

January
1998
1

CanadaExport

Vol. 16, No. 1 — January 12, 1998

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

Team Canada Makes Headlines in Latin America

JAN 23 1998

by Manon Côté, Project Officer, Planning and Special Projects Centre, DFAIT

RETURN TO DEPARTMENTAL LIBRARY
RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

On the eve of the departure of Team Canada's fourth trade mission, the print media in Mexico, Chile, Argentina and Brazil were all astir—and not without reason. "The people of my country don't see a large delegation like this one every day," said Germana Costa Moura, a Brazilian journalist who visited Canada in December. "They will want to know more about what Canada has to offer the Southern hemisphere. As a journalist, it is my job to introduce the people of Canada to the people of Brazil."

It was in this spirit that the Department of Foreign Affairs and International Trade invited eight journalists to come and learn about Canada and its people at

dozens of meetings and cultural events. The guest reporters from some of the leading dailies in Mexico and South America — among them *El*

Financiero (Mexico), *El Mercurio* (Chile), *Clarín* (Argentina) and *Folha de São Paulo* (Brazil) — visited Ottawa, Montreal and Toronto from November 29 to December 9.

PEMD Goes to Work for Canadian Exporters

The Program for Export Market Development (PEMD) is providing the financial stimulus for Canadian companies to get a start as exporters or to explore new markets. Recently, Klöckner Stadler Hurter ltée/Ltd. (KSH) — a Montreal-based engineering contracting firm — won a \$270-million project in Indonesia, and the program contributed to its success by cost-sharing some of the company's initial capital project bid preparation costs.



KSH's Alan Curleigh presents a cheque to Minister Marchi

KSH is responsible for overall technical leadership in the construction of a US\$850-million bleached kraft pulp mill for PT Tanjungenim Lestari Pulp and Paper (PT TEL). KSH is also involved in the project's management, engineering, supply of major equipment, supervision of erection and start-up, and training of mill operators. (KSH's sale of Canadian

Continued on page 3 — PEMD

A common desire to boost North-South relations

The journalists were welcomed by Canada's Minister for International Trade, Sergio Marchi, on their first day in the Canadian capital. Mr. Marchi reminded the press how important the Team Canada missions are for both Canadians and the host communities.

Continued on page 13 — Team Canada

EXPORT
Source
Online Services on Direct
<http://exportsource.gc.ca>

INSIDE INSIDE INSIDE INSIDE

A Current Affair	2-3
APEC Summit	4-9
Trade News	10-12
Sharing Trade Secrets	14
Trade Fairs	15-19
Business Opportunities	20

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>