

## Aerospace industries — continued from page 1

A delegation of 18 Canadian companies engaged in a series of pre-arranged one-on-one meetings with U.S. aerospace executives and buyers in the Puget Sound region. The delegates also networked at the Pacific Northwest Aerospace Association Conference.

The Consulate General organized market briefings and site visits to local aerospace manufacturers, including a tour and briefing from senior management of Boeing's 7E7 program at the Everett, Washington facility.

Home to Boeing's manufacturing nexus for commercial aircraft, military projects and space initiatives, plus a host of allied suppliers, producers and manufacturers, the Puget Sound region employs nearly 60,000 aerospace workers. The delegation also met senior management and toured the facilities of aerospace giants such as Honeywell,

Crane Aerospace, Northwest Composites and Contour Aerospace.

### Positive results

Results from the trade mission were immediate and positive. Toronto-based **Interfast Inc.**, for example, reported that the timing of its visit was good because of the development of the Boeing 7E7 "Dreamliner" aircraft. As a result of a connection made during the mission, the company will be submitting a proposal for an inventory management program.

The National Research Council of Canada's Institute for Aerospace Research connected with several organizations, including the Federal Aviation Administration, which it believes will likely result in two initial research and development projects.

Toronto's **Thermodyne Engineering** indicated that the mission was

a good introduction to major local aerospace players. And Boisbriand, Quebec-based **DCM Aeronautique** is now in the process of becoming a Boeing-certified supplier and has promising leads with an additional firm.

A participant with Toronto-based **TFI Aerospace Corporation** summed up the mission by commenting, "It was money well spent. As a result of this mission, we have already had representatives of a major original equipment manufacturer visit our facilities and they are now in the process of approving our company as a qualified supplier."

**For more information** on the aerospace industry in the Pacific Northwest, contact Martine Moreau, Trade Commissioner, Canadian Consulate General in Seattle, tel.: (206) 770-4078, e-mail: martine.moreau@dfait-maeci.gc.ca, Web site: www.seattle.gc.ca. 🍁



**KUWAIT** — Twenty Canadian companies, mostly small and medium-sized businesses, participated in the **Rebuild Iraq** exhibition which took place in January 2004. The event drew some 1,450 exhibitors from 47 countries. Held concurrently with the show was a two-day symposium that included discussions on Iraq's economic future, key infrastructure needs, security, contracting opportunities and the new business environment.

**For more information** on commercial opportunities in Iraq, go to [www.dfait-maeci.gc.ca/middle\\_east/iraq-en.asp](http://www.dfait-maeci.gc.ca/middle_east/iraq-en.asp), or contact Albert Galpin, Middle East and North Africa Bureau, Department of Foreign Affairs and International Trade, e-mail: [albert.galpin@dfait-maeci.gc.ca](mailto:albert.galpin@dfait-maeci.gc.ca). 🍁

## Serving it up at Summer Fancy Food Show

**NEW YORK** — June 27-29, 2004 — Canadian firms looking to explore opportunities in the agri-food sector should consider participating in the Canadian pavilion at the **2004 Summer International Fancy Food and Confection Show**.

This event attracts 25,000 trade-only visitors, and 87% of attendees either authorize or recommend purchasing decisions.

Agriculture and Agri-Food Canada (AAFC) will organize and manage the Canadian presence. Exhibitors will benefit from a package of high-quality services featuring telecommunications facilities, meeting rooms, market information and intelligence and on-site trade promotion support.

AAFC has reserved space in a prime location ideally situated in the International Pavilion. Space is limited, so register today.

**For more information**, and to join the Canadian pavilion, contact Brian Bonner, International Affairs Officer, AAFC, tel.: (613) 759-7642, fax: (613) 759-7506, e-mail: [bonnerb@agr.gc.ca](mailto:bonnerb@agr.gc.ca), Web site: <http://atn-riac.agr.ca/sffs>. 🍁



Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

## Connecting Canadian Companies to the Global Marketplace



INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE

## International Business Opportunities Centre

Canadian businesses are engaged in profitable trade relationships in every corner of the globe. Without question, their success hinges on receiving timely, targeted and relevant business leads. For nearly a decade now, the **International Business Opportunities Centre (IBOC)** has been connecting Canadian companies, particularly small- and medium-sized enterprises, with foreign buyers through its unique company-matching service. As the success stories featured in this supplement attest, IBOC's matchmaking often translates into lucrative export sales for Canadian companies — as well as new partners, new contacts, and even new products developed to meet the needs of foreign buyers.

In providing its business lead service, IBOC works with the Canadian Trade Commissioner Service, which has more than 500 trade officers located in 140 Canadian embassies and consulates around the world. The way it works is straightforward: when one of these trade officers abroad identifies an international business opportunity, the officer passes it on to the Centre. The IBOC team of specialists then goes to work to search out and contact potential Canadian suppliers. This one-on-one contact with Canadian companies is IBOC's most value-added service. Since its inception in 1995, the Centre has provided nearly 40,000 leads to individual Canadian companies.

IBOC also has an electronic leads system that provides Canadian companies with up-to-date trade opportunities by e-mail. To position your company to receive IBOC's e-leads, make sure you're registered as a client of the Trade Commissioner Service at [infoexport.gc.ca](http://infoexport.gc.ca) so you can obtain your Virtual Trade Commissioner (VTC). You can learn more about IBOC and the VTC on page 2 of this supplement.

*IBOC is the export opportunities sourcing centre for Team Canada Inc., a partnership of government departments and agencies working to provide trade services to Canadian exporters. For more information regarding IBOC, visit [www.iboc.gc.ca](http://www.iboc.gc.ca).*

## SuccessSTORIES

### Spirit Water — A Pure Canadian Product

When a Hong Kong company went searching for top-quality water, the International Business Opportunities Centre (IBOC) matched them with Sawridge Waters Ltd.

page 3

### GV Snowshoes — Takes a Lead in the Right Direction

The Quebec-based company supplies 40% of the snowshoe market in Canada and, thanks to an IBOC lead, is making good headway in Europe.

page 3

### WhiteWater West Industries — Making Waves in Chile

If you've ever ridden a "watercoaster" or surfed a wave pool, chances are the ride was built by Canada's WhiteWater West Industries Ltd.

page 4

Canada