

One-stop shop for exporters opens soon

The **Canada Export Centre**, Canada's first permanent exhibition facility for export opportunities, is set to open in Vancouver this November. The centre will provide a one-stop shop for Canadian export opportunities.

Aimed at increasing international sales and visibility for Canadian businesses, the Canada Export Centre will provide Canadian manufacturers and service providers with the ability to showcase their wares year round in a centre featuring 370 permanent booths. Member-exhibitors of the centre will have access to meeting rooms, business facilities and two presentation rooms.

The centre will be staffed with an experienced sales team to promote members' products and assist visitors as well as conference and trade show attendees.

Centre members will benefit from an aggressive sales and marketing agenda including:

- the promotion of Canadian exports to the 8.3 million international travelers who visit Vancouver annually;
- direct exposure to some 200 annual inbound trade missions to British Columbia; and
- the opportunity to meet international trade delegations and organizations.

The centre is modeled after similar export facilities in New Zealand and Taiwan.

"I am very excited that Canada will soon have the type of facility that has built new export business in other countries," says Bob Armstrong, President and CEO of Import Export Canada. "Having seen the amazing success of the New Zealand facility, I know this is an excellent opportunity for Canadian

exporters looking for ways to increase their exports."

Mark Mensing, the Centre's director, says small and medium-sized enterprises have much to gain from the companies' ability to access an international audience.

"The cost for a single company to effectively market themselves internationally can be prohibitive," he says. "The Canada Export Centre makes it possible by providing year-round exposure to individuals and companies interested in the export of Canadian products, all for what it would cost to attend an average three-day trade show."

Canada has an estimated 40,000 manufacturers and exporters. In 2003, Canadian exports amounted to some \$401 billion.

For more information, contact the Canada Export Centre, tel.: (604) 664-1040, Web site: www.canadaexportcentre.com. *

Editorial team: Yen Le
Michael Mancini
Jean-Philippe Dumas

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Telephone: (613) 992-7114
Fax: (613) 992-5791
E-mail: canad.export@international.gc.ca
Web site: www.canadexport.gc.ca

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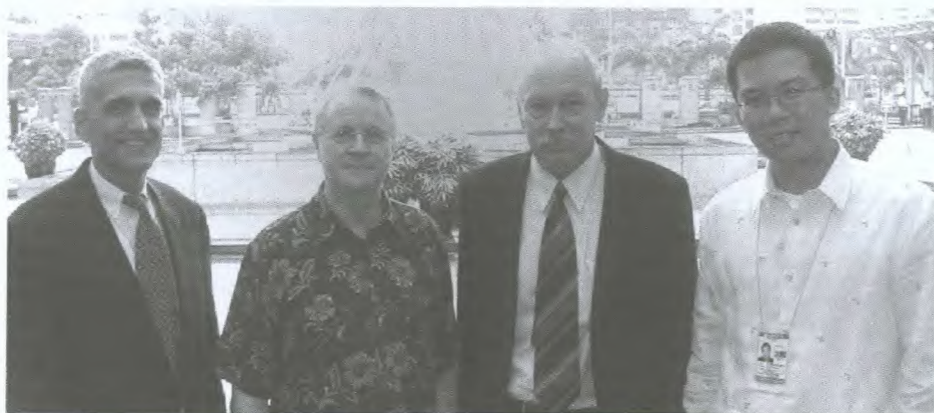
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Return undeliverable Canadian addresses to: CanadExport (BCS), ITCan
125 Sussex Drive, Ottawa, ON K1A 0G2
E-mail: canad.export@international.gc.ca

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For more information, contact the following International Trade Canada trade commissioners: St. John's (October 4-5), Keith Warren, e-mail: warren.keith@ic.gc.ca, tel.: (709) 772-6600; Halifax (October 7-8), Christine Smith, e-mail: smith.christine@ic.gc.ca, tel.: (902) 426-9957; Montreal (October 12-13), Julie Insley, e-mail: insley.julie@ic.gc.ca, tel.: (514) 283-5974; Toronto (October 14-15), Lesley-Ann Reed, e-mail: reed.lesley-ann@ic.gc.ca, tel.: (416) 973-6154. *



Seminar participants include: Omar Tiwana, ADB Senior Consulting Services Specialist; Émile Gauvreau, Canadian Executive Director; Bernhard Zantgraf, Senior Procurement Specialist; and Francis Uy, Canadian ADB Liaison.



THE CANADIAN
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Paris food show a recipe for success

Salon international de l'alimentation (SIAL) 2004

PARIS, FRANCE — October 17-21, 2004 — Are you looking for an opportunity to expand your markets, launch new products, meet new buyers and showcase your products to the global food products marketplace? Then do not miss the **Salon international de l'alimentation (SIAL) Paris 2004**. Join the Canadian pavilion at the world's largest food industry event in 2004. This show is expected to draw 5,200 exhibitors from 98 countries and 135,000 trade professionals. Agriculture and Agri-Food Canada (AAFC) is coordinating Canada's presence at SIAL Paris 2004. Companies that participate in the Canadian pavilion will benefit from a range of services, such as a high-quality booth, invitations distributed to buyers from several countries, promotional support and a Canadian evening featuring our food, culture and diversity.

The Canadian pavilion

The Canadian pavilion already includes 31 companies and 5 associations

which will display their products to this international market. One of the main attractions of the Canada Pavilion will be Chef Jean Soulard from the Hotel Fairmont-Château Frontenac. Also, the Voortman Cookies company will receive two Sial d'Or for its delicious cookies.

Rendez-vous Canada reception

A unique opportunity for Canadian exhibitors at SIAL to participate in a networking session with foreign buyers and importers.

One-on-one meetings with trade commissioners

Canadian exporters at SIAL will have the opportunity to meet with members of the Canadian Trade Commissioner Service from around the world to discuss international business opportunities in their respective markets.

For more information, go to the Agriculture and Agri-Food Canada Web site at http://ats.agr.ca/events/3669_e.htm or contact:

Denise Gravel
International Affairs Officer
Agriculture and Agri-Food Canada
Tel.: (613) 759-7746
Fax: (613) 759-7506
E-mail: graveld@agr.gc.ca

or

Yannick Dheilly
Commercial Officer
Canadian Embassy in Paris
Tel.: (011-33-1) 44 43 23 61
Fax: (011-33-1) 44 43 29 98
E-mail: yannick.dheilly@international.gc.ca

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