

New energy sector opportunities in Germany

Germany's four major energy companies have recently announced plans to spend some \$43 billion over the next six years on the country's energy network—\$14 billion more than expected. This increase may provide opportunities for Canadian suppliers of energy equipment and services, both in traditional and renewable areas.

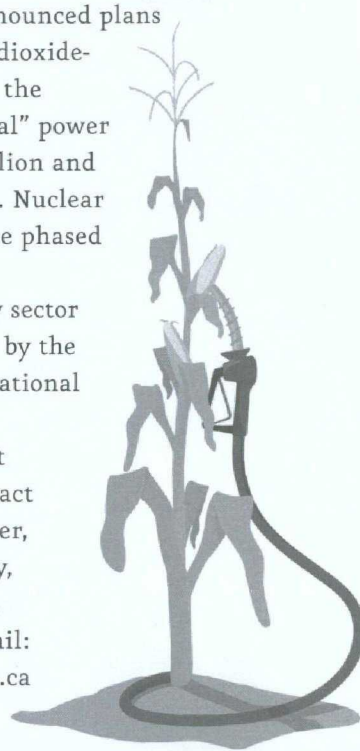
The German government is looking to the renewable energy sector to provide 25% of Germany's energy demands by 2020. Currently, this sector accounts for only 4%. In return, it has pledged to increase funding for energy research and development by one-third to \$2.8 billion by 2009.

Providers of renewable energy sources have indicated plans to invest some \$54 billion over the six years. Opportunities may be found in wind technology, biomass and biofuels, as well as coal-fired power plants. Research and development is also being conducted on the new generation of 700°C plants. Germany's largest

power producer, RWE, has announced plans to build the first-ever carbon dioxide-free coal-fired power plant in the world. The so-called "clean coal" power station will cost about \$1.5 billion and could start operations by 2014. Nuclear energy in Germany is due to be phased out by 2021.

More information on energy sector opportunities should be available by the end of 2006, once Germany's national energy policy is finalized.

For more information about Germany's energy sector, contact Bruno Wiest or Steffen Preusser, Canadian Embassy in Germany, tel.: (011-49-30) 20-312-363/365, fax: (011-49-30) 20-312-363, email: bruno.wiest@international.gc.ca or steffen.preusser@international.gc.ca.



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What is the operational capacity of the supplier? It is important to work with a supplier that can meet and grow with exporter demands. Take the time to ask about the supplier's facilities and capabilities.

What terms and pricing are they offering? In most business sectors, there are competing firms. If one supplier seems unreasonably expensive, there is nothing preventing exporters from conducting some price comparisons. Ultimately, the costs associated with suppliers must be in line with financial projections in the export plan.

Are they prepared to offer any additional support? All business relationships should be mutually supportive. It is important to feel that a foreign supplier has the exporter's best interests in mind. Whether it is a co-promotional opportunity or an unexpected change to an order, it is reassuring to know that a supplier will be working with exporters, not against them.

For more information on all aspects of exporting, go to Team Canada Inc's website at www.exportsource.ca, or call the Export Information Service at 1 888 811-1119.

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Hong Kong gateway has many advantages

Exporters looking to expand their R&D capabilities into Asia should look to Hong Kong as the place to start.

"With five major universities, five specialized R&D centres, two high-tech parks and numerous private and government organizations doing research or providing support to science and technology, Hong Kong offers a full range of facilities," says James Gilmour, Vice-Consul and Trade Commissioner with the Canadian Consulate General in Hong Kong. In 1999, Hong Kong launched the Innovation and Technology Fund which provides \$710 million to projects that contribute to its innovation and technology industry.

Gilmour says that while Hong Kong universities and organizations cover the full spectrum of R&D, most opportunities are in biotechnology, health and pharmaceuticals, including Chinese medicine. There are also opportunities in nanotechnology, advanced materials, ICT, textiles and clothing, automotive parts, and logistics and supply chain management.

Hong Kong is strategically located as a gateway to China and Asia and is within five hours of half of the world's population. "Hong Kong businesses are well connected to facilities in mainland China and Asia, and they offer high-tech equipment and infrastructure not available in other regions," says Gilmour.

Moreover, English is widely spoken and many Hong Kong researchers have worked, studied and taught in Canada, and companies are looking for strategic partnerships, education exchanges and professional internships.

For more information, contact James Gilmour, Canadian Consulate General in Hong Kong, tel.: (011-852) 2847-7414, fax: (011-852) 2847-7441, email: james.gilmour@international.gc.ca, website: www.dfait-maeci.gc.ca/asia/hongkong.

Thailand opens border to Canadian beef

Boneless beef and beef products from Canada may be exported to Thailand now that terms of an export certificate have been finalized. This ends the ban imposed three years ago after a case of mad cow disease was detected in Canada.

With any luck, Thailand's decision could open doors for Canadian beef exporters to other valuable markets in Asia. Since fall 2005, the two countries have been working together to pave the way for Canadian exporters of beef and beef products to take advantage of new market opportunities in Thailand. Following a series of reciprocal visits, Thailand agreed to allow the importation of Canadian beef and beef products from cattle under 30 months of age.

"Resolving market access issues for beef and cattle, based on sound science, is one of the Government's key trade priorities," says David Emerson, Minister of International Trade. "This is an important milestone in our efforts to restore market access for Canadian



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beef with all of our trading partners and is good news for the Canadian beef industry."

Thailand is the latest in a growing number of countries to recognize the effectiveness of Canada's mitigation measures against the disease and to resume trade in beef and beef products. However, the markets of South Korea, Taiwan and China still maintain restrictions. It is hoped that Thailand's decision could send an important message to these countries.

For more information, go to www.itcan.gc.ca and www.agr.gc.ca.