

Canada commits to R&D with India

New Delhi, India > Collaborative research between Canadian and Indian scientists and entrepreneurs will benefit from \$6.75 million in increased Government of Canada funding over five years, International Trade Minister Jim Peterson announced at the 11th Technology Summit and Technology Platform 2005 in New Delhi, India.

The funding will assist in the development and commercialization of new technologies under the new International Science and Technology Partnership Program. The five-year program is aimed at building science and technology (S&T) relationships with a view to commercializing innovative ideas with selected countries, including India, China, Israel and Brazil.

"As a knowledge economy, we understand the benefits of close ties with this emerging R&D powerhouse," said Minister Peterson. "Not only will this funding help advance Canadian research and development, but it will enhance our commercial relations with India, and give our companies the edge in their sectors of expertise."

Canada was invited by India to be the partner country of this year's summit. Canada's largest-ever S&T delegation from business, government and academia shared the stage with Indian counterparts to introduce research and development collaboration and new technology opportunities.

For more information, go to www.infoexport.gc.ca/science/india_techsummit_partprof-en.htm.

Winner of women's trade award announced

Toronto > The Organization of Women in International Trade (OWIT) - Toronto has presented Susan Langdon, Executive Director of the Toronto Fashion Incubator, with the second annual JoAnna Townsend Award. The award, supported by International Trade Canada, Industry Canada's Network for Women Entrepreneurs and Export Development Canada, recognizes women in Ontario whose achievements and advocacy assist other women in expanding their businesses internationally. The award was presented at a ceremony on September 20.

"I was thrilled to receive the prestigious JoAnna Townsend Award," says Susan. "It came as an unexpected but delightful surprise, particularly considering the high calibre of talent among the finalists."

Susan was selected for her outstanding contributions in encouraging Canadian fashion designers to enter the international trade arena. Her career in fashion has spanned over 25 years, during which she has been a successful designer

with her own award-winning label. In her role as Executive Director of the Toronto Fashion Incubator, she educates and mentors young fashion designers to explore export market opportunities in the U.S. She also utilizes the strength of the Canadian consulates around the world in addition to her own contacts to help designers promote their fashions globally.

The award honours the memory of JoAnna Townsend, a champion of women exporters, who died last year after a courageous battle with cancer. JoAnna joined the Export Development Corporation in 1984 and, in 1989, she founded Townsend Trade Strategies. In 1997, she joined the Department of Foreign Affairs and International Trade as Director of the Small and Medium Enterprises Division.

With chapters around the world, the Organization of Women in International Trade is dedicated to advancing global trade opportunities for women. **For more information**, go to www.owit-toronto.ca.

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Canada Business Day - from page 1

Canada Business Day will also provide an excellent opportunity for Canadian firms—particularly those in the advanced technology areas—to find technology partners in the Netherlands. There are two ways to participate: either in person or by video conference.

If you are planning to visit Europe this autumn, why not arrange your visit around Canada Business Day? Concurrent sessions are being held in the morning on the Dutch investment environment and venture capital. In the afternoon, sectoral seminars on life sciences, ICT and agri-food innovation could provide participants with an opportunity to present their firm to an audience of Dutch companies. Organizers will try to identify potential partners for those who register in advance and submit a profile. The €100 fee will be waived for all representatives of Canadian firms and institutes wishing to attend.

The second way to participate is through a point-to-point video conference. Canada Business Day

organizers are working with Mitel and the Digital Port of Rotterdam to provide an innovative way for Dutch and Canadian business partners to meet. Mitel

videoconferencing technology will allow for virtual meetings with potential Dutch business partners. Participants will be linked from their place of work to a work station in the Digital Port. Due to the limited time slots available, it is recommended that participants register early for this videoconferencing opportunity.

For those interested more in exporting rather than technology partnering, the Holland International Distribution Council (HIDC) is offering a Webcast that will be of great interest. Together with the Canadian Embassy, HIDC will present on how advanced logistical services operations in the Netherlands permit Canadian companies to establish their supply chains for Europe at much lower cost.

For more information and to register, visit the Canada Business Day Web site at www.canadabusinessday.nl.



The Erasmus Bridge in Rotterdam.

The Netherlands: Gateway to Europe

The Netherlands has long been considered the ideal site in which to base pan-European logistics operations, with its advanced infrastructure (physical and digital), its highly developed logistics service sector and a skilled and multilingual labour force. Over 800 multinationals supply their customers in Europe, Africa and the Middle East from the Netherlands, including Boeing, RIM, Nortel, Cisco, GUM products, CAE, CHC, Canon and Sony.

The Holland International Distribution Council (HIDC) is a private non-profit organization that represents approximately 500 companies in the logistics industry in the Netherlands. HIDC can help foreign companies

set up or restructure their European supply chain. All of their services are free of charge and confidential.

New Canadian exporters to Europe can also benefit by outsourcing warehousing, logistics, labelling and packaging operations to Dutch service providers. HIDC wants to show you how you can enter the European and neighbouring markets more reliably and at lower cost during their November 15 Webcast scheduled for 10:00 EST. The Canadian Embassy in the Netherlands will provide an overview of export possibilities.

For more information and to register for the Webcast, contact Babiche van de Loo, HIDC, e-mail: B.vandeLoo@hidc.nl.