

Evans Consoles in Slovakia

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Incorporating intelligent transport system technology, the new section of highway connects routes from the Austrian and Hungarian borders to the D-61 highway that links Bratislava in the west with Ladce to the north.

Breaking new ground

It was Evans' technical expertise that won the contract in Slovakia. "Quality was very important to our clients. We have an excellent product that is very specialized for control rooms," says Alena Poremsky, Evans' Eastern Europe Sales Representative.



Evans Consoles' Strategy Desk

This is the first time that a Canadian product has been featured in a Slovakian public sector project, the contract having resulted from Evans' participation in a trade mission to Central Europe in September 2000. Led by International Trade Minister Pierre Pettigrew, the mission centred on the Czech Republic, Hungary, Slovakia and Slovenia.

"The Embassies (in Prague and Bratislava) acted as information brokers and facilitators. We matched Evans with potential clients in the Czech Republic and Slovakia, provided market intelligence and customs and tariff information," says Milan Harustiak, Commercial Officer at the Canadian Embassy in Bratislava.

Commenting recently on Evans' success in Bratislava, Georges Lemieux, Commercial Counsellor at the Canadian Embassy in Prague, praised the company's tenacity and patience in this new geographic market.

"Clearly," he said, "Evans Consoles' expertise in the international traffic sector—together with the company's patience and growing European presence—has been instrumental in securing this contract. But now that this showpiece project has finally been commissioned," Lemieux concluded, "we are confident of further Canadian expansion in the region."

Export advice

"Outside of North America, our policy is to work with locally situated distributors," confides Alan Drinkwater, Evans' Director of European Sales.

"We are, of course, careful to fully evaluate potential distributors and to ensure that we appoint only those with an established track record in their own markets.

Once on-board, our overseas distributors are trained—and regularly retrained—both in their own countries and in Canada in order to present our product and capability in the best technological light.

"Wherever possible," he concluded, "Evans' own personnel will also work with Canadian government posts throughout the world to foster relationships within established trade programs."

High-quality technology

Built in Calgary to international standards, all Evans consoles are geared to the specific ergonomic requirements of control centre employees. The company has pioneered such innovations as computer imaging of control centre

designs, linear task lighting and adjustable height work surfaces.

Evans is a supplier to NASA, FedEx, EDS, AT&T, IBM, Dow Chemical, Shell, United Airlines, the Federal Aviation Administration, Deutsche Telekom and thousands of other firms worldwide.

Future prospects

"We have become much more aggressive in Europe, where we know the competition is especially stiff," states Drinkwater.

Having recognized the political and economic changes in Central Europe, Evans Consoles is now well on its way to establishing a lasting presence across this region. "We have established a new dealer network across Western and Central Europe, and we will continue to invest in our export program in this way," Drinkwater concludes.

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International studies award

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entitled, *An Examination of the World Trade Organization's Compulsory Licensing Rules, its Implications for Stakeholders, and Recommended Solutions*.

The award was established by CME in 1992 to honour the years of service and dedication of Robert Richardson, a former top public servant who started his career as a Trade Commissioner. From 2002 to 2004, DFAIT will sponsor a bursary for the award recipient.

For more information about the award, contact CME, tel.: **(613) 238-8888**. *

Sweden's site remediation market

The Swedish government has set 15 environmental goals for itself. One of these goals is that the environment should be free from contaminants in soil and groundwater in one generation. In order to reach that goal, all contaminated sites should be identified by the year 2005. At least 50 of the most contaminated sites should be remediated by 2005 and work should be started for another 100 sites by 2005. Opportunities for Canadian exporters of site remediation technology, therefore, are plentiful.

Market overview

Compared to Canada, the U.S., Denmark, Germany and the Netherlands, the site remediation sector in Sweden is still emerging; it was not until the early 1990s that the sector was slowly beginning to develop there. As late as 1998, there were no government funds for the remediation of contaminated sites in Sweden. However, since 1999, public funds for site remediation have grown steadily and will continue to increase until a steady level is expected to be reached by 2005.

Market players

Approximately 50 companies are involved as consultants and each of these has 10 to 50 employees directly involved in the site remediation sector. When it comes to the treatment of contaminated material, 21 companies are active in Sweden, most of which are small businesses. (For a complete list of these companies, read the market report found at www.infoexport.gc.ca and click on 'Sweden' and 'Environmental Industries'.)

The total spending in the sector for 2002 is expected to be 875 million kronor (\$150 million)—525 million kronor (\$89 million) through public funds and 350 million kronor (\$60 million) spent by private industry.

The major customers are municipalities and the Swedish oil industry fund, SPIMFAB, which accounts for approximately 36% of private funds spent on site remediation. The rest of the private sector is divided among a range of

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customers, such as the mining industry, ports, construction, waste management and oil companies, the Swedish military, the Swedish Rail Administration, the Swedish Road Administration, property owners and energy companies.

Competitive environment

Companies with experience in site remediation will be competitive in the Swedish market. In Sweden, knowledge of what a remediation company usually can provide is low, so Canadian companies with proven expertise in this field have a distinct advantage. The similar

climate and geological conditions also gives Canadian companies a competitive advantage over many foreign competitors looking to compete in Sweden.

Even though English is spoken widely in the Swedish business community, language barriers do exist. That's why local contacts are very important in order to get assignments in Sweden. When it comes to working with local government authorities regarding rules, legislation issues and tenders, local contacts can really help. And it's those local government authorities that will play a major role in making sure that Sweden meets its site remediation goals within the next five years.

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Central Europe welcomes Canada Trade Days

CROATIA, SLOVENIA AND BOSNIA-HERZEGOVINA — The Canadian Embassy in Hungary invites you to participate in **Canada Trade Day** catalogue shows to be held in Croatia (**January 21, 2003**) and Slovenia (**February 2003**) and an information stand in Bosnia-Herzegovina (dates to be determined).

Canada Trade Days are a low-cost, low-risk way of identifying local market interest in your products or services. Canadian trade commissioners will identify local partners who can access a cross-section of the local business community.

At last year's Canada Trade Days—which also included two cities in



Larry Duffield (inset), Trade Commissioner at the Canadian Embassy in Budapest, speaking to a captive audience at a Canada Day event in Hungary.

Hungary—50 Canadian companies from a wide range of sectors were featured. More than 300 visitors registered at these Canada Trade Days.

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