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## Turkey's agri-food market a horn of plenty

Over the past few years, Turkey has transformed itself into a dynamic, modern economy. Reforms that began in the 1970s, and reinvigorated after 1999, have propelled Turkey's economy from a rural to a modern, industrial one. It now ranks as the 21st-largest economy in the world, with a gross domestic product (GDP) of approximately \$345 billion.

With Turkey now in negotiations to join the European Union, the outlook for the future is even brighter. With GDP rising faster than the rate of population growth, GDP per capita is expected to reach \$6,300 by 2009, a level that permits consumers to exercise more choice and increase spending on foods of higher value and quality.

Demographic trends contribute to a positive outlook as well. Turkey has a population of some 73 million, with an annual growth rate of 1.48%. Half of its population is under 25 and 18% of the country's total population is between the ages of 15 and 24. The urban population, which was estimated at 34.4 million in 1990, is expected to reach 57.9 million in 2005, making up 79.5% of the total population.

### Growing agri-food market

Turkey has a large agri-food market; in 2004, imports were valued at \$5.4 billion and exports at \$3.9 billion. The country  
*see page 3 - Turkey's agri-food market*



Seeds for sale at Istanbul's Grand Bazaar, Turkey's largest covered market

## Arizona hot for Canadian business

During his recent visit to Arizona, Canada's National Science Advisor Dr. Arthur Carty, declared Canada ready to do business in the 'Grand Canyon State.' The purpose of his first trip to Tucson was to explore opportunities for research collaboration and innovation commercialization between Canada's research centres and the University of Arizona, the leading research institution in the State.

The visit was also an ideal occasion to promote Canada as a leading knowledge-creating society focussing on its research

capabilities and to build on the six-year relationship in optics and photonics research between the University of Arizona and Ottawa's Carleton University.

The University of Arizona is a world leader in optics, astronomy, lunar and planetary research and is one of the nation's leading centres of research in biomedical science

*see page 5 - Arizona hot for Canadian business*



International Trade  
Canada

Commerce international  
Canada

Canada

## Fishing for business at Conxemar 2006

**Vigo, Spain, October 3-5, 2006** > Catch the next wave at **Conxemar 2006**, a major international frozen seafood exhibition. Last year's edition was a big success as 33,000 visitors from 70 countries attended.

A total of 12 Canadian companies were part of Conxemar 2005. As in previous years, there was strong representation from East Coast Canadian companies which exhibited high-end products like lobster, snow crab and scallops. Each year, a growing number of West Coast Canadian companies display popular products like Canadian wild salmon, and less well-known ones like Pacific halibut, octopus, white tuna, black cod and pink shrimp.

Exhibitors were satisfied with results from last year, and the majority of them intend to participate in the next event. Furthermore, the governments of New Brunswick and Newfoundland and Labrador have shown a strong interest in attending this year.

Canadian participation in Conxemar is the result of a partnership between Fisheries and Oceans Canada, Agriculture and Agri-food Canada, the Canadian embassies in Spain and Portugal, and most importantly, Canadian companies. In fact, Conxemar has become an indispensable event for the implementation of Canada's national fisheries policy.

**For more information**, contact Marc Lionel Gagnon, Canadian Embassy in Spain, tel.: (011-34-91) 423-3228, fax: (011-34-91) 423-3252, email: marc.l.gagnon@international.gc.ca.

## Russian telecom fair a 'big show for a big market'

**Moscow, Russia, May 10-13, 2006** > Canadian exporters are sure to benefit from participating in **Sviaz Expo Comm 2006**, Russia's largest international exhibition and conference for communications technologies.

Last year, some 70,000 visitors attended the exhibition. Ten Canadian companies were among the 870 exhibitors and they reported excellent results. This year, over 800 exhibitors have already signed up, 30% of which are international companies.

In 2004, Russia spent nearly \$2.6 billion on telecommunication equipment, of which \$1.8 billion was imported. Furthermore, in 2005, it is estimated that total telecom services revenues in Russia reached \$26 billion, a 30% increase over 2004, with just over half of this going to mobile operators.

The following technologies are of particular interest in the Russian market:

- **Technology for long-distance voice and data:** Ten companies have been awarded new long-distance licenses;
- **Broadband data communications:** Operators are building high-capacity networks to offer bundled services;
- **Satellite communications**, particularly for corporate communications; and
- **Wireless telephone technology**, particularly for the GSM standard.

Canadian exporters interested in procuring booth space at the show may wish to contact the organizer, E. J. Krause, directly at [www.ejkrause.com/events/3206.html](http://www.ejkrause.com/events/3206.html) for more details.

**For more information**, contact Steven Goodinson, Canadian Embassy in Moscow, email: [steven.goodinson@international.gc.ca](mailto:steven.goodinson@international.gc.ca), or Karel Anctil, International Trade Canada, email: [karel.anctil@international.gc.ca](mailto:karel.anctil@international.gc.ca), website: [www.expocomm.com/moscow](http://www.expocomm.com/moscow).

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## Turkey's agri-food market - from page 1

is also an exporter of agricultural and farm products. In 2004, Canada exported \$52 million worth of agri-food products to Turkey, including wheat, lentils, eggs, tobacco and chicken.

Consumer expenditures on food in Turkey exceeded \$55 billion in 2004, representing an increase of 13% over the previous year. The market for packaged and processed food is emerging and exceeded \$21 billion in 2005, an increase of 4.7% over 2004. Euromonitor International forecasts that sales of packaged food in Turkey will reach \$27.8 billion by 2009, increasing by 28% in 2004. Sales of chilled and processed foods will lead the growth, followed by confectionery, sweet and savoury snacks, oils and fats, ice cream, dairy products, spreads, sauces, frozen and baby foods. Sales of chilled and processed foods are expected to increase at an average annual growth rate of 6.4% from 2005 to 2009.

Sales of alcoholic beverages are increasing as well. In 2004, sales reached \$7 billion, an increase of 56% over 2003. An increasingly younger population, a rising rate of urbanization, increased disposable incomes, and a greater interest in Western lifestyles have all played a role in the growth of alcoholic beverages. In fact, wine sales in 2004 increased by 37% over the previous year.

Another factor in the rising food market in Turkey is the growing tourism industry. Some 17 million tourists, mostly European, visited Turkey in 2004, generating more than \$14 billion in revenue. This sector is expected to reach \$27 billion in annual revenue within five years. Continued growth in the tourism sector has led to an increase in the number of foreign cuisine restaurants, both inside and outside of hotels.

The Turkish government is placing special emphasis on the food-processing industry and is taking measures to stimulate investment and technology transfer in this sector. As a result, the food sector is becoming very attractive for suppliers and foreign investors.

### Opportunities

Current Canadian agri-food exports to Turkey include grains and oil seeds, wheat (non-durum), lentils, fresh eggs, tobacco, live chicken and seafood. Expanding and emerging opportunities for Canadian agri-food exporters include grains and oil seeds, wheat (non-durum and durum), soybean and soybean residue, corn, pulses, processed foods, vegetable oils, gourmet seafood, sauces, wine, beer, blueberries, confectionery products, snacks, frozen food, baby food, pet food, bovine breeding and artificial insemination, seed potatoes and food ingredients for processing.

The Canadian-Turkish Business Council, with the assistance of the Canadian Embassy in Turkey, the Saskatchewan Trade and Export Partnership, International Trade Canada and Agriculture and Agri-food Canada, is planning an agri-food mission to Turkey from November 6 to 10, 2006.

**For more information** on market opportunities and the upcoming agri-food mission to Turkey, contact Sohrab Oshidar, Agriculture and Agri-food Canada, tel.: (613) 759-7693, fax: (613) 759-7506, email: [oshidars@agr.gc.ca](mailto:oshidars@agr.gc.ca), website: <http://ats.agr.ca>.

David Clendenning, International Trade Canada, tel.: (613) 996-4484, fax: (613) 944-0556, email: [david.clendenning@international.gc.ca](mailto:david.clendenning@international.gc.ca).

Catherine Gosselin or Can Ozguc, Canadian Embassy in Ankara, tel.: (011-90-312) 409-2773, fax: (011-90-312) 409-2715, email: [catherine.gosselin@international.gc.ca](mailto:catherine.gosselin@international.gc.ca).

Aida Viveiros, Canadian Manufacturers & Exporters and Canadian-Turkish Business Council Secretariat, tel.: (905) 672-3466, ext. 288, fax: (905) 568-8155, email: [aida.viveiros@cme-mec.ca](mailto:aida.viveiros@cme-mec.ca).

Tim Marshall, Saskatchewan Trade Export Partnership, tel.: (306) 787-2191, fax: (306) 787-6666, email: [tmarshall@sasktrade.sk.ca](mailto:tmarshall@sasktrade.sk.ca), website: [www.sasktrade.sk.ca](http://www.sasktrade.sk.ca).

## Cuddy Farms Invests in Turkey

In 2003, Cuddy Farms of Strathroy, Ontario, a global leader in the production of commercial turkey-hatching eggs and day-old poults, purchased a modern hatchery (below) near Bandirma, Turkey, to better serve Cuddy's Turkish customers and to supply emerging turkey markets in the Middle East and surrounding areas. Cuddy's commercial production will benefit from the rapid growth in turkey consumption that is expected over the coming years.



## NEW TO THE WORLD OF EXPORTING?

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We offer valuable advice on export financing, including information on costs and risks of entering and expanding in foreign markets.

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We provide recommendations for trade fairs and trade missions that match your company's needs.

Exporting can be challenging, but you don't have to go it alone. Register today for your Virtual Trade Commissioner at

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# 2005 Canada Export Awards Prix d'excellence à l'exportation canadienne

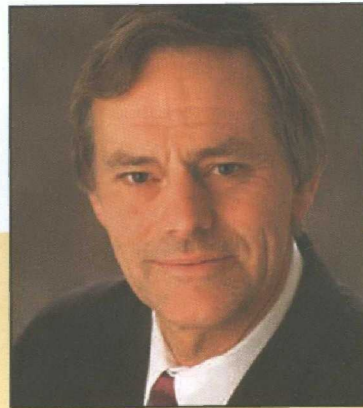
IN TODAY'S GLOBAL MARKETPLACE, it is critical for Canadian companies to compete on an international level. The 2005 Canada Export Awards celebrate Canada's best companies of the year and the individuals who drive their success. These companies have made significant contributions to Canada's economy and have built a niche for themselves in world markets. We salute this year's winners.

To learn more about the Canadian Trade Commissioner Service and how we can help your company succeed in international markets, visit [www.infoexport.gc.ca](http://www.infoexport.gc.ca).

SUR LES MARCHÉS MONDIAUX ACTUELS, il est essentiel que les entreprises canadiennes puissent se mesurer à leurs concurrents internationaux. Les Prix d'excellence à l'exportation canadienne 2005 rendent hommage aux meilleures entreprises canadiennes de l'année et aux individus qui sont à l'origine de leur réussite. Ces entreprises ont fait une contribution importante à l'économie canadienne et se sont taillé une place de choix sur les marchés mondiaux. Nous adressons nos félicitations aux lauréats de cette année.

Pour mieux connaître le Service des délégués commerciaux et apprendre comment nous pouvons aider votre entreprise à réussir sur les marchés internationaux, consultez [www.infoexport.gc.ca](http://www.infoexport.gc.ca).





**Dr. David R. Green**  
Ph.D., B.Eng.

**Founder and Chairman  
of the Board**

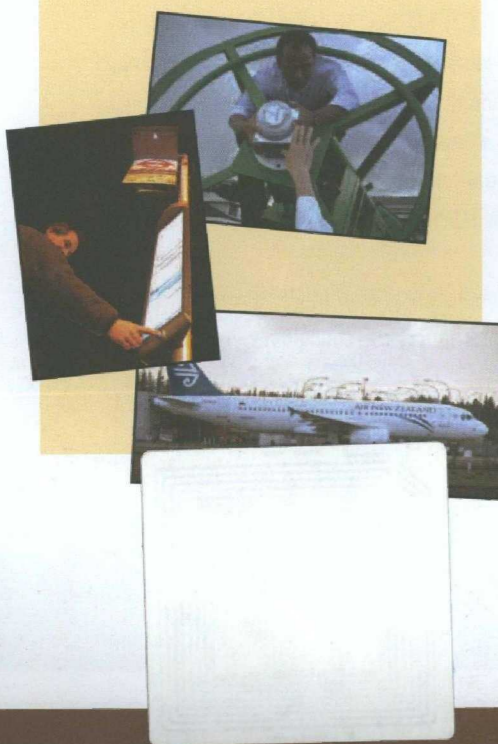
*Carmanah Technologies Inc.*  
Victoria, British Columbia

**M. David R. Green**  
Ph.D., B.Eng.

**Fondateur et  
président du conseil  
d'administration**

*Carmanah Technologies Inc.*  
Victoria (Colombie-Britannique)

[www.carmanah.com](http://www.carmanah.com)



## Exporter of the Year and Innovation Award

### Entreprise exportatrice de l'année et Prix d'excellence à l'exportation – Innovation

#### CARMANAH TECHNOLOGIES – SHINING BRIGHT AROUND THE WORLD

Carmanah Technologies, a leading integrator of renewable and energy-efficient technology solutions, has been named 2005 Exporter of the Year. The company, which produces products such as solar-powered light-emitting diode (LED) lighting, solar power systems, and LED-illuminated signage for use in such areas as airports and bus shelters, was also honoured with this year's Innovation Award.

In 2005, Carmanah was selected to supply 7,000 solar LED-illuminated bus stops to the United Kingdom's London Transport bus line, a major milestone in the company's expansion into the European market. Other relatively new markets for Carmanah include Australia and Asia. Currently, the company has branch offices and/or sales representation in 11 cities across Canada, the United States and the United Kingdom.

Carmanah has more than 250,000 installations in 110 countries, and helped light the way for the 2004 Olympic Games. In export markets, Carmanah's technology has resulted in improved safety, reduced costs and better energy efficiency. The company's products significantly reduce or eliminate the use of on-grid energy and they operate reliably year-round with little or no maintenance. They are also engineered to handle the world's most extreme environmental conditions.

#### CARMANAH TECHNOLOGIES – LA LUMIÈRE DE PAR LE MONDE

Carmanah Technologies, une entreprise qui se situe au premier rang de l'intégration de solutions d'énergie renouvelable et de technologies à faible consommation d'énergie, a été désignée Entreprise exportatrice de l'année. Fabricant de produits tels que les lampes à diode électroluminescente (DEL) alimentées par l'énergie solaire, les systèmes d'énergie solaire et les signaux lumineux DEL utilisés notamment dans les aéroports et les abribus, Carmanah Technologies a également obtenu le Prix d'excellence à l'exportation de cette année pour le volet innovation.

En 2005, on a confié à Carmanah la tâche de fournir 7 000 signaux d'arrêt d'autobus à DEL alimentés par l'énergie solaire sur les lignes d'autobus de London Transport au Royaume-Uni, ce qui représente un jalon important de son expansion sur le marché européen. L'Australie et l'Asie constituent aussi des marchés relativement nouveaux pour Carmanah. L'entreprise a présentement des succursales ou des bureaux de vente dans 11 villes du Canada, des États-Unis et du Royaume-Uni.

Carmanah compte plus de 250 000 installations dans 110 pays et a contribué à l'éclairage des Jeux olympiques de 2004. Sur les marchés d'exportation, sa technologie a permis d'améliorer la sécurité, d'abaisser les coûts et d'accroître l'efficacité énergétique. Les produits de Carmanah réduisent de façon importante ou éliminent le recours aux réseaux publics d'électricité et fonctionnent de façon sûre toute l'année, à peu près sans entretien. En outre, ils sont conçus de façon à résister aux conditions environnementales les plus rigoureuses de la planète.



**Mr. Bernie LeSage**  
President

*Global Thermoelectric Inc.*  
Calgary, Alberta

**M. Bernie LeSage**  
Président

*Global Thermoelectric Inc.*  
Calgary (Alberta)

[www.globalte.com](http://www.globalte.com)

## Emerging Markets Award and Lifetime Achievement Award

### GLOBAL THERMOELECTRIC – GENERATING NEW MARKET OPPORTUNITIES

Global Thermoelectric has more than 30 years of success as the world leader in supplying thermoelectric generators and remote power sources, capturing 95% of the global market and reaching 47 countries.

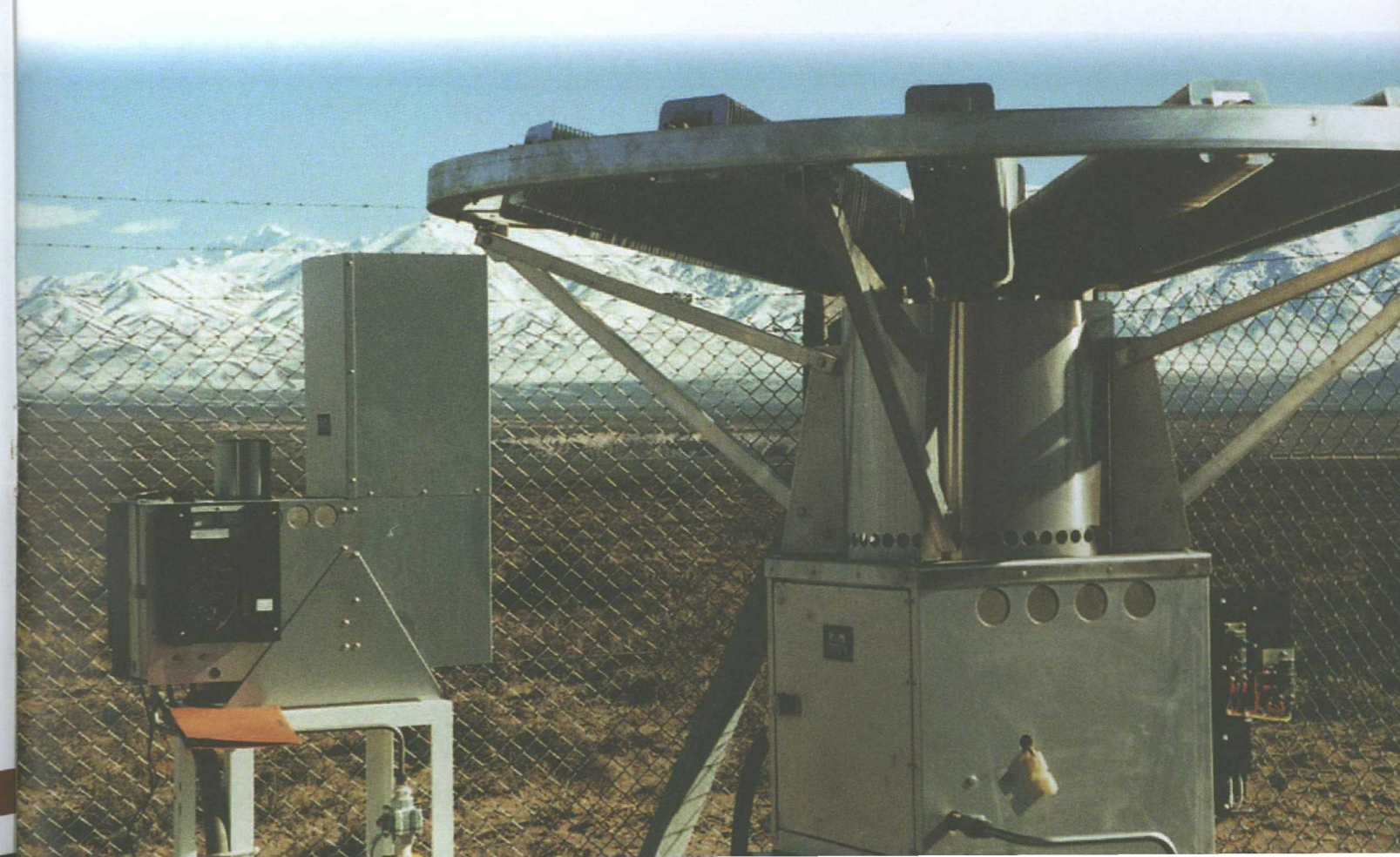
The company, which provides reliable, uninterrupted power for critical operations in remote locations, such as telecommunications, gas pipelines, gas wells and offshore platforms, has reached significant new markets in recent years, including India, China and Malaysia. Ongoing product innovation has also resulted in continued growth in existing international markets, such as the United States. Currently, 85% of the company's revenue comes from outside Canada.

### Prix d'excellence à l'exportation – Marchés émergents et Prix d'excellence pour l'ensemble de ses réalisations

#### GLOBAL THERMOELECTRIC – SOURCE DE NOUVEAUX DÉBOUCHÉS MONDIAUX

Global Thermoelectric a derrière elle plus d'une trentaine d'années de réussite comme chef de file mondial dans la fourniture de générateurs thermo-électriques et de sources de téléalimentation. Elle s'est emparée de 95 p. 100 du marché mondial et est présente dans 47 pays.

L'entreprise, qui fournit une source d'énergie sûre et constante, utile pour des opérations essentielles dans des endroits éloignés comme des télécommunications, des gazoducs, des puits de gaz et des plateformes en mer, a pénétré de nouveaux marchés importants, notamment l'Inde, la Chine et la Malaisie, au cours des dernières années. Une innovation constante dans les produits a également permis de poursuivre la croissance sur des marchés étrangers existants comme celui des États-Unis. À l'heure actuelle, 85 p. 100 des revenus de l'entreprise proviennent de l'étranger.





**Ms. Nancy Knowlton  
President and Co-CEO**

*SMART Technologies Inc.  
Calgary, Alberta*

**M<sup>me</sup> Nancy Knowlton  
Présidente et  
codirectrice générale**

*SMART Technologies Inc.  
Calgary (Alberta)*

[www.smarttech.com](http://www.smarttech.com)

## Lifetime Achievement Award

### SMART TECHNOLOGIES – 20 YEARS OF INTELLIGENT GROWTH

Since introducing the world's first interactive whiteboard in 1991, Calgary-based SMART Technologies has maintained its position as the global leader in its industry. The company's success is based on a marketing and sales strategy that focused on exports from the outset.

Today, more than 97% of SMART's revenue comes from sales in over 75 countries. SMART Board interactive whiteboards lead the education market segment in both the United States and the United Kingdom, and the company is about to install its products in classrooms across Mexico. SMART's diverse customer base includes many high-profile organizations such as NASA, Boeing, Disney, SAAB, Central Bank of Norway, British Telecom and Novartis.

## Prix d'excellence pour l'ensemble de ses réalisations

### SMART TECHNOLOGIES – 20 ANNÉES DE CROISSANCE INTELLIGENTE

Depuis le lancement du premier tableau blanc interactif du monde en 1991, SMART Technologies a conservé son rang de chef de file mondial de cette industrie. Le succès de cette entreprise de Calgary repose sur une stratégie de commercialisation et de vente axée depuis le début sur l'exportation.

Aujourd'hui, plus de 97 p. 100 des revenus de SMART proviennent de ventes réalisées dans plus de 75 pays. Les tableaux blancs interactifs de SMART dominent le marché de l'éducation, tant aux États-Unis qu'au Royaume-Uni, et l'entreprise est sur le point de lancer son produit dans les salles de classe de toutes les régions du Mexique. La clientèle diversifiée de SMART comprend de nombreuses organisations prestigieuses telles que la NASA, Boeing, Disney, SAAB, la Banque centrale de Norvège, British Telecom et Novartis.



**Mr. William Vangool  
President**

*Triodetic Building Products Ltd.  
Ottawa, Ontario*

**M. William Vangool  
Président**

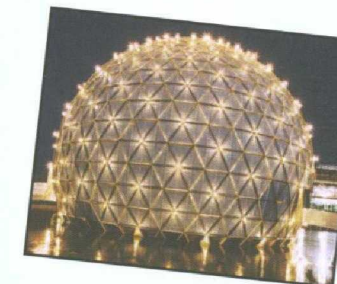
*Triodetic Building Products Ltd.  
Ottawa (Ontario)*

[www.triodetic.com](http://www.triodetic.com)

## Small Exporter Award

### TRIODETEC BUILDING PRODUCTS – FRAMING THE FUTURE

In the past four years, Ottawa-based Triodetic has increased its sales by more than 300%. International sales now account for more than 65% of its business. The company creates customized framing and cladding products for some of the world's most unique and unusual buildings.



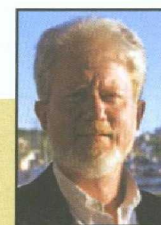
Structures utilizing Triodetic products—recognizable by their tubular triangle shapes with different types of covering material—can be seen everywhere from the Ontario Place Cinesphere and the Vancouver airport to universities, hospitals, malls, theme parks and mine sites around the world.

## Prix d'excellence à l'exportation – Petit exportateur

### TRIODETEC BUILDING PRODUCTS – STRUCTURER L'AVENIR

Depuis quatre ans, Triodetic a accru ses ventes de plus de 300 p. 100. Les ventes internationales représentent maintenant plus de 65 p. 100 du chiffre d'affaires de cette entreprise d'Ottawa qui crée des produits de charpente et des revêtements sur mesure pour certains des bâtiments les plus originaux et inhabituels du monde.

Les structures qui utilisent les produits de Triodetic – reconnaissables à leurs formes triangulaires et tubulaires et recouvertes de revêtements divers – comprennent la ciné-sphère à la Place de l'Ontario et l'aéroport de Vancouver ainsi que des universités, des hôpitaux, des mails, des parcs thématiques et des installations minières répartis partout dans le monde.



**Mr. Sean Brennan  
President and Chief  
Operating Officer**

*BHP Billiton Diamonds Inc.  
Yellowknife, Northwest  
Territories*

**M. Sean Brennan  
Président et directeur  
de l'exploitation**

*BHP Billiton Diamonds Inc.  
Yellowknife (Territoires  
du Nord-Ouest)*

<http://ekati.bhpbilliton.com>

## Community Impact Award

### BHP BILLITON DIAMONDS – A DAZZLING PERFORMANCE

Since opening the Ekati Diamond Mine in 1998, BHP Billiton Diamonds Inc. has driven socio-economic prosperity in the Northwest Territories, while fostering sustainable development.



BHP Billiton has since produced an estimated \$5 billion worth of natural rough diamonds—about four percent of the world's production by volume, and seven percent by value. Through its success, the company has remained committed to health, safety, the environment and community. The mine has a number of health and safety initiatives, and works with the local community to closely manage the environmental impact of its operations.

## Prix d'excellence à l'exportation – Contribution à la communauté

### BHP BILLITON DIAMONDS – UNE RÉUSSITE ÉBLOUISSANTE

Depuis l'ouverture de la mine de diamants Ekati en 1998, BHP Billiton Diamonds Inc. est une source de prospérité économique dans les Territoires du Nord-Ouest, qui reste axée sur le développement durable.

BHP Billiton a produit des diamants bruts naturels d'une valeur estimée à 5 milliards de dollars, soit environ 4 p. 100 du volume de la production mondiale et 7 p. 100 de sa valeur. Cette réussite a toujours été placée sous le signe de la santé, de la sécurité, de la protection de l'environnement et axée sur la communauté. La mine offre plusieurs programmes de santé et de sécurité et travaille avec la collectivité locale pour gérer de près les incidences environnementales de ses activités.





**Mr. Zachary Gillman**  
President

Interstar  
Sherbrooke, Quebec

**M. Zachary Gillman**  
Président

Interstar  
Sherbrooke (Québec)

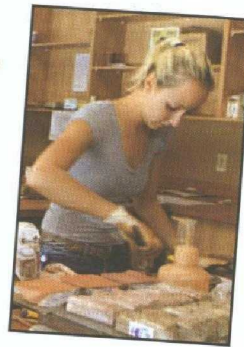
[www.interstar.ca](http://www.interstar.ca)

## Research & Development Award

### INTERSTAR – SOLID PERFORMANCE IN THE CONCRETE INDUSTRY

To honour the company's commitment to identifying the needs of its Canadian and international clients—and for its investment in research, development and staff training—Interstar has been awarded the 2005 Research & Development Award.

The company, which produces high-quality pigments, admixtures and fibres for the concrete industry, offers its innovative solutions to companies throughout the world. Export markets account for a significant percentage of Interstar's total sales, a result of a focused strategy to ensure strong and healthy long-term growth.



## Prix d'excellence à l'exportation – Recherche et développement

### INTERSTAR – DES RÉSULTATS REMARQUABLES DANS L'INDUSTRIE DU BÉTON

En reconnaissance de la volonté de l'entreprise de cerner les besoins de ses clients canadiens et étrangers et de son investissement dans la recherche-développement et dans la formation de son personnel, Interstar a obtenu le Prix d'excellence à l'exportation 2005 dans la catégorie Recherche et développement.

Ce fabricant de pigments, d'adjuvants et de fibres de haute qualité pour l'industrie du béton, offre ses solutions novatrices dans le monde entier. Les marchés d'exportation représentent un pourcentage important de toutes les ventes d'Interstar. Ces résultats ont été rendus possibles par une stratégie ciblée visant à assurer une solide et saine croissance à long terme.

## Cultural Industries Award

### MERMAID THEATRE OF NOVA SCOTIA – EARNING APPLAUSE AROUND THE GLOBE

The Mermaid Theatre of Nova Scotia is one of North America's most respected family audience theatres. Last year, more than 200,000 children and parents around the world saw Mermaid Theatre productions such as Eric Carle's *The Very Hungry Caterpillar* and Sam McBratney's *Guess How Much I Love You*.

The Theatre devotes a great deal of behind-the-scenes effort to international marketing—a strategy that has produced great results in the past 10 years. The 2006/2007 schedule calls for 34 shows in Japan, a return to Singapore and the United Kingdom, as well as a coast-to-coast tour of North America.

## Prix d'excellence à l'exportation – Industries culturelles

### MERMAID THEATRE OF NOVA SCOTIA – SÉDUIRE DES AUDITOIRES DU MONDE ENTIER

Le Mermaid Theatre of Nova Scotia est l'un des théâtres pour enfants les plus respectés en Amérique du Nord. L'an dernier, plus de 200 000 enfants et parents du monde entier ont vu des productions de ce théâtre comme *The Very Hungry Caterpillar* d'Eric Carle et *Guess How Much I Love You* de Sam McBratney.

Le Théâtre déploie des efforts considérables pour commercialiser son produit à l'étranger, et ce travail en coulisse a donné d'excellents résultats depuis dix ans. La saison 2006-2007 prévoit 34 spectacles au Japon, de nouvelles tournées à Singapour et au Royaume-Uni, ainsi qu'une tournée d'un océan à l'autre en Amérique du Nord.



**Mr. Grant McKinnon**  
Partner

Pacific Homes,  
Division of Pacific Group  
Cobble Hill, British Columbia

**M. Grant McKinnon**  
Partenaire

Pacific Homes,  
Division of Pacific Group  
Cobble Hill (Colombie-Britannique)

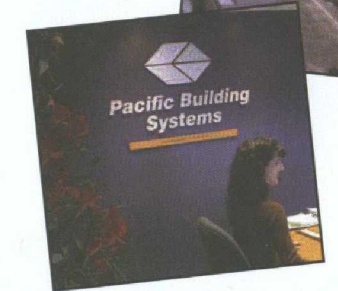
[www.pacific-homes.com](http://www.pacific-homes.com)

## Export Market Challenge Award

### PACIFIC HOMES – BUILDING MARKETS WORLDWIDE

Pacific Homes' great success—both domestically and internationally—is based on its SmartWall product: wood-frame prefabricated wall panels that insulate better than traditional wood-frame construction. This innovative product has helped the company triple sales and quadruple exports over the last three years in markets including the United States, South Korea, Iceland, Japan and Chile.

A number of successful export strategies are contributing to this growth, including exhibits, trade shows, model homes and projects such as the "Street of Dreams" in Sacramento, California—a tour of several luxury homes on a single street. Exports currently make up almost 90% of the company's business.



## Prix d'excellence à l'exportation – Marché difficile

### PACIFIC HOMES – BÂTIR DES MARCHÉS DANS LE MONDE ENTIER

La grande réussite nationale et internationale de Pacific Homes repose sur son produit SmartWall, des panneaux muraux préfabriqués à ossature de bois, qui isolent mieux que la construction classique à ossature de bois. Ce produit innovateur a permis à l'entreprise de tripler ses ventes et de quadrupler ses exportations depuis trois ans sur des marchés qui comprennent les États-Unis, la Corée du Sud, l'Islande, le Japon et le Chili.

Quelques stratégies à l'exportation fructueuses contribuent à cette croissance, notamment des expositions, des foires commerciales des maisons modèles et des projets comme « Street of Dreams », une série de plusieurs maisons de luxe regroupées dans une seule rue, à Sacramento, en Californie. Les exportations représentent actuellement près de 90 p. 100 du chiffre d'affaires de l'entreprise.





From left: Mr. Zachary Gillman, President, Interstar; Mr. Grant McKinnon, Partner, Pacific Homes, Division of Pacific Group; Mr. David Martin, Chairman & Co-CEO, SMART Technologies Inc.; Mr. Bernie LeSage, President, Global Thermoelectric; Ms. Hana Garner, Master of Ceremonies; Mr. Eric Potter, Vice-President, Sales and Administration, Global Thermoelectric; Dr. David R. Green, Founder and Chairman of the Board, Carmanah Technologies Inc.; Mr. William Vangool, President, Triodetic Building Products Ltd.; Mr. Sean Brennan, President and Chief Operating Officer, BHP Billiton Diamonds Inc. and Mr. Jim Morrow, Artistic Director, Mermaid Theatre of Nova Scotia.

De gauche à droite : M. Zachary Gillman, président, Interstar; M. Grant McKinnon, associé, Pacific Homes, Division of Pacific Group; M. David Martin, président du conseil et co-chef de la direction générale, SMART Technologies Inc.; M. Bernie LeSage, président, Global Thermoelectric Inc.; M<sup>me</sup> Hana Garner, maître de cérémonie; M. Eric Potter, vice-président, Ventes et administration, Global Thermoelectric Inc.; M. David R. Green, fondateur et président du conseil, Carmanah Technologies Inc.; M. William Vangool, président, Triodetic Building Products Ltd.; M. Sean Brennan, président et directeur de l'exploitation, BHP Billiton Diamonds Inc. et M. Jim Morrow, directeur artistique, Mermaid Theatre of Nova Scotia.



Mr. Rob Wright  
President and Chief Executive Officer  
Export Development Canada  
M. Rob Wright  
Président et chef de la direction  
Exportation et développement Canada

## The 2005 Canada Export Award winners thank EDC for sponsoring this year's awards

Export Development Canada (EDC) provides financing and insurance to help Canadian exporters and investors expand their sales internationally. EDC serves some 7,000 Canadian companies and their global customers in up to 200 markets worldwide each year. A Crown corporation, EDC is financially self-sustaining and is a recognized leader in financial reporting, economic analysis and human resource management. To reach EDC, contact 1-888-332-9398 or visit [www.edc.ca](http://www.edc.ca).

## Les lauréats des Prix d'excellence à l'exportation canadienne 2005 remercient EDC, commanditaire des prix de cette année

Exportation et développement Canada (EDC) offre du financement et de l'assurance pour appuyer les exportateurs et les investisseurs canadiens dans leur quête d'expansion sur les marchés mondiaux. Chaque année, EDC aide quelque 7 000 entreprises canadiennes et leurs clients étrangers à faire des affaires sur environ 200 marchés. Société d'État financièrement autonome, EDC est un chef de file reconnu dans l'établissement de rapports financiers, l'analyse économique et la gestion des ressources humaines. Pour joindre EDC, composez le 1 888 332-9398 ou visitez [www.edc.ca](http://www.edc.ca).

### Get dressed for export success

## U.S. Women's Apparel Rep Locator mission set to go

Chicago, Illinois, March 31-April 2, 2006 > Is your Canadian Woman's Wear Company looking to enter the U.S. market? Would you like to hear from industry experts in a focussed educational forum and find a local rep? If so, the Canadian Consulate General in Chicago is looking to attract Canadian clothing companies to attend the **Women's Apparel Rep Locator Trade Mission**.

This event is a gateway to the lucrative Chicago market and beyond. Participants will share a booth at the pre-StyleMax show, a huge women's apparel event, and gain access to



hundreds of local reps. Exporters can also get the inside edge by attending educational seminars with industry experts covering topics such as industry trends, customs and regulations, managing rep agreements, and working with local reps, buyers and agents. So book fast as space is booked on a screened first-come, first-served basis.

For more information, contact Ann F. Rosen, Canadian Consulate General in Chicago, tel.: (312) 327-3624, fax: (312) 616-1878, email: [ann.rosen@international.gc.ca](mailto:ann.rosen@international.gc.ca), website: [www.chicago.gc.ca](http://www.chicago.gc.ca).

### Arizona hot for Canadian business - from page 1

and biotechnology, management information systems and sustainable development. Efforts are underway to identify a number of strategic areas of leading-edge research that will form the basis for further scientific partnerships between Canada and Arizona.

### Arizona is booming

For the past several years, Arizona has ranked second in the nation in terms of State growth, with the cities of Phoenix and Tucson ranking among the fastest-growing cities.

Arizona is undergoing a significant economic transition from an agriculture and tourism base to that of a knowledge-based economy with significant strengths in aerospace and defence, semiconductors, electronics, advanced manufacturing, communications and optics. A number of high-tech industry clusters have been spawned around the research activities of the University of Arizona in Tucson, including those in the aforementioned sectors, plus bioindustry, environmental technology, e-learning and nanotechnology.

Business activity between Canada and Arizona is diverse and longstanding. Traditionally, Arizona has been a winter destination for Canadian visitors, with more than 350,000 visiting every year, contributing more than \$320 million annually to the State.

Canada is also the largest foreign investor in Arizona with major Canadian companies such as



Downtown Tucson, Arizona, with a view of the University of Arizona in the background

Montreal-based Bombardier Aerospace and Edmonton-based Stantec Consulting having substantial operations there. Clearly, the building boom that sprung out of the massive movement of people into Arizona has been a boon to Canadian lumber companies which saw their exports to Arizona double last year over the previous year.

These are just a few of the reasons why the Canadian Consulate Trade Office in Tucson was set up. With a strong presence in Phoenix as well, and a staff eager to assist, Canadian businesses and research centres should explore opportunities for new partnerships in an economy that is growing at an annual rate of 4.5 %.

For more information, contact the Canadian Consulate in Phoenix, tel.: (602) 508-3572, and the Canadian Consulate Trade Office in Tucson, tel.: (520) 622-3641, website: [www.phoenix.gc.ca](http://www.phoenix.gc.ca).

### A deft strategy breaks IMS into Morocco

Sometimes export channels seem impassable, but with a little perseverance obstacles can be overcome. This is how Quebec-based IMS Experts-Conseils got its foothold on the Moroccan market.

Founded in 1991, IMS is one of the largest engineering consulting firms in Quebec. It provides personalized and specialized engineering services in a number of sectors, including energy, municipal engineering, the building industry, industrial installations and environmental technologies. Through its new subsidiary, which is responsible for increasing its activities abroad, it has managed to establish a presence in several countries, most recently in Morocco.

#### Success, one step at a time

It all began four years ago with an environment sector trade mission to Morocco. Advertised by Canada's Trade Commissioner Service, the mission enabled IMS representatives to sound out the Moroccan market and build relationships. Attracted by the prospect of lucrative business opportunities, IMS then increased the number of missions to

Morocco and landed a major contract to repair railway tracks and modernize a water treatment plant.

#### A profitable undertaking

This contract was only the first step. It led IMS to other major contracts in Morocco and led the company to open a permanent office in Rabat, the capital, four years later, leading to a potential two million dollars per year in sales. As well, IMS has just concluded a joint-venture agreement with a Moroccan engineering company.

Now that it is well established in the Moroccan market, IMS will benefit from the country's ongoing reforms. The Moroccan government currently strives to foster international trade by complying with international standards and simplifying its business practices. It also signed a free trade agreement with the United States and an association agreement with the European Union.

When it came to exporting its services, IMS was skilled and confident in its approach, relying on gradual positioning in the target market, establishing a local presence and forming strategic alliances.

For more information, go to [www.infoexport.gc.ca/ma](http://www.infoexport.gc.ca/ma) or [www.ims-experts.com](http://www.ims-experts.com).

### CABC mission to North Africa around the corner

Algeria, Morocco and Libya, April 18-30, 2006 > The Canada-Arab Business Council (CABC) is planning a business mission to Algeria, Morocco and Libya to help Canadian firms already active in the region make new contacts and reinforce existing relationships, as well as to introduce new companies to these rapidly expanding markets.

The CABC has an extensive network of contacts in each country and participants can expect high-level access to government and private sector clients. Opportunities for Canadian firms cover sectors like energy and mining, engineering and project management, education and training, communications and IT as well as agri-business.

For more information, contact the CABC, tel.: (416) 362-0050 or (416) 362-0040, email: [info@canada-arabbusiness.org](mailto:info@canada-arabbusiness.org). The registration deadline is March 19, 2006.

### Libya open for business with multi-sector fair

Tripoli, Libya, April 2-12, 2006 > Join the Canadian pavilion at the Tripoli International Fair, a major multi-sector exhibition. With Libya's reintegration into the global economy, this event has become more popular than ever.

The 2005 fair was sold out. In fact, more than 20,000 people visited the fair each day.

The Canadian pavilion will allow Canadian exporters to showcase their goods and services to an expanding and increasingly affluent Libyan market.

For companies and institutions already operating in Libya, this is an opportunity to strengthen and expand. For those looking to get established there, this fair is the major event of the year. It's a great chance to promote Canadian products and services, meet potential clients and agents and to build relationships that are fundamental to doing business in Libya.

For more information, contact Hesham Ganem, Canadian Embassy in Libya, email: [hesham.ganem@international.gc.ca](mailto:hesham.ganem@international.gc.ca), website: [www.tripolifair.org/English/main.htm](http://www.tripolifair.org/English/main.htm).

### Canadian pavilion a hit at French security expo

The 14th edition of Milipol, the Worldwide Exhibition of Internal State Security, was held in Paris last November and a Canadian pavilion promoted home-grown capabilities in this sector. This benchmark exhibition attracted some 40 official international delegations and over 20,000 trade visitors, including 6,000 from other countries.



A finger scan on a biometric keyboard

The pavilion, coordinated by the Canadian Embassy in Paris, featured six Canadian companies that introduced the latest technologies in the civil security and law enforcement sectors: training ammunition; personal protective equipment; nuclear, biological and chemical equipment; surveillance; and high-security detection systems. Through networking activities, Canadian companies were able to meet and do business with French decision-makers in the internal security sector.

Leading-edge technology has become central to state security. Growth in this market has made it possible for numerous companies to position themselves in innovative areas such as air surveillance, listening devices and biometric authentication devices. In this regard, close to 750 exhibitors at Milipol, of which 55% were foreign companies from some 30 countries, introduced specialized equipment in the areas of attack prevention, biometrics, demining, airport security and protection of sensitive sites.

The next Milipol exhibition will be held in Paris from November 27 to 30, 2007.

For more information, contact Guy Ladequis, Canadian Embassy in Paris, email: [france-td@international.gc.ca](mailto:france-td@international.gc.ca), website: [www.milipol.com](http://www.milipol.com).

### What is a "global value chain"?

The term "global value chain" refers to the worldwide dispersion of production. Falling transportation costs, lower barriers to trade and investment, and improvements in information and communications technology have made it easier for firms to locate parts of their businesses across the world. Different functions can be shifted to where it is most efficient for each: design in North America or Europe, manufacturing in China, but after-sales service in India, for example. And global value chains are increasing in importance: global GDP grew 246% from 1982 to 2004, but exports grew 413%, and the gross product of foreign affiliates increased from 5.5% to 9.8% of global GDP. As these trends continue and accelerate, the importance of global value chains will rise.

Provided by the Trade and Economic Analysis Division ([www.international.gc.ca/eet](http://www.international.gc.ca/eet)).

### FACTS & FIGURES

Growth in Global Value Chains



Data: UNCTAD WIR 2005 and IMF DOTS.



## TRADE EVENTS

### AGRICULTURE, FOOD & BEVERAGES

#### Rockhampton, Australia May 1-7, 2006

If beef is your business then the steaks are high at **Beef Australia 2006**, the country's blue ribbon bovine event that includes a seminar, conference and even a national carcass competition.

**Contact:** Ilsa Stuart-Muirk, Canadian High Commission in Australia, tel.: (011-61-2) 6270-4000, fax: (011-61-2) 6270-4069, email: illsa.stuart-muirk@international.gc.ca, website: www.beefaustralia.com.au.

#### Rosario, Argentina June 27-30, 2006

The **Mercosur Soya Congress** will set the stage for the presentation of scientific papers for industry professionals involved in any aspect of the soya industry in the Mercosur (a trading zone established in 1991 between Brazil, Argentina, Uruguay, and Paraguay) and around the world.

**Contact:** Glen McPherson, Canadian Embassy in Argentina, tel.: (011-54-11) 4808-1000, fax: (011-54-11) 4808-1111, email: glen.mcpherson@international.gc.ca, website: www.buenosaires.gc.ca.

### BUILDING PRODUCTS

#### Tripoli, Libya May 8-11, 2006

Don't miss **Libya Build 2006**, the 3rd International Building and Construction Exhibition. Opportunities in this sector range from single and multiple-unit housing, new hotels, the renovation of existing hotels, hospitals, schools and infrastructure.

**Contact:** Bechara Nacouzi, International Trade Fairs, tel.: (514) 626-1111, fax: (514) 626-5476, email: bnacouzi@bellnet.ca.

### ENVIRONMENTAL INDUSTRIES

#### Jönköping, Sweden May 30-June 1, 2006

Be part of the Canadian pavilion at the **World Bioenergy Conference and Exhibition**. This year's event is organised in conjunction with the Pellets Conference, a densified biomass fuels event, and the Waste & Recycling trade show.

**Contact:** Inga-Lill Olsson or Maria Stenberg, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3000, fax: (011-46-8) 453-3016, email: stkhm-commerce@international.gc.ca.

### HEALTH INDUSTRIES

#### Ho Chi Minh City, Vietnam October 11-15, 2006

The 2006 **Ho Chi Minh City Medical & Pharmaceutical Expo** will gather international exhibitors of medical, dental, pharmaceutical, health food, exercise equipment and health care products to tap into the potential of Vietnam's medical market.

**Contact:** Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 827-9899, email: hochi-td@international.gc.ca, website: www.vfabric.com/sgmedical.

### METALS, MINERALS AND RELATED EQUIPMENT

#### Chihuahua, Mexico April 26-28, 2006

The gold rush has returned to the mountains of Chihuahua so take part in the **2006 International Mining Conference**, one of the largest mining shows in Mexico.

**Contact:** Karra-Lee Gerrits, Canadian Embassy in Mexico, tel.: (011-52-55) 5724-7900, fax: (011-52-55) 5724-7982, email: karra-lee.gerrits@international.gc.ca, website: www.conferenciamineria.com.

#### Santiago, Chile May 23-27, 2006

**Expomin** is Latin America's largest mining exhibition and features the latest machinery, equipment, technology, supplies and services from around the world.

**Contact:** Carlos Parada, Expomin Manager, email: jconejeros@fisa.cl, website: www.expomin.cl.

### MULTI-SECTOR

#### Nicosia, Cyprus May 26 - June 4, 2006

Attend the **31st Cyprus International Fair** and take advantage of this unique opportunity to meet 130,000 visitors. Cypriot manufacturers and more than 350 exhibitors from 30 countries will be there to promote consumer products, building materials, furniture, plastic products, industrial equipment and telecommunication equipment.

**Contact:** Marina Patera, Cyprus State Fairs Authority, tel.: (011-357-22) 352-918, fax: (011-357-22) 352-316, email: m.patera@csfa.org.cy, website: www.csfa.org.cy.

### OCEAN TECHNOLOGIES

#### Athens, Greece June 5-9, 2006

The **Posidonia International Shipping Exhibition** is one of the world's leading maritime exhibitions. This event will feature the latest developments in technology affecting all sectors of international shipping and coincides with the Maritime Policy Forum on June 7.

**Contact:** Marianna Saropoulos, Canadian Embassy in Athens, tel.: (011-30) 210-727-3352/53, fax: (011-30) 210-727-3460, email: marianna.saropoulos@international.gc.ca, website: www.posidonia-events.com.

## ENQUIRIES SERVICE

International Trade Canada's Enquiries Service provides departmental information, publications and referral services to Canadian exporters. Contact us at: **1 800 267-8376** (National Capital Region: (613) 944-4000), TTY: (613) 944-9136, email: [enqserv@international.gc.ca](mailto:enqserv@international.gc.ca), website: [www.international.gc.ca](http://www.international.gc.ca).

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