

Women Entrepreneurs Connecting with the World

Department of Foreign Affairs and International Trade (DFAIT)

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service (TCS) of the Department of Foreign Affairs and International Trade (DFAIT) along with other government departments and agencies offer a broad range of valuable programs and services to help you do business abroad. To learn more about our programs visit: www.infoexport.gc.ca



REGISTER AS A CLIENT

If you have researched and selected the target markets for your products, services or technologies, we invite you to register for a Virtual Trade Commissioner and become a client of the Trade Commissioner Service. The Virtual Trade Commissioner is your personal gateway to the Canadian Trade Commissioner Service. Just imagine....

- ▶ Receiving a personalized Web page containing market information and business leads that match your international business interests
- ▶ Requesting services on-line from the Trade Commissioners responsible for your industry in the markets of interest to you
- ▶ Being notified of new information related to your industry and target markets as it becomes available
- ▶ Making information on your company available to the 500 Trade Commissioners in our 140 offices abroad
- ▶ Accessing business news from thousands of international news sources.
- ▶ Registering on-line for trade events related to your industry sector and markets of interest.

Login to your Virtual Trade Commissioner anytime to view market information and business opportunities, make service requests and even update your company's registration information. Best of all, it's FREE!

INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE (IBOC)

Discover a World of Business Leads — e-Leads®
Through IBOC's electronic leads service, e-Leads®, international business opportunities received from Canadian trade offices around the world can be delivered to the personalized Virtual Trade Commissioner (VTC) pages of Canadian companies.

To subscribe, free of charge, to IBOC's e-Leads® service register at: www.infoexport.gc.ca or for more information call: 1-888-811-1119.

DFAIT's Businesswomen in Trade Web Site — www.infoexport.gc.ca/businesswomen is tailored to businesses that are looking to export or improve their export performance. This site offers: practical advice from experienced businesswomen; links to trade events, markets leads, opportunities; links to key contacts in regional, national and international associations, government support agencies and financial institutions.

MARKET REPORTS
The Trade Commissioner Service (TCS)

Market Research Centre produces timely market information to help Canadian exporters identify new markets for their products and services. Country and sector-specific market reports and market briefs cover a broad range of business interests — everything from agri-food and bio-industries to information and communication technologies. Over 1,000 market reports and market briefs are currently available on the TCS Internet page, InfoExport, at: www.infoexport.gc.ca/ie-en/MarketReportsAndServices.jsp

Program for Export Market Development (PEMD)
PEMD provides financial assistance to Canadian companies and national, sectoral trade associations to help them develop new export markets on a cost-shared basis. The Program is available to Canadian companies with annual sales between \$250,000 and \$10 million. Eligible costs are shared on a fifty-fifty basis, with the repayable contribution based on the company's export success.

To learn more about the programs contact your nearest International Trade Centre, visit www.dfait-maeci.gc.ca/pemd/menu-en.asp or call 1-888-811-1119.

ExportUSA: A program for Canadian companies interested in exporting to the United States.

In today's global economy, Canadian companies are encouraged to consider the U.S. as a natural extension of their domestic markets. NAFTA provides vast trade opportunities, and the U.S. serves as an ideal springboard to emerging markets worldwide.

ExportUSA consists of three programs: **NEBS**, **EXTUS** and **Reverse NEBS**. Through the efforts of Team Canada Inc. partners, these programs support the government's initiative to increase the number of active exporters to the United States. Since 1984, more than 19,000 Canadian companies have participated in these export programs.

NEBS, the New Exporters to Border States program, focuses on export education. It targets Canadian companies considering exporting to the U.S., introducing them to the essentials of exporting and providing practical export information and first-hand exposure to markets in the United States.

EXTUS, the Exporters to the United States program (formerly known as NEBS Plus), serves Canadian companies already exporting to the U.S. By combining sessions with industry experts, entry to a major national/ regional trade show and a networking opportunity with distributors, representatives and buyers, EXTUS helps successful exporters expand their market to other regions of the U.S.

The **Reverse NEBS** program serves Canadian companies not yet exporting to the United States by providing seminars in Canada on the basics of exporting.

For more information visit: www.dfait-maeci.gc.ca/can-am/export

CanadExport

DFAIT's international trade and investment newsletter provides Canadian businesses with information on export opportunities, trade fairs and missions and business conferences as well as features and articles on export markets and successful Canadian exporters.

CanadExport is available on-line at: www.dfait-maeci.gc.ca/canadexport



Exportsource.ca is Canada's most comprehensive source of on-line information on exporting. This site provides a world of export services and tools, whether you're considering exporting or an experienced international trader. The popular **Step-by-Step Guide to Exporting**, available on the site or in print, walks you through every step of the exporting process. You can develop your export strategy using the **Interactive Export Planner**, or explore the full range of services from Team Canada Inc with the help of the **Roadmap to Exporting**.



Business Development Bank of Canada
Banque de développement du Canada

Business Development Bank of Canada

The Business Development Bank of Canada (BDC) is a financial institution wholly owned by the Government of Canada. BDC plays a leadership role in delivering financial, investment and consulting services to Canadian small business, with a particular focus on the technology and export sectors of the economy. BDC's solutions meet the needs of entrepreneurs at every stage of their business' development. Additionally, BDC has announced the creation of a new \$25 million fund targeted to women entrepreneurs. BDC has dedicated this amount to increase the availability of financing for fast-growing, women-owned firms in Canada.

For more information call: 1 888 INFO BDC or visit www.bdc.ca



Export Development Canada
Exportation et développement Canada

Export Development Canada (EDC)

Open the Door to New Markets

If you export or plan to, take a look at Export Development Canada. A Crown corporation, EDC helps you expand your sales internationally and ensures you get paid for them. How? Here are our top three services used by women exporters:

- ▶ **Accounts Receivable Insurance** protects your foreign sales if your buyer doesn't pay, covering 90% of the loss, and helps you get more working capital from your bank.
- ▶ **Working Capital Solutions:** EDC can help smaller exporters access additional working capital financing from their banks.
- ▶ **Online Protection Tools** let you determine your foreign buyer's credit profile and insure a single transaction. Or check if you are export-ready (free) with EXPORTABLE? at www.edc.ca/eservices

For more information, call 1-866-857-6031 or visit www.edc.ca/womex

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Supplement published by the Market Support Division (TSM), Department of Foreign Affairs and International Trade

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South China environmental reforms bring opportunity

Guangdong is the economic engine of South China, and faces great environmental challenges due to increasing urbanization and industrialization. The gross domestic product (GDP) of Guangdong Province hit \$215 billion in 2002 (March 1, 2003 Guangdong Yearly Statistics Book), up 10.8% from the previous year. Guangdong has allocated 2.5% of its GDP to environmental protection from 2001 to 2005. In its prosperous Pearl River Delta (PRD), the investment will be raised to 3% of GDP.



Guangzhou, on the banks of the Pearl River

The provincial government has revealed a plan to clean up the Pearl River and invest about \$8.9 billion by 2010 on a range of projects including 163 sewage treatment plants. Also under the plan, approximately 175 large industrial polluters will have to meet stricter water emission standards. If all goes as scheduled, 90% of all industrial waste water and 60% of all sewage discharged into the river will be treated by 2010. Currently, of the 799 million tonnes of sewage discharged annually into the Pearl River by the City of Guangzhou alone, only 184 million tonnes, or 23%, is treated.

Guangdong is adopting flexible financing mechanisms and is encouraging private sector involvement in environmental projects. Also, the province is in the process of readjusting energy consumption and its industrial structure, and is introducing clean production systems.

Opportunities

There are opportunities for water and waste water treatment technology in Guangdong. The city is planning to establish 52 sewage plants by 2005

and to raise the residential sewage treatment rate from 20% to 50%. The province also plans to establish internal waste water treatment and recycling facilities in new residential areas, and potable water supply networks have been introduced.

In air quality management, Guangdong's Blue Sky Program works on curbing the overall discharge of sulfur dioxide, nitrogen oxides, RSP (respirable suspended particulate) and volatile organic compounds, and alleviating the severity of acid rain. The manufacturing and licensing of new light vehicles in Guangzhou requires strict standards to curb auto emissions. Also, all existing coal- or oil-burning power plants, and those under construction, are required to install desulphurizing equipment by 2010. By the end of 2005, 10 existing power plants with a total generation capacity of 7220 megawatts are to be built with fuel gas desulphurization facilities.

Solid waste is a growing problem, with output reaching a discharge

volume of 31.3 million tonnes in 2001. Landfill is the principal means of waste disposal, which has created tension regarding land use. As a remedy, co-generation and composting are applied, but only at a primary stage. As a result, there are solid waste disposal opportunities, particularly for incineration (waste to energy).

There are also plans to establish a large hazardous waste treatment centre in Huizhou, to be constructed in three phases. Open tenders will be called once the central government approves the project, likely by the end of 2004. The three-phase project would include used tire recycling, used battery disposal, used electronic and household appliance disposal and industrial hazardous waste disposal.

For more information, contact Connie Li, Commercial Officer, Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, ext. 3353, fax: (011-86-20) 8667-2401, e-mail: connie.li@dfait-maeci.gc.ca, Web site: www.guangzhou.gc.ca.

Photo: Joseph Fung