

## Pushing Canadian style to the max in the U.S. Midwest

Chicago, March 24-27, 2007 > Canadian women's apparel manufacturers interested in the U.S. Midwest may want to participate in the *Wear?Canada!* at Stylemax export development program.

Part of the program includes participation in a Canadian pavilion at Chicago Stylemax, one of the biggest women's apparel and accessory trade shows in the U.S.

"The main objective of this program is to provide new-to-market Canadian companies a venue to exhibit their products, identify and select reps and buyers, to provide enhanced exposure to Canadian apparel manufacturers and work towards broadening the visibility of Canadian apparel lines," says Ann Rosen, a trade commissioner with the Canadian Consulate in Chicago.

The program is coordinated by the Canadian Apparel Federation and the Canadian Consulate General in Chicago and includes a full-service booth, exhibitor passes, participation in the Stylemax Fashion Show and extensive marketing support.

Participants will also receive a 30% discount to advertise in the *Wear?Canada!* publication, which is distributed to 4,200 retailers and online at [www.wearcanada.ca](http://www.wearcanada.ca). Canadian brands will be featured in the Stylemax directory, listed in *Wear?Canada!* and be included in the *Wear?Canada!* media kit advanced to buyers.

The deadline to confirm participation is February 10, 2007.

For more information, contact Eileen Melnick McCarthy, Canadian Apparel Federation, tel.: 1-800-661-1187, ext. 222, email: [emelnick@apparel.ca](mailto:emelnick@apparel.ca).

## Canada advances trade initiatives at APEC meeting

Canada made progress in advancing key trade and investment initiatives at the Asia-Pacific Economic Cooperation (APEC) Ministerial Meeting in Hanoi last November.

The new initiatives include a bilateral agreement with Peru aimed at protecting and promoting foreign investment through legally-binding rights and obligations.

Improvements were made to the Canada-Chile Free Trade Agreement, which will allow Canadian businesses to compete for a wide range of Chilean government contracts. Canada has also

## U of T organizes investment conference in Serbia

Belgrade, March 27-28, 2007 > For exporters looking to venture into the Balkan countries, participating in a Canadian-led investment conference might be a good way to do it.

The investment conference will look at business opportunities for Canadians in the Western Balkans and will allow leading investors in the region to offer assessments of their experiences. The countries of focus include Albania, Bosnia, Croatia, Macedonia, Montenegro and Serbia.

Panelists from Canadian and European companies will look at opportunities in agriculture and food processing, real estate and tourism, energy and mining, telecommunications and IT, banking and financial services.

The region has already seen some high-profile investment from Canadian companies. Organizers say that participants can expect a frank assessment of the potential for the region as whole as it moves towards political and economic stability along with membership in the North Atlantic Treaty Organisation and the European Union.

The University of Toronto's Munk Centre for International Studies, in partnership with Dundee Precious Metals Inc. and Foreign Affairs and International Trade Canada, is organizing the event.

For more information, contact Robert Austin, Centre for European, Russian and Eurasian Studies, Munk Centre for International Studies, University of Toronto, tel.: (416) 946-8942, email: [robert.austin@utoronto.ca](mailto:robert.austin@utoronto.ca), website: [www.utoronto.ca/mcis](http://www.utoronto.ca/mcis).

agreed to engage in negotiations of bilateral air service agreements with Australia, New Zealand and Singapore.

In addition, Canada and Singapore have agreed to resume free trade negotiations immediately. Given Singapore's position as a strategic hub in Southeast Asia, a free trade agreement with Singapore could yield significant economic benefits.

Canada and Indonesia have agreed to a forum for regular discussion of trade and investment issues and to complete preparatory work toward the launch of negotiations on an investment agreement.

For more information, go to [www.international.gc.ca](http://www.international.gc.ca).



## Can Canadian timber exporters make the cut in the U.K.?

The market for redwood and whitewood is changing in the United Kingdom, creating opportunities for Canadian producers of timber if they can cut to U.K. specifications.

Jason Kee, a trade commissioner with the Canadian High Commission in London, says his office is receiving an increasing number of requests from U.K. importers of timber looking for Canadian lumber. Kee says this increase in demand stems from the fact that prices for redwood and whitewood are rising in the U.K. market. Other factors to consider include the fact that

"One reason for this is that the U.K. market is becoming more competitive as other factors come into play," says Kee. "One of the main reasons is the decrease in the volume of timber imported from other countries." Kee says that the U.K. market is becoming more competitive as other factors come into play. "One of the main reasons is the decrease in the volume of timber imported from other countries." Kee says that the U.K. market is becoming more competitive as other factors come into play.

The trade commissioner says that Canadian timber exporters are looking for ways to meet U.K. specifications. "We are looking for ways to meet U.K. specifications," says Kee. "We are looking for ways to meet U.K. specifications." The trade commissioner says that Canadian timber exporters are looking for ways to meet U.K. specifications.

Naturally, the U.K. market is becoming more competitive as other factors come into play. "One of the main reasons is the decrease in the volume of timber imported from other countries." Kee says that the U.K. market is becoming more competitive as other factors come into play.

timber market are 32, 35 and 47 millimetres in thickness and 225 millimetres in width.

For more information, contact Jason Kee, Canadian High Commission in London, email: [jason.kee@international.gc.ca](mailto:jason.kee@international.gc.ca).

## Canada's young diamond industry is booming

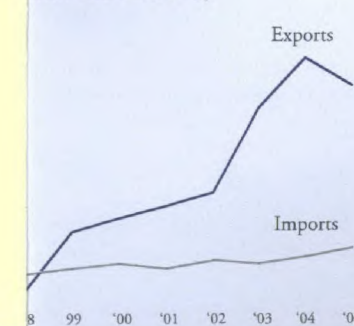
Canada's diamond industry has grown tremendously in the past eight years. Canada is now the third-largest producer of rough diamonds<sup>1</sup> as of 2004, and diamond trade has risen commensurately.

While Canada ran a \$153 million trade deficit in diamonds in 1998, it posted a \$1.4 billion surplus by 2005, reflecting an annual average growth rate in diamond exports of 53% over that period. Of the \$1.9 billion worth of diamonds exported in 2005, 90% were sent to

the U.K.—Antwerp and London are two of the main destinations where the world's diamonds are traded—with the U.S. taking in 8%. Canada's exports are of high value. In 2005, 71% of diamond exports were natural diamonds, while 32% were synthetic gems. The remaining 68% were synthetic—these too garnered a significant share of the market, reflecting the high quality of Canadian diamonds.

*by value, not carats.*

Canada's Diamond Trade (millions CAD \$)



Data: Statistics Canada and Natural Resources Canada

Provided by the Office of the Chief Economist, Foreign Affairs and International Trade Canada ([www.international.gc.ca/eet](http://www.international.gc.ca/eet)).