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reduce poverty within communities, generating revenue through existing cultural products, improving quality of life and fostering a sense of belonging and individual pride.

Since then the World Bank has tried to take the cultural dimension into account, especially in terms of urban development, and has increased the annual budget for this area (3 per cent in 1998, 4 per cent in 1999, and almost 6 per cent, or about US\$1.8 billion, projected in 2000).

Since Canadian companies are allowed to compete for contracts financed by the World Bank, this trend represents an appreciable trade potential for Canadian businesses working in cultural heritage, especially those

ready to face the challenges of international competition in Third World countries and those in market transition.

Productive meetings

Participants in the mission met with IFI representatives who said they were aware of Canadian know-how in developing policies, and managing and preserving heritage. They also took part in information sessions on IFI practices, project cycles, and the types of contracts offered to businesses.

However, speakers stressed the importance of forming consortiums to bring together different kinds of expertise that can respond to the various aspects of projects submitted by developing countries.

Participants also used these meetings to seize business opportunities with these banks in the key fields of urban development and cultural heritage. Projects were also identified for several regions (Eastern Europe, Latin America); the World Bank called upon the support of the Montreal regional office of the Department of Canadian Heritage.

For information on the mission and business opportunities, contact Linda Mayer, Department of Canadian Heritage, Quebec Region, tel.: (514) 283-4016, fax: (514) 283-8794, e-mail: mayer.linda@ic.gc.ca or Marie Stamp, Director, Office of Liaison with IFIs, Canadian Embassy, Washington, tel.: (212) 682-7719, fax: (212) 682-7789, e-mail: marie.stamp@dfait-maeci.gc.ca or Anne Delaney, Arts and Cultural Industries Promotion Division, DFAIT, tel.: (613) 995-0674, fax: (613) 992-5965, e-mail: anne.delaney@dfait-maeci.gc.ca

Opening of Three Facilities in Poland

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Calgary, WCI Waste Management Inc. of Ottawa, and WCI Natcol of Katowice, Poland) to build/operate a recycling/composting plant in Zabrze.

Total investment in the facility was over \$5 million, which was constructed through a turnkey contract between the city of Zabrze and the Inter/Horstmann company. A number of Ontario companies supplied equipment for the plant, including Helm Welding (Lucknow), Rotogran International Inc. (Concord), and Waste Stream Management (Ajax). The Canadian technology used at this plant is an excellent example of an economically viable and environmentally sound solution to municipal solid waste problems.

The expertise and technology of ADI International of Fredericton, New Brunswick, used to upgrade the existing Zabrze water purification

plant, serves as a model for municipalities and industries that want to improve their water quality.

Also in attendance at these two opening ceremonies were Nola-Kate Seymoar, Executive Director, International Centre for Sustainable Cities; Joe Kennedy, President, WCI Waste Management Inc.; Mike Mikelides, President, Rotogran International Inc.; and David J. Beattie, President, ADI International.

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NBTel Global Inc.

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NBTel Global's success also illustrates the value of face-to-face briefings by Canada's Trade Commissioner Service (TCS) — and follow-up by the company of leads — to help generate new business overseas. "The initial contact by TCS has paid enormous dividends," LeBlanc adds. "Its assistance has been invaluable, not only in London, but in Hong Kong and New York as well."

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