

Mission to India — continued from page 1

The mission

Beginning in New Delhi, the mission, organised in partnership with DFAIT and the Canadian High Commission in India, will include key cities specifically targeted by the various natural resources sectors.

As a member of the delegation, you will have the opportunity to learn about business practices in India, connect with local government decision makers and business leaders in the region, and present your products and services to potential clients. In addition, match-making sessions will let you network with Canadian businesses active in the region, and you can build or strengthen local business partnerships and participate in technology seminars.

A vibrant economy

The thriving market in India makes this country a natural choice for a mission. It is the world's fourth largest economy in purchasing power, with an estimated growth in GDP of more than 5% in 2001-2002, according to India's Central Statistical Organization.

It is also an economy that is opening up to trade with our country. Canada's exports to India grew an impressive 20% in 2001 to \$656 million, indicating a deepening economic relationship between the two countries.

Export Development Canada has identified India as one of three "premium" markets and is actively seeking more business in that country. And according to the Canadian Commercial Corporation, "the ongoing progress of trade liberalization in India, combined with the credibility and confidence associated with Canadian enterprise, will undoubtedly generate significant export contracts for Canadian suppliers."

A wealth of opportunities

Canadian firms are world leaders in the sectors in which India seeks

expertise and business opportunities. Energy is a good example. India has made a commitment to bring electricity to the entire country by 2012, and demand for crude oil is growing faster than domestic capacity for production. As well, with government financial incentives for renewable energy sources such as wind, small hydro and biomass, there is a large potential for Canadian firms.

Canada's forest sector, seeking to broaden its export markets, can find room for expansion in India. The growth of India's middle class, combined with restrictions on domestic logging, has created an expanding market for imported wood products, and many opportunities to explore.

In earth sciences, Canadian geomatics firms can find a niche in India's growing market for hardware, software and spatial data that is expected to reach close to \$4 billion over the next five to seven years. And the geoscience industry can help India meet its commitments to explore lead and zinc reserves.

More visibility for Canada at International Aid and Trade

NEW YORK — June 19-20, 2002 — The **International Aid and Trade** show presented an exciting forum for Canadian companies to explore procurement opportunities with New York-based UN agencies.

In an effort to increase visibility for Canada, the federal government organized a Canadian Pavilion to help industry pursue these unique market opportunities. Throughout the duration of the event, several activities such as a Canadian reception were integrated to showcase the presence of the Canadian delegation.

India's mineral opportunities create an ideal market for Canada's mining sector. Canada's renowned capabilities in coal mining, steel production and metal processing can help increase India's current production by nearly twofold.

Canadian expertise, naturally

The mission provides an opportunity to advance Canada's agenda of improving quality of life through the sustainable development of natural resources. It also builds on Canada's commitment to creating a world-leading economy driven by innovation, ideas and talent.

The world is turning to Canada more and more for its expertise in natural resources. Canadian firms in this sector have successfully marketed products and technology and improved investment prospects during business development missions in Latin America, China and Mexico in recent years.

For more information on the mission — the deadline to register is **September 27, 2002** — contact the Mission India Office, Natural Resources Canada, tel.: **(613) 995-3961**, fax: **(613) 943-0550**, e-mail: missionindia@nrcan.gc.ca *

Coordinated effort

In collaboration with the Trade Commissioner Service of the Department of Foreign Affairs and International Trade (DFAIT), Industry Canada hosted the greeting for Canadian participants, and the Canadian Commercial Corporation sponsored the Canadian reception which enabled several UN representatives, including head Procurement Officers, to become familiar with the wide variety of Canadian products and services that could be supplied to the UN markets.

continued on page 13 — International

Interested in African markets?

AfDB coming to Canada

HALIFAX, MONTREAL, LONDON, MISSISSAUGA — November 1-8, 2002 — The African Development Bank (AfDB) is sending three of its experts on a mission to Canada to conduct a series of seminars on "How to Do Business with the AfDB."

Jean-François Desgroseilliers, Commercial Liaison Officer with AfDB at the Canadian Embassy in Abidjan, will accompany the mission.

Because Canada is a member of the AfDB, Canadian firms and consultants are entitled to bid on projects funded by the Bank throughout the African continent. The presentations by the Bank's experts will be aimed at companies that export or are ready to export to Africa and would like to become better acquainted with the AfDB's procurement rules,

existing sources of information on business opportunities generated by the Bank, and its priority sectors of involvement.

This mission is particularly relevant at a time when Canadian trade with Africa is receiving new impetus due to announcements by Prime Minister Jean Chrétien at the G8 Summit in Kananaskis.

For more information on these seminars, contact:

- **Halifax** — November 4 — Christine Smith, Trade Commissioner, International Trade Centre, tel.: **(902) 426-9957**, e-mail: Smith.Christine@ic.gc.ca
- **Montréal** — November 5 — Ratiba Benbouzid, Communications Officer, Forum francophone des affaires, tel.: **(514) 849-4572**,

International Aid and Trade

— continued from page 12

Together, the Consulate General of Canada in New York, the Canadian Space Agency, Natural Resources Canada, the Saskatchewan Trade and Export Partnership and several representatives from Canadian industry, contributed to the success of Canada's presence at the show.

Opportunities

The event — the main theme was 'Building Capacity for Sustainable Markets' — consisted of a series of business seminars, a conference and an exhibition area focussing on trade and development. Present at the show were representatives from the United Nations Procurement Division (UNPD), the United Nations Development Programme (UNDP), the United Nations Office for Project Services (UNOPS), the United Nations Environment Programme

(UNEP), and the United Nations Development Business (UNDB), as well as the World Bank (WB) and the North American Development Bank (NADB).

According to the *United Nations System: Annual Statistical Report 2000*, the UN System procured a total of US \$3.7 billion of which US \$2.3 billion were for goods and US \$1.4 billion for services. The UNPD represented US \$598.1 million (majority attributed to services) and the UNDP US \$588.8 million (mainly in goods). The report can be consulted on-line at www.iapso.org/information/publications.asp#stats to determine what the demand is for your goods or services among the approximately 40 affiliated UN agencies.

For more information on UN market opportunities, check the UN

ext. 224, e-mail: rbenbouzid@ffacnc.qc.ca

- **London** — November 7 — Rowena Dias, Director, IFI projects, Ontario Exports, tel.: **(416) 314-8242**, e-mail: Rowena.Dias@eoi.gov.on.ca
- **Mississauga** — November 8 — Deborah Turnbull, Vice President, International Trade and Development, Canadian Manufacturers and Exporters, tel.: **(905) 568-8300**, ext. 290, e-mail: deborah.turnbull@cme-mec.ca

For questions relating to AfDB business opportunities, contact Jean-François Desgroseilliers at the Canadian Embassy in Abidjan, e-mail: jean-francois.desgroseilliers@dfait-maeci.gc.ca or Marc Parisien, IFI Team Leader, Africa/Middle East, International Financial Institutions Unit, DFAIT, tel.: **(613) 996-6188**, e-mail: marc.parisien@dfait-maeci.gc.ca *

section of IFINet at www.infoexport.gc.ca/ifinet/agencies-e.htm or contact Alexandra Wood, Export Financing Division, DFAIT, tel.: **(613) 944-0910**, e-mail: alexandra.wood@dfait-maeci.gc.ca

For those interested in the **European International Aid and Trade** show, it will be held on **January 29-30, 2003**, in Geneva, Switzerland. Visit www.aidandtrade.com or contact Kevin Sammon at kevin.sammon@aidandtrade.com *

