

**G**itex 2001 ([www.gitex.com](http://www.gitex.com)), held October 14-18, 2001, in the Dubai World Trade Centre, was the largest and most successful event of its kind in the Middle East — one of the world's fastest growing IT markets. Canada's participation at Gitex, through the Canadian Consulate in Dubai, has grown dramatically over the past six years, reflecting Canada's remarkable reputation in the IT sector.

Both a Canadian and a Quebec pavilion were set up for Canadian exhibitors at the show. The following ten Canadian companies exhibited in the Canada pavilion: **SLM Soft, META Group, Identicam, Worldsites Network, Xplore Technologies, Hyperchip Inc., Pulse Software and Consulting Inc., Entrust Inc., Proxymedia, and Plaintree Systems Inc.** A delegation of ten companies, including NSI Global Inc., participated in the Quebec pavilion.

All participants agreed that the Consulate's excellent planning and organization directly contributed to

the resulting leads, contacts and solid successes.

**NSI Global opens in Dubai**

**NSI Global Inc.** ([www.nsicomm.com](http://www.nsicomm.com)) of Pointe Claire, Quebec, a maker of two-way satellite communications and

**GITEX** "Where the global IT industry meets"

networking equipment known as Very Small Aperture Terminals (VSATs), confirmed that it will soon open an office serving the Middle East region in Dubai's Internet City (DIC). DIC is a complex comprising some 300 media, IT and related companies.

NSI's Director of Business Development, David Owers, predicts that opening the regional office will boost turnover significantly. "We've already got clients in Yemen and Lebanon, and I'm sure once the new sales team gets established our business in the region will grow even more," Owers said.

**Hyperchip routes a deal in Dubai**

**Hyperchip** ([www.hyperchip.com](http://www.hyperchip.com)), a Quebec-based manufacturer of high-speed routers, has established contacts to supply products enabling high-speed Internet connection.

The Canadian Consulate in Dubai played a key role in the introduction of new partners, by convincing Hyperchip to exhibit at Gitex and by providing the company with information about Dubai firms.

"This is our first presence in the Middle East, so it was certainly worthwhile being at Gitex," says Remi Makhoul, Vice-President of Business Development at Hyperchip. "We're planning to open an office in the next few months, and we hope to have much success in the Middle East in the near future." ★

**Mexico: By the book** — Continued from page 2

government, increasing privatization, reducing inflation even further, restoring credit markets, and redistributing wealth more equitably.

For the Canadian energy industry, a key item on the agenda is the reform of the regulatory environment for investment in the energy sector, which is not expected to pass before the first quarter of 2002. This, says EDC, "will decide whether the country will receive a longer-term boost in the event that oil prices stay higher over a longer period." Mexico, which has proven energy reserves roughly equivalent in size to Canada's, has long curtailed foreign investment in the sector, but has recently shown strong signs that it is seeking ways to involve Canadian expertise in energy development.

**Sectors to watch**

In all, the Government of Canada has designated 12 priority sectors for the promotion of Canadian trade and

investment interests in Mexico: equipment and services in the oil and gas, electric power, mining, agriculture and agri-food, and environmental technologies sectors; plastics manufacturing equipment; information and communications technologies; housing construction and building products; pharmaceuticals and bio-technology; medical products and health care services; automotive parts and services (original equipment and after-market); and urban transit and rail equipment and services.

**All eyes on Mexico**

An increasing number of Canadian business people searching for clues about how events will unfold in this promising market are keeping their eyes focused on Mexico and logging onto key Web sites that offer a wealth of information.

Viva Mexico ([www.dfait-maeci.gc.ca/mexico](http://www.dfait-maeci.gc.ca/mexico)), an information portal about trade and investment main-

tained by the Department of Foreign Affairs and International Trade (DFAIT)'s Mexico Division (Trade), is an excellent starting point. Extensive market reports for a variety of sectors are available from the Canadian Trade Commissioner Service (TCS) Web site ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)). The Canadian Embassy in Mexico Web site ([www.canada.org.mx/trade/english/menu.asp](http://www.canada.org.mx/trade/english/menu.asp)) provides a wide range of general information, as well as a handy "Quick Links for Canadian Exporters & Investors" ([www.canada.org.mx/trade/english/links.asp](http://www.canada.org.mx/trade/english/links.asp)).

And, the rapidly increasing e-commerce capabilities of EDC's Web site ([www.edc-see.ca/index\\_e.asp](http://www.edc-see.ca/index_e.asp)) include Export Check, which lets users check out 64 million individual companies in 70 key export markets, including Mexico.

For more information, contact Carlos Rojas-Arbulú, Trade Commissioner, Mexico Division, North American Bureau, DFAIT, tel.: (613) 995-8804, fax: (613) 996-6142, e-mail: [carlos.rojas-arbulu@dfait-maeci.gc.ca](mailto:carlos.rojas-arbulu@dfait-maeci.gc.ca) ★

**E**xport Development Canada is sponsoring three students on the Junior Team Canada trade mission that is accompanying the principal delegation to Russia.

The students, who were chosen to represent Canada because of their initiative taken in further promoting the benefits of international trade after they returned from their previous missions abroad are: Nathan Liss, 19, from Blind River, Ontario; Pamela Suneja, 17, from Woodbridge, Ontario, and Guillaume Parent, 18, from Quebec City. All three are pursuing studies in commerce and international business.

"As our National Partner, EDC recognizes and values our future generation of traders by providing them with the opportunity to showcase what Canada's youth has to offer,"

says Amy Giroux, Director of Junior Team Canada.

EDC's sponsorship of the Junior Team Canada trade missions is part of

advice to Canadian companies interested in these markets. The mission will also enable EDC to maintain important contacts with the Russian

**EDC sponsors Junior Team Canada members on Russia trade mission**

its Education and Youth Employment Strategy (EYE) designed to increase awareness and employment opportunities in international trade for young Canadians.

EDC is participating in the trade mission to Russia and Germany to build relationships and to provide

government and key Russian banks and industries on behalf of Canadian businesses.

For more information on the students participating in the Junior Team

Canada mission to Russia visit [www.gvconnects.com](http://www.gvconnects.com) ★



**Carrefour international du bois**

**NANTES, FRANCE** — May 29-31, 2002 — The seventh edition of the **Carrefour international du Bois** will take place this spring. This unique trade show is dedicated entirely to the wood trade, making it an excellent venue for Canadian wood industry players to promote their products and services.

More than 350 exhibitors and 9,000 visitors are expected this year, representing a variety of wood products. The typical **Carrefour** visitor is a decision maker with purchasing responsibilities. The Canadian Embassy will have an information stand at the show.

Show organizers are expecting visitors from approximately 60 countries. In conjunction with the show will be conferences on the economic aspects and market trends of the wood trade.

**Carrefour** is the result of a partnership among a number of organizations. Since it is the only French show promoting the production and import of cut wood and panelling, it is closely linked to the French feder-

ations representing this sector — **FNB** ([www.fnbois.com/index.htm](http://www.fnbois.com/index.htm)) and **le Commerce du Bois** ([www.lecom.mercedubois.com](http://www.lecom.mercedubois.com)).

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To register for the show, contact Samantha Padden, tel.: (011-33-2) 4073-0168, fax: (011-33-2) 4073-0301, e-mail: [sam@timbershow.com](mailto:sam@timbershow.com) or [info@timbershow.com](mailto:info@timbershow.com) Web site: [www.carrefourdubois.com/fr/accueilfr.html](http://www.carrefourdubois.com/fr/accueilfr.html) (French only) ★

**Hôpital Expo/Intermedica**

**PARIS, FRANCE** — May 21-24, 2002 — **Hôpital Expo/Intermedica** —

**DUSSELDORF, GERMANY** — November 20-23, 2002 — **Medica 2002** — If you're a Canadian company in the health technology sector and you're interested in the European market, why not join one or both of the next two trade delegations organized by ExportMed International.

ExportMed offers a turnkey service for Canadian exporters. Delegates will benefit from ExportMed's experience in participating in international trade shows and can also take advantage of the increased visibility that comes with being part of a group

of Canadian companies exhibiting together at the Canadian pavilion. Registrations for both shows are currently being accepted.

For more information on **Hôpital Expo/Intermedica** in Paris, see: [www.hopitalexpo.com](http://www.hopitalexpo.com)

For more information on **Medica 2002** in Dusseldorf, see: [www.medica.de](http://www.medica.de) and <http://strategis.ic.gc.ca/medica>

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