

Recruiting for February 2000 Environment Mission in Morocco

The Canadian Embassy in Rabat is organizing a mission in the environment sector next February 2000.

Like many other developing countries, Morocco is experiencing considerable demographic pressure (30 million inhabitants for a total area of 446,550 km²) and strong economic growth. Both factors affect the environment. Estimates of Morocco's ecological deficit put figures at \$3 billion per year. To address this situation, the government's new program has placed environmental concerns at the core of socio-economic development with a view of reaching a level of sustainable development. The main objectives of the new policy aim at:

- improving the urban environment;
- fighting industrial, energy and mining pollution;
- reinforcing the surveillance/monitoring network and data gathering system on the environment;
- protection of natural resources and their rational use;
- strengthening the legislative and regulatory framework;
- improvement of the information, education and communication systems.

Furthermore, Morocco has recently signed an Association Agreement with the European Union which should be effective shortly and which will eliminate duties over a 12-year period. The Moroccan industrial sector is

thus faced with competitiveness requirements while there is a need to respect acceptable environmental standards. Local firms must adjust as a result to meet these trade-related demands, notably for those firms operating in export sectors such as textiles, agri-food, leather, chemical, phosphates, mines, cements, and so on.

Moroccan authorities and local economic operators are clearly

intent on finding practical solutions to environmental problems: Canadian companies should act quickly to seize the new opportunities of the Moroccan market.

Interested companies should contact, before December 15, 1999, Lucie Tremblay, DFAIT, tel.: (613) 944-6590, fax: (613) 944-7431, or Asmae Amrouche, Commercial Officer, Canadian Embassy, Morocco, tel.: (011-212-7) 67.28.80, fax: (011-212-7) 67.21.87.

Canadian Technology Showcase Coming up in Trinidad and Tobago

PORT OF SPAIN — March 13-16, 2000 — The Canadian Export Development (CED) in co-operation with the Canadian High Commission in Port of Spain, invites you to participate in the Canada Pavilion at the Trade and Investment Convention 2000, sponsored by the Trinidad and the Trinidad and Tobago Manufacturers Association (TTMA).

Canadian companies will be able to display their products and services under one umbrella at the Canada Stand as they pursue business opportunities in Trinidad and Tobago and the surrounding islands. TTMA will invite key public and private-sector decision-makers and buyers to visit the Canada Stand.

Your participation can be a powerful component of your company's marketing strategy by providing an

excellent opportunity to introduce yourself to an important market, generate new sales and initiate business relationships with Caribbean partners.

The Convention — the first of its kind — will highlight local manufacturing industries in Trinidad and Tobago to foreign investors, and will provide an opportunity for the development of linkages between businesses both regionally and internationally.

Participants are invited to get involved in joint ventures and trade and investment with local companies. The Trade and Investment Seminars have been designed to assist foreign participants in understanding Trinidad and Tobago's market structure.

Canadian companies wishing to participate in this event may be able

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