



Events & Conventions

Top \$1 Billion Mark in Direct Expenditures

The fiscal year 2006/2007 was the biggest year in the history of Trade Centre Limited bringing in \$169.8 million in direct spending. This brought the total direct spending alone to over \$1 billion dollars since 1995.

"This was a significant year for TCL because our business strategy focused upon attracting the lucrative national and international visitors who individually spend hundreds of dollars per day when visiting Halifax and Nova Scotia," says Fred MacGillivray, President and CEO of Trade Centre Limited. "With our aging facilities pushed to capacity, the costs of keeping this economic momentum going will be a big chal-

lenge due to the increasing need for renovations and the demand from event organizers for more space - it's time for expansion of the facilities as Ottawa has recently begun with its Congress Centre."

Trade Centre Limited works in partnership with private sector, non-profit and government organizations to bring economic benefits to Nova Scotia. The nature of convention centres is economic benefits for the private sector businesses and organizations such as hotels, restaurants, transportation, entertainment, and heritage and cultural attractions. Convention Centres themselves are not in the business of revenue generation, but in creating economic benefits.

"TCL has seen great success over the past year," said Stephen Lund,

President and CEO of Nova Scotia Business Inc. "We applaud them for their work in helping to drive the economic growth of our province through their activities, including the recent Risk and Insurance Management Society of Canada conference."

The recent RIMS conference is an example of what national delegates bring to the community; 900 hotel rooms, 1,600 visitors, spending over \$1 million in Halifax during a period of 4.5 days.

In order to continue bringing large scale conferences to the region, Trade Centre Limited is presently completing its 5-year strategic plan that includes a goal towards expanding the facilities to ensure Nova Scotia grows its lucrative events and conventions business, a significant sector of the tourism industry.

Nova Scotia Finishes Fourth in Race 1 of the Clipper Race

Nova Scotia may have been the final entry in the Clipper 07-08 Round the World Yacht Race but they secured fourth place in Race 1 - Liverpool, England to La Rochelle, France.

The 68-foot racing yacht will carry the name of the Canadian province to 14 ports around the world and to a global audience of more than 200 million people on her 35,000-mile race across some of the toughest oceans.

Nova Scotia is one of ten yachts competing in the race, each of them acting as a floating ambassador around the world for its city or regional sponsor.

With 27 nationalities represented among the 400 race crew and four different nations sailing on Nova Scotia alone, Clipper 07-08 will be a truly global event. Up to 17 crew members from varying backgrounds sail on each yacht at any one time and they all put their everyday lives

on hold for up to ten months to take part in the Clipper Race.

Grant MacDonald, General Manager, Events Halifax, was at the launch in Liverpool and was thrilled with the enthusiasm of the Skipper, crew and



spectators. "Today is the start of a fantastic partnership between our local supporters, which include the Nova Scotia Department of Tourism, Culture and Heritage, Atlantic Canada

Opportunities Agency (ACOA), South West Shore Development Authority, Destination Halifax and Clipper Ventures," said MacDonald. "We are very excited about bringing the world's longest sporting event to Canada. We have a reputation of hosting very successful world-class events and are proud to be able to add Clipper 07-08 to our resume."

The Clipper 07-08 Round the World Yacht Race started on Sunday, September 16, 2007 from Liverpool and will visit Nova Scotia in early June 2008 ahead of the final long race. Ports of call include: Liverpool - La Rochelle - Salvador - Durban - Fremantle - Singapore - Qingdao - Hawaii - California - Panama - Jamaica - New York - Halifax - Cork - Liverpool

For further information about Clipper 07-08 and to register for daily media updates, log on to: www.clipper-roundtheworld.com



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

Nova Scotia Businesses Learn to Trade Globally

Local businesses with no prior experience in exporting their products globally will soon find out how to do business abroad. Going Global Workshops are being held in Halifax and Port Hawkesbury to demystify global trade so that more local businesses can take advantage of sales potential outside of Nova Scotia.

"Historically, knowledge on the ins and outs of exporting globally was specialized knowledge limited to only a small group of companies," says Bill Aasvagen, Manager of the World Trade Centre Atlantic Canada, a business unit of Trade Centre Limited. "The workshops are designed so that local businesses can gain the knowledge and confidence in taking their Nova Scotia products to the world, even if they've never exported globally in the past. It's something all companies need to explore if they want to expand their current export levels."

The Going Global suite is a series of six workshops designed as an introduction to the basic concepts of international trade. Going Global workshops are a great way to build awareness of global business today. Attendees will learn how to identify market opportunities, leverage resources to secure financing and insurance services, and negotiate partnerships with foreign shippers and distributors. This workshop series is for any Nova Scotia company that is contemplating a move into the global business arena, as well as companies that are already exporting or providing services to exporters and are seeking expert advice.

The Going Global Workshops are being organized by the World Trade Centre Atlantic Canada and funded by Nova Scotia Economic Development.

For more information or to register for the Workshops, visit www.wtcac.com or contact Sandy Gordon at (902) 421-1302 Ext. 231; sgordon@tradecentrelimited.com.

Get Ready for the 2007 Maritime Fall Fair October 5 to 14 at Exhibition Park!

What an exciting line-up of events for this year's Maritime Fall Fair: Professional Bull Riders Rocky Cup, Kubota Cup Canadian Show Jumping Series, Little Moe's Paws for Fun dog show, Hatfield Farm, and Ag Cot Discovery Centre, just to name a few! Be sure to take in the horse, cattle, and sheep events, homemaking and food exhibits, midway, petting zoo and livestock displays - there's truly something for everyone, young and old alike. Dora the Explorer and SpongeBob SquarePants will also be making an appearance.

We are also proud to offer free parking as well as the free Tim Hortons shuttle service to and from Metro Transit Mumford Terminal and Exhibition Park.

We hope that you and your family and friends enjoy our delightful mix of time-tested traditions, one-of-a-kind entertainment, and modern day flair. Please join us to celebrate the best in Maritime agriculture!

For more information, visit www.MaritimeFallFair.com



TCL Annual Report Coming This Fall!

Watch for the Trade Centre Limited 2006/07 Annual Report - available online in October. Visit our website at www.tradecentrelimited.com and download your copy of the Annual Report.



"CHEF'S CORNER" The "New" Canada Food Guide ?

The "New" Canada Food Guide which we use today has progressed and is quite different from the 1942 "Canada's Official Food Rules". At that time, the guide was approved by the Canadian Council on Nutrition, a group consisting of scientists, medical experts and welfare workers appointed by the government.

Eating Well with Canada's Food Guide (2007) evolved to signify changes in the positioning and philosophy of the food guide. The Canada's Food Guide "Handbook" was revised to support the food guide changes, with sections and

chapters expanded to include more on the nutrition recommendations for Canadians and new dietary links and advice.

While the emphasis on the "variety" message continued, the "energy balance" message was expanded to stress balancing energy intake with energy output. This signified a major shift in dietary advice. The previous food guide goals of preventing nutrient deficiencies are now being integrated with the goal of reducing chronic diseases.

Also, in an attempt to curb the rising rate of diet-related chronic

diseases by influencing eating habits, the moderation statement encourages Canadians to limit fat, sugar, salt and alcohol.

Although times and guides have changed, the same intention underlies all of the guides between 1942 and 2007: guiding food selection to promote the nutritional health of Canadians.

The revised Canada's Food Guide... marks a new era in nutrition guidance in Canada.

Next Time:
Eating Local, Thinking Global.

What's Happening

The Lipizzaner Stallions Return to Exhibition Park

As part of their 37th Anniversary tour, The "World Famous" Lipizzaner Stallions will be returning to Exhibition Park on October 26 – 27 for 3 shows. All new music, choreography and routines have been incorporated in this anniversary edition

The Lipizzaner Stallions are truly a great experience to be enjoyed by the entire family!

Show times are:

Friday October 26, 2007 at 7:30pm;
Saturday October 27, 2007 at 2pm
and 7:30pm

Ticket Prices:

All floor tickets: \$37.50
Bowl seats: Adults \$30 each, Child 12 & under/Seniors 60+ \$28 each
Bowl benches: Adults \$25 each, Child 12 & under/Seniors 60+ \$23 each
(note: children 2 and under are free for this event)

Price includes tax PLUS an additional \$3 per ticket service charge if purchased over the phone, online or at Atlantic Superstore. Tickets also subject to an additional \$4 per order fee if ordered on-line.

Tickets can be purchased at the Ticket Atlantic Box Office at Halifax Metro Centre, 17 participating Atlantic Superstore outlets, online at www.ticketatlantic.com, charge by phone at (902) 451-1221 and at the door (subject to availability).



For more information, please visit www.ticketatlantic.com or www.lipizzaner.com

WTCAC & FITTskills Upcoming Courses



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. The following courses are available October and November at the World Trade and Convention Centre:

October 18-19, 2007 International Trade Logistics

Logistics are steps taken to get your product to market. International Trade Logistics will teach you the crucial interplay of the export team, documents, preparation and transportation to get the goods from the seller to the buyer.

November 15-16, 2007 Global Entrepreneurship

As global trade barriers are lifted, Canadian companies must learn to compete in the international arena. Global Entrepreneurship reviews the fundamentals of International Trade.

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

Wake Up Call for Halifax



On Wednesday, November 7, join other business leaders at the World Trade and Convention Centre for the 7th Annual Wake Up Call Breakfast in support of the Prostate Cancer Research Foundation of Canada.

Since 2001, the Wake Up Call series has raised over \$1.2 million for prostate cancer research. Please mark your calendars and take part in this year's event! Seating is limited.

For more information or to order tickets, please contact Katherine Hampton at events@prostatecancer.ca, or call toll-free 1-888-255-0333 Ext. 234 or visit the website at www.prostatecancer.ca

Destination Czech Republic Seminar – October 29 at WTCC

Don't miss Destination Czech Republic on Monday, October 29 at the World Trade and Convention Centre!

Destination Czech Republic, an event focused on business, investment and tourism is presented in partnership with The Embassy of the Czech Republic in Ottawa, together with Nova Scotia Business Inc. (NSBI), the Consulate-General in Montreal, Czech agencies in North America –

Czech Trade and Czech Tourism in Toronto, Czech Invest Chicago, and the Montreal office of Czech Airlines.

The seminar will take place from 3:00 p.m. to 5:30 p.m. with a reception to follow at 6:00 p.m.

For more information, visit www.czechembassy.org/ottawa or to register for the event, please RSVP ottawa@embassy.mzv.cz.

Strength in Numbers at Halifax Metro Centre!

Don't miss the Sum 41 and Finger Eleven "Strength in Numbers" Tour at Halifax Metro Centre on Wednesday, November 7.

Ticket Price:

General admission floor
(standing room only): \$45.50 each
Lower bowl: \$45.50 each
Price includes tax and service charge.
Tickets subject to an additional \$4 per order fee if ordered on-line.

Tickets can be purchased at the Ticket Atlantic Box Office at Halifax Metro Centre, 17 participating Atlantic Superstore outlets, online at www.ticketatlantic.com and charge by phone at (902) 451-1221.

For more information on this great event, ticket information and show times, visit www.ticketatlantic.com.

Upcoming Events at Trade Centre Limited

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



October 3 - 4
Canadian Offshore Resources
Exhibition and Conference
(CORE Conference), 400 attendees

October 5
Dalhousie University - Faculty of
Engineering, 500 attendees

October 12
Atlantic Provinces Transportation
Forum, 125 attendees

October 12 - 13
Interprofessional Introduction
to the Management of Chronic Pain,
Department Anesthesiology,
175 attendees

October 13
CAA Maritimes - Cruise Line Show

October 16
Canadian Office Products Association,
300 attendees

October 18
Halifax Chamber of Commerce:
Business to Business Expo,
600 attendees

October 23
Nova Scotia Sport Hall of Fame
Induction Ceremony, 900 attendees

October 23
Gold Medal Plates Culinary
Competition, 600 attendees

October 24
Breast Cancer Awareness Day & Pink
Ribbon Luncheon 10th. Anniversary

October 25
Nova Scotia Nature Trust, 500 attendees

October 28
Saint Mary's University
Fall Convocation 2007, 1,200 attendees

November 1
Halifax Chamber of Commerce:
Fall Dinner, 1,000 attendees

November 3 - 6
Air Transport Association of Canada,
600 attendees

November 7
6th Annual Wake-Up Call Breakfast for
the Prostate Cancer Research Foundation

November 7
TD Meloche Monnex Group,
100 attendees

November 14
Canadian Red Cross - 7th Annual
Humanitarian Award Dinner,
650 attendees

November 16 - 18
Shoppers Drug Mart, 500 attendees

November 23-25
Mental Health Foundation of NS,
"Festival of Trees", 850 attendees

November 25
Tourism Industry Association of Nova
Scotia, The 2007 Tourism Summit -
30th Anniversary", 600 attendees

December 11
Phoenix Youth Programs/Symphony
Nova Scotia "Nutcracker Luncheon",
800 attendees

January 11, 2008
Maritime Travel - Vacation Superstore,
5,000 attendees

February 1
Atlantic Craft Trade Show,
1,200 attendees

February 8
Mental Health Foundation of NS,
"A Different Stage of Mind",
450 attendees

March 21
Canadian Amateur Dancesport
Championships 2008, 575 attendees



October 5 - 6
Professional Bull Riding Canada Rocky
Cup Series Event

October 5 - 14
Maritime Fall Fair

October 13
Kubota Cup

October 18 - 21
Hugh Piano Sale

October 19 - 21
23rd Annual Atlantic Christmas Fair

October 26 - 27
The "World Famous" Lipizzaner
Stallions

January 31 - February 2, 2008
Halifax RV Show

February 21 - 24
Halifax International Boat Show

March 13 - 16
Atlantic Outdoor Sports and R.V. Show

March 27 - 30
Nova Scotia Spring Ideal Home Show



October 5
Mooseheads vs Saint John Sea Dogs

October 6
Mooseheads vs PEI Rocket

October 19
Mooseheads vs Gatineau Olympiques

October 20
Mooseheads vs St. John's Fog Devils

October 27
Mooseheads vs PEI Rocket

November 1
Mooseheads vs Victoriaville Tigres

November 4
Mooseheads vs Moncton Wildcats

November 7
Sum 41 and Finger Eleven

November 10
Mooseheads vs Val-d'Or Foreurs

November 11
Mooseheads vs Cape Breton
Screaming Eagles

November 15
Halifax Rainmen vs Boston Blizzard

November 22
Halifax Rainmen vs.
Manchester Millrats

November 23
Halifax Rainmen vs Manchester Millrats

November 25
Mooseheads vs Baie-Comeau Drakkar

November 28
Halifax Rainmen vs Strong Island Sound

November 30
Mooseheads vs Quebec Remparts

December 2
Mooseheads vs Drummondville Voltigeurs

December 7
Halifax Rainmen vs Montreal Royal

December 8
Mooseheads vs Chicoutimi Saguenéens

December 12
Halifax Rainmen vs. Vermont Frost Heaves

December 15
Mooseheads vs
Cape Breton Screaming Eagles

December 16
Mooseheads vs St. John's Fog Devils

December 20
Halifax Rainmen vs Boston Blizzard

December 21
Halifax Rainmen vs Boston Blizzard

December 27
Mooseheads vs
Cape Breton Screaming Eagles

December 30
Mooseheads vs St. John's Fog Devils
January 4, 2008
Mooseheads vs PEI Rocket

January 6
Halifax Rainmen vs Montreal Royal

January 9
Halifax Rainmen vs Corning Bulldogs

January 10
Halifax Rainmen vs Corning Bulldogs

January 12
Mooseheads vs Shawinigan Cataractes

January 13
Mooseheads vs Acadie-Bathurst Titan

January 17
NHL Oldtimers Challenge

January 18
Mooseheads vs Rouyn-Noranda Huskies

January 20
Mooseheads vs Saint John Sea Dogs

January 29
Mooseheads vs St. John's Fog Devils

February 1
Michael Bublé

February 6
Mooseheads vs Lewiston Maineiacs

February 8
Mooseheads vs Rimouski Oceanic

February 9
Mooseheads vs Acadie-Bathurst Titan

February 13
Halifax Rainmen vs Quebec Kebekwa

February 20
Mooseheads vs PEI Rocket

February 21
Mooseheads vs
Cape Breton Screaming Eagles

February 22
Halifax Rainmen vs Vermont Frost Heaves

February 24
Mooseheads vs Acadie-Bathurst Titan

February 27
Halifax Rainmen vs Delaware

February 28
Halifax Rainmen vs Delaware

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

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Exhibition Park | Halifax Metro Centre | World Trade and Convention Centre**