### - Continued from page 1

Judging by these results, Morocco is fast becoming a key destination for Canadian exports, which includes everything from products in the infrastructure sector to the cuttingedge field of biotechnology, as well as Canadian expertise in hospital management, and software design for Moroccan income tax calculation.

### Algeria

In Algeria, Canada's largest trading partner in Africa and the Middle East, the trade mission grew to 86 Canadian participants, who met over 600 Algerian business representatives. Algerian Prime Minister Ali Benflis attended the inaugural session to urge Algerian and Canadian executives to further strengthen the strong business relationship they already share, one that is worth over \$1 billion annually. Apparently heeding his advice, the two countries signed 12 agreements, worth over \$605 million.

### Spain

Then it was on to Madrid, and Barcelona, Spain, where 35 Canadian business people explored the potential of one of the fastest growing economies in the European Union (currently 4.2% annual growth). Spanish companies have already invested in, and made commitments to, Canada totalling \$5.7 billion, and 55 Canadian companies either have an office, or some other presence, in Spain. Top priorities for this mission were the construction, environment, information technology, communications and transportation sectors. The Canadian and Spanish business discussions produced three significant commercial agreements.

### Portugal

Next was the Portugal leg of the trip, where 14 Canadian companies visited Lisbon, focusing on telecommunications, information technology, defence, environment, transportation and construction. The Canadian companies expressed interest in partnering with the Portuguese, not only in domestic markets, but in third-country markets as well. The mission also witnessed the launching of the Canada–Portugal Business Club.

The mission itself may have ended, but its success lives on. Several Canadian firms are keen to return to the

# Trade mission

region to further explore additional business opportunities, to develop contacts, and to establish a presence in these growing markets.

In the words of Minister Pettigrew, "There was a real enthusiasm for Canada here. The results have exceeded our expectations."

# Agreements signed in Morocco:

- Gestion Médicale Internationale, of Sillery, Quebec, will provide consultancy on hospital administration to the Casablanca Children's Hospital.
- Groupe Sykam, of Laval, Quebec, will establish a plastics processes institute and a biotechnology institute in Morocco.
- Progestic International, of Ottawa, Ontario, and the Laboratoire Public d'Essais et d'Études of Morocco will
  conduct a study of building maintenance management in Morocco.
- TMR Conseils et Expertises, of Hull, Quebec, in partnership with Informatrix Maroc, will design three software applications for the preparation of personal and corporate Moroccan income tax.
- World Export, of Abbotsford, B.C., and Groupe Multimédia 2000 of Morocco, will partner to design a Web site promoting Moroccan exporters.

## **Agreements signed in Algeria:**

 A \$600 million memorandum of understanding between SNC-Lavalin International Inc. of Montreal, Quebec, and Algeria's Agence nationale de l'eau potable industrielle et de l'assainissement [National Industrial Potable Water and Purification Agency].  Letter of intent for the creation of a joint venture between RSW International Inc. of Montreal, Quebec, and Algeria's Entreprise nationale des études hydrauliques (ENHYD) [National Corporation for Hydraulic Studies]. 1

- Partnership agreements between Neosignal of Lasalle, Quebec, and Forem of Algeria, and between Neosignal and Alpha Design of Algeria.
- Letter of agreement between PanGeo Pharma Inc. of Montreal, Quebec, and Digromed of Algeria.
- Partnership agreement between Elix Inc. of Montreal, Quebec, and EEPAD of Algeria.
- Memorandum of understanding between Géomat International Inc. of Montreal, Quebec, and Geocomputer of Algeria.
- Memorandum of understanding between Dessau-Soprin International of Montreal, Quebec, and Algeria's EPA-ANSA Sidi Abdellah.
- Partnership agreement between Connexions commerciales internationales of Verdun, Quebec, and L'entreprise de promotion immobilière of Bejaia.
- Partnership agreement between Groupe Canam Manac of Ville de Saint-Georges, Quebec, and Groupe ADF of Terrebonne, Quebec, to carry out projects in Algeria.
- Letter of intent for a partnership between the Atelier d'Usinage Tracy of Tracy, Quebec, and Algeria's Entreprise nationale de charpente et de chaudronnerie (ENCC) [National Frame and Boilermaking Corporation].
- Sanitary agreement between the Canadian Food Inspection Agency and Algeria's Ministry of Agriculture and Fisheries.
- Partnership agreement between ATCO Structures Inc. of Alberta Continued on page 13 – Trade mission

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