

## Americas Food Show

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The **Americas Food and Beverage Trade Show**, which merged with the long running Canadian **Solo Food and Beverage Show** in Miami, has been growing at a fast pace every year. In 2001, there were nearly 2,000 South American and Caribbean buyers at the show, which generated an anticipated \$500 million worth of sales. This year's show featured products from more than 500 manufacturers, and over 8,500 buyers attended from more than 85 countries.

### Canada centre stage

With Canada as the featured country at the show, the event provided an excellent opportunity to increase awareness of Canadian food and beverage products, to highlight both Canadian quality and value and to showcase Canada's exporters.

The Canadian products exhibited at the show were extremely well received. Both buyers and sellers were able to meet at a networking hospitality event and at one-on-one meetings with Canadian trade commissioners

and trade officers from throughout the hemisphere.

Canadian successes at the show included single-company on-site sales of over \$100,000 worth of products,



From left to right: Anthony (Tony) Knill, Canadian Consul in Miami; Sylvain Miron, RCMP; Ana Maria Fernandez Haar, Chair, World Trade Center, Miami; Ben Neji, Vice-President, Americas Food and Beverage Show, World Trade Center, Miami; and Margaret Cullen, Commercial Officer, Canadian Consulate in Miami.

with further sales of more than \$1 million anticipated for this year as a direct result of participating in the show.

A symposium highlighted the opportunities in all the Latin American and Caribbean markets. In addition, presentations were made on the important Hispanic market in the U.S., by nationally recognized market research firms and advertising agencies that are selling to the estimated 35 million Hispanic consumers in the U.S.

### An event not to be missed

As noted by Canada's Consul and Trade Commissioner in Miami, Tony Knill, "Over 95% of the Canadian companies that attended this year's show have advised that they will be back next year, which to me is the best possible indicator of the value of the show to Canadian exporters who are targeting markets in the southeast U.S., Latin America and the Caribbean.

"So see you this December in Miami," he adds, "and remember, 'you can't win if you don't (dis)play'!"

**For more information** on the show, contact Margaret Cullen, Commercial Officer, Canadian Consulate in Miami, tel.: (305) 579-1612, fax: (305) 374-6774, e-mail: [margaret.cullen@dfait-maeci.gc.ca](mailto:margaret.cullen@dfait-maeci.gc.ca) \*

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "The U.S. Connection".)

### How to apply?

Application forms and guidelines are available on the CEA Web site at: [www.infoexport.gc.ca/awards-prix](http://www.infoexport.gc.ca/awards-prix). The **deadline** for receipt of applications is **March 31, 2003**. \*

## Quito

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review. Construction is expected to start in spring 2003.

**For more information** about how you can put the power of Canada behind your export sales, contact CCC at **1-800-748-8191** or click on [www.ccc.ca](http://www.ccc.ca) \*

Application deadline approaching

## Canada Export Awards

Each year, since 1983, the Minister for International Trade presents the **Canada Export Awards (CEA)** to a number of outstanding exporters from across Canada who have been chosen by a panel of their peers. This year marks the 20th anniversary, an important milestone. The 2003 winners and the 'Exporter of the Year' will be honoured at a gala presentation ceremony and dinner in **Toronto**, in **November 2003**.

### Who is eligible?

All firms, or divisions of firms, based in Canada that have been exporting

goods or services for at least three years are eligible. In selecting the finalists and winners, the committee considers a company's performance in areas such as: significant increases in export sales over the past three fiscal years; success in introducing new products or services into world markets; success in breaking into new markets; level of Canadian content, range of markets, and holding markets in the face of strong foreign competition; ratio of export sales to total sales; and uniqueness of product or service.



## Team Canada trade mission to Europe

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"This second consecutive Team Canada mission to Europe will help build stronger alliances between Canadian and European businesses in some of the most influential centres of commerce, finance, transportation, science and technology, culture and media in Europe," the Prime Minister added.

### Market overview

The Netherlands, the U.K. and Italy are among the world's largest economies; two-way merchandise trade between Canada and these countries reached \$25.2 billion in 2001. They are also the source of close to \$38 billion in direct investment in Canada and are equally important for Canada in terms of innovation and technology transfers and partnerships.

The **Netherlands** is recognized as the strategic hub of Europe's transportation system and gateway to continental markets. It is the world's 14th largest economy—based on its 2002 estimated gross domestic product (GDP) of \$726.96 billion—Canada's fourth largest source of foreign direct investment (FDI) at over \$12 billion in 2001, and Canada's fifth largest trading partner in Europe with \$2.9 billion in bilateral trade in 2001. Canadian exports reached \$1.6 billion in 2001, the 11th largest market for Canada overall. The Team Canada business program in the Netherlands will take place in Amsterdam, the country's business centre and home to many top Dutch corporations.

The **U.K.** is Canada's largest market in Europe, Canada's third largest export market overall, and the second largest foreign investor in Canada. The U.K. possesses the world's fourth

largest economy at \$2.1 trillion (based on GDP) and is the second largest source of FDI for Canada (after the U.S.) at \$24.7 billion in 2001. Bilateral trade between the U.K. and Canada reached \$16.6 billion in 2001, with exports to that country reaching \$5 billion in that same period. The U.K. leg of the mission will take place in London, a world centre for business, financial services, culture, politics and the media.

**Italy** has the sixth largest economy in the world in terms of GDP at an estimated \$2.03 trillion in 2002. It is Canada's ninth largest trading partner worldwide, with \$5.65 billion in

bilateral trade in 2001. Canadian exports reached \$1.6 billion in 2001, the 10th largest market for Canada overall. The venue for the business program will be Milan, a key centre of innovation and growth in northern Italy, and a region that has the highest per capita GDP in all of Europe.

This will be the eighth Team Canada mission and will bring together some of Canada's best businesses, entrepreneurs and scientists with their counterparts in these countries, offering many opportunities for expanding new trade, investment, technology and scientific co-operation. Team Canada has served Canadians well in opening doors for businesses in key markets and in enhancing trade and investments links.

**For more information** or to **register** for the mission, contact DFAIT's Team Canada Division, tel.: (613) 995-2194, fax: (613) 996-3406, Web site: [www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca) \*

## China's ICT market — continued from page 5

### ELE/EXPO COMM 2002

Held in Shanghai (June 27-30), **ELE/EXPOCOMM** saw nine Canadian companies exhibiting at the Canadian pavilion which attracted thousands of visitors.

A half-day Canadian ICT capability seminar was organized, followed by a networking reception where **Skywave Mobile Communications Inc.**, from Ottawa, Ontario signed an MOU with a local company for the distribution of its products in China. It was a good opportunity for the Canadian companies to enhance their business relationship in the region.

**For more information**, contact Murray King, e-mail: [murray.king@dfait-maeci.gc.ca](mailto:murray.king@dfait-maeci.gc.ca) or Michelle Ng, e-mail: [michelle.ng@dfait-maeci.gc.ca](mailto:michelle.ng@dfait-maeci.gc.ca) at the Canadian

Consulate General in Shanghai, tel.: (011-86-21) 6279-8400.

### Upcoming ICT trade shows in China and Hong Kong

- Hong Kong Information Infrastructure Expo and Conference, Feb. 19-22, 2003 ([www.hkiexpo.com](http://www.hkiexpo.com))
- ELE/ExpoComm in Shanghai, June 23-26, 2003 ([www.expocomm.com/shanghai](http://www.expocomm.com/shanghai))
- China Hi-tech Fair in Shenzhen, Oct. 12-17, 2003 ([www.chtf.com](http://www.chtf.com))
- PT/Wireless and Networks Comm China 2003 in Beijing, Nov. 11-15, 2003 ([www.2456.com/eng/showsinfo/info/info1.asp?eid=2542&order=22](http://www.2456.com/eng/showsinfo/info/info1.asp?eid=2542&order=22)) \*