

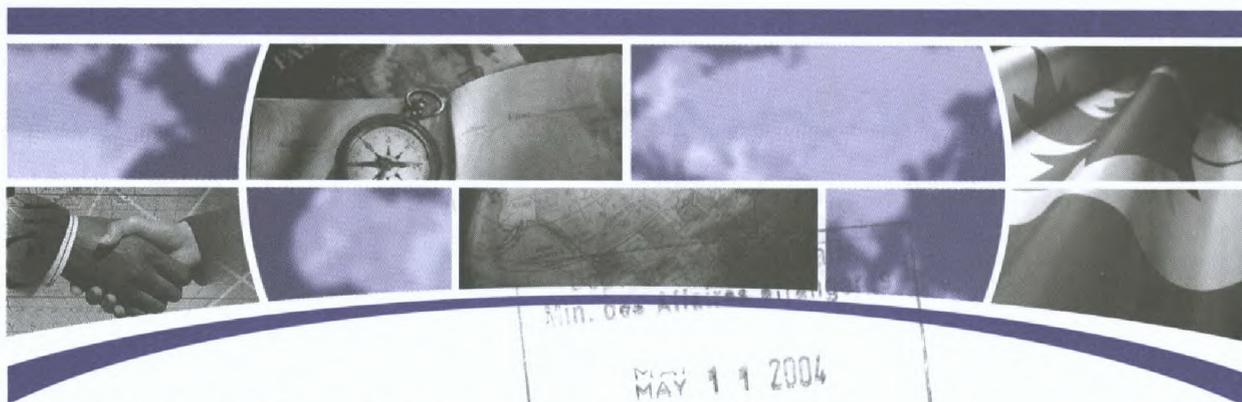
DOCS
CA1
EA
C16
ENG
v. 22
April
15, 2004
Copy 2

Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

CanadaExpo



A region to discover

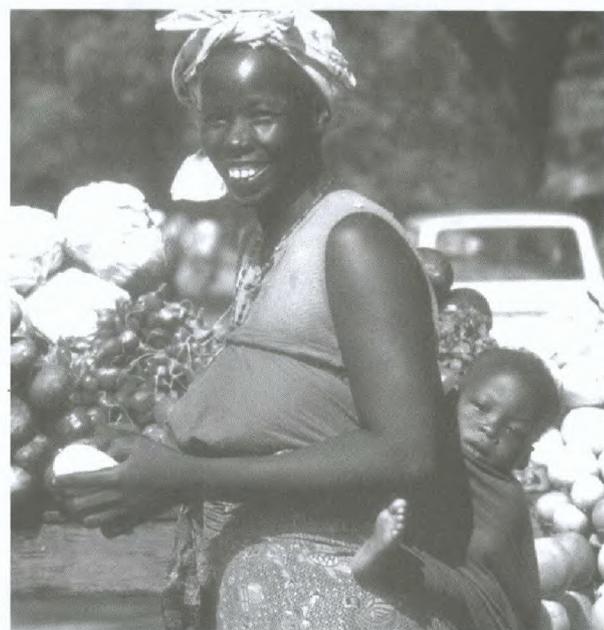
Spotlight on Francophone West Africa

Francophone West Africa is a market of 70 million inhabitants. With our shared use of the French language and the competitive advantage that this brings over most international players, it is no surprise that Canadian companies have had great success in the region.

With regional integration initiatives like the common market and currency of the West African Economic and Monetary Union—guaranteed by the French government, effectively making it a “hard currency”—as well as a unified business law across many of these Francophone countries, Canadian companies have found it relatively easy to enter these markets and then expand elsewhere within West Africa.

Funding sourced from international financial institutions, such as the World Bank and the African Development Bank (ADB), has allowed Canadian

continued on page 6 — West Africa



A woman, child in tow, working at her produce stand in Mali—a country known for its people's entrepreneurial spirit.

Photo: CIDA/ACDI: Pierre St-Jacques

Vol. 22, No. 7
April 15, 2004

Canadian, U.S. aerospace industries connect in Seattle

Amid increased demand for networking opportunities with U.S. commercial and military aerospace manufacturers, representatives from aerospace companies across Canada convened in the Emerald City for a partnering mission. Organized by the Canadian Consulate General in Seattle in February 2004, the mission focussed on facilitating contacts between Canadian and local aerospace companies.

The objectives of this mission were to provide the delegation with insight into the Pacific Northwest aerospace industry, and allow participants to explore areas of collaborative work with local companies. Such partnerships are becoming a preferred way of providing goods and services while meeting the changing supply-chain requirements of prime manufacturers, such as Boeing.

continued on page 4 — Aerospace industries

CCC's Prime Contractor Service

Sharing knowledge and building expertise

Canadian Commercial Corporation (CCC) opens markets for Canadian exports and provides exporters with specialized contracting services to help them win sales. Through its government-to-government contracting role, CCC helps Canadian exporters sell into public sector markets in an average of 30 countries each year.

CCC's International Prime Contractor Service provides project promotion, contract advisory and management services to exporters, and a government-backed guarantee of contract performance for the buyer. The opportunities CCC pursues as a prime contractor promote Canadian

capabilities and innovation in many areas, including high technology and environmental sectors, transportation and consumer goods. Canadian expertise and products also contribute to improvements in education around the world.

In Venezuela, a \$37 million contract facilitated through CCC is providing a training solution to the Instituto Nacional de Cooperacion Educativa (INCE), the country's largest technician training organization. INCE has an extensive network of training centres and mobile laboratories throughout the country and an enrolment of more than 530,000 people. For the next three years, **Lab-Volt (Quebec) Ltd.** will deliver state-of-the-art training programs

Benefits of having CCC as prime contractor:

- Project promotion support
- Advice on bid or proposal preparation and submission
- Assistance in contract structuring and negotiation
- Contract monitoring and administration
- Access to competitive rates on foreign exchange

equipment will be used to showcase state-of-the-art Canadian equipment throughout the whole country to train hundreds of thousands of Venezuelans each year.

When CCC is prime contractor, it conducts its own due diligence to determine an exporter's technical, financial and managerial capabilities to deliver on the project's requirements. CCC stands behind the contracts it signs with a government-backed guarantee that its terms and conditions will be met. This guarantee contributes to Canadian companies' credibility in the eyes of a foreign buyer and usually waives any other guarantees that may otherwise be required by the foreign buyer.

To put the power of Canada behind your export sales, contact CCC today. As Canada's exporting contracting agency, CCC can wrap the Canadian flag around your proposal, provide a platform for government-to-government arrangements, and offer a range of pre-contract services to help exporters make the sale. **For more information**, go to www.ccc.ca, or call 1 800 748-8191. *



Canadian Commercial Corporation
Corporation Commerciale Canadienne

and laboratory equipment to Venezuela, addressing the fields of information technology, electronics, electric power technology, telecommunications, industrial controls, automation, fluid power, instrumentation and process control. Intensive training will be provided to more than 500 instructors, supported by several Lab-Volt product specialists in Canada and Venezuela. The curriculum and support materials will all be provided in Spanish.

The contract between INCE and CCC for the supply of Lab-Volt's equipment and training was awarded last year following a three-year competition that included suppliers from several countries. The Lab-Volt

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

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from CanadExport.

For address changes and cancellations, return your mailing label with changes. Allow four to six weeks.

Publications Mail Agreement Number: **40064047**

Return undeliverable Canadian addresses to:
CanadExport (BCS)

DFAIT
125 Sussex Drive, Ottawa, ON K1A 0G2
E-mail: canad.export@dfait-maeci.gc.ca

CanadExport

VIRTUAL TRADE COMMISSIONER PERSONALIZED INFORMATION AND SERVICES



The Virtual Trade Commissioner puts a world of resources at your fingertips—literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

The Virtual Trade Commissioner – a key link in developing successful international business alliances.

Experienced Canadian exporters—who know the secrets to succeeding in foreign markets—have offered tips for avoiding common export problems...

...like *poor alliances*. It's one of the most common mistakes exporters make.

When you're busy running a company, you need to focus on the day-to-day decisions that affect your business. So how do you find the time to evaluate the qualifications of a potential foreign business partner?

Canada's team of more than 500 trade commissioners can help. Maybe you need a list of agents or distributors. Or maybe you want to consider potential joint-venture partners, technology sources, or patent attorneys.

With your Virtual Trade Commissioner, you can easily order a "**Key Contacts Search**" on-line from any one of our trade commissioners located in 140 cities around the world. This free service will provide you with a customized list of qualified contacts in your target market.

Your time is valuable.

Use your Virtual Trade Commissioner to identify specific contacts based on your business needs in a particular market.

Register now at www.infoexport.gc.ca and find out why thousands of Canadian businesses already have!

For more information on the Virtual Trade Commissioner or to register, visit:

www.infoexport.gc.ca

THE CANADIAN
TRADE COMMISSIONER
SERVICE

Aerospace industries — continued from page 1

A delegation of 18 Canadian companies engaged in a series of pre-arranged one-on-one meetings with U.S. aerospace executives and buyers in the Puget Sound region. The delegates also networked at the Pacific Northwest Aerospace Association Conference.

The Consulate General organized market briefings and site visits to local aerospace manufacturers, including a tour and briefing from senior management of Boeing's 7E7 program at the Everett, Washington facility.

Home to Boeing's manufacturing nexus for commercial aircraft, military projects and space initiatives, plus a host of allied suppliers, producers and manufacturers, the Puget Sound region employs nearly 60,000 aerospace workers. The delegation also met senior management and toured the facilities of aerospace giants such as Honeywell,

Crane Aerospace, Northwest Composites and Contour Aerospace.

Positive results

Results from the trade mission were immediate and positive. Toronto-based **Interfast Inc.**, for example, reported that the timing of its visit was good because of the development of the Boeing 7E7 "Dreamliner" aircraft. As a result of a connection made during the mission, the company will be submitting a proposal for an inventory management program.

The National Research Council of Canada's Institute for Aerospace Research connected with several organizations, including the Federal Aviation Administration, which it believes will likely result in two initial research and development projects.

Toronto's **Thermodyne Engineering** indicated that the mission was

a good introduction to major local aerospace players. And Boisbriand, Quebec-based **DCM Aeronautique** is now in the process of becoming a Boeing-certified supplier and has promising leads with an additional firm.

A participant with Toronto-based **TFI Aerospace Corporation** summed up the mission by commenting, "It was money well spent. As a result of this mission, we have already had representatives of a major original equipment manufacturer visit our facilities and they are now in the process of approving our company as a qualified supplier."

For more information on the aerospace industry in the Pacific Northwest, contact Martine Moreau, Trade Commissioner, Canadian Consulate General in Seattle, tel.: (206) 770-4078, e-mail: martine.moreau@dfait-maeci.gc.ca, Web site: www.seattle.gc.ca. 🍁



KUWAIT — Twenty Canadian companies, mostly small and medium-sized businesses, participated in the **Rebuild Iraq** exhibition which took place in January 2004. The event drew some 1,450 exhibitors from 47 countries. Held concurrently with the show was a two-day symposium that included discussions on Iraq's economic future, key infrastructure needs, security, contracting opportunities and the new business environment.

For more information on commercial opportunities in Iraq, go to www.dfait-maeci.gc.ca/middle_east/iraq-en.asp, or contact Albert Galpin, Middle East and North Africa Bureau, Department of Foreign Affairs and International Trade, e-mail: albert.galpin@dfait-maeci.gc.ca. 🍁

Serving it up at Summer Fancy Food Show

NEW YORK — June 27-29, 2004 — Canadian firms looking to explore opportunities in the agri-food sector should consider participating in the Canadian pavilion at the **2004 Summer International Fancy Food and Confection Show**.

This event attracts 25,000 trade-only visitors, and 87% of attendees either authorize or recommend purchasing decisions.

Agriculture and Agri-Food Canada (AAFC) will organize and manage the Canadian presence. Exhibitors will benefit from a package of high-quality services featuring telecommunications facilities, meeting rooms, market information and intelligence and on-site trade promotion support.

AAFC has reserved space in a prime location ideally situated in the International Pavilion. Space is limited, so register today.

For more information, and to join the Canadian pavilion, contact Brian Bonner, International Affairs Officer, AAFC, tel.: (613) 759-7642, fax: (613) 759-7506, e-mail: bonnerb@agr.gc.ca, Web site: <http://atn-riac.agr.ca/sffs>. 🍁



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Connecting Canadian Companies to the Global Marketplace



INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE

International Business Opportunities Centre

Canadian businesses are engaged in profitable trade relationships in every corner of the globe. Without question, their success hinges on receiving timely, targeted and relevant business leads. For nearly a decade now, the **International Business Opportunities Centre (IBOC)** has been connecting Canadian companies, particularly small- and medium-sized enterprises, with foreign buyers through its unique company-matching service. As the success stories featured in this supplement attest, IBOC's matchmaking often translates into lucrative export sales for Canadian companies — as well as new partners, new contacts, and even new products developed to meet the needs of foreign buyers.

In providing its business lead service, IBOC works with the Canadian Trade Commissioner Service, which has more than 500 trade officers located in 140 Canadian embassies and consulates around the world. The way it works is straightforward: when one of these trade officers abroad identifies an international business opportunity, the officer passes it on to the Centre. The IBOC team of specialists then goes to work to search out and contact potential Canadian suppliers. This one-on-one contact with Canadian companies is IBOC's most value-added service. Since its inception in 1995, the Centre has provided nearly 40,000 leads to individual Canadian companies.

IBOC also has an electronic leads system that provides Canadian companies with up-to-date trade opportunities by e-mail. To position your company to receive IBOC's e-leads, make sure you're registered as a client of the Trade Commissioner Service at infoexport.gc.ca so you can obtain your Virtual Trade Commissioner (VTC). You can learn more about IBOC and the VTC on page 2 of this supplement.

IBOC is the export opportunities sourcing centre for Team Canada Inc., a partnership of government departments and agencies working to provide trade services to Canadian exporters. For more information regarding IBOC, visit www.iboc.gc.ca.

SuccessSTORIES

Spirit Water — A Pure Canadian Product

When a Hong Kong company went searching for top-quality water, the International Business Opportunities Centre (IBOC) matched them with Sawridge Waters Ltd.

page 3

GV Snowshoes — Takes a Lead in the Right Direction

The Quebec-based company supplies 40% of the snowshoe market in Canada and, thanks to an IBOC lead, is making good headway in Europe.

page 3

WhiteWater West Industries — Making Waves in Chile

If you've ever ridden a "watercoaster" or surfed a wave pool, chances are the ride was built by Canada's WhiteWater West Industries Ltd.

page 4

Canada

IBOC Goes to Work for You

IBOC communicates business leads in two different ways – through direct personal contact with individual suppliers and electronically through e-mails sent to appropriate Canadian suppliers. Here is a primer on how the Centre goes to work for you, so you can make sure your company is well positioned to receive IBOC's valuable leads.

Personal contact with Canadian suppliers

When IBOC receives an international business lead from one of the trade commissioners abroad, the Centre's team of specialists goes to work immediately to find the right Canadian supplier for the specific product, service or partner requested. They search the Trade Commissioner Service database and Industry Canada's Canadian Company Capabilities (*Strategis*) database, as well as the vast resources of the Internet. In addition, they tap into the impressive Canada-wide network of industry-sector experts at Industry Canada, Agricultural and Agri-Food Canada, and other federal Team Canada Inc departments and agencies. IBOC also consults regularly with industry associations.

If an IBOC officer identifies your company as a potential supplier for the lead, you will be contacted to confirm the product/service match and your interest in pursuing the opportunity. If you're interested and the match is good, the officer will refer you either to the foreign buyer directly or to the trade commissioner abroad who generated the lead.

To increase your chances of being contacted personally by an IBOC officer through this free service, make sure your company is registered with the Trade Commissioner Service (www.infoexport.gc.ca) and Canadian Company Capabilities (*Strategis* – <http://strategis.gc.ca>) databases. Making sure your industry association has an updated profile of your company and maintaining an up-to-date company Web site are other valuable means by which IBOC officers can find you.

IBOC contacts Canadian companies, one-on-one, to discuss specific trade leads in detail.



IBOC also communicates leads electronically to appropriate Canadian suppliers. The Centre is winding down its current electronic leads system, **e-Leads®**, and will soon be delivering its e-leads solely through the Virtual Trade Commissioner (VTC). This integration of IBOC's electronic leads system with the VTC is ensuring a single window of service for Canadian companies.

Virtual Trade Commissioner – The Door to IBOC e-leads

The VTC is the newest tool for helping companies conduct business in foreign markets. Using the VTC does not replace your interaction with the Trade Commissioner Service (TCS), but rather enhances and personalizes it. By registering your export-ready company with TCS, you receive a customized Web page containing market information and trade leads that match your international business interests. In addition, your company information is made available to the more than 500 trade officers in 140 offices abroad – as if there were an unlimited supply of your company brochures on their desks. You can request services on-line from the trade commissioners who are responsible for your industry in your targeted market, and you are automatically kept abreast of current developments in your particular market and industry sector.

Checking in with your Virtual Trade Commissioner through your customized Web page can become an important part of your business day, giving you a competitive edge in the global market. Remember that the VTC will now be the only means by which you can receive IBOC's up-to-date business leads by e-mail. For information on VTC registration, see the box on p. 3.



Register with the VTC to Get your IBOC e-leads

IBOC is winding down its current electronic leads system, **e-Leads®**, and will soon be delivering its up-to-date electronic leads to the desktops of Canadian companies through the VTC. So, to ensure that you continue to receive electronic business leads from IBOC, register your company – for free – with the Virtual Trade Commissioner, at www.infoexport.gc.ca

To be eligible for a VTC Web page, you must have researched and selected your target market. If you require help in assessing whether your company is ready to export, call Team Canada Inc at 1 888 811-1119 or visit www.exportsource.ca. If you are just starting to look into exporting, visit the Canada Business Service Centres Web site at www.cbcs.org.

SuccessSTORIES

Spirit Water – A Pure Canadian Product

When a Hong Kong company went searching for top-quality water, the International Business Opportunities Centre (IBOC) matched them with **Sawridge Waters Ltd.**, bottlers of Spirit Water and owners of Canada's largest bottled water plant. But what clinched the deal for Sawridge was the natural purity of its water source – Canadian glaciers.

So, would you choose bottled glacier water or bottled tap water? That's a question Tom Voss, Sawridge's business development manager, would like more people to consider. In Japan, the U.S. and China, where Sawridge exports Spirit Water, the choice is becoming clear.

Taste and purity are key. Spirit Water is an all-natural product – nothing is added or removed – and has a total dissolved solids (TDS) ratio of less than 10 parts per million. "By comparison, many other brands have more than 200 parts per million," says Voss.

Spirit Water is the exclusive bottled water distributed by Starbucks and is also carried by Air Canada.

Now, with regional sales at a high, Sawridge has shifted gears to expand its Pacific Rim markets. But even premium products need solid trade leads.

"A lead can turn into a million cases a year or fizzle out, but without solid leads, it's extremely hard to develop business abroad on your own," says Voss. "So, for IBOC to facilitate that process, to put a supplier together with a vendor across the Pacific Ocean, that's an extremely valuable service."



SuccessSTORIES

GV Snowshoes – Takes a Lead in the Right Direction

What do X-treme sports enthusiasts and early retirees have in common? – Snowshoes. Yes, the latest sport and fitness trend is snowshoeing, and demand is keeping Canadian manufacturers like **GV Snowshoes** hopping. The Quebec-based company supplies 40% of the snowshoe market in Canada and, thanks to an IBOC lead, is making good headway in Europe.

Following the trade lead, GV secured an order worth \$10,500 from a Helsinki retailer. The deal has since generated additional orders and spurred the company to embark on a European distribution plan.



"About 90% of our exports are to the U.S., but now we're finding distributors in every European country, and building an international reputation," says Richard Gignac, GV's sales manager.

So, what's behind the rise in popularity of snowshoes? According to Gignac, two factors have combined to produce favourable conditions in the snowshoe market: a growing emphasis on health and fitness, and advances in product technology. And while GV has been making traditional wood snowshoes since 1959, the company now manufactures state-of-the-art aluminum and injection-molded shoes as well.

Besides being a safe activity, snowshoeing allows people to go off the beaten track and cross difficult terrain. Similarly, with its plan for expansion to Europe and Japan, GV Snowshoes is treading new territory. "It really helps to have a Canadian presence like IBOC connecting us to international buyers and easing the way," says Gignac.



SuccessSTORIES

WhiteWater West Industries – Making Waves in Chile

If you've ever ridden a "watercoaster" or surfed a wave pool, chances are the ride was built by Canada's **WhiteWater West Industries Ltd.** The B.C.-based company is the world's largest, most experienced builder of water parks and aquatic attractions. Its rides can be found in amusement parks around the globe, including Paramount-Canada's Wonderland and Disney World. And thanks to a trade lead from the International Business Opportunities Centre (IBOC), Whitewater is making waves in Chile.

"The IBOC lead resulted in a deal to manufacture, supply and install wave-generating equipment for Santa Martina Hacienda – a nature and golf club in Santiago," says WhiteWater's sales manager Kristin Turcotte. "We've had jobs in Central and South America before, but this was our first opportunity in Chile."

About 98% of WhiteWater's jobs are outside Canada, with projects in the Americas, Asia, Europe, Australia and the Middle East. Its biggest market is the U.S., where it has two regional sales offices.

The company is renowned for its expertise in architecture, design, engineering, manufacturing and installation of water park products. The only thing more impressive than WhiteWater's rides is its reputation. During its 20-plus years in business, the ISO-rated company has completed more than 2,000 projects, breaking many world records along the way.



Sawridge Waters Ltd.

465 Fraserview Place
Delta, B.C. V3M 6H4
Tel.: (604) 524-1551 Fax: (604) 524-8833
E-mail: tvoss@spiritwater.com

Web site: www.spiritwater.com

GV Snowshoes

605 rue Stanislas Koska
Wendake, Quebec GOA 4V0
Tel.: (418) 842-0321 Fax: (418) 842-2003
E-mail: info@gvsnowshoes.com

Web site: www.gvsnowshoes.com



WhiteWater West Industries Ltd.

6700 McMillan Way
Richmond, B.C. V6W 1J7
Tel.: (604) 273-1068 Fax: (604) 273-4518
E-mail: whitewater@whitewaterwest.com

www.whitewaterwest.com



INTERNATIONAL BUSINESS OPPORTUNITIES CENTRE

www.infoexport.gc.ca

Natural fibre mission goes to Germany

Rural diversification is one of the main components of Canada's Innovation Agenda, and the search for new crops and value-added processes is a part of the effort to stabilize farm incomes and revitalize rural economies. In addition, the use of renewable resources in traditional manufacturing practices will help Canada to meet its Kyoto goals.

As part of this strategy, Agriculture and Agri-Food Canada, together with the Science and Technology section at the Canadian Embassy in Berlin, organized an "ag-fibre" mission to examine European technologies currently used in the processing of natural fibres into various commercial products. These fibres are obtained from plant sources such as flax (oil seed and fibre varieties), hemp, kenaf, jute and sisal.

The mission started in Bonn with a two-day workshop showcasing European know-how on fibre separation, quality control, fibre logistics and applications that included the pulp and paper industry, construction materials and polymer composites. A number of automotive parts manufacturers used the workshop to



Holding processed hemp during the natural fibres mission were, from left: Steffen Preusser, Canadian Embassy in Berlin; Michael Karus, Nova Institute; and Reg Kontz, Government of Alberta Office in Munich.

present their applications of natural fibres. Workshop speakers came from the United Kingdom, Austria, France, the Netherlands and Germany.

The next three-day tour started in northern Germany (Bremen) and finished in southern Germany. The program included visits to fibre separation companies, a quality control lab, an insulation manufacturing plant and finished with a visit to the DaimlerChrysler luxury vehicle assembly plant in Sindelfingen.

Some 25 Canadian participants represented private industry, the research and development community and government. Industries ranged from consumer goods to automobile industry fibre processors. Participants came from across Canada, with the majority from Alberta, Saskatchewan and Manitoba.

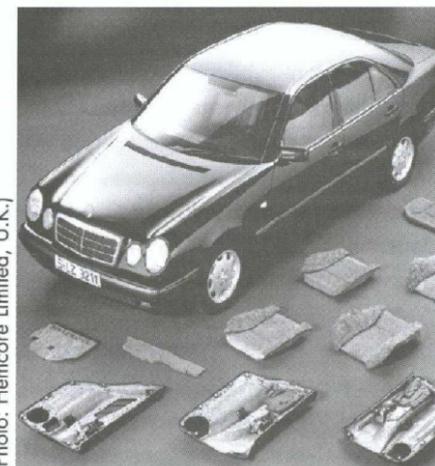
Other foreign embassies in Europe were also invited to learn about

natural fibre activities in Canada, European advancements in this field and to meet Canadian participants.

Next steps

The Canadian contingent held a wrap-up session to plan a strategy to move the industry forward. The goal was to further identify industrial partners and the next steps to advance the ag-fibre initiative. This would include defining standards, choosing partners both in Canada and abroad and selecting suitable markets. Additionally, an Internet platform will be created to facilitate communication between members.

For more information, contact Ted Pidgeon, Agriculture and Agri-Food Canada, tel.: (613) 759-7549, e-mail: pidgeont@em.agr.ca, or Steffen Preusser, Canadian Embassy in Berlin, tel.: (011-49-30) 203-12-365, e-mail: steffen.preusser@dfait-maeci.gc.ca.



(Photo: Hemcore Limited, U.K.)

Car parts made from natural fibres

West Africa — continued from page 1

companies to demonstrate the quality of their goods and services. As a result, Canada is gaining a very positive reputation throughout West Africa.

Infoserv, a Laval-based information technology firm, has had its share of success in this market. "For those of us working in the information technology field, our Canadian identity is a major asset," says Jean-Pierre Lemire, President of Infoserv. "Canadian know-how and pragmatism in this area are recognized and appreciated, and sharing French as a means of communication is also an advantage."

An example of West Africa's vitality can be found in the infrastructure sector, where national and regional initiatives are underway to rehabilitate some of the failing infrastructure.

Energy

Burkina Faso is a land-locked country that relies heavily on its neighbours for its goods and energy needs. Its government has initiated an extensive rural electrification program—funded

by the ADB—by commissioning power plants and creating a national grid connected internationally to Ghana and its other neighbours. Consulting opportunities also exist in the privatization of its national oil and electricity companies, as well as in the creation of a regulatory body to oversee the energy industry.

Canadian expertise is being solicited in Senegal and in Cote d'Ivoire to help those countries with the liberalization of their downstream energy sectors. Senegal's national electricity company, SENELEC, is to be privatized by December 2004. Both countries have engaged in rural electrification projects, resulting in large purchases of electrical equipment, and both have embarked on extensive programs to rehabilitate their infrastructure. Also, the successful privatization of Mali's energy sector has meant an increase in demand for metering instruments and other equipment to replace older infrastructure.

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.

Transportation

Anyone who has been to Africa knows that its transportation infrastructure is inadequate. The World Bank has lent \$1.6 billion to sub-Saharan African countries in the last three years for transportation projects, and much of this has gone to West Africa. And Canadian companies have been involved in these initiatives: Ottawa-based **CPCS Transcom** was hired to privatize the 1,200-kilometre Dakar-Bamako railway, and Montreal-based **CANAC** won a 25-year concession to manage and operate it.

In Cote d'Ivoire, a number of Canadian firms have tendered or expressed interest in various highway programs, including the extension of the northern highway and rehabilitation of three national highways—contracts worth \$137 million.

For transportation projects, Burkina Faso has an envelope of \$1.1 billion, of which \$185 million comes from the World Bank. Opportunities there are expected in the areas of professional expertise, periodic and routine maintenance, road rehabilitation, management capacity building, road safety and the privatization of the Ouagadougou and Bobo airports' management.

For more information, go to the Department of Foreign Affairs and International Trade's (DFAIT) West Africa Web sites: www.infoexport.gc.ca/bf (Burkina Faso), www.dfait-maeci.gc.ca/abidjan (Cote d'Ivoire), www.infoexport.gc.ca/ml (Mali), and www.infoexport.gc.ca/sn (Senegal), or contact DFAIT's Sub-Saharan Africa Trade Division, e-mail: ggtt@dfait-maeci.gc.ca. ❖

Southern Africa teeming with opportunity

While South Africa is a familiar market for Canadian businesses, its neighbours like Zambia, Mozambique and Botswana are less so. However, the entire southern African region presents real opportunities for Canadian companies willing to move into these new and developing markets. Heavily dependant on imports, the region represents untapped markets for Canadian products and services in a variety of sectors.

Consultancy services, mining and energy, transportation, and information and communication technologies (ICT) are but four sectors that illustrate what southern Africa has to offer to Canadian exporters.

Consultancy services

Mozambique and Botswana represent growing markets for consultancy services. In Mozambique, the focus is on the mining and mineral resources sector, water and sanitation, and infrastructure development. Largely funded by international financial institutions (IFIs), these sectors represent excellent opportunities for Canadian companies.

In Botswana, the country's technological infrastructure, ICT, the privatization of government institutions, and the modernization of the air transport sector are key areas for growth. Similarly, Malawi's economic reforms, which have received \$120 million to-date in support from the African Development Bank and the World Bank, are focussed on the restructuring and privatization of state-owned companies. There are also opportunities in that country's water and sanitation infrastructure.

Mining and energy

Throughout southern Africa, but particularly in resource-rich countries like Mozambique and Angola, governments have made mining and energy



Knowledge through technology: a doctor in Lusaka, Zambia, teaches children about HIV and AIDS.

top priorities for national development and economic expansion.

With a combined investment exceeding \$10.5 billion, Angola's state oil company, Sonangol, and its international oil partners are significant potential consumers of Canadian products and oil expertise.

The upward trend in the price of copper, on which Zambia's economy depends, is expected to trigger purchases of equipment and services by local mining houses to increase production levels. Zambia's Copperbelt Environmental Project, and World Bank-financed Mineral Resources Management Capacity Building Project in Mozambique, will increase demand for the supply of equipment and mining services.

Transportation

The transport sectors in Angola and Mozambique are underdeveloped and infrastructure requires rehabilitation. Mozambique has IFI-funded opportunities for the rehabilitation and construction of transport infrastructure, and there are also potential opportunities for the supply of locomotives and related parts to the railway companies of these two countries.

Botswana is currently upgrading its airports, and Angola plans to build a new international airport in its capital, Luanda.

ICT

Like in many African countries, ICT is a growing sector. The governments of Botswana and Mozambique have demonstrated their commitment to expand this industry through the development of national ICT strategies. Botswana's government is currently soliciting tenders for the provision of software, hardware and networking services. For more information, go to www.gov.bw/business/tenders.html.

In Angola, Malawi and Mozambique, the ICT sector is still in its infancy. Canadian companies can gain a foothold—and the resulting downstream comparative advantage—by introducing their products to those markets now.

Advice

When doing business in southern Africa, be proactive. Make contacts with decision makers and send them information on your products and services. Also, find a local partner or agent who knows the language and business culture of the markets you wish to explore.

For more information, go to DFAIT's Mozambique, Zambia and Zimbabwe Web sites: www.infoexport.gc.ca/mz, www.infoexport.gc.ca/zm, and www.infoexport.gc.ca/zw. ❖

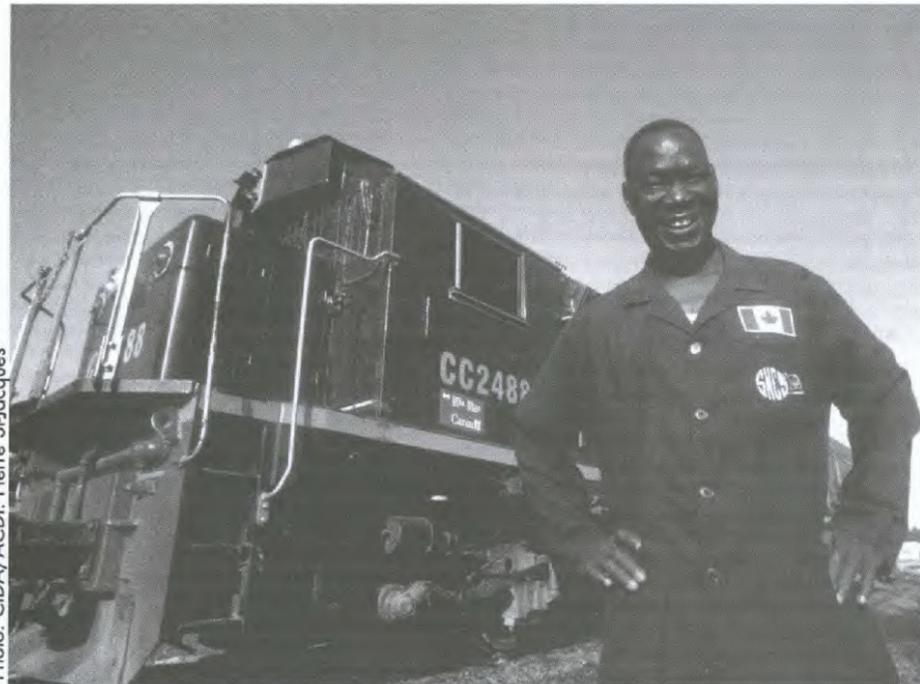


Photo: CIDA/ACDI: Pierre St-Jacques

The Dakar-Bamako railway renewal: Canadian companies are helping Mali and Senegal reshape their national railways into commercially viable transnational enterprises.

AGRICULTURE & AGRI-FOOD

BEIJING, CHINA — August 25-28, 2004 — **International Meat Industry 2004** is a meat slaughtering, processing, testing, packing, additives and ingredients trade fair. **For more information**, contact Xu Yao, Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, ext. 3363, e-mail: yao.xu@dfait-maeci.gc.ca.

TOKYO, JAPAN — September 21-23, 2004 — **BioFach Japan Organic Expo** is an international organic trade fair. Last year, 125 companies including 52 overseas exhibitors from 16 countries exhibited. **For more information**, contact the Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6327, e-mail: tokyo-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/jp, or the BioFach Japan Secretariat, tel.: (011-81-3) 5404-7351, fax: (011-81-3) 5404-7352, e-mail: heinz@inter.net, Web site: www.biofach-japan.com.

TOKYO, JAPAN — October 5-7, 2004 — **Health Ingredients Japan 2004** is that country's biggest health ingredient and service conference and trade fair. Last year, 438 exhibitors from 23 countries participated. **For more information**, contact the Canadian Embassy in Tokyo, tel.: (011-81-3) 5412-6200, fax: (011-81-3) 5412-6327, e-mail: tokyo-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/jp, or fair organizer CMP Japan Co. Ltd., tel.: (011-81-3) 5296-1020, fax: (011-81-3) 5296-1018, e-mail: info@cmpjapan.com, Web site: www.hijapan.info/en/index.html.

PARIS, FRANCE — October 17-21, 2004 — Join the Canadian pavilion at **SIAL Paris 2004**, the world's largest food industry event. **For more information**, contact Denise Gravel, International Affairs Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7746, e-mail: graveld@agr.gc.ca, Web site: <http://ats-sea.agr.gc.ca/sial>.

BUILDING PRODUCTS

DUBAI, U.A.E. — September 22-26, 2004 — The **14th Middle East International Furniture, Interior & Retail Design Exhibition** is the largest event of its kind in the Middle East and Asia, and the Canadian Consulate in Dubai will host a national pavilion for the fifth

consecutive year. **For more information**, contact Sanam Shahani, Commercial Officer, Canadian Consulate in Dubai, e-mail: sanam.shahani@dfait-maeci.gc.ca, Web site: www.dmgdubai.com.

ELECTRIC POWER EQUIPMENT & SERVICES

HO CHI MINH CITY, VIETNAM — October 27-29, 2004 — **Vietnam Electricity Expo 2004**. **For more information**, contact the Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 824-5025, fax: (011-84-8) 829-4528, e-mail: hochi-td@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/vn, Web site: www.cpexhibition.com/electric.

ICT

CHICAGO, ILLINOIS — June 20-24, 2004 — Join the Canadian trade mission to **Supercomm 2004**, one of the largest ICT events in the world. **For more information**, contact Mauricio Ospina, e-mail: mauricio.ospina@oei.gov.on.ca, tel.: (416) 325-6151, fax: (416) 325-6509, Web site: www.supercomm2003.com.

SAO PAULO, BRAZIL — August 17-20, 2004 — **COMDEX Sucesu-SP Brasil 2004** is an international computing and telecommunications congress and exhibition. **For more information**, contact William Jackson, Senior 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.comdex.com.br/site/pagina.php?id=1.

DUBAI, U.A.E. — September 7-10, 2004 — **Motexha 2004** is the leading fashion and textiles trade event in the Middle East. **For more information**, contact Venky Rao, tel.: (905) 896-7815, e-mail: iir@rogers.com, Web site: www.motexhaonline.com.

MILAN, ITALY — September 14-19, 2004 — **BIAS** is an international automation, instrumentation, microelectronics and ICT conference and exhibition. **For more information**, contact fair organizer BIAS Group Srl (Milan), tel.: (011-39-02) 66-07-011, fax: (011-39-02) 660-70-146/161, e-mail: bias.group@bias-net.com, Web site: www.bias-net.com.★

Enquiries Service

1-800-267-8376 (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; or by accessing the DFAIT Web site at www.dfait-maeci.gc.ca.

DFAIT's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling

Return undeliverable
Canadian addresses to:
CanadExport (BCS)
DFAIT
125 Sussex Drive
Ottawa, ON K1A 0G2

Publications Mail Agreement
Number 40064047