

### A deft strategy breaks IMS into Morocco

Sometimes export channels seem impassable, but with a little perseverance obstacles can be overcome. This is how Quebec-based IMS Experts-Conseils got its foothold on the Moroccan market.

Founded in 1991, IMS is one of the largest engineering consulting firms in Quebec. It provides personalized and specialized engineering services in a number of sectors, including energy, municipal engineering, the building industry, industrial installations and environmental technologies. Through its new subsidiary, which is responsible for increasing its activities abroad, it has managed to establish a presence in several countries, most recently in Morocco.

#### Success, one step at a time

It all began four years ago with an environment sector trade mission to Morocco. Advertised by Canada's Trade Commissioner Service, the mission enabled IMS representatives to sound out the Moroccan market and build relationships. Attracted by the prospect of lucrative business opportunities, IMS then increased the number of missions to

Morocco and landed a major contract to repair railway tracks and modernize a water treatment plant.

#### A profitable undertaking

This contract was only the first step. It led IMS to other major contracts in Morocco and led the company to open a permanent office in Rabat, the capital, four years later, leading to a potential two million dollars per year in sales. As well, IMS has just concluded a joint-venture agreement with a Moroccan engineering company.

Now that it is well established in the Moroccan market, IMS will benefit from the country's ongoing reforms. The Moroccan government currently strives to foster international trade by complying with international standards and simplifying its business practices. It also signed a free trade agreement with the United States and an association agreement with the European Union.

When it came to exporting its services, IMS was skilled and confident in its approach, relying on gradual positioning in the target market, establishing a local presence and forming strategic alliances.

For more information, go to [www.infoexport.gc.ca/ma](http://www.infoexport.gc.ca/ma) or [www.ims-experts.com](http://www.ims-experts.com).

### CABC mission to North Africa around the corner

Algeria, Morocco and Libya, April 18-30, 2006 > The Canada-Arab Business Council (CABC) is planning a business mission to Algeria, Morocco and Libya to help Canadian firms already active in the region make new contacts and reinforce existing relationships, as well as to introduce new companies to these rapidly expanding markets.

The CABC has an extensive network of contacts in each country and participants can expect high-level access to government and private sector clients. Opportunities for Canadian firms cover sectors like energy and mining, engineering and project management, education and training, communications and IT as well as agri-business.

For more information, contact the CABC, tel.: (416) 362-0050 or (416) 362-0040, email: [info@canada-arabbusiness.org](mailto:info@canada-arabbusiness.org). The registration deadline is March 19, 2006.

### Libya open for business with multi-sector fair

Tripoli, Libya, April 2-12, 2006 > Join the Canadian pavilion at the Tripoli International Fair, a major multi-sector exhibition. With Libya's reintegration into the global economy, this event has become more popular than ever.

The 2005 fair was sold out. In fact, more than 20,000 people visited the fair each day.

The Canadian pavilion will allow Canadian exporters to showcase their goods and services to an expanding and increasingly affluent Libyan market.

For companies and institutions already operating in Libya, this is an opportunity to strengthen and expand. For those looking to get established there, this fair is the major event of the year. It's a great chance to promote Canadian products and services, meet potential clients and agents and to build relationships that are fundamental to doing business in Libya.

For more information, contact Hesham Ganem, Canadian Embassy in Libya, email: [hesham.ganem@international.gc.ca](mailto:hesham.ganem@international.gc.ca), website: [www.tripolifair.org/English/main.htm](http://www.tripolifair.org/English/main.htm).

### Canadian pavilion a hit at French security expo

The 14th edition of Milipol, the Worldwide Exhibition of Internal State Security, was held in Paris last November and a Canadian pavilion promoted home-grown capabilities in this sector. This benchmark exhibition attracted some 40 official international delegations and over 20,000 trade visitors, including 6,000 from other countries.



A finger scan on a biometric keyboard

The pavilion, coordinated by the Canadian Embassy in Paris, featured six Canadian companies that introduced the latest technologies in the civil security and law enforcement sectors: training ammunition; personal protective equipment; nuclear, biological and chemical equipment; surveillance; and high-security detection systems. Through networking activities, Canadian companies were able to meet and do business with French decision-makers in the internal security sector.

Leading-edge technology has become central to state security. Growth in this market has made it possible for numerous companies to position themselves in innovative areas such as air surveillance, listening devices and biometric authentication devices. In this regard, close to 750 exhibitors at Milipol, of which 55% were foreign companies from some 30 countries, introduced specialized equipment in the areas of attack prevention, biometrics, demining, airport security and protection of sensitive sites.

The next Milipol exhibition will be held in Paris from November 27 to 30, 2007.

For more information, contact Guy Ladequis, Canadian Embassy in Paris, email: [france-td@international.gc.ca](mailto:france-td@international.gc.ca), website: [www.milipol.com](http://www.milipol.com).

### What is a "global value chain"?

The term "global value chain" refers to the worldwide dispersion of production. Falling transportation costs, lower barriers to trade and investment, and improvements in information and communications technology have made it easier for firms to locate parts of their businesses across the world. Different functions can be shifted to where it is most efficient for each: design in North America or Europe, manufacturing in China, but after-sales service in India, for example. And global value chains are increasing in importance: global GDP grew 246% from 1982 to 2004, but exports grew 413%, and the gross product of foreign affiliates increased from 5.5% to 9.8% of global GDP. As these trends continue and accelerate, the importance of global value chains will rise.

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

### FACTS & FIGURES

Growth in Global Value Chains



Data: UNCTAD WIR 2005 and IMF DOTS.