

Opportunities for Canadian wood products in France

The Canada Mortgage and Housing Corporation (CMHC) recently hired French marketing consultants *GMV Conseil* to conduct a survey of distributors in France in order to determine their interest in Canadian housing products. This initiative is part of the CMHC program "Identifying and Developing Business Opportunities in France for Canadian Manufacturers of Housing Components."

The comprehensive survey, conducted among 44 French distributors and wholesalers, produced results

that are both valuable and unexpected. Wood products for outdoor design are in high demand; these include greenhouses, garden sheds and garden furniture, as well as treated wood and deck components.

Canadian producers of outdoor furniture who are interested in finding out more about business opportunities in France should contact Liliana Gualtieri, CMHC, tel.: (514) 283-4014, fax: (514) 283-2983, e-mail: lgualtie@cmhc-schl.gc.ca.

Major food processing show coming up in Chennai

Chennai, India, November 12-15, 2005 > The sixth edition of the **FoodPro** international food processing and technology fair promises to be a great venue for joint ventures, new tie-ups and the exchange of ideas. Since its first edition in 1995, it has grown to become one of the largest food shows in Asia.

FoodPro covers everything from food processing and manufacturing to packaging, storage and retailing. The event has become a key platform for interface between the food technology sector and the food industry. The 2005 edition will focus on the current trends in food processing and innovation through modern technology in the following sectors:

- food processing technologies;
- refrigeration and cold storage systems;
- packaging technologies and materials;
- dairy technologies;
- processed and packaged foods;
- retail and vending systems; and
- hospitality products and equipment.

Foodpro 2005 will feature a four-day exhibition, a two-day industry conference, technical and educational workshops, a sourcing forum, international country pavilions, tasting sessions and culinary demonstrations. It will provide a good marketing opportunity for Canadian agri-food and food processing companies to expand into the Indian marketplace.

For more information, contact Kishore Kumar, Trade Commissioner, Canadian Consulate in Chennai, tel.: (011-91-44) 2833-0888, e-mail: kishore.kumar@gocindia.org.



Potential business lead: instant lottery in Greece

Athens, Greece > The Finance Ministry of Greece has confirmed plans to bring back Xysto, a widely popular instant lottery that was suspended in 2003 when a tender to renew its contract award stalled. Greek Secretary General of Finance Constantinos Mihalos announced that a new State organization will be established by the end of this year to manage the scratch lottery business. This new organization will be a small replica of the Greek Organization of Football Prognostics S.A. (OPAP) and it is estimated that its operation will not be awarded to an individual company.

The Greek government is currently working towards the upgrading of its state lottery infrastructure and the technology of the relevant department to handle this project.

For more information, interested Canadian firms who have the appropriate technology, know-how or equipment should contact: Hellenic State Lottery, tel.: (011-30) 210-523-1495, fax: (011-30) 210-523-7743, e-mail: laxeia@otenet.gr, Web site: www.kratika-laxeia.gr.

The power behind the Middle East electricity industry

Dubai, U.A.E., February 5-8, 2006 > **Middle East Electricity (MEE) 2006** will be held at the Dubai International Exhibition Centre, with support from the U.A.E. Ministry of Electricity and Water, the Federal Electricity and Water Authority and the Dubai Chamber of Commerce and Industry.

The Middle East region is currently experiencing phenomenal growth and offers immense business potential for companies involved in the electricity sector. The demand for electricity is expanding at a rate of 7 to 10% per year (the global average is 3%), and it is estimated that over \$69 billion will be spent over the next six years on the installation of new capacity in the Middle East and North Africa.

In 2005, the Middle East Electricity exhibition celebrated its 30th year in the region and featured over 710 exhibitors from 47 countries, including seven Canadian companies. The exhibition covered almost 18,000 square metres and attracted more than



20,000 local and international trade visitors. The event highlights include the following statistics:

- 92% of exhibitors stated that MEE 2005 had increased their business prospects in the region.
- 71% stated that MEE was better than any other comparable regional industry event.
- 86% of visitors stated that visiting the show enhanced their business effectiveness.

Why not participate in the Canadian pavilion at MEE 2006? The cost for exhibiting is US\$500 per square metre for a fully constructed booth with a table, chairs, power and lights, carpeting, a name board and an official entry in the exhibitors' catalogue.

For more information, contact: Imad Arafat, Trade Commissioner, Canadian Embassy in U.A.E., tel.: (011-971-2) 407-1300, e-mail: imad.arafat@international.gc.ca, or Venky Rao, Organizers' representative in Canada, tel.: (905) 896-7815, e-mail: middleeastelectricity@rogers.com. Web site: www.middleeastelectricity.com.

Secure your business at premier Middle East security exhibition

Dubai, U.A.E., January 29-31, 2006 > **Intersec 2006**, the Middle East's premier security exhibition, will showcase a wide range of hi-tech products and equipment for the security industry. The 2005 show attracted over 7250 visitors from the Middle East, Europe and Asia, and had 330 exhibitors from 30 countries, including seven Canadian companies. There will be a separate Canadian Pavilion at the 2006 show.

Intersec 2006 will be set up to include dedicated sections featuring areas of specialisation and their products: police, fire, commercial security and health & safety. Products at Intersec 2006 will include:

- communications equipment
- bomb detection and disposal equipment
- forensic equipment
- computer & data security
- access control systems
- biometrics
- radar equipment
- guns and weapons
- alarm systems

- drug detection products
- CCTV and surveillance systems
- data and systems security
- domestic and retail security systems
- personal security products



The U.A.E.—and Dubai especially—is experiencing tremendous and continuous growth in the construction, infrastructure and tourism sectors. The city is also a hub for the Gulf region, Indian sub-continent, Iran and Commonwealth of Independent States markets. The show presents a good opportunity for Canadian firms to showcase their products and services to all these markets under one roof.

For more information, contact: Fouad Soueid, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971-4) 314-5555, e-mail: fouad.soueid@international.gc.ca or Venky Rao, Organizer's Representative, tel.: (905) 896-7815, e-mail: venkyrao@rogers.com. Web site: www.intersecexpo.com.