

## FAST dedicated lane opens at Quebec-NY border

The Canada Border Services Agency (CBSA) and U.S. Customs and Border Protection (CBP) announced that a Free and Secure Trade (FAST) dedicated lane opened southbound at the Saint-Bernard-de-Lacolle, Quebec/Champlain, NY, border crossing on April 18, 2004. FAST traffic entering Canada will continue to use the existing lane. The FAST program is a bilateral initiative between Canada and the United States designed to ensure the safety and security of Canadians and Americans, while enhancing the economic prosperity of both countries.

"The FAST program is an excellent example of how the government and private sector are working together to protect the security of Canada's economy," said Anne McLellan, Deputy

Prime Minister and Minister of Public Security and Emergency Preparedness.

"FAST is one of our 'Smart Border' initiatives. It improves security, yet moves goods faster and more efficiently across the border," said CBP Commissioner Robert C. Bonner. "Our FAST partners secure their supply chains so that their shipments are not at risk for terrorism. They are rewarded with expedited processing for their shipments and use of a FAST designated lane."

In developing the FAST program, Canada and the United States have harmonized, to the maximum extent possible, their processes for clearance of commercial shipments at the border. This promotes free and secure trade through common risk-management principles, supply chain security, industry partnership and advanced technology to improve the efficiency

of screening and clearing of commercial traffic at the Canada/U.S. border.

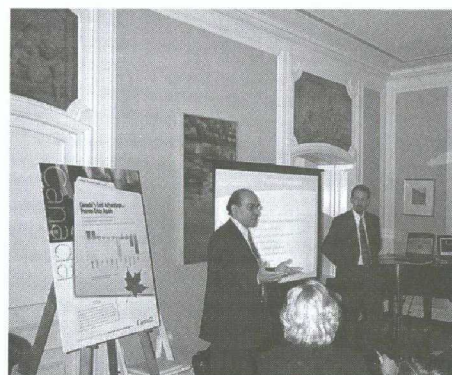
Approximately 1,300 trucks cross into Champlain daily from Canada. The hours for the Champlain designated FAST lane will coincide with the heavy traffic patterns.

The CBSA was established in December 2003 to maximize the efficiency of Canada's front-line border agencies. **For more information**, please visit [www.cbsa-asfc.gc.ca/fast/](http://www.cbsa-asfc.gc.ca/fast/).

The CBP is the agency within the U.S. Department of Homeland Security charged with the protection of U.S. borders. CBP unified customs, immigration and agriculture inspectors and the Border Patrol into one border agency for the whole country. **Further information** on the CBP is available at [www.cbp.gov/xp/cgov/import/commercial\\_enforcement/ctpat/fast/us\\_canada](http://www.cbp.gov/xp/cgov/import/commercial_enforcement/ctpat/fast/us_canada). 🌟

## California missions use KPMG study to boost investment

The 2004 edition of the KPMG study *Competitive Alternatives: The CEO's Guide to International Business Costs* was recently presented to clients and key contacts from business, academe and the media at Canada's missions in Silicon Valley and Los Angeles and our newest consulate in San Diego. In San Francisco, the event was partnered with Leading Edge British Columbia, The Biotechnology Roundtable, the Harvard Business School Association of Northern California, the Silicon Valley Manufacturing Group and the Silicon Valley Association of Startup Entrepreneurs. Our partner in San Diego was the San Diego Regional Chamber of Commerce. In Los Angeles, our partner was the Los Angeles Regional Technology Association, and the messages were



Zulfi Sadeque, Consul and Trade Commissioner - Investment, makes a point at the presentation of the KPMG study in LA, while study co-author Glenn Mair looks on.

driven home with the inclusion of a visiting delegation of Western Canadian executives from the World Presidents' Organization, led by Paul Hill of the Hill Group of Companies of Regina, Saskatchewan. 🌟

Managing Editor: **Yen Le**  
Editors: **Michael Mancini**  
**Jean-Philippe Dumas**  
Circulation: **55,000**  
Telephone: **(613) 992-7114**  
Fax: **(613) 992-5791**  
E-mail: [canad.export@dfait-maeci.gc.ca](mailto:canad.export@dfait-maeci.gc.ca)  
Web site:  
[www.dfait-maeci.gc.ca/canadexport](http://www.dfait-maeci.gc.ca/canadexport)

CanadExport is published twice monthly by International Trade Canada's (ITCan) Communications Service Division.

ISSN 0823-2222

Extracts from individual sources for reproduction part for purposes requires written permission.

For address changes, please allow six weeks.

Publication Mail  
Return undeliverable Canadian addresses to:  
CanadExport (BCS)  
ITCan  
125 Sussex Drive, Ottawa, ON K1A 0G2  
E-mail: [canad.export@dfait-maeci.gc.ca](mailto:canad.export@dfait-maeci.gc.ca)

CanadExport

## VIRTUAL TRADE COMMISSIONER PERSONALIZED INFORMATION AND SERVICES



The Virtual Trade Commissioner puts a world of resources at your fingertips—literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

### The Virtual Trade Commissioner – the ticket to succeeding in your export markets!

Experienced Canadian exporters—who know the secrets to succeeding in foreign markets—have offered tips for avoiding common export problems...

...like *not making personal visits*. It's one of the most common mistakes exporters make.

Phone calls, faxes and e-mails are great for initial contacts and follow-up, but nothing beats meeting your business partners in person. In fact, successfully building personal relationships in foreign markets is best done face to face. But where do you start?

Your first step should be your Virtual Trade Commissioner. Use it to learn about your target market and to request a **Key Contacts Search** from the local trade commissioner. Then, when you're ready to meet with potential business contacts, use your Virtual Trade Commissioner to request the **Visit Information** service. The trade commissioner in your target market will provide you with practical advice on timing and organizing your trip.

And if you notify the trade commissioner of your visit at least two weeks before your departure, a personal **Face-to-Face Briefing** can be arranged. Your trade commissioner will meet with you to discuss the most recent developments in the market and your future needs.

**Meet your international business partners. Use your Virtual Trade Commissioner to help plan your trip and to arrange a personal briefing from one of our trade commissioners.**

Register now at [www.infoexport.gc.ca](http://www.infoexport.gc.ca) and find out why thousands of Canadian businesses already have!

For more information on the Virtual Trade Commissioner or to register, visit:

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

[www.dfait-maeci.gc.ca/canadexport](http://www.dfait-maeci.gc.ca/canadexport) 3