

## CeBIT: World's biggest ICT fair

**HANNOVER, GERMANY** — March 10-16, 2005 — **CeBIT** is the world's largest and most influential information and communications technology (ICT) trade show. Last year, the show hosted 6,411 exhibiting companies.

A Canadian pavilion, organized by International Trade Canada (ITCan), is planned for CeBIT 2005 and recruitment for the pavilion is now underway. All-inclusive booth packages are available to Canadian companies

whose products fit into the various display categories, like software, hardware and security. Independent exhibit space is also available in all sectors for companies that wish to tailor their exhibit with an existing booth or custom build.

CeBIT allows Canadian ICT companies to tap new market opportunities in the 25-member European Union, Asia, the Middle East and the Americas.

Exhibitors at CeBIT reach a vast professional audience. In fact, some 510,000 visitors, 75,000 of which were senior managers, attended CeBIT last year—more than any other competing trade show. Also, one quarter of all visitors to last year's event came from outside Germany from over 100 countries. In other words, CeBIT attracts the decision-making elite from all over the world.

A number of promotional activities are being organized to raise the profile of Canadian companies at this *continued on page 5 — CeBIT*

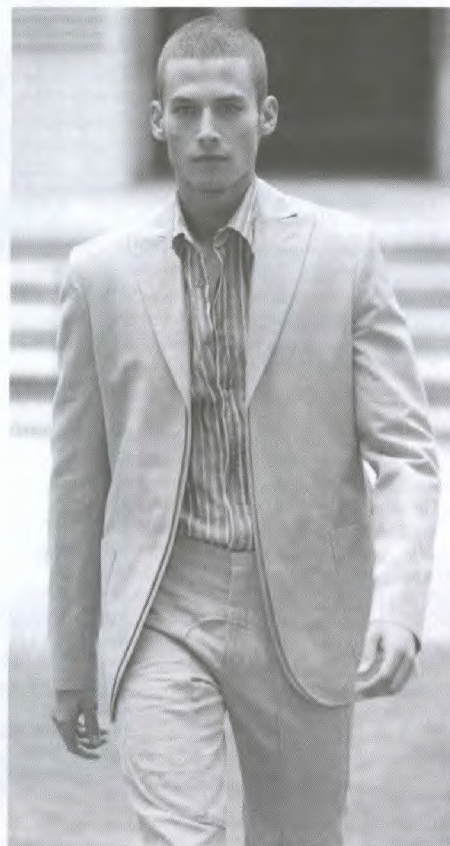
## Canadian fashion

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"Quebec designer Philippe Dubuc introduced an ultra-modern collection, mixing contemporary urban and sporty look," raved a fashion writer in the July issue of *Vogue*. "Graphic details and topstitching, straps marking the shoulder line, and trousers with seams hemmed using outside binding emphasized the body's dynamic anatomy. The mastery was evident, yet subtle. He's a designer to keep an eye on."

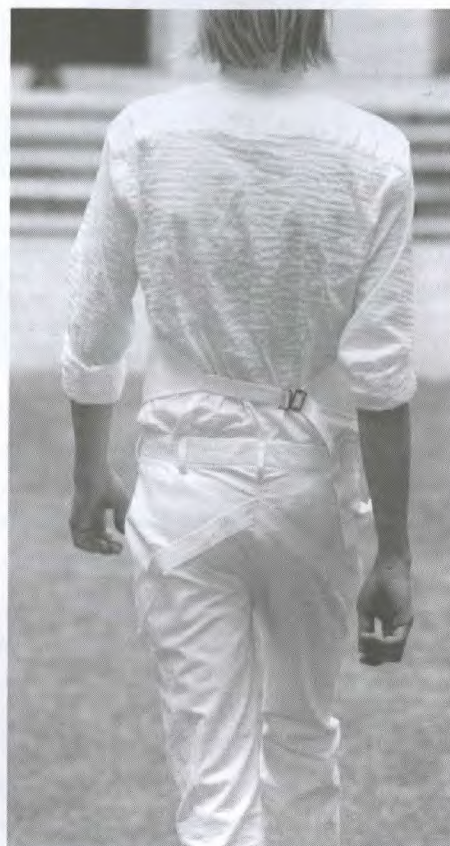
"Quebecker Philippe Dubuc's subtleties set him apart. Between white, mist, slate and stormy grey, he offers a comfortable wardrobe inspired by sportswear and work clothes. Jackets, tee-shirts, summer pullovers and trousers come in a variety of overdyed or patinated fabrics," says a writer from *Le Figaro*.

The stakes are high and the spin-offs significant; articles and images from this event will circulate all over the globe for six months, the time between two collections. "All this is beneficial not only for the Philippe Dubuc design house, but also for the brand image of the Canadian clothing industry," says Denis Trottier, Canada's commercial officer in Paris.



Dubuc's fashions won raves from the French fashion elite.

France, alongside Italy, England and the United States, is one of the leading international networks for the creation, dissemination and marketing of fashion, and the Canadian clothing industry has made the French market a priority. In fact, 16 companies from British Columbia, Ontario and Quebec intro-



duced their collections at Lyon Mode City held from September 4 to 6, 2004.

**For more information**, contact Denis Trottier, Commercial Officer, Canadian Embassy in Paris, tel.: (011-33-1) 44-43-23-82, fax: (011-33-1) 44-43-29-98, e-mail: denis.trottier@international.gc.ca. ✪

## Multi-sector mission shuffles off to Buffalo

**TORONTO AND BUFFALO** — October 19-20, 2004 —

To celebrate the ExportUSA program's 20th anniversary, International Trade Canada, in partnership with Ontario Exports Inc. and Canadian Manufacturers & Exporters, invites business leaders from Canadian small and medium-sized enterprises (SMEs) to participate in a two-day trade mission to Buffalo, New York.

Some 100 participants are expected for this key multi-sector event. The mission's official launch will be in Toronto on October 19, and then the group will leave for Buffalo where they will take part in various presentations and training sessions.

### ExportUSA

The ExportUSA program was established in 1984 to provide business leaders from Canadian SMEs with practical exporting information and first-hand exposure to

U.S. markets. Since the program first began, more than 20,000 Canadian companies have participated in events like seminars in Canada and missions to the U.S.

Based on a recent client survey, the program has been a great success. In addition to having a high level of satisfaction with the program, more than 70% of the respondents who participated in a mission to the U.S. said the experience allowed them to make an informed decision about their exporting project.

The trade mission's \$125 registration fee includes most meals, transportation between Toronto and Buffalo, accommodations in Buffalo on Oct. 19 and all the seminars.

**For more information**, contact Doreen Kilbride, tel.: (613) 944-6566, e-mail: doreen.kilbride@international.gc.ca, or Jocelyn Guimond, tel.: (613) 996-6192, e-mail: jocelyn.guimond@international.gc.ca, Web site: [www.dfait-maeci.gc.ca/can-am/export](http://www.dfait-maeci.gc.ca/can-am/export). ✪

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leading global ICT event. ITCan will have an information booth at the show, and Canadian trade officers from several European posts will be in attendance to advise the exhibiting companies on opportunities in their respective markets. The Alberta and Ontario governments will also be

present, and will be supporting companies from their regions.

**For more information**, contact Cliff Singleton, Commercial Officer, Canadian Consulate in Munich, tel.: (011-49-89) 2199-5717, fax: (011-49-89) 2199-5757, e-mail: munic-td@international.gc.ca. For information on the Canadian pavilion, contact Louise Giguère, ITCan, tel.:

(613) 996-1892, fax: (613) 944-1008, e-mail: louise.giguere@international.gc.ca. For information on the complete range of exhibit options, contact Co-Mar Management Services, the show's Canadian representative, tel.: 1-800-727-4183, e-mail: info@hf-canada.com, Web sites: [www.hf-canada.com](http://www.hf-canada.com) and [www.cebit.de](http://www.cebit.de). ✪

## Hydrogen economy — continued from page 1

from the country's Economic Development Board's (EDB) clean energy test-bedding program.

The hydrogen pump is the world's first to be located at an existing retail gas station. Other hydrogen refuelling stations around the world are located in stand-alones. A second station in Singapore, expected to open in early 2005, will also be ground-breaking as it will be unstaffed and produce hydrogen on site, thereby significantly reducing the price of hydrogen at the pump.

In addition to these developments in the mobile fuel cell market, Singapore is also enhancing its stationary fuel cell capacity. Singapore's Housing & Development Board, in cooperation with the EDB and NEA, is seeking out companies interested in taking part in a pilot project using

fuel cells as an emergency source of power for its multi-story parking lots. The NEA is aware of Canada's strength in developing alternative energy technologies and would welcome Canadian fuel cell company involvement in this project.

To further support the growth of its hydrogen economy, Singapore will be hosting the World Hydrogen Technologies Convention (WHTC) in October 2005. A three-day trade exhibition, held in conjunction with the conference, will provide opportunities for companies to showcase advanced technologies in hydrogen production, storage, transportation, distribution, and new fuel cell technologies.

**For more information** on Singapore's evolving hydrogen economy, opportunities for Canadian companies, or if you are interested in exhibiting at WHTC 2005, contact Jason LaTorre, Trade Commissioner, Canadian High Commission in Singapore, e-mail: spore-td@international.gc.ca. ✪