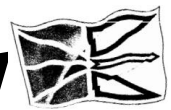


JANUARY 26, 2001

Noteworthy



E-business *emerging in province*

On January 24, Operation ONLINE and the Avalon Development Alliance announced the results of a unique e-business initiative. The partnership, e)MERGE, will see development of world class approaches for small businesses to compete in an Internet economy.

e)MERGE is a response to a rapidly growing need to prepare small and medium-sized enterprises to develop sound e-business practices and capitalize on opportunities to use the Internet to reach new customers and markets.

One key element of e)MERGE is that it will provide assistance to 30 small businesses in the adoption of e-business practices, including web sites, transaction systems, marketing plans and training. Other key elements of e)MERGE include an e-business portal site (www.emergewithus.com) as well as online training programs and best practices based upon the lessons learned from the project.

The result will be applied in the development of a model for similar initiatives in the future, within Newfoundland and Labrador and possibly other parts of Canada and the world. The Memorial University of Newfoundland Faculty of Business is assisting in this process.

The e)MERGE project was developed and delivered with funding support from Industry Canada, the Atlantic Canada Opportunities Agency, the provincial Department of Development and Rural Renewal, and Operation ONLINE. ☞

Government acquisition

boosts

GRENFELL COLLECTION

The province has acquired the Robin Moore Collection of Grenfell Artifacts, a 170 piece collection of great significance to the culture and heritage of Newfoundland and Labrador, announced Sandra Kelly, Minister of Tourism, Culture and Recreation.

"The Newfoundland Museum currently has a collection of 206 pieces of Grenfell material consisting of mats, a wide range of textiles, ivory and wooden pieces, toys and books," said Minister Kelly. "We are very fortunate to receive these additional pieces from Ms. Moore, as they complement the existing collection in Newfoundland and Labrador and serve as a legacy to the people of the north."

Ms. Moore's collection has brought together a number of Grenfell artifacts which reflect the story of Sir Wilfred Grenfell's dedication to the people of the province. A sample of artifacts from the collection is currently being exhibited at the Newfoundland Museum on Duckworth Street in St. John's. ☞

2001 Travel Guide now available

Sandra Kelly, Minister of Tourism, Culture and Recreation, announced that the 2001 Newfoundland and Labrador Travel Guide is available and getting great reviews.

"The refreshed images and new look of the 2001 provincial travel guide eloquently capture the unique beauty of our province and put our best foot forward," said Stelman Flynn, past president of Hospitality Newfoundland and Labrador.

"The new guide will be a big asset to private tourism operators as they market our province to the world."

This year's travel guide has been enhanced with a new look and layout, which provides a great balance between fascinating pictures of the province's attractions and natural scenery. The

guide provides adequate details on everything a tourist needs to know to plan a vacation in Newfoundland and Labrador.

"The 2001 travel guide is enticing from cover to cover and will prove to be a very valuable resource for both resident and non-resident tourists," said Minister Kelly. "I would like to commend all of our tourism industry representatives throughout the province for their cooperation and assistance in producing a terrific travel guide, in such a timely manner."

To receive the travel guide, call 1-800-563-NFLD or visit the Department of Tourism, Culture and Recreation, 2nd floor, West Block, Confederation Building, St. John's. ☞



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