

## Turkey looks west for partners and investors

**Istanbul, May 10, 2007** > Turkey's rapidly growing role in European and regional markets means increasing business opportunities for Canadians, particularly investors. A conference and trade mission is therefore being planned so Canadian entrepreneurs can take advantage of this emerging market's great potential.

Organized by the Canadian-Turkish Business Council and the Turkish Foreign Economic Relations Board, the annual conference presents a unique opportunity for executives from both countries to meet senior counterparts and explore commercial ventures. It will feature seminars on key priority sectors, private partnerships and the country's macro-economic and business environments.

"Turkey is at a very exciting time in its evolution," says Richard Ross, president of the council. "Economic and political reforms over the past few years has have included major debt and deficit reduction, lower inflation, a range of structural reforms, privatization initiatives and investment promotion, which have all created a more stable and healthy economy."

The conference on May 10 is part of a multi-sector trade mission that will take place from May 7 to 11, 2007, starting in Ankara and travelling to other major Turkish cities.

Organizers of the trade mission say that participants will meet with Turkish business leaders in their sectors, as well as senior political and economic officials in order to become more familiar with Turkey's political and regulatory environment and raise important issues that could advance future business activities. Mission participants will also have a chance to meet with Turkish companies to discuss partnering for projects in other countries in the region.

"Both the mission and conference will provide a comprehensive overview of opportunities for Canadian firms and will allow participants to promote themselves as suppliers of goods and services, and as potential partners and investors in the region," says Yves Brodeur, Canada's Ambassador to Turkey.

Turkey is becoming a top-tier emerging market economy. Suzanne Drisdelle, Trade Commissioner at the Canadian Embassy in Ankara, says that Turkish companies are looking

westward to Europe and North America for business partners, financiers and suppliers of a broad range of imports, making the country a major centre for business and investment.

Ross and Brodeur agree that Turkey's current government is working to remove impediments to investment—especially to the commercial code, registration procedures and corporate governance—and is increasing its investment promotion efforts. These initiatives are putting Turkey on a long-term path to EU accession.

Opportunities in Turkey match what Canadian businesses have to offer and trade mission organizers are looking for experienced participants in all sectors of the Canadian economy.

Opportunities are particularly encouraging in sectors like energy, agriculture and agri-food, transportation, mining, housing and information and communications technologies. But entrepreneurs can also find potential in Turkey's aerospace and defence, environment, media, finance and education sectors.

Canada has a strong and growing commercial relationship with Turkey. Canadian investment there stands at nearly \$800 million, mostly in the telecommunications, agri-food, mining, housing and media sectors. Canada-Turkey bilateral trade nearly tripled over the last decade and two-way trade surpassed \$1.1 billion in 2005, and is expected to grow further.

The registration deadline for the conference and trade mission is April 20, 2007.

**For more information on the conference and trade mission,** go to [www.ctbc.ca](http://www.ctbc.ca), or contact Aida Viveiros, CTBC conference and mission administrator, Canadian Manufacturers & Exporters, tel.: (905) 672-3466, email: [aida.viveiros@cme-mec.ca](mailto:aida.viveiros@cme-mec.ca).

**For more information on opportunities for Canadian companies in Turkey,** contact Catherine Gosselin, Canadian Embassy in Ankara, tel.: (011-90-312) 409-2773, email: [catherine.gosselin@international.gc.ca](mailto:catherine.gosselin@international.gc.ca), Suzanne Drisdelle, Canadian Embassy in Ankara, tel.: (011-90-312) 409-2778, email: [suzanne.drisdelle@international.gc.ca](mailto:suzanne.drisdelle@international.gc.ca), or David Clendenning, Foreign Affairs and International Trade Canada, tel.: (613) 996-4484, email: [david.clendenning@international.gc.ca](mailto:david.clendenning@international.gc.ca).



## Acquire skills to reach new markets

**Vancouver, April 1-2, 2007** > The Forum for International Trade Training (FITT) will offer business professionals an opportunity to develop global skills and networks at its national conference, and uncover strategies to resolve issues in the day-to-day practice of international trade.

For over 10 years, FITT has prepared individuals and businesses to compete in world markets. The Canadian organization began as a joint initiative between government and the private sector to provide national standards in international business training and certification.

To help business people succeed internationally, the organization developed a skills program which is designed to uncover and analyse the practical issues that international trade practitioners encounter every day. FITT's programs are delivered across Canada through community colleges, universities, private organizations and online.

"To compete in the global marketplace, international business professionals are quickly realizing that they must be adept and multi-skilled in a wide range of global trade matters," says Caroline Tompkins, FITT's president. "From identifying new markets and opportunities to dealing with new levels of security and knowing how to mitigate risks, our participants go beyond theory and explore current topics in international trade."

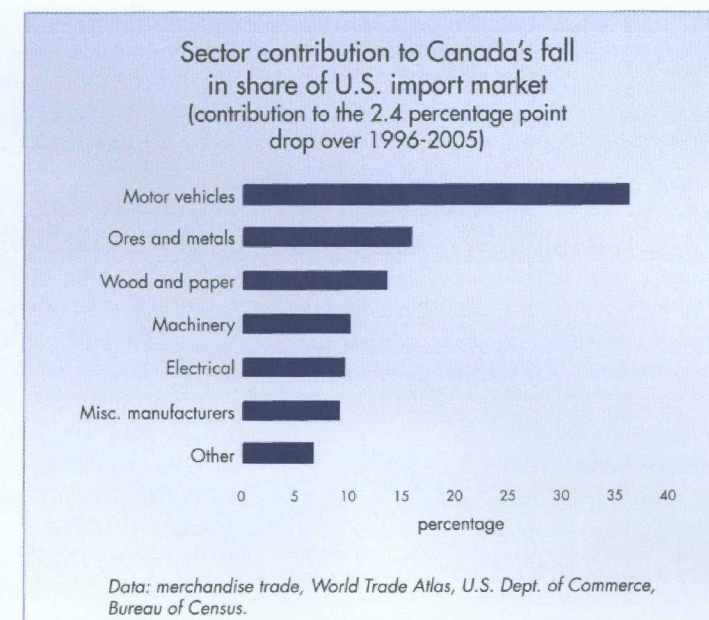
Global business professionals can also attain the Certified International Trade Professional (CITP) designation, a credential which attests to an individual's international business skills and experience. The designation is recognized as the leading certification for global business professionals.

"By earning this designation, my employer knows that I am committed to achieving and maintaining an advanced appreciation for global trade issues," says Julie Lalonde, an officer with the Canadian International Development Agency. "It instantly adds to my credibility."

For more information, go to [www.fitt.ca](http://www.fitt.ca) or call 1-800-561-3488.

## Canada's share of U.S. imports is falling, but not due to China

Canada's share of the U.S. merchandise import market has fallen from a peak of 19.8% in 1996 to 17.4% in 2005, while China's share rose from 6.5% to 14.5%. But China is not largely responsible for Canada's slump. Two-thirds of Canada's loss was in sectors or sub-sectors (like softwood lumber) where China did not experience a substantial gain. Motor vehicles alone accounted for 36% of Canada's loss—an area in which Korea and Germany, not China, were the main countries to increase share. In sectors where China did gain market share, it was not necessarily at the cost of Canada, as other countries also experienced losses. Canada's falling share of U.S. imports may be a cause for concern, but the finger cannot be pointed squarely at China.



The full report is available at [www.international.gc.ca/eet/pdf/Analytical\\_Report\\_Comp\\_China-en.pdf](http://www.international.gc.ca/eet/pdf/Analytical_Report_Comp_China-en.pdf).

Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada ([www.international.gc.ca/eet](http://www.international.gc.ca/eet)).

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