

Trade mission to feature Canadian artists

Chicago, November 10-12, 2006 > Canadian artists and gallery owners looking to the U.S. market may want to consider the **Sculpture, Objects & Functional Art (SOFA) Show**, a fine arts show for high-end glass, ceramics, wood, metal, fibre and sculpture. Once again, the Canadian Consulate General in Chicago is planning a trade mission to this popular event.

Last year, 45 Canadian participants—including artists, gallery owners and provincial art councils—learned about exporting to the U.S. market and met with industry experts. The 2005 edition featured over 80 juried galleries from around the world.

"Since its beginnings, SOFA has been a strong venue for Canadian gallery participation," says

Ann Rosen of the Canadian Consulate General in Chicago. "For seven years, the Canadian SOFA trade mission has educated over 170 artists and galleries and has exposed them to this high-end market. The one-day educational session, combined with visits to the show and to outside galleries, gives each participant a true understanding of what it takes to sell into the U.S. market."

The trade mission aims to increase exposure of Canadian artists and their work and broaden the Canadian arts community's presence in the U.S. Midwest. The participation deadline is October 18, 2006, and registrations are booked on a first-come, first-served basis.

For more information, go to www.chicago.gc.ca and click on "Trade and Investment" or contact Ann Rosen, Canadian Consulate General in Chicago, tel.: (312) 327-3624, email: ann.rosen@international.gc.ca, website: www.sofaexpo.com.



IT show a portal to Middle East market

Dubai, November 18-22, 2006 > The Canadian Consulate in Dubai will organize a national pavilion at this year's **Gulf Information and Technology Exhibition (GITEX)**.

Not only is GITEX a worthwhile forum for Canadian IT firms to promote their products and services, but Dubai is fast becoming the IT hub for the Middle East's 1.9 billion consumers. This fair grows considerably every year, and this year some 100,000 trade visitors are expected. While most come from the Gulf countries, many also come from other parts of the Middle East, Asia and Africa.

The U.A.E. has an open economy with high per capita incomes. While the oil and gas sector still figures prominently, the

country has taken steps to reduce this dependency by developing sectors like finance and IT and that means more opportunities for Canadian IT companies.

In fact, the country is going through an exceptional period of growth in the IT industry, specifically with the software, hardware and telecommunications markets. To promote Dubai as a centre for technology, the Dubai Technology, Electronic Commerce and Media Free Zone Authority was created. Its most significant initiative to date was the establishment of Dubai Internet City, a \$700 million technology infrastructure project.

For more information, contact Fouad Soueid, Canadian Consulate in Dubai, tel.: (011-971-4) 314-5555, email: fouad.soueid@international.gc.ca, or Venky Rao, the organizer's representative in Canada, tel./fax: (905) 876-7815, email: dwtc@rogers.com, website: www.gitex.com.

Should I stay or should I go?

While business travel can be exciting, it can also be expensive and time consuming. New exporters do not always have the resources to visit new markets on a regular basis. The key is to know when to visit your target market. While not all export ventures require travel, most exporters would benefit from a business trip in certain specific circumstances.

The planning stage: For many exporters, one of the best methods for studying the market is to visit it and conduct some primary research.

Meeting with key clients or attending trade events: Building relationships is often enhanced by meeting face to face. This also illustrates to prospective clients that you respect them and take them seriously enough to make a personal visit.

Troubleshooting: Exporting is a complex and multi-faceted task. If problems arise, you want to know firsthand what they are and how to resolve them.

Expansion: Exporting can also be very rewarding and profitable. Consequently, you may wish to explore possibilities for growing foreign operations in person.

Before you go, take a look at Team Canada Inc's online guide, *Planning a Business Trip Abroad*. It's available at www.exportsource.ca/trip, or call toll-free 1 888 811-1119 for help in planning your export ventures.

China hosts food and hospitality fair

Shanghai, November 30 - December 2, 2006 > The Canadian Consulate General in Shanghai, along with Agriculture and Agri-Food Canada, will once again organize a Canada pavilion at **Food & Hospitality Industry 2006 (FHC)**.

FHC, formerly Food & Hotel China, is dedicated to the Chinese food and hospitality markets and will feature exhibits of wine and spirits, confectionery, baked goods as well as the dynamic hospitality and retail tech sectors. FHC is the longest running international food exhibition in China.

Canadian agri-food products are popular in China given their reputation for safety and high quality. Canadian processed and packaged foods, meats, seafood, dairy products and beverages are all priority products.

For more information, go to http://ats.agr.ca/events/4129_e.htm, or contact Dora Wang, Canadian Consulate General in Shanghai, tel.: (011-86-21) 6279-8400, fax: (011-86-21) 6279-7456, email: dora.wang@international.gc.ca, or Blair Gowan, Agriculture and Agri-Food Canada, tel.: (613) 759-7524, fax: (613) 759-7506, email: gowanb@agr.gc.ca.

Brazil's growth is forecast to stay lower than other major emerging markets

Brazil's average economic growth is forecast to increase over the next five years. However, this growth is expected to be lower than other large emerging markets. Over the past five years, Brazil experienced growth of 2.2% per year, on average. This was much lower than that of China, India, and even Russia, all of which had triple to quadruple the growth of Brazil. During the next five years, Brazilian average growth is expected to increase significantly to 3.9%, exceeding the forecast global average of 3.4%. But although growth in China and India is expected to slow slightly, they will still surpass Brazil, with 8.6% and 6.5% respectively over 2006-10.

Provided by the Current and Structural Analysis Division, Office of the Chief Economist (www.international.gc.ca/eet).

FACTS & FIGURES

