

## Canada's export experts

# Canada Business Service Centres

by Daria Gawronsky, Trade and Business Services Officer, Canada/Manitoba Business Service

**T**hinking of exporting your products or services abroad and wondering where to start? Looking for the right information to start or grow a business? The **Canada Business Service Centres (CBCSCs)** located in every province and territory across Canada are there to help Canadian companies at any stage of export development get the information and tools they need for success.

As with any business venture, having the right information for exporting improves the odds of success. Operating on behalf of Team Canada Inc, the CBCSCs can help you enter the world of exporting by providing information from their extensive on-site library collections and databases of export materials and resources.

By dialing **1-888-811-1119** (toll free), you will be connected with a professionally trained information officer in your region who will assess your information needs. Based on your

interest in a wide range of programs, services, and expertise available from federal and provincial governments and non-government organizations, and your company's stage of export development, these officers will help you research the demographic, economic, political, and cultural factors that may affect the export potential of your products or services.

Should additional expert advice or export counseling be required, you will be referred to the appropriate service providers, for example, International Trade Centres, the Trade Commissioner Service, Export Development Canada, the Business Development Bank of



Canada, Canada Customs and Revenue Agency, Canadian Commercial Corporation, the Canadian Food Inspection Agency, Western Economic Diversification Canada, and the Regional Trade Networks within your province or territory.

### Tools of the trade

The CBCSCs encourage their clients to learn more about exporting by registering in the World Information Network (WIN) WIN Exports database. Managed by DFAIT's Trade Commissioner Service, WIN Exports ([www.infoexport.gc.ca/winexports](http://www.infoexport.gc.ca/winexports)) is used by trade officers in Canada and abroad to connect Canadian companies with international buyers.

Clients may also find the Interactive Export Planner available on the Export Source Web site ([exportsource.ca](http://exportsource.ca)) useful for developing an export plan.

So don't just wonder about exporting your products and services, call **1-888-811-1119** and let the CBCSC experts help you get started. ★

Do your "Web work" first, and prepare for success!

## Hong Kong — an exceptional market

Hong Kong, with a population approaching 7 million, is one of Canada's most important trading partners, one of our major sources of direct investment, and a significant market for Canadian services. Hong Kong was also Canada's 12th largest export market for goods in 2001 — a healthy slice of our export pie. At the Web site of the Canadian Consulate General in Hong Kong, Canadian exporters can get help earning their share.

The Consulate General's gateway to the Hong Kong market begins at [www.infoexport.gc.ca/hk](http://www.infoexport.gc.ca/hk) Click on Market Prospect and select market reports from the dozens available — free of charge — to Canadian companies. These reports can help you assess your company's market potential and they also offer valuable advice about doing business in Hong Kong. Reports are accessible by region, or by sector — from "A" (Agriculture) to "U" (Urban transit).

Visit Information provides practical tips on organizing a trip to Hong Kong, everything from hotels and hospitality services, to the best interpreters. Key Contacts lists qualified individuals in the region, such as buyers, distributors, and lawyers. Troubleshooting offers advice on resolving critical business challenges, and Local Company Information provides up-to-date information about local businesses. There are also plenty of Useful Links

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## Mine opportunities "down under"

**MACKAY, AUSTRALIA** — July 23-25, 2002 — **Queensland Mining and Engineering Exhibition (QME)** is not just another industry event, but rather a place for mining equipment and services suppliers to re-connect with each other every two years and view the latest products and technologies in the industry. **QME 2002** is the fifth such exhibition to be held in Mackay, home of the world's largest export coal mining industry.

There are three ways for Canadian mining industry suppliers to participate:

- Display brochures at the Canadian Consulate General's information booth.
- Exhibit posters under the CAMESE (Canadian Association of Mining

Equipment and Services for Export) poster scheme.

- Rent a booth.

Attending QME is a great way to support current sales efforts in the Australian market while prospecting for new opportunities with local sales representatives and distributors seeking new lines.

For details, visit the QME Web site: [www.qme.reedexpo.com.au](http://www.qme.reedexpo.com.au)

**For more information, or to register**, contact R.G. (Bob) Gow, Business Development Manager, Canadian Consulate General, Sydney, tel.: **(011-61-2) 9364-3045**, fax: **(011-61-2) 9364-3097**, e-mail: [robert.gow@dfait-maeci.gc.ca](mailto:robert.gow@dfait-maeci.gc.ca) or Debra Linden, Business Development

Assistant, tel.: **(011-61-2) 9364-3046**, fax: **(011-61-2) 9364-3097**, e-mail: [debra.linden@dfait-maeci.gc.ca](mailto:debra.linden@dfait-maeci.gc.ca) or Francis Bourqui, Director of International Market Development, CAMESE, tel.: **(905) 513-0046**, fax: **(905) 513-1834**, e-mail: [bourqui@camese.org](mailto:bourqui@camese.org) ★

## Opportunities to taste

**CARACAS, VENEZUELA** — September 18-21, 2002 — The Caracas International Exposition Center will be packing in thousands of industry professionals from Venezuela, and the Andean and Caribbean regions this fall for two simultaneous trade shows: **Empaque 2002** and **Alimentaria 2002**. Among the sponsors for the two shows are AVIPLA (Venezuelan Association of Plastic Industries) and CAVIDEA (Venezuelan Chamber of Food Industries).

Empaque is the international trade show and conference on equipment, supplies and services for the packaging, bottling and canning industry. Everything from ancillary equipment, adhesives and agglomerated materials to wood and varnishes — and just about everything in between — will be on display.

**Alimentaria** is the international trade show and conference on technology, equipment, supplies and services for the food industry. Manufacturers, distributors, wholesalers and suppliers will be offering their latest advancements in equipment, machinery, products and services. A food technology symposium will be held in conjunction with the exhibitions.

**For more information**, contact the organizers, CONFEX International *continued on page 16 — Caracas*

## International Spring Trade Fair in Mongolia

**ULAANBAATAR, MONGOLIA** — June 4-8, 2002 — The **International Spring Trade Fair for 2002** will provide an opportunity for foreign companies to display a wide range of products and services to Mongolian consumers. The fair will include agricultural products, consumer goods such as furniture, giftware and leather goods, raw materials and construction materials, and telecommunications products and services.

The **Spring Trade Fair** provides an opportunity for Canadian companies to investigate opportunities in this emerging market. The Permanent Mission of Mongolia to the United Nations reports that the principal Mongolian import items in 2000 were petroleum products, food products and vehicles.

Several Web sites are currently under development for trade and business in Mongolia that may include information on the **International Spring Trade Fair**. These include Mongolia Market ([www.mongoliamarket.mn](http://www.mongoliamarket.mn)), the

trade link on the Permanent Mission of Mongolia to the United Nations ([www.un.int/mongolia/trade.htm](http://www.un.int/mongolia/trade.htm)) and The Embassy of Mongolia in Canada ([www.mongolembassy.org](http://www.mongolembassy.org)).

The **International Autumn Trade Fair** will be held **September 10-14, 2002**.

**For more information, or to receive** a registration form, contact Chikhalkhuu Tsend, Embassy of Mongolia, tel.: **(613) 569-3830**, fax: **(613) 569-3619**, e-mail: [mail@mongolembassy.org](mailto:mail@mongolembassy.org) Web site: [www.mongolembassy.org](http://www.mongolembassy.org) ★

