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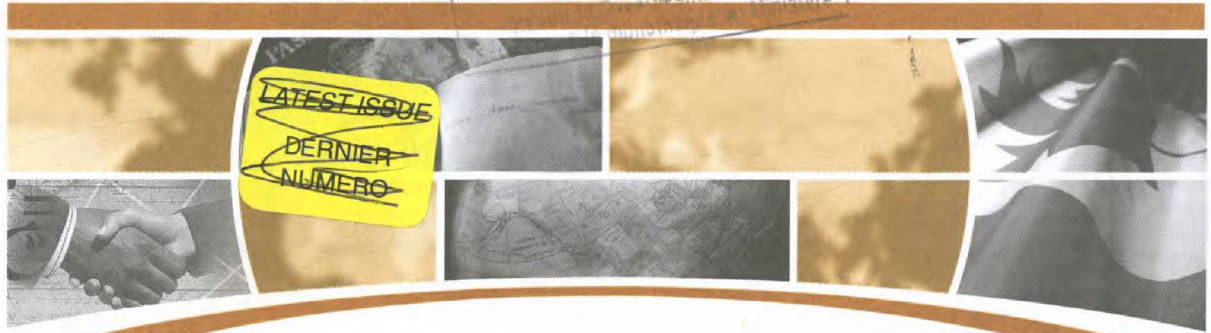
International Trade
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Commerce international
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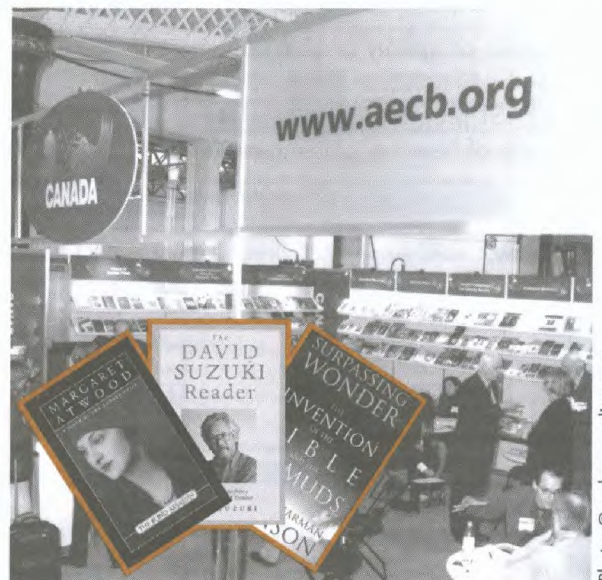
"Reading Canada": Canadian publishers and writers succeed abroad

Canadian authors Margaret Atwood, Marie-Claire Blais, Nicole Brossard, Gil Courtemanche, Timothy Findley, Anne Hébert, Anne-Marie MacDonald, Alistair MacLeod, Yann Martel, Rohinton Mistry, Alice Munro, Michael Ondaatje, Nino Ricci, Carol Shields and Michel Tremblay are known around the world, and their books have been translated into almost as many languages as there are letters in the alphabet—from Arabic to Ukrainian.

In 2002, the total value of cultural goods exports was \$2.3 billion. Nearly half of this was publishing and printing products, and book exports were worth nearly \$500 million.

Over the last decade, translations have greatly increased the profile of Canadian literature

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The Canada Stand at the London Book Fair in March 2004

Photo: ©grahamreading.com

China Aviation Training Mission 2004: An opportunity for Canadian firms

The Canadian Embassy in Beijing invites you to participate in the **China Aviation Training Mission in Beijing and Chengdu in September 2004.**

As China continues to reform and modernize its civil aviation industry and air transportation infrastructure, it also requires more aviation training. Chinese aviation authorities have been enhancing air safety and security standards, regulations and measures over the last few years. Training requirements are

also becoming more stringent, prodding Chinese organizations to work with foreign institutions to improve their training programs.

Air traffic has been expanding rapidly in China. The Civil Aviation Administration of China (CAAC) estimates that from 1980 to 2001, China's civil aviation industry has grown an average of 18 percent each year. This year, the CAAC forecasts that passenger traffic will grow 19 percent over the 2003 level, to 104 million passengers, and

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