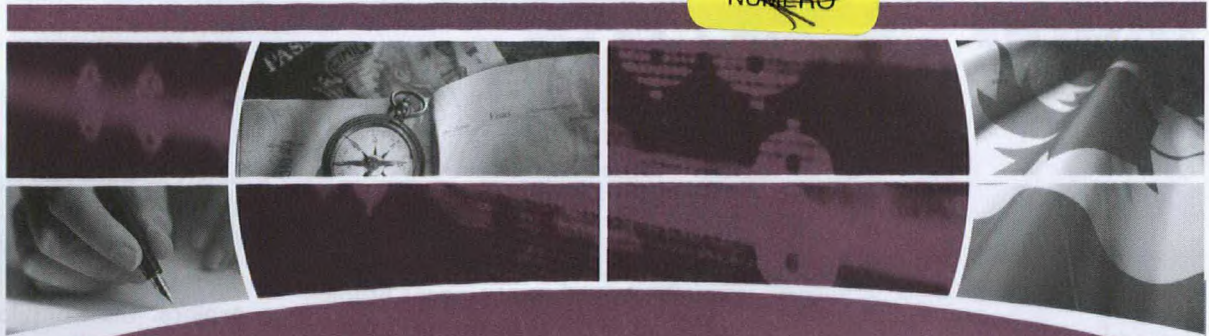


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v. 21
April 1,
2003
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CanadaExpo



Bringing art to the masses

Canada's Tilano Fresco cracks U.S. market

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In just under a year, **Tilano Fresco**, a manufacturer and distributor of decorative tile-making kits, has made its unique product available in more than 400 stores. Although decorative tiles have been popular for years, the founding partners saw an opportunity in letting people make their own tiles using their own pictures and artwork.

Tilano Fresco is the combined effort of three Canadian entrepreneurs: Randy Orr, decorative artist and tile master; Charles Brodeur, operations specialist; and Dann Illicic, branding and packaging expert. "In a sense, what we've done is package my 1500 square foot artist's studio into a neat little kit with everything required to make beautiful, personal fresco tiles," explains Orr.

continued on page 2 — Tilano

The Vikings called it Vinland

Canadian wine in Sweden, Finland and Norway

Despite the fact that Viking Leif Ericsson named the most northern tip of Canada "Vinland" when he discovered it some 1000 years ago, Nordic awareness of Canadian wines is very limited. However, the three Nordic missions—Norway, Finland and Sweden—have begun to change that. In the fall of 2002, the missions arranged a first introduction to Canadian wines in their respective markets.

continued on page 6 — Canadian



Canadian Ambassador to Norway Shirley Wolff Serafini (right), and Knut Bakken of Bakken Vin & Gourmet, enjoying a glass of wine at the wine tasting event.

Vol. 21, No. 6
April 1, 2003

Supplement
CANADIAN TRADE REVIEW
(see insert)