

Aladin Legault d'Auteuil is now serving in **Minneapolis** as Consul and Trade Commissioner with responsibility for investment, energy and minerals. He previously worked in Ottawa in the China and Mongolia Division (2001). Prior to joining the Foreign Service, he worked as Trade Commissioner for the Quebec Ministère de l'industrie et du commerce (1999–2001). He speaks Spanish.



Brian Parrott is currently serving in **Seattle** as Senior Trade Commissioner. He previously was posted to Tokyo as Trade Commissioner and Program Manager (resources, energy, building and consumer products, and agri-food) (1997–2002). He is working on interchange from the Province of British Columbia.



Jennifer Price is serving in **Los Angeles** as Trade Commissioner. She has a graduate degree in creative writing, and has extensive experience in the cultural sector. Most recently, she served as Director of Communications, Cultural Development Sector, Department of Canadian Heritage (2000–2002).



Lisette Ramcharan is now serving in **Washington, D.C.**, as Counsellor (Science and Technology). In Ottawa, she served as Desk Officer, Indonesia and Philippines (1997–1998), and as Legal Officer, Oceans, Environmental and Economic Law Division (1998–1999). She previously was posted to Harare as Second Secretary (Political/Economic) (1999–2002).



Leslie Reissner is now serving in **Washington, D.C.**, as Counsellor (Commercial). After joining the Department as Assistant Trade Commissioner (1985–1986), he attended Mandarin language training (1986–1987). Previous postings were to Beijing (1987–1989), Hong Kong (1989–1991) and Berlin (1998–2002). In Ottawa, he worked in the European Community Division (1991), the Environment Division (1995–1997) and the Southern Europe Division (1997–1998).



Dina Santos is currently serving as Vice-Consul and Assistant Trade Commissioner in **Boston**. Her responsibilities include managing the Business Development InfoCentre, and the New Exporters to Border States (NEBS) and Reverse NEBS programs. Previously, she worked in Ottawa as a Trade Policy Officer (2001–2002).



Sandra Shaddick is serving in **Washington, D.C.**, as Trade Commissioner responsible for construction and building products, environmental technologies, rail and urban transportation, and automotive and forest industries. She previously worked in the Asia-Pacific Regional Planning and Coordination Unit (2001–2002).



Making connections

Mid-Atlantic technology link

The keys to success come from people who already know how to open the doors. Want to know how information and communication technology (ICT) firms can get those keys to markets in the greater Washington D.C. region and U.S. mid-Atlantic states of Virginia, Maryland, Delaware, and Pennsylvania? Get on a list of ICT firms and tap into an informal network of contacts who want to help.

Tough U.S. tech market? Maybe so, but dozens of Canadian ICT firms are breaking new ground by taking advantage of \$90 billion in U.S. federal technology spending, meeting the ICT demands of a leading biotechnology industry, building contacts through hundreds of U.S. national association head offices, and staying plugged into U.S. policy directions on key issues in e-business and e-government.

It's a bit like doing tech business in the Ottawa Valley; being successful may not be easy but it has a lot to do with being there, knowing your way

around, and finding somebody who can introduce you to the leading decision makers and partners.

Sharing secrets of success

Some Canadian tech companies have had Washington D.C. offices for years. Others are building their presence from occasional trips into longer-term representation and partnerships. Now they're willing to welcome Canadian ICT newcomers, share their secrets of success, and open connections and leads for each other.

How? Through a simple list. To get the list, you have to be on the list. No organizational meetings. No dues. Just one-on-one connections between active Canadian ICT exporters in the U.S. mid-Atlantic states.

"Participants in this informal network agree to share some of their connections and insights into this region's market trends with established or newly-arrived Canadian tech industry players there," said Maria Gignac, Marketing and Trade Officer at the International Trade Centre in Toronto.

"This also supports our strong focus on investment and capital attraction," said Leslie Reissner, the Embassy's Counsellor (Commercial). "We are eager to meet more of the Canadian firms doing business here and be able to better serve our clients through exchanging ideas and contacts for both marketing and investment development," adds Reissner.

Companies on the list might choose to contact each other, trade advice on getting feature coverage in the local tech media, speak to Canadian firms at events in Canada, or accept invitations to meet with interested systems integrators.

So who's on the list? You could be. If your firm is a Canadian client of the Trade Commissioner Service (registered in WIN Exports or the *Virtual Trade Commissioner* at www.infoexport.gc.ca), has an office or representation for marketing information technology products and services in the mid-Atlantic states, and has connections and experience to share with others, then you're invited.

For more information, contact the Canadian Embassy in Washington D.C. at wshdc.infocentre@dfait-maeci.gc.ca with your full contact data, a description of your presence in the mid-Atlantic technology market, and some key words about the experience or contacts you would consider sharing. *

Automotive engineers roll into Detroit

SAE 2003 World Congress

DETROIT, MICHIGAN — March 3-6, 2003 — The Canadian Consulate General invites Canadian automotive parts manufacturers to exhibit at the **2003 Society of Automotive Engineers (SAE) World Congress**.

The **SAE** show remains the largest automotive original equipment show in North America. Last year, over 37,000 attended! The Canadian pavilion will feature manufacturers of automotive parts and support services. With Industry Canada's support, DFAIT will feature a technology showcase within the Canadian pavilion to exhibit Canada's research and development capabilities and achievements. As well, a media relations firm will assist in gaining media coverage for all Canadian exhibitors. These added benefits come at no additional cost to exhibitors.

For more information, contact Anne Cascadden, International Trade Officer, Canadian Consulate General in Detroit, tel.: **(313) 446-7017**, e-mail: anne.cascadden@dfait-maeci.gc.ca Web site: www.sae.org/congress/ *

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