

A recent study at Columbi University ranked Finlar number one in the world environmental sustainability. With passage of its updated Environment Protection Act on March 1, 2000, Finland has adopted an integrated approach to preventing environmental damage. Utilizing the best available technology

Promoting "eco-efficient" Finland's

(BAT) to preserve the environment a key element of corporate programs in Finland, and presents opportunities for suppliers of competitively priced, solutions.

Finland's revised environmental legislation, which has been harmonized with the Integrated Pollution Prevention and Control (IPPC) Directive of the Council of the European Union, applies to activities that are potentially harmful to the environment. The objective of the legislation is to improve the environment by using the best available technologies (BAT) — without having to tighten Finland's already strict demands on environmental protection. Using an integrated approach to reducing emissions, rather than relying on water and air separately, provides better control over the overall environmental impact of industrial operations.

Trends

In the 1990s, industrial investment in the environment represented 5% of total investments in Finland. By 2000, the value of the total environmental market in Finland was estimated at \$2.5 billion. Today, Finnish companies produce environmental technology products worth approximately \$4.6 billion each year.

Further investment in emission controls can be expected as the compliance date for the new environmental legislation approaches in 2004. For more details, visit the Finland Environmental Administration Website at www.infoexport.gc.ca/canadexport

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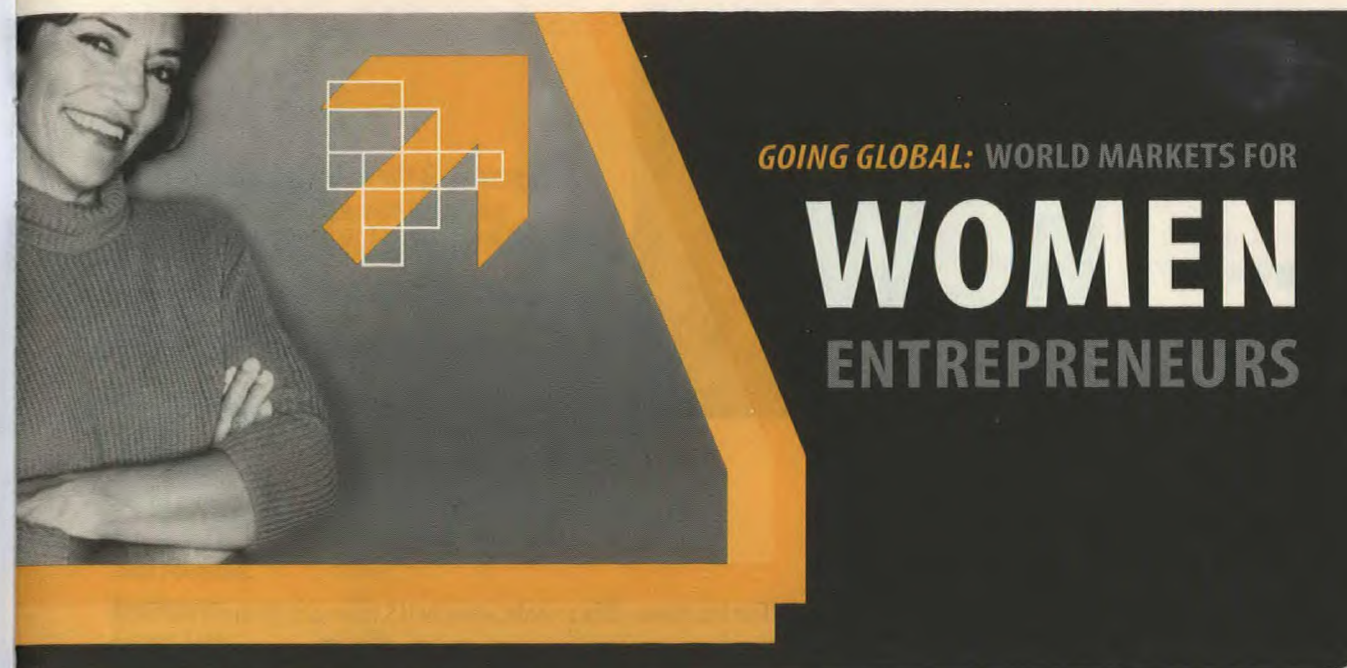
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The Trade Commissioner Service helps new and experienced companies which have researched and selected their target markets.

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GOING GLOBAL: WORLD MARKETS FOR

WOMEN ENTREPRENEURS

FORGING AHEAD WITH CONFIDENCE

In the Spring of 2000, our first supplement on businesswomen in trade featured pioneering entrepreneurs across Canada who were making forays into the international marketplace. Two years later, women continue to make their mark on the global stage and are contributing to Canada's international competitiveness by reaching beyond our borders. This special supplement profiles innovative women exporters—from a software developer to a plastic products manufacturer—whose passion and confidence have propelled their businesses to new heights. Their message is clear: "We are doing it. You can, too."

Along the way, these women are accessing the growing number of tools and resources designed to help more women export with confidence. Whether it is advice from Canada's worldwide network of knowledgeable trade commissioners or insurance to minimize the risks of exporting, successful entrepreneurs recognize that they can accelerate their export growth by tapping into services from both the government and the private sector. "There's a lot of information out there that is very helpful," says Tanya Shaw Weeks, the award-winning owner of several highly successful software companies (See page III.). "Don't be shy," she urges exporters, "Ask as many questions as you can."

This is exactly why the **Department of Foreign Affairs and International Trade (DFAIT)** recently revamped its Web site for businesswomen in trade at

www.infoexport.gc.ca/businesswomen (See page VIII.). We listened to what women need to export confidently and successfully—contacts, market leads, role models and timely notices about upcoming trade missions and events—and are delivering it all in a dynamic, one-stop information source for women who want to access export markets for the first time or improve their export performance. You will also notice that Canada's trade finance and risk management arm is now called **Export Development Canada (EDC)**. The new name and logo instantly position EDC as a Canadian entity and staunch ally in expanding Canadian exports.

So, take advantage of these tailored resources and the many others that you'll read about here. Follow the lead of the successful entrepreneurs featured in these pages to reap the rewards of exporting!

JoAnna Townsend
Special Advisor on Small and Medium-sized Enterprise (SME) Issues


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TRADE COMMISSIONER
SERVICE

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Exportation et développement Canada

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Ministère des Affaires étrangères et du Commerce international

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