

Fair features products for elderly and disabled

OSAKA, JAPAN — April 21-23, 2005 — Canadian exporters of health care products are invited to participate in **Barrier Free 2005**, an international trade fair that features products and services for the elderly and the disabled. This annual trade show is expected to attract over 350 exhibitors, both domestic and international, and over 100,000 visitors.

Some products that will be featured include: mobility aids; automobiles for the disabled; handrails; lifts; hoists; toilet equipment; diapers; washing, bathing, kitchen and hearing aids; chairs and desks; beds; rehabilitation and training equipment; sports and physical recreation products; and, house reconstruction.

There will be a Canadian booth and the Canadian Consulate General in

Osaka would like to share this space with qualified exporters. The deadline for applications is December 31, 2004, after which space will be booked on a first-come, first-served basis.

For more information, contact the Canadian Consulate General in Osaka, tel.: (011-81-6) 6212-4910, fax: (011-81-6) 6212-4914, e-mail: osaka-td@international.gc.ca, Web site: www.itp.gr.jp/bf. *

Food show a window to Asia

HONG KONG — May 10-13, 2005 — The Canadian Consulate General in Hong Kong and Agriculture and Agri-Food Canada are organizing a Canadian pavilion at **HOFEX 2005**, the Asian international exhibition of food and drink, hospitality equipment, supplies and technology.

HOFEX attracts buyers from China, Hong Kong, Korea, Taiwan, the Philippines and Macao and the pavilion will connect Canadian food and seafood companies with potential buyers in Hong Kong and China.

As Hong Kong consumers become increasingly concerned with health issues and the safety of their food, Canada's image as a producer of wholesome, safe and natural food is particularly appealing. Hong Kong, which imposes no tariffs or import restrictions on most food items and relies heavily on imported food, is an ideal market for the launch of new and innovative food and seafood products in Asia.

With the exemption of import duties under the China-Hong Kong Closer Economic Partnership Agreement (CEPA), Hong Kong is not only a showroom to consumers in China but it is also becoming a production base for the Chinese market.

For more information, go to www.ats.agr.gc.ca/hofex or www.hofex.com. *

Canadian companies connect at French housing show

Salon Maison Bois, a wood housing trade show, was recently held in Angers, France. This year's edition attracted over 48,000 visitors and 207 exhibitors—a sign that this show should not be missed given its reputation as an important and rapidly expanding event.

Canada sent a delegation of 21 companies and four government bodies, making it the largest foreign delegation

there. Participants ranged from small businesses to large multinationals representing every facet of the housing industry, from garden sheds to mansions and everything in between.

Getting results

Canadian exhibitors, all of which showcased in the Canadian pavilion, featured prominently at this event. The pavilion was organized by Canada

Wood, the Quebec Wood Export Bureau, the SHQ (Société d'habitation du Québec) and B.C. Wood.

The Canada Mortgage and Housing Corporation, together with the SHQ, organized several networking activities. Canadian exhibitors reported that they were very satisfied with the numerous connections they made, some of them forging ties with over 60 contacts. Given these promising results, the Salon Maison Bois will no doubt be a trade event to watch next year.

For more information, go to www.salon-maison-bois.com. *

Trade mission to China — from page 1

services, education, natural resources, transportation, agri-food, information and communication technologies, biotechnology, aerospace and tourism.

China's economy has grown by almost 8.5% per year over the last decade, and it is now the seventh-largest economy in the world in terms of GDP. Since its accession to the WTO in December 2001, China has further opened its markets and deepened economic reforms. As imports to China increased by 40% in 2003 compared to the previous year, China rose from sixth place to third as a world export destination.

China boasts an increasingly powerful industrial infrastructure that is driving greater integration with the economies of East and Southeast Asia. All of these elements make China a very attractive market for Canadian companies. In fact, China is Canada's second-largest merchandise trading partner after the U.S. For the first nine months of 2004, Canada's exports to China increased by almost 45% compared to the same period last year.

The trade mission's registration deadline is January 6, 2005. **For more information**, go to www.tcm-mec.gc.ca/china2005. *



Opportunities abound for Canadian service firms

More than ever, Canadian companies are discovering that their services are in demand around the world. To compete successfully, these firms need to know how to tap into the wealth of opportunities that exist in foreign markets.

Governments and businesses worldwide are facing a myriad of challenges: from resource limitations and outsourcing specialized functions, to skills upgrades, training and staying competitive. Canada's vibrant service industry can export the solutions for these and many other challenges.

Opportunities

Finding out about international opportunities is not as difficult as one may believe. Following trends in industries that pertain to a service firm's area of expertise can provide insight into developments in particular markets. Keeping track of new government initiatives and announcements or regulatory changes in target markets can open doors for the provision of specialized services. Seeking out the successful bidder of a large contract and inquiring about subcontracting opportunities can lead to business abroad.

Export leads can also be found through the Internet and on-line news

services. But Canadian firms have the added advantage of **e-Leads**, the International Business Opportunities Centre's (www.e-leads.ca) electronic leads system. This free subscription service delivers international business leads to the desktops of businesses interested in exporting their services. Combined with SourceCAN (www.sourcecan.com), Canada's national e-marketplace and business portal, e-Leads helps Canadian firms get wired for international business opportunities.

Companies seeking current and actionable market intelligence can also take advantage of market studies and reports prepared by International Trade Canada at www.infoexport.gc.ca. These studies cover various industry sectors and markets around the world, providing valuable information on market trends, growth potential and key contacts at home and abroad.

There are a number of routes firms can take to export their services but they all begin in the same place: at home preparing for export success. Regardless of the size of the business or the service it offers, Canadian service firms looking to export will find the bulk of export preparation is conducted before they leave the country.

And they need not tackle this preparation alone. Trade Team Canada Service Industries (TTCSI), part of the Team Canada Inc network, is helping service companies that are seeking exporting opportunities abroad.

TTCSI works directly with industry to plan joint international business development initiatives. It develops information products for service firms, promotes alliances to target international opportunities, pursues projects financed by international financial institutions such as the World Bank, and seeks opportunities for Canadian companies in public-private infrastructure markets. Any firm exploring export opportunities relating to capital projects, infrastructure, consulting or other services can benefit from the assistance of TTCSI.

So take a world view and export your services. Join other Canadian service firms experiencing the benefits of increased sales and profits, diversified markets, new approaches to business and global competitiveness.

For more information, go to http://exportsource.ca/services_e to read *Take a World View: Export Your Services*, or call Team Canada Inc's Export Information Service at 1 888 811-1119. *