

Canadian, French research centres sign oil and gas MOU

Lee Shinkle, Executive Director of Petroleum Research Atlantic Canada (PRAC), and Olivier Appert, President of the Institut Français du Pétrole (IFP), signed a Memorandum of Understanding (MOU) aimed at developing joint research and development activities in the oil and gas sector and promoting cooperation between Canadian and French companies.

This MOU is the result of the Canada-France Joint Economic Commission round table on energy, which took place in January 2003 in Paris, at which time both countries reaffirmed their desire to consolidate bilateral economic relations by intensifying cooperation.

IFP is an independent research and development, training and information centre working in the oil, natural gas and automotive sectors. Its activities

cover the entire range of hydrocarbon-related activity like exploration, production, refining, petrochemicals, engines and the use of petroleum products.

PRAC is a non-profit organization dedicated to increasing research and development in Atlantic Canada's petroleum sector by developing partnerships between the public and private sectors. Its funding comes from members' contributions (industry and government). PRAC supports university research, training through research and all petroleum research-related activities.

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At the signing of the Canada/France oil and gas MOU were, from left: Lee Shinkle, Executive Director of Petroleum Research Atlantic Canada, and Olivier Appert, President of the Institut français du Pétrole.

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"Last autumn there were eight Canadian plays in London. With the increasing popularity of Canadian theatre in the U.K.,

it made sense to bring the productions under one informational roof," said

Williams. "We hope to enable greater cultural exchange and learning between Canadian and British artists. This program will help both Canadian and British theatre to grow and develop." Some of the Canadian plays that ran in the fall included *Mrs. Ruskin* by Kim Morrissey, *Zadies Shoes* by Adam Pettie, a recent graduate of the National Theatre School of Canada's playwriting program, *Problem Child* by George F. Walker, *Goodnight Desdemona (Good Morning Juliet)*



by Ann Marie Macdonald, and *Ex Machina - the far side of the moon* by Robert Lepage.

"British audiences are rarely given the chance to see the best of Canadian theatre, and Canadian artists usually don't have the opportunity to work and learn with professionals from outside of Canada. By addressing these two issues together, we are confident that the performing arts in both countries will be the richer for it," said Williams.

Katherine Bond, Performing Arts Officer at the Canadian High Commission in London, is keen to encourage and support the Windchill initiative. "Canadian plays and performers are among the best in the world," Bond commented. "We are pleased to assist Windchill in helping to pro-

mote these unique, exciting productions to British theatre-goers."

The Windchill Factor Web site represents the start of a concerted and organised campaign to establish a stable, long-term platform for Canadian theatre work in London, the U.K. and Europe. This platform will extend to a cultural exchange program designed to provide exposure of new cultures to up-and-coming artists in the performing arts. The site will list both London-based and touring productions.

For more information, contact Colin Williams, The Windchill Factor, tel.: (011-44) 778-662-5576, e-mail: **colin@thewindchillfactor.com**, or Katherine Bond, Performing Arts Officer, Canadian High Commission in London, tel.: (011-44) 207-258-6617, e-mail: **katherine.bond@dfait-maeci.gc.ca**, Web site: **www.dfait-maeci.gc.ca/london** ✪

Perseverance pays off for Canadian housing manufacturer in Japan

Demtec Inc., a well-known developer of panellized housing based in Princeville, Quebec, is currently making its mark halfway around the world with the launch of a new residential project that is bringing the best of Canadian housing technology to the southern Japanese city of Kitakyushu, on the island of Kyushu.



Demtec International's model home at the November 2003 inauguration of its new residential project in Kitakyushu, Japan

In November 2003, Demtec inaugurated its project with the support of Canada Mortgage and Housing Corporation (CMHC) by holding an "open house" of its model home—the first in a series of 20 Demtec homes scheduled for construction. Demtec is one of six builders that have won a highly coveted contract to develop a residential lot owned by Nishitetsu Railway Company. The project calls for the construction of 500 centrally located units with landscaped gardens.

Demtec's first major foray into the Japanese market was in 2000 while on a mission led by CMHC International. That trip proved to be very productive, as CMHC introduced Demtec to several key members of the housing industry, including its current partner, Yamatsugi. CMHC played an important role in both Demtec's initial and ongoing success. Indeed, CMHC has consistently identified Japan as a lucrative market with a great deal of potential for Canadian exporters of housing products and services. As the second-largest market in the world for new housing—starts exceed one million annually—Japan favours wood-based construction, which accounts for over 50% of new housing units.

Another key contributor to its success is perseverance. Alain Boulet, President of Demtec International Inc., explains: "Despite a recent slowdown in the real estate market, we have maintained an active presence in Japan for several years, expanding our network of distributors and implementing a rigorous quality control system. This approach has allowed us to thrive in a very competitive market and to develop a housing system that will meet the stringent requirements of our Japanese clients."

"There is an increasing degree of acceptance for Canadian-style timber-frame construction and the use of solid wood materials in Japanese homes," explains Stéphane Forget, Trade Consultant for CMHC International in Quebec. "In addition, the fact that Canadian construction methods are rapid and energy-efficient is an important selling point for housing exporters who want to enter the Japanese market."

For more information, go to **www.demtec.com**, or contact Stéphane Forget, CMHC International, tel.: (514) 283-0124, fax: (514) 283-2983, Web site: **www.cmhc.ca** ✪

International Bio Expo Japan

TOKYO, JAPAN — May 19-21, 2004 — **Bio Expo Japan** is one of the largest biotechnology showcases in Asia. Last year's show attracted more than 13,500 visitors, with over 75% directly involved in biotechnology.

Several Canadian companies and organizations, including the Canadian Embassy in Tokyo, participated in Bio Expo 2003. The Canadian pavilion attracted hundreds of visitors interested in Canadian biotech capabilities and a similar crowd is expected to attend this year's event. Also, a bi-partnering forum and **Interphex**, the largest pharmaceutical products trade show, will be running concurrently with Bio Expo.

The Canadian Embassy in Tokyo will be organizing a pavilion at Bio Expo once again and interested companies or organizations are invited to participate. **For more information**, contact Avrom Salsberg, Technology Development Officer, Canadian Embassy in Tokyo, e-mail: **avrom.salsberg@dfait-maeci.gc.ca**, Web site: **web.reedexpo.co.jp/bio/english** ✪