

# Entrepreneurs can learn how to do business in Europe

If you'd like to expand your business into the largest market in the world, the Halton Region Business Development Centre has a seminar that just might make that possible.

The seminar, entitled Doing Business in the European Union and Central and Eastern Europe, is designed to assist firms to export to Europe. It will be held June 18 from 8:30 to 11:30 a.m. at the Holiday Inn Express, 2525 Wycroft Rd., in Oakville.

Organizers said the seminar will provide both active and new exporters with the tools they need to explore this major market.

Keynote speaker John Williams, from the office of the British Consulate-General, will share tips on how to access the European market through the United Kingdom.

"The European Union accounts for more than 45 per cent of world imports, and Canada's share of this huge market is less than 1 per cent," said

Javier Lopez, export consultant with Halton Region's Business Development Centre. "There is a huge opportunity for Canadian businesses to tap into this major export potential."

The European Union (EU), which is composed of 15 countries, is the largest single market in the world. The accession of 10 new states between now and May of next year will make the EU, with more than 452 million people, one of the most significant economies in the world,

organizers said.

The seminar will feature a group of premier speakers and international exporting specialists who will provide insight and an understanding of the ease and benefits of exporting to Europe.

Registration for this seminar costs \$30. To register, call Halton Region at (905) 825-6000, toll free at 1-866-442-5866, visit [www.haltonbusiness.com](http://www.haltonbusiness.com) or e-mail [busdev@region.halton.on.ca](mailto:busdev@region.halton.on.ca).

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