

Onward and eastward Seminar to focus on Europe's 'new frontier'

TORONTO — February 16, 2005 — The Munk Centre for International Studies is organizing a business seminar on Bulgaria, Romania, Serbia and Montenegro, Croatia and Turkey entitled *Europe's New Frontier: Business and Investment Strategies In South Eastern Europe*.

The seminar will outline the opportunities and challenges of doing business in a region that is generally not well known to Canadian business. There will be two keynote speakers:

Erhard Busek, Special Coordinator of the Stability Pact for Southeastern Europe, and Peter Munk, Chairman of Barrick Gold Corporation.

There will also be a four-panel discussion on different business sectors and a panel on finance that will be chaired by a specialist with Export Development Canada. This will be a unique opportunity to learn about the experiences of successful Canadian firms in the region.

For more information, contact Professor Robert Austin, Centre for Russian and East European Studies, University of Toronto, tel.: (416) 946-8942, e-mail: robert.austin@utoronto.ca, or Brian Hood, International Trade Canada, Central Europe and Eastern Mediterranean Division, tel.: (613) 944-1562, fax: (613) 944-3107, e-mail: brian.hood@international.gc.ca. ★

Turkey, Canada sign medicine MOU

Gazi University of Ankara and Halifax's Dalhousie University signed a memorandum of understanding (MOU) in October to facilitate academic relations and cooperation in the field of medicine. The agreement will focus on cooperation in faculty and curriculum development, staff and student exchanges, cooperative research, the exchange of scientific information and joint project development.

Gazi University is interested in incorporating Dalhousie's expertise in problem-based learning and communication skills into its own medical education curriculum. Dalhousie is looking to deliver workshops on these topics as soon as spring 2005. Dalhousie sees this as an opportunity to enhance its presence and credibility in Turkey with possible future subcontracting opportunities.

For more information, contact International Trade Canada's Baltic, Central European and Eastern Mediterranean Countries Division, tel.: (613) 996-2858, fax: (613) 995-8756. ★

Canada's oil and gas expertise showcased in Kazakhstan

Last October, the Canadian Embassy in Kazakhstan, together with Alberta Economic Development, hosted a Canadian pavilion at the **Kazakhstan International Oil and Gas Exhibition (KIOGE)**.

Since 1993, its first year, KIOGE has become a major regional oil and gas show. In 2004, more than 400 oil and gas companies displayed at the exhibition, and over 15,000 visitors attended.

Newfoundland connection begins

Kazakhstan has long had a thriving onshore industry and Alberta companies number many in that country. But since the largest offshore discovery in 30 years was made in the Kazakhstan sector of the Caspian Sea, future oil and gas opportunities lie in the offshore sector. It is within this context that Newfoundland companies are showing interest in the Kazakhstan market. For the first time, Newfoundland companies were part of KIOGE and the Canadian pavilion. The Canadian Embassy in Kazakhstan also

hosted the Newfoundland Ocean Industries Association (NOIA) and International Trade Canada's St. John's office.

Encouraged by what they learned and experienced at KIOGE 2004, NOIA decided that its fall conference entitled *Beyond our Borders: Export Opportunities in Oil and Gas* would highlight Kazakhstan. On November 25, in St. John's, Nira Shearer and Artur Iralin, trade commissioners based in Almaty, Kazakhstan, made presentations about the North Kashagan oil deposit in the northern part of the Caspian Sea. This deposit holds 7 to 9 billion barrels of oil in reserves, and another 9 to 13 billion barrels through secondary recovery. With some \$37 billion expected to be invested in the project over the next 15 years, opportunities for Canadian firms promise to be plentiful.

For more information, contact Artur Iralin, Canadian Embassy in Kazakhstan, e-mail: artur.iralin@international.gc.ca. ★

Southeast Asian missions team up to promote Canadian education

Amid increasing competition to attract foreign students, Canadian embassies and high commissions in Southeast Asia have found that teaming up to share ideas and information is an effective way to help Canadian educational institutions better promote themselves in the region.

Through a loose network comprising Canadian trade officers responsible for promoting education, the embassies and high commissions have a better idea of education promotion activities taking place in the region and can work together to create synergies for these academic institutions.

"It is very helpful knowing which schools are going to be in the region," says Mew Yee Yap, Commercial Officer at the Canadian High Commission in Brunei. "This allows us to make suggestions so that schools get the most out of their visits."

Canada attracted some 4,800 students from Southeast Asia in 2002. Although that accounts for a small portion of the total coming to Canada—about 150,000 in 2002—the number is likely to rise in the coming years thanks to the region's strong economic growth and burgeoning middle class.

Significant promotion work is also being done in the region by the Canadian Education Centre Network (www.cecnetwork.ca).

To better serve schools trying to position themselves in this market, the missions are not only sharing intelligence but leading practices. One idea adopted in several missions and proven successful in the Philippines, is cooperation with other education promotion agencies.

Together with the British Council (www.britishcouncil.org), IDP Education

Australia (www.idp.com) and New Zealand Trade and Enterprise (www.nzte.govt.nz), Canada organized three Commonwealth Education Fairs in Manila. "The events have generated significant interest in the Philippines and have become the premier education recruitment fairs in the country," says Robert McCubbing, Trade Commissioner at the Canadian Embassy in Manila.

"These events attract larger audiences than any of the organizations could by themselves and allow potential students to directly compare the advantages of each country," explains McCubbing. "Everyone wins, especially Canadian education, which is even more attractive when compared with other countries," he adds.

The Canadian Embassy in Manila has also been working with the Philippine-American Educational Foundation (www.paef.org.ph) towards a North American education event in February. In addition, Canada, the foundation, other Commonwealth nations and countries such as France, Singapore and Japan, are considering the creation of an international education committee to exchange ideas and examine possible joint projects. "Network-building has become paramount for education promotion," says McCubbing.

For more information, contact Robert McCubbing, Trade Commissioner, Canadian Embassy in Manila, e-mail: robert.mccubbing@international.gc.ca. ★

Canada readies for five-city business mission to India

INDIA — January 31 - February 15, 2005 — The Government of Canada invites export-ready Canadian companies and professionals from the environment, climate change, geomatics and small hydro sectors to join a business development mission to India. The program will include stops in Mumbai, Kolkata, Hyderabad, Delhi and Dehradun.

The business program will include technical workshops, seminars, one-on-one meetings, networking events and site visits. Participants will have the opportunity to meet with key stakeholders and present their technologies to a targeted audience.

Participants may also wish to exhibit with the Canadian pavilion at Map India and Aqua India & Environment 2005, two fairs that form part of the International Engineering and Technology Fair, one of India's largest trade shows. These events attract companies and government officials from across India and provide a valuable opportunity to interact with key decision makers and potential partners.

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