

Sweeping up after the Asian Tiger

Five cities in China, October 17-28, 2006 > After more than 25 years of breakneck growth, China has vowed to implement stricter environmental protection policies and make substantial investments in its infrastructure to combat environmental pollution.

Now many municipalities and industries are facing an urgent need to step up efforts to meet these stricter requirements.

Enter Trade Team Canada Environment's fourth Mission to China which will explore business opportunities in Shenyang, Nanjing, Kunming, Dongguan and Hong Kong.

The trade mission will focus on the specific needs of large polluting industries and municipalities in water and waste water technologies, air pollution control, remediation and waste management. Registered delegates will receive advanced briefings on each destination that will allow them to focus their approach towards specific targets. Mission activities will include business briefings, presentations at technical seminars, showcasing opportunities, one-on-one meetings, networking events and site visits.

In addition to a full program of activities, participants can also choose to exhibit at Eco Expo Asia, an international trade fair on environmental protection in Hong Kong.

For more information, contact Mona Tobgi, China Mission Coordinator, Industry Canada, tel.: (613) 941-0888, fax: (613) 952-9564, email: tobgi.mona@ic.gc.ca, website: www.ttc-environment.ic.gc.ca.

Telecom show a first in Asia-Pacific

Hong Kong, December 4-8, 2006 > Canadian companies looking to explore opportunities in China's booming information and communication technology (ICT) market should join Canada's national pavilion at **ITU Telecom World**, one of the world's major ICT trade shows.

The event takes place every three years and is traditionally held in Geneva where ITU (the International Telecommunication Union, a United Nations agency) is headquartered. This year marks the show's first foray into the Asia-Pacific region, recognition of the importance of the region's emerging markets in the ICT marketplace. More than 100,000 visitors are expected, including some 500 CEOs.

Why participate?

China is the world's largest mobile market and offers tremendous potential for companies in telecommunications, wireless, photonics (light technology) and the new media sectors. China has more than 410 million mobile subscribers, yet mobile penetration hovers at just 30.3%, offering significant potential for growth. Organizers say rising consumer purchasing power and the transition to next-generation technologies such as 3G will continue to drive this growth.

When it comes to opportunities in the photonics sector, China is mainly a source of suppliers. However, due to its dynamic development and to the size of the

market, the beginnings of a significant sales market is taking shape. In May 2006, for example, the Canadian government and the Canadian Advanced Technology Alliance organized an incoming photonics buyers mission to Canada which generated a number of leads for Canadian photonics companies.

Demand for gaming technology in China is also enormous, creating significant opportunities for Canadian new media and gaming companies. In fact, the number of online gamers increased 30% in 2005 to 26 million and China is expected to become the top online gaming market in the world by 2007.

For Canadian ICT companies interested in China, ITU Telecom World affords exporters the opportunity to network with all the major buyers such as China Telecom, China Unicom, China Mobile and others. Many key multinational companies such as Microsoft, Alcatel and AT&T will also be present. Canadian trade commissioners from throughout Asia will also be on-site to help introduce exporters to prospective partners.

For more information, contact Brian Wong, Canadian Consulate in Hong Kong, email: brian.wong@international.gc.ca, or Stephanie Berlet, Foreign Affairs and International Trade Canada, tel.: (613) 996-2974, email: stephanie.berlet@international.gc.ca, website: www.itu.int/world2006.

Agri-food mission goes to Turkey

Istanbul, Mersin and Ankara, November 6-10, 2006 > Registration is still open for a Canadian agri-food mission to Turkey designed to help Canadian businesses explore opportunities in the country's dynamic food and beverage sector.

Organizers hope that Canadian companies will take advantage of opportunities that Turkey has to offer. In addition, the mission will address some of Canada's market access issues with Turkey.

"In each of these locations, the mission program will consist of seminars, conferences, individual and group programs and networking opportunities designed to introduce export-ready participants to the market and to help companies already active in the region strengthen their commercial ties," says David Clendenning, a Trade Commissioner with Foreign Affairs and International Trade Canada.

Turkey's Imports

Turkey has a large agri-food and seafood market with imports valued at \$3.52 billion and exports at \$8.2 billion in 2005. Turkey's major import items consist of grains, pulses, oil seeds, vegetable oils, cocoa, edible fruits and nuts. Canola, used for bio-diesel and animal feed, is on the rise in Turkey

thanks to government support and represents a potential export to Canada.

The Canada Turkey Business Council (CTBC), with the support of the Government of Canada, the Canadian Manufacturers and Exporters and the Saskatchewan Trade and Export Partnership (STEP), will lead the mission.

For more information on mission registration, contact Aida Viveiros, CTBC Secretariat, tel.: (905) 672-3466, ext.288, email: info@ctbc.ca, website: www.ctbc.ca.

For information on market opportunities and the upcoming agri-food mission, contact Tim Marshall, STEP, tel.: (306) 787-2191, email: tmarshall@sasktrade.sk.ca, Sohrab Oshidar, Agriculture and Agri-food Canada, tel.: (613) 729-7693, email: oshidar@agr.gc.ca, or David Clendenning, tel.: (613) 996-4484, email: david.clendenning@international.gc.ca, or Can Ozguc, Canadian Embassy in Turkey, tel.: (011-90-533) 491-4993, email: can.ozguc@international.gc.ca.

China-India trade surges

Two-way trade between China and India rose to \$24 billion in 2005 from \$3 billion in 1999.

Both countries have also become more important to each other's trade. In 1999, China was India's 13th most important import source and 17th as an export destination, but by 2005 China had risen to third in both. Although India does not rank quite as highly in China's list of trading partners, it too has risen in importance, to 16th. The growing trade between these two large emerging markets reflects their continuing development, but might also indicate greater integration into regional value chains, with trade shifting away from the U.S., whose share in both countries' trade has decreased.

Provided by the Current and Structural Analysis Division, Office of the Chief Economist, www.international.gc.ca/eet.

FACTS & FIGURES

China-India Trade



Data: World Trade Atlas