

New regulations for Canadian exporters

China adopts compulsory product mark

China has created regulations for a new compulsory product certification mark called the China Compulsory Certification (CCC). The new regulations are to be fully implemented in May 2003 and cover a total of 132 products. As of May 1, 2003, these products will need to obtain the compulsory CCC mark before being imported to, or exported from, China.



will standardize technical regulations, certification marks and fee schedules for both domestic and imported products. These changes stem from China's commitment to conform to the World Trade Organization's Agreement on Technical Barriers to Trade. Canadian companies exporting to China are urged to prepare for the new system and take necessary action to receive the CCC mark. More information on how to apply for the CCC mark is available on the China Quality Certification Centre Web site at www.cqc.com.cn/index-e.htm

The new mark replaces the old CCEE mark (quality assurance symbol for China-made products) and the CCIB mark (quality assurance symbol for imported products). The CCC scheme



In addition to the application, product inspection and label costs, applicants are also responsible for factory and annual inspection costs. Companies applying for the CCC mark must also provide the inspection body with a detailed list of production and testing equipment and key components for all products being exported to China.

For more information, contact Eric Pelletier, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 996-7177, e-mail: eric.pelletier@dfait-maeci.gc.ca or Pierre Pyun, Trade Commissioner, Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, e-mail: pierre.pyun@dfait-maeci.gc.ca *
(To find out about the product categories covered by the new regulations, go to the unabridged version of this article at www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong.")

Nagoya, Japan's high-tech manufacturing hub

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domestic product of over \$600 billion and one of the highest per capita incomes in the world, the Chubu would qualify for G7 membership if it were an independent country.

However, such facts often get obscured in the doom and gloom economic forecasts coming out of Japan. Relative to other regions in Japan, the Chubu region has managed to remain stable in the current economic climate. With its focus on the highly competitive automotive and aerospace industries, the manufacturing sector has always required highly efficient production practices and lean corporate structures.



The Chubu agri-food market

The region's agri-food market is worth over \$40 billion annually. As the traditional import and distribution systems collapse due to market deregulation and less-than-ideal economic conditions, excellent opportunities for Canadian food exporters—particularly of processed foods, seafood and meat products—are opening up at the food service and retail levels.

Chubu building products market

The Chubu region accounts for approximately 9% of national housing starts, or the equivalent of 103,500 new homes in 2001. This represents a 4.7% reduction compared with 2000

but is consistent with the national trend toward fewer housing starts. Yet in the Chubu region—especially the Nagoya area—wood frame housing starts account for 12% of new housing compared with the national average of only 10%.

For more information on opportunities in the Chubu region, contact Charles Gardner (Agri-food sector), Commercial Officer, Canadian Consulate in Nagoya, e-mail: charles.gardner@dfait-maeci.gc.ca or Naoki Makino (Building Products), Commercial Officer, e-mail: naoki.makino@dfait-maeci.gc.ca Both can be reached at tel.: (011-81-52) 972-0450, fax: (011-81-52) 972-0453, e-mail: nagoya@dfait-maeci.gc.ca Web sites: www.infoexport.gc.ca and www.dfait-maeci.gc.ca/ni-ka/ *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "A Yen for Japan.")

High tech at high altitude

Canadian Technology Week in Peru a success

Last November, the Canadian Embassy in Lima organized **Canadian Technology Week**, a multi-sectoral match-making mission for Canadian firms.

Thirty Canadian companies from five technology-related sectors participated—one of the largest Canadian delegations ever to attend a technology-focused event in Peru. Canadian companies delivered outstanding presentations on their products and services and met with a number of potential distributors as

well as key clients during one-on-one meetings.

The event was also host to the first "Connectivity Roundtable," organized by the Canadian Embassy in Lima and Industry Canada. The roundtable gathered the most important players in Peru's connectivity agenda. A number of top business executives and key government officials participated in all sectoral seminars. In addition, a number of potential deals for Canadian companies are in the works, and the outstanding success of the roundtable may become the starting

point for an informal Canada-Peru working group on connectivity—an initiative that would eventually open the door for Canadian business.

Peru, a free-market economy, is expanding and offers great potential for Canadian business. The support for foreign investors in Peru has contributed to a business environment that is dynamic and open, and the current government's commitment to disciplined fiscal management has helped make Peru's economy one of the fastest growing in the region.

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India's agriculture sector is booming

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Market overview

India is a large importer of agricultural products, especially pulses (green and yellow peas, chick peas and lentils). Other major items imported on a regular basis include edible oils, cashews and other nuts, fruit, wool and silk, wood and wood products, and raw cotton. During production shortfalls, India also imports wheat, rice, sugar and cotton.

Some of the areas identified for accelerated growth include fruit juices, cereals, fresh fruit, confectionery, dairy products, alcoholic and non-alcoholic beverages, seafood and pork. Opportunities also exist for the creation of infrastructure for bulk grain handling, storage and transportation, and cold chains for preserving horticultural crops.

Recently, demand has been growing for fast food, since almost all major multinational food companies have now been established in India. A recent study by McKinsey & Co. predicts that India's domestic processed food sector is expected to more than double from its current level of US\$20 billion to over US\$50 billion by 2005.

Barriers to growth coming down

Starting in 1991, India began a reform process that cut tariffs from as high as 300% to a maximum of 40% by 1998. Tariff and tax rates have been simplified and slashed and the rupee has been made partly convertible. In addition, regulations and approval mechanisms have been eliminated or simplified—including many restrictions on imports—while a number of sectors have been opened to foreign direct investment.

On April 1, 2001, all remaining quantitative restrictions were removed.

For more information on India including detailed market information, go to DFAIT's Web site: www.dfait-maeci.gc.ca or contact:

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