

Eat up the competition at Foodex

Tokyo, March 13-16, 2007 > With over 95,000 trade professionals expected to attend and over 2,200 exhibitors from more than 70 countries, **Foodex Japan 2007** is expected to be the largest food and beverage trade show in the Asia-Pacific region.

Don't miss this opportunity to interact with new and established contacts in the world's most dynamic consumer food market, and seize the benefits of

exhibiting with the Canada pavilion. This year's pavilion is being organized by Agriculture and Agri-Food Canada, which will get a special boost since this year is Canada's 25th year participating at Foodex.

For more information, go to www.ats.agr.gc.ca/foodex, or contact Greg Folinazzo, Agriculture and Agri-Food Canada, tel.: (613) 759-7523, fax: (613) 759-7506, email: folinazzog@agr.gc.ca.



Make connections at Spanish wireless event

Barcelona, February 12-15, 2007 > For the first time, Canada will have a national pavilion at **3GSM**, the world's largest wireless industry event.

After 20 years in France, this event moved to the dynamic city of Barcelona last year, where more than 50,000 visitors from the world's wireless industry attended—an increase of 47% over 2005. Some 50 Canadian organizations participated last year, the largest number ever.

The Canadian pavilion will include 15 companies that will showcase their expertise to the world's key players in the mobile telecommunications industry.

The presence of a national stand will improve Canadian visibility and demonstrate Canada's strengths in the wireless field. Complementary activities, such as a networking seminar, are being planned for Canadian participants.

Space in the pavilion are limited and are booked on a first-come, first-served basis.

For more information, contact Frédéric Fournier, Canadian Embassy in Spain, email: frederic.fournier@international.gc.ca, or Elaine Sullivan Butcher, Foreign Affairs and International Trade Canada, tel.: (613) 995-4595, website: www.3gsmworldcongress.com.

Top wireless event features Canadian pavilion

Orlando, March 27-29, 2007 > Join the Canadian pavilion at **CTIA Wireless 2007**, where the world shops for innovative products and services in the wireless communications, Internet, computing and mobile technology sectors.

The pavilion will help to introduce and promote Canadian small and medium-sized enterprises to the international wireless technologies and solutions marketplace and help them capture business development opportunities. Moreover, attendees at CTIA are influential; some 76% of the participants have purchasing power and 69% are executive and management level.

This event not only attracts the traditional wireless audience of service providers, carriers, distributors, resellers and manufacturers, but also end-users from the automotive, education, entertainment, financial services, government, healthcare, transportation and utilities sectors. It will attract around 1,000 exhibitors, over 35,000 attendees from 90 countries and will draw the attention of some 1,000 media outlets.

For more information, contact Pat Fera, Foreign Affairs and International Trade Canada, tel.: (613) 944-9475, email: pat.fera@international.gc.ca, or Charlene Wheatley, tel.: (613) 944-8823, email: charlene.wheatley@international.gc.ca, website: www.ctiawireless.com.

EDC launches contest to win a business trip abroad

To offset the high cost of business travel that Canadian exporters face, Export Development Canada is launching the *Fly Abroad to Export Success* contest for a chance to win \$5,000 in cash toward a trip to meet U.S. or foreign customers.

If you are an actively exporting Canadian business and are thinking about developing or growing your sales into new international markets, a trip to that market is key.

Trade experts agree that there are a number of reasons why this is important, including allowing you to size up the competition, evaluate opportunities, and perhaps most importantly, forge those all-important relationships with your prospective buyers. After all, buyers often view your visit as a demonstration of your commitment to the market and to providing personalized customer service.

Moreover, when exporters take into account the time it takes to do market research to pinpoint opportunities, identify potential customers and ensure that an understanding is reached of the cultural, legal and political differences in each market, it can seem a little overwhelming.

EDC has been helping Canadian companies sell their products and services internationally for more than 60 years. EDC provides financing and insurance to help Canadian exporters and investors expand their international business.

EDC helps 7,000 Canadian companies and their global customers in up to 200 markets worldwide each year.

Qualified participants can enter by filling in the online registration form at www.edc.ca/contest.



China may replace Canada as top exporter to the U.S. by 2007

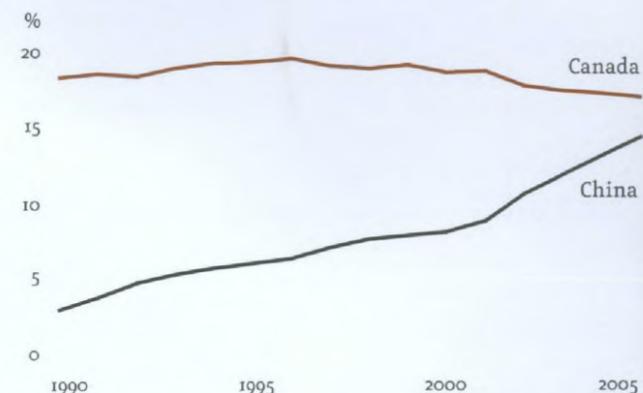
As most Canadians are aware, the U.S. consumes the majority of Canada's merchandise exports—84% in 2005. Canada has been the largest exporter to the U.S. over the past several decades. But Canada's share of U.S. merchandise imports has decreased from 18.5% in 1990 to 17.2% in 2005. Over the same period, China, with its surging growth in exports, has seen its share of the U.S. import market increase from only 3.1% in 1990 to 14.6% in 2005. If Canada's and China's exports to the U.S. continue to grow at the same pace as they have over the past five years, China will surpass Canada as the largest exporter to the U.S. market as soon as 2007.

To find out more, go to www.international.gc.ca/eet/reports-en.asp.

Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada.

FACTS & FIGURES

Share of U.S. merchandise imports



Data: Statistics Canada