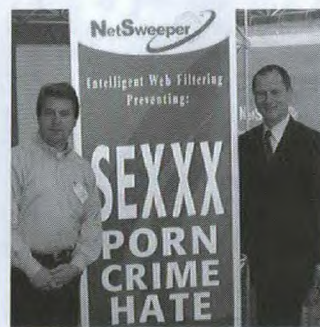


Miami hosts virtual education event

Latin American market piques exporter interest

The **Virtual Educa 2003** conference and trade show, held in June 2003, in Miami, Florida, showcased e-learning opportunities in Spanish- and Portuguese-speaking countries. This international event featured a Canadian pavilion that included nine companies and educational institutions as well as the participation of DFAIT and Industry Canada.



Perry Roach, President and CEO of NetSweeper Canada, and Michael Brock, Director General, International Cultural Relations Bureau, DFAIT, discuss new content filtering markets opening in the U.S. and Latin America.

Canadian participants were briefed by Canada's trade officers from Latin America, the Caribbean and the U.S. about opportunities for Canadian e-learning exporters.

"Canada is a leading supplier of e-learning for public and corporate education and training," said Michael Brock, Director General of DFAIT's International Cultural Relations Bureau, in his opening address. "Over 2,500 organizations in over 100 countries have adopted Canadian products and the number is growing rapidly."

Prospects identified at Virtual Educa promise to keep participants busy with sales calls and visits. "Latin America is moving rapidly toward e-learning," said Jorge Botero, International Sales Director at **NetSweeper**, a web filtering company based in Guelph.

Upcoming trade mission

Indeed, trade officers from Canadian embassies in Peru, Chile, Brazil and Argentina are planning a follow-up activity, a direct mission for e-learning

exporters from **September 29 to October 9, 2003**.

According to Katia Rivadeneyra, Business Development Officer at the Canadian Embassy in Lima, "There are numerous applications for Canadian skills and products, especially in adapting existing technologies to suit Latin American conditions. E-learning, in particular, has been identified as a key niche market

where Canadian companies may have a competitive advantage."

For more information on international education marketing opportunities, contact Christine McKay, Education Marketing Unit, DFAIT, tel.: (613) 995-5295, fax: (613) 995-3238, e-mail: christine.mckay@dfait-maeci.gc.ca. For information on opportunities in Latin America, contact Margaret Cullen, Business Development Officer, Canadian Consulate in Miami, tel.: (305) 579-1600, fax: (305) 374-6774, e-mail: margaret.cullen@dfait-maeci.gc.ca.

For information on the e-learning trade mission, contact Marcel Belec, Trade Commissioner, South America Division, DFAIT, tel.: (613) 944-2419, fax: (613) 943-8808, e-mail: marcel.belec@dfait-maeci.gc.ca.

(For the unabridged version, which includes a list of participating Canadian companies and institutions, go to www.dfait-maeci.gc.ca/canadexp.)

NeoCon welcomes Canadian design

In June 2003, the Canadian Consulate General in Chicago, Toronto's **IIDEX** (International Interior Design Exposition) and **ARIDO** (Association of Registered Interior Designers of Ontario) co-sponsored a networking reception for Canadian manufacturers and designers at Chicago's **NeoCon** trade fair.

NeoCon is the premier trade show in the U.S. for contract furniture and design. This three-day show includes over 3,000 exhibitors featuring furniture, lighting, textiles, flooring and fabric. Approximately 50 Canadian companies were present at this year's fair.

The Canadian Consulate General in Chicago has become well-acquainted with IIDEX, ARIDO and their members should they need assistance in finding local contacts. In fact, the networking reception was attended by approximately 150 design professionals, doubling last year's attendance. The reception allowed Canadian companies to showcase their capabilities in this sector to U.S. buyers and to prepare for the next IIDEX show in Toronto on **September 18 and 19, 2003**.

For more information on IIDEX, go to www.merchandisemart.com/neoconcanada/toronto.html, or contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: (312) 327-3624, fax: (312) 616-1878, e-mail: ann.rosen@dfait-maeci.gc.ca.

Primer for success at Asian Development Bank

Notwithstanding the social and economic upheavals of the last decade, Asia remains the fastest-growing regional economy in the world. "And that's good reason for Canadian companies to look to the Asian Development Bank (AsDB) to get their foot in the Asian market door," says Julian Payne, outgoing Canadian Executive Director at the AsDB. Payne offers an insider's view on Canada's performance at the AsDB and some straightforward advice for Canadian companies looking for success in this lucrative market.

Canada is one of eight shareholder countries that has a continuing executive director on the AsDB's small but influential Board of Directors. Having served nine years, Payne is the longest-serving Canadian Executive Director at the Bank. In that role, he represents all of Canada's various shareholder interests, as well as the similar interests of five smaller shareholder countries. The Canadian Executive Director works closely with the Office for Liaison with the AsDB at the Canadian Embassy in Manila (OLIFI-Manila) to help Canadian firms and individual consultants pursue business opportunities with the Bank.

So how is Canada doing at the AsDB? "We do very well in winning contracts for consultant services," Payne says candidly. "There is a major market for our consultants in Asia and at the AsDB. Canada tends to be in the top five countries, winning over 5% of the Bank's consulting contracts."

Advice for success

"To succeed at the AsDB," Payne explains, "firms must market themselves to staff in the executing agencies for loan-funded contracts and to Bank staff for grant-funded contracts." Payne notes the trend of increasing competition both from European firms and from local consultants and suppliers in developing countries. He also notes that technical

assistance projects, traditionally overseen by the Bank, are increasingly being funded by loans, meaning that companies must increasingly market themselves to the relevant executing agencies in the countries receiving the loans.



Julian Payne, outgoing Canadian Executive Director at the AsDB

Marketing is the key to success in this more challenging environment. And marketing, "means visiting both the Bank in Manila and the relevant executing agencies. There are companies all over the world qualified to do the job well. The key is getting on the short list, and to do that you have to get yourself known—and remembered—

by the staff who make the short-list selections. Our experience has shown that companies that don't visit the Bank regularly (once or twice a year) don't get on the short list."

Before visiting, Payne stresses the importance of doing your homework. "Understand the basic information about AsDB and know which countries and sectors you want to focus on."

"A company's first point of contact," says Payne, "should be OLIFI-Manila, which has key access to relevant AsDB senior project officers and can, given enough advanced notice (two weeks) of a company visit, set up a program of meetings with appropriate AsDB staff. Ask to see the senior project

officers in the relevant sectors and countries, not the vice-presidents. It's middle management that has the specific knowledge you need and makes the recommendations that are almost always followed. And as the Canadian Executive Director I am always happy to see you," says Payne.

Payne praises the Bank for being open to answering questions about proposals and upcoming projects as well as giving feedback on unsuccessful proposals. "Companies that didn't win should not be shy about approaching the Bank with questions. Ask where you were weak, how you can improve. It shows you're interested and trying to learn, so it's a good marketing strategy for next time," he says.

"The effort to get into the AsDB is worth it," adds Payne. "Your effort will eventually lead to contracts not funded by AsDB and will pay off over the longer term."

For more information, contact Arthur Fraser, International Financing Division, DFAIT, tel.: (613) 996-0705, e-mail: arthur.fraser@dfait-maeci.gc.ca, or Francis Uy, OLIFI-Manila, e-mail: francis.uy@dfait-maeci.gc.ca, or Emile Gauvreau, new Canadian Executive Director, AsDB, e-mail: egauvreau@adb.org.

(For the unabridged version of this article, go to www.dfait-maeci.gc.ca/canadexp under "International Institutions Financial".)