

## Food and Hospitality China 2003

**BEIJING, CHINA** — March 4-6, 2003 — Beijing's **Food and Hospitality China 2003 (FHC Beijing 2003)** will focus on the food, drinks, hospitality, food service, bakery and retail industries. Preparations are underway for a major Canadian presence at FHC Beijing 2003, supported by the Canadian Embassy in Beijing.

Established in 1994, the annual Shanghai-based FHC Beijing 2003 exhibition is recognised as the premier food and hospitality event for all of

China. Building on this success, FHC Beijing 2003 offers industry a direct line to the explosive growth in the hospitality and retail markets of North China—a fast-developing region thanks to booming local economies and rising consumer incomes. Also, China's entry to the World Trade Organisation and news of Beijing hosting the 2008 Summer Olympics make this city and its surrounding region a lucrative growth market.



For more information on trade and market intelligence, contact Gordon Parsons, Counsellor (Commercial), Canadian Embassy in Beijing, e-mail: [gordon.parsons@dfait-maeci.gc.ca](mailto:gordon.parsons@dfait-maeci.gc.ca) or

Brandon Geithner, Trade Commissioner, DFAIT, e-mail: [brandon.geithner@dfait-maeci.gc.ca](mailto:brandon.geithner@dfait-maeci.gc.ca) For more

information on FHC Beijing 2003, go to [www.fhcbeijing.com](http://www.fhcbeijing.com)

To book your booth in the Canadian pavilion at FHC Beijing 2003, contact Anne Heath, Project Manager, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: [ah@unilinkfairs.com](mailto:ah@unilinkfairs.com)

## Hiroshima

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roughly the same size as Belgium's (based on GDP figures of approximately \$370 billion in 2001), yet it is squeezed into a land area equal to 3.4% of British Columbia. The costs of doing business there are generally lower than in Tokyo or Osaka; labour, warehouse/distribution rental, and land costs are roughly 30 to 40% cheaper.

### Hiroshima

The public sector in Japan has recognized the need for promoting the region as a place to do business by creating a number of government support mechanisms to assist foreign enterprises in setting up their operations. The City of Hiroshima—with a population of 1.1 million and 3 million for the Hiroshima prefecture—has a bilingual Canadian on staff ready to assist interested companies. (For more information, contact Chris Keeffe, Supervisor, Foreign Business Promotion, City of Hiroshima, tel.: (011-81-82) 504-2241, fax: (011-81-82) 504-2259, e-mail: [keeffe@city.hiroshima.jp](mailto:keeffe@city.hiroshima.jp))

In September 2000, the Canadian Embassy in Tokyo opened a trade section in the Office of the Honorary Consul in Hiroshima with a mandate to help Canadian businesses take advantage of emerging opportunities and forge new partnerships with Hiroshima firms. Other aims include deepening Canadian knowledge and understanding of Hiroshima, advising Hiroshima businesses regarding Canadian capabilities, exploring opportunities for mutual investment, and organizing events such as missions, trade fairs and seminars.

### Opportunities

In the past two years, several Hiroshima companies have formed solid relationships with Canadian companies. The City of Hiroshima and the Japan External Trade Organisation sent a five-company biotech/environmental technology mission to Montreal last fall, resulting in serious negotiations for technology sharing agreements

and for exporting Canadian technology to the Hiroshima area.

Other deals between Canadian and local house builders, aerospace companies, food importers and clothing retailers have been completed, further proof of the range of opportunities that exist for Canadian companies in the Hiroshima area.

From **February 7 to 9, 2003**, Canadian companies that manufacture innovative assistive devices can display their products and information at the Canada booth of the **Chugoku-Shikoku Business Fair**.



The event will attract buyers from all over Western Japan.

For more information on this fair and opportunities, contact Scott McKeeman, Commercial Officer, Office of the Honorary Consul in Hiroshima, tel./fax: (011-81-82) 211-0505, e-mail: [ctohiroshima@gol.com](mailto:ctohiroshima@gol.com) Web site: [www.infoexport.gc.ca/ie-en/OfficeSelection.jsp?cid=515](http://www.infoexport.gc.ca/ie-en/OfficeSelection.jsp?cid=515)

(For the unabridged version, see [www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport) and click on "A Yen for Japan".)

## SOFTWARE MISSION TO GUADALAJARA AND MONTERREY

**GUADALAJARA AND MONTERREY, MEXICO** — February 17-20, 2003 — The Canadian Consulates in Guadalajara and Monterrey are organizing a trade mission for Canadian software companies. The objective is to introduce these companies to potential buyers and to provide a better knowledge of the existing software market in the two largest cities in Mexico after Mexico City.

The Mexican information technologies (IT) market represents \$9 billion in annual purchases. Despite the economic slowdown, corporate

purchases of IT have grown steadily for most industries.

The focus of the mission will be one-on-one meetings with potential buyers and distributors in both cities. In addition, seminars and networking activities will enhance the understanding of the market and the access to local business people.

For more information, or to register, contact Gilles Tassé, Trade Commissioner, DFAIT, tel.: (613) 944-0699, e-mail: [gilles.tasse@dfait-maeci.gc.ca](mailto:gilles.tasse@dfait-maeci.gc.ca)

## SIAL Montreal 2003

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dian companies aware of export opportunities in each officers' respective country. For advice on how to do business internationally, meet these specialists during the **Export Café** on Thursday, **April 3**.

A number of speakers will be there to discuss trade issues and facilitate a better understanding of their respective sectors. Topics include: Canadian regulations in the area of food safety; understanding why KPMG considers Canada the best place in the world to invest; and learn about the Customs-Trade Partnership Against Terrorism

Program (C-TPAT) by United States Customs.

For more information or to register for these activities, e-mail [infocafeexport@agr.gc.ca](mailto:infocafeexport@agr.gc.ca) or call (514) 283-3815 ext. 513. As space is limited, pre-registration is mandatory. Priority will be given to exhibitors on a first-come, first-served basis.

For more information on SIAL Montreal 2003, go to [www.sialmontreal.com](http://www.sialmontreal.com) and to access DFAIT market reports on the agriculture, food and beverages sectors, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

## Canada-Costa Rica Free Trade Agreement

On November 1, 2002, International Trade Minister Pierre Pettigrew and Costa Rican Foreign Trade Minister Alberto Trejos met to officially bring into force the Canada-Costa Rica Free Trade Agreement. The meeting took place in Quito, Ecuador, at the Free Trade Area of the Americas ministerial meeting.

"Canadian exporters can begin to take advantage of this agreement," said Minister Pettigrew. "It provides a balanced market access package that will bring significant benefits

to both countries and it marks a step forward for future cooperation."

The agreement, signed in April 2001, gives better access to the Costa Rican market for Canadian fish, paper products, auto parts, plastics, wood and agricultural goods. It will also reduce red tape and border procedures for Canadians doing business in Costa Rica. Two-way merchandise trade between Canada and Costa Rica reached \$250 million in 2001.

Taking into account the differences in levels of development and size of the two economies, Canada will liberalize

## Multisector visits to India

**DELHI, MUMBAI, and BANGALORE, INDIA** — February 5-13, 2003 — The Canada-India Business Council and Ontario Exports Inc. are organising an infrastructure/transportation mission to the **India Infrastructure Show**. The Ontario delegation will be led by Jim Flaherty, Minister of Enterprise, Opportunity and Innovation.

During this period, Dr. Arthur Carty, President of the National Research Council (NRC), and senior scientists from NRC research institutes will be visiting Delhi where Dr. Carty will speak at **Biotech India 2003** (February 5-8). They will also visit Bangalore and Mumbai where Dr. Carty will speak at the **National Association of Software and Service Companies Conference** (February 11-14). In addition to profiling Canadian R&D expertise at these events, the visit will serve to promote linkages between Canadian and Indian institutes for future collaborative science and technology programs.

For more information, contact the Canada-India Business Council, tel.: (416) 214-5947 ext. 21, e-mail: [info@canada-indiabusiness.ca](mailto:info@canada-indiabusiness.ca) Web site: [www.canada-india-business.ca](http://www.canada-india-business.ca)