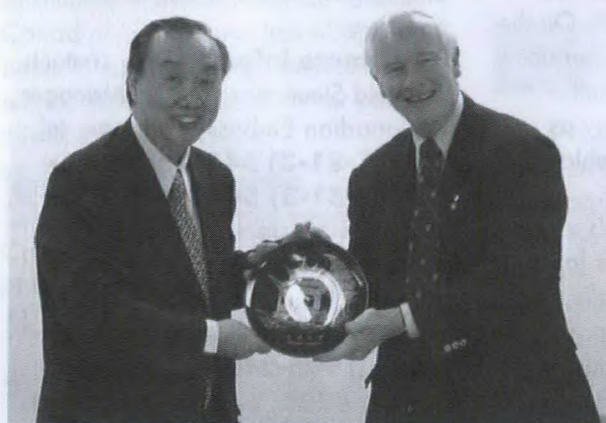


Canada well-positioned to capitalize in China

## China's Campus Network Project

A key priority for the Government of China is the Western Development Strategy (WDS), a strategic national initiative to address regional disparities between China's coastal cities and its under-developed inland economies.

As part of the WDS, the Chinese Government has allocated \$180 million for the Campus Network Project to support the upgrading and expansion of Information and Communications Technologies (ICT) infrastructures at 154 colleges and universities across 10 Western China provinces and municipalities in the next 12 to 18 months, with most of the expenditures front-ended.



Chongqing University President Dr. Wu Zhongfu (left) celebrating the signing of a cooperative agreement with University of Waterloo President Dr. David Johnston.

### Competing for the action

Canada is a world leader in ICT applications in the education sector, with our businesses well positioned to profit from this business opportunity. Securing a solid share of this

project is a key priority for the Canadian Consulate in Chongqing, by proactively showcasing Canadian capabilities and expertise to respond to Western China universities' ICT infrastructure needs.

The Consulate organised **Infocom China West** last June (see *CanadExport*, April 16, 2001, p. 12), and has followed up with a major Canadian tour by South West University Presidents in late May of this year. These activities helped establish solid connections with the local university community and build on partnerships with the Canadian ICT business community and the Canadian Embassy in Beijing.

Opportunities also exist elsewhere in China. Both Beijing and Southwest China decision makers have been made aware of Canada's ICT excellence. Canada's Ambassador to China has called on China's Minister of Education, and there has been strong follow-up support through official representations, networking hospitality events and the Presidents' Canadian tour in late May.

### Canadian firms gaining foothold

These proactive efforts have recently led to commercial pay-offs. So far, more than 40 out of the 70 colleges and universities in Southwestern China have purchased **Nortel's** optical products. The aggregate

value to date is \$20 million — with several direct sourcing Nortel's products without competitive tenders, reflecting confidence in the superior quality of Nortel's products.

The Montreal-based IBDN cabling supplier, **Nordx/CDT**, has been awarded contracts by more than 25 colleges and universities, valued at \$8 million. The Consulate has highlighted these successes recently, and more colleges and universities have expressed interest in Nortel and

Nordx/CDT equipment and services. Nordx/CDT has decided to expand its presence in this region by establishing a satellite office in Chongqing in response to its recent success in the Campus Network Project and many other lucrative business opportunities being generated under the WDS.

**For more information** regarding the Campus Network Initiative or **for updates** on the progress of Canadian success stories in this project, contact Peter Liao, Senior Commercial Officer, Canadian Consulate in Chongqing, tel.: **(011-86-23) 6373-8007, ext. 3351**, fax: **(011-86-23) 6373-8026**, e-mail: **peter.liao@dfait-maeci.gc.ca** or contact Alain Gendron, Second Secretary (Commercial), Canadian Embassy in Beijing, e-mail: **alain.gendron@dfait-maeci.gc.ca** \*



Over the next five to six years, increasing privatization in Thailand and the country's growing awareness of environmental issues could push the value of environmental infrastructure projects as high as US\$15 billion. Canada's world-class environmental companies can provide the help Thailand needs to solve many of its environmental problems.

### Market overview

The environment industry in Thailand is indeed promising, and the CIDA Industrial Cooperation Program (CIDA-Inc) has been playing a major role in developing Thai-Canadian business links through its support of environmentally related projects in the region. Clean water is a top priority for the Thai government, which has allocated some \$4.76 billion for major water projects during 2000-2006, including irrigation systems, wastewater management, and sewerage development.

Other priority areas include:

- **Reducing air pollution by controlling vehicle emissions** — The annual market is worth \$143 million.
- **Solid waste management** — \$606 million will be spent over the next five years for solid waste removal in Bangkok and the provinces, and for equipment for solid waste management.
- **Hazardous and industrial waste treatment** — Major opportunities exist for both centralized and on-site treatment in industrial parks, medical waste management, and household toxic waste disposal.
- **Environmental services** — Consultants are needed with expertise in environmental impact assessment, pollution prevention, corporate environmental strategies (ISO 14000), environmental management systems and auditing, and energy efficiency. Long-term opportunities exist in the following areas:

- Alternative fuels

Partnerships with Canada welcome

## The environmental market in Thailand

- Clean technologies
- Climate change prevention strategies

### Market access considerations

When developing a market strategy for Thailand, Canadian companies should consider the following issues:

- Thailand's tendering practices are complex, therefore it is essential to have a knowledgeable local partner when bidding for large-scale infrastructure projects. Most successful Canadian companies in Thailand have formed joint ventures or strategic alliances with Thai partners, or with other Canadian or foreign companies already established in the market.
- With the shortage of local government funding, officials are favouring non-traditional financing models, such as build-own-operate (BOO)/build-own-transfer (BOT) financing.
- While it is possible to operate in Thailand without a permanent presence in the market, several visits each year are necessary to develop and maintain a contact base. To ensure continuity, the same individual should conduct these visits. Various export programs such as the Program for Export Market Development (PEMD), CIDA-Inc, Export Development Canada (EDC) and the Canadian Commercial Corporation (CCC) can provide financial assistance in facilitating travel to Thailand or establishing a business presence.

### Major competition

The European Union countries, Australia, Japan and the U.S. have targeted this market with substantial aid and export development subsidies.

### Useful Web sites

- Building Partnerships for Environmental

and Natural Resource Management: [www.worldbank.or.th/environment/pdf/essn2000.pdf](http://www.worldbank.or.th/environment/pdf/essn2000.pdf)

- Canadian Embassy in Bangkok: [www.dfait-maeci.gc.ca/bangkok/](http://www.dfait-maeci.gc.ca/bangkok/)
- Environmental Engineering Association of Thailand: [www.eeat.or.th](http://www.eeat.or.th)
- ExportSource: [www.exportsource.gc.ca/](http://www.exportsource.gc.ca/)
- Pollution Control Department: [www.pcd.go.th/](http://www.pcd.go.th/)
- Thai-Canadian Chamber of Commerce: [www.thai-canadian-chamber.org/](http://www.thai-canadian-chamber.org/)
- Thailand Environment Institute: [www.tei.or.th/](http://www.tei.or.th/)
- The Global Directory for Environmental Technology: [www.eco-web.com/](http://www.eco-web.com/)
- The full market report on Environmental Industries in Thailand: [www.infoexport.gc.ca/main-e.asp?act=9&sid=584&oid=291&cid=50](http://www.infoexport.gc.ca/main-e.asp?act=9&sid=584&oid=291&cid=50)

### Upcoming trade shows

- International Exhibition on Environmental Protection and Pollution Control Technology, **Entech/Pollutech Asia**, July 24-27, 2003 ([www.thai-exhibition.com](http://www.thai-exhibition.com))
- The 5th International Exhibition & Conference on Drinking Water, Processed Water & Wastewater Technology, **Aquatech Asia 2003** October 2-4, 2003 ([www.aquatech-rai.com](http://www.aquatech-rai.com))

**For more information**, contact Surin Thanalertkul, Commercial Officer, Canadian Embassy, Bangkok, tel.: **(011-662) 636-0560 ext. 3356**, fax: **(011-662) 636-0568**, e-mail: **bangkk-td@dfait-maeci.gc.ca** \*