



photo: Team Canada Division, DEAIT

The participants in the Team Canada trade mission to Germany and Russia. Front: Prime Minister Jean Chrétien is flanked by the premiers and territorial leaders; International Trade Minister Pierre Pettigrew is far right.

Germany is a leading investment partner for Canada and is also one of our most important European markets in several sectors, including aerospace, automotive, financial, pharmaceutical services and cultural products. Bilateral trade between Canada and Germany totalled nearly \$11 billion in 2000, making Germany Canada's sixth-largest trading partner.

German television and print media gave wide coverage to the Team Canada mission, largely because the Prime Minister and premiers met with high-level German politicians.

During the mission, Alberta and Ontario established provincial marketing centres within the Canadian Consulate in Munich. Announced by Prime Minister Chrétien and Premiers Mike Harris and Ralph Klein, these will be resource centres for businesspeople from the two provinces who want to access the German market, and for Germans who want to know more about doing business in Ontario and Alberta.

In addition, the centres will act as gateways to the larger European market and help ensure that Alberta and Ontario remain globally competitive in trade and investment.

### **New agreements and more**

The mission yielded over half a billion dollars in new agreements. Among the highlights:

Some 133 commercial agreements were signed in Moscow, Berlin and Munich, worth close to \$584 million. They included 41 firm contracts, 88 memorandums of understanding and letters of intent, and 4 planned investments. The agreements cover fields ranging from telecommunications and information technologies to aviation, medical technology, food products, education, housing and film co-production.

The mission promoted the 300 participating Canadian companies, including over 150 small and medium-sized enterprises. The visibility thus gained will support their marketing and expansion.

In Berlin and Munich, interest was keen in two seminars offered on investment, and three on science and technology in the fields of photonics, biotechnology and technology transfer. Each seminar drew over 900 senior executives from leading conglomerates as well as small and mid-sized German firms.

To learn more about Team Canada missions and our relations with Russia and Germany, visit:

[www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca)

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

A new Canada–Russia Joint Action Plan was created to strengthen bilateral cooperation. Our two countries signed an agreement on cooperation in the field of nuclear energy, and concluded negotiations on a customs cooperation agreement.

### **A promising outlook**

Prospects now look bright for our relations with Russia and Germany. Canada has close affinities with both countries—a significant asset in the ever more competitive international market. Said Prime Minister Chrétien, “This Team Canada mission to Europe has been an exceptional opportunity. I am convinced that it will lend new energy to our trade relations, which continue to stimulate jobs and drive economic growth in Canada.” 🍁