

The U.S. Connection

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Outstanding opportunity

Canada Pavilion at Medtrade 2002

ATLANTA, GEORGIA — October 29-31, 2002 — Once again, Montreal-based **ExportMED International** (www.exportmed.com) will be organizing a Canada Pavilion to raise Canada's profile at this year's **Medtrade** (www.medtrade.com), the largest event in the healthcare industry. Unexcelled among rehabilitation and home healthcare shows, **Medtrade 2002** will feature a New Product Pavilion, net-

working events, educational sessions, and the largest floor exhibition (1,000 exhibitors) in the history of the show. **Medtrade** is much more than an annual tradeshow however: it is an international meeting place for the more than 20,000 manufacturers, distributors, pharmacists, and industry business people from 100 countries around the world who attend.

Exhibiting within the Canada Pavilion helps Canadian healthcare firms make a bigger impact, enabling them to take full advantage of every sales prospect and contact the show can

provide. ExportMED International offers Canadian participants the benefits of a matchmaking program, and can also provide a wide range of logistical services, including hotel reservations and shipment of materials. Reserve your place now in the Canada Pavilion, and be prepared to stand out from the crowd!

For details, visit the **Medtrade** Web site at www.medtrade.com

For more information or to register, contact Virginie Morin, ExportMED International, tel.: (514) 383-3241 or 1-866-770-3217, fax: (514) 383-3242, e-mail: info@exportmed.com Web site: www.exportmed.com *

Food and Beverage Show

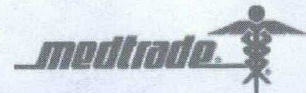
MIAMI, FLORIDA — December 4-5, 2002 — The **5th Americas Food and Beverage Trade Show and Conference** is the perfect venue to exhibit products and have access to an array of potential clients from the U.S., Latin America and the Caribbean.

The show is attended by more buyers from Mexico, Central and South America, and the Caribbean than any food show in the U.S. In 2001, there were nearly 2,000 Central and South American buyers who generated \$70 million in direct sales and \$505 million in 12 months anticipated sales.

This year's show is expected to feature products from more than

continued on page 12 — Americas

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.



Tunisia's new coin — continued from page 1

"It's the most beautiful coin in the entire Tunisian coin system," enthuses RCM's Fayez Barsoum, referring to the seven Tunisian coins already in circulation. Cairo-born Barsoum is RCM's dynamic, quadri-lingual Regional Sales Director for Europe, Africa and the Middle East, and the one directly responsible for the project. The new coin, the largest denomination in the Tunisian coin system, is part of a \$7-million contract awarded to RCM last year — the largest contract ever awarded by the Central Bank of Tunisia.

Minting a new deal

"Minting money for international customers is a highly specialized business," explains Michael Toope, Communications Manager at RCM. "Coins are not a discretionary product — nations always need a certain number of them — so the marketing process is not the same as in other businesses. We rely instead on getting intelligence from our local agents all over the world."

In Tunisia, the Canadian Embassy has taken on the role of an agent, keeping its collective ear to the ground and its eyes wide open for new opportunities.

"A couple of years after I arrived at RCM back in 1982," recalls Barsoum, "I made a point of introducing myself to the Deputy Governor of the Central Bank of Tunisia. It took me 12 years of visiting with a succession of deputy governors and director generals before RCM was finally granted its first contract."

RCM started out minting Tunisia's seven circulation coins, but right from the start, Barsoum encouraged them to consider minting an eighth coin with a larger value.

"Coins save money for national treasuries — and citizens — because they last longer than bank notes," Barsoum explains. "The life of a typical note is 18 months or less, while a quality coin

will be around for 25 years or longer. I convinced them to gradually phase out their 5-dinar bank note and replace it with the much more durable coin." The Central Bank's decision in 2001 to mint the new 5-dinar piece at RCM was the reward for his efforts.

Barsoum's business, and personal, relationships with key officials at Tunisia's



Tunisia's 5-dinar coin: obverse (left) and reverse.

Central Bank continue to flourish, with support from the Embassy which he describes as "my office away from the office, and my home away from home."

A sterling reputation

Many Canadians may not realize that the Royal Canadian Mint is part of an elite group of world-class mints that includes the British Royal Mint, the Royal Australian Mint, and the national mints of France, Germany, and South Africa. Although competition between these leading-edge facilities is intense, with 15% of its revenue derived from the international coinage business, RCM has clearly found its competitive edge.

Low cost and high quality — the perfect alloy

Ultimately, the low cost factor is what tipped the scales in RCM's favour.

"Seven million dollars is a lot to spend for a nation such as Tunisia, but they understand that in the long run the new coin will save them money."

Striking gold

The 5-dinar piece is unquestionably the star of Tunisia's circulation coin system. "It's so close to perfection," continues Barsoum, "that Tunisians may want to

keep it as a commemorative coin rather than spend it."

His lighthearted suggestion that the 5-dinar coin might help Tunisians save money is apt in more ways than one.

A penny for his thoughts

What advice would Fayez Barsoum give to those seeking success in a highly competitive international business such as this?

"It's simple," he smiles. "Be persistent, be patient, and above all be passionate about giving your customers the best value. Follow through on promises. And never be afraid to ask questions and learn from your mistakes."

Priceless advice, from an expert who just happens to be "in the money".

For more information, contact Michael Toope, Royal Canadian Mint, tel.: (613) 991-6890, fax: (613) 991-2628, e-mail: toope@rcmint.ca Web site: www.mint.ca *

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

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