

Canada's young professionals - from page 1

science and technology, sustainable development, trade mission logistics and trade policy.

For example, Langara College has managed over 50 private sector placements in Latin America, including assignments focusing on marketing, finance, market research, engineering, graphic design and Web development. The *Université du Québec à Montréal* has organized more than 75 placements in international business and commerce, mainly in Africa, Europe and Latin America.

The Centre for Russian and Eastern European Studies at the University of Toronto has placed more than 150 young professionals with businesses in Eastern Europe and Russia, in positions designed to advance their skills and help them secure international careers. These partnerships create networks and allow for the flow of new ideas and information between academia and businesses, facilitating trade and investment links in the region.

Marta Filipczak, a current YPI participant working in Hungary, notes that "As a young graduate, I feel that this work opportunity abroad is just what I

needed to get started in the working world after the completion of my university studies. Now I actually feel more confident about returning to Canada and starting a job back home than I did at the time of my graduation."

After their placements, some YPI participants continue to work overseas, serving as a focal point in Canada's network abroad. Some return to work in Canada, bringing with them newly acquired expertise—new languages, a fresh understanding of other cultures and business environments, and an unparalleled ability to respond to a changing labour market. In all cases, their presence overseas has served as a constant reminder not only of the innovation and vitality of Canada, but also of its ongoing commitment to the international community.

Each fall, Young Professionals International receives applications from interested firms and organizations. Funding is allocated in April and most placements begin in June of each year. Companies who would like to benefit from the international experience of a former intern can send a short job description to ypi-jpi@international.gc.ca.

For more information, go to www.international.gc.ca/ypi-jpi.

Trade mission heads to Central Europe

Ottawa > Mark Eyking, Parliamentary Secretary to the Minister of International Trade, will lead a business delegation of targeted Canadian companies to Central Europe to pursue market intelligence and business development opportunities. They will travel to Hungary, the Czech Republic and Poland, from November 3 to 9.

The mission will focus on the transportation and environmental industries sectors for all three countries. In addition, companies interested in the building products, information and communications technologies (ICT) and

agri-food sectors have been invited to join Mr. Eyking in Hungary and the Czech Republic. The mission components will include seminars, tours of Canadian investment sites in the region, networking events and meetings tailored to specific companies' interests.

For more information, contact Tammy Ames, Trade Commissioner for Central Europe, International Trade Canada, tel.: (613) 996-7107, e-mail: tammy.ames@international.gc.ca.



CanadExport is published twice a month by International Trade Canada's Communications Services Division.
Circulation: 54,000

CanadExport paraît aussi en français.
ISSN 0823-3330

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www.canadexport.gc.ca

For address changes and cancellations, return your mailing label with changes. Allow four to six weeks.
Publication Mail Agreement Number: 40064047

SUBSCRIPTIONS
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Fax > (613) 992-5791
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Return undeliverable Canadian addresses to:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2

matt & nat hits the European market

Montréal > Via Vegan is a successful vegan fashion accessories company headquartered in Montréal which established the brand matt & nat. Company founder Inder Bedi came up with the idea while studying at Concordia University, to respond to the rising demand for cruelty-free fashion. Bedi found that there was a significant gap in the market for stylish animal-friendly fashion accessories. He fostered this niche market within the vegan and fashion community by creating stylish leatherette handbags, while retaining an environmentally conscious approach to both the design and product material.

Four years ago, Manny Kohli joined matt & nat and brought with him logistics and sales expertise. He has been a major driving force in bringing matt & nat to the next level. The duo have managed to establish a brand name and a recognizable style that is loved by vegetarians and non-vegetarians alike. Their brand is carried by several well-known retailers throughout Canada and the United States, such as Caban, Browns and Fred Segal.

In 2004, matt & nat were ready to launch their products outside of North America. Before actually setting up operations in Europe, Bedi and Kohli wanted

to test the market for their bags. After researching various options, they decided to exhibit at a trade show in London. Their first show was a tremendous success—the orders placed and interest received at the show went beyond their expectations. The decision was made at that point to open an office in London. In 2005, matt & nat made a large investment and exhibited at various trade shows throughout the U.K. Contacts were eventually drawn up and a showroom was found to represent their line. A U.K.-based warehouse now handles all of the distribution for their European clients, who they quickly discovered want to see the current collection on their own time and do not want to pay duties for overseas shipping.

To date, there are over 70 shops in Europe that carry the matt & nat line. This would not have been possible without the operations based in the U.K. matt & nat is definitely here to stay.

For more information, contact matt & nat, e-mail: info@mattandnat.com, Web site: www.mattandnat.com.

**Russia and Ukraine** - from page 1

Canada wants to help build Russia's economic future, including supporting Russia's accession to the WTO. Bilateral talks on Russia's accession to the WTO continued in Moscow, resulting in substantive progress. Securing market access for Canadian agricultural products remains one of the outstanding issues in these negotiations.

Similar climate, natural resources, agricultural land and geography make Canada and Russia complementary partners in a number of key sectors. These include energy, mining and metallurgy, transportation, and information and communications technology.

In Kyiv, Minister Peterson met with Ukrainian Prime Minister Yury Yekhanurov as well as Economy Minister Arseniy Yatsenyuk and Foreign Affairs Minister Borys Tarasyuk. He also participated in a meeting of the Canadian Business Club.

Bilateral trade with Ukraine was \$218 million in 2004. Total Canadian exports to Ukraine were \$57 million in

2004, up 83% since 2002. Exports from January to July of this year are up an additional 23%. Canada's primary exports to Ukraine include agricultural machinery, vehicles, textiles, pharmaceuticals and seafood.

There is significant market potential for Canadian goods and services in the sectors of agriculture, oil and gas, construction, and information and communications. The long term potential of Ukraine as an emerging business partner for Canada is considerable, and the time for Canada to position itself in the market is now, while Ukraine is in the initial stages of deregulating its economy and laying the foundation for a new economic structure with international partners.

Positive business developments with Ukraine will be of keen interest to the 1.2 million strong Canadian-Ukrainian diaspora, who are proud that Canada has always been a staunch supporter of Ukrainian independence and democracy.

For more information, go to www.moscow.gc.ca and www.kyiv.gc.ca.