alone.



East Coast Music Awards

The 2007 East Coast Music Awards, Conference and Festival is coming to Halifax for four days and nights to celebrate the best in Atlantic Canadian music. The event begins Thursday, February 15th and runs non-stop through Sunday, February 18th, culminating with the ECMA Gala Awards Show at the Halifax Metro Centre which will be broadcast live across the country on CBC Television.

"With over 50,000 music fans, 2,500 delegates, and 400 artists participating – resulting in an estimated economic impact of over \$5 million – the proceedings are not just a cultural investment but an economic one," said East Coast Music Association board chair, Marc Chouinard.

Kicking off the 19th annual ECMA weekend Thursday night is a brand-new event: FashionEASTa.

Blurring the lines between music, fashion and theatre, the evening will feature a red carpet, cocktail reception and an innovative 50-minute extravaganza in the World Trade and Convention Centre's Port Royal Room.



Feature Articles

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Don't forget to sign up for our free online version of the Link for all the latest news and updates.

www.TradeCentreLimited.com

Most Successful Maritime Fall Fair Ever!



The 2006 Maritime Fall Fair from October 6th to 15th was the most successful Fair in Trade Centre Limited's history

as host of the event. A combination of fair weather, timely promotion and the newly featured Professional Bull Riding tour brought out crowds in excess of 32,000 over the eight days of the event. The final weekend built on the success of the 2005 inaugural Kubota Cup and offered another exciting

finish with John Pierce riding Champagne winning the jump-off again this year. The agricultural showcase was of the highest order with the best of the region's farm animals and produce on display. The competitive events and surrounding attractions brought families throughout the Maritimes to Exhibition Park.



Halifax Chosen for Triathlon One O One Series Venue

Dig out your sneakers, swimwear and bicycle... it's time to start training for the Triathlon One O One series!

After months of working with United States based HFP Racing, Events Halifax, in conjunction with Triathlon Nova Scotia and Destination Halifax, were success-

ful in bringing this exciting new event to Halifax. Triathlon One O One brought together industry leaders in the event production and multi-sport business industry with the sole purpose of bringing a new brand of world class long distance racing to the multi-sport world. Series organizers did a survey of triathletes from across

North America, and they indicated they wanted Halifax to be one of the places where they'd like to compete. This represents a significant step for Halifax and Nova Scotia as our reputation in delivering world class events is now leading to our city and province being sought out by event organizers.

The Triathlon One O One features a 1.86 mile/3km swim, followed by a 80.6 mile/130 km bike ride and finishes with a 18.6 mile/30 km

run – a total distance of 101.06 miles. This distance is longer than a regular triathlon and shorter than an Ironman Triathlon. The event will feature a \$50,000 professional prize purse and an estimated 1,000 runners. The route has yet to be determined but will incorporate some of the rugged coastal beauty for which Nova Scotia is renowned.

The series will launch on May 6th in Bradenton, Florida; visiting Clearlake, California on June 10th; Halifax, Nova Scotia on September 2nd, and culminating on November 11th with the Triathlon One O One World Championship in The Woodlands, Texas.

WTCAC Travels to Turkey and the Middle East

World Trade Centre Atlantic Canada (WTCAC) recently attended the annual World Trade Centers Association (WTCA) General Assembly in Turkey. The event provided a great opportunity to learn about the Turkish market while developing new business opportunities with partners worldwide. Attendees included members of the World Trade Centers Association (the network consists of 282 World Trade Centers in over 90 countries servicing over

750,000 companies) and a delegation of companies. WTCAC attended with two other Canadian organizations and also represented a local Atlantic Canadian company.

WTCAC also met with key organizations in the Building, Construction and Education sectors in Qatar, United Arab Emirates and Saudi Arabia to learn more about the growing opportunities that exist for Atlantic Canadian companies in the Middle East.

With a very small Canadian presence in the region, Canada's strong focus on producing very high quality goods and services for world markets makes it a great match with the GCC's (Gulf Cooperation Council) appreciation for high quality, need for products and services, and most importantly the ability to pay. With new business development opportunities, the WTCAC plans on being active in this area in the coming years.



To learn how you can become a member of the World Trade Centre Atlantic Canada, please call Yuliya Vodnyantska at (902) 421-1302 ext. 270. When you join the WTCAC you are joining 750,000 companies in over 90 countries who want to do business, making you a partner in the largest not-for-profit trade association in the world. You gain access to new business opportunities, valuable and timely trade information and cost effective world-class trade programs.

What's Happening

Kick off St. Patrick's Day Early with the 6th Annual Halifax Hooley!

Don't miss the Halifax Hooley on March 2nd at the World Trade and Convention Centre! It all begins at 6:30 p.m. with a Reception and follows with the Dinner and Dance at 7:30 p.m. To date, this event has raised \$185,000 for prostate cancer research. This exceptional event features some of Atlantic Canada's finest Celtic entertainers, including Evans & Doherty and the Halifax Hooley Band and will bring the excitement of Irish horse racing to life. It's an experience you won't want to miss. Reserve your table today to join the fun!!

For more information on this great event or to purchase tickets (Corporate table of 10 for \$1,000.00 or single tickets at \$100.00 each), please contact Valerie Corkum at (902) 422-2020 ext. 133 or vcorkum@tradecentrelimited.com.



Blind Date with a Star!™ set for January 22nd

Dine with a star and support a great cause! SYSCO Food Services of Atlantic Canada presents the 7th Annual Blind Date with a Star!™ at the World Trade and Convention Centre on Monday, January 22nd. This unique dining event benefits the Learning Disabilities Association of Nova Scotia and its LINKS Children's Literacy Program.

Join us for a Gala Wine Reception in the Port Royal Room featuring a live auction, wonderful live music and a draw for an all-inclusive Cuban Vacation for two. Dinner follows with a celebrity host at one of 50 local restaurants and other venues!

For more information, please contact Rachel Linley at (902) 423-2850, rachel@ldans.ca or visit the website at www.blinddatewithastar.ca



WTCAC & FITTskills deliver "International Trade Logistics" January 18th - 19th at WTCC

Throughout the year the World Trade Centre Atlantic Canada (WTCAC) delivers courses in international trade in conjunction with the Forum for International Trade Training (FITT).

FITT is the only organization in Canada to accredit a professional designation to international trade practitioners, the C.I.T.P. (Certified International Trade Professional). It is the highest level of professional accreditation available to international business and trade professionals in Canada.

In addition to the above-mentioned benefits, perks of involvement in the FITTskills program at WTCAC include the convenience of a 2-day delivery format for each course; small, focused class sizes; relevant, practical instruction from professionals working in the field; and networking opportunities with some of the region's most experienced trade professionals.

WTCAC and FITTskills will be delivering their next course "International Trade Logistics" on January 18th - 19th at the World Trade and Convention Centre.

For more information or to register for the course, please contact Sandy Gordon (902) 421-1302 ext. 231 or by email at sgordon@tradecentrelimited.com.

Halifax RV Show – February 1st - 4th

Nova Scotia's premier RV Show will take place February 1st - 4th at Exhibition Park. The Halifax RV Show attracts thousands of RV enthusiasts who are keenly interested in RVing as a lifestyle and is the province's only RV dedicated event that is presented and endorsed by the Atlantic Recreation Vehicle Dealer Association (A.R.V.D.A.) The Show features all the major RV Dealers, Suppliers, Destinations, Campgrounds plus the latest in RV Products, Accessories and Services.

For more information on this great event, please visit www.exhibitionpark.com or www.masterpromotions.ca/halifaxrv



ABA All Star Weekend – January 27th - 28th

Don't miss the American Basketball Association (ABA) All Star Weekend, January 27th - 28th at Halifax Metro Centre!

The weekend will kick-off with FAM FEST on Saturday, January 27th at 11:00 a.m. FAM FEST is a free event including open practice, games and prizes to be won. This will be followed by ALL STAR SATURDAY NIGHT starting at 4:00 p.m. and will feature an AUS game between the St. Francis Xavier X-Men and the Dalhousie Tigers. That will be followed by an ABA three-point shooting contest and slam dunk competition and a special performance by an internationally known rock group (TBA). On Sunday, January 28th the 2007 ABA All Star game will be played at 2:00 p.m.

Be part of the fun! Tickets are available online at www.ticketatlantic.com, the Ticket Atlantic Box Office at Halifax Metro Centre, charge by phone (902)451-1221 and at participating Atlantic Superstore locations.

Upcoming Events at Trade Centre Limited

For more information on upcoming events link to us at TradeCentreLimited.com



January 14 - 15, 2007
Maritime Travel – Vacation Superstore,
5,000 attendees

January 18 - 19
FITTSkills – International Trade
Logistics 2 day course

January 22
Learning Disabilities Association of
Nova Scotia – “Blind Date with a Star”,
550 attendees

January 25
Nova Scotia Liberal Party Annual
Fund Raising Dinner, 600 attendees

January 30
Huskies Super Auction 2007,
700 attendees

February 1
NAAF “Blueprint For the Future”

February 3 - 5
Atlantic Craft Trade Show,
500 attendees

February 15 - 18
East Coast Music Awards/Prix

February 15
FashionEASTa: Where Music Meets
Design

February 21
Unicef NS Chefs Dinner,
500 attendees

February 25
Bridal Show 2007, 1,700 attendees

March 8
Canadian Paraplegic Association of
NS “Charity” Dinner, 400 attendees

March 14 - 18
AMMI Canada - CACMID Annual
Conference, 500 attendees

March 27
The Arthritis Society Celebrity Roast

March 29
NSBI - Gearing for Growth Business
Conference, 350 attendees

April 11
Novaknowledge Luncheon Series,
300 attendees

April 11 - 13
Restaurant Equipment Distributors
of Canada, 120 attendees

April 14 - 15
Maritime Beauty – Carnival of Beauty,
400 attendees

April 19
Legal Information Society of Nova
Scotia, Law Luncheon & Auction,
300 attendees

April 19 - 20
TOPS 2007, Promotional Products
Association of Canada Inc.,
400 attendees

April 25
Halifax Chamber of Commerce Spring
Dinner 2007, 1,000 attendees

April 27 - 29
Pedorthic Association of Canada,
300 attendees

May 5
Greater Halifax Partnership,
550 attendees

May 7
Mental Health Foundation of Nova
Scotia – 3rd Annual Inspiring Lives
Awards, 450 attendees

May 10
2007 Export Achievement Awards,
500 attendees

May 12
Grocery Foundation of Atlantic
Canada Annual Gala, 700 attendees

May 17
Canadian Association of Insolvency
& Restructuring Professionals,
110 attendees

May 17
Novaknowledge Luncheon Series,
300 attendees

May 26 - 30
CIPS - Informatics Conference,
300 attendees

May 31 - June 3
Canadian Orthopaedic Association,
600 attendees

June 5
Junior Achievement of Nova Scotia -
NS Business Hall of Fame Dinner,
1,100 attendees

June 13
Novaknowledge Luncheon Series,
300 attendees



February 1 - 4, 2007
Halifax R.V. Show 2007

February 10 - 11
Halifax Kennel Club All-breed Dog
Show & Obedience Trials

February 15 - 18
Halifax International Boat Show

March 10 - 11
National Franchise & Business
Opportunities Show

March 15 - 18
Atlantic Outdoor Sports & RV Show

March 30 - April 1
NS Spring Ideal Home Show
& The Ideal Garden & Patio Show

April 27 - 29
Saltscapes Expo 2007

May 5 - 6
We Love Our Children Atlantic
Canada’s Family Expo

June 8 - 9
50+ Expo



Halifax Metro Centre

January 5, 2007
Mooseheads vs Cape Breton
Screaming Eagles

January 7
Mooseheads vs Moncton Wildcats

January 9 - 10
Michael Flatley’s Lord of the Dance
(2 shows)

January 11
Mooseheads vs Acadie-Bathurst Titan

January 15 - 21
2007 BMO Canadian Championships
(Figure Skating)

January 25
Mooseheads vs Lewiston MAINEiacs

January 27 - 28
2007 American Basketball
Association All Star Weekend

February 3
Mooseheads vs Drummondville
Voltigeurs

February 4
Mooseheads vs Rimouski Océanic

February 8
Mooseheads vs St. John’s Fog Devils

February 9
Mooseheads vs PEI Rocket

February 10
The Rankin Family in concert

February 18
2007 East Coast Music Gala Awards
Show

February 23
Mooseheads vs Moncton Wildcats

February 24
Barenaked Ladies in concert

February 25
Mooseheads vs PEI Rocket

March 2
Mooseheads vs Québec Remparts

March 3
Mooseheads vs. Shawinigan Cataractes

March 8 - 10
Atlantic University Sport Men’s Final 6
(Basketball)

March 11
Mooseheads vs Acadie-Bathurst Titan

March 13
Mooseheads vs Cape Breton
Screaming Eagles

March 16 - 18
Milk Energy CIS Final 8 Basketball
Championship

March 29
HSBC Stars On Ice

April 5
The Harlem Globetrotters

April 7
Il Divo in concert

May 14 - 20
Warrior 2007 ILF World Indoor
Lacrosse Championship

June 6
Thomas & Friends Live! On Stage
(1 show)

June 7
Thomas & Friends Live! On Stage
(2 shows)

July 1 - 8
2007 Royal Nova Scotia
International Tattoo

For More Information Contact:
Communications Department
Tel: (902) 421-1302 ext. 183

**World Trade Centre Atlantic Canada | Events Halifax! | Ticket Atlantic
Exhibition Park | Halifax Metro Centre | World Trade and Convention Centre**