

Waste management opportunities in Hong Kong

HONG KONG SAR — Development of waste management facilities — The Government of the Hong Kong Special Administrative Region (HKSAR) invites Expressions of Interest (EOI) for the development of state-of-the-art waste management facilities. Proposals must be submitted by **July 26, 2002**.

Submissions need not cover all aspects of municipal solid waste (MSW) management, but may focus on a single aspect of treatment technology that can be integrated into a coherent waste management system.

The EOI will be used for technology assessment purposes only, and as such

must not be considered legally binding. Depending on the results of the assessment, the Hong Kong government may decide to proceed to tender bids, or engage in other means of procurement.

In 2000, Hong Kong produced more than 3.4 million tons of MSW, a 2% increase since 1999. The current MSW disposal facilities in Hong Kong include three landfill sites, with a total capacity of some 135 million cubic metres, and a network of refuse transfer stations. The landfills are expected to be full by 2015.

Although the government is actively promoting waste reduction, recycling, and reuse, an average of 8,000 tons of non-recyclable waste continues to be generated in Hong Kong each day.

To obtain the Invitation of EOI, contact Hong Kong Environmental Protection Department (HKEPD), e-mail: iwmf@epd.gov.hk Web site: www.info.gov.hk/epd

For more information or for assistance in finding a local partner, contact Fatima Lai, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847-7494**, fax: **(011-852) 2847-7441**, e-mail: fatima.lai@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca *

Mission sows seeds for growth Strengthening ties with Mexico

The Canada Trade Mission to Mexico City and Monterrey, led by International Trade Minister Pierre Pettigrew earlier this month, witnessed the signing of several agreements, including one by **Export Development Canada (EDC)**.

As Canada's official export credit agency, EDC completed a \$23 million participation in a loan syndication to Nemark, a subsidiary of Grupo Alfa and a key auto sector company based in Monterrey. This is the second financing arrangement made by EDC in support of Nemark. The loan will assist a variety of Canadian automotive equipment and services suppliers selling to Nemark.

"We're confident that the economic recovery now underway will see a resurgent Mexico within North America," said Minister Pettigrew. "This trade mission allowed us to create stronger trade ties between Canada and Mexico — a success in which both countries will share for years to come."



International Trade Minister Pierre Pettigrew (inset) addressing Canadian and Mexican business people during the networking luncheon in Monterrey.

EDC also announced that it will be expanding its services in Mexico later this year through a direct presence in Monterrey — in addition to the one in Mexico City. The new representative will further develop EDC's support for the increased demands of Canadian exporters and investors pursuing business in the key commercial and industrial centre of Monterrey.

For more information on the mission, visit DFAIT's Team Canada Web site at www.tcm.mec.gc.ca/mexico/menu-en.asp *

CAE success in Singapore

— continued from page 1

CAE is the world's premier provider of simulation and control technologies and training solutions for civil aviation, military and marine markets. CAE's full flight simulator replicates in every detail the cockpit of a specific aircraft and reproduces the visual environment in which the aircraft appears to be flying. In a military simulator — such as the Chinook helicopter Full Mission Simulator that CAE is building for the RSAF — additional features such as aerial refuelling or combat environments can be simulated to reproduce authentic training exercises.

Global leader in simulation sales

"Simulators allow pilots to experience and learn emergency procedures that cannot be practised safely aboard the actual aircraft," explains Campbell. "We've been in the business of building full flight simulators since 1952 and have 80% of the global market for civil simulators."

Headquartered in Canada and operating globally, CAE employs approximately 7,000 people and has revenues in excess of \$1 billion — 90% of which come from exports. In January 2002, hot on the heels of its Singapore contract, the company won a \$21-million contract to provide control systems for two new MEKOR 100 Patrol Vessels for the Royal Malaysian Navy.

Developing relationships strengthens ties

Asia is by no means a new market for CAE, and Campbell is well aware of the importance of developing relationships with the appropriate authorities, particularly in the case of government contracts. "Governments move at different paces, and more coordination is needed than on the private-sector side. While the best product at the best price usually wins at the end of the

day, with governments that's not always the case. So that's where developing relationships becomes very important. In this case it only made sense for us to develop relationships with senior military authorities."

To that end, in February 2001, at CAE's request, the Canadian High Commission in Singapore arranged for representatives of CAE, and its Singapore agent, to meet the Director of Procurement at the Singapore Defence and Science Agency (DSTA). The resulting strengthening of ties and rapport with key DSTA contacts proved invaluable —



CAE's MSH Chinook simulator.

and has ramifications beyond the latest RSAF contract. "We are having ongoing discussions with DSTA on the possible creation of a Centre for Excellence utilizing CAE technology," explains Campbell.

Post facilitates contacts

It is in the area of facilitating such contacts, as well as troubleshooting where necessary, that CAE finds the Trade Commissioner Service invaluable. Campbell has high praise for High Commissioner Doreen Steidle and her team in Singapore. "They're very business oriented and were certainly helpful to us as we worked our way through this contract. Their role was very much facilitation — contact development, discussion of strategies, and looking ahead in

a market that's an important one for us. We expected no less, because we've had a long and close association with trade commissioners over the years."

CAE has gone the extra mile to cultivate that "long and close" association. The company not only maintains regular contact with commercial officers around the world, but also, once a year, arranges for all the new officers going on posting to come to CAE for a complete briefing of the company's markets, interests and challenges. With that kind of effort, it's no wonder the High Commission in Singapore is well positioned to continue assisting CAE in this important market.

For more information, contact Donald Campbell, Group President, Military Simulation and Training, CAE Inc., tel.: **(514) 341-6780**, ext. 3001, fax: **(514) 341-7699**, e-mail: don.campbell@cae.com *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Sharing Trade Secrets".)

Editor-in-Chief:
Suzanne Lalonde-Gaëtan
Managing Editor: **Louis Kovacs**
Layout: **Yen Le**
Circulation: **60,000**
Telephone: **(613) 992-7114**
Fax: **(613) 992-5791**
E-mail: canad.export@dfait-maeci.gc.ca
Web site:
www.infoexport.gc.ca/canadexport

CanadExport

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from *CanadExport*.

CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division.

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call **(613) 992-7114**. For an e-mail subscription, check the *CanadExport* Web site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

Mail to:
CanadExport (BCS)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Ottawa K1A 0G2.

ISSN 0823-3330

THE CANADIAN
TRADE COMMISSIONER
SERVICE

**Showcase your
business abroad!**

Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to www.infoexport.gc.ca and register on line.

WIN
EXPORTS