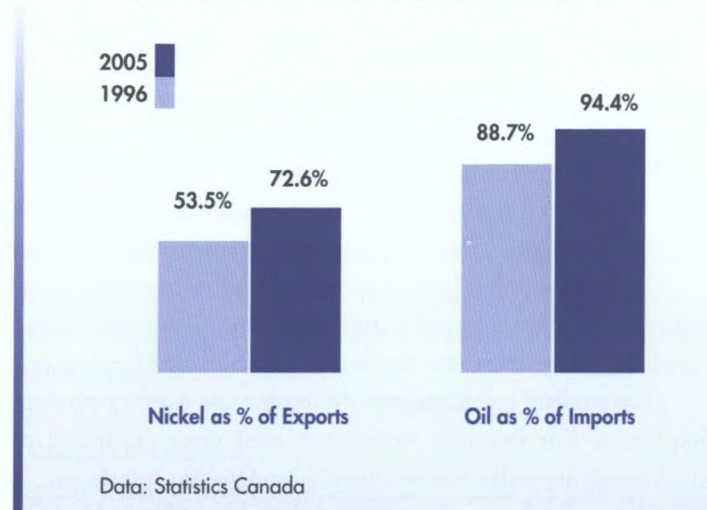


## Nickel and oil key to merchandise trade with Norway

Canada's trade with the Nordic countries has been growing, in large part due to trade with Norway. Over the past ten years, Canada's exports to Norway increased to \$1.6 billion, up from \$848 million in 1996; imports from Norway have doubled, reaching \$6.1 billion in 2005. Norway represented 54.1% of imports from, and 54.5% of exports to, the Nordic countries in 2005. While opportunities abound in S&T, investment and other trade areas, trade with Norway is dominated by two commodities: 94.4% of Canada's Norwegian imports are of oil, and 72.6% of Canada's exports to Norway are of nickel. The nickel exported is almost entirely nickel matte, which is sent to Norway for refining. Trade with the rest of the Nordic countries is more diverse, with vehicles, machinery and electrical machinery featuring as prominent exports, and imports topped by energy, machinery and pharmaceutical products.

MAIN GOODS IN CANADA'S TRADE WITH NORWAY



Provided by Foreign Affairs and International Trade Canada's Office of the Chief Economist, [www.international.gc.ca/eet](http://www.international.gc.ca/eet).



## SIAL Montreal 2007

Montreal, March 28-30, 2007 > Looking for an opportunity to expand your markets, launch new products, meet new buyers and showcase your products internationally? Then don't miss SIAL Montreal 2007, the leading North American trade show for agri-food professionals.

### Government of Canada Services Pavilion

The Government of Canada will be on-site at SIAL Montreal 2007 at the Government of Canada Services Pavilion to promote its programs and services in the agriculture and agri-food industries to Canadian companies and international visitors. Whether it's a question about food safety or quality, customs regulations, importing and exporting, market development, financing or investment, government representatives will be available at the Canadian pavilion to help companies in their business pursuits.

### Export Café

Would you like to find out more about trends in international trade? Are you looking for financial solutions for your business? Would you like to set up a meeting with Canadian trade commissioners posted around the world to discuss export opportunities for your products? If so, we invite you to attend the Export Café on the morning of March 28, before the official opening of the SIAL exhibition.

The Export Café is a networking and information initiative for Canadian companies. If you would like to register or to find out more about this initiative, send an email to [infocafeexport@agr.gc.ca](mailto:infocafeexport@agr.gc.ca).

### New this year

The first Canadian Agri-Food Gala at Sial Montreal will be held at the Palais des Congrès de Montréal the evening of March 28 and five awards will be unveiled. For more information, go to [www.sialmontreal.com/groupeexportgala.ch2](http://www.sialmontreal.com/groupeexportgala.ch2).

For more information on SIAL Montreal 2007, go to [www.sialmontreal.com](http://www.sialmontreal.com).

For more information on the Canadian Trade Commissioner Service, go to [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

## Nordic energy drills deep and goes green

With well established conventional energy reserves and a reputation for environmental stewardship, the Nordic region is a major source of energy old and new. And that could mean investment, trade and science and technology opportunities across the region for Canadians.

Rich offshore oil and gas reserves make Norway the world's eighth-largest oil and gas producer. With 25% of undiscovered reserves in Arctic areas and exploration moving farther and farther north in the Barents Sea and Greenland, Canadian expertise in cold climates and ice management offers new business opportunities with Nordic countries.

In fact, Canadian presence in the region is nothing new. Petro Canada and Talisman Energy are active on the Norwegian Continental Shelf, with Nexen Inc. pre-qualified as an operator and EnCana active in Greenland.

But opportunities also exist for safe oil extraction technologies that protect the environment. Production in the Barents Sea is carried out with zero discharge into the water, and the flaring of gas during production stopped years ago.

Technology is also helping producers to deal with the challenge of operating extensive oil fields near fisheries and tourism. Sub-sea production involves no surface installations, so that fishing by trawler fleets is not disrupted.

### Emphasis on renewable resources

Opportunities for Canadian exporters in traditional energy sectors like oil and gas are plentiful, but trade commissioners say that the future of the Nordic energy market lies in green technologies.

"Green energy in the region, usually associated with hydroelectric and wind power, is becoming more diversified," says John Winterbourne, trade commissioner with the Canadian Embassy in Oslo, "and ambitious targets for alternative energy have been set."

Denmark's excellence in energy efficiency is remarkable; over the past 25 years, Denmark's economy has grown by more than 50% without an increase in energy consumption.

Sweden has a goal to be oil independent by 2020, while 26% of Finland's energy is supplied from renewable sources. Sweden is already seen as a pioneer in bio-energy and, along with Finland

and Denmark, has a well developed market and supplier base for wood pellets, waste to energy and biofuels. SAAB and Volvo have introduced bi-fuel and multi-fuel vehicles, and the use of ethanol and biogas as fuels is increasing. Combined heat and power plants and district heating systems are being built throughout the Nordic countries.

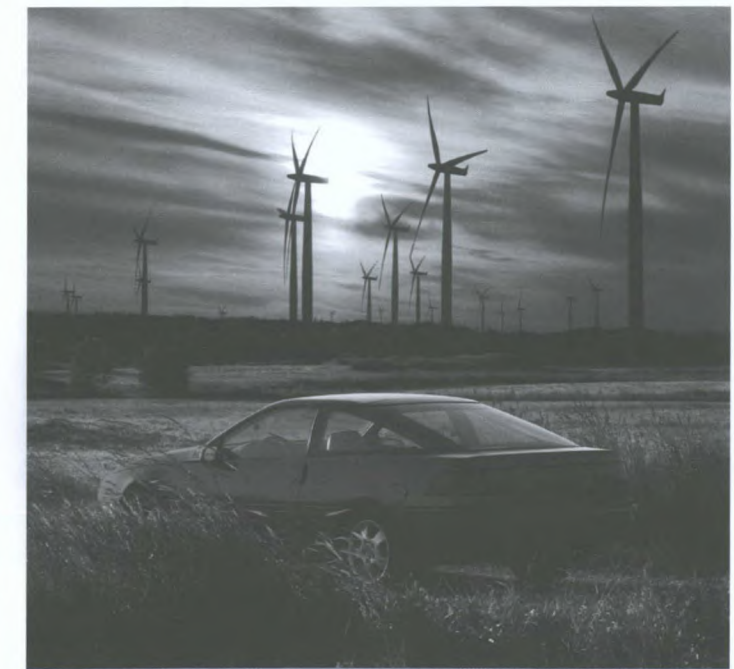
"Overall, the region has had an outstanding record of accomplishment in energy saving and conservation, with leading edge solutions throughout a range of sectors from construction and industrial equipment and biotechnology," says Winterbourne.

### Energy markets ever changing

Winterbourne says the deregulation of energy markets has played an important role in changing the dynamics of this sector.

The formation of Nordpool in 1993 (Nordic Power Exchange)—the world's only multinational exchange for trading electric power—has led to the need to increase energy generation and look to new forms of energy.

"Price fluctuations have also made consumers more aware of energy saving and alternative domestic heating systems. The introduction of carbon dioxide taxes and green certificates are also being used to increase the focus on clean energy," says the trade commissioner. **see page 7 – Nordic energy**



**Ambitious targets** have been set for alternative energy in the Nordic region and that means the future will be green, says one trade commissioner.