

DFAIT Wins Five Awards at EDAC-APDEQ

DFAIT has received five awards of excellence from the **Economic Developers Association of Canada (EDAC)** for international marketing products developed over the past year. The award presentation took place at the *28th Annual Conference* held in Sherbrooke, Quebec, September 21 to 24, 1996. This gathering was also the first joint annual conference for EDAC and its sister organization, **l'Association des professionnels en développement économique du Québec (l'APDEQ)**.

The awards were in recognition of outstanding achievement in the following categories:

- "Research" — Gold Leaf Award (1st Prize) for the KPMG-commissioned report entitled *A Comparison of Business Costs in Canada and the United States*, which concluded that Canada is more cost-competitive than the U.S. in several industries and also reinforces the fact that

Canada is an attractive destination for international firms seeking to invest in North America.

- "Other Promotions" — Gold Leaf Award for Canada Investment Facts, an interactive electronic presentation describing the many competitive advantages that Canada offers to investors, and showing that Canada's economic fundamentals are sound, with solid growth prospects, low inflation, strong productivity and record high exports.

- "Newsletters and Serials" — Silver Leaf Award (2nd Prize) for Canada: *Investment News*, an international newsletter providing current and useful information about investment successes, prospects and trends in Canada.

- "Stuffers, Mailers and Flyers" — Silver Leaf Award for *Those Who Know Canada Invest in Canada*, a three-panel pocket card that presents bilingual information outlining various rea-



sons why international business people should invest in Canada; and Bronze Leaf Award (3rd Prize) for *Investment Facts and Factors at a Glance*, a regularly released leaflet containing informative graphs and tables outlining facts that contribute to the attractiveness of the business climate for prospective investors.

These investment marketing and information tools were primarily produced for an international audience and are essentially directed toward potential foreign investors and foreign investment strategists to assist them in their investment and expansion decision-making process.

For further information, contact M. C. Németh, Tel.: (613) 995-6219; Fax: (613) 995-9604.

Taiwan Agri-food Market

Attractive Challenge to Canadian Exporters

"Agri-food imports are very important for Taiwan," says David Wong, Trade Commissioner (Agriculture) with the Canadian Trade Office in Taipei (CTOT). "Once Taiwan becomes a member of the WTO, the protectionism policy regarding the agri-food sector should lessen."

Agri-food imports

In 1995, Taiwan's agri-food imports were valued at US\$10 bil-

lion, of which Canada held only a 1.7 per cent market share. The U.S. share, by contrast, was 22.5 per cent.

Traditional imports such as cattle hides, wheat and dairy cattle should remain strong. But, the CTOT has placed its agricultural emphasis on the processed foods area: meats, seafood, beverages, frozen foods, confectioneries, and value-added products.

Market challenges

According to the CTOT, Canada Council of Canada, Canada Beef Export Federation, Canada Pork International, Canadian Association of Fish Exporters, and Canadian Bottled Water Association, opportunities in the Taiwanese agri-food sector abound. However, there are challenges.

"It must be recognized that
Continued on page 6 — Taiwan



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.