



The U.S. Connection

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Participation the name of the game

Team Canada West scores

The inaugural Team Canada West Trade Mission to Dallas, Texas and Los Angeles, California wrapped up its four-day visit in Los Angeles on November 30, 2001. Prime Minister Jean Chrétien was accompanied by the four Western premiers, the three territorial leaders and more than 190 delegates.

"Our objectives for Team Canada West have been met," said Prime Minister Chrétien. "We established stronger links between the two regions — adding to a long history of cooperation. We helped Canadian and American businesses build stronger ties and we reaffirmed our commitment to the U.S. as a good neighbour, reliable business partner and close ally."

The first-ever Team Canada West Trade Mission also signals a new partnership between the Government of Canada, the territories and the Western provinces.

Success — every step of the way

A total of 148 Canadian organizations registered for the Mission, netting agreements worth approximately \$58.3 million in Dallas and \$34.5 million in Los Angeles. That all adds up to one word: success!

CANADA AND THE UNITED STATES SIGN SMART BORDER DECLARATION

See details at www.dfait-maeci.gc.ca/anti-terrorism/can-us-border-e.asp

Proeco Corporation, an Edmonton-based waste management company, struck deals with two companies, worth a total of \$35 million. Company president Brian Winter says Proeco had been actively pursuing both companies but "being with Team Canada increased their desire to sign the contracts because it showed that there was a political will behind doing business."

Pioneer Log Homes of Williams Lake, B.C. is exporting its pioneering spirit to Colorado by signing a distribution deal worth \$6.2 million. "After September 11th we need to show the Americans that Canadians are good people," says company president Bryan Reid. "U.S. clients were not just impressed with Pioneer's products, but by the spirit of goodwill that was present during Team Canada functions."

Business development at **Metamend Software and Design Ltd.** is in the fast lane after signing contracts during the mission worth nearly \$6 million. According to Metamend CEO Richard Zwicky, "The people who were invited to Team Canada functions were the decision-makers, not the scouts. I'm not sure they would have come if the Prime Minister, the Minister of Trade, and the Premiers

Mini (10⁻⁹) tech deal with a mega future

During the Team Canada West Trade Mission to Dallas, the University of Texas at Dallas (UTD) signed a letter of intent to foster academic cooperation on nanotechnology with the National Research Council of Canada (NRC) and the University of Alberta.

Canada recently announced the establishment of a national nanotechnology centre at the University of Alberta in Edmonton, with the collaboration of the NRC.

Nanotechnology, which is emerging as one of the next frontiers of scientific discovery, explores the study and application of science on a nanometre — one-billionth of a metre (10⁻⁹) — scale. Still in its infancy, nanoscience has the potential to revolutionize such disparate fields as electronics, medicine, communications and manufacturing. ❖

weren't there. Our Team Canada fee was worth every dollar!"

The phones at **Harvest Sun Seed & Grain Company** in Regina are ringing off the hook and the company's Web site is logging record visits, thanks to Team Canada! "Clients liked our product but they didn't know where Saskatchewan was," says company president Randy Johnson. "But after they saw the amount of support we were getting from federal and

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Hong Kong's deteriorating environment has become a pressing issue over the past two years as a result of intense economic activity and massive infrastructure development. In a 1999 policy address, the Chief Executive of the Hong Kong SAR government renewed the government's commitment to improving the quality of the environment, calling it "as vital as economic growth". To that end, an ambitious environmental agenda has been launched to restore Hong Kong's environment over the next decade and attain its vision of becoming "the World City of Asia".

Despite the \$42-million Waste Reduction Framework Plan ("re-duce," "re-use" and "re-cycle") launched by the government in 1998, waste management in Hong Kong has reached a crisis point. For the past five years the overall volume of waste has been increasing 3.5% annually, with a 4% increase each year in domestic waste alone. This increase in domestic waste is

disproportionately high, considering that the population of Hong Kong is growing at less than 1% each year. With over 6.5 million tonnes of waste being deposited annually into landfill

new initiatives to ensure the plan stays on target. This includes a \$20-million injection into the Environmental and Conservation Fund and the designation of land for use in a 20-hectare

Solutions needed now

Hong Kong's waste reduction plan



sites (equivalent to almost one tonne of waste per resident per year) landfill space could easily run out in ten years.

Strategies

Based on a September 2001 review of progress to date, Hong Kong's Environment and Food Bureau has announced

Recovery Park by early 2004. So far, the recycling industry has been assigned eight lots through short-term tenancy agreements.

The Hong Kong government is also working with the business sector to examine the feasibility of various waste reduction strategies, including waste-to-energy facilities and trial programs to recycle special waste, such as glass bottles, batteries and computers. Waste islands, landfill restoration and after-use, landfill gas utilization, clinical waste treatment and organic waste composting are also under serious review.

Opportunities

Hong Kong's waste management agenda has created a broad range of opportunities in trade, technology transfer, consultancy services, engineering, joint ventures and investment for Canadian firms with expertise in waste-to-energy incinerators, treatment of organic waste and special waste, municipal waste sorting and recycling, landfill restoration and recovery of gases.

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A double win for Canada at China High-Tech Fair 2001

All eyes on Canada

The Canadian Consulate General in Guangzhou once again drew the attention of the international information and communication technology (ICT) community at the third annual **China High-Tech Fair**, taking double honours for the design and organization of Canada's national stand. For the Canadian participants, standing beneath the Team Canada Inc banner in the award-winning stand was the ideal place to be in China, the world's ICT hot spot.

This year's Fair, held October 12-17, 2001 in Shenzhen's Exhibition Centre, was hosted by the People's Republic of China ministries of Foreign Trade and Economic Cooperation, Science and Technology, Information Industry, and the Chinese Academy of Sciences and the Shenzhen Municipal People's Government. Britain and Italy were among the 12 countries that exhibited and both countries were cited for the organization of their national stands.



Commercial Officer Cathy Yao, Canadian Consulate General in Guangzhou, displaying the double honour awards.

Despite its short history, the **China High-Tech Fair** (www.chtf.com/english) is already China's largest high-tech gathering, and the country's only nationally authorized show in this field. Shenzhen plays a strategic role in the Chinese economy and has attracted massive amounts of foreign direct investment in recent years.

Canada has demonstrated its ICT expertise at the Fair since its inception in 1999, and the Canadian Consulate

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