

Growing benefits of international trade

Canadian confidence high

According to the results of a survey of Canadian attitudes toward international trade released last month, more than 82% of Canadians feel that, over the past ten years, international trade has contributed significantly to the Canadian economy.

"The results say a lot about the growing importance that Canadians attribute to international trade and its benefits for

our country's economy," said Minister for International Trade Pierre Pettigrew. "The survey underscores the confidence of Canadians, a confidence that comes from our ability to do business on world markets and compete with anyone."

A majority of Canadians (69%) believed that Canada should strive to find new markets for its products and services. The vast majority also felt that the Canadian government should

focus on SMEs and provide them with services and information to promote their export endeavours.

Canadians see trade as holding forth possibilities for Canada in the form of job creation and the development of technology and innovation. They are also confident that a more open trading system will create business opportunities for Canada and will benefit developing countries, giving them greater opportunities to improve their quality of life.

The results of the survey can be found at: www.dfait-maeci.gc.ca/tma-nac/Consult6-e.asp *

Building awareness of Canadian quality

Canadian pavilion at BIG 5

DUBAI, UAE — October 26-30, 2002 — Anticipation is building within the construction industry in the Middle East for the most important event on the calendar, **BIG 5**. The show is expected to attract thousands of potential buyers, architects, building owners, contractors, developers, engineers, and facility and property managers from local and regional markets, Iran, the Indian sub-continent and beyond.

Construction is a hot sector for the UAE and the rest of the Gulf region. New growth in the area has spurred the demand for infrastructure development and the expansion of commercial, residential and institutional buildings. Local activity is vigorous, with both public and private sectors issuing tenders for the construction of hotels, apartments, hospitals, schools, airports, shopping malls and leisure centres. **BIG 5** will therefore provide Canadian companies with plenty of

opportunities to make contact with leading local buyers preparing for project procurement.

The Canadian Consulate is inviting Canadian companies to participate in the Canada Pavilion at **BIG5**, and make the most of an excellent platform from which to build greater interest in Canada's quality products and services. The deadline to book space is **July 15, 2002**.

At **BIG5 2001**, some 1,460 companies from 46 countries exhibited their products and services. Visitor attendance was 21,223, an increase of more than 5% over 2000.

For more information, contact Sanam Shahani, Commercial Officer, Canadian Consulate, Dubai, tel.: **(011-971-4) 352-1717**, fax: **(011-971-4) 351-7722**, e-mail: sanam.shahani@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ae *

Canadian style in Paris

The Maison & Objet Fair

PARIS, FRANCE — September 6-10, 2002 — **Maison & Objet** (www.maison-objet.com) is an international home decorating fair featuring decoration, gifts and table arts. There will be approximately 2,500 exhibitors at the show, and 55,000 professional visitors are expected to attend. Canadian home decorating style will be on display in Hall 6 of the fair as a French distributor for several Canadian companies presents their home decor products. There will also be presentation and distribution opportunities for other Canadian products as well.

For more information, contact Gisèle Aubut, Commercial Attaché, Canadian Embassy, Paris, tel.: **(011-33-1) 44 43 34 82**, e-mail: gisele.aubut@dfait-maeci.gc.ca *

Enquiries Service provides counselling, publications, and referral services. Trade-related information can be obtained by calling (613) 996-9709; by calling the Enquiries Service at (613) 996-9709; or by visiting the DFAIT Internet site at www.dfait-maeci.gc.ca

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