

The Canadian Trade Commissioner Service is a network of 500 professionals working in 140 cities around the world. Trade officers deliver six core services that help Canadian companies get results abroad. These services help client companies to assess their export potential, identify key foreign contacts, and obtain the market intelligence they need to succeed in their target markets.

Biotechnology is an area in which Canada excels. It's also a priority sector for many trade officers, who devote their energies to identifying global demand. You can access the Canadian Trade Commissioner Service and its biotechnology market studies at

www.infoexport.gc.ca

BIOTECHNOLOGY

Biotechnology is an enabling technology involved in a variety of industrial applications. It is characterized by rapid growth, change and evolution which address challenges in human health, agriculture, forestry, energy, mining, aquaculture and the environment. The sector is a dynamic, intensive, research- and development-based industry.

BIOTECHNOLOGY IN CANADA

The number of core biotechnology firms in Canada has grown to more than 360. The Canadian biotechnology sector has over 17,000 products, of which 6,600 are on the market and about 11,000 in the R&D pipeline.

The Canadian industry is the second-largest market in the world with revenues projected to reach \$5 billion in 2002. By 2005, the worldwide market is expected to grow to \$50 billion. Biotechnology in Canada shows great promise with its large research base, the number of products in the pipeline and growing revenues.

Canada has invested in its intellectual capital with the result that its workforce is highly educated and ranks second only to the United States in number of citations in the best scientific journals. This is the main reason – along with supportive government policies for innovation, enviable corporate tax credits, and favourable financing climate, including venture capital – that Canada is a world leader in biotechnology.

The Canadian biotechnology sector is in a phase of maturation as consolidation is showing signs of stability, and the business continuum from R&D to commercialization is advancing steadily.

REGULATORY ENVIRONMENT

The trade policy dimensions of biotechnology are as diverse as its products and services. This diversity has engendered debate in many international fora such as the World Trade Organization, Codex Alimentarius, the Organization for Economic Cooperation and Development, and the World Health Organization. Within these circles, the Department of Foreign Affairs and International Trade's policy officers work to address the issues to ensure that Canadian biotechnology products and services continue to enjoy unfettered market access. For more information, contact Chris Payette at (613) 992-0523 or chris.payette@dfait-maeci.gc.ca.

**BIO 2002
Comes
to Canada**

BIO 2002

June is fast approaching ... and so is BIO 2002, the International Biotechnology Convention & Exhibition. And this year, it's taking place at the Metro Toronto Convention Centre from June 9-13. BIO 2002 will bring together 15,000 attendees from 45 countries.

THE CANADA PAVILION

The Canada Pavilion will include 150 booths of Canadian biotechnology firms and public sector organizations. The Trade Commissioner Service will have a booth on site where companies can meet with visiting trade commissioners. The Pavilion will also house the *Café Canada*, a gathering area and information centre.

The Government of Canada is an active player in BIO 2002, both as an exhibitor to showcase Canada's biotech industry, and as the organizer of several events that promote the capabilities of Canadian companies and help them meet potential partners. See:

www.strategis.gc.ca/canada@bio

PARTNERING EVENTS

Four biotechnology partnering events will take place June 8-9 to give Canadian companies an opportunity to meet prospective partners one-on-one:

- Canada-Europe
- Canada-Israel
- Canada-Asia
- Canada-UK/Australia/New Zealand

These events are sponsored by the Greater Toronto Marketing Alliance, with event-specific sponsorships from the Government of Manitoba (for the Canada-Europe event) and from the Atlantic Canada Bio-Industries Alliance (for the Canada Asia and the Canada-UK/Australia/New Zealand events).

Foreign companies participating in these events will give presentations on the state of biotechnology in their respective countries. Canadian firms wishing to participate in these events should contact Henry Yau at (613) 995-6634 or henry.yau@dfait-maeci.gc.ca.

SPRINGBOARD MENTORING PROGRAM

On June 8, start-up Canadian biotech firms will give mock business presentations before a biotech community panel. The presentations

 MARKET
RESEARCH
CENTRE

Over 25 market reports
in the Bio-Industries available at:

www.infoexport.gc.ca

will be critiqued. The goal is to prepare firms to successfully attract Canadian or American venture capital. Entrance is free for the firms: RSVP. If you wish to participate in the program as a presenter, contact Neil Swain at (613) 944-0868 or neil.swain@dfait-maeci.gc.ca.

GLOBAL VENTURE CAPITAL RECEPTION AND DINNER

Approximately 200 Canadian and US venture capitalists will dine together and listen to a keynote speaker from Ernst and Young. This co-hosted reception will be held by invitation only on June 11 at 5:30 p.m. For more information, contact Jim Burt at (613) 944-6576 or jim.burt@dfait-maeci.gc.ca.

TEAM CANADA INC CENTRE AT BIO 2002

From June 10-12, Canadian companies will have the opportunity to meet with Canadian Trade Commissioners from key foreign markets to discuss export opportunities. To register, contact Patricia Sagl at (416) 973-6154 or sagl.patricia@ic.gc.ca.

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See insert for your Bio-Industries' contacts abroad.