

SERVING CANADIAN BUSINESS IN ISRAEL

Export Development Canada (EDC)—Canada's leading provider of trade finance and risk management services for exporters—is open for insurance and financing in Israel. With its local and foreign banks lending at competitive margins, Israel is rated as Investment Grade by three international rating agencies. EDC has lines of credit with three Israeli banks—United Mizrahi, Leumi and Hapoalim—and can be an important partner in supporting Canadian exporters in this highly commercial market. For more information, visit www.edc.ca

DFAIT's **Program for E** provides financial assistance for new markets abroad, for developing marketing strategies. For more information, visit www.international-trade.gc.ca

Canadian-Palestinian Framework for Economic Cooperation and Trade

Under the 1995 Paris Protocol of the Oslo Accord, Israel and the Palestinian Authority had agreed to the establishment of a customs union. The CIFTA applies to the area covered by this customs union, and thus gives duty-free benefits of the Agreement to goods produced in the West Bank and Gaza Strip.

Following Canada's expressed commitment to conclude a separate arrangement on trade with the Palestinian Authority, the Joint

Canadian-Palestinian Framework for Economic Cooperation and Trade was signed in 1999. The CIFTA, incorporating the intentions of both parties, is based on a basis of free trade. Canada is providing assistance to Ramallah to assist Canadian exporters in doing business.

Upcoming Trade Shows

Trade shows in a variety of sectors offer Canadian companies excellent opportunities to exhibit their products. The following are just a few of the shows coming up in 2002. For other shows, visit www.israel-trade-fairs.com/2000/english/index.html

Hosting more than 300 exhibitors from Israel and abroad, the **Do-It-Yourself and Home Improvement Exhibition (DIY 2002)**—May 20-22, 2002, Tel Aviv—will showcase the latest equipment and products from one of the world's most impressive growth sectors. For more information, visit www.diy-israel.com/

Under the theme "**Life Sciences**", the **International Biotechnology Exhibition** June 9-12, 2002, Toronto, will showcase the latest biotechnology products. For more information, visit www.bio2002.org/

Israel's telecommunications sector is experiencing recent innovations at **Tel Aviv**, November 4-7, 2002. For more information, visit www.telecom-israel.com

CIIRDF: Fostering Canadian-Israeli R&D Partnerships

With Israel's impressive research base, Israeli companies are ideally suited as R&D partners for Canadian firms. The Canada-Israel Industrial Research & Development Foundation (CIIRDF) was established in 1994 to promote collaborative R&D among firms in our two countries. Since its inception,

the governments of Israel and Canada have provided \$1 million per year, to 2002, for the development and marketing of R&D projects. For more information, visit the CIIRDF website at www.ciirdf.com



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Available Market Reports*

Europe

Germany

- The Plastics and Rubber Machinery Market
- The Industrial Automation Market

Finland

- The Industrial Automation Market

Latin America and the Caribbean

Mexico

- Electric and Electronic Components Manufacturing

* Produced by the Market Research Centre of the Canadian Trade Commissioner Service. To consult them, visit:

www.infoexport.gc.ca

THE EUROPEAN ADVANTAGE

Undergoing renovation

Construction in Italy

Opportunities

Renewed growth in the Italian construction industry presents export opportunities for Canadian value-added building products.

Italians, increasingly concerned with environmental issues, expect housing standards to be environmentally friendly. The Italian government has offered citizens financial incentives to improve their homes and save energy, which has stimulated a demand for photovoltaic systems, acoustic insulation, higher earthquake tolerance in buildings, ventilation systems, heat and water recovery units, solvent-free paints and building systems made of wood.

Although the use of traditional technologies is still widespread in high-rise construction, more innovative and cost-effective systems, such as internal partitions in light-frame steel, have great potential.

Market access considerations

As part of the unification program to establish common standards for its member countries, the European Union has begun the lengthy process of regulating construction products and civil engineering structural design. In 2000, harmonized standards (www.cenorm.be/sectors/construction.htm) were issued for cement and geotextiles products, and in 2001, *Structural Eurocodes* were published for concrete, steel, timber, masonry and aluminum structures.

As an EU member, Italy is legally bound to apply the product standards, codes and certification approval process developed by the Union. Exporters to Italy must also consider the national standards and codes issued by the Italian National Bureau of Standards (www.uni.com) [UNI]. In order to determine which standards apply to their particular products, Canadian

exporters are advised to consult certification bodies or local distributors/agents that are officially recognized by the Italian government.

Canadian exporters should also note that the Italian construction and building products industry is composed predominantly of small companies with highly fragmented distribution systems. Very few firms or consortia operate on a multi-regional scale.

Useful Web sites

Trade shows in Bologna:

- International Exhibition on Interior Architecture, Building Renewal, Finishing [SAIEDUE] (annual) — March 20-24, 2002: www.on-nike.it/SAIEDUE/
- The International Building Exhibition [SAIE] (Italy largest annual building products trade show) — October 16-20, 2002: www.bolognafiere.it/SAIE

Organizations:

- Association of the Italian Building Contractors [ANCE]: www.ance.it
- Italian Association of Engineering Consulting Companies [OICE]: www.oice.it
- Association of Italian Ceramic Tiles and Refractories Manufacturers [ASSOPIASTRELLE]: www.ceramictiles.it/

For opportunities in the construction market in Albania and Malta, contact Canadian Embassy, Rome, Commercial and Economic Section (Information Centre), e-mail: rome-td@dfait-maeci.gc.ca

For more information, contact Lucia Tubaro, Business Development Officer, Canadian Consulate General, Milano, tel.: (011-39-02) 6758-3359, fax: (011-39-02) 6748-3900, e-mail: lucia.tubaro@dfait-maeci.gc.ca
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