

## International Development Days

**International Development Days (IDD)** is an annual event put on by Canadian Manufacturers & Exporters in collaboration with the Canadian International Development Agency. This year's event, held in Calgary from April 21 to 23, 2004, provided an opportunity for Canadian companies to explore the wide range of funding opportunities available through multilateral development banks and other international organizations.

IDD 2004 attracted more than 425 representatives from the private sector, government and international and non-governmental organizations. Topics

included the World Bank's re-engagement in infrastructure, outward investment, proposal writing, humanitarian and reconstruction assistance, governance and the report of the UN Commission on Private Sector and Development.

### The development market

The development business market offers significant potential for Canadian exporters and investors interested in developing and transition economies. In 2003, over US\$58 billion in public development assistance was provided by bilateral development agencies, multilateral development banks and the United

Nations. In addition, there is mounting pressure on governments around the world to increase their international assistance and ensure effective delivery of their programs as part of the push to achieve the Millennium Development Goals. The result is more opportunities for the Canadian private sector and a wider variety of potential customers, including bilateral donors from other countries and major international humanitarian and development NGOs.

### International Trade Canada

International Trade Canada (ITCan) was an exhibitor at IDD 2004, sending representatives from its regional office in Calgary, the Office of Liaison with International Financial Institutions in Washington, D.C., and the International Financing Division in Ottawa. ITCan was also part of the organizing team, suggesting topics and inviting speakers from international institutions.

For those interested in opportunities in developing countries, the Trade Commissioner Service has a Web site devoted solely to the development business market. IFinet ([www.infoexport.gc.ca/ifinet](http://www.infoexport.gc.ca/ifinet)) provides information on all the major multilateral development banks, bilateral development agencies and United Nations agencies. The site also provides potential investors with fact sheets on sources of project financing in over 90 developing and transition economies, as well as on the major institutions that provide this financing.

To access the presentations given at IDD 2004, go to [www.dameco.com/idd/IDD%20Highlights/Program2.htm](http://www.dameco.com/idd/IDD%20Highlights/Program2.htm).

**For more information** on opportunities in developing countries, contact Leigh Wolfrom, Trade Commissioner, ITCan, tel.: (613) 992-0747, fax: (613) 943-1100, e-mail: [leigh.wolfrom@dfait-maeci.gc.ca](mailto:leigh.wolfrom@dfait-maeci.gc.ca).

## Reading Canada — continued from page 1

abroad, thanks to the International Translation Program, shared by the Canada Council for the Arts and Foreign Affairs Canada, which covers 50 percent of foreign translation costs.

Since 1995, the program has funded more than 600 translations. In 2002-2003, it supported 114 translations in 26 countries. The 2002 Booker Prize winner, Yann Martel's *Life of Pi*, can now be read in nine languages. Unless, by the late, internationally renowned Carol Shields, has a long list of translations. The 2000 Booker prize-winner *The Blind Assassin*, by Margaret Atwood, can even be read in Bengali and Farsi!

International book fairs are instrumental in the promotion of Canadian writers and literature abroad and the selling of foreign language rights. The London Book Fair every March is one of the biggest for English-language publishing. Some 50 Canadian publishers attended this year's fair, which attracted publishers,

booksellers and agents from the U.K. and around the world.

The Association for the Export of Canadian Books is a non-profit organization that, over the last 30 years, with support from the Arts and Cultural Industries Promotion Division (ACIPD) of ITCan, has helped Canadian publishers to develop foreign markets and promote export sales of their books. The ACIPD also funds travel for literary agents and publishers to attend book fairs.

At last year's Turin Book Fair, Canada was the featured country, and its contingent of writers and publishers gained attention from both the Canadian and Italian media.

With many Canadian writers being nominated for and winning the big international literary prizes, more translation rights are being sold, which is putting Canadian literature on the world map. And international recognition translates into more worldwide sales. ✪

## China aviation — continued from page 1

cargo volume will increase 14 percent to 2.5 million tons.

The CAAC also predicts that total air traffic will grow at an average of 10 percent from 2006 to 2010. The World Tourism Organization anticipates that China will have the fourth-largest number of outbound tourists and will be the world's biggest tourist destination by 2020.



Xiamen airport

### Meeting growing demand

In order to meet increasing demands for passenger air travel, Chinese airlines will continue to expand aircraft fleets. The central government, in conjunction with local governments, will increase airport capacities. According to various forecasts, China will be the second-largest market for commercial civilian aircraft in the world by 2020. Its current commercial fleet of slightly more than 650 aircraft will have to add another 1,600 over the next 20 years, including around 500 regional aircraft.

As of October 2003, China had 141 airports, and it plans to increase this to 237 by the end of 2010. Plans call for three national hubs (Beijing, Shanghai and Guangzhou), 6 secondary airports, more than 40 trunk line airports and over 120 regional airports, particularly in the west. Expected investment for the airport construction and expansion in the next seven years totals approximately US\$13 billion. Except for the Beijing Capital Airport and airports in Tibet (Gonggar and

Bangda), the CAAC has transferred ownership, management and operation of airports to provincial or municipal governments.

These expansions spell several opportunities for Canadian firms. China has a history of training pilots abroad, and fleet expansion will mean that these opportunities will likely grow. Demand is also increasing for advanced training equipment such as flight simulators. The transfer of airport administration to local governments and construction of new airports across the country will likewise lead to substantial opportunities for airport management and operation training.

Training in maintenance and aviation English, programs for flight

attendants and ground crews, and programs leading to aviation M.B.A.s, also offer great potential.

A number of Canadian institutions and firms have already had success pursuing aviation training opportunities in China. The Canadian Trade Commissioner Service believes that gathering a critical mass of Canadian aviation training providers to meet with key potential clients would significantly raise Chinese awareness of Canadian capabilities in aviation, and present Canada as a credible, indeed preferred, source of aviation training.

**For more information** about the mission, contact Rowena Jin at [Yi.Jin@dfait-maeci.gc.ca](mailto:Yi.Jin@dfait-maeci.gc.ca), Jessie Zhang at [xiao-jie.zhang@dfait-maeci.gc.ca](mailto:xiao-jie.zhang@dfait-maeci.gc.ca) or Pierre Sein Pyun at [pierre.pyun@dfait-maeci.gc.ca](mailto:pierre.pyun@dfait-maeci.gc.ca).

## CeBIT Bilisim Eurasia 2004

**ISTANBUL, TURKEY** — August 31-September 5, 2004 — Take part and exhibit at the Canadian Pavilion in **CeBIT Bilisim Eurasia 2004** ([www.cebitbilisim.com](http://www.cebitbilisim.com)), an international trade fair for information technology, telecommunications, software and services, which focuses on related products and services. The Canadian Embassy in Ankara will also have an information booth at this trade fair.

**For more information**, contact the Commercial Section of the Canadian Embassy in Ankara, tel.: (011-90-312) 459-9351, fax: (011-90-312) 459-9365, e-mail: [ankra-td@dfait-maeci.gc.ca](mailto:ankra-td@dfait-maeci.gc.ca), or Oscar Johvic, representative for Deutsche Messe AG in Canada, Co-Mar Management Services Inc., Toronto, tel.: (416) 690-0331, toll-free: 1-800-727-4183, fax: (416) 690-1244, e-mail: [info@hf-canada.com](mailto:info@hf-canada.com), Web site: [www.hf-canada.com](http://www.hf-canada.com).

## Food Ingredients Asia 2004

**BANGKOK, THAILAND** — September 15-17, 2004 — Launched in 1996, **Food Ingredients Asia 2004** has become the number-one trade show in the food ingredients market in Southeast Asia. The quality and number of attendees at previous shows demonstrate that FI Asia is the first choice for international and regional suppliers of ingredients to meet with manufacturers and producers from Southeast Asia.

You may be eligible for funding to support your attendance at this export marketing activity.

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