

The U.S. homeland security market Securing opportunities for Canadian businesses

The U.S. Department of Homeland Security (DHS), an amalgamation of 22 domestic U.S. government agencies, is now one year old. The department coordinates all U.S. federal government terrorist prevention and protection activities within the U.S. It works with state and local governments in the areas of detection, preparedness, prevention, protection, response and recovery and incident management.

One of many major efforts underway at DHS is establishing department-wide acquisition policies and regulations for the procurement of goods and services it needs to accomplish its operational mission.

CCC (Canadian Commercial Corporation) believes that significant export opportunities exist for Canadian companies that are willing to make the effort to sell to the foreign homeland security market in the U.S. or elsewhere. CCC's special security-focused team helps to develop international

opportunities with governments and commercial companies that want to procure Canadian products and services in response to homeland security needs.

How can a company determine what the current DHS business opportunities are? It's easy if the company has registered on **SourceCAN**, at www.sourcecan.com.

Once registered, companies' products and services

can be matched with DHS procurement opportunities. Additional information about DHS policies and events can be found at www.dhs.gov. From the DHS Web site, "Working With DHS" is a good source of information about unsolicited DHS proposals.

Two non-government Web sites, www.fcw.com and www.gcn.com, provide daily articles on DHS and other U.S. government policies and acquisition efforts that may be of interest to the Canadian security industry. Companies should also be

on the lookout for a procurement mechanism called Broad Agency Announcements (BAAs). Currently, one DHS Science & Technology BAA can be found at www.bids.tswg.gov.

So how does a Canadian security company sell to DHS? First, the company must know what DHS wants to purchase. Second, its product or service must meet or exceed DHS requirements. And third, the company must be registered in the Central Contractor Registry (CCR). CCC can assist in the registration process; contact Ron Linton at ron@ccc.ca.

Canadian security companies should be prepared to answer questions like "Do you have a facility clearance?", "Who are your Canadian buyers?", and "Are you a qualified General Services Administration (GSA) supplier?". CCC can also help Canadian companies obtain a GSA Schedule. Interested companies should visit www.ccc.ca and click on GSA.

To find out more about how CCC can help you sell goods and services to homeland security markets in the U.S. and elsewhere, contact Norm Weir at CCC, tel.: **(613) 995-3365**, e-mail: SecurityTeam@ccc.ca.



Canadian Commercial Corporation
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Pierre Pettigrew, Minister for International Trade. "These actions demonstrate Canada's strong commitment to the development objectives set out in the WTO Doha Development Agenda."

"Our goal is to address a pressing humanitarian problem, and we have worked with the two pharmaceutical associations and with non-governmental organizations who provide on-the-ground public health assistance to develop legislation that will be part of the solution," said Allan Rock, Minister of Industry. "At the same time, we recognize the need to respect intellectual

property rights, which are critical to the development of new products and therapies in Canada. "This is one of the most important steps Canada can take to advance global health and human rights, and we hope to see other G-8 countries following suit," said Bill Graham, Minister of Foreign Affairs. "As United Nations Secretary-General Kofi Annan said last week, our action today could save millions of lives. This is a major breakthrough in the international community's capacity to address not just the prevention of AIDS and other diseases in the

developing world, but also the provision of treatment and access to pharmaceutical products for those in need."

With legislation now introduced, the Government of Canada will put in place the complementary regulatory frameworks as soon as possible. As the government proceeds, it will continue to actively consult with and engage those who will contribute to the ultimate success of this initiative.

For more information, contact Mona Frendo, Information and Technology Trade Policy Division, DFAIT, tel.: **(613) 992-7260**, e-mail: mona.frendo@dfait-maeci.gc.ca.

Recovery well underway

Southeast Asian economies booming

Southeast Asia, which includes Brunei Darussalam, Burma, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand and Vietnam, is one of the fastest growing economies in the world, with sound prospects for long-term economic growth.

Southeast Asian countries have recovered well from the 1997 economic crisis. For example, Indonesia and Thailand are experiencing significantly stronger currencies. September 11 and the world economic slowdown reduced GDP growth in the Association of Southeast Asian Nations (ASEAN) from an average of 6 to 2% in 2001. Yet markets like Vietnam underwent strong growth (6%) in 2001. The region is becoming more integrated as the countries collaborate on social and economic matters through the ASEAN forum.

For example, growth in the ASEAN food manufacturing sector is creating solid opportunities for food ingredients,

while the increasing regional dominance of major supermarket chains such as Cold Storage, Giant, and Carrefour & Tesco is creating opportunities for Canadian suppliers of branded and private labels.

Growing consumer demand for Western-style food products and dependence on many imported foodstuffs make Southeast Asia a very attractive market for Canadian food and beverage products. Opportunities exist in sectors ranging from the high volume mass market to the high-end niche markets, including icewines, nutraceutical and health foods, deli meats, snack foods and food ingredients.



Thailand

For more information, contact Gordon Richardson, Counsellor (Agriculture and Food), Canadian High Commission in Singapore, tel.: **(011-65) 325-3200**, fax: **(011-65) 325-3294**, e-mail: george.richardson@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/sg.

New Guangzhou Consulate General Web site

The Canadian Consulate General in Guangzhou has officially launched its new Web site (www.guangzhou.gc.ca) and will continue to be available in English, French and Chinese.

The revamped site will strengthen the Consulate General's ability to

communicate its programs and services in South China to its clients and partners. The Consulate General will continue to make updates regularly to ensure that information is timely and relevant.

For more information on the Guangzhou site, contact James Kim,

Canada launches Asian virtual ICT team

In September 2003, the Government of Canada launched a virtual information and communications technology (VICT) team at the **ASEAN Communications and Multimedia Expo 2003**, in Kuala Lumpur, Malaysia.

The VICT facilitates the sharing of information and cooperation across Southeast Asia to better serve Canadian ICT companies, and to assist local companies in sourcing the best quality Canadian telecommunications equipment and services. VICT consists of ICT specialists from each of the Canadian embassies, high commissions and consulates in the region.

"The Canadian Trade Commissioner Service's VICT team is an extension of the Canadian e-government service. It will enable local companies across the region to cooperate more closely with their Canadian principals and partners," said Ron Bollman, Acting High Commissioner for Canada in Malaysia.

For more information, contact Neil Swain, Southeast Asia Division, DFAIT, tel.: **(613) 992-0959**, fax: **(613) 944-1604**, e-mail: SEASE.TECH@dfait-maeci.gc.ca.

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