



The building and construction technology industry in Canada has a proven reputation for designing comfortable, energy-efficient homes. Through experience gained by building products for extreme Canadian climatic conditions, our companies can easily customize products and services to fit international specifications.

Many countries look to Canada as a source of agricultural expertise — and for good reason. As one of the few countries completely self-sufficient in food production, Canada boasts some of the world's most advanced agricultural and food biotechnology industries.

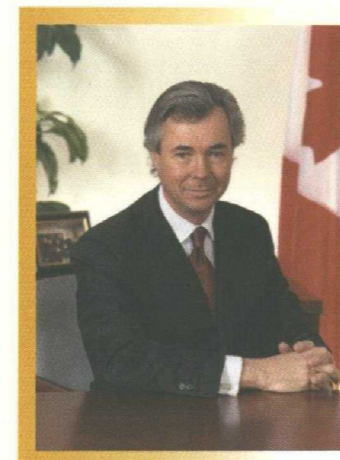
The Canadian cultural sector has also been experiencing rapid growth, particularly in the recording, publishing and film industries, with many Canadian artists winning international acclaim.

Accessing the capital necessary to purchase Canadian products and services can be done through one of our leading-edge financial institutions, which offer some of the most sophisticated trade finance services available.

Our companies are among the very best — but don't take my word for it. I invite you to ask the thousands of satisfied customers throughout the world who have purchased Canadian goods, services, technology and expertise. I have little doubt that you will find yourself believing in Canadian excellence.

The Right Honourable Jean Chrétien

PRIME MINISTER OF CANADA



MESSAGE FROM CANADA'S MINISTER FOR INTERNATIONAL TRADE

The millennium started off with a bang as Canada's globally minded business community set new benchmarks for achievement in exporting to the world and in attracting investment. Exports of goods and services increased some 11 percent in 1999 to reach a record \$412 billion. Meanwhile, some \$37 billion in direct investment flowed into Canada in 1999, bringing the stock of foreign direct investment (FDI) in Canadian wealth-creating enterprises to \$240 billion.

The momentum continues to build. By the second quarter of 2000, we were exporting more than a billion dollars worth of goods a day. Every day of the week we now do more than \$2.2 billion worth of business — exports and imports of goods and services — with the world.

Canada has become a global success story. Now we are entering into an even faster-paced new chapter as Canadian companies embrace the challenges of the world's "new economy." In 1999, exports of telecommunications equipment, for example, increased 11 percent. Exports from the highly sophisticated automotive products sector increased by 24 percent. And exports of services generating royalty and licence fees grew 31 percent. To Canada's vast wealth of natural resources we have added the most valuable asset of all: the skills needed to successfully compete in the knowledge-intensive industries of the 21st century.

Canadian Excellence showcases the products, expertise and ingenuity Canada has to offer the world in such sectors as information and communication technologies, life sciences, finance, energy, environment, transportation, mining and minerals, agriculture and agri-food, construction and building material, culture and education.

These profiles will help explain what customers around the world are learning: that when you buy Canadian, you are buying the best. Canadian firms consistently demonstrate creativity and versatility in their approaches to worldwide challenges. They have the willingness to adapt — to satisfy the needs of their customers, transfer technology and form successful strategic alliances. And Canadians understand that strong partnerships are the key to success in business. Through Team Canada and other trade missions, as well as trade policy designed to help foster co-operation in the international marketplace, Canada reaches out to countries looking to capitalize on the opportunities that international trade brings.

I am confident you can find Canadian companies ready to help you achieve your business goals. All you need do is get in touch with one of our Canadian Trade Commissioners, who work in more than 125 locations around the world. They can help you identify and contact potential Canadian partners offering the products, services and technology you are looking for.

I invite you to become an integral part of the fabric of *Canadian Excellence* we are weaving together.

The Honourable Pierre Pettigrew

MINISTER FOR INTERNATIONAL TRADE

