

SNC-Lavalin to upgrade Kuwait oil facility

Montreal-based SNC-Lavalin has been awarded a \$94 million contract by the Kuwait Oil Company to upgrade, modify and expand its crude oil gathering centre and related facilities.

The existing facilities currently produce 150,000 barrels of crude oil per day. Once SNC-Lavalin upgrades them, output will be increased by an additional 40,000 barrels per day.

The project will involve project management, engineering, procurement, construction, pre-commissioning and training services on the part of two SNC-Lavalin divisions. They will also provide assistance with commissioning and performance testing.

"We are very pleased with this expression of confidence in our

expertise by our new client, the Kuwait Oil Company," said Sami Bébawi, Executive Vice-President, SNC-Lavalin Group Inc., and President of Socotec, SNC-Lavalin's construction division. "We intend to deliver a first-class plant in Kuwait similar to other upgrade projects we have completed elsewhere in the world."

Kuwait holds about 10% of the world's proven oil reserves. The Kuwait Oil Company is estimated to be the seventh-largest oil company in the world. This gathering centre and

its related facilities are located some 80 kilometres west of Kuwait City. Work on this project is expected to be completed by late 2006.

SNC-Lavalin is one of the leading groups of engineering and construction companies in the world, a global leader in the ownership and management of infrastructure and a key player in facilities and operations management. The SNC-Lavalin companies have offices across Canada and in 30 other countries with projects in over 100 countries.

For more information, contact Gillian MacCormack, Vice-President, Public Relations, SNC-Lavalin, tel.: (514) 393-8000, ext. 7354, e-mail: gillian.maccormack@snc-lavalin.com.★

Quick tips on presenting your export plan

Presentation skills are essential for the global entrepreneur. The ability to communicate ideas to people from different cultures and backgrounds can mean the difference between a great idea succeeding or failing. Here are some tips for communicating your export plan to potential partners:

Understand your audience from a cultural, historical, business and linguistic perspective. Your communication will be more effective if you have determined in advance who will be in your audience, why they have come, whether language barriers are going to be extreme or minimal and what business etiquette is appropriate for the setting.

Modify your presentation to appeal to specific audiences. Some cultures emphasize future prospects and potential while others are interested in accomplishments. Others may have a focus on credentials and reputation. The presenter must adapt his or her

presentation to capture what is significant to each audience. A presentation designed for an American audience may not have the same impact in France, even if it is presented in French.

Determine in advance the best media for your presentation.

Technological constraints can limit options for delivering presentations; however, it is equally important to determine if visual options (i.e. graphics and charts) will help overcome potential language barriers, or if professionally translated handouts might assist the audience throughout the presentation.

This information is drawn from the Team Canada Inc guide, *Speaking Globally: An Exporter's Guide to Effective Presentations*, available online at <http://exportsource.ca/> presentations. **For more information** on exporting, call the Team Canada Inc Export Information Service at 1 888 811-1119.★

Chicago's growing Hispanic demographic untapped

As Canadian companies continue to seek ways to bring their products to the Chicago market, they must confront a new factor in exportation: the rapidly rising Hispanic demographic.

Hispanics account for 26% of the population in the Chicagoland area—the third largest Latino population in the U.S.—and their numbers continue to climb.

Named the fastest-growing group in America by the U.S. Census Bureau, the Hispanic population grew more than 61% between 1990 and 2003. This demographic holds great potential as consumers of Canadian products and services, yet it remains largely untapped.

Chicago's Hispanic market is young, conscious of changing trends, has a higher than average disposable income and holds a buying power of over \$11 billion per year in Chicago and \$19 billion in Illinois. For Canadian companies looking to expand into the U.S. Midwest market, this is a group that cannot be ignored. To be competitive, Canadian companies must learn about how to reach this booming section of the market.

According to the Association of Hispanic Advertising Agencies, most American companies only allot an average of 2.4% of their advertising resources to targeting the Hispanic market. They also point out that a minimum 8% allotment is necessary to effectively begin to reach the market. This leaves the field wide open to Canadian businesses.

Companies looking to enter this market must be aware of its cultural differences, the varying levels of acculturation to American customs, the nuances of language as seen through Hispanic eyes and the impact of packaging.

For the Canadian company this might mean packaging products with



a knowledge of what styles, fonts and colours appeal most to this market. Companies might need to consider carefully wording their packaging to reach out to this specific consumer who may have different needs, values and desires than other consumers. Also, the use of both English and Spanish on all materials may be very effective in reaching these consumers.

However, the research cannot stop there. Canadian companies need to go beyond a superficial approach to targeting this market and move towards an educated, culturally relevant method

of promoting their products. By discovering the personality and pulse of this expanding market, Canadian companies can find ways to make their products more appealing and, in turn, secure a firm position in Chicago's Hispanic market.

For more information, contact Erin Murphy, Business Development Assistant, Canadian Consulate General in Chicago, tel.: (312) 327-3629, e-mail: erin.murphy@international.gc.ca, or Trevor Smith, Business Development Officer, tel.: (312) 327-3627, e-mail: trevor.j.smith@international.gc.ca.★

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For example, are storage facilities or move-in, move-out arrangements available at the event?

Find the best method to get your exhibit, samples and products to the trade fair. There may also be customs and import regulations or licences applicable to the samples or products. Knowing the answers to these questions in advance will allow you to focus on a successful trade fair experience.

This information is drawn from the Team Canada Inc guide, *Successful International Trade Show Marketing*, available online at <http://exportsource.ca/> tradeshow. **For more information** on exporting, call the Team Canada Inc Export Information Service at 1 888 811-1119.★

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