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v. 22
April 1,
2004
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Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada



More dynamic than ever

Africa's emerging economies on the move

Ever increasing numbers of Canadian companies are discovering the wealth of opportunities that exist in sub-Saharan Africa. With an average return on foreign investment among the highest in the world, exporters and investors want to see what Africa has to offer.

Positive change

The last five years have seen distinct improvements in the stability and democratization of Africa. Angola, having emerged from a 27-year civil war, is considered one of the markets to watch, in no small part because of its vast untapped oil reserves. Peace talks are underway to end Sudan's 20-year war. Nigeria, with the largest population on the continent, has had two consecutive democratically-elected governments and constitutes a market of immense purchasing potential for

continued on page 5 — Africa on the move

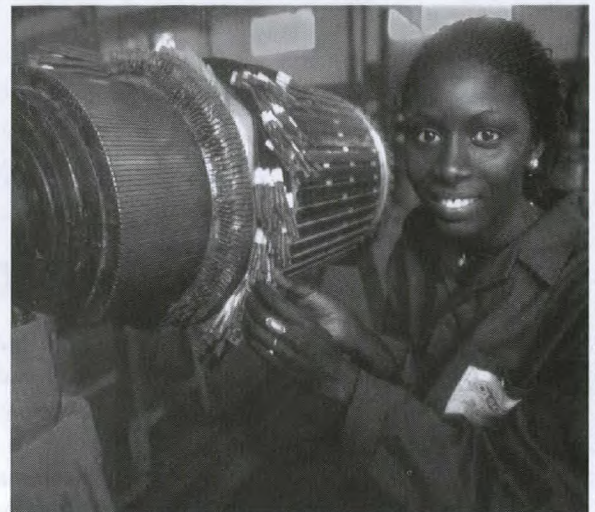


Photo: CIDA-ACDI / Pierre St-Jacques

A technician trains in one of three plants Quebec-based Dubé International set up in co-partnership in Senegal: an example of Canadians doing business successfully in sub-Saharan Africa.

Getting the right export advice

The Internet and other global trends have helped create an international marketplace that is not limited to geographic area or company size. While this offers tremendous opportunities for smaller exporters, these businesses frequently lack the network of firms and individuals that is available to larger businesses.

So whether a small business wants to export to the U.S. or further afield, the need for timely, practical advice is critical. Not surprisingly, many owners and operators turn first to a business advisor, who in many instances has been an important part of

the operation since its start-up. While this is always a sound strategy, soliciting any advice on how to run your business—whether from peers, mentors, accountants, lawyers or management consultants—must be approached with due diligence on your part.

Let's consider accountants. First, accountants, like many other professionals, often concentrate on a particular field. Some specialize in personal or business taxation, some are more closely involved with managing the books and audits, while others take a much broader view of business

continued on page 5 — Export advice

CanadaExpo

Vol. 22, No. 6
April 1, 2004

K 2004 in Dusseldorf

Fresh ideas at plastics and rubber show

DUSSELDORF, GERMANY — October 20-27, 2004 — For over half a century, the **K** show has been the world's leading meeting place for the plastics and rubber industries. Every three years, exhibitors and visitors from all continents gather in Dusseldorf to explore the latest developments in this sector.

Messe Dusseldorf, the show's organizer, is preparing to receive over 2,500 exhibitors from over 50 countries. Exhibitors will showcase raw materials, auxiliaries, semi-finished products, technical parts, reinforced plastics as well as machinery and equipment. The show will feature global players and small-scale specialists, market leaders and a collection of dynamic newcomers.

The show attracts a large number of developers, designers and manufacturing specialists from key sectors. Experts in automotive and electrical engineering, packaging, electronics and communications, construction,

medical technology and aerospace have a unique opportunity to see first-hand the latest applications and future trends for plastics and rubber.

In 2001, the show attracted 228,000 visitors from over 100 countries. This included over 1,500 Canadian visitors. Typically, about half of the Canadian companies at the show exhibit in the Canadian pavilion, offering advantages in both cost and visibility.

For more information, contact Jens-Peter Otto, Commercial Officer, Canadian Consulate in Dusseldorf, tel.: (011-49-211) 172-17-37, fax: (011-49-211) 35-91-65, e-mail: jens-peter.otto@dfait-maeci.gc.ca, or Stefan Egge, Representative for Messe Dusseldorf in Canada, c/o the Canadian-German Chamber of Industry, tel.: (416) 598-1524, fax: (416) 598-1840, e-mail: messedusseldorf@germanchamber.ca, Web site: www.k-online.de. ★

Managing Editor: **Yen Le**
Editor: **Michael Mancini**

Circulation: **55,000**
Telephone: **(613) 992-7114**
Fax: **(613) 992-5791**

E-mail: canad.export@dfait-maeci.gc.ca
Web site:
www.dfait-maeci.gc.ca/canadexport

CanadExport is published twice monthly by the Department of Foreign Affairs and International Trade's (DFAIT) Communications Services Division.

ISSN 0823-3330

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Publications Mail Agreement Number: **40064047**

Return undeliverable Canadian addresses to:
CanadExport (BCS)
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CanadExport

IBOC trade lead

SRI LANKA — Canadian suppliers of hydro and solar power equipment and other passive energy systems are invited to submit tenders to the Government of Sri Lanka.

With the assistance of the World Bank and the Global Environment Facility, the Sri Lankan government has established the Renewable Energy for Rural Economic Development (RERED) Project. RERED will provide access to electricity in rural areas and expand the commercial provision and use of electricity generated from renewable resources. The project aims to: provide 100,000 households with access to electricity through solar home systems and independent min-grids fed by micro hydros, wind and biomass generators; electrify 1,000 small and medium rural enterprises through renewable energy resources; and add 85 megawatts capacity through grid-connected renewable energy power

plants. The deadline to submit is December 31, 2004.

For more information, contact Shyama Suraweera, Trade Officer, Canadian Embassy in Colombo, quoting case number 040219-00826, fax: (011-94-1) 68-70-49, e-mail: shyama.suraweera@dfait-maeci.gc.ca. ★

Get connected to international business opportunities!

To get trade leads in your sector from the International Opportunities Business Centre (IBOC), register for the Virtual Trade Commissioner at www.infoexport.gc.ca—the only way to learn about IBOC's e-leads.

Also, go to IBOC's Web site at www.iboc.gc.ca and click on "Success Stories" to read about how IBOC has matched Canadian companies with foreign buyers. ★

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INFORMATION AND SERVICES**

Are you a Canadian **business association, industry association** or **economic development agency** that helps Canadian companies do business in international markets? Are you looking for the latest

industry-specific information on foreign markets? Would you like to advise your members and clients about foreign business leads? Maybe you need to contact trade commissioners in a foreign market to help organize a trade mission? If you answered "yes" to any of these questions, then register now as a **partner-client** for a Virtual Trade Commissioner — a key tool in helping your member companies and clients succeed in international markets.

To receive your personalized Virtual Trade Commissioner, **register** as a **partner-client** of the Trade Commissioner Service at www.infoexport.gc.ca



Team Northern Ontario goes to Chicago

A Team Northern Ontario (TNO) trade mission to Chicago took place in late February 2004, and featured 20 companies from across Northern Ontario. The companies looked to sell northern products and services, obtain distribution agreements and other business opportunities.

Carmen Provenzano, Member of Parliament for Sault Ste. Marie, led the mission on behalf of Joe Comuzzi, Minister of State for FedNor, and expressed satisfaction with initial accomplishments that included two signed agreements. "We went into this mission with heightened expectations and a great deal of optimism," said Provenzano. "If the results at the close of this mission are any indication, that optimism was well-founded."

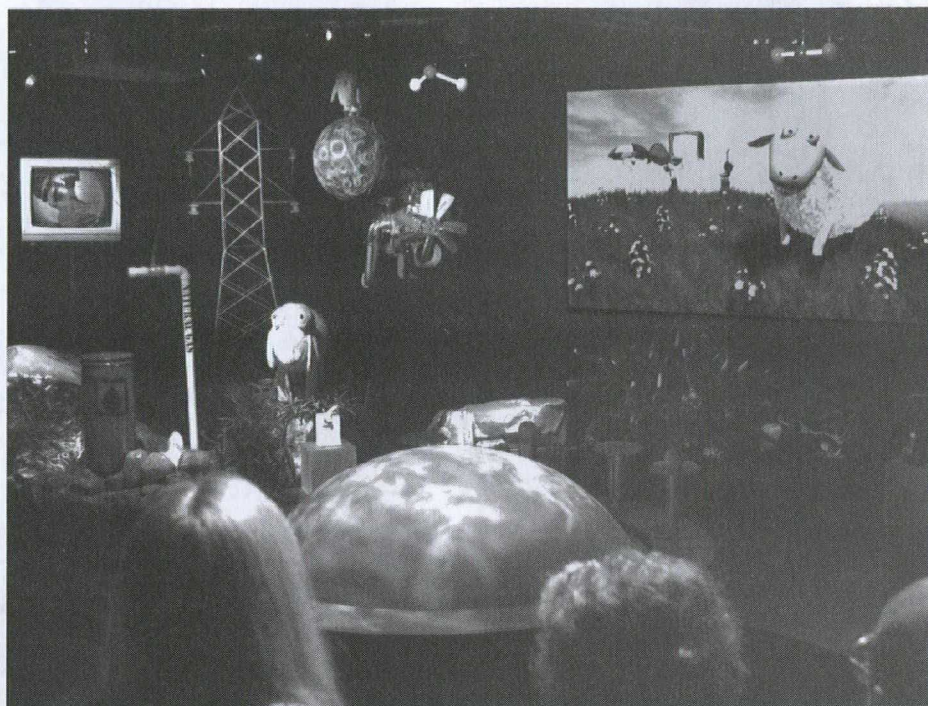
Among the early successes were Sudbury-based **Science North Enterprises'** agreements with Chicago's Peggy Notebart Nature Museum and the Milwaukee Public Museum in Wisconsin to lease the new exhibit *The Climate Change Show*, object theatre that underlines the challenge of climate change in a lighthearted way. The deals are valued at \$240,000.

Fourteen of the companies participated in well over 80 meetings with U.S. companies. Delegates also took part in meetings with trade show visitors and exhibitors, and they attended new exporter training sessions sponsored by the Canadian Consulate in Chicago.

Export USA Calendar

For information about:

- trade missions to the U.S.
 - seminars on the U.S. market
- Visit the Export USA Calendar at: www.dfait-maeci.gc.ca/can-am/export.



The Climate Change Show, Sudbury-based Science North Enterprises' object theatre exhibit

The mission also tied into the annual National Manufacturing Week Trade Show, which is the premier manufacturing fair in North America, with six integrated conferences and exhibitions. It features the latest in design, engineering, manufacturing and innovation. Last year, the show attracted some 1,500 companies that presented their products and services to over 30,000 attendees from 48 states and 28 countries. A TNO pavilion showcased the products and services of the delegation and other Northern Ontario companies and organizations.

FedNor goes the distance

This was the third TNO trade mission supported by FedNor, which played a central role in its success. Launched in 1987, FedNor's mission is to promote economic growth, diversification, job creation and sustainable, self-reliant communities in Northern Ontario, by working with community partners and other organizations to improve small business access to capital, information

and markets. FedNor, which works with the TNO Trade Network, the Government of Ontario, Community Futures Development Corporations and small and medium-sized enterprises (SME), financially supported two previous Northern Ontario trade missions to the U.S.—one to Atlanta in June 2002, and the other to Detroit in June 2003.

This mission was a unique business development opportunity for qualified northern SMEs to learn from trade experts about the U.S. manufacturing and Midwest markets, important tips on exporting and the business of getting goods and services across the border. As a result of this four-day mission, several companies are working on distribution agreements for their products with U.S. companies.

For more information about the mission, go to <http://fednor.ic.gc.ca> and www.teamnorthernontario.com, or contact the Canadian Consulate General in Chicago, tel.: (312) 616-1860, e-mail: chcgo@dfait-maeci.gc.ca.

Africa on the move — continued from page 1

savvy exporters. Kenya and Ghana have also peacefully transferred power to democratically-elected opposition parties and are stepping up efforts to attract investment.

These developments come as African states spearhead the New Partnership for African Development (NEPAD). This partnership seeks to eradicate poverty, place African countries on a path of sustainable growth and development, halt the marginalization of Africa in the globalization process, enhance its full integration into the global economy and accelerate the empowerment of women.

Open for business

With this renewed commitment to Africa, international financial institutions and development agencies are returning to the continent, and bringing with them lucrative contracts. The World Bank's International Development Association (IDA) commitments to sub-Saharan Africa, for example, reached \$3.7 billion in 2003. The upward trend is projected to continue, with 50% of IDA resources to be directed to Africa.

In many ways, the Government of Canada is working to assist companies

wishing to do business in Africa. Trade commissioners in Ottawa are reaching out to firms across the country to acquaint them with opportunities on the continent. And commercial staff at Canada's 18 diplomatic missions can assist exporters to find markets for their products, locate key contacts, and help ascertain the bona fides of potential partners. More information can be found on the Canadian Trade Commissioner Service Web site at www.infoexport.gc.ca.

Canada highly regarded

Canadian companies have traditionally had great success in the resource extraction sectors and have earned a good reputation in many African countries. Nowadays, Canadian companies are making a name for themselves in other

To read more about Canada and Africa, see Issue 21 of **Canada World View**, the Department of Foreign Affairs and International Trade's quarterly foreign policy magazine, on-line at www.dfait-maeci.gc.ca/canada-magazine.

industries as well, such as Africa's emerging information technology (IT) sector. From designing Botswana's national IT strategy to providing Internet access to Nigeria's rural areas, Canadian firms of all sizes are achieving success.

Ottawa-based **Canadian Bank Note Company**, which makes passports (including Canada's), identification cards and bank notes, among other things, is but one example of this success. Stephen Dopp, Canadian Bank Note Company Vice-President, noted that "African customers have shown a tremendous appreciation for Canadian technology. We have been successful in introducing cutting edge solutions in countries with limited infrastructure. These same customers return to us time and again because they know they can trust Canadian know-how."

The Department of Foreign Affairs and International Trade (DFAIT) would like to hear from export-ready businesses interested in exploring market prospects in Africa. For more information, contact DFAIT's Sub-Saharan Africa Trade Division, e-mail: ggtt@dfait-maeci.gc.ca, tel.: (613) 944-6589, or go to www.ccafrica.ca.

Export advice — continued from page 1

development strategy. So, if your accountant is also your business advisor, don't be reluctant to question his or her specific skills, knowledge, qualifications and experience. If he or she can't provide the expertise you are seeking, perhaps a colleague or partner can.

Many accounting firms can provide smaller businesses with a wide range of services to assist or expand their export business, including international tax planning, transfer pricing, sourcing

funds, feasibility and business case analysis. They can review and make recommendations on many of the areas that need to be investigated when starting to export: your export goals, entry and pricing strategy, cash flow management, projected costs, financing options and tax issues.

Many business owners don't just rely on their own instincts and knowledge when expanding abroad. By turning to a business advisor, like an accountant, they often are

able to confirm an overall planning, pricing and financing strategy, as well as pick up some new ideas.

Export Development Canada (EDC) helps Canadian businesses expand their sales internationally and ensures they get paid for them. A Crown corporation, EDC provides trade finance and credit insurance services for its Canadian clients, 90% of whom are small and medium-sized enterprises. For more information, contact EDC at 1 800 850-9626, or go to www.edc.ca/smallbusiness.

Ecuador: more than just the Galapagos

To those who are familiar with this tiny country located on the Equator between Colombia and Peru, the name conjures up images of exotic flora and fauna and the marvels of the Galapagos Islands. However, few are aware of the tremendous business opportunities that exist in Ecuador.

Over the last four years, Ecuador's political situation has stabilized and the country has seen a strong economic recovery. In fact, Ecuador's macroeconomic figures now satisfy even the toughest economic critics, like the International Monetary Fund, which has recently awarded the country a US\$200 million line of credit.

The Canadian Embassy in Ecuador has been monitoring this recovery and has been working to ensure that Canadian companies get in on the action as soon as possible. Leading the way has been the recent Canadian-led project to construct a 512-kilometre oil pipeline that connects Ecuador's western oil-producing region with its coast. The pipeline rises to 6000 metres, ends at sea level and spans 17 provinces. In addition to the pipeline

project, the embassy is working with Canadian firms on two large infrastructure projects: a new international airport and the modernization and overhaul of three oil refineries.

Ecuador's potential has not escaped the Canadian Commercial Corporation (CCC), which has picked Ecuador to be its test market in South America. Indeed, Hugh O'Donnell, CCC's Executive Vice-President, has visited Ecuador no fewer than 10 times in the last few years to meet contacts and pursue various opportunities.

Of course, there is plenty of room for other Canadians in this market. Canadian companies enjoy the reputation of being providers of high-quality and high-technology products and services, and are frequently sought after by Ecuadorian companies as partners and suppliers.

Hot sectors in Ecuador

The Canadian Embassy in Ecuador has identified the following sectors as offering the best opportunities to Canadian firms:

Oil and Gas: Ecuador's oil reserves total 6.175 billion barrels, and some 20% of these reserves lie in an

untapped oilfield. Currently, several Canadian companies are carrying out oil exploration and production on concessions in northeastern Ecuador. Overall, the new pipeline has created demand for a wide assortment of equipment. In fact, the country has only recently started to tap into its natural gas reserves.

Mining: Although the mining sector has not been developed at an industrial level, recent studies and current activity confirm that Ecuador is an untapped market with significant mining resources.

Electricity: Opportunities abound in the Ecuadorian power distribution and generation markets. Ecuador is working to privatize the management of its 17 state-owned electricity providers and has developed a priority list of hydro generation projects.

Telecommunications: Ecuador relies entirely on imports to supply the domestic market. Recent regulatory reforms have permitted the entrance of a third mobile service provider, further driving competition in this sector.

Environment: There are a large number of business opportunities in water and solid waste treatment, emission reduction, waste collection, environmental studies, services related to oil and gas industries and alternative sources of energy.

Quito Airport: In September 2002, a Canadian consortium was selected to construct and operate the new Quito International Airport. The project will require an estimated investment of US\$350 million.

For more information, contact Mark Richardson, Trade Commissioner, Canadian Embassy in Quito, tel.: (011-5932) 223-2114, fax: (011-5932) 250-3108, e-mail: quito-tc@dfait-maeci.gc.ca, Web site: www.quito.gc.ca. 🌟



Quito, Ecuador

The Caspian's black gold

Kazakhstan taps into massive oil and gas deposits

For many years, the main treasure of Kazakhstan's part of the Caspian Sea has been its sturgeon population—the major source of the world's caviar. Now, however, oil and gas are bringing big business to the area too.

Most of Kazakhstan's present production of oil comes from onshore reserves in the western part of the country. Almost all of world's largest oil and gas companies have a presence in Atyrau, the country's oil and gas capital. The areas around the cities of Aktau on the Mangistau Peninsula on the eastern shore of the Caspian Sea, and Aksai in the north, close to the Russian border, are also the location of well-known oil and gas deposits. There are also several very large offshore deposits in the northern part of the Caspian Sea, such as Kalamkas or Kurmangazy.

However, the most famous, and probably the largest, is the huge North Kashagan formation, discovered only a few years ago. With estimated reserves of up to 12 billion barrels of oil, this deposit is believed to be the world's largest offshore discovery in the past 30 years. All the more reason for Canadian companies to get involved.

Digging for opportunities

There are many ways that Canadian companies can explore the Kazakhstan market:

- Establish a direct contact with large operators, such as Agip KCO, TCO or Karachaganak. Although these companies have their own internal procedures, many contracting and procurement decisions are made by local content units located in Kazakhstan, as well as international offices.
- Sell to international companies, such as PetroKazakhstan, that have their own procurement departments, or to large sub-contractors like Parsons Fluor Daniel, Baker Hughes, Halliburton or Parker Drilling. Again, procurement procedures at these companies may also be subject to local content regulations.
- Partner with a reliable and trustworthy local company. Over the past several years, the Kazakhstani government has been actively pursuing the development of local oil and gas support services and industries. Foreign companies have been encouraged to use local products and labour as much as possible. Having a partnership with a local firm can help Canadian companies become eligible to compete in tenders on equal terms with local companies.
- Sell directly to KazMunayGas (KMG), the national oil and gas operator. Under the Program for Development of the Caspian Sea Region, KMG will hold at least 50% in all future oil and gas projects with foreign companies, whether onshore or off. The company will likely favour projects and proposals that are able to address the local content issue.
- Attend industrial shows and exhibitions, such as the Kazakhstan International Oil and Gas Exhibition (KIOGE), held in Almaty in October each year, or the North Caspian Oil and Gas Exhibition, held in Atyrau in April. KIOGE is the major oil and gas show in Central Asia. For more information, interested companies can contact the Canadian Embassy in Almaty (see below for contact information).
- Participate in trade missions organized by Canadian provincial organizations such as Alberta Economic Development (AED). AED is planning a trade visit to Kazakhstan, tentatively scheduled for May 2004. Interested companies should contact Shaun de Bruijn, Alberta Trade Development Officer, e-mail: shaun.debruijn@gov.ab.ca.
- Attend special activities and seminars on oil and gas development in Central Asia and Kazakhstan, such as those organized by the Canada Eurasia Energy & Industry Alliance (CEEIA). For more information, go to www.ceeia.org.
- Register with the Department of Foreign Affairs and International Trade's free Virtual Trade Commissioner at www.infoexport.gc.ca/registration/CCRegistration.jsp.

For more information, contact the Trade Section at the Canadian Embassy in Kazakhstan, tel.: (011-7-3272) 501-151, fax: (011-7-3272) 582-493, e-mail: arthur.iralin@dfait-maeci.gc.ca. 🌟



AEROSPACE & DEFENCE

PARIS, FRANCE — June 14-18, 2004 — **EUROSATORY 2004** is an international exhibition for land and land-air defence. **For more information**, contact Guy Ladequis, Commercial Officer, Canadian Embassy in Paris, e-mail: guy.ladequis@dfait-maeci.gc.ca, or Elizabeth Veauvry-Charron, Promosalons Canada, e-mail: eveauvrycharron@promosalons.com, Web site: www.eurosatory.com.

AGRICULTURE & AGRI-FOOD

BEIJING, CHINA — June 2-6, 2004 — The **2004 China International Wine and Technology Exposition** is the biggest professional wine exposition in China. **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: www.beijing.gc.ca, or Chen Yuanyuan, e-mail: ChinaWineExpo@163.com, Web site: www.ChinaWineExpo.com.

SÃO PAULO, BRAZIL — June 15-19, 2004 — **FEICORTE** is one of Brazil's leading livestock fairs and will include a Canadian pavilion. **For more information**, contact Marcio Francesquine, Business Development Officer, Canadian Consulate General in Sao Paulo, tel.: (011-55-11) 5509-4321, fax: (011-55-11) 5509-4317, e-mail: infocentre.brazil@dfait-maeci.gc.ca, Web site: www.feicorte.com.

BIO-INDUSTRIES

JEDDAH, SAUDI ARABIA — May 10-12, 2004 — **Saudi Bio 2004** is an international biotechnology conference that will attract over 1000 researchers, investors, business people and exhibitors from around the world. **For more information**, contact Ezzeldin Ibrahim, King Faisal Specialist Hospital and Research Centre, e-mail: ezzibrahim@kfshrc.edu.sa, or Rasha Serry, Commercial Officer, Canadian Embassy in Riyadh, e-mail: rasha.serry@dfait-maeci.gc.ca, Web site: www.saudi-bio2004.com.

BUILDING PRODUCTS

BEIJING, CHINA — August 3-6, 2004 — Don't miss the **2004 Olympic Building Materials Exposition**. **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: www.beijing.gc.ca.

CONSUMER PRODUCTS

QINGDAO, CHINA — June 18-21, 2004 — The **China International Consumer Electronics Show** is among the best and largest of its kind in the Asia-Pacific region. **For more information**, contact Zhang Xiao-jie, Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, e-mail: xiao-jie.zhang@dfait-maeci.gc.ca, Web site: www.sinoces.com.

SHANGHAI, CHINA — July 9-11, 2004 — The **China Interactive Entertainment Expo 2004** is the most comprehensive entertainment and games industry event in China. **For more information**, contact Michelle Ng, Canadian Consulate General in Shanghai, tel.: (011-86-10) 6532-3536, e-mail: michelle.ng@dfait-maeci.gc.ca, Web site: www.ciexpo.com.

ENVIRONMENTAL INDUSTRIES

AMMAN, JORDAN — May 30-June 3, 2004 — Take part in the **International Water Demand Management Conference**. **For more information**, contact the Canadian Embassy in Amman, tel.: (011-962-6) 566-6124, fax: (011-962-6) 566-6124, e-mail: amman-td@dfait-maeci.gc.ca, or Hala Dahlan, Conference Manager, tel.: (011-962-5) 552-7893/5, fax: (011-962-5) 552-7894, e-mail: hdahlan@go.com.jo, Web site: www.wdm2004.org.

MOSCOW, RUSSIA — June 1-4, 2004 — **ECWATECH 2004** is an international congress and technical exhibition on water, ecology and technology. **For more information**, contact Sergei Malygin, President, Sibico International Ltd., tel.: (011-095) 975-5104, e-mail: s.malygin@sibico.com, Web site: ecwatech@sibico.com.

HEALTH INDUSTRIES

MINNEAPOLIS, MINNESOTA — June 23-25, 2004 — The first annual **Medical Alley MedEdge International Conference** is a trade fair featuring leading healthcare technologies, as well as the opportunity to share best practices and develop business relationships. **For more information**, contact Dana S. Boyle, Business Development Officer, Canadian Consulate General in Minneapolis, tel.: (612) 492-2916, e-mail: dana.boyle@dfait-maeci.gc.ca, Web site: www.mededgeinternational.com. 🍀

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