

## Canada planning U.S. geomatics mission

**STENNIS, MISSISSIPPI** — February 24-25, 2005 — The Canadian Consulate General in Atlanta, in conjunction with Industry Canada, is organizing a geomatics, geographic information systems, geospatial sciences, ocean technologies, and science and technology partnering mission to NASA's Stennis base.

NASA-Stennis is the largest geomatics base in the United States, if not the world. It is the home for NASA's geomatics functions, the U.S. Naval Oceanographic Office, and the National Oceanic and Atmospheric Administration.

The mission partner is the Mississippi Enterprise for Technology (MSEFT), a consortium of 45 geomatics companies and research institutes. The mission will promote strategic alliances, joint ventures, technology licensing and research exchanges between Canada and the members of MSEFT and other Stennis-based organizations.

Canadian participants can make a short presentation and have at least

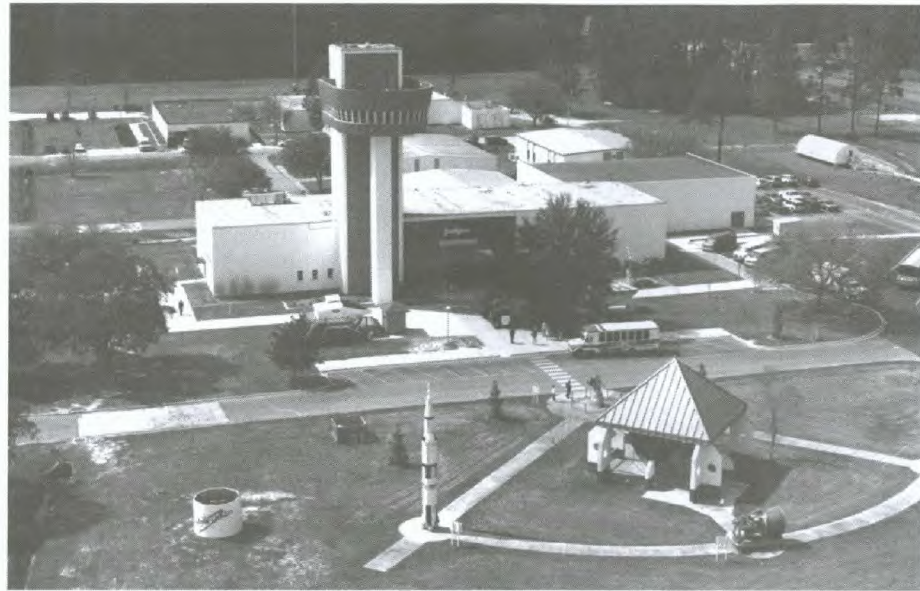


Photo: John C. Stennis Space Center

The John C. Stennis Space Center's Stennisphere houses NASA's geomatics functions.

three personalized meetings with potential American partner companies. There is no participation fee. Companies will, however, be responsible for their own travel, lodging and meal expenses. Local business-related transportation will be provided.

**For more information**, contact Steve Adger Flamm, Senior Business Development Officer, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, fax: (404) 532-2050, e-mail: [steve.flamm@international.gc.ca](mailto:steve.flamm@international.gc.ca), Web site: [www.atlanta.gc.ca](http://www.atlanta.gc.ca).

## Procurement conference focuses on Americas

**VANCOUVER** — November 15-17, 2004 — For the first time, federal government procurement executives and suppliers from Canada, the United States, Mexico and other Latin American countries will come together at the **Federal Government Procurement Conference of the Americas**. The Canadian Commercial Corporation and the United States General Services Administration are organizing the event.

Exporters who attend the conference will hear speakers from the respective governments and prime contractors as they explain how procurement is handled in their country. They will also discuss acquisition processes and provide information on future procurement requirements and programs, such as British Columbia's planning for the 2010 Winter Olympics.

The main topics to be covered will include defense and security procurement, doing business with civilian governments, and the legal aspects of contracting with governments.

On both days of the conference, participants can arrange one-on-one meetings with representatives of government agencies and prime contractors.

**For more information**, and to register, go to [www.fgpc2004.com](http://www.fgpc2004.com).

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## Southeast Asia

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Nations (ASEAN)—Malaysia, Thailand, the Philippines, Indonesia and Singapore—are among the most open economies in the world. And while China attracts more foreign direct investment (FDI) in absolute value, Southeast Asia continues to pull in its share. When relative gross domestic product (GDP) is taken into account, Malaysia, Vietnam and Singapore all continue to attract FDI at a comparable or greater rate than China," he says.

In recent surveys asking Japanese corporations to rank the ten most promising destinations for manufacturing FDI, five of the ten markets were in Southeast Asia. "With good reason," Simmons responds, "because Southeast Asia's current economic strength is based on the integrated pattern of trade within Asia itself, where China is creating surging demand for Asian raw materials and inputs of all kind. In the process, Southeast Asia is becoming an integral part of the global supply chain story."

All of this translates into opportunities for Canadian exporters and investors, particularly in those sectors where Canadian expertise excels, like information and communication technology, environmental services, biotechnology and aerospace.

"It is with some sense of urgency that Indonesia, Vietnam, Thailand and the Philippines are trying to fast-track much delayed infrastructure development including ports, airports, rail, power generation, water and telecommunications," says Simmons.

"Furthermore, throughout the region, manufacturers are beginning to upgrade and expand their facilities, creating demand for machinery and equipment as well as services. Still, other larger corporations are expanding their regional base through



mergers and acquisitions, creating economies of scale and distribution channels to fuel even greater economic activity," he says.

True, each market in the region is different and clearly the business approach needs to take this into account. Simmons explains that a business development model that proves successful in Malaysia may require another strategy in Thailand or the Philippines. "It almost goes without saying that opportunities in Singapore are very different from those presented in Indonesia," adds Simmons. "Finally, there is additional work to be done among the ASEAN partners to further integrate the Southeast Asian economies to take full advantage of what is, when taken as a whole, a sizable and dynamic market with significant raw materials and consumer demand."

With careful planning and a targeted approach, Canadian business can find success in the Southeast Asian markets. And these successes can create an excellent base from which to seize other, perhaps larger, opportunities throughout the region.

### EDC lends a hand

But there are risks inherent in doing business in any emerging market and Southeast Asia is no exception. For Canadian exporters and investors, these risks are amplified by geographic distance. This is where EDC comes in, with its risk management and financing

services combined with its "on-the-ground" presence in Malaysia.

EDC's services range from export credit and political risk insurance, to contract bonding and loans for foreign buyers of Canadian goods and services. From its base in Kuala Lumpur, EDC also works closely with the trade offices at Canadian embassies and high commissions, ASEAN banks, project developers and other regional buyers and borrowers to facilitate transactions with Canadian businesses.

"Viewed from Canada, the Asian market may appear somewhat daunting in size and complexity," says Simmons. But he adds that success is often hard to come by, perhaps impossible, without a targeted approach combined with perseverance.

"In golf, it is important to hit your drive 'straight down the middle' and think ahead to your next shot. The same can be said for pursuing business opportunities in Asia. By aiming for the 'middle ground' of Southeast Asia, you can gain an excellent vantage point from which to more clearly see opportunities elsewhere in the region."

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