

Trade Shows in China

If you are interested in doing business in China, the following is a list of 2002 trade shows where Canada will have a booth (the 2003 list will be in the next issue). For more information, contact DFAIT's China Division, tel.: (613)996-0905, or e-mail: pcm@dfait-maeci.gc.ca

AEROSPACE

ZHUHAI — November 4-10, 2002 — **2002 Airshow China**, Contact: Cathy Yao, Commercial Officer, Consulate General of Canada in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3351, fax: (011-86-20) 8667-2401, e-mail: cathy.yao@dfait-maeci.gc.ca Web site: www.airshow.com.cn

AGRICULTURE

QINGDAO — October 29-31, 2002 — **China Fisheries and Seafood Expo**, contact: Peter Redmayne and Jennie Fu at Seafare Expositions, tel.: (206) 789-5741, fax: (206) 789-0504, e-mail: china@seafare.com Web site: www.chinaseafoodexpo.com

YUNNAN — December 2002 — **Agri-Product Showcase** (Beef & Dairy Cattle), contact: Dorothy Hu, Commercial Assistant, Canadian Consulate, Chongqing, tel.: (011-86-23) 6373 8007, ext. 3354, fax: (011-86-23) 6373 8026, e-mail: dorothy.hu@dfait-maeci.gc.ca

BUILDING PRODUCTS

CHONGQING — November 5-7, 2002 — **Energy Efficiency Seminar**, contact: Aice Xiong, Commercial Officer, Canadian Consulate, tel.: (011-86-23) 6373 8007, ext. 3352, fax: (011-86-23) 6373 8026, e-mail: aice.xiong@dfait-maeci.gc.ca

CHENGDU — November 12-15, 2002 — **Chengdu International Construction Trade Fair**, tel.: (011-86-28) 8335 2386, (011-86-28) 8339

6965, fax: (011-86-28) 8335 2386, (011-86-28) 8332 6884, Web site: www.ccpit-sichuan.org/English_version/index/index.htm

BEIJING — November 27-30, 2002 — **China International Green Building Materials Exhibition**, contact: Xuling He, tel.: (011-8610) 8808-2303, 8808-2339, fax: (011-8610) 8808-2305, 6831-2191, Web site: www.gbm-china.com

EDUCATION/TRAINING

BEIJING — October 19-21, 2002 — **China International Education Exhibition 2002**, tel.: (011-8610) 8580-0790/91/92, fax: (011-8610) 8580-0786, e-mail: fairlink@public.gb.com.cn or info@fairlink.com.cn Web site: www.ChinaEducationExpo.com

CHENGDU — October 21-23, 2002 — **Worlddidac Trade Show 2002**, International exhibition for educational equipment and professional training in China, contact: Madeleine Kihm, tel.: (011-41-31) 311-7682, fax (011-41-31) 312-1744, e-mail: kihm@worlddidac.org Web site: www.worlddidac.org/events/china02.htm

ENVIRONMENT

SHANGHAI — October 22-24, 2002 — **EPEC 2002** - 5th International Conference & Exhibition on Environmental Protection, Recycling & Waste Disposal Technology, contact Sylvia

Chen, tel.: (011-86-21) 5234-0646, fax: (011-86-21) 5234-0649, e-mail: weshou@online.sh.cn Web site: www.shanghai.gc.ca/event.php?lg=en&id_event=20

INFORMATION TECHNOLOGY

SHENZHEN — October 12-17, 2002 — **China High-Tech Fair**, focussing mainly on ICT, but also on biotechnology and other technological developments worldwide. Contact: Minster Li, Commercial Officer, Consulate General of Canada in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3354, fax: (011-86-20) 8667-2401, e-mail: minster.li@dfait-maeci.gc.ca Web site: www.chtf.com



BEIJING — October 29-November 2, 2002 — **PT/EXPO COMM CHINA 2002 (ICT)**, contact: Rosaline Kwan, Trade Commissioner, Canadian Embassy in Beijing, tel.: (011-8610) 6532-3536, ext. 3367, fax: (011-8610) 6532-4072, e-mail: rosalinekwana@dfait-maeci.gc.ca Web site: www.expocomm.com/pt/

HONG KONG — December 2-7, 2002 — **International Telecommunication Union Asia 2002**, contact Brian Wong, Commercial Officer, Canadian Consulate General in Hong Kong, e-mail: brian.wong@dfait-maeci.gc.ca Web site: <http://itu.int/asia2002> To register, contact: ITU in Geneva, fax: (011-41) 22-730-6444.

MEDICINE

CHENGDU — November 3-6, 2002 — **Int'l Conference & Exhibition on Modernizing Traditional Chinese Medicine**, tel.: (011-86-28) 8335-2386, (011-86-28) 8339-6965, fax: (011-86-28) 8335-2386, (011-86-28) 8332-6884, Web site: www.ccpit-sichuan.org/English_version/index/index.htm

continued on page 11 — China

A gem of an opportunity

14th International Jewellery Tokyo 2003



Since the Canadian Diamond Debut, an event held at the Canadian Embassy in Tokyo in June 2001 to introduce the Canadian diamond industry to Japan, the Embassy has noticed a growing interest among Japanese retailers, wholesalers and importers in Canadian diamonds. Canada's diamond exports to Japan amounted to \$131,000 in 2001 — a very modest figure. However, from the time Canadian diamond mining began about a decade ago up until 2000, this figure was virtually nil.

Canada's international reputation and image have contributed to capturing the interest of the Japanese jewellery industry which has become increasingly sensitive to conflict diamonds — diamonds that originate from areas controlled by rebel forces or factions in various countries. Because tracing a diamond's country of origin remains difficult, Canadian industry and government are working towards a standardized certification process.

The Japanese industry, looking to introduce new products as a means of re-energizing its jewellery market, believes that Canadian diamonds and other Canadian jewellery could generate new demand and thus add sparkle to Japan's market.

Market overview

Japan produces only one type of precious stone (cultured pearls) or metal commonly used in jewellery. As such, the Japanese jewellery market relies on imports for virtually all of its raw material supplies.

The Japanese jewellery market was worth about \$13 billion in 2001. Jewellery imports rose on both a volume and value basis in 2000, up 10.4% and 6.5% respectively, from the year before.

The leading import on a value basis in 2000 was gold, at 51.9% of the total. On a volume basis, the leading import was silver, at 88.4% of the total.

Platinum demand rose in recent years in Japan due to the popularity of white-metal jewellery. Given the high platinum prices, however, makers now tend to use white gold or silver as a cheaper alternative. Other jewellery that have been rising in popularity are coloured or semi-precious stones.

Diamond imports into Japan, on a value basis, are estimated at about \$1.9 billion. India now accounts for 38% by value of all diamonds imported into Japan, Israel about 28%, Belgium 24% and the U.S. about 4%, the remainder coming from other countries.

There has been some interest in the Japanese market among foreign brand companies such as Tiffany, Van Cleef, Harry Winston, Debeers, Luis Vuitton, and Gucci and they now account for 10% of diamond market sales in Japan.

14th International Jewellery Tokyo (IJT 2003)

Canadian jewellery designers, manufacturers, and jewellery equipment manufacturers are encouraged to capitalize on the heightened interest of Japanese industry in Canada as a new source of jewellery products, by participating in trade fairs such as **IJT 2003**, one of the premier trade fairs in Tokyo. **IJT 2003** will be held from **January 29 to February 1, 2003** at the Tokyo Big Sight. The exhibits comprise gemstones, jewellery products, and jewellery related products.

For further information on **IJT 2003**, visit Web site: <http://web.reedexpo.co.jp/ijt/english>

Given that France, Germany, and Italy, the major jewellery exporters to Japan, have been maintaining a large presence at IJT, the organizers, through the Canadian Embassy in Tokyo, are encouraging Canadian participation. The Embassy believes that this is an excellent way to raise the profile of Canada's diamond and jewellery industry.

For more information, contact Masanobu Tsukada, Commercial Officer, Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6426, e-mail: masanobu.tsukada@dfait-maeci.gc.ca or Ruriko Koike, Commercial Officer, Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-3396, e-mail: ruriko.koike@dfait-maeci.gc.ca or Joy Vicente, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 995-1678, e-mail: joy.vicente@dfait-maeci.gc.ca *

China trade fairs

— continued from page 10

MINING

CHONGQING — October 21-23, 2002 — **China Mining 2002 Conference**, tel.: (011-86-10) 6831-0893, fax: (011-86-10) 6831-0894, e-mail: dic@cags.cn.net

MULTI-SECTOR

CHONGQING — October 27-29, 2002 — **China Western Development Forum**, Economic Development, contact: Jia Hui, Chongqing Planning Commission, tel.: (011-86-23) 6903-6777, fax: (011-86-23) 6903-9052, (011-86-23) 6387-7822, Web site: www.developwest.gov.cn (in Chinese). *