

## Calgary boat maker motors into Japan

Who would have thought that Canada's only manufacturer of high-performance tow boats would be based in land-locked Calgary? In a short time, **SVFARA Marine Inc.** established itself in niche markets throughout Canada, the United States and, most recently, Japan.

As of April 2004, SVFARA added four new dealers to its team. In a sport dominated by U.S. manufacturers, SVFARA has established itself as a major competitor of performance tow boats in Japan, having the second-highest selling tournament boat for the past two years.

In 2003, one-third of its production was sold in Japan. Mitsuko Kawashita, SVFARA's agent in Tokyo, describes the company's image in Japan as "elegant and sporty with Japan's need for simplicity and reliability but with a twist of sophisticated European design."

SVFARA credits some of its success in Japan to International Trade

Canada's Program for Export Market Development (PEMD). As a result of the funding provided by PEMD, SVFARA was able to exhibit its SV696 model boat at Surf Expo 2001 where it was discovered by Kawashita. According to Scott Roddick, President of SVFARA, "PEMD has allowed our company to go to trade shows and establish ourselves as an international competitor of performance tow boats."

In addition to trade shows, PEMD has assisted SVFARA with advertising in key industry publications and in the development of its new Web site. Erin Wilkinson, PEMD Coordinator with International Trade Canada in Edmonton, and colleagues abroad, continue to work with SVFARA to open it up to new markets.

Often referred to as the Ferrari of tournament tow boats, SVFARA boats meet Canadian and U.S. coast guard



SVFARA's SV696 model tow boat

standards, and are certified to CE (Common European) standards including ISO (International Organisation for Standardization). With the January 2004 issue of *WaterSki* magazine noting, "The SV696 is as close to perfection as you can get," it's no wonder that this Calgary company is making a name for itself around the world.

**For more information**, go to [www.svfara.com](http://www.svfara.com). ★

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e-mail: [bnacouzi@videotron.ca](mailto:bnacouzi@videotron.ca). For more information about the services that Foreign Affairs Canada and International Trade Canada can offer to export-ready Canadian businesses that wish to enter the Iraqi market, contact Albert Galpin, Middle East Division, Foreign Affairs Canada and International Trade Canada, tel.: (613) 944-2396, fax: (613) 944-7975, e-mail: [albert.galpin@international.gc.ca](mailto:albert.galpin@international.gc.ca). ★

## Book early for Thai biotech event

**BANGKOK, THAILAND** — November 2-5, 2005 — **BioThailand 2005**, organized by the National Centre for Genetic Engineering and Biotechnology, the National Science and Technology Development Agency and the Thai

Ministry of Science and Technology, is an international biotechnology conference and trade fair, and will include business matching and partnering.

**For more information**, contact the BioThailand Secretariat,

them with the security and business environment in Iraq, organizers will also hold a two-day conference. This event will address all the major issues including security, finance, contracting, business, health, infrastructure development and trade.

**For more information**, or to register, contact Bechara Nacouzi, International Trade Fairs, tel.: (514) 685-3530, fax: (514) 685-6873,

## Rebuild Iraq 2005

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products and technologies to Iraqi entrepreneurs, regional and international contractors and subcontractors, traders and importers, and Iraqi officials responsible for the Iraq Development Fund.

To give added value to participating international delegations and acquaint

## Australia's Designbuild fair a window to the world

**SYDNEY, AUSTRALIA** — June 5-8, 2005 — Canadian Export Development (CED), in cooperation with the Canadian Consulate Trade Office in Auckland, New Zealand, invites Canadian exporters to participate in **Designbuild 2005**, Australia's international building and design exhibition. This event is the biggest and best-known trade show in Australasia's building sector.

Participation at Designbuild provides an excellent opportunity to generate sales and initiate business relationships with Australian and Asian partners, as well as companies from the United Kingdom and Europe.

Canadian companies are invited to display their products and services in a Canadian pavilion. The Canadian Consulate Trade Office will provide a business program that will include pre-show services like preliminary partnering research, market and visit information, and lists of key contacts.

The Consulate will also provide Australian and New Zealand contacts with advance notice of Canadian exporters' attendance at Designbuild and work with those exporters before the event to ensure that one-on-one meetings are arranged with key business contacts.

### Opportunities

Canadian exporters that provide technologically innovative high-grade building products and materials have a distinct advantage. Some products in demand include insulation materials, energy-efficient and environmentally friendly building products, wood-based building products and do-it-yourself home improvement products. With similarities in culture, language and business practices, Australia is an ideal place for Canadian exporters to expand sales to the Asia-Pacific region. For detailed reports on the Australian building sector, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

## Dubai food show a gateway to emerging markets

**DUBAI, U.A.E.** — February 20-23, 2005 — Agriculture and Agri-Food Canada and the Canadian Consulate in Dubai are organizing the Canadian presence at **Gulfood**, the most important event for the food and hospitality industry in the Middle East.

The Canadian pavilion will consist of 26 booths, an information stand and a food demonstration area—the perfect platform to promote Canadian products to the booming Middle East market. In fact, this trade event is also a gateway to the Indian, African and Eastern Asian markets.

Gulfood, held every two years, is the largest, best-attended and fastest-growing food show in the Middle East. The 2003 show featured some 1,300 exhibitors from 44 countries and 12,000 trade buyers. Visitors included importers, distributors, retailers, the hotel and restaurant industry, manufacturers and government institutions.

**For more information**, go to [www.ats.agr.ca/gulfood](http://www.ats.agr.ca/gulfood). ★

Attendance at Designbuild is based on a first-come, first-served basis.

**For more information**, contact Robert Grison, CED, tel.: (613) 825-9916, fax: (613) 825-7108, e-mail: [cced@sympatico.ca](mailto:cced@sympatico.ca), Web site: [www.designbuildexpo.com.au](http://www.designbuildexpo.com.au). ★

## Japan to host six-month world expo

**NAGOYA, JAPAN** — March 25 - September 25, 2005 — The **2005 World Exposition** is an international showcase for countries to profile the best they have to offer in terms of culture, ingenuity and innovation. At the Canadian pavilion, participants can highlight their company in a high-profile and attractive environment.

Canadian Heritage and International Trade Canada are developing trade and business-oriented opportunities during this event for Canadian companies and organizations. The Canadian pavilion will be equipped with a reception area that will accommodate up to 125 guests and an executive boardroom with full audio and video conferencing capabilities as well as state-of-the-art projection equipment. These facilities and services are available on a cost-recovery basis to Canadian companies interested in taking advantage of this high-profile event to entertain local contacts and potential clients.

**For more information**, contact Charles Gardner, Trade and Partnerships Officer, Canadian pavilion at Expo 2005, e-mail: [charles.gardner@international.gc.ca](mailto:charles.gardner@international.gc.ca), Web site: [www.expo2005canada.gc.ca](http://www.expo2005canada.gc.ca). ★