

Canada opens new consulates in U.S.

On September 17, 2003, the Government of Canada announced a major new expansion of its official representation in the United States that will include the upgrade of existing offices, the opening of new consulates and the appointment of new honorary consuls throughout the country.

Slated for completion by the fall of 2004, this expansion will strengthen Canada's capacity to advocate its interests in vital economic, political and security matters, and to develop innovative strategic partnerships in emerging U.S. economic power centres. After all, Canada's bilateral trade with the U.S. currently tops \$560 billion per year.

Mandated in the September 2002 Throne Speech and funded in the February 2003 budget, the Enhanced Representation Initiative calls for Canada to open a new consulate general in Denver and new consulates in Houston, Raleigh-Durham, San Diego, Philadelphia, Phoenix and Anchorage, bringing Canada's representation in the U.S. to 22 offices.

In addition, Canadian representation will be strengthened through the upgrade of the existing consulates in Miami and San Francisco to consulates general. For those important centres without Canadian government offices, 20 new honorary consuls will be appointed as champions of our interests throughout the U.S. In all, this initiative will strengthen Canada's presence in the U.S. and fill important gaps in our current representation, particularly in the Southeast, Southwest and Midwest.

The economic and political realities of the U.S. have changed over the past decade with the emergence of

regional business power centres in the Southwest, Southeast, California and Florida. For example, Florida alone has an economy equal in size to South Korea. The Department of Foreign Affairs and International Trade (DFAIT), in close partnership with Industry Canada and Agriculture and Agri-food Canada, is working to develop a more regionally focused representation of Canada and services to exporters that will better reflect these regional power centres.

By expanding Canadian representation in these areas, Canada will improve the resources it has on the ground to build effective market intelligence networks and relationships with influential players, making its officers

better placed to identify new opportunities for partnering, joint ventures and technology transfer, investment promotion, trade policy and political advocacy.

For more information on the Enhanced Representation Initiative and updates on the opening of the new offices, go to www.dfait-maeci.gc.ca/can-am. For more information on how to enter the U.S. market, contact your nearest International Trade Centre. For a complete listing of International Trade Centres, go to <http://strategis.ic.gc.ca/SSG/ig00006e.html> and click on "Contact Us".

Export USA Calendar

For information about:

- trade missions to the U.S.
- seminars on the U.S. market

Visit the Export USA Calendar at: www.dfait-maeci.gc.ca/can-am/export.

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Among the key outcomes of the Montreal meeting were the following:

- To further improve the transparency and efficiency of the Chapter 11 (Investment) dispute settlement process, the three ministers approved guidelines for submissions from non-disputing parties and a standardized form for Notice of Intent to submit a claim. These important steps build upon the Notes of Interpretation issued in July 2001. Ministers also directed officials to continue seeking ways to improve implementation of the investment chapter.
- As an additional step to enhance transparency of the Chapter 11 dispute settlement process, Canada and the United States affirmed that they will consent to open public hearings

in all Chapter 11 arbitrations to which either is a party, and will request the consent of disputing investors to such open hearings. Canada and the United States will continue to work with Mexico on this matter.

- The ministers welcomed the establishment of the North American Steel Trade Committee. For governments and industries in the NAFTA countries, this will provide an opportunity to promote more openness and integration in the North American steel trade market.
- To further reduce export-related transaction costs in the NAFTA region, the ministers agreed to explore opportunities for liberalizing

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CeBIT 2004 World's biggest ICT fair

HANNOVER, GERMANY — March 18-24, 2004 — CeBIT is the world's largest and most influential information and communications technology (ICT) trade show. CeBIT 2003 ran for eight days, hosted 6,526 exhibiting companies and welcomed 560,000 visitors and 10,711 journalists from 125 countries.

CeBIT Hannover, established in 1986, is the most widely known ICT trade fair in the world, covering the entire spectrum of information technology, telecommunications, software and services. In fact, each display category at CeBIT can be regarded as a leading trade show in its own right.

Exhibitors at CeBIT reach a vast professional audience and roughly 20% of the 560,000 visitors to CeBIT 2003 came from outside Germany. In other

words, CeBIT attracts the decision-making elite from all over the world. The show allows Canadian ICT companies to tap new market opportunities in the European Union, Asia, the Middle East and the Americas.

Canadian pavilion

As in 2003, there will be a Canadian software and services pavilion at CeBIT 2004 offering turn-key booth packages featuring shared amenities and services. For Canadian companies whose products fit into other categories—such as telecom, hardware and networking—all-inclusive packages including exhibit space, turn-key booth, and key services are available from show management. Naturally, independent exhibit space is also available for those companies who wish to tailor their exhibit with an existing booth or custom build.

The Department of Foreign Affairs and International Trade, in conjunction with Industry Canada, will have an information booth in the Canadian pavilion. In addition, a number of promotional activities are being prepared to promote the Canadian presence at this event. Canadian trade officers from several European posts will attend to advise exhibiting companies on opportunities in their respective markets. The provinces of Alberta, Quebec and Ontario are also planning to be active at the fair, supporting companies from their regions.

For more information on the Canadian presence, contact Cliff Singleton, Commercial Officer, Canadian Consulate in Munich, tel: (011-49-89) 2199-5717, fax: (011-49-89) 2199-5757, e-mail: cliff.singleton@dfait-maeci.gc.ca. For information on the complete range of exhibit options, contact Co-Mar Management Services, tel.: 1-800-727-4183, e-mail: info@hfcanada.com or go to www.hf-canada.com.

"Smart" advice — continued from page 1

In 1987, Knowlton, originally from Quebec's Eastern Townships, had completed the MBA program at Saint Mary's University in Halifax and her C.A. training in Alberta, and wanted to set up a business with her husband, a high-tech specialist. Initially, they imported projectors from the United States for sale in Canada. But as soon as they developed their interactive projection system in 1990, they began exporting it. Citing SMART's example, Knowlton says while some Canadian small businesses



Nancy Knowlton of Calgary-based SMART Technologies Inc.

may want to start selling at home, they should "export sooner rather than later. With volume you get traction in the marketplace and

world-wide references, and the price of your product goes down." Calgary is a great place to do business, she says, as the city has a real "can-do" attitude: "Calgary is an ideal location for a world-focused business. It is a positive, younger city with highly educated people." The company plant in Ottawa is only an hour from the U.S. border, and a few hours from Toronto and Montreal. As well, in the past few years, SMART has opened operations in Bonn, Tokyo, New York and Washington, D.C.

Knowlton says the assistance from the Department of Foreign Affairs and International Trade (DFAIT), in particular the Trade Commissioner Service, in breaking into the Japanese

market, has been superb. "We have lots of 'cheerleaders' among DFAIT staff," she adds.

Winning a Canada Export Award in 2002, as well as being the Exporter of the Year in 2000, has led to spontaneous help from DFAIT missions abroad, and given the company added credentials for dealing with major international organizations. "It is a feather in our cap that we can present to big companies," she says with obvious pride.

The 2003 Canada Export Awards—its 20th anniversary—will take place in Toronto as part of the **Canadian Manufacturers and Exporters (CME)** conference "Leveraging Success: Winning Strategies for a Changing World" on **November 23 and 24, 2003**. For more information, contact CME, tel.: (613) 238-8888, or go to www.cme-mec.ca.