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Authority and, to date, 20 homes have been built to demonstrate suitability of design and construction. LGS and its Sri Lankan partner expect to contribute to the development community's plan to build 30,000 homes during post-tsunami reconstruction efforts in Sri Lanka.

Another company actively involved in reconstruction efforts is Komex International Ltd., also based in Alberta. Acting on a lead from the Canadian Embassy in Indonesia, Komex won a six-month contract with UNICEF to manage a water supply rehabilitation project in the Indonesian province of Aceh, where more than 100,000 homes were

destroyed in the disaster. The project aimed to help replace and improve the water supply and delivery capabilities; most of the water supply in Aceh was eliminated by the destruction of wells through massive saltwater intrusion and bacterial contamination. Komex managed the importation of well-drilling rigs and trained local crews to operate and maintain the equipment.

**For more information**, go to [www.itcan-cican.gc.ca/tsunami/tsunami-response-en.asp](http://www.itcan-cican.gc.ca/tsunami/tsunami-response-en.asp). Canadian companies interested in supplying the reconstruction effort may wish to contact Francis Dorsemaine, International Financing Division, International Trade Canada, e-mail: [francis.dorsemaine@international.gc.ca](mailto:francis.dorsemaine@international.gc.ca).

**Barn doors open for Canadian agriculture companies in China**

**Beijing, China** > By the looks of it, last November's Canadian livestock business mission to the Chinese province of Shandong was a success.

Over 150 new key contacts were made in both Chinese industry and government. Not only was Canada's animal husbandry industry promoted to over 500 million viewers on Chinese television, but solid trade leads were pursued by Canadian exporters and five commercial deals were made during the one-day trade show. In fact, product shipments have already begun.

The mission attracted some 20 Canadian businesses in the dairy, swine and animal feed industries. With the help of Canada's trade commissioners in China, firms and associations such as Semex Alliance, Bioniche, Peak Swine, the Canadian Embryo Transfer Association, the Canola Council and Pulse Canada presented their products to Chinese public and private sector partners.

Companies that took part are now in a better position to meet China's growing needs in this sector. The business

partnering activities put them in contact with key government officials responsible for the livestock and animal feed sectors, as well as the private sector. What's more, business match-making seminars were held along with a program of outcalls to potential buyers. The Canadian pavilion at the China National Animal Husbandry Trade Show also provided an effective platform for companies looking to do some valuable networking.

In summing up the week-long trade program, one Canadian exporter noted, "we benefited greatly from the trip and it helped us open doors and build our image among many new potential buyers." So get connected to Canada's trade commissioners and register today for your Virtual Trade Commissioner at [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

**For more information**, contact Wang Pei, Trade Commissioner, Canadian Embassy in China, tel.: (011-86-10) 6532-3536, e-mail: [pei.wang@international.gc.ca](mailto:pei.wang@international.gc.ca), Web site: [www.beijing.gc.ca](http://www.beijing.gc.ca).

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**Canadian technology spits out the promise of better health**

Ottawa-based DNA Genotek Inc.'s DNA collection product has been touted as one of the most innovative technologies in the world.

Each year, the World Economic Forum identifies a number of technology pioneers—companies from around the world that develop and apply the most innovative and transformational technologies in the fields of health and biotechnology, renewable energy and information technology.

The work undertaken by these companies can significantly affect the way business and society operate. Each innovation is another step in society's attempt to harness, adapt and use technology to improve our world.

Of the 36 companies selected for 2006, DNA Genotek Inc. is the only one from Canada.

"The role of technology in society should be to enable positive change," says Ian Curry, President and CEO of DNA Genotek. "Our technology, the Oragene™ DNA Self-Collection Kit, allows health researchers around the world to execute their research programs more effectively and efficiently. Ultimately, that means faster discoveries that will improve health care globally."

**"Oragene is revolutionizing the global genetic research community."**

Advances in genetic research and testing are expected to continue improving the way health conditions and diseases are diagnosed, treated and prevented, resulting in major improvements to global health care. All genetic findings start with the collection and analysis of one essential resource: DNA.

"That's where DNA Genotek comes in," explains Curry. "Oragene is revolutionizing the global genetic research community. Oragene is the easiest, most reliable and cost-effective way to collect, transport, store and process large amounts of human DNA."

With Oragene, a donor simply deposits a saliva sample into a small plastic container. Once the container is closed, the saliva is mixed with a chemical solution that stabilizes the DNA—preserving it at room temperature for years—until it is extracted and analyzed.

Traditional collection methods present substantial challenges for researchers. Blood-based DNA collection incurs costs in handling and processing, requires trained professionals to take the sample, and is invasive and painful for the donor. Another alternative—buccal swabs—frequently does not provide enough DNA for genetic research and is known to be highly unreliable.

Oragene appeals to researchers and clinicians because it is non-invasive, dependable and easy-to-use. DNA Genotek markets its



products worldwide and has established a global customer base, with more than 1,500 labs in 58 countries currently testing and using its products.

To date, the Ottawa-based company has focused on promoting Oragene to health researchers who are conducting large population studies to determine the underlying genetic causes of disease and health conditions (e.g. breast cancer, cystic fibrosis, autism, obesity). For statistical reasons, the success of these studies hinges on large amounts of DNA from a large number of donors. Top-tier health research institutions around the world such as Harvard, Stanford, Cambridge, Oxford and the Karolinska Institute in Sweden have already adopted Oragene's user-friendly technology.

Since the use of DNA for health research and clinical diagnosis is expected to increase rapidly, the company is well positioned for long-term growth. DNA Genotek attributes its success to an excellent product, customer focus and devotion, and surging market demand.

**For more information**, go to [www.weforum.org/site/homepublic.nsf/Content/Technology+Pioneers](http://www.weforum.org/site/homepublic.nsf/Content/Technology+Pioneers) and [www.dnagenotek.com](http://www.dnagenotek.com).