

Canada joins Middle East's Big 5

Dubai, October 28-November 1, 2006 > The Canadian Consulate in Dubai is seeking businesses to join the Canadian pavilion at the Middle East's largest trade show on building and water technology products and services—known as the **Big 5**.

This event is an opportunity for Canadian exporters to meet distributors and buyers looking for products and services related to building materials, water technologies, air conditioning, glass and metal, and cleaning and maintenance. Current construction spending in the region will top \$700 billion, which includes infrastructure development and new com-

mercial and residential buildings. Financed by the region's vast oil and gas wealth, these initiatives are fuelled by large increases in population and tourism.

Spaces with the Canadian pavilion will be allocated on a first-come, first-served basis so book your space before June 30, 2006.

For more information, contact Terry Gain, Big 5 Agent in Canada, tel.: (416) 932-1173, email: terry.gain@interlog.com, or Sanam Shahani, Canadian Consulate in Dubai, email: sanam.shahani@international.gc.ca, website: www.thebig5exhibition.com.

Entrepreneurial leadership, creativity and innovation management

Gatineau, September 13-15, 2006 > A university professor and bestselling author on innovation will hold an entrepreneurial leadership, creativity and innovation management workshop for Canadian exporters.

"In spite of society's increasing demand for entrepreneurial talent, nobody trains us how to discover and develop that talent in ourselves or how to manage it inside and outside organizations," says Larisa Shavinina, a professor at the Université du Québec en Outaouais.

Shavinina explains that entrepreneurial leadership, creativity and innovation are not about a business plan or venture capital for financing a start-up. "It is something significantly more fundamental." She says her workshop is designed for Canadian exporters who want to learn about entrepreneurial leadership, creativity and innovation management and apply the strategies of successful entrepreneurs to their own business.

"Entrepreneurial talent is, of course, in great demand," says Shavinina. "Talented entrepreneurs are important players in the economic success and prosperity of any country. After all, successful entrepreneurs bring innovation to life by implementing creative ideas." For Shavinina, creativity and innovation is anything but business as usual. She tells *CanadExport* that success is not possible without tapping into what she calls "creativity techniques and innovation tactics" developed by great entrepreneurs.

For more information, go to www.innocrex.com. Professor Shavinina's bestselling *International Handbook on Innovation* is the first and only handbook of its kind.

Colombia's food fair coming right up

Bogotá, August 16-19, 2006 > Canadian food and beverage exporters with their eye on Central and South America may wish to join the Canadian pavilion at **Alimentec 2006**, Colombia's biennial international food exhibition.

Alimentec is billed as an excellent event for Canadian exporters to explore and develop business opportunities in the Colombian market as well as with other South American ones. For Canadian companies already doing business there, it is the perfect occasion to strengthen existing relations.

The fair targets purchasing managers from hotels, restaurants, supermarket chains, wholesalers and distributors and food processors among others. Sought-after products include processed foods, beverages and liquors, restaurant equipment, food supplies, refrigeration and frozen foods, storage, catering and delicatessen services, and food technology.

For more information, contact Juan Carlos Navia, Canadian Embassy in Colombia, tel.: (011-571) 657-9856, email: bgota-td@international.gc.ca, website: www.alimentec2006.com.

Japan an ideal market for health ingredients

Tokyo, October 4-6, 2006 > Canadian companies looking to explore opportunities in Japan's booming health food market may wish to be part of the Canadian pavilion at **Health Ingredients Japan**, the country's biggest exhibition of its kind. Last year, the fair welcomed some 45,000 visitors.

The Japanese market is made up of some 128 million consumers who are very knowledgeable about the benefits of healthy food ingredients, functional foods and nutraceuticals. According to *Functional Foods Japan*, a report on nutrition, the Japanese nutraceutical market is estimated to be worth \$27 billion. Moreover, Japan is the second-largest market in the world for nutraceutical products, second only to the United States. In fact, Japanese per capita consumption of nutraceuticals is actually higher, at \$166 per year, with the U.S. at \$136 and Europe at \$92.

The market is also growing fast for the nutritional supplement sector. As deregulation in Japan continues, demand for Western ingredients gets ever stronger. In 2005, the Japanese nutritional supplement market accounted for some \$12 billion in sales.

For more information on the Canadian pavilion, contact Anne Woo, Agriculture and Agri-Food Canada, tel.: (613) 759-7857, fax: (613) 759-7840, email: wooa@agr.gc.ca, websites: www.hijapan.info and www.functionalfoodsjapan.com.



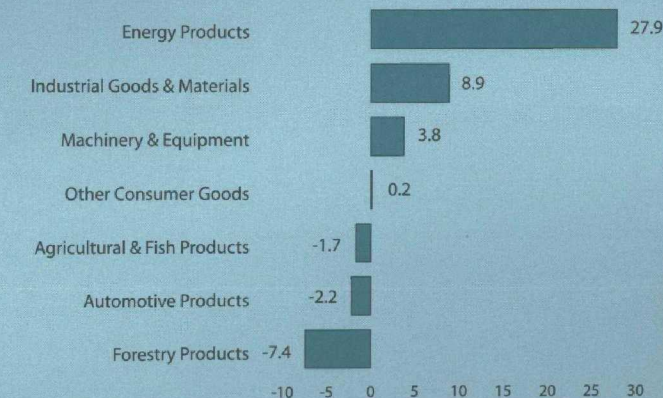
FACTS & FIGURES

Canadian trade doing well despite dollar's appreciation

The Canadian dollar appreciated a full 7% against the U.S. dollar over the course of 2005. Despite this, exports of goods and services to the U.S. grew 4.1% to total \$402.7 billion in 2005. Additionally, Canada's overall exports reached a record high of \$516.4 billion, surpassing the previous record set in 2000 of \$489 billion. With respect to trade in goods, this growth was driven primarily by energy products and industrial goods, resulting in the goods trade surplus remaining roughly stable at \$66.7 billion. Notable is the fact that trade with the U.S. was responsible for the entire surplus: the trade surplus with the U.S. rose to \$10.6 billion, while the trade deficit with the rest of the world widened to \$43.9 billion. Although the rising dollar has raised concerns about the impact on Canadian exports, Canadian exports of goods and services grew by 5.2% in 2005.

Provided by the Current and Structural Analysis Division. For more information, see the State of Trade 2006 at www.international.gc.ca/eet.

Growth by Sector: Canada's 2005 Exports of Goods



Data: Statistics Canada, balance of payments basis.