

Team Canada Inc digital media trade mission

FRANCE AND GERMANY — February 3-7, 2003 — Join the Team Canada Inc (TCI) digital media trade mission for women entrepreneurs and be placed first and foremost in the minds of European buyers. This mission, organized in partnership with Industry Canada, Canadian Heritage, and the Department of Foreign Affairs and International Trade, is intended to open doors to the French and German markets and to demonstrate Canadian capabilities in this sector.

As a member of the delegation, you will have the opportunity to learn the

business practices and market trends of the major digital media clusters of France and Germany. You will connect with local regional economic officials, business leaders and decision makers to present your products and services. TCI will provide business networking sessions, organise one-on-one business meetings and coordinate participation to one of the two designated conferences and trade events.

EUROPE

The trade mission will begin in the digital media corridor of Lyon-Rhône and ends in Munich, Germany. Two key trade events, LearnTec in Karlsruhe, Germany, and Imagina in Monaco, are optional activities within the trade mission.

Market overview

The French market for multimedia software has an anticipated growth of 110% between 1998 and 2003, reaching a value of \$627.9 million.

Canadian digital media companies are well positioned to capture opportunities presented by the French market, based on the joint declaration by Canada and France in 1999 to consolidate bilateral economic relations, including information technology and cultural multimedia. The declaration was aimed at developing strategic partnerships between the private sectors of both countries as well as to recognize the importance of the development of electronic commerce and multimedia products.

In Germany, commercial multimedia software is the largest market and the entertainment market is one of the most dynamic sub-sectors. The number of self-employed individuals in

Germany has increased by almost 20% since 1991 and significant shares of these new entrepreneurs are women. In the last ten years, the number of women entrepreneurs in Germany has increased by 27% to almost one million.

Conferences and trade events

• **Learntec**, the leading European e-learning event, is a conference and trade show held in Karlsruhe, Germany, from **February 4 to 7, 2003**. For more information, go to www.learntec.de

• **Imagina**, the International Festival for Digital Images, will be held in Monaco from **February 3 to 6, 2003**. This event is Europe's leading venue for players in the computer graphics industry. For more information, go to www.imagina.mc

The deadline for registration is

January 5, 2003. For more information on the trade mission, or to register, contact Krista Robertson, Trade Commissioner, DFAIT, tel.: (613) 996-4785, fax: (613) 943-8820, Web site: <http://exportsource.ca>

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The European Advantage".)

Monterrey

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synergy which will pave the way for Canadian companies wishing to do business in this region.

For more information, contact Robert Langlois, Consul and Trade Commissioner, Canadian Consulate in Monterrey, tel.: (011-52-8) 344-3200, e-mail: robert.langlois@dfait-maeci.gc.ca or Carlos Rojas-Arbulú, Trade Commissioner, DFAIT, tel.: (613) 995-8804, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca

THE CANADIAN TRADE COMMISSIONER SERVICE

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With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad. What follows is the last in a series of descriptions of the six core services of the Trade Commissioner Service—available to you, the Canadian trader.

Need help with an urgent business problem abroad?

Ask for Troubleshooting

You've finally gained a foothold in your target market, but there is a problem. Although you've completed all the necessary paperwork, for some reason your goods are stuck at the border. What are you going to do?

What kinds of problems can the Trade Commissioner Service help me with?

Clients typically seek the **Troubleshooting** service when they have urgent problems with: market access; customs clearance; shipping; intervention with key contacts; unfair business treatment; contract bidding; storage and warehousing; insurance coverage and claims; overdue accounts receivable or issues related to expropriation and sale of assets.

What information is required of me?

When you request the **Troubleshooting** service, it is important that you give the Trade Commissioners all the facts. They need to know as much as possible about the problem you are experiencing so that they can judge what action should be taken. It is also

important for you to keep the officers in the loop at all times, informing them of any new developments or resolution to the case. They will also need to know the identity of your local representatives, if applicable.

Are there limits to what the Trade Commissioner Service can do in Troubleshooting?

The Trade Commissioner Service cannot become involved in private disputes. Nor can officers abroad act as customs brokers, sales agents, collection agents, or lawyers. The Trade Commissioner Service cannot guarantee a favourable outcome. It is possible that you might have to engage another expert service provider to assist you, such as a lawyer.

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