

## Mixing haute couture with diamonds

# Canada sashays at German fashion show

Few people in Germany and throughout Europe know that Canada has become a major diamond producing nation, the third largest in 2003 in fact. And most are also unaware that Canada's haute couture fashion industry, the majority of which is centred in Quebec, is thriving.

To demonstrate how well Canadian diamonds and fashion go together, seven top Canadian fashion designers and Canadian Arctic Diamonds™ were featured at **Heringsdorf-goes-Fashion**, Germany's most exclusive fashion event. The show took place this past April in Heringsdorf, a historical seaside resort located on Germany's Baltic Sea coast.

Canadian designers included Quebec's **Marie Saint Pierre**, **Yves Jean Lacasse**, **Harricana Par Mariouche** and **Renata Morales**, Ontario's **Lida Baday** and **David Dixon**, and the Northwest Territories' (NWT) **Dene Fur Clouds**.

Over two days, some 800 guests attended and many raved that the Canadian fashions were elegant, glamorous, ethnically inspired and very creative. Especially interesting for the German audience was the processing of beaver pelts as presented by the Dene Fur products, where each piece reflects Canada's rich native traditions.

### A cut above

The Canadian diamonds, cut and polished in Yellowknife, were brought to Heringsdorf by Hilary Jones, Managing Director of **Arslanian Cutting Works**. The Canadian Arctic Diamonds™ exhibition explained how diamonds were discovered in the NWT, the establishing of a local cutting and polishing industry and the unique certification process. Showpieces included diamond bearing rock specimens, cutting and polishing tools and information on the NWT certification process.

The diamond promotion was supported by the Government of the Northwest Territories, Arslanian Cutting Works, DeBeers Canada Exploration, Diavik Diamond Mine, and Niessing, the German jewellery company. The exhibition will stay in Heringsdorf until the end of July 2004 and will then move to the new Canadian Embassy in Berlin.

**For more information**, contact Frieda Saleh, Commercial Officer,



photo: XAM Werbung und Event

A model in Dene Fur Clouds fashions, with jewellery from Arslanian Cutting Works.

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To read more about Canada and Europe, see issue 22 of **Canada World View**, Foreign Affairs Canada's quarterly foreign policy magazine, on-line at [www.dfait-maeci.gc.ca/canada-magazine](http://www.dfait-maeci.gc.ca/canada-magazine).

## VIRTUAL TRADE COMMISSIONER PERSONALIZED INFORMATION AND SERVICES

### The Virtual Trade Commissioner—MARKET INTELLIGENCE AND MUCH MORE—an Essential Tool for Canadian Associations

The Forest Industry Suppliers and Logging Association (FISLA) is a Canadian nonprofit organization that represents member companies in the forest industry and related sectors.

For Canadian associations like FISLA, who assist their members to succeed internationally, providing intelligence on foreign markets to its members is key. Obtaining it, however, can be time-consuming and expensive. Fortunately, FISLA's executive director, Ken Glover, has discovered a way for his association to get what his members need—market intelligence and much more—at no cost via the Virtual Trade Commissioner.

FISLA relies on the Virtual Trade Commissioner primarily to source market intelligence and business opportunities and to communicate with trade commissioners working in its members' markets. "We view it as an essential tool," says Glover. "Some members don't have the people to monitor new opportunities on a regular basis, so we use the Virtual Trade Commissioner to do it for them or we encourage them to register."

"Our relationship with the Trade Commissioner Service is a two-way partnership," says Glover. "FISLA provides sector-specific information to trade officers, and the officers provide FISLA with relevant key contacts, reports, and events which the association in turn shares with interested members."

"We had a cabinetry company that received a lead from us they wanted to pursue, but we lacked statistics on demographics, permits and trade requirements for this market. So we referred them to the Virtual Trade Commissioner to acquire the market intelligence needed to put a proposal together," says Glover. "Without the Virtual Trade Commissioner and the trade officers behind it, this company wouldn't have had the necessary background to act on this lead in time."

**How does your company use its Virtual Trade Commissioner?  
Call (613) 944-0123 to let us know.**

THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

### Are You Getting What You Need?

Associations like FISLA and their members are looking for useful, accurate, cutting-edge information, the kind that creates real networking opportunities and helps develop new markets. According to Glover, the Virtual Trade Commissioner delivers. It's a highly convenient business medium that offers access to personalized services and custom information based on your sector and market interests, from trade officers working in your target markets.

### Advice for Canadian Associations

"I strongly advise associations to avoid reinventing the wheel. The Trade Commissioner Service has invested a tremendous amount of time, energy and money to ensure the Virtual Trade Commissioner is an effective tool to assist in your market intelligence and information gathering," says Glover. "In my opinion, it's counterproductive not to use it."

**"An association would require more time, resources, even a staff position, to provide what the Virtual Trade Commissioner delivers on a regular basis—free of charge."**

Ken Glover  
Executive Director  
Forest Industry Suppliers and Logging Association  
[www.fisla.com](http://www.fisla.com)

Visit [infoexport.gc.ca](http://infoexport.gc.ca) to register for your Virtual Trade Commissioner.

For more information on the Virtual Trade Commissioner, visit:

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

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