

## Canada guest of honour at French ICT and Internet conference

Nice, France, May 10-11, 2006 > The 6th *Assises Nationales du Net et des TIC* has become France's leading event dedicated to all levels of Internet and ICT management, infrastructure, service and use.

The 2005 edition welcomed over 1,000 participants from all over France. Communities accounted for 60% of registrations, and most were senior managers and computer technologists.

This year's conference has three objectives:

- to create a platform for information exchange;
- to promote knowledge-sharing between elected officials and technicians; and
- to bring communities and service providers together.

Through organized workshops, the conference will also help to address regional, departmental and community concerns. This year's event will provide Canadian manufacturers with a good opportunity to meet with possible clients or potential

partners for joint endeavours in French public and institutional markets.

As part of the "Year of Canada in Nice" ([www.canadanice.org](http://www.canadanice.org)), Canada will be the guest of honour at the event and will introduce its latest technological achievements that have made the country a leader in the e-government sector.

The Canadian Embassy in Paris will coordinate a booth for Canadian companies specializing in the ICT and e-government sectors. The booth will showcase both Canadian public policies and the know-how developed by Canadian companies in France.

For more information on registration and participation, contact Michèle Bamberger, *Réseau Idéal*, e-mail: [m.bambe@wanadoo.fr](mailto:m.bambe@wanadoo.fr), Web site: [www.reseau-ideal.asso.fr](http://www.reseau-ideal.asso.fr). For business information on the sector, contact François Gauthé, Trade Commissioner, Canadian Embassy in France, e-mail: [francois.gauthé@international.gc.ca](mailto:francois.gauthé@international.gc.ca).

From effluent to energy:

## Canada explores European biogas technologies

Vienna, Austria > Mention the fermentation of manure and solid waste and one is likely to clear a room pretty quickly. But since reducing Canada's dependence on fossil fuels will help meet our Kyoto commitments, it's no wonder biogas was the hot topic at a recent technology mission to southern Germany and Austria.

A delegation of more than 30 Canadian engineers, researchers and government officials visited biogas plants in southern Germany and Austria. The mission examined different technologies used in the production of biogas and how the energy in biogas is utilised. In addition to the 11 reactors that were visited, presentations were held to discuss the political drivers and the economics of biogas production in Germany and Austria.

Biogas generally refers to methane produced by organic matter like manure or solid waste, sludge from wastewater or any biodegradable feedstock that has been put through anaerobic fermentation, or fermentation when air or oxygen is absent.

In fact, this is one of the most effective methods of converting biomass to energy. The methane in biogas can be used to either fuel electrical generators or, with suitable

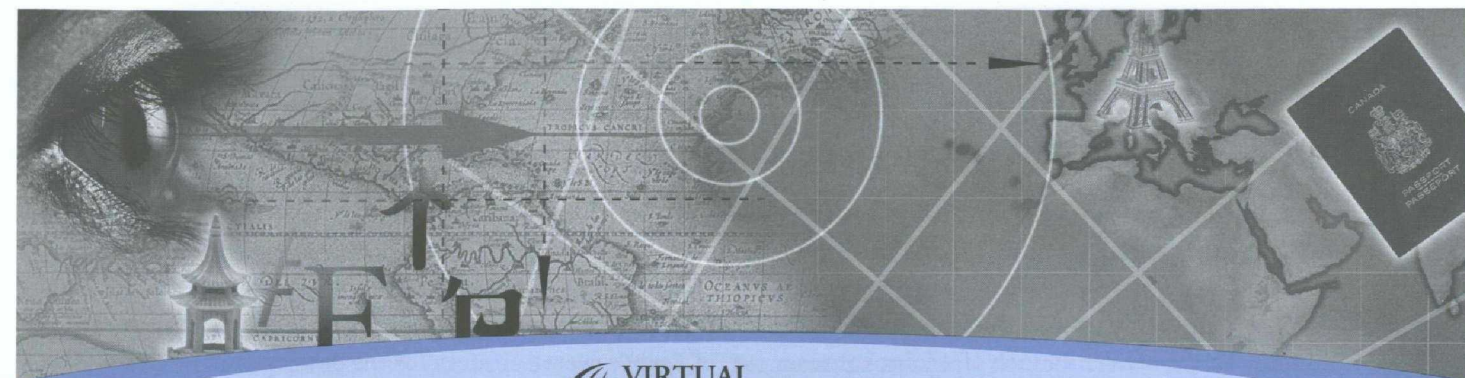


The Canadian delegation visited biogas plants in southern Germany and Austria.

treatment, utilised as natural gas. Soon, cars may even be powered with biogas.

Laflèche Environmental Inc. CEO André Laflèche summed up the week's activities with this observation: "We have seen the European model; now it's time to develop a Canadian one."

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VIRTUAL  
TRADE  
COMMISSIONER  
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INFORMATION AND SERVICES

## An evolving world of trade knowledge

In the export business, having the right information, making the right contacts and getting the right business leads are essential to our clients' international success.

The Canadian Trade Commissioner Service has more than 900 trade commissioners in over 150 offices at home and abroad, working to open doors for Canadian exporters. Communicating quickly and effectively with clients is our priority. To that end, we have embraced technologies and processes that support international business. With the launch of [InfoExport.gc.ca](http://InfoExport.gc.ca) in the 1990s, we began providing Canadian exporters with access to information on many markets and sectors. As emerging technologies allowed for more one-to-one communication, we realized that we could develop a more powerful, customized channel to suit exporters' information and service needs. As a result of extensive consultation with both clients and trade commissioners around the world, the Virtual Trade Commissioner (VTC) was created.

### The rise of the VTC: Access to personalized information and services

The VTC offers immediate access to information, resources and exporting services. Based on preferences, you receive in-depth country information, market reports and timely, sector-specific news delivered right to you, whenever you decide. Secure and personalized, your VTC gives you access to information about trade events and missions, as well as the ability to register for networking opportunities or to set up a face-to-face briefing with a trade commissioner in Canada or in your target market.

The rise of the VTC has been impressive; by March 2005—just two and a half years after its introduction—VTC subscription reached over 15,000 qualified Canadian exporters and partner clients. The VTC has also undergone substantial

service improvements; with the implementation of a new electronic client relationship management system, subscribers will soon be able to see the status of their service requests directly on their screens.

### VTC and the partnership era

To provide exporters with the expertise of Canada's international trade specialists in an easy-to-use framework, the Virtual Trade Commissioner is now partnering with a growing number of government departments and trade promotion organizations. These include Agriculture and Agri-Food Canada, Canadian Heritage, Export Development Canada and the Canadian Commercial Corporation.

Through the VTC, you can now have access to more comprehensive services and information to help you refine your export strategy, receive sector-specific and financial advice and secure export financing. You can also manage risk with credit checks on potential buyers and receivables insurance. International contracting specialists can even help you close deals and offer the backing of the Canadian government.

### Exponential value: What the VTC means for you

Your Virtual Trade Commissioner is one of the most sophisticated on-line trade service and information tools—an ever-growing source for export contacts, links and reports matched to your specific international business interests. Exporters will experience increasing benefits from the integration of partners' information and services.

The more you use your Virtual Trade Commissioner, the more you will leverage your global advantage. Your VTC helps to bring your business to the world—and the world to your business—every time you visit.

Find out more at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)