

Canadian wine — continued from page 1

Sweden

Two Europe-based agents, along with a local wine importer, presented 10 different Canadian wineries to a selected audience at the Canadian Embassy in Stockholm. The wines represented were Henry of Pelham, Vineland, Creekside Estate Winery, Gray Monk Estate Winery, Peller Estates, Hillebrand Estates Winery, Andres Wines, Colio Estate and Rodrigues Wines. Also represented was La Face Cachée de la Pomme's ice cider.

The invited group consisted of high-end restaurants and hotel chains, wine distributors, leading wine tasters and wine journalists. The event was very well received and the audience was extremely impressed by the quality of the wines. Results of the tasting include ongoing distribution discussions and forthcoming articles in the leading consumer wine magazine. In fact, Mission Hill Winery of British Columbia has, through its local agent, succeeded in having wines listed with the Swedish alcohol retail monopoly. As of June 1, 2003, Swedes can buy two of Mission Hill's best estate wines. Also, for the first time, the retail monopoly had a tender out for Canadian wines and those selected will be available in September 2003.

Building on the success and interest generated at the wine tasting, the Embassy hosted a Canadian info stand in March at Vinordic, the major trade fair in northern Europe for wines, spirits, beers and ciders.

Finland

The Canadian Embassy in Helsinki also hosted an event to introduce Canadian wines to the Finnish market. Present were some 30 wine importing professionals, as well as media representatives. Guests were taken with the quality and variety of the Canadian wines. The wines represented were

Henry of Pelham, Vineland, Blossom Winery, and La Face Cachée de la Pomme.

Katja Angervo of Alko Inc., the Finnish alcohol trading monopoly, is a key contact in Finland. While she was not able to make it to the event, she and two colleagues did have a chance to taste these Canadian wines at a later date.

EUROPE

From time to time, Alko seeks new products for its general selection. According to Angervo, four Canadian wineries recently sent in an offer to have their wines on Alko outlet shelves. Inniskillin won with its oak-aged 2001 icewine, which is now available at Alko's 300 outlets. Alko regularly conducts searches for new wines from around the world and Angervo suggests that vineyard reps should have a look at Alko's Web site (www.alko.fi), where searches are announced about once a month.

Norway

Canadian Ambassador Shirley Wolff Serafini hosted the event in Norway and some 30 guests were present, including a local wine agent and wine

judge. Together with the two agents from Europe, the event in Norway was a success, especially since this was the first Canadian wine tasting to be held there. The wines represented were Henry of Pelham, Vineland, Creekside Estate Winery, Konzelmann Estate Winery, Royal DeMaria, Legend Wines, Inniskillin, Pelée Island and La Face Cachée de la Pomme.

As of March 2003, the local "Vinmonopolet" (local alcohol retail monopoly) will carry the following Canadian wines: Royal DeMaria's 2000 Vidal icewine and 2000 Gewurztraminer icewine, Creekside's 2000 Chardonnay and its 2000 Laura's Blend red wine and Konzelmann's 1998 Cabernet-Merlot Reserve. This is the first time Canadian white and red wines have been available in Norway, although an Inniskillin icewine has been on the market in Norway for some time.

For more information, contact Maria Stenberg, Canadian Embassy in Sweden, tel.: **(011-46-8) 453-3000**, e-mail: maria.stenberg@dfait-maeci.gc.ca or Nina Pennanen, Canadian Embassy in Finland, tel.: **(011-358-9) 17-11-41**, e-mail: nina.pennanen@dfait-maeci.gc.ca or Barbara Thorjussen, Canadian Embassy in Norway, tel.: **(011-47) 2299-5300**, e-mail: barbara.thorjussen@dfait-maeci.gc.ca ✪

IKK 2003 in Hannover

There's something in the air

HANNOVER, GERMANY — October 8-10, 2003 — **IKK 2003** is the ideal platform for Canadian exporters seeking an international audience for their refrigeration, air conditioning and ventilation applications. Last year's event attracted 23,444 visitors (45% from outside Germany) with products and services showcased by 798 companies.

IKK sets the standards as the world's leading refrigeration exhibition. One reason for IKK's outstanding position is its comprehensive range of refrigeration and air conditioning products. From refrigeration system components for building services, commerce and transport, to refrigerated cabinets, cold storage cells, and tools and supplies for installation and servicing, professionals in

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2003 Tokyo Motor Show revs up



TOKYO, JAPAN — October 24-November 5, 2003 — Industry Canada, in cooperation with the Canadian Embassy Tokyo and the Automotive Parts Manufacturers Association, is organizing a Canadian stand at the **2003 Tokyo Motor Show**.

As the premier exposition in Asia for motor vehicles and automotive parts since 1973, the Tokyo Motor Show features hundreds of exhibitors from Japan and other major auto-producing regions of the world, and attracts more than a million visitors, including industry executives, technical and purchasing staff, international media and the general public. The show

provides an excellent opportunity for Canadian companies to demonstrate their capabilities to a global audience, to identify new business leads, and to assess emerging automotive trends, technologies and competitors.

Join the Canadian stand

The stand is intended to showcase Canada's capabilities in automotive parts, materials and technologies and will include leading suppliers such as the **ABCgroup, Dofasco, JIT Automation, Magna International, Westcast Industries** and the **Woodbridge Group**.

Participating companies will also have access to special networking and

promotional events at the show such as the official Embassy reception and press conference. This event is a perennial sell out, but some exhibit space is still available for Canadian manufacturers of auto parts, machinery and related products.

The Government of Canada intends to launch a new global branding campaign for the automotive sector at the **2003 Tokyo Motor Show**. The campaign is designed to raise the international profile of Canada's automotive industry, in support of the federal government's ongoing efforts to promote trade, investment and innovation in the sector.

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China's wood products industry expands

China is in the midst of massive economic, structural and societal changes that are opening doors for manufacturers of Canadian wood products. These changes include the development of wood-frame building codes, housing policy reform and entry into the World Trade Organization (WTO).

Market overview

New inspection and construction codes for wood-frame buildings have already been approved. The federal government, in partnership with the Canadian wood products industry, has worked closely with the Chinese Ministry of Construction (MOC) to address amendments to specific codes that cover wood-frame construction.

While developers were building unfinished concrete boxes in the past, developers in Beijing and Shanghai are now required to provide fully outfitted homes. These new policies will not only create market opportunities for

Canadian wood-frame construction but also for Canadian suppliers of wood products such as kitchen cabinets, windows, doors, hardwood floors, and wall panelling.

In addition, China's entry into the WTO will increase both its imports and exports and strengthen its position as an important competitor. As China is already a huge exporter of many wood products—mainly furniture—Canadian exporters could position themselves to become major suppliers of wood to these industries.

Stiff competition

Canadian exporters of wood products have to face strong competition from the United States, Russia, New Zealand, the European Union and Southeast Asia. Canadian companies will also be competing with builders who use light steel and concrete—by far the most common material used for home construction.

For more information, contact David Hamilton, Trade Commissioner, Canadian Embassy in Beijing, tel.: **(011-86-10) 6532-3536**, e-mail: david.hamilton@dfait-maeci.gc.ca or Etienne Sum Wah, Trade Commissioner, Canadian Consulate General in Shanghai, tel.: **(011-86-21) 6279-8400**, e-mail: etienne.sum-wah@dfait-maeci.gc.ca or Eric Pelletier, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: **(613) 996-7177**, e-mail: eric.pelletier@dfait-maeci.gc.ca ✪

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong".)