

## IBOC trade leads

**MOROCCO** — The Ministry of Agriculture and Rural Development has reopened a call for tenders for the co-funding, construction and management of irrigation infrastructure to protect the citrus-producing area of El Guerdane.

This project receives \$71 million in public support from the Fonds de Développement Economique et Social Hassan II (Hassan II Economic and Social Development Fund). This call for tenders is part of Morocco's new hydro-agricultural development policy, and thus represents an opportunity for operators to break into that country's irrigation sector. The closing date is July 31, 2004.

**For more information**, contact Abou Bekr Seddik El Gueddari, Director, Administration of Agricultural Engineering, Moroccan Ministry of Agriculture and Rural Development,

quoting case number 040304-01136, tel.: (011-212) 37-69-42-00, fax: (011-212) 37-69-00-15, e-mail: elgueddari@agr.madrpm.gov.ma, copying Rim El Mkinssi, Trade Assistant, Canadian Embassy in Rabat, fax: (011-212-37) 68-74-15/16, e-mail: rim.elmkinssi@dfait-maeci.gc.ca.

**VIETNAM** — The Canada-Vietnam Business Association, in conjunction with the Canadian International Development Agency (CIDA) and the Canadian Consulate General in Ho Chi Minh City, conducted a CIDA-funded study on Vietnam's private sector. As a result of this study, a variety of private-sector enterprises in Vietnam were identified for potential partnerships with Canadian companies.

The companies are: Nam Thai Son Co. (plastics), case number 040322-

01449; Refrigeration Electrical Engineering Corporation (electronics/engineering), case number 040322-01447; Vinh Hao Water Company (beverages), case number 040322-01446; Saigon 3 Garment Joint Stock Co. (garments and textiles), case number 040322-01445; Trung Nguyen Coffee (food processing and packaging), case number 040322-01444; Hoan Cau Company (garments and textiles), case number 040322-01442; Dai Dong Tien Ltd. (plastics), case number: 040322-01441; Saiga Pottery and Handicraft (ceramics), case number 040322-01452; and Binh Tien Import Export Co. (footwear), case number 040322-01453. The closing date for potential partnering opportunities is July 31, 2004.

**For more information**, contact Robert Coleman, Trade Commissioner, Canadian Consulate General in Ho Chi Minh City, e-mail: robert.coleman@dfait-maeci.gc.ca, fax: (011-84-8) 829-4528. 🌟

## Profiting from the global infrastructure market

*There are few sectors of the global economy as internationalized, or with as much potential for growth, as the infrastructure sector. According to the World Energy Investment Outlook—the International Energy Association's flagship publication—an estimated \$21 trillion is required for energy infrastructure investments and \$23 trillion is needed for other infrastructure sectors.*

Although public treasuries continue to fund the majority of new building projects across the globe, more countries are looking to the private sector, particularly major engineering, procurement, and construction companies and their suppliers, to not only provide the construction and engineering services, but project development and financing as well.

The Engineering News-Record, a U.S.-based international construction industry Web site, reported that the top 225 international contractors earned over \$493 billion in revenues in 2002, including \$155 billion on contracts outside their home countries.

### Opportunities for Canadians

Major infrastructure firms are looking for subcontractors offering competitive and high quality products and services to enhance their projects' viability, performance and profitability. For Canada, this includes sectors such as air and rail transport, telecommunications, power generation and distribution, oil and gas, mining, and water and wastewater treatment. For these firms, price, quality, delivery time and after-sales service are the critical factors in awarding contracts.

### Get involved

International Trade Canada's (ITCan) Trade Commissioner Service, Export Development Canada and the Canadian Commercial Corporation have released a report for Canadian exporters that outlines market information on 38 major infrastructure firms.

The report profiles each of these firms in a one-page fact sheet that includes key information on where they operate, sectors of specialization, how they are organized, who you need to contact and what standards your goods and services must meet.

To access this report, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca). **For more information**, contact Leigh Wolfrom, Trade Commissioner, ITCan, tel.: (613) 992-0747, fax: (613) 943-1100, e-mail: leigh.wolfrom@dfait-maeci.gc.ca. 🌟

# SUPPLEMENT CanadExport



THE CANADIAN TRADE COMMISSIONER SERVICE  
LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA

## Canada's Young Entrepreneurs Tap into Support

Canada's young entrepreneurs are a dynamic, active and successful segment of the Canadian business community. They are making their mark in all regions and industries of the country and even around the world. Just how successful Canadian young entrepreneurs are in the international trade arena was highlighted in the September 2002 *CanadExport* supplement *Canada's Young Entrepreneurs Take on the World*, which profiled the road to success of 21 young exporters.

As many of those success stories underscored, there are numerous challenges associated with being "young" in the business world. Access to financing, links to mentors and contacts, and finding information have been identified by young entrepreneurs, and small and medium-sized enterprises in general, as the biggest hurdles they face in achieving business, and export, success.

Who can provide financial assistance? How do you make business connections? What information is available? Where do you find support and training? This supplement answers these and other key questions. Whatever your needs, the national and regional organizations profiled in the following pages provide a vast array of services and resources to help you expand your business and become export ready. Read on...

### What's New at the Department...

The Department of Foreign Affairs and International Trade (DFAIT) itself offers many valuable resources to help you expand into international markets. Its InfoExport Web site ([www.infoexport.gc.ca](http://www.infoexport.gc.ca)) provides access to more than 500 market reports, key contact searches, foreign company information, and on-line trade missions. It is also the portal for the Department's newest tool, the Virtual Trade Commissioner (VTC). Through a personalized Web page, the VTC sends you market information and leads specific to your industry and target markets, while your company information is made available to the 500 trade commissioners in our 140 offices abroad. Young entrepreneurs are signing up for the VTC faster than any other business segment — close to 10% of the almost 8,000 companies registered so far are young entrepreneurs. Phase Two of the VTC will introduce an electronic customer relationship management system and provide clients with integrated access to all Team Canada Inc services.

Another new development concerns the Department's Small and Medium-sized Enterprise (SME) Advisory Board. Made up of 18 members from key industry sectors across the country, the Board provides feedback to the Minister for International Trade on the Government's trade promotion programs and services and issues of concern to small exporters. The Board already counts several young entrepreneurs among its members, including its new Chair, Chris Griffiths. (For more details about Griffiths' involvement as Chair and his award-winning export company Garrison Guitars, see p. 3.)

