

## Report out on France's fish and seafood market

A new report on the fish and seafood market in France, prepared by the Market Research Centre in cooperation with the Trade Commissioner Service, is now available on Infoexport (full report available at [www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=33682](http://www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=33682), password required).

This report contains all of the information seafood exporters need: an overview of the French market, who the competitors and customers are, logistical information and a description of promotional activities conducted by the Canadian Embassy in France.

For more information, contact the Canadian Embassy in France, e-mail: [france-td@dfait-maeci.gc.ca](mailto:france-td@dfait-maeci.gc.ca).



## Turin — continued from page 1

### Opportunities

The following categories are still available: leather accessories such as wallets and belts; silk accessories such as ties and scarves; objects such as mugs, containers and frames; children's clothing; stationery, including pencil cases, notebooks and diaries; bathrobes and beach towels; sports equipment such as headgear, skis and sleds; sports underwear, swimwear, shorts and socks; toys and games; glasses, sunglasses and masks; posters, calendars and postcards.

For more information on the licensing program, contact TOROC, e-mail: [licensing@torino2006.it](mailto:licensing@torino2006.it). For updates on product categories still available, go to [www.torino2006.org/comitato/content.php?idm=100365](http://www.torino2006.org/comitato/content.php?idm=100365).

For more information on the Games, contact Carmen Travagin, Business Development Officer, Canadian Consulate General in Milan, e-mail: [ital-td@dfait-maeci.gc.ca](mailto:ital-td@dfait-maeci.gc.ca), Web site: [www.torino2006.org](http://www.torino2006.org).

## IBOC trade lead

**POLAND** — The International Business Opportunities Centre (IBOC) has received a tender opportunity from the Canadian Embassy in Warsaw, Poland. The Republic of Poland invites international bidding for the construction of an approach lights system for Lask Airfield's main instrumental approach, including: canter and bar lights, a Precision Approach Path Indicator (PAPI), power supply equipment, and monitoring and control systems. The closing date is May 26, 2004.

For more information, contact Jan Leskiewicz, Polish Ministry of Economy, Labour and Social Policy, tel.: (011-48-22) 687-4328, fax: (011-48-22) 687-4329, e-mail: [ziotp@wp.mil.pl](mailto:ziotp@wp.mil.pl). Interested companies are asked to also inform Malgorzata Janasik,

Canadian Embassy in Warsaw, fax: (011-48-22) 584-3195, e-mail: [malgorzata.janasik@dfait-maeci.gc.ca](mailto:malgorzata.janasik@dfait-maeci.gc.ca), quoting bid number **ICB/01/2004-AF**, or case number **040126-00345**. Work is to start July 12, 2004, and end December 30, 2004.

### Get connected to international business opportunities!

To get trade leads in your sector from the International Opportunities Business Centre (IBOC), register for the Virtual Trade Commissioner at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)—the only way to learn about IBOC's e-leads.

Also, go to IBOC's Web site at [www.iboc.gc.ca](http://www.iboc.gc.ca) and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers.

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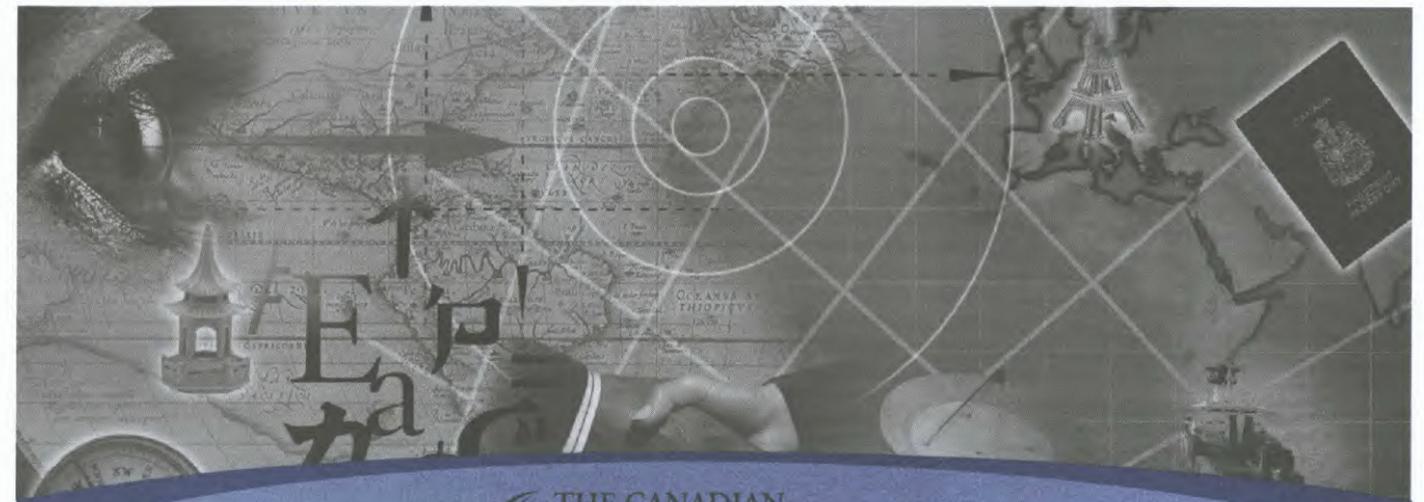
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## Trade missions: A smart investment loaded with benefits for Canadian companies

*Planning to visit your target market? Looking for maximum value? For those in the know, there is no better export development bang for your buck than joining a trade mission.*

### What is a trade mission?

A trade mission is a mission often led by the Minister for International Trade or Minister of State for New and Emerging Markets, that lends strong credibility to participating companies and attracts key local contacts. A trade mission affords companies an enhanced level of local attention and support from the Canadian government that is unmatched by lone company visits. This is a prime benefit for small and medium-sized businesses that may not have the resources or name recognition to open doors on their own in new markets abroad.

Trade missions are carefully planned by the embassies and the Department of Foreign Affairs and International Trade (DFAIT) to provide maximum exposure and networking opportunities for the companies involved. Succinct knowledge-packed presentations, media profiles, and strategic meetings and introductions are worked into a tight program designed to deliver results.

### The recent trade mission to Chile

The Department's most recent mission to Chile is an example of how a trade mission can benefit Canadian exporters. The December 2003 mission to Santiago succeeded in creating new business in Chile for Canadian companies and highlighted the benefits of the Canada-Chile Free Trade Agreement.

Participants engaged in a four-day program that featured one-on-one meetings with Canadian senior trade commissioners and presentations by Chilean business people including the head of Chile's Foreign Investment Committee and the president of the Central Bank of Chile.

Positive feedback from the 51 Canadian companies in attendance pointed to two key benefits: the mission provided direct networking opportunities with key local contacts, and the chance to meet with senior trade commissioners brought in from posts across South America. Many of these benefits would not be possible if a company were to visit the region on its own.

Joining a trade mission is one of the smartest investments a company can make toward developing its export

*"The trade mission to Chile gave us a leg up, an opportunity to establish relationships with senior trade commissioners and key local contacts, which in turn helped us identify clients in the region. For us, the benefits of trade missions are in those crucial contacts and using the knowledge of trade commissioners on the ground, right in the environment we're focused on."*

Chris Johnson  
Senior Account Manager with **FreeBalance**, Canadian company participant of the Team Canada 2003 Trade Mission to Chile

**FreeBalance** is a Canadian firm involved in country-wide financial management systems with interests in South America and the Caribbean.

business. If your company has researched and selected its target markets, you may be ready to benefit from an upcoming trade mission to your region of interest.

For more information about trade missions, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca) or go to the Team Canada Web site at [www.teamcanada.gc.ca](http://www.teamcanada.gc.ca).