

Playing to win at computer fair

Tokyo, September 22-24, 2006 > Canadian companies with cutting edge development tools, middleware, hardware and software can showcase their products at the **Tokyo Game Show**, an international trade fair featuring the latest trends in computer entertainment.

The fair is the largest event of its kind in Asia, attracting over 200,000 visitors. Canadian game developers can meet with Japanese publishers and digital content managers from industry giants like Nintendo, Sega-Sammy, Nintendo and Sony Computer Entertainment. Japan's major mobile phone carriers—DoCoMo, KDDI and Vodafone—will be there too.

Canada is recognized as a leader in computer graphics technology and organizers say this fair is an opportunity to build on that reputation in Japan. Participants can present their wares to game developers, mobile phone carriers, publishers and other potential buyers. They can also attend a networking reception and take part in one-on-one meetings.

For more information, contact Stéphane Beaulieu, Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6232, fax: (011-81-3) 5412-6250, email: jpn.commerce@international.gc.ca, website: <http://tgs.cesa.or.jp/english>.

A first for ethnic, specialty and organic foods

Mississauga, September 10-11, 2006 > Canada's \$100-billion food service and retail food industries now have the country's first dedicated trade event for ethnic, specialty and organic foods.

The **Ethnic & Specialty Food Expo** will provide manufacturers, distributors, importers and wholesalers of ethnic, specialty and organic food products access to buyers from retail and food service operations from around the world.

"This show is both for local producers seeking international markets, and for Canadian buyers looking to expand their offerings," says Bob MacGregor, Managing Director of Diversified Business Communications Canada.

"Brazil and Thailand were among the first to join the event, recognizing the value of the Canadian market."

Some unique attractions at this event include a special program that will showcase Canadian start-up companies introducing new food products, and a product-awareness platform designed to facilitate contacts between exhibitors and international buyers. In addition, a U.S. buyer program will be organized by Agriculture and Agri-Food Canada.

For more information, contact Donna Wood, Event Director, tel.: (905) 948-0470, ext. 231, email: dwood@divcom.com, websites: www.ethnicfoodcanada.com and www.divbusiness.com.

Build your business at Mexican housing fair

Mexico City, October 17-21, 2006 > Canadian companies are invited to join the Canadian pavilion at **Expo CIHAC 2006**, Mexico's international building and housing exhibition.

The event attracts more than 70,000 residential building professionals including developers, builders, architects, engineers, contractors, realtors, manufacturers and distributors. Access to this kind of audience can generate sales and allow participants to deepen business relationships with Mexican partners. As part of the Canadian contingent, companies will be profiled in the official Canadian International Builders Show website (www.canbuild.org) and gain access to marketing intelligence.

Canadian Export Development Inc., in collaboration with the Canadian Embassy in Mexico, invites exporters to participate. Space is booked on a first-come, first-served basis.

For more information, contact Robert Grison, Canadian Export Development Inc., tel.: (613) 825-9916, fax: (613) 825-7108, e-mail cced@sympatico.ca.

Set a course for the Americas

Miami, November 8-10, 2006 > This year's **Americas Food and Beverage Trade Show and Conference**—a key event for exporters looking to establish or strengthen their presence in the growing Latin American and Caribbean food and beverage market—will feature a Canadian pavilion.

Canadian companies will be front and centre as they showcase their products and services to key players from 46 countries in the Western Hemisphere. A wide range of

attendees are expected, including distributors, wholesalers, chefs, and buyers from supermarkets, hotels and restaurants.

A visits program and networking event is also being organized so companies can meet with cruise line representatives.

The Canadian pavilion is being organized by Canadian Export Development Inc., in co-operation with the Canadian Consulate General in Miami. Space is booked on a first-come, first-served basis.

For more information, contact Robert Grison, Canadian Export Development Inc., tel.: (613) 825-9916, fax: (613) 825-7108, email: cced@sympatico.ca, website: www.americasfoodandbeverage.com.

Australia gets a taste of Canada

Melbourne, September 11, 2006 > Canadian food and beverage exporters are invited "down under" to participate in **Taste of Canada**, a unique opportunity for companies to promote their products to buyers from Australia.

Participating buyers will come from high-end restaurants, supermarkets and hotels, and will include wholesalers, importers and distributors. The event will

be held in conjunction with Fine Food Australia, the country's largest food industry event which attracts over 28,000 food industry buyers. Register for Taste of Canada by August 1, 2006.

For more information, contact Ilsa Stuart-Muirk, Canadian High Commission in Canberra, tel.: (011-61-2) 6270-4034, fax: (011-61-2) 6270-4069, email: ilsa.stuart-muirk@international.gc.ca.

FACTS & FIGURES

Canadian economy soared in 2005

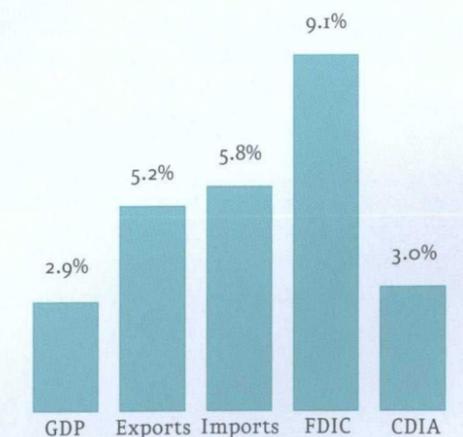
GDP growth came in at 2.9% for the year and unemployment levels dropped to near-record lows. Even with a rising dollar, Canadian exports reached a record high of \$516.4 billion, an increase of 5.2% over 2004.

Exports were particularly strengthened by strong energy exports, which were up 27.9%, a large increase fuelled primarily by higher prices. Imports also increased, rising 5.8% to \$463.1 billion. Foreign direct investment in Canada rose by 9.1%, while Canadian direct investment abroad rose by only 3.0%—the rising dollar led to a decrease in the value of Canadian assets abroad.

For more information on Canada's trade and investment performance, see this year's *State of Trade* publication at www.international.gc.ca/eet.

Provided by International Trade Canada's Current and Structural Analysis Division, Office of the Chief Economist.

Canada's International Trade and Investment Performance in 2005 (annual growth rate)



Data: Statistics Canada