

## Kraus helps clean up New Delhi air

Winnipeg-based **Kraus Group Inc.**, a manufacturer of transportation refueling systems, has won a \$8-million contract with **Indraprastha Gas Ltd.** (IGL), New Delhi, for the design, manufacture, supply and installation of 15 compressed natural gas (CNG) refueling stations in India. The new deal, which was facilitated by Manitoba Trade and Investment, marks the first major sale of Kraus alternative fuels equipment to this enormous market. The company's high technology environmental equipment is already helping to clean the air in other major global centres such as Mexico City, Cairo and Beijing.

IGL is part of a nationwide effort to reduce air pollution in India's major centres by converting urban transportation to clean-burning fuel.

## Foresight in Bangkok

The National Research Council of Canada (NRC) and the Asia-Pacific

Economic Cooperation (APEC) Centre for Technology Foresight recently launched the Internet-based **APEC Technology Foresight Network (ATFN)** in Bangkok. The new network will facilitate the exchange of ideas, information and expertise among foresight experts in order to stimulate the development of new techniques and best practices in the foresight field.

The APEC Centre for Technology Foresight is hosted by Thailand's National Science and Technology Development Agency (NSTDA) which has a longstanding relationship with the NRC involving technical support to industry and the promotion of international science and technology cooperation.

## New sewage strategy for Bombay

The sewage problem in Bombay is growing and so is the market for solutions. The Municipal Corporation of Greater Bombay has awarded a US\$5-million contract to **R.V. Anderson Associates Ltd.** (<http://rvanderson.com>) and Mott MacDonald of the U.K. to develop a 25-year master plan for sewage collection, treatment and disposal. The joint-venture team will be assisted by Indian partners PHE Consultants Ltd. and Mahindra Acres Consulting Engineers Ltd.

In addition to its work in Bombay, R.V. Anderson's subsidiary Anderson Operations Inc. has recently undertaken a project, with the support of the Canadian International Development Agency (CIDA), for Karnataka Urban Infrastructure Development Finance Corporation (KUIDFC) to provide training support and operations assistance for five wastewater and water treatment facilities.

## PAS selects Bombardier

**Bombardier** ([www.bombardier.com](http://www.bombardier.com)) has won a \$30-million contract to supply two 50-seater Q300 regional jets to **Petroleum Air Services (PAS)**, Egypt, with the potential to sell five more planes. The Canadian Embassy in Cairo contributed to this successful transaction by actively promoting Bombardier to PAS. ✪

(representing Prime Minister Zhu Rongji), Mr. Alferov rivetted attention with his public proposal that Russia, China and India cooperate to improve their crop yields and the efficiency of food production through the use of genetically modified organisms (GMO). Canada was represented at the forum last year by Wilkin Chen, Vice-President of Nortel Networks (China) and Managing Director of Guangdong Nortel. This year, Canada's 13 year old CEO Keith Peiris of London, Ontario-based Cyberteks Design was a hit with the television and print media.

The **fourth China High-Tech Fair** will be held **October 12-17, 2002** in **Shenzhen**.

For more information, contact Gretchen Bozak, Senior Trade Commissioner, Canadian Consulate General, Guangzhou, tel.: (011-86-20) 8666-0569, fax: (011-86-20) 8667-2401, e-mail: [gretchen.bozak@dfait-maeci.gc.ca](mailto:gretchen.bozak@dfait-maeci.gc.ca) Web site: [www.canada.org.cn](http://www.canada.org.cn) ✪

## 2001: the "Year of Success"

This year's Fair attracted record numbers of visitors and produced deals worth some US\$10.4 billion — a significant increase over last year. A high-tech forum included seminars chaired by executives of corporations, scholars and government officials on the forefront of technology. Hot topics this year were new venture capital markets, future development of information technology, and bio-tech in the new century.

The roster of speakers was double that of last year and included Nobel Laureates such as Hartmut Michel (on GMO), Zhores Alferov (on ICT), Robert Mundell (on venture capital), as well as chief scientists from the UK Biotechnology and Biological Sciences Research Council (BBSRC), Syngenta UK, and Stanford University. During the special audience with State Councillor Wu Yi

## China High-Tech Fair 2001 — Continued from page 7

General in Guangzhou has twice been singled out for Excellent Organization. Participants this year included **Nortel Networks**, **Nordx/CDT**, **Advantech Advanced Microwave Technologies Inc.**, **AMA Infotech Development Inc.**, **Eicon Networks**, **Evans Consoles Inc.**, **Harris Corporation-China**, **Hummingbird Ltd.**, **Norva Technologies Incorporated**, **Pace Integration Inc.**, **Access Career Centres**, **Eduserve China Ltd.**, **Canadian Education Centre**, **Cyberteks Design** and the **Alberta Government Hong Kong Office**.

ICT will continue to be an important focus for future China High-Tech Fairs, however, the focus will widen to include the bio-technology fields of agri-biotech and pharma-biotech. This shift will reflect new trends within China, as well as Canada's rapidly developing expertise in these fields.

# The film and television market in India

With an annual output of more than 800 feature films, India's "Bollywood" is renowned as one of the world's most prolific film industries. India's television industry is also drawing increased international attention, having transformed from a "one-government-channel universe" to a carrier of more than 40 privately owned satellite channels. Worth approximately US\$3.5 billion, India's entertainment industry offers tremendous opportunity to Canadian companies.

## Indian film production in Canada

Indian film producers increasingly use Canada as a site for shooting feature films. As foreign box office markets, including Canada, gain in importance for Indian films, several producers are filming lengthier portions of story elements abroad. Canada's large Indo-Canadian communities allow Indian producers to hire many secondary actors, dancers, crew, even catering services for their productions — an advantage not found in other foreign locations. Canada's well-developed film infrastructure also offers state-of-the-art equipment and processing facilities for Indian producers to enhance their productions in a cost-effective manner.

## Television programming

India has an estimated 50 million TV households. Cable industry penetration, estimated at 35 million households, is expected to grow two-fold in the next five years. There is a pressing

demand for programming, including English-language television serials and films. Of particular interest would be historical, documentary, natural science and educational programming.

## Canada-India cooperation in animation

Canada-India cooperation naturally exists in animation, as Canada is the world's second-largest producer of animation, and India is emerging as a key player in animation outsourcing. Currently, several Canadian companies are outsourcing portions of their cell and computer animation work to Indian companies.

Another development in this area is the planned establishment of a Computer Animation Training Academy in Mumbai by Modi Entertainment in partnership with the Vancouver Film School. The school will teach animation to approximately 700 full-time students, using the latest equipment and software. As India trains more animators, Canadian outsourcing will increase and will provide Canadian companies with distinct international cost advantages.

## Marketing value-added services in Canada

The logical growth pattern in this sector is to encourage Indian producers to use special effects and other value-added production services in the course of their filming in Canada. A recent South Indian production shot numerous sequences in Vancouver and Whistler, and was one of the few Indian films to employ Canadian stunt talent and animal actors. Feature films such as *Nayak* and *Indian* have also used Canadian special effects facilities and stunt personnel. As well, Indian producers, while shooting in Canadian locations, have used lab processing facilities in Canada to achieve better quality prints of their films.

## Increasing Canada-India film and television linkages

To facilitate bilateral productions, Canada and India are currently discussing prospects for a Film and Television Co-Production Treaty.

For more information, contact our officers in Canada, e-mail: [psa@dfait-maeci.gc.ca](mailto:psa@dfait-maeci.gc.ca) or in India, e-mail: [amarjeet.rattan@dfait-maeci.gc.ca](mailto:amarjeet.rattan@dfait-maeci.gc.ca) ✪

## Trade mission to Russia and Germany

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companies exist in many sectors, in particular oil and gas, agri-food, energy, mining, construction, transportation, information and communications technologies, and educational services.

Germany, with 82 million affluent consumers and a highly advanced industrial structure, offers unparalleled opportunities for Canadian businesses. As the world's largest importer and third-largest economy, Germany also provides strong links to both Western and Eastern Europe.

In 2000, Canada's two-way trade with Germany reached nearly \$11 billion. Germany and Canada are also key investment partners, with over \$10 billion invested between the two countries. Team Canada will visit Berlin, which is experiencing a dramatic renaissance as a centre for political decision-making, culture and new media, and Munich, headquarters to some of Germany's most important businesses. Opportunities for Canadian businesses exist in many

sectors including information and communications technologies, construction, environmental industries and technologies, transportation, energy, agriculture and agri-food, health and financial services, and educational technologies and services.

For more information on how to become a **Team Canada 2002** participant, contact the Team Canada Division at the Department of Foreign Affairs and International Trade, tel.: (613) 944-2520, fax: (613) 996-3406, e-mail: [team-equipecanada@msn.com](mailto:team-equipecanada@msn.com) Web site: [www.tcm-mec.gc.ca/welcome-e.asp](http://www.tcm-mec.gc.ca/welcome-e.asp) ✪