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# The Maghreb and the Iberian Peninsula

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International Trade Minister Pierre Pettigrew led this year's highly successful Canada trade mission to the Maghreb and the Iberian Peninsula, held from October 10 to October 20. The multisector mission, with over 100 representatives from Canadian businesses and institutions participating, provided a host of activities planned by the Canadian Embassies in each of the four countries on the itinerary — Morocco, Algeria, Spain and Portugal.

Participants were treated to a busy schedule designed to help them gain access to the valuable commercial potential in each country.

### Morocco

In Casablanca, Morocco, representatives from 55 Canadian firms and institutions spent three days "talking shop"

with 400 of their Moroccan counterparts, resulting in six agreements worth approximately \$90 million.

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Jacques Lamarre (left), SNC-Lavalin President and CEO, shakes hands with Chekrine Abdelkader, Assistant Director General, National Industrial Potable Water and Purification Agency, after signing a \$600 million MOU with the Algerian government. In the background are Pierre Pettigrew, International Trade Minister (centre), and Salim Saadi, Algeria's Minister of Water Resources.

## NOVA SCOTIA CORPORATION incubates companies to be export-ready

The most challenging time for a company is start-up, when product development and market exploration must be balanced with limited capital. One Nova Scotia corporation is taking young companies under its wing to help them survive and grow — and become globally competitive — during their first years. Through its world-class business incubation centres,

InNOVAcorp is producing "graduates" ready to take on the world.

Founded in 1996, InNOVAcorp promotes, stimulates and encourages the development of technology products and services for emerging entrepreneurs in the life sciences and information technology (IT)

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CANADIAN TRADE COMMISSIONERS  
NEW POSTING — FALL 2000  
(See supplement inside.)

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