

Canadian companies connect at CeBIT

Hannover, March 15-21, 2007 > When it comes to securing information technology business deals, **CeBIT** is the place to be. No other information and communications technology trade show can attract 435,000 visitors.

Last year, more than 58 Canadian companies attended.

That's because CeBIT offers Canadian companies the opportunity to connect with the entire world at one venue, launch new products, meet face-to-face with potential customers, establish distribution channels and generate brand awareness. It also allows

Canadian ICT companies to tap new market opportunities in the European Union, Asia, the Middle East and the Americas. A Canadian communications pavilion is being organized and is open to qualifying exhibitors. The Ontario government, through its Ministry of Economic Development and Trade, is organizing an Ontario software pavilion. There are also opportunities for Canadian companies to join a special group display for Internet Protocol-related products and services.

For more information on exhibit options, contact Co-Mar Management Services at 1-800-727-4183, email: info@hf-canada.com, websites: www.hf-canada.com or www.cebit.de.

For information on ICT opportunities in Germany, contact Cliff Singleton, Canadian Consulate in Munich, tel.: (011-49-89) 2199-5717, fax: (011-49-89) 2199-5757, email: cliff.singleton@international.gc.ca, website: www.infoexport.gc.ca.

Canadian pavilion set for Arab health fair

Dubai, January 29 - February 1, 2007 > For the seventh consecutive year, the Canadian Consulate in Dubai will be organizing a national pavilion at **Arab Health**, the region's largest and most important health exhibition.

Arab Health is the ideal forum for Canadian companies to demonstrate the latest health products and technologies in one of the world's fastest growing healthcare markets.

The market for healthcare products, services and expertise is strong throughout the Gulf region. In the United Arab Emirates alone, the government is planning to double its hospital bed capacity over the next decade. With the recent launch of the Dubai Healthcare City mega project, Canada could share its capabilities and expertise.

For more information, contact Fouad Soueid, Canadian Consulate in Dubai, email: fouad.soueid@international.gc.ca, or Venky Rao, Organiser's agent in Canada, tel.: (905) 896-7815, email: arabhealth@rogers.com, website: www.arabhealthonline.com.

Success on the menu at Gulfood 2007

Dubai, February 19-22, 2007 > Canadian exhibitors will be cooking up new business at the **Gulfood Hotel & Equipment Exhibition and Salon Culinaire**. Gulfood is the largest and fastest growing food show in the Middle East, and offers a one-of-a-kind opportunity for Canada's agriculture and food exporters to expand their reach in the region.

As the world's third-largest re-exporter—72% of the UAE's imports are sent to 160 countries—Dubai offers Canadian exporters a world of opportunities. In Dubai, the hospitality sector is undergoing rapid growth, with 50 new five-star hotels and over 18,000 new rooms expected by 2010. At over \$3 billion annually, the region relies heavily on imported foodstuffs and has a growing appetite for Western-style food.

Gulfood attracts a wide range of importers, distributors, retailers, hotel and restaurant industry representatives and manufacturers. At last year's event, the show featured close to 2,200 companies from 70 countries and more than 32,000 visitors.

Agriculture and Agri-Food Canada (AAFC) and the Canadian Consulate in Dubai are organizing and managing the Canadian pavilion at Gulfood 2007.

Booth allocation will be on a first-come, first-served basis. **For more information**, go to www.ats.agr.gc.ca/gulfood, or contact Judy Gaw, AAFC, tel.: (613) 759-7722, email: gawj@agr.gc.ca, or Tracy Mortenson, Canadian Consulate in Dubai, email: tracy.mortenson@international.gc.ca.

Market research is just one factor - continued from page 1

that suggested that there was no demand for this kind of product, but only Morita's intuition saved it. The professor points out that while one can't underestimate

"An innovative business is one which lives and breathes outside the box. It is not just about ideas. It is a combination of good ideas, motivated staff and an instinctive understanding of what your customers want, and then combining these elements to achieve outstanding results"

—Richard Branson

the power of market research, it is just one factor among many that can make a product or service a big seller. She says it's important to emphasize a combination of business traits because if, for example, intuition fails an exporter, then managerial talent, market research and creativity can pick up the pieces. "We know that if exporters have highly developed compensatory mechanisms, success is more likely."

Of these traits, intuition may be the most powerful. Herbert Simon, who won a Nobel prize in 1978 for his work on decision-making and problem-solving, explained why it is impossible to make any important

decision simply by gathering and analyzing all the facts. According to Simon, there are too many facts and too many combinations of facts. The more complex the decision, the faster the complications add up.

Researchers suggest that intuition, in the form of very large repertoires of patterns acquired over years of practice, helps people make better decisions. Formal analyses can be valuable to supplement intuition, but it cannot replace it.

Shavinina, who conducts workshops on developing these important business traits, says that "tapping unconventional approaches, a good dose of creativity and the ability to solve problems in innovative ways are great learning tools for today's exporters. If it worked for Dell and Morita, it could work for any Canadian exporter."

For more information, go to www.innocrex.com.

Problem-solving tips

- The first option is likely to be the best
- Use analysis to support your intuition
- Put more energy into understanding than in deliberating over what to do
- Do not confuse desires with intuition
- Think ahead and consult the experts

FACTS & FIGURES

NAFTA @10 part one: a look back

A recently released research volume produced by Foreign Affairs and International Trade Canada examines the impact of the Canada-U.S. Free Trade Agreement (FTA) and the North American Free Trade Agreement.

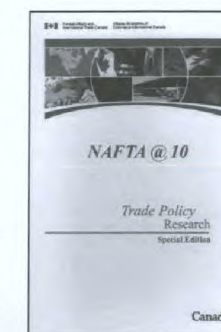
The first chapter provides an overview from a Canadian perspective, and finds that although implementing the agreements necessitated short-term adjustment costs, they have ultimately delivered both positive and substantial impacts.

Effects have been strongest on trade, with bilateral Canada-U.S. trade from 1985 to 1995 rising 139% in sectors for which trade was liberalized, but only 64.5% in non-liberalized sectors. Studies also suggest productivity has improved as a result of the

trade agreements, with one finding that in the absence of the FTA, manufacturing productivity would have been 5% lower in 1996.

Given that higher productivity contributes to higher incomes for Canadians, this is a particularly striking result. The agreements have also increased the variety of goods and services available, and may have positively affected direct investment.

For more information, go to www.international.gc.ca/eet/research/trade_research-en.asp to read the *NAFTA@10* report.



Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada (www.international.gc.ca/eet).