

## CAFÉ SELENA: MAKING IT IN POLAND, ONE CUP AT A TIME

After establishing a leading market share in the Czech Republic, Café Selena entered the Polish market on January 1, 2001, with significant investment, state-of-the-art coffee equipment, an impressive variety of high-quality coffee blends, 20 years of experience in the business and the support of the A.L. Van Houtte group in Canada. "The hardest part was establishing the company and seeking all necessary permits and certifications to do business. The paperwork process is extremely time-consuming and needlessly bureaucratic: the amount of red tape involved can be overwhelming at times. That's why it is always important to stay focussed on getting the job done to tap this rapidly growing market of 40 million. Without any doubt, the rewards of doing business in this country are worth it," says Mark Zicha, who adds, "I found it especially useful to have someone defending our interests in Poland. For example, when the Polish Hygiene Authority was threatening to deny certification for our Canadian chocolate product, the Canadian Embassy offered us assistance immediately and gathered information that clarified the situation both for us and for the authorities to whom the Embassy made representations." Also, by taking advantage of the hotel rates negotiated by the Embassy in Warsaw, Mark saved \$2,000 in one year. Canadian businesspeople can access these rates through the Embassy's Web site under Visit information. For more information, contact:

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growing. In 2000, imports reached C\$335 million. Medical, surgery and stomatological tools represent about 55% of all imports, followed by orthopedic devices (26%), and X-ray machines and other devices using radiation (12%). The most successful Canadian equipment supplier is Nordion.

### Market-access Considerations

All pharmaceutical products must go through a registration procedure before being sold, and all drugs having marketing authorization are subject to price control, under the so-called maximum price system. There are plans to deregulate the prices of OTC drugs and to replace the system of maximum prices by reference pricing within the next two years. A local partner is essential, and many international companies have started joint-venture companies with a domestic partner. The most common method of distribution for foreign companies is to use the services of large-scale distributors that often have the advantage of established business relationships and distribution networks. Distributors help exporters tailor their marketing strategies and products to the needs and preferences of the local market, and they negotiate with the state administration. Also, local agents can help foreign companies to overcome cultural and linguistic barriers, and they can navigate local business customs and standards. Often, local agents have established contacts in the Slovak Republic also.

### Major Companies

Drugs are primarily Novartis holds the local companies, L Sanofi-Synthelabo Bristol Myers Squibb Roussel and Roche Pharmacia, Upjohn

The largest import and the United States X-rays, imaging systems Philips (U.S.) and corporation (U.S.) surgical and stomatological (U.S.). The most successful which produces X-

### Other Information

Confederation of Industries Czech largest medical Medical Information: I Medical Information: I Database of suppliers

For more information

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### BELL HELICOPTER TEXTRON

Bell Helicopter Textron, the world's leading producer in the Czech aerospace market since the early 1990s, was required to interact closely with its Commercial of Montreal. From 1990 to 2000, Bell Helicopter produced 412 HP and five model 206 helicopters. Primary distributor. Recently, these sales were increased by a model 400 additional model 427 to Alfa, which will be used by the Czech Police open a tender for new helicopters in the market. Bell's commitment to the commercial and support provided by its Canadian headquarters and precise Canadian engineering and high-quality products leaders in the aerospace market. Also, strong representation companies, ensured solid sales.



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## THE EUROPEAN ADVANTAGE

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opportunity to network with 450 journalists and 500 political and military decision makers from the 113 official delegations, making contacts instrumental to their expansion.

Trade Team Canada, including representatives from Industry Canada, the Canadian Defence Industries Association (CDIA) and the Commercial Division of the Canadian Embassy in France, will once again organize and staff a booth at the event, highlighting the expertise of Canadian defence industries and specialized SMEs looking for business opportunities in this market.

A range of Canadian goods and services will be on display, including training ammunition, industrial rubber tracks for armoured vehicles, special containers, nuclear/biological/chemical decontamination processes and services, thermogenerators and interactive whiteboards.

Canadian participants will also have a chance to expand their network of international contacts and strengthen their trade interests at an official partnership event, to which 300 European buyers and decision makers will be invited.

### Canada and the French armament market

Even though arms purchases by France now amount to almost FF4 billion (approximately C\$5.60 billion) each year, direct imports of Canadian defence matériel by the French market have so far been minimal and

subject to equipment spending cuts. In fact, over the past five years, imports of Canadian goods have dropped in value from an average of FF10 million (about C\$14 million) to less than FF3 million (C\$4.20 million).

However, the new Internet portal of France's Délégation générale pour

Manufacture and assembly of a portion of this equipment in Canada has led to export cooperation and marketing agreements, which in turn have produced industrial spin-offs for Canadian companies totalling more than FF100 million (C\$140 million) since 1993.

# EUROSATORY 2002

l'armement (DGA) [[www.ixarm.com](http://www.ixarm.com)] now provides suppliers with practical information; eventually it will post French requirements and calls for tenders, and give the option of submitting unsolicited proposals. Currently, cooperative European defence programs, such as the A400M military transport or the Meteor missile program, could provide Canadian manufacturers with new aerospace subcontracting opportunities for tenders to be evaluated by those responsible for OCCAR, the new European arms procurement agency in charge of these programs.

Also noteworthy are Canada-France industrial development programs focusing on the production of Eryx anti-bunker/anti-tank missiles, 105-mm artillery systems and ammunition, and SICF command and information systems, with which the Canadian and French armed forces will be equipped from now on, in addition to the bullet-proof helmets soon to be worn by the Canadian infantry.

For more information on this sector, contact:

- Guy Ladequis, Commercial Officer (Aeronautics and Defence), Canadian Embassy in France, tel.: (011-33-1) 44.43.23.59, fax: (011-33-1) 44.43.29.98
- Charles Hall, Industry Canada, tel.: (613) 952-2433, fax: (613) 998-6703
- Anne Healey, CDIA, tel.: (613) 235-5337, fax: (613) 235-0784, e-mail: [cdia@cyberus.ca](mailto:cdia@cyberus.ca)

For more information on EUROSATORY 2002, consult the exhibition organizers' Web site: [www.eurosatory.com](http://www.eurosatory.com)

To register for the Canada Pavilion at EUROSATORY 2002, contact:

- Elisabeth Veauvy-Charron, Promosalons Canada-Montreal, tel.: (514) 861-5668, fax: (514) 861-7926, e-mail: [infofr@promosalons.com](mailto:infofr@promosalons.com)
- Alison Cousland, Promosalons Canada-Toronto, tel.: (416) 929-2562, fax: (416) 929-2564, e-mail: [acousland@promosalons.com](mailto:acousland@promosalons.com)

## B.C. wine finding a market in the U.S.

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"but timing is everything. Now that consumer demand is building for Canadian wine, we can concentrate on the trade side of things. Up until now, U.S. retailers weren't sure that Canadian wine makers could keep their customers supplied. But I believe that, in most cases, Canadian operations have grown to a point where they can satisfy that demand, as well as the price

and quality expectations of the U.S. consumer. I think Canadian wine makers are finally ready to be introduced to American importers, distributors and retailers."

Combret offers these final words: "We use the French term 'terroir' to describe the combination of characteristics that make up a wine's unique identity: consider careful marketing

and patience as the finishing touches to this priceless mix."

For more information, contact Olivier Combret, Owner, Domaine Combret Estate Winery, tel.: (250) 498-6966, toll Free: 1-866-TERROIR, fax: (250) 498-8879, e-mail: [info@combretwine.com](mailto:info@combretwine.com) Web site: [www.combretwine.com](http://www.combretwine.com)

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