

Good corporate citizenship an asset in Chile

In many countries businesses have long played a philanthropic role in their communities because they thought it was the right thing to do. In Chile, Canadian companies are showing that such practices also benefit their business operations. This is the finding of a recent study on the social impact of Canadian investment in Chile.¹ For the study, 50 of the largest Canadian companies operating in the country were surveyed. With investments totalling over \$9 billion (US\$6 billion), they help make Canada the third-largest investor in Chile.

An example is Placer Dome, which has an interest in the Mantos de Oro silver-gold mine in northern Chile. The firm has made significant investments in community education at all levels. Through the University of Atacama (the area's principal

university), it helped create the Centro de Formación Técnica Benjamin Teplizky, which offers training in mining technology. Also providing support were other mining companies, as well as the Canadian and Chilean governments. The centre came into being thanks mainly to Placer Dome's efforts to gain backing for the project. It will bring much-needed skilled workers to the entire industry.

Since the merger of Quebecor (one of the largest printing firms in the world) and Impresa Antartica (one of Chile's best-known printing firms), the new Chilean operation has placed a strong emphasis on increasing the level of confidence and skills of its work force as well as family members. In March 2003, two employees from Quebecor World Chile S.A. will begin a two-year graphic design study program, in a new initiative that includes significant support from the Chilean Ministry of Education. They will follow a kind of co-op program, continuing to work with the company while they study. For family members, courses have covered such varied topics as aesthetics, cooking, and household electrical, gas and water systems. The company is committed to making sure that all its employees and their families have as broad an education and as wide a skill base as possible. The aim is to increase their capacity while working at Quebecor and also to make them more marketable should they leave the company.

¹ "The Canadian Way: The social impact of Canadian investment in Chile," by Peter E. Larson for the Canadian-Chilean Chamber of Commerce (www.chile-canada-chamber.cl), December 2002. The study will be officially published by the Chamber in June-July 2003.

Canadian accumulated investment in Chile (US\$ millions)



Source: Foreign Investment Committee, Chile, October 2002

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Useful Web sites

In Canada

Canadian trade information
<http://www.exportsource.gc.ca>

Canadian International Development Agency, Industrial Cooperation Program (CIDA-INC) assistance to exporters
<http://www.acdi-cida.gc.ca/inc>

Export Development Canada assistance to exporters
<http://edc.ca>

Department of Foreign Affairs and International Trade, International Business Development site
http://www.dfait-maeci.gc.ca/trade/intl_bus_dev-en.asp

Industry Canada, business information site
<http://www.strategis.gc.ca>

Industry Canada, Sustainable Cities Initiative
<http://sci.ic.gc.ca>

In Chile

Government of Chile
<http://www.gobiernodechile.cl>
(Spanish only)

Canadian-Chilean Chamber of Commerce
<http://www.chile-canada-chamber.cl>
(Spanish only)

Chile Foreign Investment Committee
<http://www.foreigninvestment.cl>
(English)

Chilean Economic Development Agency (CORFO)
<http://www.corfo.cl>
(Spanish/English)

A show that grows bigger every year

Natural/Organic Products Europe

LONDON, UNITED KINGDOM — April 6-7, 2003 — **Natural Products Europe** is by far the United Kingdom's (U.K.) largest trade show of its kind. Over 4,000 buyers from 54 countries visited the show in 2002, from health food stores, supermarkets, pharmacies, specialist stores, caterers and distributors. In 2003, **Natural Products Europe and Organic Products Europe**—a new trade show aimed specifically at the organic products sector—will share the Grand Hall at Olympia to create one huge event.

One-third of all U.K. independent retailers visit the show each year, representing close to 90% of the total turnover in the trade. Major players such as Fresh & Wild, Planet Organic and GNC always send a full complement of buyers. Visitors in 2002 included companies such as Sainsbury's, Tesco, Asda, Safeway, Marks and Spencer, Boots and Holland & Barrett. Buyers from Harrods, Harvey Nichols, Fortnum & Mason and other presti-

gious stores are also regulars at the show.

"The show is growing every year, with a more professional approach, bigger and better stands, and a high level of inspiration," says show director Chris Down. "You only have to listen to exhibitors and visitors at the show

EUROPE

to understand the extraordinary passion, drive and dedication within the natural and organic products industry, which is clearly stronger than ever." With the U.K. industry predicted to grow to a staggering £3.5 billion over the next three years, there has never been a better time to exhibit.

The Canadian pavilion at last year's show proved to be very effective for exhibiting companies.

"The show helped in creating contacts in the U.K., and for providing a good profile for our company and product which was otherwise limited at our distributor's stand owing to their limited

space and concentration on other products," explained an exhibiting company with the Canadian pavilion. "We had the opportunity to familiarise many health food retailers with our brand. We generated 70 qualified leads and took eight orders from retailers during the show."

Once again, the Canadian High Commission in London is organising a Canadian pavilion. **For more information** on exhibiting at this year's show, contact Ros Burridge, Canadian High Commission in London, tel.: (011-44-20) 7258-6652, e-mail: ros.burridge@dfait-maeci.gc.ca Web site: www.naturalproducts.dreamstation.com or contact Chris Down, Show Director, or Beverley Rees, Exhibition Sales Executive, both of Full Moon Communications, tel.: (011-44-0) 1903-817305, e-mail: info@naturalproducts.co.uk *

Canadian diamonds — continued from page 1

Minister Pettigrew also met with the Managing Director of BHP-Billiton's Antwerp sales office. BHP owns Ekati, another Canadian mine, also located in the Northwest Territories. The company exported \$553 million in Canadian diamonds to Antwerp in 2001, which is comparable to the value of its annual exports since the mine opened in 1998. The opening of Diavik should double this figure, raising Canadian diamond exports to over \$1 billion annually.

The HRD reports that half of the world's diamond exploration budgets

are currently invested in Canada. Minister Pettigrew congratulated the HRD for supporting the development of certification systems for diamond exports from several African countries.

For information on opportunities in Belgium, contact Jean Bourassa, Senior Counsellor, Western Europe Division, DFAIT, tel.: (613) 996-7544, e-mail: jean.bourassa@dfait-maeci.gc.ca or Paul Desbiens, Senior Trade Commissioner, Canadian Embassy in Brussels, tel.: (011-32-2) 741-0620, e-mail: paul.desbiens@dfait-maeci.gc.ca *

Opportunities

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CCC is committed to working with SourceCAN to improve this unique set of services. For example, CCC is expanding the SourceCAN e-marketplace with additional filtered, international procurement feeds as well as improving the tools used to filter and match opportunities. CCC is also working with DFAIT, IC, Export Development Canada (EDC) and other agencies such as Team Canada Inc. to bring together services Canadian exporters find most useful.

Interested in finding out more about CCC's e-marketplace services and SourceCAN? Visit the CCC Web site at www.ccc.ca *