

THE EUROPEAN ADVANTAGE

Sustained presence is required to penetrate the market. When promoting products, emphasis must be placed on their comparative advantages: new technology, superior quality, ISO certification, and delivery at competitive prices. Earlier involvement will also mean that funds will be provided for a portion of the development costs, which will be amortized over the life of the program.

On the defence market, the Direction générale de l'armement (DGA) [arms branch] is the agency responsible for identifying equipment needs and purchasing defence stores for the French forces. The procurement process is complex and follows specific rules; further information on current markets is provided on the following Web site: www.defense.gouv.fr/dga/

An event not to be missed

Canadian aeronautics contractors interested in displaying their prod-

ucts and services and establishing contacts with potential clients and partners should not miss the Paris Air Show (www.paris-air-show.com). This is the top international event in the aeronautics and aerospace industry. Held every two years, the show will take place in Bourget from June 17 to 24, 2001.

By participating in European forums and events of this kind, the Canadian industry can identify regional and commercial partners and keep abreast of developments in European standards and technical certification that may represent barriers to the market.

Having all the Canadian firms in one pavilion will allow them to highlight Canada's presence and showcase the entire range of capabilities of Canada's aerospace industry. This is an opportunity for Canadian firms to inform their clients about their performance and successes.

For more information on the Paris Air Show, visit www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".

For more information on the French aeronautics industry, contact Guy Ladequis, Canadian Embassy, Paris, tel.: (011-33-1) 44-43-23-59, fax: (011-33-1) 44-43-29-98, e-mail: guy.ladequis@dfait-maeci.gc.ca *

Canada-Pakistan

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defaulted on payments. It's a win-win situation, for both the Canadian companies and the investment companies."

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(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Business Chamber/Associations")

president and chief operating officer of CGA-Canada. "We have succeeded to the point that CGA is already the foreign professional designation of choice for accountants and accounting students in the world's most populous country."

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CGA-Canada in China

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support the association has received from the Canadian government over the years.

"The signing ceremonies brought CGA-Canada and other educational institutions and professional associations — both Chinese and Canadian — together, which increases the potential towards future co-operative projects," says Hryciuk. "The networking with your peers, both on the plane and in the host country, represents a real value-added element of these missions."

Some 19 universities and 13 community colleges from across Canada participated, drawn to the huge Chinese market for educational services. There was little doubt that the mission reinforced CGA-Canada's reputation as the international leader in professional accounting education.

CGA-Program of Professional Studies
Using innovative CD-ROM and Internet-based technology, the pro-

gram integrates professional ethics with the latest developments in accounting, auditing, finance and taxation. It positions CGAs to assume management and leadership roles in industry and government.

"Countries in transition like China know that a crucial step in their reform is the development of an accounting system capable of measuring financial performance at the enterprise level," states Guy Legault,

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