

Peru's ICT sector will continue to expand. As efforts continue to increase telephone density rates and as more Peruvians use the Internet, there is a greater need for a well-developed telecommunications infrastructure. Moreover, as more larger Peruvian businesses become further integrated into the global economy, advanced communications tools will be needed to compete effectively.

Opportunities in corporate training and distance learning

The Peruvian education and training services market offers a number of opportunities for Canadian companies in specific areas such as eLearning, distance education, educational software and professional certification. The Peruvian government's Huascarán Project, aimed at providing Internet access to more than 5,000 of the country's schools, offers significant opportunities for Canadian companies. The market for computer-related training will also offer opportunities in the medium term as computer technology becomes available to more Peruvians. Distance education is still developing in Peru, and there are many applications for Canadian skills, especially in adapting existing technologies to suit Peruvian conditions and developing the capabilities of local educators and trainers. ELearning, in particular, has been identified as a key niche market where Canadian companies may have a competitive edge.

eLearning

Following the success of last year's Canadian Technology Week, the Canadian Embassy in Lima will organize an eLearning Seminar on September 29 and 30, 2003. A number of Canadian eLearning companies will deliver presentations about their products and services and meet with potential Peruvian partners, agents and distributors.

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Related Web Sites

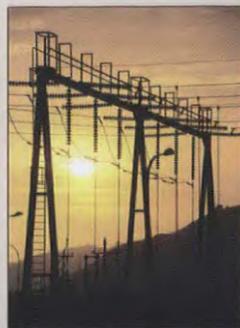
Telecommunications Regulatory Agency: www.osiptel.gob.pe

Department of Transport and Communications:
www.mtc.gob.pe

Department of Education: www.minedu.gob.pe

Huascarán Project:
www.huascarán.gob.pe

Thank you to the Agencia de Promoción de la Inversión (ProInversión) and the Comisión de Promoción del Perú (PromPerú) for their collaboration in the preparation of this document and for all the photographs.



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Canadian Trade Commissioner Service:

www.infoexport.gc.ca

Industry Canada's Strategis: strategis.ic.gc.ca

Export Development Canada: www.edc.ca

CIDA-Inc: www.acdi-cida.gc.ca/inc

Canadian Commercial Corporation: www.ccc.ca

International Business Opportunities Centre:

www.iboc.gc.ca

Program for Export Market Development:

www.infoexport.gc.ca/programs-e.asp

Team Canada Inc: www.exportsource.gc.ca

Peru

Government of Peru: www.perugobierno.gob.pe

Department of International Trade and Tourism:

www.mincetur.gob.pe

Investment Promotion Agency (ProInversión):

www.proinversion.gob.pe

Canada-Peru Chamber of Commerce: www.canadaperu.org

Commission for the Promotion of Peru (PromPerú):

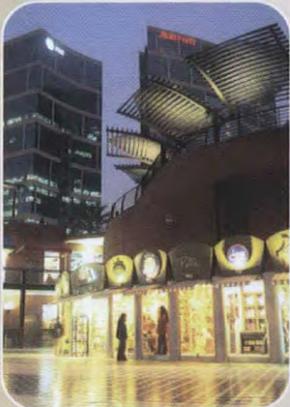
www.peru.org.pe

Andean Community: www.comunidadandina.org

Newspaper Gestion: www.gestion.com.pe

Newspaper El Comercio: www.elcomercio.com.pe

Prepared by the Canadian Embassy in Peru
and the South America Division



Natural & Organic Products Europe 2003

In April, the Canadian High Commission in London participated for the third year in

Natural & Organic Products Europe 2003 in London. The show is one of the premier events for the natural products industry in the United Kingdom (U.K.) and attracts visitors and exhibitors from all over the world.

Canada had a significant presence again this year with a range of products from all natural cosmetics and toiletries, pure fruit juices and health bars to echinacea throat lozenges. This was the first time the High Commission organized a Canadian showcase whereby companies sent their products and brochures to be displayed at the Canadian pavilion. The display was very well received both by foreign companies looking for new suppliers and by Canadian participants, a sign that such a showcase

may become a permanent feature of the pavilion.

Canadian success

One of the participating Canadian companies, **Canus Goat's Milk**, won the 'Best New Non-Food Product' for its thick, rich body butter. Canus produces



From left: Rick Le blanc, André Beaugard and Claude Beaugard, from Canus, at the Canadian pavilion.

a range of goat's milk products which include fragranced and non-fragranced soap bars, liquid soap, body lotion, body butter, foaming milk bath and a 'li'l goat's

milk' range for children. Recognizing that goat's milk has long been known as a natural skin moisturizer and rejuvenator, Canus began selling its products throughout North America.

The company was created in the mid-1990s by two partners in Quebec. As part of the development effort, they contacted a processor of goat's milk near Montreal. This cooperative had access to over 2,500 goats which led to the production of a complete line of luxury goat's milk products for the skin. Canus products are being introduced into the U.K. and are being distributed by Tree of Life and available at the Health Store.

For more information, or to exhibit at **Natural & Organic Products Europe 2004 (April 4-5, 2004)**, contact Ros Burridge, e-mail: ros.burridge@dfait-maeci.gc.ca or Michelle Gartland, e-mail: michelle.gartland@dfait-maeci.gc.ca.

For a list of Canadian exhibitors and showcase participants, go to the unabridged version at www.dfait-maeci.gc.ca/canadexport under "The European Advantage."

Notables rush to Paris

Canadian lobster on the menu

International Trade Minister Pierre Pettigrew and Raymond Chrétien, Canada's Ambassador to France—with International Trade Deputy Minister Len Edwards in attendance—hosted a dinner to launch the "Menu Tout Homard du Canada" (All-Canadian Lobster Festival). The dinner was held on April 29, in Paris, at the Le Procope restaurant, and received extensive media coverage in France. Le Procope, established in 1686, is the oldest café in the world.

This year marks the 10th anniversary of Canada's involvement with the Frères Blanc as part of Canadian

lobster month in Paris. For the occasion, Chef Jean Soulard of the **Château Frontenac-Fairmont Hotel** in Quebec City, featured a delicious all-Canadian lobster menu of his own creation.

Among the invited guests were: Quebec singer Diane Tell; French singer Line Renaud; René Dupéré, composer for the Cirque du Soleil; Jasmine Seite of Starmania; artist Marcella Maltais; Canadian actress Gabrielle Lazure; and French kick-boxing champion Momo Dridi. These stars attracted considerable attention, drawing to the event a number of journalists from newspapers, magazines and other media such as *Figaroscope*,



At the Le Procope restaurant in Paris (from left): Chef Jean Soulard; singers Diane Tell and Line Renaud; Raymond Chrétien, Canadian Ambassador to France; and actress Gabrielle Lazure.

Figaro Madame, *First Class*, *Gala*, *Ici Paris*, *ParisMatch*, *Le point*, *Point de Vue*, *TV Magazine*, *Télé 7 Jours*, *Valeurs Actuelles*, *Gourmands Associés*, *Express*, *AFP*, *Radio Canada*, *France 3*, and *Europe 1*.

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