

## CAFÉ SELENA: MAKING IT IN POLAND, ONE CUP AT A TIME

After establishing a leading market share in the Czech Republic, Café Selena entered the Polish market on January 1, 2001, with significant investment, state-of-the-art coffee equipment, an impressive variety of high-quality coffee blends, 20 years of experience in the business and the support of the A.L. Van Houtte group in Canada. "The hardest part was establishing the company and seeking all necessary permits and certifications to do business. The paperwork process is extremely time-consuming and needlessly bureaucratic: the amount of red tape involved can be overwhelming at times. That's why it is always important to stay focussed on getting the job done to tap this rapidly growing market of 40 million. Without any doubt, the rewards of doing business in this country are worth it," says Mark Zicha, who adds, "I found it especially useful to have someone defending our interests in Poland. For example, when the Polish Hygiene Authority was threatening to deny certification for our Canadian chocolate product, the Canadian Embassy offered us assistance immediately and gathered information that clarified the situation both for us and for the authorities to whom the Embassy made representations." Also, by taking advantage of the hotel rates negotiated by the Embassy in Warsaw, Mark saved \$2,000 in one year. Canadian businesspeople can access these rates through the Embassy's Web site under Visit information. For more information, contact:

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growing. In 2000, imports reached C\$335 million. Medical, surgery and stomatological tools represent about 55% of all imports, followed by orthopedic devices (26%), and X-ray machines and other devices using radiation (12%). The most successful Canadian equipment supplier is Nordion.

### Market-access Considerations

All pharmaceutical products must go through a registration procedure before being sold, and all drugs having marketing authorization are subject to price control, under the so-called maximum price system. There are plans to deregulate the prices of OTC drugs and to replace the system of maximum prices by reference pricing within the next two years. A local partner is essential, and many international companies have started joint-venture companies with a domestic partner. The most common method of distribution for foreign companies is to use the services of large-scale distributors that often have the advantage of established business relationships and distribution networks. Distributors help exporters tailor their marketing strategies and products to the needs and preferences of the local market, and they negotiate with the state administration. Also, local agents can help foreign companies to overcome cultural and linguistic barriers, and they can navigate local business customs and standards. Often, local agents have established contacts in the Slovak Republic also.

### Major Competition

Drugs are primarily imported from Western Europe. Swiss company Novartis holds third rank among the largest dealers (after the local companies, Leciva and Slovak Slovakofarma), followed by Sanofi-Synthelabo, the Slovenian pharmaceutical firm KRKA, Bristol Myers Squibb, Schering, Jansen Cilag, HoechstMarion Roussel and Roche. Other important international firms are Knoll, Pharmacia, Upjohn, Lek, Merck, Apotex and Bayer.

The largest imports in medical equipment are from Germany (16%) and the United States (17%). The most significant suppliers of X-rays, imaging systems, CT and sonographs are Toshiba (U.S.), Philips (U.S.) and Olympus (Japan), followed by Fisher imaging corporation (U.S.) and AFT imaging corporation (U.S.). Medical, surgical and stomatological tools are mainly imported from Philips (U.S.). The most significant importer from Germany is Siemens, which produces X-rays, vacuum systems and mammography devices.

### Other Information Sources

Confederation of Industry of the Czech Republic: <http://www.spcr.cz>

Czech largest medical fair: <http://www.bvv.cz/mefa>

Medical Information: <http://www.medicub.cz>

Medical Information: <http://www.medical.cz>

Database of suppliers of medical equipment: <http://www.medicainfo.cz>

For more information, contact:

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### BELL HELICOPTER TEXTRON

Bell Helicopter Textron, the world's leading producer of rotary-wing aircraft, has been very active in the Czech aerospace market since the early 1990s. Bell found that strong local representation was required to interact closely with its Commercial Helicopter Division, located in Mirabel, north of Montreal. From 1990 to 2000, Bell Helicopter produced in Canada and delivered four model 412 HP and five model 206 helicopters. Primary clients are the Czech Police and Alfa Helicopter Co. Recently, these sales were increased by a model 412 EP. Bell is also in the process of delivering an additional model 427 to Alfa, which will be used for emergency medical services. Should the Czech Police open a tender for new helicopters in 2002, Bell Textron is ready to offer eight new machines. Bell's commitment to the commercial market is indicated by ongoing development and support provided by its Canadian headquarters. Implementing advanced technology through precise Canadian engineering and high-quality manufacturing has placed Bell among the foreign leaders in the aerospace market. Also, strong representation, a key to success for all foreign companies, ensured solid sales.

## THE EUROPEAN ADVANTAGE

subject to equipment spending cuts. In fact, over the past five years, imports of Canadian goods have dropped in value from an average of FF10 million (about C\$14 million) to less than FF3 million (C\$4.20 million).

However, the new Internet portal of France's Délégation générale pour

Manufacture and assembly of a portion of this equipment in Canada has led to export cooperation and marketing agreements, which in turn have produced industrial spin-offs for Canadian companies totalling more than FF100 million (C\$140 million) since 1993.

# EUROSATORY 2002

l'armement (DGA) [[www.ixarm.com](http://www.ixarm.com)] now provides suppliers with practical information; eventually it will post French requirements and calls for tenders, and give the option of submitting unsolicited proposals. Currently, cooperative European defence programs, such as the A400M military transport or the Meteor missile program, could provide Canadian manufacturers with new aerospace subcontracting opportunities for tenders to be evaluated by those responsible for OCCAR, the new European arms procurement agency in charge of these programs.

Also noteworthy are Canada-France industrial development programs focusing on the production of Eryx anti-bunker/anti-tank missiles, 105-mm artillery systems and ammunition, and SICF command and information systems, with which the Canadian and French armed forces will be equipped from now on, in addition to the bullet-proof helmets soon to be worn by the Canadian infantry.

For more information on this sector, contact:

- Guy Ladequis, Commercial Officer (Aeronautics and Defence), Canadian Embassy in France, tel.: (011-33-1) 44.43.23.59, fax: (011-33-1) 44.43.29.98
- Charles Hall, Industry Canada, tel.: (613) 952-2433, fax: (613) 998-6703
- Anne Healey, CDIA, tel.: (613) 235-5337, fax: (613) 235-0784, e-mail: [cdia@cyberus.ca](mailto:cdia@cyberus.ca)

For more information on EUROSATORY 2002, consult the exhibition organizers' Web site: [www.eurosatory.com](http://www.eurosatory.com)

To register for the Canada Pavilion at EUROSATORY 2002, contact:

- Elisabeth Veauvy-Charron, Promosalons Canada-Montreal, tel.: (514) 861-5668, fax: (514) 861-7926, e-mail: [infofr@promosalons.com](mailto:infofr@promosalons.com)
- Alison Cousland, Promosalons Canada-Toronto, tel.: (416) 929-2562, fax: (416) 929-2564, e-mail: [acousland@promosalons.com](mailto:acousland@promosalons.com)



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Canada

## market in the U.S.

and quality expectations of the U.S. consumer. I think Canadian wine makers are finally ready to be introduced to American importers, distributors and retailers."

Combret offers these final words: "We use the French term 'terroir' to describe the combination of characteristics that make up a wine's unique identity: consider careful marketing

and patience as the finishing touches to this priceless mix."

For more information, contact Olivier Combret, Owner, Domaine Combret Estate Winery, tel.: (250) 498-6966, toll Free: 1-866-TERROIR, fax: (250) 498-8879, e-mail: [info@combretwine.com](mailto:info@combretwine.com) Web site: [www.combretwine.com](http://www.combretwine.com)

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