

## Mexican buyers rave over Canadian icewine

A delegation of key Mexican wine buyers and journalists recently returned to Mexico feeling like they discovered the world's newest wine region: Canada.

The week-long visit to Canada in October featured tours to more than a dozen Canadian wineries in the Niagara and Okanagan regions as well as the Fraser Valley. The mission was coordinated by the Department of Foreign Affairs and International Trade in cooperation with Agriculture and Agri-Food Canada, the Ontario Ministry of Agriculture and Food, and the British Columbia Wine Institute.

The objective was to showcase and increase the awareness of the Canadian wine industry to key Mexican buyers. Mexico currently imports wines from all around the world, but not Canada, despite that under NAFTA most Canadian food and beverage products enter Mexico duty-free.

The Mexican delegation included buyers from La Castellana, Vinoteca and Club del Gourmet which supply premium wines to hotels, restaurants

and retail outlets. A renowned Mexican wine journalist was also invited and has since written articles about Canadian icewines in *Reforma*,



The Mexican delegation learning about icewine at the Chateau des Charmes winery in the Niagara region

Mexico's national newspaper, and an article featuring Canadian wines will be published in the exclusive Mexican food and wine magazine, *Catadores*.

As a result of this visit and all the positive press, it looks like Canadian icewines will make their way into the Mexican market very soon. **For more information**, contact Marcello DiFranco, Trade Commissioner, Mexico Division, DFAIT, tel.: (613) 996-8625, e-mail: [marcello.difranco@dfait-maeci.gc.ca](mailto:marcello.difranco@dfait-maeci.gc.ca) ✪

## Take your forestry products and services global

Canada's reputation for quality forestry products and services is unparalleled. And, while demand in North America's forestry sector has been weak in recent years, global demand for forest products and services continues to increase. That means Canadian companies must capitalize on international opportunities in order to remain competitive.

Demand for paper products is expected to grow, particularly in developing nations in Asia and Latin America. New forest management codes for sustainable development are being introduced around the world, offering opportunities for industry

consultants and advisors. Environmental regulations have prompted upgrades to mills and processing facilities, creating opportunities for both project managers and firms selling environmental technologies and equipment. And the desire to remain competitive creates oppor-

## Opportunities at Rebuild Iraq 2004

**MISHREF, KUWAIT** — January 19-23, 2004 — The Canadian Embassy in Kuwait is planning a Canadian pavilion at **Rebuild Iraq 2004**.

This exhibition will connect international suppliers with the decision makers overseeing the rebuilding of Iraq, an undertaking that is estimated to cost in excess of US\$100 billion over the next five years, with at least US\$50 billion worth of projects slated to be subcontracted to U.S. and foreign firms. This event will provide an opportunity for Canadian companies to target the Kuwaiti market as well.

Companies interested in exhibiting or attending this event may be eligible for Program for Export Market Development (PEMD) assistance to reduce the costs of participation ([www.dfait-maeci.gc.ca/pemd](http://www.dfait-maeci.gc.ca/pemd)).

**For more information**, contact Bechara Nacouzi, tel.: (514) 685-3530, fax: (514) 685-6873, e-mail: [bnacouzi@videotron.ca](mailto:bnacouzi@videotron.ca), and copy George Sanderson, Commercial Counsellor, Canadian Embassy in Kuwait, e-mail: [george.sanderson@dfait-maeci.gc.ca](mailto:george.sanderson@dfait-maeci.gc.ca), Web site: [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com) ✪

tunities for technologies that increase efficiency or automate processes.

If your company specializes in the forestry industry, don't miss the opportunity to share your expertise with the world. It can be a very profitable experience.

**For more information** on exporting, call the Team Canada Inc Export Information Service at 1-888-811-1119 or go to [www.exportsource.ca](http://www.exportsource.ca) ✪

## Health Care Virtual Trade Show launched

Launched on November 5, 2003, the **Health Care Virtual Trade Show (VTS)** is an on-line show for the health care sector. You can view it at [www.healthcarevts.ca](http://www.healthcarevts.ca). The VTS was developed by the Canadian High Commission in Jamaica to establish business connections between Canadian and Caribbean health care companies, and to open an inexpensive channel for new exporters to exhibit their products and services.

The VTS enables export-ready Canadian companies of all sizes and experience to showcase their capabilities to distributors and end users in the Caribbean region. For Caribbean businesses, the VTS offers the prospect of quickly identifying potential Canadian suppliers of goods

and services, while displaying their own capabilities.

Initially, only companies from the Canadian High Commission in Jamaica's territory of responsibility (Cayman Islands, Bahamas, Belize, Jamaica and the Turks and Caicos) will be participating in the VTS. However, it is hoped that it will soon expand to cover the entire Caribbean market. The Health Care VTS is a pilot project, which, if successful, will be used as a model to create VTSs focused on other sectors of interest.

### Advantages of the VTS

Participation is free. Moreover, becoming an exhibitor and maintaining the exhibitor's virtual booth requires little time and effort. This is also a trade show that never closes. Since it is open 24 hours a

day, seven days a week, it can be visited as often as is needed. Another exciting feature is that it facilitates business linkages via e-mail, telephone and through each participant's Web site; no additional company resources are required to participate.

To exhibit in the Health Care VTS, go to the Web site mentioned and click on "Registration Kiosk." **For more information**, contact the Commercial Division of the Canadian High Commission in Jamaica, tel.: (876) 926-1500, ext. 3351, fax: (876) 511-3491, e-mail: [knqtn-td@dfait-maeci.gc.ca](mailto:knqtn-td@dfait-maeci.gc.ca) ✪

## Telecom opportunities at Supercomm India

**NEW DELHI, INDIA** — February 4-6, 2004 — The Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada are organizing a Canadian booth at **Supercomm 2004**, India's largest telecommunications event. Last year's Supercomm India attracted 134 exhibitors from 13 countries and more than 12,300 business visitors from 33 countries.

Why should you consider the Indian market? Demand for all types of services is growing exponentially with major investments in fixed and mobile services, broadband and wireless networks. The number of installed lines in India has doubled in recent years. By 2005, the projected number of telephone subscribers will reach 75 million, including mobile telephones.

The Canadian pavilion will serve to highlight Canada's world-class expertise in the telecom industry and a Canadian networking reception will plug you into the local market. **For more information**, contact Janet Chater, India Trade Officer, DFAIT, tel.: (613) 944-1632, e-mail: [janet.chater@dfait-maeci.gc.ca](mailto:janet.chater@dfait-maeci.gc.ca), Web site: [www.supercommindia2004.com](http://www.supercommindia2004.com) ✪

## Mexico to host telemedicine event

**MEXICO CITY, MEXICO** — January 28-29, 2004 — In response to increasing interest in telemedicine in Mexico, the Canadian Embassy in Mexico, Industry Canada and the Department of Foreign Affairs and International Trade, in collaboration with the Government of Alberta, are organizing a telemedicine seminar and trade mission.

**For more information**, contact Ken Yokoyama, International Business Development Division, Industry Canada, tel.: (613) 990-0871, fax: (613) 990-3858, e-mail: [yokoyama.ken@ic.gc.ca](mailto:yokoyama.ken@ic.gc.ca) ✪

## Wireless mission to Southeast Asia

**MALAYSIA, SINGAPORE, THE PHILIPPINES AND INDONESIA** — February 9-20, 2004 — There are few areas that can match the dynamism and diversity of the ICT sector in Southeast Asia. With many Southeast Asian nations working to bridge the digital divide, the door is open to Canadian suppliers of ICT solutions.

The Industry Canada and DFAIT-led program will include pre-mission

consultations, briefings by a representative of Canada's missions at each stop, a networking dinner and reception, presentation sessions and visits to local telecommunications firms.

**For more information**, contact Michael Cleary, Industry Canada, tel.: (613) 991-4903, e-mail: [cleary.michael@ic.gc.ca](mailto:cleary.michael@ic.gc.ca) ✪