

## Bombardier jet sales flying in Turkey

Canada's Bombardier signed a contract with Turkish Atlasjet Airlines for the sale of three 90-seat CRJ900 regional aircraft including options on two additional CRJ900s—a total contract value of \$125 million. First deliveries of the new aircraft will take place in May 2006.



The announcement received extensive coverage in the country and by foreign media. The Turkish Minister of Transport also attended the ceremony and congratulated Atlas for buying aircraft adapted to Turkey's 30 domestic airports, an expected response to a general call for airline manufacturers to build planes that suit existing airport infrastructure and not the other way around.

Bombardier International Sales Vice-President James Dailly signed the contract on behalf of his company. During the signing, Dailly noted that "the Bombardier regional jet program is the most successful regional aircraft program in history, with airlines having ordered over 1,400 CRJ aircraft with over 1,300 already delivered and in operation around the world."

Turkey is an important strategic partner for Canada in the region. Commercial opportunities in Turkey match Canadian supply capabilities and each year, more Canadian companies are exploring export and investment opportunities there. In fact, Canada-Turkey bilateral trade has nearly tripled in the last decade, reaching \$973 million in 2004.

The alignment of regulations and standards in Turkey with those of the European Union are sure to usher in new opportunities for Canadian companies. Sectors with the best prospects include energy, aerospace, mining and ICT, as well as environmental technologies, manufacturing, construction, and transportation.

**For more information**, contact the Canadian Embassy in Turkey, tel.: (011-90-312) 409-2700, email: ankra-td@international.gc.ca, website: www.infoexport.gc.ca/tr.

## Next Paris Air Show set to take off

**Paris, France, June 18-24, 2007** > The 2005 edition of the Paris Air Show saw a considerable increase in participation, with over \$60 billion in contracts announced by Boeing and Airbus.

In fact, daily A380 aircraft demos also helped make the show a success, with 220,000 trade visitors out of a total of some 500,000.

Canadian participation at the 2005 show was enhanced, with a total of 90 companies and several federal and provincial official delegations attending. The Canadian pavilion was organised by the Aerospace Industries Association of Canada, in collaboration with the International Trade Missions Division (formerly Trade Team Canada).

In all, 20 companies exhibited at the pavilion, including aerospace systems suppliers like Magellan Aerospace and CMC Electronics, as well as provincial associations from Quebec, Ontario and the Maritimes. Most noticeable was the presence of Nunavut, attending for the first time to promote the territory as an ideal location for A380 extreme cold endurance testings.

Two seminars and technical sessions were held during the show, where more than 70 Canadian manufacturers participated and learned about digital and numerical data exchange standards as the key success factor for aerospace programs. This initiative allowed French aerospace organizations to present the BoostAero project, which aims to develop a common set of standards for the industry, thus deploying supplier portals based on Internet technologies that will enable a simple but comprehensive integration of the supply chains.

The Sup@irWorld presentation led by Airbus was also important for Canadian companies at the show, as the portal now deployed by the European airframe manufacturer already welcomes more than 400 registered suppliers and will shortly become the sole desk of a true e-supply chain, covering the whole purchasing procedure.

**For more information** on the 2007 Paris Air Show, contact Guy Ladequis, Trade Commissioner, Canadian Embassy in France, email: guy.ladequis@international.gc.ca.

## Environment fair goes down under

**Melbourne, Australia, May 9-11, 2006** > Enviro 06 is Australia's largest environmental convention and exhibition, and the Canadian Consulate General in Sydney is organising a trade mission to the event—a perfect opportunity for Canadian companies to meet with over 6,000 expected exhibitors and visitors and to explore business relationships in Australia.

The Canadian Consulate in Sydney is seeking interested Canadian companies to invest in full or shared booths, poster panels or brochure displays. In addition to the exhibition, there will be a program of

networking events and scheduled one-on-one meetings, opportunities for commercial presentations, technical tours and, of course, the wide range of topics of the ENVIRO Conference.

**For more information**, contact R.G. (Bob) Gow, Trade Commissioner, Canadian Consulate General in Sydney, tel.: (011-61-2) 9364-3045, fax: (011-61-2) 9364-3097, mobile: (011-61) 418-206-218, email: robert.gow@international.gc.ca, website: www.enviroaust.net/e6.

## Building boom frames Qatar construction fair

**Doha, Qatar, May 1-4, 2006** > Canadian companies targeting the Qatari and neighbouring markets for construction technology, building materials, equipment, tools and accessories, as well as environmental technology, should consider participating in **Project Qatar 2006**.

A series of landmark projects underway in Qatar is fuelling an unprecedented boom in the wealthy emirate's construction industry, and is generating strong demand for a wide range of related products and services. This trade fair is the leading building sector trade fair serving one of the most affluent emerging markets in the global economy today, and offers exporters an opportunity to establish sales, local representation, a distribution network or simply to expand.

The Qatari government is earmarking more than \$100 billion for projects in Qatar within the next eight years, with some \$50 billion of this investment to be spent in the construction sector.

Project Qatar offers an excellent opportunity to bring your products or services to the attention of regional and local buyers, decision makers and potential representatives.

**For more information**, contact Raed Bishara, Canadian Embassy in Kuwait, tel.: (011-965) 256-3025, fax: (011-965) 256-4167, email: kwait-td@international.gc.ca, website: www.ifpqatar.com. To reserve space at Project Qatar, contact Michel Gebrael, IFP Qatar, tel.: (011-974) 432-9900, cell: (011-974) 551-7971, fax: (011-974) 443-2891, email: mgebrael@ifpqatar.com.

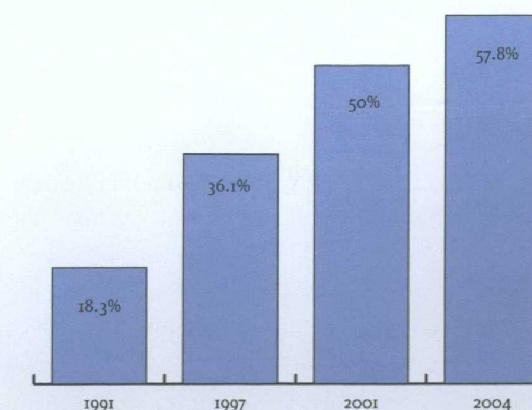
## FACTS & FIGURES

### Global value chains are helping to drive growth in emerging markets

Firms are increasingly making use of global value chains in order to keep pace with international competition. Foreign controlled firms, for example, are behind much of China's exports, accounting for 57.8% of total exports in 2004, up from 18.3% in 1991. The large amounts of production moving to emerging economies such as China, India and Southeast Asia, have also been driving growth in these countries. In China, for instance, foreign affiliates employ more than ten million people and account for more than one quarter of total industrial production.

*Provided by the Trade and Economic Analysis Division  
(www.international.gc.ca/eet)*

Foreign Affiliate Share  
of Chinese Exports



*Data: China Statistical Yearbook*