

Connections in Italy

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southern European and Mediterranean regions, and the second-largest (after **CEBIT**) in Europe.

Last year's **SMAU 2001** attracted over 3,000 exhibitors, 18,000 conference participants, and close to half a million visitors.

Italy is Europe's fourth-largest ICT market (more than 11% of the entire western European market) and the sixth-largest in the world. Federcomin, Italy's national association of major high technology companies, predicts double-digit growth of 11.2% in 2003, and 13.5% in 2004 — outstripping by far similar predictions for North America and the rest of Europe.

Recognizing that Canada is a master practitioner of the digital economy, Italy welcomes the following Canadian expertise:

- ASP-facilitated e-learning and corporate e-training;
- Government-on-line solutions and services;
- Integrated wireless/Web solutions such as interactive games;
- Broadband infrastructure and services;
- Intranet/Internet/B2B solutions for SMEs;
- Network security;
- Multimedia content.

As in the past, the Canadian government (DFAIT and Industry Canada), in cooperation with the provinces, the Canadian-Italian Chambers of Commerce, and the Italian National Institute for Foreign Trade [ICE], is organizing a Canadian pavilion (www.unilinkfairs.com/flyers/SMAUcpinfo.pdf) to help Canadian

ICT firms make the right connections at **SMAU**.

The deadline to reserve booth space is **June 28, 2002**. A matchmaking mission to Rome and Milan led by Secretary of State, Maurizio Bevilacqua, is also planned to introduce Canadians to a well-established network of potential distributors and partners.

SMAU is a marketing "must", a unique opportunity to establish a firm foothold in the Italian market, and a gateway to southern Europe and the Mediterranean.

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Flying high at Aerospace West

EDMONTON — July 11-12, 2002 — The sky's the limit for Canadian suppliers attending the premiere of **Aerospace West** (www.aerospacewest.com), a new business development initiative launched by the Alberta Aerospace Association (www.aerospace.ab.ca) and its partners to facilitate information sharing and networking between major aerospace prime contractors, their subcontractors, and western Canadian aerospace firms. The business forum and trade show will be held in conjunction with the **Edmonton International Air Show** which will feature the incomparable Canadian Forces Snowbirds.

Boeing, GKN Westlund, Eurocopter, and Lockheed Martin will be among the leading international aerospace

prime contractors delivering presentations on current and future export development and procurement opportunities. In addition, there will be briefings on the Maritime Helicopter Program, Bombardier Defense Systems, Sikorsky Helicopters and other procurement initiatives associated with the Department of National Defence/Aerospace Engineering Test Establishment at Cold Lake, Alberta (DND/AETE) and Industry Canada. Canadian aerospace suppliers will be able to get their products and services front and centre with prime contractor reps during 20-minute private sessions which must be scheduled in advance and will be assigned on a first-come, first-served basis.

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The U.S. Connection

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Consulate General unlocks secrets to healthy homes Canadian housing systems in Seattle

Jim Sheehan, a Business Development Officer at the Canadian Consulate General in Seattle, knows that seeing is believing, which is precisely what he had in mind when he invited building code officials from the Pacific Northwest region to see for themselves Canada's progress in the "green building" sector. Sheehan's workshop program, held in the Consulate General's Seattle office on February 20, 2002, helped convert 30 building planners and inspectors in the region into believers in the Canadian "systems approach" to designing energy efficient and healthy homes.

"Building inspectors and code officials in the area are struggling to balance good indoor air quality (IAQ) with energy efficiency in homes," explains Sheehan. "They are finding it difficult

to accept that it is simply good building science to construct very tight building envelopes and then use balanced and filtered ventilation to supply the structure with air.

"In other words, tightly built homes needn't suffer high moisture, furnace back drafting, and black mold — provided they're designed using the "systems approach" that ensures each sub-system in a home will function in a complementary fashion with the others." Sheehan organized the workshop to convince Seattle's building code community that Canadian housing technology and products could solve many IAQ problems.

Healthy homes, Canadian style Sheehan invited Randy Nicklas, a leading expert on designing and building tight, healthy homes, to discuss Canada's extensive expertise in this field. Nicklas is also the Northwest man-

ufacturers' representative for cutting edge Canadian "healthy housing" products from **Venmar** (www.venmar-ventilation.com) and **Icynene** (www.icynene.com).

Venmar, located in Drummondville, Quebec, builds world-class ventilation and heat recovery equipment (a unit was on display). Icynene, based in Mississauga, produces a state-of-the-art, spray-in-place soft polyisocyanurate insulating foam.

Venmar's HEPA 3000, a heat recovery ventilation unit, combines the energy efficiency of heat recovery with the benefits of highly filtered air. The system transfers the heat in stale building air to fresh incoming air, while filtering out up to 99.97% of all particles 0.3 microns or larger — a godsend for allergy sufferers.

When sprayed into wall insulation from the inside, Icynene® foam seals the building envelope and provides a comfortable, draft-free, condensation-free environment, one which is impervious to dust, allergens, odours, and pollutants. Icynene® is a water-based, CFC- and formaldehyde-free product that emits neither gases nor odours, and it does not support the growth of bacteria or fungi. The product can actually make indoor air healthier than the air outside, while eliminating a large

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Participants at the Canadian building code workshop held at the Canadian Consulate General in Seattle. Inset: workshop leader Randy Nicklas.

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

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