

Alimentaria 2004 not to be missed

Spain to host major food products show

BARCELONA, SPAIN — March 8-12, 2004 — **Alimentaria**, which attracted over 3,000 exhibitors and some 140,000 visitors in 2002, has become one of the largest international food products trade shows in the world.

Agriculture and Agri-Food Canada, the Canadian Embassy in Madrid and the Canadian Consulate in Barcelona will be organizing and managing the Canadian presence at **Alimentaria 2004**. For a reasonable and competitive fee, exhibitors will have access to a range of services including a high-

quality stand and various on-site support services for promotional activities. Although all food sectors are represented at this event, the greatest potential for Canada are in legumes, alcoholic and non-alcoholic beverages, natural and organic products and delicatessen products.

In addition to a strong European presence, Alimentaria will be attended by major delegations of industry professionals from North America, Latin America, the Maghreb countries and non-EU Europe. Significant attendance is also expected from the hotel and restaurant industry, specialty and gourmet shops, delicatessens, caterers, sommeliers and other wine specialists.

For more information, contact Marc Lionel Gagnon, Commercial Officer, Canadian Embassy in Spain, tel.: **(011-34 91) 423-3228**, fax:

(011-34-91) 423-3252, e-mail: marc.l.gagnon@dfait-maeci.gc.ca, Web sites: www.canada-es.org or www.alimentaria.com.

Nor-Shipping

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Nor-Shipping is one of the leading international maritime trade shows, with over 12,700 visitors, and is one of the best venues to showcase marine technology to a global audience. The Canadian Embassy in Oslo arranged 13 international partnering events in cooperation with Canadian embassies abroad and foreign missions in Oslo, drawing over 300 contacts to the pavilion to meet Canadian exhibitors.

Nor-Shipping 2005 will take place from **June 7 to 10, 2005**, and the Canadian pavilion will welcome some 20 companies.

For more information, contact John Winterbourne, Business Development Officer, Canadian Embassy in Oslo, e-mail: john.winterbourne@dfait-maeci.gc.ca.

Chilean and Canadian firms sign joint venture

During his visit this past July to Chile, Denis Paradis, Secretary of State for Latin America, Africa and La Francophonie, witnessed the signing of a joint venture between Calgary-based **Maxus Technology Inc.** and Recycla Chile S.A.

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At the signing of the joint venture, from left (standing): Cristián Nicolai, Chilean Deputy Minister of Telecommunications, Luis Antonio Ayestarán, General Manager of Hydronor Chile, Denis Paradis, Secretary of State for Latin America, Africa and La Francophonie, and Patrick Parisot, Canadian Ambassador to Chile. Seated: Fernando Nilo, General Manager of Recycla Chile, and Charles Whatmore, Chief Executive Officer of Maxus Technology Inc.

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Construct Canada 2003

International focus at Canada's largest construction show

TORONTO — December 3-5, 2003 — International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus of the 15th annual **Construct Canada 2003**.

This event is held concurrently with **HomeBuilder & Renovator Expo**, **PM Expo** and **DesignTrends**.

With over 19,000 attendees and 950 exhibits, the four shows will feature the latest in new Canadian products and technologies used for the design, construction, operation, retrofit and renovation of all types of buildings. The exhibits will cover 46 different categories of products and services.

As part of Construct Canada, Team Canada Inc partners have organised an international business program—a unique opportunity for Canadian companies to unlock new global markets.

The program at Construct Canada is a coordinated effort on the part of Canada Mortgage and Housing Corporation (CMHC) International, DFAIT's Canadian Trade Commissioner Service, Industry Canada's International Trade Centre and Ontario Exports Inc.

INTERNATIONAL BUSINESS PROGRAM December 2: Tours of residential projects in the Toronto market

This half-day tour, organized by CMHC, will provide international visitors and Canadian trade officers with a first-hand look at examples of

residential site planning, construction practices, materials and technologies used by home builders in the Toronto market. The focus will be on the latest in Canadian housing systems.

December 3: Presentations

"Government programs and services for Canadian firms doing business internationally"

This is an overview of Team Canada Inc trade programs, services and resources available from the Governments of Canada and Ontario, and Crown corporations to assist Canadian firms in exporting their products and services. Discussions will also include advice on how a Canadian company can effectively use Internet resources such as the Virtual Trade Commissioner, ExportSource and Strategis to promote their company internationally.

"Clearing U.S. customs: What exporters of Canadian building products need to know"

This session will focus on the significant changes in U.S. customs and immigration policies and practices since 9/11. A panel of experts will provide updates and take questions from the audience.

"Canadian housing technologies: Solutions for the world"

Canadian low-rise residential technology has gained a worldwide reputation for energy efficiency, quality, speed of erection, affordability and healthy indoor environments. This seminar is designed especially for

visitors to Canada and will be delivered by technical experts from CMHC.

Networking luncheon

The luncheon includes a presentation by a guest speaker. Admission to the luncheon for international visitors is included in the registration fee and Canadian firms and executives can purchase tickets.

International networking session

This afternoon session will feature Canadian architects, contractors, engineers, manufacturers and suppliers who can meet with international delegates and Canadian trade officers from around the world. International visitors will have an opportunity to connect with Canadian companies that have an interest in their market.

December 4 and 5

These two days will be devoted to touring the 950 exhibits at the show, as well as visiting the CMHC innovative technology showcase and the hands-on demonstrations on the exhibit floor.

An international business centre will be open at Construct Canada to facilitate ongoing contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

For more information, or to register for the International Business Program, contact Evelyn Silverstone, tel.: **(416) 512-1215, ext. 229**, e-mail: evelyn@yorkcom.to, Web site: www.constructcanada.com.