

Language training firm to open centre in Syria

Damascus, Syria > After eight weeks of intense negotiations, English Canada World Organization (EC) signed a five-year deal to open a Canadian language centre at the Wadi German Syrian University (WGSU) —a new English-language university in the El Wadi region of Western Syria.

"It's great to see a Canadian firm involved in educational development, a field where Canadian companies like EC have valuable expertise to offer," says Canada's Ambassador to Syria Brian Davis.

The WGSU plan is based on a consortium in which German partners will provide the technical curriculum and professors, Syrians will provide the educational facilities and students, and Canadians will provide the preparatory English program and teachers.

EC offers businesses, governments and educational institutions the opportunity to enter the growing market for English-language training, with a high-quality program and Canadian content. In a matter of months—as the Syrian partnership illustrates—EC can set up a fully functional Canadian language institute in a foreign country.

Trade Commissioner Service at work

Using International Trade Canada's Trade Commissioner Service network, EC is working to identify potential partners, with the goal of opening two to four overseas centres per year. EC is also working closely with Industry Canada to meet the objectives of the Language Industries Program, which supports firms in the marketing and branding of Canada's language industries for products and services in English, French and other languages.

"The Canadian Embassy in Damascus was exceptionally helpful in supporting EC's initiative in Syria and we wouldn't have concluded this deal in eight weeks without the exemplary service of the trade commissioners in Damascus," says EC's President and CEO, Dr. Tom Musial.

For more information, contact Dr. Tom Musial, President and CEO, English Canada World Organization, email: tom.musial@EnglishCanada.org, website: www.englishcanada.org.

Get into the Angolan market with FILDA

Luanda, Angola, July 17-23, 2006 > Canadian businesses that have been eyeing the Angolan market should consider participating in Luanda's international trade fair—**Feira Internacional de Luanda (FILDA)**—the second-largest trade fair in southern Africa.

Every year, all roads lead to FILDA as it is Angola's most important business and industrial event. It provides an excellent opportunity for companies wishing to showcase and demonstrate their products to meet with key contacts in both government and the private sector, and initiate joint ventures and partnerships. Last year's edition attracted over 650 companies, an increase of 35% from the previous year. In fact, some 200 companies came from 17 countries, with over 9,000 visitors taking part.

Among the highlights at FILDA are the awards for outstanding exhibits and innovations. A team of judges visits each booth and evaluates the most innovative technology at the show with the winner being awarded the Golden Lion for Technical Innovation. In 2005,

Angolan cellular operator Movitel, using Nortel Network's CDMA EVDO technology, won the Golden Lion at the show.

Helpful hints

Like many trade fairs, the cost to exhibit may seem high, but the initial investment of time and money can translate into high returns once the market is penetrated. Be sure to book accommodations and flights early and ship goods ahead of time to avoid customs delays. Also, remember to have promotional material translated into Portuguese and ensure that Portuguese-speaking people work the stand.

Whether exhibiting or visiting, being at FILDA is a great opportunity for Canadian businesses to gauge the potential of this growing market and to assess the potential for partnerships. **For more information**, contact Expo Angola, email: aia@netangola.com, or the Canadian Embassy in Harare, email: hrare-td@international.gc.ca.

Canada stand confirmed for lucrative hotel event

Dubai, U.A.E., June 4-6, 2006 > **Hotel Show 2006**, the largest trade fair for the hospitality industry in the Arabian Gulf, is expected to attract over 7,000 hotel professionals from the region, and there will be a Canadian stand.

Throughout the Arabian Gulf, spectacular growth of the tourist, leisure and business travel industry is fuelled by both government initiatives and private-sector developers. In Dubai alone, plans are in place for the construction of 150 new hotels. In fact, many of the area's 200,000 existing hotel rooms are being renovated.



Hotel Show 2006 is an ideal venue for Canadian suppliers seeking to enter or expand in this market. The Canadian exhibitor package will include a briefing on the region, introductions to buyers and distributors and the trade services of the Canadian Consulate in Dubai.

For more information, contact Terry Gain, Show Agent, tel.: (416) 932-1173, email: terry.gain@interlog.com, or Sanam Shahani, Trade Commissioner, Canadian Consulate in Dubai, email: sanam.shahani@international.gc.ca, website: www.dmgdubai.com.

Build your contacts at Export Alliance Construction 2006

Montreal, March 20, 2006 > Join general contractors, architects, distributors and manufacturing agents for **Export Alliance Construction 2006**, a one-day networking event organized exclusively for businesses in the construction industry.

This event attracts some 100 participants every year, including U.S. buyers from the residential, commercial, industrial and institutional construction sectors. Last year, more than 250 business meetings were organized

for Quebec manufacturers. Don't miss the largest construction networking event in Quebec!

For more information, go to www.exportalliance.com or contact Nèj Monnette, World Trade Centre Montreal, tel.: (514) 871-4002, ext. 6218, email: nmonnette@cmm.qc.ca.

This event is organized in partnership with Quebec's ministère du Développement économique, de l'Innovation et de l'Exportation and the Société d'habitation du Québec.

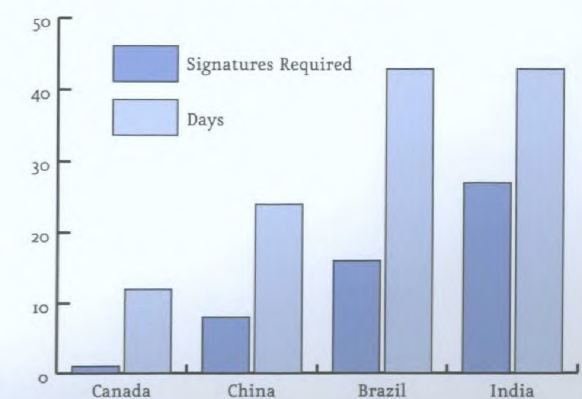
Importing into emerging markets costs more than just money

China, India, and Brazil have been developing rapidly, and present many opportunities for which imports from countries such as Canada are required. But it is costly to import goods, and those costs extend beyond the financial. To import a standardized shipment of goods into Canada requires one signature and takes twelve days. For the emerging markets, however, more signatures are required, ranging from a low of 8 in China to a high of 27 in India. And the time cost of importing is also substantial. It takes that standardized shipment 24 days to be imported into China, and 43 into Brazil and India—2 and 3.6 times the length required to import into Canada. It can be easy to forget the non-financial costs of trading; with regard to the emerging markets, this would be an expensive oversight.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet).

FACTS & FIGURES

Importing Goods:
Non-Financial Costs



Source: World Bank data. Data calculated based on requirements for a standardized cargo of goods.