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Dept. of Foreign Affairs  
Min. des Affaires étrangères

*Straight down the middle* OCT 15 2004

## EDC gives advice on Southeast Asia

Retourner à la bibliothèque du Ministère

After three months as Export Development Canada's (EDC) new permanent representative in Southeast Asia, Rob Simmons comments on the region and Canadian opportunities.

"The Southeast Asian economies, sandwiched between the regional giants of China and India, are often overlooked by Canadian exporters and investors in favour of their more high profile Asian neighbours," says Simmons. There has also been speculation lately that Southeast Asian economies will gradually lose their competitive advantage to China.

But Simmons adds that China's tremendous influence—and now some would say India's as well—should rather be viewed as an opportunity, particularly for Canadian companies looking for the best way to break into the broader Asian market.

"The fact is that Southeast Asian markets, particularly the Association of Southeast Asian

*continued on page 3 — Southeast Asia*



Looking up to Southeast Asia: Kuala Lumpur's Petronas Towers stand tall.

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## Opportunities abound at Rebuild Iraq 2005

**AMMAN, JORDAN** — April 4-7, 2005 — **Rebuild Iraq 2005** is the second international trade exhibition for the reconstruction of Iraq. Last year's exhibition, which was held in Kuwait, received the largest international support ever extended to any trade event in the Middle East. The show welcomed more than 1,400 companies from 48 countries.

The demand in Iraq for the full range of infrastructure supplies and equipment, services and technologies for key economic and industrial sectors

has been estimated to exceed \$195 billion over the next ten years. Major sectors to be featured at the show include: building and construction, oil and gas, electricity, HVAC, telecommunication, agriculture and food, health, environment, hospitality, packaging and printing, education, industrial machinery, security and information technology.

This year's exhibition will offer international suppliers a safe meeting place to present their

*continued on page 6 — Rebuild Iraq 2005*