

## IMDEX ASIA 2003

## International Maritime Defence Exhibition &amp; Conference

**SINGAPORE** — May 6-9, 2003 — Canadian companies will display their products and/or services at **IMDEX ASIA 2003** under one umbrella as they pursue business opportunities in the Asia-Pacific region. The Canadian High Commission in Singapore will invite the key decision-makers and buyers, both in government

and the private sector, to visit the Canadian Pavilion.

With a rapidly expanding market, current forecasts indicate that over US\$120 billion will be spent by governments in the region over the next 20 years on new-build warships — both underwater and surface representing 31% of global new-build

construction expenditures. This figure does not take into account the planned modernization programs in the region, the purchase of naval helicopters, maritime patrol aircraft and unmanned aerial vehicles during this period, nor the all important training programs that are a vital element of today's modern navy.

**For more information or to register** as a participant in the Canadian Pavilion, contact Robert Grison, Canadian Export Development Inc. (CEDI), tel.: **(613) 825-9916**, fax: **(613) 825-7108**, e-mail: **cced@sympatico.ca** ✪

## VTM opens gateway to southern U.S. and beyond

## Automotive mission moving into high gear

**MIAMI, FLORIDA** — November 12-19, 2002 — The International Trade Centre (ITC) in Toronto is organizing a **trade mission to Miami** to further develop and solidify relationships that were made through a Virtual Trade Mission (VTM) in May. Future plans also include a VTM with Tampa Bay, Florida to open a gateway to Mexico.

A gateway to automotive trade opportunities from Ontario to the Southern United States, Latin America and Caribbean was unlocked virtually on May 2, 2002, with only the use of video conferencing equipment, e-mail and the Internet. That's when the International Trade Centre (ITC) in Toronto, with the Automotive Industries Association of Canada (AIA) and the Ontario Association of Trading Houses (OATH), successfully opened this gateway by participating in a VTM to Miami with the United States Department of Commerce and the Miami Free Trade Zone organization.

As with any traditional trade mission, participants in VTM Miami were able to learn about the regional, national and hemispheric market conditions and opportunities in the Automotive After-Market Sector; identify business opportunities between the U.S., Canada, Latin America and Caribbean; and were matched with suitable automotive after-market manufacturers with distributors on both sides of the border without having to leave their home country.

Unlike a traditional trade mission, companies reaped the benefits without incurring any costs for the VTM. Sponsored fully by the ITC in Toronto, the event also included presentations on the after-market auto industry by representatives from AIA, OATH, Miami Free Trade Zone and local businesses in Miami.

In Canada, virtual trade missions have been used for over four years. In Florida, this is a new concept to developing trade opportunities. To promote the use of virtual trade

missions to local businesses, government representatives and political leaders in the Florida area, VTM Miami was conducted with a large audience in attendance.

Leading up to the virtual trade mission, the ITC and the U.S. Department of Commerce matched companies in Ontario with companies in Florida based on their potential to establish long-term business relationships.

Canadian participants such as Stewart Novak of Interspan Inc. considered the event to be a success based on Interspan's successful match with Martino Tire which has resulted in contract negotiations. "We have established a good contact with Martino Tire, and hope to have a deal consummated within a few months," says Novak.

**For more information**, contact Alan Ballak, Trade Commissioner, Americas Section, International Trade Centre - Toronto, tel.: **(416) 952-4771**, e-mail: **ballak.alan@ic.gc.ca** ✪



## Construct Canada 2002

## Canada's largest annual construction show

**TORONTO** — December 4-6, 2002 — International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus of the **14th annual Construct Canada 2002**, held at the Metro Toronto Convention Centre.

**Construct Canada** is held concurrently with **HomeBuilder & Renovator Expo** and **PM Expo**. With over 19,000 attendees and 950 exhibits, this is Canada's largest trade show for architectural products, building construction systems and housing technologies.

**International Business Program** As part of **Construct Canada 2002**, Team Canada Inc. partners have organized the International Business Program, a unique opportunity for Canadian companies to unlock new global markets.

On December 4, there will be a presentation on helping Canadian firms do business internationally, and one on the construction and housing

markets in the United States. Also, take part in a networking luncheon and an international networking session in the afternoon. Many trade commissioners will be accompanied by a delegation of foreign buyers from markets around the world who have an interest in a wide range of construction-related industries. At the session, you will be able to make personal connections and meet one-on-one with these visitors.

December 5 will be a day devoted to touring the 950 exhibits at the Show, as well as seeing the Canada Mortgage and Housing Corporation (CMHC) innovative technology showcase and the hands-on demonstrations on the exhibit floor. International visitors will also be able to focus on those exhibitors who have indicated a strong interest in exporting to specific global markets.

On December 6, there will be site tours of residential projects organized by CMHC International. Sit in on a presentation at the Ontario Building

Products Export Association (OBPEA) Annual Meeting and learn about how companies can take advantage of the OBPEA to assist them with their export activities.

An International Business Centre will also be open at the Show all week to facilitate ongoing personal contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

**For more information or to register** for the International Business Program, contact Evelyn Silverstone, York Communications, tel.: **(416) 512-1215, ext. 229**, e-mail: **evelyn@yorkcom.to** or visit the Construct Canada Web site: **www.constructcanada.com** ✪

## Portugal

— continued from page 11

for sales leads, 40% said they had 1 to 5 leads, 20% said 6 to 10, 10% had 11 to 15, and 5% had 16 to 20 leads.

After WEM 2001 in Vancouver, several companies reported successful outcomes. One of the exhibitors won a major contract with a Canadian organization as a result of a contact made at WEM. One exhibitor partnered with a larger Canadian company they met at WEM in order to develop an on-line suite of training courses which has just recently been put on the market. Another company has secured a contract worth in excess of \$150,000 with a Canadian company and is following up on other leads.

The interdepartmental working group is scheduled to co-ordinate a Canada Pavilion at **WEM 2003** which will also be held in **Lisbon**, Portugal in **May 2003**. **For more information**, contact Rosalind Viveash, Education Marketing Strategist, DFAIT, tel.: **(613) 992-6289**, fax: **(613) 995-3238**, e-mail: **rosalind.viveash@dfait-maeci.gc.ca** ✪

## Business in Africa — continued from page 2

economy — home to over 200 million people in 15 countries — offers particular advantages to exporters. Its substantial imports from competing countries indicate opportunities for Canadian suppliers of communications equipment, aircraft parts, railway equipment, specialized electrical components, refrigeration equipment and pharmaceuticals.

Whether Canadian companies wish to supply the goods and services wanted by African customers, or seek to invest in partnerships with African companies to serve the African or

off-shore markets, this mission offers Canadian companies a cost-effective way to explore partnerships in African countries.

**For more information** on the mission and the opportunities available to Canadian companies in Nigeria, Senegal and South Africa, visit the Canada Trade Mission to sub-Saharan Africa Web site: **www.tcm-mec.gc.ca** or contact the Team Canada division, tel.: **(613) 944-2520**, e-mail: **team-equipecanada@msn.com** ✪