

MAY 11 2004

Central America trade mission a success

Gar Knutson, Minister of State (New and Emerging Markets), visited Guatemala, El Salvador, Costa Rica and Panama with the largest Canadian business delegation ever led by a minister to the region. **Central America Circuit 2004** included 36 business participants from 25 companies in the agri-food and beverages, construction and building products, and environmental services and technologies sectors.

Circuit participants engaged in a six-day program that featured one-on-one meetings and presentations by officials and local partners. Networking events were also organized to highlight Canada's interest in strengthening trade and investment ties and open new doors for Canadian exporters, particularly small and medium-sized firms.

With a free trade agreement in place with Costa Rica since November 2002, and one under negotiation with Guatemala, El Salvador, Honduras, and Nicaragua—the Canada-CA 4 Free Trade



Minister of State (New and Emerging Markets) Gar Knutson, and Deputy Administrator of the Panama Canal Dr. Ricaurte Vasquez, during a visit to the Canal's Miraflores Locks. The multi-billion dollar expansion of the Canal will likely create opportunities for Canadian companies.

Agreement—Central America Circuit 2004 helped set the foundations for stronger partnerships in the future.

continued on page 2 — Central America trade mission

Franchising in Africa:

Opportunities abound for Canadian business

A new African Development Bank (AfDB) strategy for private-sector growth in Africa is opening up a range of opportunities for Canadian businesses through franchising. The strategy was adopted as a result of a study carried out by Mississauga, Ontario-based management consulting firm **Northern Lights Franchise Consultants Corp.**

Opportunities in Africa go well beyond the traditional industries associated with franchising,

like the retail and restaurant sectors, to ones such as education, transportation, oil and gas, health care and telecommunications. Any sector, in fact, in which Canadians excel at the transfer of know-how. The possibilities, in other words, are almost limitless.

The AfDB promotes the economic development and social progress of African countries through, among other initiatives, the development of the private sector, 90% of which is made up of small

continued on page 5 — Franchising in Africa

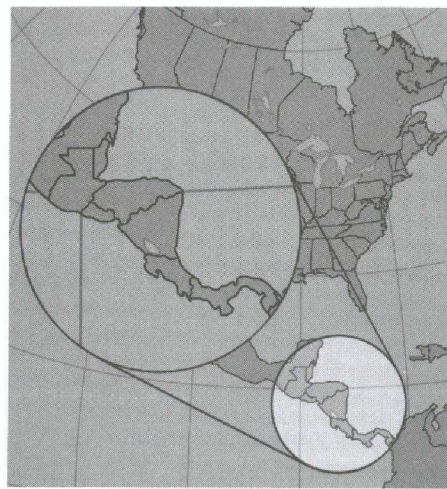
Central America trade mission — continued from page 1

Guatemala

The mission began in Guatemala, a country with the broadest economic base and largest economy in Central America. Minister Knutson met with President Oscar Berger, Vice-President Eduardo Stein and Foreign Minister Jorge Briz, and underlined the renewed interest that Canadian companies are showing in Guatemala. Canadian companies were able to meet over 240 local counterparts and representatives during the business program in Guatemala City. In 2003, two-way trade between Canada and Guatemala totalled some \$270 million. Guatemala imported 42% of the total Canadian exports to Central America in 2002.

El Salvador

The next stop was El Salvador, a country with great potential for growth thanks



to the stabilization and liberalization of its economy through deregulation. While in El Salvador, Minister Knutson met with Vice-President Carlos Quintanilla Schmidt, and together with Minister of Foreign Affairs Maria Eugenia Brizuela de Avila, announced that Canada would upgrade its office to an embassy and name a resident ambassador. Canadian companies met with over 80 interested partners from the Salvadoran private sector, reflecting the growing trade links between the two countries. Two-way merchandise trade between Canada and El Salvador totalled \$90.5 million in 2003, and Canadian direct investment in that country totalled \$47 million in 2002.

Costa Rica

The third stop was Costa Rica, the most industrialized country in Central America. The mission served to highlight the opportunities surrounding the Canada-Costa Rica Free Trade Agreement. Minister Knutson met with Vice-President Lineth Saborio, Foreign Minister Roberto Tovar, Minister of Energy and Environment Carlos Manuel Rodríguez and Vice-Minister for Foreign Trade Gabriela Llobet. Canadian businesses met with local Costa Rican contacts. The Canada-Costa Rica Free Trade Agreement is proving to be a real stimulus to bilateral trade and

investment. Two-way merchandise trade between Canada and Costa Rica totalled \$363.1 million in 2003, and Canadian investment in Costa Rica totalled \$113 million in 2002.

Panama

The mission concluded in Panama where the Canal, modern ports, commerce, banking, insurance and other services offer numerous opportunities for Canadian investment and trade. While in Panama, Minister Knutson officially opened the Canadian pavilion at **Expocomer**, Central America's largest regional trade show, with Canada occupying 20 booths at the show.

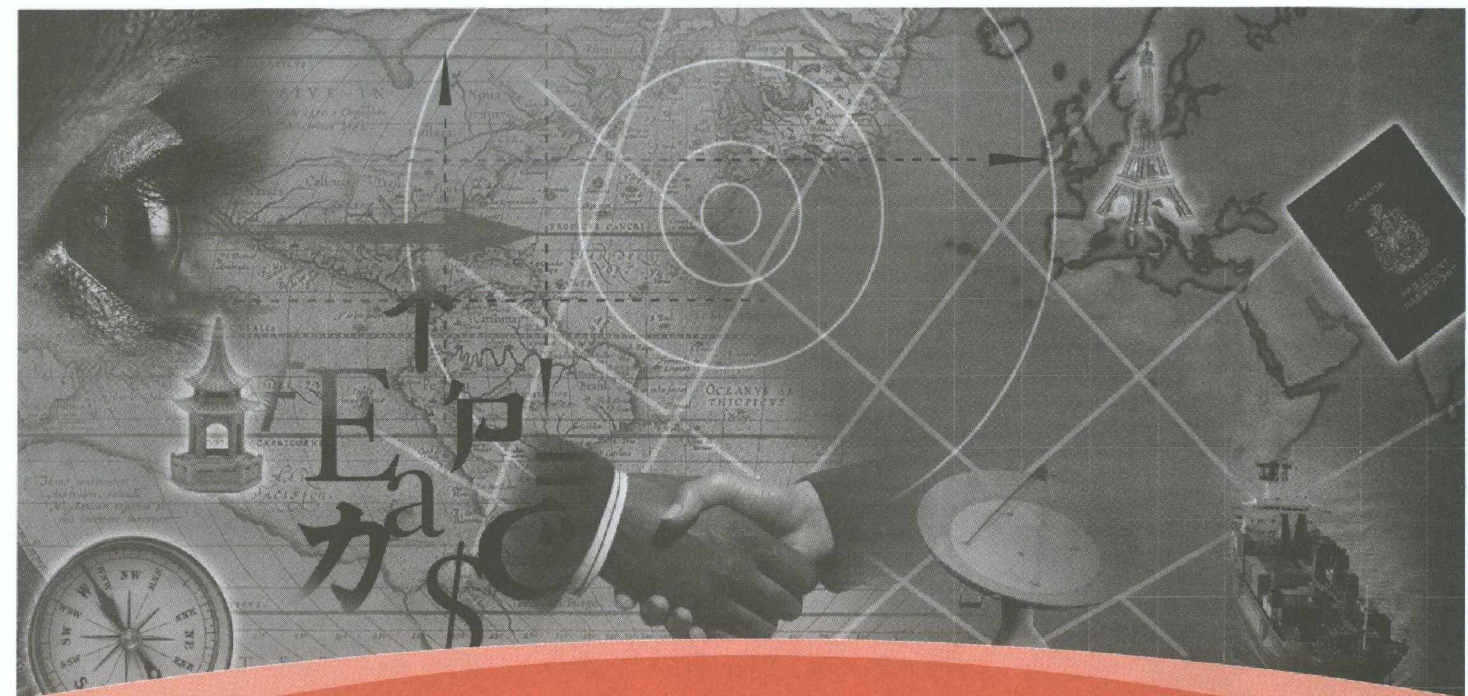
Minister Knutson met with Vice-President Dominador Kayser Basan, Vice-Minister of Industry Romel Adames and Deputy Administrator of the Panama Canal Dr. Ricaurte Vasquez, emphasizing how Canadian companies

"The mission was well organized. The robust participation of officials, embassy staff, Canadian business participants and local contacts helped create an excellent atmosphere for investigating new opportunities and setting the stage for further growth."

Vincent Mallardi,
President, EntrePrint Canada Corporation
Participant, Central America Circuit 2004

are well-suited to service various aspects of the future multi-billion dollar Canal expansion project. The project includes opportunities in the environmental, heavy engineering, consulting, and construction materials and services sectors. Two-way trade between Canada and Panama in 2003 totalled \$63.4 million, a 28.8% increase over 2002.

For more information on Central America Circuit 2004 and trade and investment opportunities in Central America, go to www.dfait-maeci.gc.ca/latinamerica/2004circuit. 🍁



THE CANADIAN
TRADE COMMISSIONER
SERVICE

MAKE THE TRADE COMMISSIONER SERVICE WORK FOR YOU!

Every year, thousands of successful Canadian exporters make the Trade Commissioner Service work for them in world markets. Our services are designed to help Canadian clients assess their export potential, identify key foreign contacts such as buyers and distributors, and provide them with the market intelligence and advice they need to succeed abroad.

With offices in more than 140 cities around the world, this network of more than 500 professionals now offers Canadians its services on-line through the **VIRTUAL TRADE COMMISSIONER**. This free, personalized, password-protected Web page contains market information and business leads that match your company's specific interests. Make the Trade Commissioner Service work for you — register to obtain your own Virtual Trade Commissioner.

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IBOC trade leads

MOROCCO — The Ministry of Agriculture and Rural Development has reopened a call for tenders for the co-funding, construction and management of irrigation infrastructure to protect the citrus-producing area of El Guerdane.

This project receives \$71 million in public support from the Fonds de Développement Economique et Social Hassan II (Hassan II Economic and Social Development Fund). This call for tenders is part of Morocco's new hydro-agricultural development policy, and thus represents an opportunity for operators to break into that country's irrigation sector. The closing date is July 31, 2004.

For more information, contact Abou Bekr Seddik El Gueddari, Director, Administration of Agricultural Engineering, Moroccan Ministry of Agriculture and Rural Development,

quoting case number 040304-01136, tel.: (011-212) 37-69-42-00, fax: (011-212) 37-69-00-15, e-mail: elgueddari@agr.madrpm.gov.ma, copying Rim El Mkinssi, Trade Assistant, Canadian Embassy in Rabat, fax: (011-212-37) 68-74-15/16, e-mail: rim.elmkinssi@dfait-maeci.gc.ca.

VIETNAM — The Canada-Vietnam Business Association, in conjunction with the Canadian International Development Agency (CIDA) and the Canadian Consulate General in Ho Chi Minh City, conducted a CIDA-funded study on Vietnam's private sector. As a result of this study, a variety of private-sector enterprises in Vietnam were identified for potential partnerships with Canadian companies.

The companies are: Nam Thai Son Co. (plastics), case number 040322-

01449; Refrigeration Electrical Engineering Corporation (electronics/engineering), case number 040322-01447; Vinh Hao Water Company (beverages), case number 040322-01446; Saigon 3 Garment Joint Stock Co. (garments and textiles), case number 040322-01445; Trung Nguyen Coffee (food processing and packaging), case number 040322-01444; Hoan Cau Company (garments and textiles), case number 040322-01442; Dai Dong Tien Ltd. (plastics), case number: 040322-01441; Saiga Pottery and Handicraft (ceramics), case number 040322-01452; and Binh Tien Import Export Co. (footwear), case number 040322-01453. The closing date for potential partnering opportunities is July 31, 2004.

For more information, contact Robert Coleman, Trade Commissioner, Canadian Consulate General in Ho Chi Minh City, e-mail: robert.coleman@dfait-maeci.gc.ca, fax: (011-84-8) 829-4528. 🍁

Profiting from the global infrastructure market

There are few sectors of the global economy as internationalized, or with as much potential for growth, as the infrastructure sector. According to the World Energy Investment Outlook—the International Energy Association's flagship publication—an estimated \$21 trillion is required for energy infrastructure investments and \$23 trillion is needed for other infrastructure sectors.

Although public treasuries continue to fund the majority of new building projects across the globe, more countries are looking to the private sector, particularly major engineering, procurement, and construction companies and their suppliers, to not only provide the construction and engineering services, but project development and financing as well.

The Engineering News-Record, a U.S.-based international construction industry Web site, reported that the top 225 international contractors earned over \$493 billion in revenues in 2002, including \$155 billion on contracts outside their home countries.

Opportunities for Canadians

Major infrastructure firms are looking for subcontractors offering competitive and high quality products and services to enhance their projects' viability, performance and profitability. For Canada, this includes sectors such as air and rail transport, telecommunications, power generation and distribution, oil and gas, mining, and water and wastewater treatment. For these firms, price, quality, delivery time and after-sales service are the critical factors in awarding contracts.

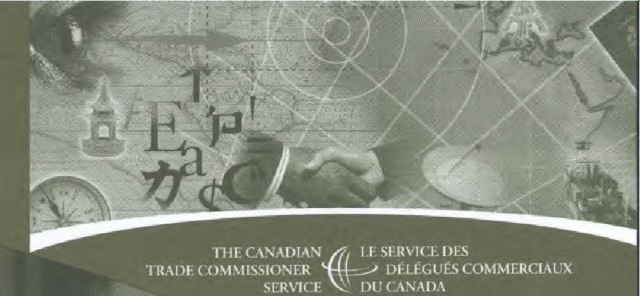
Get involved

International Trade Canada's (ITCan) Trade Commissioner Service, Export Development Canada and the Canadian Commercial Corporation have released a report for Canadian exporters that outlines market information on 38 major infrastructure firms.

The report profiles each of these firms in a one-page fact sheet that includes key information on where they operate, sectors of specialization, how they are organized, who you need to contact and what standards your goods and services must meet.

To access this report, go to www.infoexport.gc.ca. **For more information**, contact Leigh Wolfrom, Trade Commissioner, ITCan, tel.: (613) 992-0747, fax: (613) 943-1100, e-mail: leigh.wolfrom@dfait-maeci.gc.ca. 🍁

SUPPLEMENT CanadExport



THE CANADIAN TRADE COMMISSIONER SERVICE
LE SERVICE DES DÉLÉGUÉS COMMERCIAUX DU CANADA

Canada's Young Entrepreneurs Tap into Support

Canada's young entrepreneurs are a dynamic, active and successful segment of the Canadian business community. They are making their mark in all regions and industries of the country and even around the world. Just how successful Canadian young entrepreneurs are in the international trade arena was highlighted in the September 2002 *CanadExport* supplement *Canada's Young Entrepreneurs Take on the World*, which profiled the road to success of 21 young exporters.

As many of those success stories underscored, there are numerous challenges associated with being "young" in the business world. Access to financing, links to mentors and contacts, and finding information have been identified by young entrepreneurs, and small and medium-sized enterprises in general, as the biggest hurdles they face in achieving business, and export, success.

Who can provide financial assistance? How do you make business connections? What information is available? Where do you find support and training? This supplement answers these and other key questions. Whatever your needs, the national and regional organizations profiled in the following pages provide a vast array of services and resources to help you expand your business and become export ready. Read on....

What's New at the Department...

The Department of Foreign Affairs and International Trade (DFAIT) itself offers many valuable resources to help you expand into international markets. Its InfoExport Web site (www.infoexport.gc.ca) provides access to more than 500 market reports, key contact searches, foreign company information, and on-line trade missions. It is also the portal for the Department's newest tool, the Virtual Trade Commissioner (VTC). Through a personalized Web page, the VTC sends you market information and leads specific to your industry and target markets, while your company information is made available to the 500 trade commissioners in our 140 offices abroad. Young entrepreneurs are signing up for the VTC faster than any other business segment — close to 10% of the almost 8,000 companies registered so far are young entrepreneurs. Phase Two of the VTC will introduce an electronic customer relationship management system and provide clients with integrated access to all Team Canada Inc services.

Another new development concerns the Department's Small and Medium-sized Enterprise (SME) Advisory Board. Made up of 18 members from key industry sectors across the country, the Board provides feedback to the Minister for International Trade on the Government's trade promotion programs and services and issues of concern to small exporters. The Board already counts several young entrepreneurs among its members, including its new Chair, Chris Griffiths. (For more details about Griffiths' involvement as Chair and his award-winning export company Garrison Guitars, see p. 3.)



With 31-year-old Nezar Freeny at the helm, Saskatoon-based Amanah Tech has penetrated one of the world's most challenging markets: the Arabian Gulf. In its early stages of development, this young export-based company, which was profiled in the September 2002 supplement, tapped into the vast array of supportive programs and services available to young entrepreneurs and exporters. Among these were the loan and mentoring programs of the CANADIAN YOUTH BUSINESS FOUNDATION (CYBF) (www.cybf.ca).

Offering loans of \$15,000 to cover start-up costs, the CYBF is Canada's only national organization dedicated to young entrepreneurs that provides business assistance not otherwise accessible to them. "We are specifically focused on the 18 to 34 age group, because there's a real gap in the market for them," explains CYBF's Director of Programs, Chris Ransom. "If their bank isn't willing to finance them, there are not a whole lot of other options. We can help anyone set up a business, including those who are going to be exporting."

Thousands of young entrepreneurs across the country have been assisted by the CYBF, which offers loan repayments of three to five years to ease the early stages of business growth. In conjunction with its financing program, the CYBF also offers mentoring, which has been proven to substantially improve the success rate of young companies. The CYBF's mentoring program, *Entre Nous*, matches loan clients with experienced professionals or business owners in the young entrepreneur's own community.

The CYBF set me up with a mentor very familiar with the culture of the Arabian Gulf. Her guidance was an enormous help to me in navigating that market.

NEZAR FREENY, PRESIDENT, AMANAH TECH

In Atlantic Canada, the CYBF's loan program is administered by the CENTRE FOR ENTREPRENEURSHIP EDUCATION AND DEVELOPMENT (CEED) (www.ceed.info). This not-for-profit innovation centre nurtures entrepreneurship by developing curriculum for schools, training those who teach entrepreneurship, developing projects to promote community entrepreneurship, and offering a variety of resource publications.

CEED is also the delivery agent in the Metro Halifax area for the Atlantic Canada Opportunities Agency (ACOA)'s SEED CAPITAL CONNEXION PROGRAM FOR YOUNG ENTREPRENEURS (www.seedconnexion.ca). The Seed ConneXion program offers repayable, unsecured personal loans of up to \$15,000 for young entrepreneurs aged 18 to 29 to launch, expand or update their business. Unlike other loan programs, the Seed ConneXion program also provides a \$2,000 grant for business training. Throughout rural Atlantic Canada, the Seed ConneXion program is delivered by COMMUNITY BUSINESS DEVELOPMENT CORPORATIONS (CBDCs — call 1-888-303-2232 for locations).

The CBDCs are part of a larger network of more than 260 community economic development corporations across Canada dedicated to meeting the financing and advisory needs of SMEs. These independent, autonomous organizations, known as COMMUNITY FUTURES DEVELOPMENT CORPORATIONS (CFDCs) in Central and Western Canada, are the place to turn if you cannot get commercial financing. They offer loans of up to \$125,000 (\$30,000 being the average) and can also help you put together a business plan — necessary for securing a loan from any source. CBDC/CFDCs also offer coaching, mentoring, business development, and training services. To find the office nearest you, visit www.communityfutures.ca.

Plus... Organizations such as the Business Development Bank, Jeune Chambre de Commerce de Montréal, and Canadian Council for Small Business and Entrepreneurship offer contests with financial awards for young entrepreneurs. You'll find out more about them in the other pages of this supplement.

Tapping into available resources...

Kodiak International Trade Corp.

International trade has always been Andrew Smith's passion. The Vancouver-based young entrepreneur founded KODIAK INTERNATIONAL TRADE CORP. (www.kodiaktrading.com) in 1998 when he was just 24. Kodiak buys products from Canadian food manufacturers and exports them to customers in Asia, Mexico and Iceland. While the world is his market, Smith has found customers outside Canada without a lot of expensive travel. Training and networking opportunities right in the Vancouver area have been key to his international success.

To hone his skills, Smith took courses offered by the Forum for International Trade Training (FITT — see p. 7). The young entrepreneur was subsequently asked to

be a guest lecturer for FITT, sharing his experiences as a new exporter. Through FITT, he met Derek Zeisman, trade commissioner with the International Trade Centre (ITC) in Vancouver. Zeisman introduced Smith to the trade development assistance and services provided to small and medium-sized enterprises by the cross-Canada network of ITCs.

Smith and Kodiak have never looked back.

"The ITC is a great resource for any exporting company," says Smith. "I've made international contacts through seminars they offer, and they've set up one-on-one buyer meetings for me with delegations visiting from other countries. That's how I got my Hong Kong customer."

The ITC also pointed Smith in the direction of other DFAIT services.



ANDREW SMITH

"I've used the trade commissioners in Shanghai, Australia, New Zealand, Fiji and Japan. They've responded within a day or two to my requests for information on prospective customers."

Smith's company is also registered with the Virtual Trade Commissioner and has benefited from financial assistance from the Program for Export Market Development (PEMD) to offset the cost of brochures distributed at trade shows or to international customers.

Smith credits one other resource for his export success: the mentoring he has received from his father.

The new generation of leaders...

Garrison Guitars

At age 30, Chris Griffiths is the youngest company executive to serve as Chair of the Department's SME Advisory Board (see p.1). But his age is immaterial. Griffiths brings to the position a dozen years of business experience and natural leadership ability.

Griffiths is president of GARRISON GUITARS (www.garrisonguitars.com) — one of Canada's largest acoustic guitar manufacturers and an astounding export success. (See the September 2002 *CanadExport* supplement.) The four-year-old company exports its revolutionary guitar line to 28 countries. Success has come quickly but not without challenge. In the face of the rising dollar, Griffiths has had to make some tough decisions, but downsizing the company and dropping its least expensive guitar have made his company more profitable than ever.

It's that kind of acumen that Griffiths brings to the role of SME Advisory Board Chair. A Board member since its creation in 2001, he took over as chair in November 2003. "I see my role as drawing information out of the members and reformulating it for the Minister in such a way that brings its relevance to all businesses to the surface," says Griffiths. "I love the challenge of making sure each member is contributing and then summarizing their input for the Minister."

Griffiths appreciates the diversity of the Board members' business experience. "Everyone brings a different perspective, which allows us to see the broad range of issues of importance to exporters." That



CHRIS GRIFFITHS

breadth of experience also benefits Griffiths — in his fellow Board members he's found a peer support network beyond the semi-annual meetings.

"I have a much greater understanding of and respect for the behind-the-scenes work that DFAIT does in helping exporters," adds Griffiths. "It's one thing to set up a board and listen to their advice; its another to actually respond. But when we put forward a suggestion, we see results — it's very gratifying."

When we put forward a suggestion to the Minister, we see results — it's very gratifying.

**SME ADVISORY BOARD CHAIR, CHRIS GRIFFITHS,
PRESIDENT, GARRISON GUITARS**

Many young entrepreneurs are interested in exporting from the moment they launch their business. They see Canada as their base and the world as their marketplace. While exporting can bring big rewards to your business, it also carries very real credit risks. The number-one worry — what if you don't get paid?

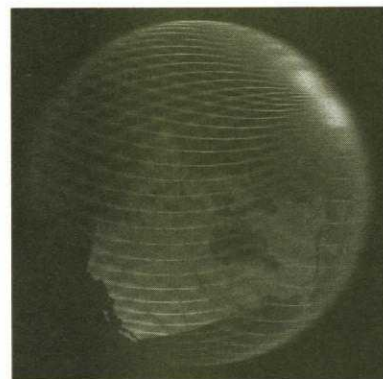
With more than 90% of its customers being small and medium-sized enterprises, **EXPORT DEVELOPMENT CANADA (EDC)** has helped countless brand-new and smaller exporters grow globally. At EDC, our trade finance and insurance services can help you cut the risks and close your foreign deals — whether your goods or services are going across the border or to higher-risk emerging markets.

"Our small business team at EDC can help you find new ways to reduce your risks and get more working capital when you are exporting," says Linda Graupner, Director of EDC's Emerging Exporters Team. "You can then focus your energy on developing and selling more products and services to markets outside Canada, and not on worrying about whether your foreign buyer will pay."

For starters, here are our top five trade finance tips for newer exporters...

1. "Get paid for your hard work"

You have insurance to protect your other valuable assets, so it makes sense to protect your sales earnings too. With EDC's accounts receivable insurance, you are covered for 90% of the loss if your buyer doesn't pay. You could also get more working capital from your bank, which will often lend against EDC-insured contracts.



2. "Offer better terms to your buyer"

There isn't a buyer in the world who doesn't want better repayment terms, but how often can you afford to offer them? By using EDC's insurance services, you can offer your buyers what they want — more time to pay.

3. "Get more from your bank"

One of the biggest obstacles that smaller exporters face is raising enough working capital to fund pre-shipment costs on new export contracts. EDC, in cooperation with Canadian banks, has developed a risk-sharing guarantee that covers most of a bank loan for these pre-shipment costs. EDC also works with financial institutions to help smaller exporters access other working capital solutions.

4. "Turn credit to cash"

In addition to making you more competitive, EDC can help turn your credit sale into a cash sale. If you sell capital goods and related services, EDC can also offer direct loans to your international buyers. EDC assumes the repayment risk — not you.

5. "Go on-line for immediate answers"

Two Web-based services make it quick and easy for exporters to check out potential buyers and get insurance for a particular sale. With EDC's international database of more than 70 million companies, **EXPORT Check** allows customers to find out whether a buyer is insurable for the amount of a sale. **EXPORT Protect** delivers immediate quotes for EDC coverage, if the buyer is insurable. Visit www.edc.ca/eservices.

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets. Founded in 1944, EDC is a Crown corporation that operates as a commercial financial institution. To reach EDC, call 1-800-850-9626 or visit www.edc.ca.



Get Export ABCs with E-Learning

If you are just considering exporting, there are on-line tools to help you:

1. Take advantage of e-courses for small business, such as:
 - A Primer on International Trade
 - Introduction to Going Global
 - Cash Flow Management
 - Financing your Business

Log onto www.edc.ca/elearning for a 90-day free trial offer.

2. Check your level of export readiness with EDC's free diagnostic tool, **EXPORT Able?** Look for the **EXPORT Able?** questionnaire at www.edc.ca/eservices.

YouthBiz

Evan Carmichael is 23 years old. But don't let his youth fool you. Carmichael is already co-owner and Chief Operating Officer of global software solutions company Redasoft, active in 30 countries; founder of Toronto-based entrepreneur consulting firm Evan Carmichael & Associates; and co-founder and coordinator of **YOUTHBIZ** (www.youthbiz.biz), an on-line community that helps young entrepreneurs connect with other young entrepreneurs around the world.

Created in February 2003, YouthBiz is an initiative of **TAKINGITGLOBAL (TIG)** (www.takingitglobal.org) — an international on-line organization that brings together young people

in 220 countries to collaborate on projects addressing global problems and create positive changes.

The YouthBiz on-line community now has 1,500 members around the world, including 500 in Canada. "YouthBiz allows young entrepreneurs to post a profile of their business and to connect with other young entrepreneurs who have complementary businesses around the world, and hopefully meet and develop partnerships and share best interests," explains Carmichael.

Members can also post problems, such as how to penetrate a certain market, and others can suggest solutions.

In the Toronto area, TIG YouthBiz, in conjunction with Evan Carmichael & Associates, also puts on free seminars on entrepreneurship, on such topics as accessing the Trade Commissioner Service, word-of-mouth marketing, and profiles of successful entrepreneurs. Business experts are invited as guest lecturers to share their knowledge and experience.

I was delighted to discover the YouthBiz network. It has allowed me to meet others with goals and motivations similar to mine and made me feel I'm not alone on my business journey.

NEAL DEFLORIO, MANAGING PARTNER, GLOBAL TRENDS, AND YOUTHBIZ'S 1,000TH MEMBER

Future Leaders of Greater Toronto

Another enterprising Greater Toronto entrepreneur is 35-year-old Sanjiv Khullar, founder and president of **FUTURE LEADERS OF GREATER TORONTO** (www.futureleaders.ca). With almost 10 years of international trade, financial, and information technology (IT) experience, Khullar for the past five years has been a business development consultant in IT consulting firm Centralix Solutions. In July 2003, he founded Future Leaders of Greater Toronto, a growing organization of young professionals that is dedicated to the development of the next generation of business, government and community leaders.

Future Leaders' multifaceted projects include providing young entrepreneurs with the tools and resources to start and expand their businesses. "We're working with various youth and young professional service organizations to help connect their services with entrepreneurs looking to build their business," explains Khullar.

Recent Future Leader events have included keynote speakers such as the Honourable Perrin Beatty, President and CEO, Canadian Manufacturers & Exporters, addressing Canada's role in the international marketplace. The organization has

gained potential affiliation status with Junior Chamber International (JCI), a worldwide federation of young leaders and entrepreneurs. Says Khullar: "Via the JCI, we intend to be the link for young professionals to a worldwide business network."

CAREER CIRCUIT

Are you looking for resources to help you grow your business on an international scale? You can find many tools on **CAREER CIRCUIT**, an innovative initiative developed to support over 6,000 youth service agencies and their clients. Visit Career Circuit at www.thecircuit.org to find background information on just about any aspect of career building, including topics such as entrepreneurship, government training programs, financing options, and international trade. For specific resources, click on the VRC button and enter a keyword of interest to you. A complementary section called VECTOR (Video Exploration of Careers, Transitions, Opportunities and Realities) offers video profiles of more than 150 occupations, including entrepreneurs running their own businesses. Career Circuit is a collaborative project of the Canadian Career Development Foundation (CCDF) and the **CANADIAN FOUNDATION FOR ECONOMIC EDUCATION (CFEE)**, an organization that works to promote and assist the enhanced economic capability of Canadians. Check out other CFEE resources that assist entrepreneurs in understanding the world of economics and international trade at www.cfee.org.

Dedicated to Canadian entrepreneurs

The BUSINESS DEVELOPMENT BANK OF CANADA (BDC) is dedicated to supporting the country's small and medium-sized businesses with innovative financing solutions, venture capital at all stages of growth, and customized consulting services. Acknowledging the importance of developing new markets, the Bank has designed specific business solutions enabling Canadian entrepreneurs to access foreign markets.



Business Development Bank of Canada
Banque de développement du Canada

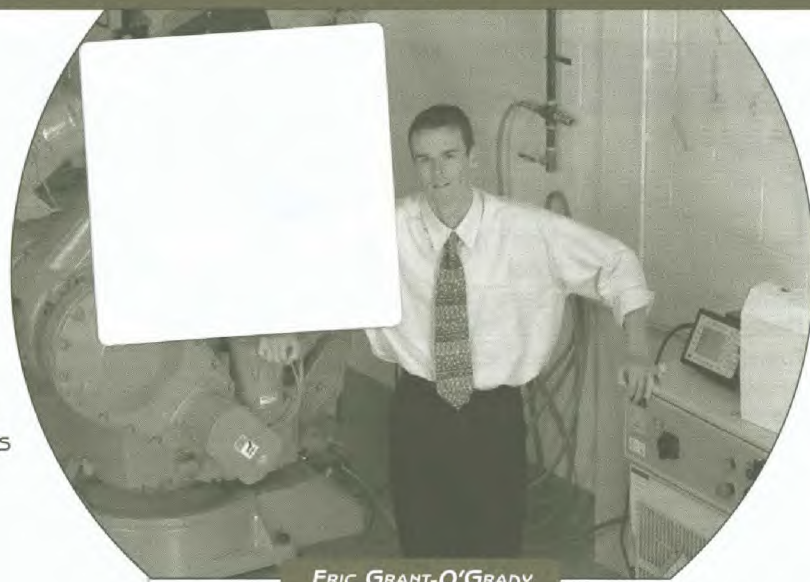
Comprehensive exporting solutions

Through BDC Consulting Group, the Bank provides entrepreneurs with comprehensive exporting solutions, from evaluating the export potential of a business to establishing a distribution channel in foreign markets. The Bank also offers a wide range of innovative financing solutions for Canadian exporters and potential exporters. In addition, BDC supports businesses with high-growth potential in their export activities by providing them with venture capital financing.

Small Business Week and the Young Entrepreneur Awards

Apart from offering comprehensive and customized business solutions to Canadian small and medium-sized exporters, the Bank has been celebrating Canadian entrepreneurship for 25 years through Small Business Week®, the annual event par excellence for Canadian entrepreneurs. For the last quarter of a century, hundreds of thousands of people have taken part in thousands of activities — many centred on exporting — that have been held across the country, and more than 240 young entrepreneurs have received the Young Entrepreneur Awards (YEA).

Small Business Week's main event is the Young Entrepreneur Awards presentation, which honours talented young business owners — one from each province and territory — who have distinguished themselves with their innovative spirit and business acumen. Each year, the winners of the YEA are eligible for other awards, including the Export Achievement Award. The Young Entrepreneur Awards thus recognize the importance of exports for young entrepreneurs. Moreover, a company's export performance is one of the selection criteria considered by the panel that selects the winners.



ERIC GRANT-O'GRADY

Two Stage Innovation Inc.: A winning company

In 2003, **TWO STAGE INNOVATION INC.** (www.twostage.com) won the Young Entrepreneur Award for Ontario. Located in Milton and headed by Eric Grant-O'Grady, this dynamic company specializes in customs systems integration for the automotive and environmental sectors. Two Stage Innovation symbolizes well the growing importance of exports in the new economy. As Grant-O'Grady points out: "We only started exporting in 2001 when we sold a system to Hungary. And now, in 2004, our exports represent a third in a more than \$4-million total business."

For Two Stage Innovation, as for any other business, the recipe for success can be summed up in a few words: commitment by senior management, an innovative product, a market niche, and client loyalty. This last factor is crucial. In fact, Grant-O'Grady admits, "The best testimonial we can ask of our clients is their repeat business. Take the Hungarian contract. We did a contract for a Canadian firm, and when they built a plant in that country, they came to us because they knew we could get the job done."

BDC: A solid commitment to Canadian exporters

The Business Development Bank of Canada is strongly committed to helping Canadian small and medium-sized businesses in their export ventures. For the fiscal year ending March 31, 2003, the total financing authorized by the Bank for exporters and knowledge-based industries exceeded \$1 billion. For BDC, helping companies grow and thrive in an increasingly competitive world is not only part of its mandate, it's truly an act of faith in our Canadian entrepreneurs. To contact BDC, call 1-877-232-2269 or visit www.bdc.ca.

Below are just some of the organizations that can provide information, advice, resources, training, and peer support — everything you need to solidify your business to make it export ready.

Peer support: there's nothing like it. The national Young Entrepreneurs Association and the international Young Entrepreneurs' Organization are both dedicated to peer support.

Created in 1991, the **YOUNG ENTREPRENEURS ASSOCIATION (YEA)** (www.yea.ca) has evolved into a national organization with 10 chapters across Canada, whose mandate is to support young people in business — primarily those aged 35 and under. YEA provides its members with the opportunity to learn from one another's experience and to benefit from the support of their peers. The Association organizes activities such as corporate tours, seminars, conferences and social events, and facilitates the formation of peer mentorship groups.

The over 4,000-member-strong **YOUNG ENTREPRENEURS' ORGANIZATION (YEO)** (www.yeo.org) is an international community of entrepreneurs in 100 chapters around the world, including almost 450 members in seven Canadian cities. With a mission to support, educate and encourage entrepreneurs to succeed in building their companies, YEO gives its members, all under age 40, the opportunity to interact with a dynamic network of peers at an international level. Benefits include access to top speakers, marketing materials, an extensive networking database, and workshops, as well as peer and mentor programs.

Solidifying your business will take you a long way to getting ready to export. If you're a business person between the ages of 20 and 40 in the Montréal area, you will find a valuable business and support network in the **JEUNE CHAMBRE DE COMMERCE DE MONTRÉAL (JCCM)** (www.jccm.org). The largest junior chamber of commerce in North America, the 1,400-member JCCM aims to help its members grow their business and develop their career. For entrepreneurs, who make up 20% of the membership, the JCCM offers support activities such as peer groups and a mentoring program, and business development activities such as networking events, dinners, and business clubs. The Chambre also sponsors two contests that give entrepreneurs the opportunity to gain local recognition for excellence and to receive financial support from local investors.

The leaders of tomorrow learn from the leaders of today... That's the thinking behind the **VANCOUVER BOARD OF TRADE'S LEADERS OF TOMORROW (LOT)** program (www.leadersoftomorrow.bc.ca). Through LOT, established members of the Vancouver business community share their experience and know-how with Vancouver-area students. The program funds students' participation in a variety of Board functions, increasing their awareness of issues and policies that are important to the business community. LOT also provides guidance and support through a mentorship program that pairs students with local business people who can help them navigate a business setting and build their confidence and networking skills.

Where can you learn the international trade skills that will make you competitive in the global marketplace? At Canada's centre for international trade training and certification — the **FORUM FOR INTERNATIONAL TRADE TRAINING (FITT)** (www.fitt.ca). The national not-for-profit professional organization delivers international trade training programs through Canadian community colleges, universities, private organizations and on-line. Individual entrepreneurs and business professionals working for firms seeking to become global players can take FITT training programs to gain practical trade skills and a competitive leading edge. Business professionals with one year's experience in international trade are also eligible for FITT's Certified International Trade Professional (C.I.T.P.) designation — the highest level of professional accreditation available to international business and trade professionals.

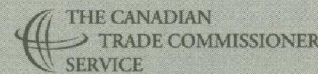
FITT gave me all the tools and resources I needed to be successful in starting my business. It's a valuable hands-on approach to international trade.

ANDREW SMITH, PRESIDENT, KODIAK INTERNATIONAL TRADING CORP., VANCOUVER, B.C.

If you're an export-ready Aboriginal company, you can take part in Canada's newly launched Virtual Aboriginal Trade Show (VATS). To register, go the VATS Web site at www.vats.ca and click on "member."

Where to find information and other programs and services on-line...

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The CANADIAN TRADE COMMISSIONER SERVICE (TCS) and DFAIT, along with other government departments and agencies, offer a broad range of valuable programs and services to help you do business abroad. Whether you are looking to acquire new technology, venture capital, or investment or to commercialize innovations, our network of 500 trade commissioners in over 140 markets is there to assist you. To learn more about our programs and services, visit www.infoexport.gc.ca.



British Columbia-based companies looking for information to start up a business or expand their business into international markets have a valuable single-window source of information in the CANADA/BRITISH COLUMBIA BUSINESS SERVICES SOCIETY (www.smallbusinessbc.ca). The Society provides access to government programs, services, information and data. New and potential exporters can meet with a member of the Society's Export Team to receive coaching on exporting their goods or services. The Business Library includes hundreds of "how to" publications, country and market information, and government procurement opportunities. Societies providing similar business services are found across Canada.

ADVANCING CANADIAN ENTREPRENEURSHIP INC. (ACE) (www.acecanada.ca) is a national organization that seeks to strengthen entrepreneurship in Canada by offering innovative, hands-on entrepreneurship training programs on university and college campuses across Canada. Students at Canadian universities or colleges can form or join a campus ACE Team to gain entrepreneurial experience to ready themselves for the business world. Mentored by a board of advisors, ACE student teams apply their classroom learning to developing business ventures, educational outreach initiatives, and student business owner support projects. Their accomplishments are recognized at a national competition.

If you are an undergraduate business owner, you may be eligible to apply for the Canadian College and University Entrepreneur Award, sponsored by the CANADIAN COUNCIL FOR SMALL BUSINESS AND ENTREPRENEURSHIP (CCSBE) (www.ccsbe.org). The CCSBE is a national organization that promotes and advances the development of small business and entrepreneurship through research, education and training, networking, and dissemination of scholarly and policy-oriented information. The national winner of the Entrepreneur Award (\$2,000 prize) advances to the Global Student Entrepreneur Awards (\$US10,000 top prize).

Supporting young business owners, the ROYAL BANK OF CANADA (RBC) can help with financing and other resources that assist young entrepreneurs to expand their business. The RBC Web site has a section dedicated to young entrepreneurs, offering information about financing options and links to other Web sites rich in information on networking and mentoring, tools and training, and tips for business success, as well as links to resources catering specifically to Aboriginal young entrepreneurs. Visit the Young Entrepreneur pages of the RBC Web site at www.rbcroyalbank.com/sme/ye/

Innovation is crucial to any nation's economic success in the global market. YOUNG INVENTORS INTERNATIONAL (YII) (www.younginventorsinternational.com) connects inventors and innovative entrepreneurs under the age of 35 to a global network of resources and support and provides the skills and knowledge they need to successfully commercialize their innovations. With a base of more than 300 members in nearly 20 countries, including Canada, the Young Inventors Web site provides access to an on-line communication network, information about YII conferences and workshops, and a mentoring matching process.

Participating on the University of Toronto Ace Team provided me with the practical skills I needed to start a business, as well as contact with some of Canada's leading entrepreneurs.

SANJIV KHULLAR, PRESIDENT, FUTURE LEADERS OF GREATER TORONTO

Prepared by the Market Support Division (TMM)

Franchising in Africa — continued from page 1

and medium-sized enterprises (SMEs). The AfDB is therefore particularly interested in initiatives that can contribute to the long-term growth and viability of SMEs. International experience has shown that franchising—largely an SME undertaking—contributes to poverty reduction and wealth creation by stimulating entrepreneurship and transferring technical expertise through franchise licence agreements. The AfDB, therefore, commissioned a study to review the franchising industry in Africa and to propose a strategy for increasing private-sector development through franchising.

Championed by Roger Couture, Canada's former Executive Director at the AfDB, and funded in large part by the Canadian International Development Agency (CIDA), the ground-breaking AfDB study was carried out by Northern Lights. "This being our first project in Africa, we relied heavily on the advice and direction of what we affectionately came to refer to as Team Canada," says J. Perry Maisonneuve, Principal of Northern Lights and Team Leader

of the Project. "Jean-Francois Desgroseilliers, DFAIT's Liaison Officer to the AfDB, Jean-Charles Joly of DFAIT's International Trade Centre in Toronto, and Kent Peters of Export Development Canada, were invaluable to us every step of the way," adds Maisonneuve.

Franchising: an interactive partnership

Conducting primary research, the study authors found that franchising is a good way to promote SME development by linking mature and young businesses and by connecting international and African enterprises.

The formal transfer of knowledge that takes place through a direct, long-term franchising business relationship makes franchising ideally suited for Canadians, who excel at developing and sharing expertise and know-how. Moreover, the risks are not as severe as generally believed. Studies have shown that in Africa the success rate for franchises is exceptionally high compared with that of SMEs in general. Following North American

trends, 80% of SMEs in Africa fail within two years, while the failure rate for franchised businesses has been estimated at between 3% and 14%.

South Africa: gateway to Africa

South Africa is where the study recommends investors begin. The country has the strongest franchise sector on the continent, with approximately 478 franchise systems that are supported by an active and progressive trade association, the Franchise Association of Southern Africa.

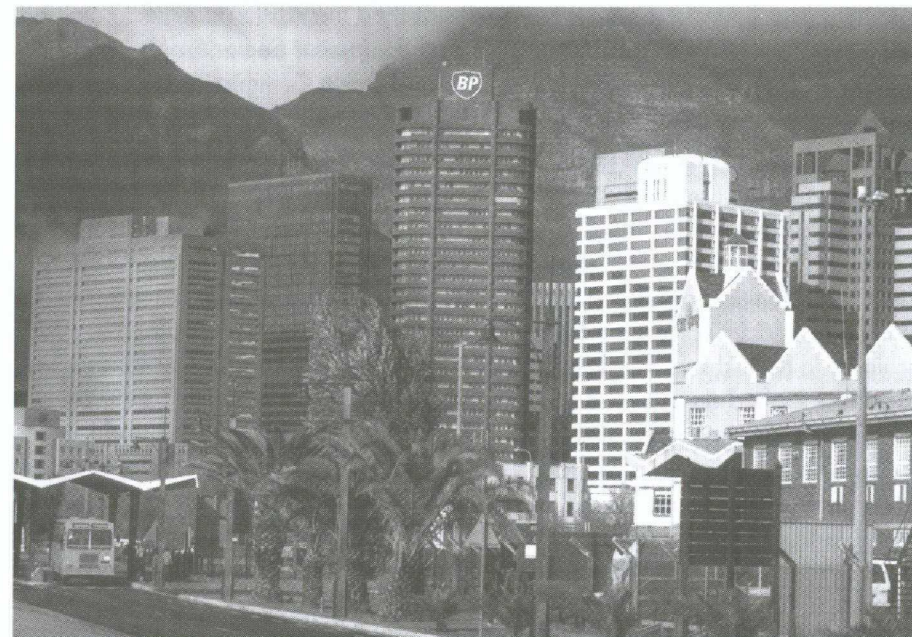
Maisonneuve describes South Africa as "very Canadian" in its nature, legal approach and accounting systems. "South Africans welcome Canadians and want to do business with them," he says. "Since the passing of the Apartheid regime, the country is eager to catch up with the rest of the world. Canadians can get comfortable in that market, learn the way business is done there, and team up with South Africans to expand into other African countries."

Seek out Northern Lights

Where should a company interested in pursuing these opportunities start? Northern Lights itself is a good place. Established in 1998 with five full-time employees and a roster of consultants, the company specializes in helping both aspiring and existing franchisers to develop and launch a franchise system or distribution strategy. As Maisonneuve says: "We're Canadians, we're working with the AfDB, and we know franchising."

For more information, contact J. Perry Maisonneuve, Principal of Northern Lights, tel.: (905) 812-1219, toll free: 1 877 967-8449, e-mail: jpmaisonneuve@franchiseservices.ca, Web site: www.franchiseservices.ca, or Ines Sagrario, AfDB franchise consultant, e-mail: sagrario-ines@afdb.org.

(For the unabridged version of this article, go to www.dfait-maeci.gc.ca/canadexport under "International Financial Institutions.") 🍁



Franchising in Africa: Cape Town, South Africa is a good place to start.

STEP up to the steppes Kazakhstan agriculture sector looks to Canada

The Saskatchewan Trade and Export Partnership (STEP), in association with the Trade Section of the Canadian Embassy in Kazakhstan, organized a trade mission of Canadian companies to Kazakhstan from March 9 to 12, 2004. In both Almaty and Astana, over 50 local companies—including large grain producers, private and public leasing agencies and distributors—attended the networking sessions.

The Kazakhstan participants were introduced to the latest developments in Western Canadian dryland farming technology and equipment. Hector Cowan, Canadian Ambassador to Kazakhstan, opened the events which included meetings with the Ministry of Agriculture and the Grain Union.

The Embassy and STEP also took the opportunity to promote the **Western Canada Farm Progress Show** with the hope of recruiting a delegation from Kazakhstan. This show will take place in Regina from June 16 to 18, 2004.

The Saskatchewan companies also attended an important briefing session that included presentations on financing, leasing and tax registration for doing business in Kazakhstan. STEP has been active in the Commonwealth of Independent States area for over 10 years now, with Kazakhstan being one of its priority markets.

Why Kazakhstan?

The agricultural machinery and equipment market in Kazakhstan was estimated to reach \$255 million for 2003. Agriculture is one of Kazakhstan's leading sectors and accounted for almost 18% of its gross domestic product in 2003. Moreover, arable land accounts for 75% of its territory and 44% of the population lives in rural areas.

Kazakhstan is also the sixth largest wheat producer in the world. Since



Swather on display: DonMar, a Canadian maker of agricultural machinery, exhibits its products in a steppe near its plant in Lisakovsk in Central Kazakhstan.

the collapse of the Soviet Union over 10 years ago, many farmers have not been able to replace their machinery. In view of accessing the World Trade Organisation in the near future, and driven by the emphasis on diversification of domestic industry from oil and gas, the Government of Kazakhstan is supporting the development of its agricultural sector.

To make domestic producers more competitive, a state strategy to be implemented over the next six years has been introduced, and includes programs for agri-food and the development of rural territories. A new land code was adopted in the summer of 2003, allowing private ownership of agricultural land for the first time in the country's 11 years as an independent state. Also, Kazakhstan has new leasing laws and there are over 15 private and public leasing agencies that are ready to purchase new and used agricultural equipment for lease.

Given this political support, there are certain opportunities for Canadian exporters of agricultural equipment and machinery in Kazakhstan. It is important to note that Canadian equipment is preferred over European machinery since the soil and climate conditions of Western Canada are identical to that of North Kazakhstan. In addition, with the strong Euro, Canadian equipment is very competitive.

Nearly 85% of the machinery currently being used in Kazakhstan

needs to be replaced. There is a market for tractors, combines, seeders, sprayers, and grain storage, cleaning and drying equipment. Kazakhstan is the third largest market for air seeders behind the United States and Canada.

The Trade Section of the Canadian Embassy in Almaty is following these developments closely, and provides information on this market, key contacts and local company information to Canadian agricultural machinery suppliers who are interested in doing business in Kazakhstan.

Accessing this market

Do your research. The Trade Commissioner Service has recently published the *Agricultural Technology and Equipment Sector Profile* on the Virtual Trade Commissioner (VTC). The report contains a market overview, outlines opportunities and key players, and provides a key contacts list. To register for the VTC, go to www.infoexport.gc.ca/registration/CCRegistration.jsp?lang=en. Registration takes only 10 minutes.

Also, be sure to attend **AgroProdExpo 2004**, Kazakhstan's local agricultural machinery trade show to take place from October 28 to 30, 2004, in Astana.

For more information, contact Ada Terechshenko, Canadian Embassy in Almaty, tel.: (011-7-3272) 501-151/52-3, e-mail: ada.terechshenko@dfait-maeci.gc.ca.

Canada soars at Asian Aerospace 2004

Asian Aerospace is the largest trade show of its kind in the Asia-Pacific region. The trade show and parallel conferences took place in February 2004 in Singapore, Southeast Asia's transportation hub. This biennial event attracted over 750 exhibitors from 33 countries, with business deals announced at the show totalling \$4.6 billion.

Canada's Senior Trade Commissioner in Singapore, Steven Gawreletz, was very pleased by Canada's increased profile at the show. "This show is a key platform for Canadian companies to access the growing aerospace markets in Asia," said Gawreletz. "We were happy to see such a dynamic group of Canadian companies actively participating and achieving success."

Canadian exhibitors were well positioned to take advantage of the approximately 25,000 trade visitors that attended the show from some 80 countries. A total of 19 Canadian participants exhibited at the Canadian pavilion, with estimated potential sales of over \$400 million over the next 12 months as a result of their attendance at the show.

"Asian Aerospace 2004 provided our company with an excellent venue to meet with many of our customers in the region and make a number of new contacts," said Robert Atac, Vice-President of Military Aviation at Montreal's **CMC Electronics**.

Ron Kane, Vice-President of the Aerospace Industries Association of Canada (AIAC), added "This show served as an important venue for showcasing our industry's leading edge technologies, products and services in a market that has significant growth potential over the coming decade."

Aerospace strategy planned

On the margins of Asian Aerospace 2004, trade commissioners from six Southeast Asian countries met to form a regional aerospace and defence



An aircraft viewing area at Asian Aerospace 2004

team. This team, which is committed to working together to better serve their clients in the region, assembled to plan a regional strategy for the aerospace industry and to facilitate information flow across Canada's posts across Southeast Asia. They were also joined by trade officers from China and Japan.

"I believe in these meetings as they demonstrate our commitment to place our clients' interests and needs at the centre of our work," said Gawreletz. "The new team will not only help

promote the excellent opportunities in Southeast Asia, but will also contribute to improving our high quality service."

The team is moving forward with plans to organize outreach in Canada, collaborate on regional studies and develop marketing tools. "I am excited about this team," said Bob McCubbing, Trade Commissioner in the Philippines. "By working together, we become more

effective, allowing us to improve client service and get the most out of our resources."

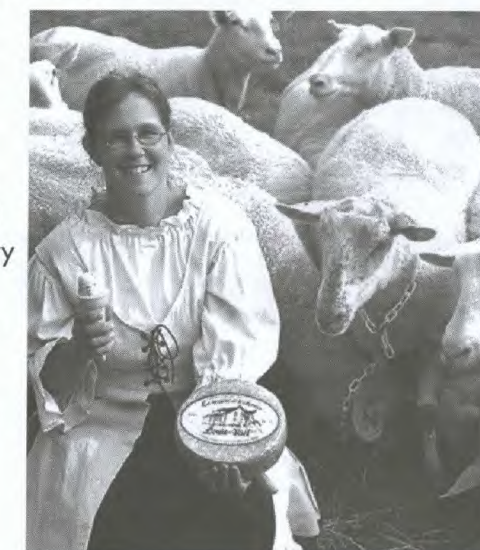
For more information, contact the Canadian High Commission in Singapore, tel.: (011-65) 6325-3200, e-mail: spore-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/sg.

Quebec to host sheep congress

QUEBEC CITY — July 17-24, 2004 — The seventh **World Sheep and Wool Congress (WSWC)** takes place every three years and is a gathering of the world's producers and players in the sheep industry. This unique event welcomes 3,000 participants from 15 countries.

The congress will include an exhibition, an agricultural fair and a selection of wide-ranging recreational activities. As well, there will be plenary sessions and numerous workshops, which will serve as a forum for sharing new information on sheep production.

For more information, contact WSWC 2004, tel.: (418) 832-9922, fax: (418) 832-5511, e-mail: wswc2004@bellnet.ca, Web site: www.worldsheep.com.



ADVANCED MANUFACTURING TECHNOLOGIES

JAKARTA, INDONESIA — September 8-11, 2004 — **Manufacturing Indonesia** is an international machinery, equipment, materials and services exhibition. **For more information**, contact the Canadian Embassy in Jakarta, tel.: (011-62-21) 525-0709, fax: (011-62-21) 571-2251, e-mail: jkrta-td@dfait-maeci.gc.ca, Web site: www.dfait-maeci.gc.ca/jakarta.

AGRICULTURE & AGRI-FOOD

BANGKOK, THAILAND — September 15-17, 2004 — **Food Ingredients Asia 2004** has become the number one trade show in the food ingredients market in Southeast Asia. **For more information**, contact the Canadian Embassy in Bangkok, tel.: (011-66-2) 636-0540, fax: (011-66-2) 636-0568, e-mail: bngkk-td@dfait-maeci.gc.ca, Web site: www.dfait-maeci.gc.ca/bangkok.

SAO PAULO, BRAZIL — August 31 - September 2, 2004 — **Food Ingredients South America** is Brazil's international trade fair for food industry technology and solutions. **For more information**, contact Marcio Francesquine, Business Development Officer, Canadian Consulate in Rio de Janeiro, tel.: (011-55-21) 543-3004, fax: (011-55-21) 275-2195, e-mail: rio@dfait-maeci.gc.ca, Web sites: www.canada.org.br or www.fisa.com.br.

BUILDING PRODUCTS

BEIJING, CHINA — September 27-30, 2004 — The **China International Floor Coverings and Carpet Fair** attracts distributors, importers, retailers, designers and architects from China and Asia. **For more information**, contact the Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, fax: (011-86-10) 6532-4072, e-mail: beijing-td@dfait-maeci.gc.ca, Web site: <http://floor.ciec-exhibition.com.cn>.

HELSINKI, FINLAND — September 29 - October 3, 2004 — **FinnBuild 2004** is an international building and building services fair. **For more information**, contact the Canadian Embassy in Finland, tel.: (011-358-9) 22-85-30, fax: (011-358-9) 60-10-60, e-mail: hsnki-td@dfait-maeci.gc.ca, Web sites: www.canada.fi or www.finnexpo.fi.

ENVIRONMENTAL INDUSTRIES

SYDNEY, AUSTRALIA — September 5-9, 2004 — The **2004 World Energy Congress** will focus on energy industry sustainability, opportunities and challenges. **For more information**, contact Robert Gow, Commercial Officer, Canadian High Commission in Sydney, e-mail: robert.gow@dfait-maeci.gc.ca, Web site: www.tourhosts.com.au/energy2004.

HEALTH INDUSTRIES

CAPE TOWN, SOUTH AFRICA — September 5-8, 2004 — The **International Traffic Medicine Congress** focuses on health and medical services, transport and storage. **For more information**, contact the Canadian High Commission in Johannesburg, tel.: (011-27-11) 442-3130, fax: (011-27-11) 442-3325, e-mail: jobrg@dfait-maeci.gc.ca, Web site: www.canada.co.za.

ICT

MUNICH, GERMANY — October 18-22, 2004 — **Systems 2004** is the leading business-to-business trade fair for IT, media and communications. **For more information**, contact Brian Young, Vice-Consul, Canadian Consulate in Munich, tel.: (011-49-89) 21-99-57-0, fax: (011-49-89) 21-99-57-57, e-mail: brian.young@dfait-maeci.gc.ca, Web site: www.systems-world.de.

MULTI-SECTOR

DUBAI, U.A.E. — September 14-16, 2004 — **Private Label Middle East** brings together a regional audience of buyers and decision makers who are looking for manufacturers and suppliers that can help in creating their own label and private branded products. **For more information**, contact Venky Rao (organizer's representative), tel.: (905) 896-7815, e-mail: venkyrao@rogers.com, Web site: www.channelsexhibitions.com.

SERVICE INDUSTRIES

HYDERABAD, INDIA — October 14-17, 2004 — **GETEX**, the Global Education and Training Exhibition, is the only international exhibition for student recruitment, training and manpower development in South India. **For more information**, contact Venky Rao (organizer's representative), tel.: (905) 896-7815, e-mail: venkyrao@rogers.com. ❖

Enquiries Service

International Trade Canada's and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters.

Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; or Web site: www.dfait-maeci.gc.ca.

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