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For 16 years, **N+I** has been the venue to explore, compare, analyze and select the best in networking, Internet and telecommunications technologies. **N+I** features exhibits by many of the world's leading vendors that are currently defining and shaping the Internet.

**COMDEX Atlanta** ([www.comdex.com/atlanta](http://www.comdex.com/atlanta)), the most important business technology event on the coast, will use interactive educational programs to give IT and business managers a clear view of the latest applications and solutions. The show focuses on end-to-end solutions, wireless, security, storage and services.

### High Tech Opportunities Symposium

**MIAMI, FLORIDA** — September 13, 2002 — "Discover New Business Opportunities...Catch the Wave" is the theme of the **Networking, Telecommunications, and High Tech Opportunities Symposium** ([www.canada-florida-trade.ca](http://www.canada-florida-trade.ca)) during which the results of a study undertaken by the Canadian Consulate in Miami will be presented to Canadian companies.

Check the Business Section of the on doing business in and with the

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Canadian Embassy  
Oslo, Norway  
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F: (011-47) 2299-5301

 **Poland**  
**Ewa Gawron-Dobroczyńska**  
Commercial Officer  
Canadian Embassy  
Warsaw, Poland  
T: (011-48-22) 584-3353  
F: (011-48-22) 584-3195

 **Romania**  
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Canadian Embassy  
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F: (011-401) 307-5015

 **Russian Federation**  
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F: (011-7-095) 105-6051

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Consulate of Canada  
Barcelona, Spain  
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**Madrid**  
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Canadian Embassy  
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F: (011-34) 91-423-32-52

 **Sweden**  
**Stephanie Oscarsson**  
Commercial Officer  
Canadian Embassy  
Stockholm, Sweden  
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F: (011-46-8) 453-3016

 **Switzerland**  
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Canadian Embassy  
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 **United Kingdom**  
**Caroline Martin**  
Commercial Officer  
Canadian High Commission  
London, United Kingdom  
T: (011-44-20) 7258-6600  
F: (011-44-20) 7258-6384

The Trade Commissioner Service helps new and experienced companies which have researched and selected their target markets.

THE CANADIAN  
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## Serving the Bio-Industries

### Upcoming Event(s) in Canada

BIO 2002  
June 9-12, 2002  
Toronto, Ontario  
[www.bio2002.org](http://www.bio2002.org)

BioNorth 2002  
November 4-6, 2002  
Ottawa, Ontario  
[www.bionorth.ca](http://www.bionorth.ca)

### Upcoming Event(s) outside of Canada

BIO-Search 2002  
June 20-23, 2002  
Pasay City, Philippines  
[www.citem.com.ph/biosearch](http://www.citem.com.ph/biosearch)

International Biotech  
November 19-20, 2002  
London, United Kingdom  
[www.internationalbiotech.com](http://www.internationalbiotech.com)

**National Associations**  
BIOTECANADA  
[www.biotech.ca](http://www.biotech.ca)

Plant Biotechnology Institute  
[www.pbi.nrc.ca](http://www.pbi.nrc.ca)

### Contact in the Trade Commissioner Service

Patricia Filteau  
Trade Commissioner  
Bio-Industries  
Department of Foreign Affairs and  
International Trade  
125 Sussex Drive  
Ottawa, Ontario, K1A 0G2  
T: 613-996-1431  
F: 613-944-0050  
E: [patricia.filteau@dfait-maeci.gc.ca](mailto:patricia.filteau@dfait-maeci.gc.ca)

## THE EUROPEAN ADVANTAGE

## an quality and variety construction

Private and public construction, Finland is a cost-effective, innovative building products market that offers opportunities for Canadian suppliers of technologies that will help keep Finland's construction efficiency.

In fact, because there is limited choice in tools and building materials — most retailers sell the same products — a variety of imported products are welcome, provided they are competitive with existing brands.

Finland is a gateway to the Russian and CIS countries, as well as to the Baltic states, Poland and other Nordic

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countries. Many of its major construction companies are well established in these markets through partnerships, mergers and acquisitions. Canadian firms that supply Finland also have an open door to the vast EU market.

### Market access considerations

The Finnish construction and building material market is highly centralized, with each product category controlled by 3-5 companies. Accessing these major players, or finding distributors who deal with them, is a very important strategy for Canadian suppliers.

Non-EU approved products must also be tested and approved before they can be sold in Finland. In some cases, more stringent national requirements may apply. Finland is currently working to align its product regulations and standards with those of the European Standards Organization.

### Useful Web sites

- The Finnish Association of Construction Product Industries: [www.rtty.fi](http://www.rtty.fi)
- Confederation of Finnish Construction Industries: [www.rtk.fi](http://www.rtk.fi)

- Construction Info & Statistics, Rakennusalan Projektitiedosto: [www.rpt.fi](http://www.rpt.fi)
- The National Technology Agency [TEKES]: [www.tekes.fi](http://www.tekes.fi)
- Technical Research Centre of Finland [VTT]: [www.vtt.fi](http://www.vtt.fi)
- Finnish Standards Association [SFS]: [www.sfs.fi](http://www.sfs.fi)
- Building Information Institute: [www.rakennustieto.fi](http://www.rakennustieto.fi)

For more information, contact Johan Nyman, Business Development Officer, Canadian Embassy, Helsinki, tel.: (011-358-9) 2285-3354, fax: (011-358-9) 601-060, e-mail: [johan.nyman@dfait-maeci.gc.ca](mailto:johan.nyman@dfait-maeci.gc.ca) Web site: [www.canada.fi](http://www.canada.fi)

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