



Shedding light on SAD sufferers in Norway

October proved to be an exciting month for Alberta-based **The Litebook Company** as it successfully launched its Litebook® in Scandinavia. The company's products use light therapy to assist those with Seasonal Affective Disorder (SAD), and can also benefit those with the winter blues as well as jet-lag sufferers. The company has sold its products in 29 countries, and can now add Norway to that list, thanks to its efforts and the support of the Canadian government.

The Litebook® was developed by company CEO and President Larry Pederson, a lifelong SAD sufferer. "I had been frustrated with the status quo light box, which was effective, but so inconvenient that I often wouldn't use it, and then I would suffer," Pederson explained. He discovered a new technology from Japan, which is smaller, longer lasting and more effective in treating depression. He created a compact, portable delivery system, which he dubbed the Litebook®, which many find effective when used for only 15 to 20 minutes per day.



At the signing of The Litebook Company's first sale in Norway, from left: Shirley Wolff Serafini, Canada's Ambassador to Norway; Stein Ove Gordener, Valida AS; Erin Wilkinson, ITC Edmonton; Cecilia Kleven, Vitus Apotek; and Larry Pederson, The Litebook Company

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Supplement
Canadian Trade
Review
(see insert)

New market research tools for exporters

Canadian exporters and international trade professionals now have access to the world's largest trade database, providing powerful new tools for facilitating strategic market research and trade development.

Developed by the International Trade Centre in Geneva, a United Nations agency, **TradeMap** is an on-line database of trade statistics that provides

detailed export and import profiles and trends in a user-friendly format for more than 5,300 products in 200 countries and territories.

TradeMap can be used to analyse markets, select priority countries for export diversification, review the performance of competing countries and assess opportunities for product diversification by identifying existing and potential trade between countries.

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