

Canada-Japan fuel cell partnership

Over 650 people attended the **Canadian Fuel Cell Symposium 2002**, organized by the Commercial Division of the Canadian Embassy in Tokyo in October 2002. The overwhelming success of this event indicates an immense potential for Canadian companies in this sector in Japan.

Japan is interested in technologies and products developed in Canada and Canadian firms can take advantage of this. The combination of Canada's abundant resources and innovative technologies means that it can also position itself to be a major supplier of clean hydrogen, the fuel of choice for a fuel cell.

One particular highlight of the symposium was Ballard Power Systems' product launch of a new, compact fuel cell, which is small enough to fit inside a telephone switching system. This product will be marketed to telecom companies as a backup power source. Ballard will look for a Japanese power company, or other suitable partner, to market the new fuel cell in Japan. It may eventually farm out production for Japan to its Japanese partner, Ebara Corporation.

The symposium included individual presentations by the twelve participating Canadian companies, the **National Research Council, Natural Resources Canada and Industry**



Canada, and two private-sector associations (**Fuel Cells Canada** and the **Canadian Hydrogen Association**).

Other activities included: a trade show and several networking opportunities for the participating companies; a workshop on codes and standards; and a technical session bringing together Canadian and Japanese researchers.

The Canadian Hydrogen Association, Fuel Cells Canada, and the National Research Council invite you to the **Hydrogen and Fuel Cells 2003 Conference and Trade Show** to be held from **June 8 to 11, 2003**, in **Vancouver**.

For more information, contact Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: **(613) 996-2467**, e-mail: jean-pierre.petit@dfait-maeci.gc.ca Web site: www.dfait-maeci.gc.ca/ni-ka

Meat products market in China

Despite an abundant domestic supply of meat products in China, there is significant potential for Canada to export quality meat and poultry there. According to a recent Department of Foreign Affairs and International Trade (DFAIT) market study, Canadian exports of meat products to China totalled \$22.5 million in 2001; the growth of China's middle-class should contribute to increase its imports in this sector.

Pork, poultry and beef markets Pork is the most widely consumed meat product in China, with an annual per capita consumption of 31.2 kg increasing at a rate between 3 and

5% per year. The best prospects for pork exporters are mostly in offal. China is the world's largest market for poultry products; its average per capita consumption is 6 kg per year and has been Canada's most important poultry market since 1999 with approximately 70% of imports made up of chicken offal. Consumption rates for poultry products in China are growing faster than those for meats.

Even though beef is still considered a luxury for most, higher disposable incomes and a change in consumer tastes have contributed to the increase in demand for beef. China's annual per capita consumption is approximately 4.5 kg; but the steadily decreasing herd size, the lack of land for raising

cattle and problems related to the quality of Chinese beef all mean that there are opportunities for Canadian exporters. Also, imports of muscle meat as well as offal should be strong in the coming years.

The lack of cold storage facilities in China may be one the obstacles that exporters interested in the Chinese market may have to face. On the other hand, because of China's accession to the World Trade Organization in December 2001, tariffs on meat products will be progressively lowered by 2004.

For more information, contact the Canadian Embassy in Beijing, tel.: **(011-86-10) 6532-3536**, fax: **(011-86-10) 6532-4072**, e-mail: beijing-td@dfait-maeci.gc.ca Web site: www.canada.org.cn (For the complete market report, visit www.infoexport.gc.ca and click on 'China' and 'Agriculture, Food and Beverages'.)

BARRIER FREE 2003

Equipment and rehabilitation for the elderly and disabled

OSAKA, JAPAN — April 24-26, 2003 — Canadian exporters of health care products and equipment for the elderly and disabled are invited to participate in one of the largest trade shows in Japan. **BARRIER FREE 2003**, an international fair on barrier-free equipment and rehabilitation for the elderly and disabled, is an annual trade show that is expected to draw 350 exhibitors and attract over 80,000 visitors.

Foreign participants, including Canada, have been granted free space by the organizers for up to two booths. The Canadian Consulate General in Osaka will share this space with Canadian exporters at minimal cost and will include services for translators or booth attendants, when required. The deadline for application is **December 31, 2002**, after which

space will be given on a first-come, first-served basis.

Products on display include: mobility and mobility aids; automobiles for the disabled; handrails; lifts; hoists; toilet equipment and related products; diapers;

washing aids; bathing aids; kitchen aids; chairs and desks; beds and accessories; daily aids; hearing aids; aids for the visually disabled; communication aids; alert system; patient assisting aids; rehabilitation and training equipment; sports and physical recreation goods; and house reconstruction.

For more information, contact the Canadian Consulate General in Osaka, tel.: **(011-81-6) 6212-4910**, fax: **(011-81-6) 6212-4914**, e-mail: osaka-td@dfait-maeci.gc.ca

AEROEXPO 2003

ACAPULCO, MEXICO — March 6-8, 2003 — Take part in the 4th edition of **AEROEXPO**, the International Aviation Trade Show and Convention. For more information on participating, contact Anouk Bergeron-Laliberté, Trade Commissioner, Canadian Embassy in Mexico City, tel.: **(011-52-5) 55-5724-7936**, fax: **(011-52) 55-5724-7982**, e-mail: anouk.bergeron-laliberte@dfait-maeci.gc.ca or Carlos Rojas-Arbulú, Trade Commissioner, MAECI, tel.: **(613) 995-8804**, fax: **(613) 996-6142**, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca Web site: www.aeroexpo.com.mx

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".)

European Research 2002

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of close to 50 government, academic, non-profit and industry representatives, an exhibitor's booth, and a highly successful three-hour information session—opening remarks were given by Canada's Ambassador to the EU, Jeremy Kinsman. European research managers packed the room and were impressed with Canada's unique research strengths, significant investments in research infrastructure and its world-class pool of researchers.

The conference served as an ideal venue in which Canada could enhance its profile as a world leader in R&D, share its extensive experiences with a network-based research model—a model that the EU is adopting under **FP6**—highlight its newly designed and

acclaimed Canada-EU S&T Web site (www.infoexport.gc.ca/science) and further expand transatlantic S&T linkages through strategic communication and promotion efforts.

A tradition of success

Canadian researchers have successfully partnered with European researchers in large-scale, leading-edge, multi-sectoral projects under previous framework programs, as Canadian involvement in such projects was facilitated by the **1996 Canada-EU S&T Agreement**. Under **FP4** (1992-1998), 70 R&D collaborative projects involved Canadian

researchers, while under **FP5** (1998-2002), preliminary statistics indicate that

Canadians were involved in between 75 to 90 projects.

Canada looks to continue to increase the number of research partnerships with Europe under **FP6**. Benefits from such partnerships include enhancing Canadian access to the EU market for technologies that result from collaborative research.

Overall, the success of Canada's presence at the **FP6** launch was confirmed by the numerous contacts developed by delegates, the intelligence gathered on Europe-wide research directions and the significant opportunity to profile Canada's S&T strengths in Europe.

For more information, visit DFAIT's S&T Program Web site at www.infoexport.gc.ca/science



Canada's Ambassador to the EU, Jeremy Kinsman