

China serves up HOFEX 2003

HONG KONG, CHINA — May 6-9, 2003 — The Canadian Consulate General in Hong Kong and Agriculture and Agri-Food Canada (AAFC) will take part in **HOFEX 2003**, the Asian international exhibition of food and drink and hotel, restaurant and catering equipment, supplies and services.

A record number of visitors (28,802) attended this biennial show in 2001, of whom 27% were from overseas—a 38% increase from HOFEX 1999. The Canadian pavilion's 19 booths were booked solid in 2001. For participation details, go to the AAFC Web site: <http://ats-sea.agr.ca/events/e3415.htm>

Market overview

Hong Kong imports almost all of its food. In 2001, Canadian companies exported \$545 million worth of agri-food products to Hong Kong—a major gateway to China. In 2001, 24% of Hong Kong's imports of Canadian agri-food products were re-exported to mainland China. With the region's economic recovery well under way and opportunities arising from China's entry to the World Trade Organization, the food and beverage market is expected to grow.

To be a part of that growth, contact the Canadian Consulate General in Hong Kong. The Consulate will help Canadian companies to promote processed and packaged foods, meats, seafood, dairy products, fruits and

vegetables, beverages and key food ingredients.

For more information on HOFEX or other trade issues, contact John Smiley, Senior International Marketing Officer, Asia-Pacific Division, Agriculture and Agri-Food Canada, e-mail: smileyj@em.agr.ca or Kitty Ko, Commercial Officer, Canadian Consulate General in Hong Kong, tel.: (011-852) 2847-7448, fax: (011-852) 2847-7441, e-mail: kitty.ko@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca or www.hofex.com *

China & Hong Kong Trade Action Plan

To obtain information on:

- the business environment
- regional markets
- specific sectors
- key contacts

Visit the Trade Action Plan Web site: www.dfait-maeci.gc.ca/trade/chinahktradeactionplan/

Japan drafts new air quality regulations

Canadian exporters of building products to Japan should be aware of new regulations to take effect on July 1, 2003, that impose new testing and certification requirements for volatile organic compounds (VOCs).

Japan's Building Standard Law was amended last year to require that technical standards be developed to regulate air quality in "habitable rooms"—defined as rooms in residences, commercial office space, restaurants, or hotels, etc.—by restricting building materials that contain VOCs and by requiring ventilation systems in all build-

ings. Materials containing chloropyrifos (termite retardant) can no longer be used in habitable rooms.

Japan's agricultural and industrial standards are being revised to accommodate these new air quality requirements. The new regulations will require products that are not covered by Japan's agricultural and industrial standards to be tested for formaldehyde by a designated evaluation body and approved by the Japanese Ministry of Land, Infrastructure and Transport (MLIT). This applies both to domestic and imported products.



Recognition of a Canadian organization for formaldehyde testing and certification would greatly simplify the certification for Canadian products. At the present time, only one laboratory in Canada has expressed an interest in seeking recognition by the Japanese government, the main issue being the certification costs. If you have any concerns about your ability to sell your products in Japan as a result of these regulations, we encourage you to make your views known by communicating with the contact persons listed below.

The new regulations will cover indoor panels, built-in cabinets and closets, but not interior trim such as moulding, hand-rails and door jams.

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Last chance to apply Canada Export Awards

This year, the **Canada Export Awards** will be presented by International Trade Minister Pierre Pettigrew at a special 20th anniversary gala ceremony in Toronto in November. Each year, outstanding exporters from across Canada, plus the "Exporter of the Year," are chosen by a selection committee consisting of Canadian business and industry leaders.

Eligible companies must be based in Canada and have actively exported goods or services for at least three years.

For more information on eligibility criteria or to obtain an application form, go to the Canada Export Awards Web site: www.infoexport.gc.ca/award-prix or contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395. The deadline for applications is **March 31, 2003**. *

This recognition has strengthened the position of our company and products in the global marketplace.

I would encourage Canadian companies that are either currently exporting abroad or are planning to expand their international operations to apply for this prestigious award.

Andrew Benedek
Chairman and CEO
ZENON, Oakville, Ontario
2002 Exporter of the Year
www.zenon.com

Record Canadian participation

Medica 2002 healthier than ever

It was a record year for Canadians at Medica 2002—the world's largest international trade show for the medical devices industry—held last November in Düsseldorf, Germany. This annual show is recognized globally for its ability to generate growth in the industry through increased business exposure and partnerships.

Despite concerns about the global economy, Medica attracted a record 132,600 visitors—a 4% increase from 2001—and over 3,600 exhibitors from 65 countries.

Canada's presence was highlighted by two Canadian pavilions including 53 Canadian exhibitors—an increase of 56% from Medica 2001.

According to a survey of Canadian participants conducted by ExportMED International, close to 40 trade agreements (a 65% increase from last year) were negotiated on site and roughly 400 business contacts made. Canadian companies estimate their participation to result in revenues exceeding

\$9 million for 2003 and close to \$21 million for 2004. The contacts and agreements forged at Medica—including those by **O-Two Systems International** (Mississauga, Ontario), **The Litebook Company** (Medicine Hat, Alberta), **Andromed** (St-Laurent, Quebec) and **Biosig Instruments Inc.** (Montreal, Quebec)—encompass virtually every element of the medical device industry from marketing agreements to technology transfers and scientific collaborations.

For more information on Medica 2002 or this year's show (slated for **November 19-22, 2003**), go to www.medica.de

For more information about the Canadian medical device industry or DFAIT's Canadian Trade Commissioner Service, go to <http://infoexport.gc.ca/> or contact Chris Duggan, Trade Commissioner, Market Support Division, DFAIT, tel.: (613) 996-1431, fax: (613) 943-8820, e-mail: christopher.duggan@dfait-maeci.gc.ca *

NEW AIR QUALITY REGULATIONS

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Although the Japanese government originally wanted solid wood flooring to be covered by the regulations, it has since indicated its intention to exclude this product from the regulations. Laminate and composite flooring, however, are regulated.

The Canadian Embassy will post additional information on the InfoExport Web site at www.infoexport.gc.ca/ie-en/MarketProspect.jsp?cid=515&oid=146

For more information, contact Marimi Kasahara, Commercial Assistant, Canadian Embassy in Japan, tel.: (011-81-3) 5412-6415, e-mail: marimi.kasahara@dfait-maeci.gc.ca or Joy Vicente, Trade Commissioner, DFAIT, tel.: (613) 995-1678, e-mail: joy.vicente@dfait-maeci.gc.ca or go to the MLIT Web site: www.mlit.go.jp/ *