

Calling all artists and galleries

U.S. art exhibition a must-attend

CHICAGO, ILLINOIS — October 16-19, 2003 — Artists and galleries specializing in high-end, 3-dimensional glass, ceramics, metal, fibre, jewellery, sculpture, wood and mixed media are invited to join DFAIT's trade mission to **SOFA Chicago 2003**, the International Exposition of Sculpture Objects & Functional Art.

The mission will include a full-day educational session with industry experts, access to SOFA Chicago and networking opportunities at the international reception. With SOFA's 80 galleries



World-renowned glass artist Dale Chihuly's "Gilded Ethereal Blue Ikebana With Two Stems"

featuring over 1000 artists from 9 countries, Canadian artists will learn how to market and sell products through SOFA and to galleries.

For more information, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: **(312) 327-3624**, e-mail: ann.rosen@dfait-maeci.gc.ca or go to www.sofaexpo.com for details on SOFA and www.chicago.gc.ca for trade mission and application information. ✪

Join the Canada pavilion at Computer Digital Expo 2003

LAS VEGAS, NEVADA — November 17-20, 2003 — The Department of Foreign Affairs and International Trade (DFAIT) will be planning a Canada pavilion at **Computer Digital Expo (cdXpo) 2003**, making it easier for Canadian information and communication technologies enterprises to get the attention of some of the top high-tech buyers in the U.S.

Enterprise IT Week at cdXpo is a "next generation" technology event encompassing computers, portable devices, hosted services and pervasive access. The trade show and conference will cover the entire IT spectrum including mobility, enterprise applications, security, network management, open source, storage, hardware, Web services, application development and convergence.

Canadian pavilion

To help Canadian firms focus on strategic business objectives rather than booth construction and coordination, DFAIT is organizing the Canada pavilion which will be located near

the main entrance and along a major aisle across from the displays of several major IT companies. Being a part of the pavilion is the most effective and cost-efficient way to exhibit at cdXpo. The exhibitor package is turnkey, including hard wall structure, carpeting, counters, signage, electrical service, Internet hook-up and booth cleaning. Also, companies with their own exhibit displays can co-locate within the Canada pavilion.

DFAIT, at your service

All exhibitors will be offered, at no additional cost, access to the services of a marketing communications consultant who will help prepare marketing plans and media strategies for the event. Each exhibitor will receive information about market opportunities and trends, and will be provided with assistance in developing market entry strategies tailored to their individual U.S. market development objectives. Major value-added resellers, systems integrators, distribu-

tors and original equipment manufacturers will be contacted before the event and provided with a list of the Canadian exhibitors. Companies may also promote their company and product announcements using the facilities and services of the cdXpo press office.

Exhibiting within a Canada pavilion removes many of the burdens associated with renting and coordinating private booth space, allowing Canadian companies to channel more of their time, resources, and energy into expanding their business into the U.S. market.

For more information, contact Pat Fera, Trade Commissioner, U.S. Business Development Division, DFAIT, tel.: **(613) 944-9475**, e-mail: pat.fera@dfait-maeci.gc.ca, Web site: <http://cdxpo.com>. ✪

Export USA Calendar

For information about:

- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at: www.dfait-maeci.gc.ca/can-am/export.

September 2003

Southeast Asia

Open for Business

Southeast Asia is getting a lot of attention lately as a destination for Canadian goods and services, as well as investment. In 2002, Canadian exports to the region were up more than 15% from 2001, reaching \$2.4 billion. This achievement is all the more remarkable when set against the \$7.5 billion decline in total Canadian sales abroad during that period. The region is also the largest destination for Canadian direct investment in Asia, topping \$10.5 billion, larger than investment flows to Japan and double those to China.

Sales to several countries have surged: by almost 40% to Malaysia, by 23% to Singapore and by 18% to Vietnam. Thailand narrowly edged out Singapore, Indonesia and Malaysia as the number one destination for Canadian shipments to Southeast Asia, with exports topping \$530 million.

Not surprisingly, the increases in exports to the region did not take place in traditional sectors. While exports of primary products did continue to grow last year, most of the growth was in the advanced sectors of information and communications products, transportation equipment, electronic components and pharmaceuticals.

