

Set your targets on Germany's IWA & OutdoorClassics

Nürnberg, Germany, March 10-13, 2006 > The IWA & OutdoorClassics trade show is one of the top international events for hunting and sporting arms, outdoor gear and accessories.

In 2005, IWA attracted close to 27,000 trade visitors and buyers, 60 percent of whom were from countries other than Germany.

In its 33rd year, IWA & OutdoorClassics 2006 is the industry's annual "get-together" and will feature such special events as the IWA International Knife Award and IWA New Product Centre. The successful Practical Workshop on Law Enforcement, which



premiered the day before IWA & OutdoorClassics 2005, will be held once again in 2006.

Canadian companies seeking their share of this high-end international market are invited to join other Canadian exporters exhibiting at IWA 2006.

To register your interest in participating, go to www.unilinkfairs.com/flyers/cirIWA06.pdf.

For more information, contact:

Derek Complin, Canadian Representative, UNILINK, tel.: (613) 549-0404, fax: (613) 549-2528, Web site: www.unilinkfairs.com, or Frieda Saleh, Trade Commissioner, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, fax: (011-49-89) 21-99-57-57, e-mail: frieda.saleh@international.gc.ca.

2006 Algiers International Fair

Algiers, Algeria, June 2-9, 2006 > In the wake of the highly successful Canadian participation at the last Algiers International Fair in June 2005, which was attended by more than 25 companies, the Canadian Embassy in Algeria is again planning to organize a Canadian pavilion at the 2006 Algiers International Fair. The aim is to bring together all Canadian products and services under one roof, thus maximizing the promotional impact and enhancing business opportunities for Canadian firms. The event will take place at the *Palais des expositions* in Algiers, and extensive participation by Canadian companies is expected. It is the largest trade show of the year in Algeria and attracted over 700,000 visitors in 2005.

For more information, contact the Canadian Embassy in Algeria, tel.: (011-213-21) 91-49-51, e-mail: alger-td@international.gc.ca.

Canada @ 3GSM

Barcelona, Spain, February 13-16, 2006 > The 3GSM World Congress is the world's largest mobile telecommunications industry event and one of the most established, with a twenty-year history. Canadian companies are increasingly recognizing this as a major event, attended by the world's key players in the industry. Over thirty Canadian companies have indicated that they will either be exhibiting in or visiting the 3GSM World Congress, including an Ontario Exports group.

International Trade Canada's trade commissioners in Europe have regularly attended the show and noted the increasing Canadian participation. Given that there is no Canadian pavilion at 3GSM, trade commissioners in Finland, Germany, Sweden and the U.K. have developed a Web site

(www.canada3gsm.com) to promote Canadian participants to mobile telecommunications industry contacts across Europe and beyond. The site provides profiles of all the exhibiting and attending companies.

Companies participating in 3GSM are invited to contact these trade commissioners to ensure that they are profiled and promoted to as wide an audience as possible before the show. If your company is part of the mobile telecommunications industry, the trade commissioners recommend that you take a closer look at the profile of the event and consider visiting the exhibition, if not the conference.

For more information, contact George Edwards, Trade Commissioner, Canadian High Commission in the U.K., tel.: (011-44-20) 7258-6680, e-mail: george.edwards@international.gc.ca, Web site: www.canada3gsm.com. 3GSM Congress Web site: www.3gsmworldcongress.com.

Opportunities for Canadian food suppliers

Detroit, Michigan > A proposed Canadian Supplier Day is scheduled to take place at Detroit's Lipari Foods, in mid-January 2006. In business since 1963, Lipari provides food distribution services to retail and food-service clients in Michigan, Ohio, Indiana, and portions of six other surrounding states. Lipari's sales are estimated to be in excess of US\$125 million and it employs a sales force of over 100 to cover its territory. All orders are shipped from a warehouse located in Warren, a suburb of Detroit.

Lipari carries products in the following categories:

- meats, deli and seafood, including pizza and coffee programs, cheese and salad lines;

- baked goods, including frozen desserts, mixes and frozen doughs;
- "Old Tyme" deli, with a three-tier private label line;
- foodservice and retail, including groceries such as spices, sauces, dips, condiments, chips and snacks;
- packaging, including produce trays, takeout packaging, labels, bags, meat department supplies, aluminum pans and sanitary supplies; and
- confections and snacks, including candy, cookies and crackers.

For more information, contact Tom Quinn, Canadian Consulate General in Detroit, tel.: (313) 446-7024, e-mail: tom.quinn@international.gc.ca.

Atlanta IT company seeks strategic alliance

Atlanta, Georgia > Spunlogic, an award-winning interactive marketing and technology company based in Atlanta, is seeking strategic alliances with Canadian companies that are leaders in Internet and mobile marketing technologies. The company's expertise lies in on-line behaviour strategy, interactive design, Web development, e-mail marketing, on-line advertising and e-commerce applications. They work with a range

of clients, including Anheuser Busch, Georgia Pacific, Intercontinental Hotels and Porsche.

For more information, contact Raghu Kakarala, COO, Spunlogic, tel.: (404) 969-3949, e-mail: raghu.kakarala@spunlogic.com, or Steve Flamm, Trade Commissioner, Canadian Consulate General in Atlanta, tel.: (404) 532-2018, e-mail: steve.flamm@international.gc.ca. Web site: www.spunlogic.com.

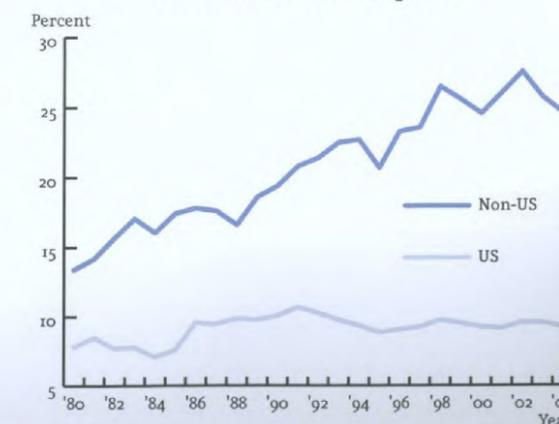
For non-U.S. destinations, services make up an increasing portion of Canada's exports

FACTS & FIGURES

For non-U.S. destinations, the relative importance of Canada's services exports has been increasing. In 1980, services accounted for 13.4% of Canada's total exports to non-U.S. destinations. By 2004, this had nearly doubled, to 24.8%. Overall, the services share of total exports to all countries increased, from 9.9% in 1980 to 12.8% in 1990, and has flattened out since then, remaining at around 12-13%. The total value of Canada's services exports has increased as well, rising seven-fold from \$8.7 billion in 1980 to \$61.8 billion in 2004. While the U.S. accounted for 85% of Canada's merchandise exports in 2004 though, it accounted for only 58% of Canada's services exports. When compared with goods, Canada's services exports are significantly more diversified, although the U.S. remains the primary destination for both.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet).

Canada's services exports as a share of total exports



Source: Statistics Canada data