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Vol. 20, No. 4 -
March 1, 2002

**WOMEN ENTREPRENEURS
SUPPLEMENT**
(See insert)



Canada supports Japanese reform

Attracting Canadian business to Japan

On December 6, 2001, Leonard Edwards, Canada's Deputy Minister for International Trade and former Canadian Ambassador to Japan, formally submitted "Canada's Comments and Proposals for the Regulatory Reform Council" to Yoshihiko Miyauchi, Council Chairman and Chairman, Orix Corporation, on behalf of the Canadian government.



Leonard Edwards, Deputy Minister for International Trade and former Canadian Ambassador to Japan (left) presenting Canada's Comments and Proposals to the Regulatory Reform Council's Chairman, Yoshihiko Miyauchi.

The Regulatory Reform Council is responsible for assessing and enhancing the process for regulatory reform in Japan. Canada, which has experience grappling with many of the same issues now facing Japan, offered its *Comments and Proposals* to support

the Council's critical work in implementing the Japanese government's latest three-year Deregulation Plan.

Continued on page 11 - Reform

Mexico: By the book and on the Web

Mexico was writing the book on economic reform. One by one the pieces were falling into place: liberalized trade, an improved climate for investment, greater autonomy for Mexico's central bank. Canada's NAFTA partner was catching the eyes of the world with a textbook example of how an emerging nation can lay the foundation for a prosperous future by putting economic theory into practice...

and global economic prospects, already weakening, became much more uncertain.

The good news is that the work done in Mexico, now Canada's fourth most important export market, will likely help it avoid the worst case scenario, the kind of financial crisis that has plagued the country in the past. That doesn't mean, according to the 2001 Global Export Forecast published by Export Development Canada (EDC),

Continued on page 2 - Mexico

...Then terror struck on September 11,



Department of Foreign Affairs and International Trade

Ministère des Affaires étrangères et du Commerce international

Canada

IBOC: Trade leads

AUSTRIA — International Atomic Energy Agency (IAEA) Bidder Database — Canadian suppliers of equipment related to all aspects of operation of the IAEA — including nuclear equipment, equipment for safeguarding nuclear facilities, detec-



IBOC
International Business
Opportunities Centre

International Business Opportunities Centre

As Team Canada Inc.'s Sourcing Centre, the International Business Opportunities Centre (IBOC) matches business opportunities from around the world with the business interests of Canadian exporters, particularly small and medium-sized enterprises. IBOC offers a value-added service to trade commissioners by directly contacting Canadian companies about foreign trade leads.

To pursue our international trade leads, check out our Web site at www.iboc.gc.ca (particularly our E-Leads® and Web-Leads®).

tion equipment and such items as office supplies and furniture — are invited to register for a bidders list that will be used for the solicitation of contract bids by the UN and affiliated organizations. Interested companies must complete the application form and submit a financial report. To request the form, contact the International Atomic Energy Agency, Procurement and Supply Section, Wagramer Strasse 5, P.O. Box 100, A-1400 Vienna, Austria, quoting case no. 011122-05243. For more information about doing business with the UN and the IAEA, consult the UN procurement Web site at: www.iapso.org (Notice received from the Canadian Embassy in Vienna.)

SOUTH AFRICA — Licence for Global Mobile Personal Communication by Satellite — The Minister of Communications invites applications for licences to operate a telecommunications service using Global Mobile Personal Communications by Satellite (GMPCS). The GMPCS licence enables the provision of fixed or mobile, broadband and/or narrowband telecommunications services to end users from a satellite or a network of satellites using, but not limited, to VSAT systems. Cost of application: SAR 50,000. Closing date:

April 30, 2002. For more information about the application process, contact the Chairperson, Independent Communications Authority of South Africa (ICASA), 164 Katherine Street, Block B, Pin Mill Farm, Sandton 2196 South Africa, fax: (011-27-11) 321-8547. To receive a response, provide complete contact information including fax, telephone and e-mail. For more information, visit the ICASA Web site at: http://docweb.pwv.gov.za/NewDocuments/ITA_GMPCS.html Contact Karen Garner, Trade Commissioner, Canadian High Commission Trade Office, Johannesburg, fax: (011-27-11) 442-3325, e-mail: karen.garner@dfait-maeci.gc.ca quoting case no. 020122-00310. (Notice received from the Canadian High Commission Trade Office in Johannesburg.)

IBOC trade opportunities — find out more at www.iboc.gc.ca

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CanadExport

Albert Rock is a true innovator. In the mid-1980s, the British Columbia entrepreneur invented an automatic measurement device to help him keep up with the demand for his services collecting information on buildings' mechanical systems for troubleshooting purposes. His invention proved so popular Rock did himself out of a job as a human "information logger" — and into a multi-million-dollar manufacturing and distribution business. Now a world leader in an industry Rock pioneered, ACR Systems Inc. continues a tradition of innovation in everything from its export strategies to the fascinating end-uses of its portable information logger.

Started as a research and development company with financial assistance from Industry Canada, and incorporated in 1986, Surrey, B.C.-based ACR Systems today has 32 employees and sales approaching \$10 million. "We're still a small company," explains General Manager David McDougall, "but we're big exporters."

Exports, in fact, represent 83% of company sales and are made to 100 countries around the world, including the United States, which is both ACR's primary export market and primary market, period.

Variety of users and uses

McDougall describes ACR's data loggers as "smart instruments that can collect information on anything that can be measured — temperature, relative humidity, pressure, electrical current, pulse signals, and more." These small portable instruments take readings at regular intervals, and the information, stored in the logger's memory, is then transferred to computer for analysis. The loggers themselves don't solve

problems but provide a continuous record of conditions so that the end user can take whatever action is necessary.

The uses to which ACR's instruments have been put are virtually endless. The loggers have, for example,

Small B.C. high-tech company a big exporter

"Innovation" loggers

monitored the temperature of the heat tiles on space shuttles to determine the optimum materials for use under extreme temperature conditions; monitored the temperature of frozen foods in transportation to ensure food safety; and monitored the power quality of slot machines, since poor power quality can produce "false jackpots." A data logger placed in the box transporting the Iceman from its place of discovery in northern B.C. in 1999 ensured the correct temperature for preserving the body for scientific analysis.

Innovation creates edge

There are now about 150 companies in the industry, says Albert Rock, but his company has a definite competitive edge. "We're considered the Rolls Royce of data loggers — we're higher priced but have unique technology and a much longer battery life."

Innovation also extends to ACR's export strategy. Rather than supplying directly to end-users, the 100% Aboriginal-owned company has pursued worldwide business partnerships with industrial instrumentation companies that integrate ACR products into broader industrial electronics systems that they are supplying to end users with specific problems to solve.

Such business partnerships have also helped ACR to avoid reinventing the wheel when it comes to providing technical support. "Our conclusion is that with the number of countries we deal with, we literally can't do it on our own. We need partners who already understand the local business culture and language," says Rock.

Another beneficial partnership for ACR has been with agencies of the Canadian government, including the International Trade Centre and Aboriginal Business Canada in Vancouver. Over two years ago, ACR began re-

ceiving accounts receivable insurance from Export Development Corporation (now Export Development Canada), which has led to increased sales and larger orders.



ACR President and founder Albert Rock with his SmartButton mini Data Logger (inset).

Partnerships pay off

The company's strategies have paid off. Over the past five years, ACR has more than doubled the number of distribution points in its worldwide network, from 60 to more than 150 resellers. A February 2001 opening of a sales office near San Francisco has put ACR on track for increasing U.S. sales 20% over the previous fiscal year. And within the next 12 months, the company intends to expand its presence in Western Europe. With such expansion, there is no telling where ACR's data loggers will turn up next.

For more information, contact David McDougall, General Manager, tel.: (604) 591-1128, fax: (604) 591-2252, e-mail: david@acrsystems.com Web site: www.acrsystems.com

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Sharing Trade Secrets".)

Mexico: By the book — Continued from page 1

that things are going to be rosy. The forecast has been revised to "less than 1% growth, with a large possibility of a small contraction."

Longer term, much hinges on the U.S., to which Mexico sends almost 90% of its exports, and on the global economy. Almost as important is whether Mexico will stay the course on economic reform in the new and uncertain post-9/11 environment.

A full agenda

Attracting foreign investment is one of many priorities for President Vicente Fox's administration. According to Mexican statistics, Canada ranked fourth overall in 2000 for foreign direct investment (US\$497.2 million), behind the United States, Spain and the Netherlands. The administration is also concerned with job creation, fiscal reform, energy reform, eliminating the budget deficit, restructuring

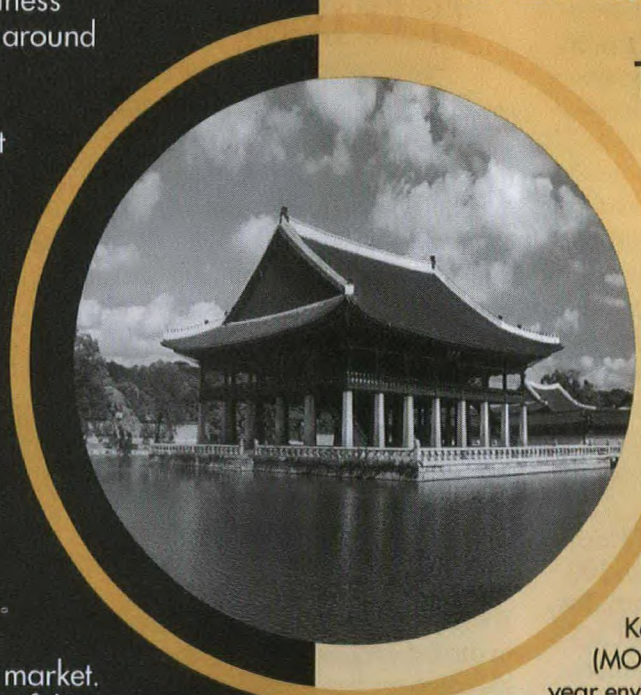
Continued on page 12 — Mexico


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The Environmental Industries Market

The Republic of Korea is currently developing its environmental infrastructure, which was neglected during the country's rapid economic expansion phases. Between 2000 and 2005, the Korean government plans to spend \$98 billion on environmental projects, with half this amount earmarked to build 600 environmental facilities.

Market Overview

In response to deteriorating environmental conditions, the Korean Ministry of Environment (MOE) announced its second five-year environmental plan. The Ministry's priorities are water quality, solid waste management, and air quality. Korea is currently 55% short of its need for sewage treatment plants and 90% short for waste incineration plants.

Canadian companies presently supply approximately 1% of Korea's import market for environmental equipment, while 90% of Canadian environmental firms in Korea

are involved in water and wastewater treatment. Canadian exporters face competition from Europe, the United States and Japan.

Air Quality

Volatile organic compounds (VOC) and urban ozone are the main air quality concerns, although higher

opportunities for Canadian environmental technologies exist in the following areas:

- dioxin-free municipal waste incinerators
- advanced wastewater treatment technologies
- landfill gas treatment/re-utilization technologies
- VOC control technologies
- soil decontamination technologies
- oil-spill response equipment/technologies

Korean Environmental Market (estimated), 2000-2003 (\$ millions)

Year	Air	Water/Soil	Waste	Others	Total	Change
2000	1,836	5,735	4,172	351	12,094	-
2001	2,168	6,767	4,922	415	14,272	18%
2002	2,493	7,782	5,661	475	16,411	15%
2003	2,792	8,717	6,340	533	18,382	12%

Source: U.S. Department of Commerce. Korea-U.S. Environmental Business Opportunities, April 3, 2000.

Water Quality

Water quality is especially critical because of the deterioration of drinking water sources for some major cities, including Seoul. The MOE plans to bring the wastewater treatment ratio up to 80% by 2005 (from 70% in 2000). To reach this goal, close to \$22 billion will be spent on water quality projects, including the construction of 320 wastewater treatment plants.

environmental standards and rigorous enforcement have resulted in a reduction in air pollution in Korea's major cities. While industrial facilities used to be the primary contributors to air pollution, increasingly strict regulations have led to a reduction in pollutants.

Automobiles are now the principle source of urban air pollution.

Opportunities

Korea has liberalized its rules regarding foreign investment in environmental infrastructure. Opportunities may arise in this sector for Canadian engineering companies that have good access to capital and technology. Specific

Waste Management

The solid waste management issue becomes more pressing each day as existing landfill sites fill up. The government's policy is to maximize waste reduction and recycling and to favour incineration of other waste. With a 35% decrease since 1995, Korea has already achieved a high rate of municipal solid waste reduction.

See Potential?

To learn more about this market, read *The Environmental Industries Market in Korea*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at **www.infoexport.gc.ca**

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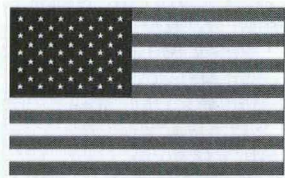
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See insert for your *Environmental Industries'* contacts in the Asia Pacific region.

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The U.S. Connection

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Back to business after September 11

Washington D.C. welcomes Building Products trade mission

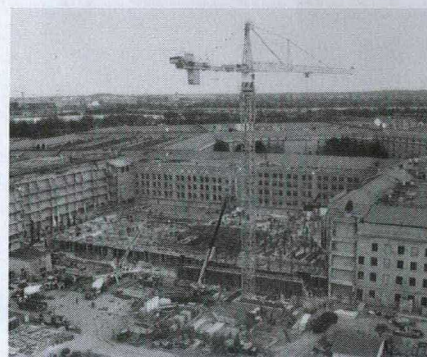
"Do we proceed, or don't we?" That was the question being asked after the events of September 11, 2001. At issue was a Building Products trade mission, in planning for months, targeting the dynamic Washington, D.C., region. The answer was, and continues to be, a resounding yes.

Ultimately, the Quebec Construction Association [L'Association de la construction du Québec (ACQ)] (www.acq.org) and the World Trade Centre (WTC) Montréal (www.wtc-montreal.com), supported by Canada Economic Development (www.dec-ced.gc.ca), brought the Building Products trade mission to Washington, D.C., and Baltimore, Maryland, October 23-25, 2001.

A delegation of fourteen ACQ members, representing eight businesses, participated in seminars, site visits, networking events and one-on-one meetings. The delegation was led by Louis Potvin, President and CEO of LBL Skysystems (www.lblskysystems.com), who, as the head of a company that was already very successful in the target market, offered the benefit of his experience to the other participants.

All participants were tremendously reassured to learn that the local market was still active and open to new entrants. In fact, both regional and public representatives expressed the conviction that, if anything, activity in the

public building market would be increasing. For example, the utility of "building hardening," in which the



The Pentagon Renovation Program.

Pentagon was engaged prior to September 11, was graphically demonstrated, and the concept will now be applied to other public buildings deemed at risk. Within the building products market, the very strong commercial and residential sectors show no signs of slowing down either.

The personal touch

Given that the Canadians were targeting the American industrial building

Last call for the March 18-21 Extus Mission to FOSE 2002. See p. 15.

products market, which is expanding in Washington, the highlight of the mission was undeniably the one-on-one meetings with local general contractors who were very pleased with the opportunity to meet potential new suppliers and subcontractors and see their products. All of the American participants stressed the importance of being able to meet suppliers face-to-face before doing business.

The seminars on local and public markets proved to be very useful, providing valuable information to help the companies increase the effectiveness of their market entry efforts. A presentation on the red-hot topic of "green" buildings drew a spirited discussion about improving products currently in production as well as ways to develop and certify new products to meet the standards in this emerging niche market.

At the Canadian Embassy's networking reception, architects and engineers mingled freely with mission participants and local contractors.

Building successes

In the months following the mission, each of the participants has been invited to submit bids for between two to six large project competitions and all are awaiting the final results. Furthermore, prompted by recommendations from the American participants, at least one company, Orbi Metal (www.orbimetal.com), is considering hiring a local representative

Continued on page 7 - Building

Check the Business Section of the Canada-U.S. Relations Web site at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

The Canadian Commercial Corporation (CCC) has experienced many changes since its creation in 1946. However, the Corporation's attention to quality customer service has remained consistent. Proposed amendments to the Canadian Commercial Corporation Act will strengthen the Corporation's commercial profile.

Update to legislation Strengthening CCC's capacity to serve its clients

In the last 50 years, CCC has developed a niche expertise, helping companies across Canada access government procurement markets worldwide. As Canada's international contracting agency, the CCC puts the power of Canada behind each export transaction that it supports.

Thousands of Canadian exporters have benefited from CCC's contracting expertise and its government-to-government mechanism to secure international contracts. CCC client satisfaction ratings have remained consistently high over the years, but CCC knew it could better serve clients by being more commercially oriented.

"Changes to the Corporation's operating structure were needed to allow the Corporation to become more commercially oriented and responsive to the needs of Canadian exporters in addition to strengthening its governance structure," explains Douglas Patriquin, President of CCC.

The first amendment calls for the separation of the positions of Chair of the Board of Directors and President,

thus bringing the organization's governance structure in line with modern corporate management practices and allowing the Board to be more independent from management.

The second change will permit CCC to charge commercial fees for service on its non-Defence Production Sharing Arrangement (DPSA) business. By charging a fee for its non-mandatory services, CCC will become more self-sufficient and able to expand its business beyond assisting Canadian exporters to sell into the U.S. market.

The third amendment authorizes the corporation to borrow funds in commercial markets. This will enable the Corporation to minimize its risk exposure by providing emergency cash flow to its exporter clients in advance of contracted payment flows from foreign buyers. This allows CCC's exporter client to finish its production run and deliver the contracted goods to the buyer, while minimizing the likelihood of calling in CCC's performance guarantee.

As stated by the Minister for International Trade Pierre Pettigrew, "These amendments will strengthen CCC's capacity to deliver the specialized services that have spelled success in export markets for thousands of Canadian companies and that have helped produce high-quality employment for Canadians across the country for many years."

For more information on the updates to the CCC Act, contact Sylvie Germain, Policy and Planning Analyst, tel.: (613) 995-9144, fax: (613) 995-2121, e-mail: sylvie.germain@ccc.ca

Details about the legislation and backgrounders can be found at: http://webapps.dfait-maeci.gc.ca/minpub/Publication.asp?FileSpec=/Min_Pub_Docs/104660.htm *

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to preshipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, Web site: www.ccc.ca

Building Products mission — Continued from page 6

in the Mid-Atlantic region.

Orbi Metal President Carlos Stella sums up the mission's success: "I strongly recommend this event to other exporters in the business. With the WTC Montréal and the Canadian government supporting us, we were able to make a much stronger impact as a group than we would have as individual companies."

More to come

The next ACQ Building Products trade missions in the U.S. will be held April 18-19, 2002, in Miami and

May 23-24, 2002, in Boston. For more information, contact Julie Bourgoin, WTC Montréal, tel.: (514) 849-1385.

For more information about business opportunities in the building products and services market in the Mid-Atlantic U.S., contact Amanda J.W. McNaughton, Canadian Embassy, Washington, D.C., tel.: (202) 682-7745, e-mail: wshdc.infocentre@dfait-maeci.gc.ca *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection")

A recent study at Columbia University ranked Finland number one in the world for environmental sustainability. With the passage of its updated Environmental Protection Act on March 1, 2000, Finland has adopted an integrated approach to preventing environmental damage. Utilizing the best available technologies

Promoting "ecoefficiency"

Finland's environmental sector

(BAT) to preserve the environment is now a key element of corporate programs in Finland, and presents opportunities for suppliers of competitively priced, niche solutions.

Finland's revised environmental legislation, which has been harmonized with the Integrated Pollution Prevention and Control (IPPC) Directive of the Council of the European Union, applies to all activities that are potentially harmful to the environment. The objective of the legislation is to improve the environment by using the best available technologies (BAT) — without having to tighten Finland's already stringent demands on environmental protection.

Using an integrated approach to reducing emissions, rather than focusing on water and air separately, allows better control over the overall environmental impact of industrial operations.

Trends

In the 1990s, industrial investment in the environment represented 5%-10% of total investments in Finland. By 1998, the value of the total environmental market in Finland was estimated to be \$2.5 billion. Today, Finnish companies produce environmental technology products worth approximately \$2.7-\$4.6 billion each year.

Further investment in emission controls can be expected as the compliance date for the new environmental legislation approaches in 2007.

For more details, visit the Finnish Environmental Administration Web site

at: www.vyh.fi/eng/environ/legis/index.htm

Environmental health program

In 1997, a collaborative project between 60 research institutes and enterprises, known as the Environmental Cluster Research Programme (ECRP), was formed in Finland to promote human and environmental welfare through

"ecoefficiency", cooperation and entrepreneurship.

The program, now in its second phase, is examining the best ways to build infrastructure in a sustainable society.

Opportunities

Although Finnish municipalities and government institutions tend to favour domestic suppliers, Finnish industry welcomes environmental technology from reliable, world-class firms. Indeed, many of the industrial systems manufactured in Finland are constructed from imported high-technology components.

To compete with the well-established component suppliers from the EU, the U.S. and Japan, Canadian firms are advised to offer niche, best available technologies that are unique and competitively priced. Opportunities exist in such sectors as instrumentation, soil and water remediation, solid waste and waste water treatment, and air emissions controls.

Partnerships between Finnish and Canadian firms may be mutually advantageous, given that Canada and Finland are both world leaders in environmental technologies.

Major competition

The environmental industry in Finland employs some 24,000 people and is one of the world's most technologically advanced. It comprises approximately 400 companies, mostly small and medium-sized enterprises (SMEs),

as well as a few larger corporations with environmental divisions. Most (300) of these companies operate in infrastructure-related areas such as water supply, waste water treatment, solid waste treatment and bioenergy, with the remainder involved primarily in the fast-growing field of monitoring and measurement.

Market access issues

Foreign suppliers are advised to work with local agents and distributors because the domestic market for environmental technology equipment in Finland is not large enough to warrant full-scale sales operations.

Finland adheres strictly to EU directives and regulations and therefore, in principle, accepts products that have been admitted to other EU countries.

Useful Web sites

- Environmental Cluster Research Program: www.vyh.fi/eng/research/cluster/clus2pha.htm
- National Technology Agency: www.tekes.fi
- Finnish Environmental Administration: www.vyh.fi/eng/
- The Confederation of Finnish Industry and Employers: www.tt.fi/english/
- Environmental Technology Research Centre ETRC Ltd.: www.ytkk.suomi.net/
- Technical Research Centre of Finland: www.vtt.fi/indexe.htm
- Nordic Environment Finance Corporation: www.nefco.fi/

For more information, contact Seppo Viheraari, Business Development Officer, Canadian Embassy, Helsinki, tel.: (011-358-9) 228-530, fax: (011-358-9) 601-060, e-mail: seppo.viheraari@dfait-maeci.gc.ca
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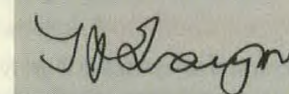
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Winter 2002

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women (See page VIII.). We listened to what and successfully—contacts, market leads, role coming trade missions and events—and are p information source for women who want to ne or improve their export performance. e finance and risk management arm is now ia (EDC). The new name and logo instantly I staunch ally in expanding Canadian exports.

resources and the many others that you'll read successful entrepreneurs featured in these ing!



Linda Graupner
Director, Emerging Exporters
Export Development Canada

pared by the Export Services for Small and Medium-sized Enterprises Division (TSME) and Export Development Canada (EDC)

A recent study at Columbi University ranked Finlar number one in the world environmental sustainability. With passage of its updated Environment Protection Act on March 1, 2000, Finland has adopted an integrated approach to preventing environmental damage. Utilizing the best available technology

Promoting "eco-efficient" Finland's

(BAT) to preserve the environment a key element of corporate programs in Finland, and presents opportunities for suppliers of competitively priced, solutions.

Finland's revised environmental legislation, which has been harmonized with the Integrated Pollution Prevention and Control (IPPC) Directive of the Council of the European Union, applies to all activities that are potentially harmful to the environment. The objective of the legislation is to improve the environment by using the best available technologies (BAT) — without having to tighten Finland's already strict demands on environmental protection. Using an integrated approach to reducing emissions, rather than relying on water and air separately, provides better control over the overall environmental impact of industrial operations.

Trends

In the 1990s, industrial investment in the environment represented 5% of total investments in Finland. By 2000, the value of the total environmental market in Finland was estimated at \$2.5 billion. Today, Finnish companies produce environmental technology products worth approximately \$4.6 billion each year.

Further investment in emission controls can be expected as the compliance date for the new environmental legislation approaches in 2004. For more details, visit the Finland Environmental Administration Website at www.infoexport.gc.ca/canadexport

THE CANADIAN
TRADE COMMISSIONER
SERVICE *Serving Canadian Business Abroad*

Serving the
Environmental Industries
in the *Asia-Pacific Region*


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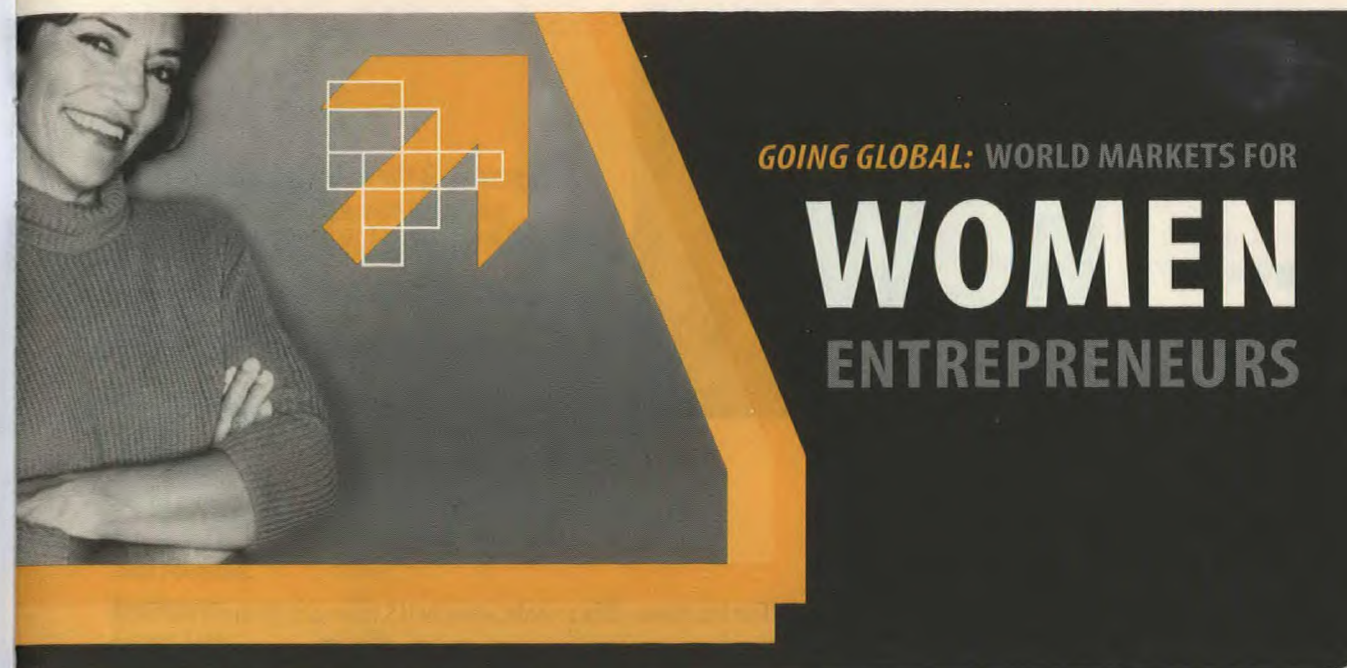
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The Trade Commissioner Service helps new and experienced companies which have researched and selected their target markets.

CanadExport

Winter 2002



GOING GLOBAL: WORLD MARKETS FOR

WOMEN ENTREPRENEURS

FORGING AHEAD WITH CONFIDENCE

In the Spring of 2000, our first supplement on businesswomen in trade featured pioneering entrepreneurs across Canada who were making forays into the international marketplace. Two years later, women continue to make their mark on the global stage and are contributing to Canada's international competitiveness by reaching beyond our borders. This special supplement profiles innovative women exporters—from a software developer to a plastic products manufacturer—whose passion and confidence have propelled their businesses to new heights. Their message is clear: "We are doing it. You can, too."

Along the way, these women are accessing the growing number of tools and resources designed to help more women export with confidence. Whether it is advice from Canada's worldwide network of knowledgeable trade commissioners or insurance to minimize the risks of exporting, successful entrepreneurs recognize that they can accelerate their export growth by tapping into services from both the government and the private sector. "There's a lot of information out there that is very helpful," says Tanya Shaw Weeks, the award-winning owner of several highly successful software companies (See page III.). "Don't be shy," she urges exporters, "Ask as many questions as you can."

This is exactly why the **Department of Foreign Affairs and International Trade (DFAIT)** recently revamped its Web site for businesswomen in trade at

www.infoexport.gc.ca/businesswomen (See page VIII.). We listened to what women need to export confidently and successfully—contacts, market leads, role models and timely notices about upcoming trade missions and events—and are delivering it all in a dynamic, one-stop information source for women who want to access export markets for the first time or improve their export performance. You will also notice that Canada's trade finance and risk management arm is now called **Export Development Canada (EDC)**. The new name and logo instantly position EDC as a Canadian entity and staunch ally in expanding Canadian exports.

So, take advantage of these tailored resources and the many others that you'll read about here. Follow the lead of the successful entrepreneurs featured in these pages to reap the rewards of exporting!

JoAnna Townsend
Special Advisor on Small and Medium-sized Enterprise (SME) Issues


Department of Foreign Affairs and International Trade

Linda Graupner
Director, Emerging Exporters Export Development Canada

THE CANADIAN
TRADE COMMISSIONER
SERVICE

 **EDC**
Export Development Canada
Exportation et développement Canada

Prepared by the Export Services for Small and Medium-sized Enterprises Division (TSME) and Export Development-Canada (EDC)

 Department of Foreign Affairs and International Trade

Ministère des Affaires étrangères et du Commerce international

Canada

KAREN POTTLE

President
Exploits Designs Inc.
 St. John's, Newfoundland

Tel.: (709) 579-1234
E-mail: kpottle@firstcity.net
Web Site: www.exploits.nf.ca
Year Founded: 1997
Employees: 9
Export Sales: 25%
Years Exporting: 2
Export Market: United States



"Exporting is the only way to really grow your business. I want to become known as a brand, so I have to be in the United States.

After you've dealt with one part there, it makes the country seem smaller."

Best Moment

"That first phone call for a reorder, when the U.S. buyer said: 'We love it and sold it all, and we want to double our next order.' You think, 'Oh my gosh—I've arrived!'"

Export Tips

Get 'Intelligent' Advice before You Tackle Exporting. "Make sure that your research is with experts in the industry."

Know Your Prices and How to Turn Them into U.S. Dollars. "It's important to get the right information on tariffs and duties on your product, and then put this into a neat little package so that buyers understand what they are paying for. It's best to factor duties into your price for the U.S. market."

For more great exporting tips from Karen Pottle, see: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

Calling All Women Inventors

If you are a woman inventor, you'll soon have an opportunity to be in the spotlight. The Canadian Woman Inventor of the Year Awards (CWIYA) are being established in Canada by the Women Inventors Project (WIP). The WIP is a non-profit charitable organization working to increase the number of successful inventors and entrepreneurs in Canada. Visit: www.interlog.com/~womenip

The CWIYA will encompass four categories:

- 1 Independent Inventor - with existing product
- 2 Inventor in Industry/Academia - a corporate inventor
- 3 Youth Inventor - with two awards (for Grades 1-8 and 9-12)
- 4 Threshold Inventor - a start-up or good idea inventor

A call for nominations will be announced on March 7 in Toronto at an International Women's Day event sponsored by the Canadian Association of Women Executives and Entrepreneurs. The inaugural awards will be presented on International Women's Day in March 2003. For more information, contact **Chips Klein**, Co-director of the Women Inventors Project **Tel.:** (905) 731-0328, **E-mail:** c.klein@utoronto.ca

TANYA SHAW WEEKS

President and Chief Executive Officer
Softwear Design Group Inc., Unique Patterns Design Ltd.
and Virtually Yours Inc.
 Dartmouth, Nova Scotia

Tel.: (902) 492-2106 or 1 (877) 517-6602
E-mail: tsweeks@thevirtualyou.com
Web sites: www.uniquepatterns.com
 www.thevirtualyou.com
 www.image-experts.com
Year Founded: 1994
Employees: 20
Export Sales: 93%
Years Exporting: 6
Export Markets: United States, Singapore, Japan, Australia and England



"Success in the U.S. market will give you credibility in other markets."

Help Accessed

Through the years, Tanya has turned to Industry Canada and DFAIT for export advice and has tapped into the Canadian consulates throughout the United States to identify opportunities and customers. Staff participated in New Exporters to Border States (NEBS) missions and used the Program for Export Market Development (PEMD) for marketing support in exploring new areas and generating sales leads.

Key Learning

"Having the majority of our sales in the U.S. market gives us, as a Nova Scotia company, credibility in other foreign markets and makes it easier to enter them."

Best Moment

"Bringing Butterick/Vogue and McCall's to the table, which are very well-known U.S. companies. Being their service arm gives our much smaller Eastern Canadian company a lot of credibility in the industry."

Export Tips

Focus on Learning about Each Market. "Even within the United States, be on your toes to understand the differences needed in approach. Certain areas may need a more personal relationship than others."

Find Strategic Partners. "If possible, align yourself with a partner or company that has a complementary product or needs what you have. That will help your company to grow quicker in a new market." The company's relationship with Butterick/Vogue is a good example.

For more information, see full profile at: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

Description

Unique Patterns is the only company in North America to provide custom-made women's clothing patterns through its proprietary software. Over 12,000 home-sewing customers receive a video and catalogue as part of their membership. The company is also the custom service arm for Butterick/Vogue Patterns in New York and is just beginning to work with McCall's. After developing one of the largest databases in the world of women's measurements, in 1999 Tanya spun off a sister company, Virtually Yours Inc., which just went into commercial development. Its interactive software allows the online apparel retailer's customers to easily try on clothing on their photo realistic image.

Background

While running a previous dressmaking business for professional women, Tanya, whose background is costume design, was constantly asked to alter patterns that did not fit, so she began searching for software to automate the process. "I've always been intrigued by technology, and someone told me that you can develop anything you can articulate how to do manually. That's when the light bulb went off." When she couldn't find anything appropriate, she began working with engineers at the local technical university and developed the software that led to the start-up of Unique Patterns.

Biggest Challenge

"Shipping is a real issue. For international sales, we've been working on solutions like printing the patterns in other countries or electronically sending the product. We have to think of some new ways, like franchising, to grow in those markets."

TANYA CLAESSENS

Vice-president
Kutoka Interactive Inc.
 Montreal, Quebec

Tel.: (514) 849-4800
E-mail: tclaessens@kutoka.com
Web Site: www.kutoka.com
Year Founded: 1995
Employees: 25
Export Sales: 40%
Years Exporting: 6
Export Markets: United States, Europe and Asia



"To succeed in global markets, you absolutely have to be distinctive to differentiate yourself, especially when you're up against giant competitors."

Solutions

On the first front, Kutoka called on Export Development Canada (EDC) to insure all its sales to the United States. "We couldn't have done it without them." On the second, Kutoka used the Department of Foreign Affairs and International Trade's (DFAIT) network of trade commissioners in various countries to research foreign companies interested in licensing their products and to select the most promising partners. (Kutoka now works with a U.S. licensee as well.)

Competitive Edge

From the start, Kutoka has offered a very distinctive and high-quality product. "At the time we started, most children's games were the quality of B-movies," Tanya says. "Kids were either bored with them in 20 minutes or were turned off, because they were too pedagogic. We focused on creating a very rich, interactive environment. Mia, for example, has something really special. She just seems to bring a smile in any language."

Export Tips

Participate in Your Industry Trade Shows. For Kutoka, involvement in gaming and educational software trade shows from the start enabled them to introduce their titles and make critical contacts. Now they attend the big shows, in places like Los Angeles and Cannes, every year.

Protect Your Sales to Foreign Buyers. Insure one of your most important business assets - your accounts receivable. Working with EDC gave Kutoka a secure foreign footing when it started exporting.

Do Your Homework to Find the Right Foreign Partners. "Our goal is to choose licensees who are going to be as passionate about our product as we are."

Be Distinctive. "To succeed in global markets, you absolutely have to be distinctive to differentiate yourself, especially when you're up against giant competitors."

For more on this story, visit: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

JULIANNE BIEN

President
Spectrahue Light and Sound Inc.
 Toronto, Ontario

Tel.: (416) 340-0882
E-mail: julianne@artshouse.com
Web Site: www.spectrahue.com
Year Incorporated: 1999
Export Sales: 60%
Export Markets: United States, Mexico and Europe



"Don't give away your trade secrets."

Description

Spectrahue designs, manufactures and distributes colour light therapy products that are primarily used by spas and estheticians to promote relaxation and harmonious health. Its LumaLight™ line ranges from a portable desk model (often used by individuals suffering from Seasonal Affective Disorder and mood-related disorders) to wall- and ceiling-mount illuminators that throw colour rays up to 15 feet (typically used in spas, health-care facilities, reception areas and even corporate 'quiet rooms' to create soothing, colour light tonations). The company offers courses and has produced an educational video series on colour harmonics, called Energetically Correct™. "The whole theory of colour therapy for healing has been around for a long time; it is a beautiful adjunct to traditional and alternative therapies."

Background

In some ways, starting Spectrahue was a spiritual quest for Julianne. She began the company after looking into alternative therapies of a gentle and non-invasive nature to cure her own chronic back pain. She discovered colour therapy, which is popular in Europe and uses colour frequencies to promote healing. Initially, she imported equipment from Germany, but, soon, she recognized the need for a higher-quality product and decided to manufacture in Canada.

Export Goals

"To grow quickly, go global and set up more distributors who will attend trade shows and do speaking engagements at conferences."

Biggest Export Benefits

"Sharing my work outside the country broadens my horizons. I tend to be a humanitarian, so seeing how much I've touched people's lives by giving them a pain-free existence is the most encouraging part. Also Americans love Canadian-made products! They perceive Canadians as being very honest."

Biggest Challenge

"Strategic marketing, i.e., learning the mentality of customers in different regions and adjusting my marketing materials accordingly."

Solutions

Julianne has accessed advice from DFAIT's trade commissioners in massaging her business plan. She has used the Program for Export Market Development (PEMD) to participate in U.S. trade shows and to help her to develop U.S. marketing materials. "I went to New York on PEMD and tripled my sales. In addition, the Business Development Bank of Canada has been wonderful in providing a loan to help finance my video series."

Best Moment

When people contact me from other countries after reading one of the many articles I have written for magazines, and thank me for my product. That's what really keeps me going."

Export Tips

Avoid Giving Full Credit to Distributors. "Get money or bank transfers before you ship the product. Unless distributors are meeting a certain volume first, don't give them a territory, because you'll be cutting yourself short."

Protect Your Research and Development (R&D). "Don't give away your trade secrets. If you've invested in R&D and outsource the manufacturing of your products, have a non-compete clause with the manufacturer."

Keep a Balance. "Never forget you are a woman, because that's a great sales tool in a man's world in terms of exporting. If you respect yourself and who you are, others can only respect you, too."

For more tips from Julianne Bien, visit: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

GARNETTE WEBER

**Co-owner, Executive vice-president
Interactive Tracking Systems (Itracks)**
Saskatoon, Saskatchewan

Tel.: (306) 665-5026, ext. 203
E-mail: gweber@itracks.com
Web Site: www.itracks.com
Year Founded: 1996
Export Sales: 85%
Employees: 45
Years Exporting: 5
Export Markets: United States and Europe



*"No matter how much research
and planning you do, you have
to keep on slogging."*

Biggest Challenge

Initially, during their start-up, Garnette and Dan struggled with the distance between their Saskatoon base and their major target market in the United States, both selling to new clients and servicing existing ones.

Solution

They tapped into help available from the Saskatchewan Trade and Export Partnership, and the DFAIT/Trade Commissioner Services' network of trade commissioners abroad to source clients and contacts in key markets like New York, Buffalo, Seattle and San Jose. Just recently, they signed a reselling agreement with a major client with offices worldwide, which should facilitate sales and service beyond North America.

Best Moment

"A few years back, we were contacted by one big, prospective client based in Rochester, New York, who wanted to book a demonstration. Naturally, we assumed they meant an on-line demonstration. Next thing we knew, they were calling back to find out the closest airport to Saskatoon! That's how interested they were!"

Export Tips

Perseverance is Critical. "No matter how much research and planning you do, you have to keep slogging ... making contacts, selling and following up."

Invest in the Best Employees You Can Afford. "From day one, our people have been as responsible for our success as we are."

For more on this story, visit: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

Description

This award-winning company designs and distributes fully customizable, on-line market-research software and services, which enable clients to conduct qualitative and quantitative surveys and focus groups via the Internet and chat-based technologies. It recently introduced Satisfaction Compass, a real-time, on-line tool to measure customer, vendor and employee satisfaction.

Background

Garnette and husband Dan Weber founded Itracks, essentially with a product (their first on-line survey tool) and a Web site. Although they'd tried marketing in Western Canada, their own market-research indicated that the biggest opportunities were to be found in the United States. Their first big break came when a large, U.S. market-research company found their Web site and agreed to pilot their product. Today, about 80% of their business comes from the United States with some of the biggest names in market research, like A.C. Nielsen and Ipsos-Reid, and several Fortune 500 companies counted among Itracks' clients.

Key Competitive Advantage

Garnette attributes their success to date to the fact that they decided to focus on the data-collection aspect of market research, while other organizations opted to market a full-service resource, including survey design, data collection and analysis. Thus, those organizations are potential customers, instead of competitors. "We've positioned ourselves as the technical leader."

business with EDC.



Prov. Postal Code

MM not currently exporting

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information.



*"If you're going anywhere near the
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small businesses especially, the whole
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travelled to Bangladesh to train local staff
ure filters. They've also supplied production
sted Bangladeshi training at their Crossfields

plant, about 30 kilometres north of Calgary.

Description

PRKL is a manufacturer and distributor of custom-made plastic products for agricultural markets, such as ventilation systems for stock barns. It is also part of a Canadian joint venture that partners with the Bangladeshi non-governmental organization (NGO), Proshika, in managing a manufacturing facility that produces a residential water filter (invented by University of Alberta engineering professor Dr. David Manz). (See www.davnor.com) This is designed to purify arsenic-tainted water supplies in that country.

Background

Joanne—who worked for years in the oil industry—and her husband found their biggest market in the U.S. mid-west agricultural belt, by working through contacts in the close-knit Hutterite communities in Alberta. "It was mostly word-of-mouth, between their friends and families over the border."

Working with Dr. Manz in developing his pioneering water filter, they discovered that the real market for residential filters was in developing countries, where pure water and public-filtration infrastructures are in short supply. With the assistance of Fred Richards, President of a Canadian private venture company, they were eventually linked to Proshika, their local joint-venture partner, which provided start-up funding. This led to the building and starting up of a manufacturing plant in Bangladesh. Fred worked with the Canadian International Development Agency (CIDA) and the Canadian High Commission in Dhaka.

At the end of its first year, revenues from the Bangladeshi operation are about C\$80,000—just breaking even—and PRKL won't see income from that operation for some time: they've exchanged their time and expertise for shares in the joint-venture company.

Biggest Challenge

"It is finding that foothold abroad. Exporting to the United States is so easy in comparison! Finding the time and money for growth is another big challenge."

Solution

Finding the right partner. "We were lucky to find a great contact here, through the Bangladesh High Commission, who put us in contact with the right people there." Joanne (who is of Cree descent), also credits Industry Canada's Aboriginal Business Canada with being "a huge help" in providing funding for expansion and guidance. The joint-venture Canadian company is looking at going public this year in an initial public offering to fund expansion. "In our case, accessing capital hasn't been an issue, but being able to provide an attractive return in the right timeframe is. We need investors for the long-term who believe in our vision."

For more information, see full profile at: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

Join Women in International Trade - Ontario (WITO)



The first Canadian chapter of a worldwide organization dedicated to increasing global trade opportunities for women in over 30 countries. For more information, contact: **Candice Rice**, **Tel.:** (416) 973-5157 or **E-mail:** rice.candice@ic.gc.ca **Web Site:** www.wito.ca

Did you know?

According to a recent Statistics Canada survey, 33.9% of small- and medium-sized businesses are owned by women (50% or more ownership). Of these companies, 8.9% had sold or exported their products or services outside of Canada in 2000.

GARNETTE WEBER

Co-owner, Executive vice-president
Interactive Tracking Systems (Itracks)
Saskatoon, Saskatchewan

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Visit our Web site at www.edc.ca/info

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less than \$1MM \$1MM to \$5MM more than \$5MM not currently exporting

Markets You Primarily Export To:

1. _____ 2. _____ 3. _____

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or return the postage-paid reply card for more information.

Canada



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This award-winning company designs and distributes fully customizable, on-line market-research software and services, which enable clients to conduct qualitative and quantitative surveys and focus groups via the Internet and chat-based technologies. It recently introduced Satisfaction Compass, a real-time, on-line tool to measure customer, vendor and employee satisfaction.

Background

Garnette and husband Dan Weber founded Itracks, essentially with a product (their first on-line survey tool) and a Web site. Although they'd tried marketing in Western Canada, their own market-research indicated that the biggest opportunities were to be found in the United States. Their first big break came when a large, U.S. market-research company found their Web site and agreed to pilot their product. Today, about 80% of their business comes from the United States with some of the biggest names in market research, like A.C. Nielsen and Ipsos-Reid, and several Fortune 500 companies counted among Itracks' clients.

Key Competitive Advantage

Garnette attributes their success to date to the fact that they decided to focus on the data-collection aspect of market research, while other organizations opted to market a full-service resource, including survey design, data collection and analysis. Thus, those organizations are potential customers, instead of competitors. "We've positioned ourselves as the technical leader."

Solution

They tapped into help available from the Saskatchewan Trade and Export Partnership, and the DFAIT/Trade Commissioner Services' network of trade commissioners abroad to source clients and contacts in key markets like New York, Buffalo, Seattle and San Jose. Just recently, they signed a reselling agreement with a major client with offices worldwide, which should facilitate sales and service beyond North America.

Best Moment

"A few years back, we were contacted by one big, prospective client based in Rochester, New York, who wanted to book a demonstration. Naturally, we assumed they meant an on-line demonstration. Next thing we knew, they were calling back to find out the closest airport to Saskatoon! That's how interested they were!"

Export Tips

Perseverance is Critical. "No matter how much research and planning you do, you have to keep slogging . . . making contacts, selling and following up."

Invest in the Best Employees You Can Afford. "From day one, our people have been as responsible for our success as we are."

For more on this story, visit: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp



0184194799-K1A1K3-BR01

EDC
151 O'CONNOR ST
OTTAWA ON K1A 9Z9

JOANNE PENNER

President
Plastic Rotational Containers Ltd. (PRKL)
Crossfield, Alberta

Tel.: (403) 946-4808
E-mail: penner@telusplanet.net
Year Founded: 1995
Employees: 8
Export Sales: 23%
Years Exporting: 4
Export Markets: United States and Bangladesh



"If you're going anywhere near the developing World, you need people who know it. For small businesses especially, the whole system there—banking, governments, NGO structures—is incredibly complex."

Description

PRKL is a manufacturer and distributor of custom-made plastic products for agricultural markets, such as ventilation systems for stock barns. It is also part of a Canadian joint venture that partners with the Bangladeshi non-governmental organization (NGO), Proshika, in managing a manufacturing facility that produces a residential water filter (invented by University of Alberta engineering professor Dr. David Manz). (See www.davnor.com) This is designed to purify arsenic-tainted water supplies in that country.

Background

Joanne—who worked for years in the oil industry—and her husband found their biggest market in the U.S. mid-west agricultural belt, by working through contacts in the close-knit Hutterite communities in Alberta. "It was mostly word-of-mouth, between their friends and families over the border."

Working with Dr. Manz in developing his pioneering water filter, they discovered that the real market for residential filters was in developing countries, where pure water and public-filtration infrastructures are in short supply. With the assistance of Fred Richards, President of a Canadian private venture company, they were eventually linked to Proshika, their local joint-venture partner, which provided start-up funding. This led to the building and starting up of a manufacturing plant in Bangladesh. Fred worked with the Canadian International Development Agency (CIDA) and the Canadian High Commission in Dhaka.

Since 1998, the PRKL staff have travelled to Bangladesh to train local staff and set up a plant to manufacture filters. They've also supplied production equipment and moulds, and hosted Bangladeshi training at their Crossfields plant, about 30 kilometres north of Calgary.

At the end of its first year, revenues from the Bangladeshi operation are about C\$80,000—just breaking even—and PRKL won't see income from that operation for some time: they've exchanged their time and expertise for shares in the joint-venture company.

Biggest Challenge

"It is finding that foothold abroad. Exporting to the United States is so easy in comparison! Finding the time and money for growth is another big challenge."

Solution

Finding the right partner. "We were lucky to find a great contact here, through the Bangladesh High Commission, who put us in contact with the right people there." Joanne (who is of Cree descent), also credits Industry Canada's Aboriginal Business Canada with being "a huge help" in providing funding for expansion and guidance. The joint-venture Canadian company is looking at going public this year in an initial public offering to fund expansion. "In our case, accessing capital hasn't been an issue, but being able to provide an attractive return in the right timeframe is. We need investors for the long-term who believe in our vision."

For more information, see full profile at: www.infoexport.gc.ca/businesswomen/exportlibrary/successstories-e.asp

Join Women in International Trade - Ontario (WITO)



The first Canadian chapter of a worldwide organization dedicated to increasing global trade opportunities for women in over 30 countries. For more information, contact: **Candice Rice**, Tel.: (416) 973-5157 or E-mail: rice.candice@ic.gc.ca
Web Site: www.wito.ca

Did you know?

According to a recent Statistics Canada survey, 33.9% of small- and medium-sized businesses are owned by women (50% or more ownership). Of these companies, 8.9% had sold or exported their products or services outside of Canada in 2000.

EXPORT with Confidence

More than ever, going global is an appealing option for Canadian businesses. While exporting can bring growth to your business, it also carries risks. The biggest risk of all is that you may not get paid. That's where Export Development Canada (EDC) can help. EDC is a Crown corporation that operates as a commercial financial institution, providing trade finance and insurance services to Canadian exporters and investors (90% of whom are SMEs). You can use the range of financial services provided by EDC to expand your business, while also ensuring that you get paid.

Your Business and EDC

EDC has helped countless smaller exporters to grow globally—sometimes to their own surprise. Here are just a few of the specialized services that EDC offers to small businesses, giving them more clout and confidence to reach new trading heights.

- **Accounts Receivable Insurance** protects your short-term credit sales against non-payment by your buyers—covering up to 90% of the loss. Also, your bank will often lend against EDC-insured contracts, giving you more working capital.

- **Master Accounts Receivable Guarantee** helps exporters with less than \$10 million in annual sales to get additional line-of-credit financing—up to \$500,000—from any of nine participating financial institutions. EDC guarantees the line of credit based on your foreign accounts receivable.
- **Export Check and Export Protect** are two Web-based services that make it easier for exporters to check out potential buyers and get insurance for a particular transaction. With EDC's international database of 64 million companies, Export Check allows customers to find out whether a buyer is insurable for the amount of a sale. If the buyer is insurable, Export Protect delivers immediate quotes for EDC coverage.
- **Direct Loans to Foreign Buyers** turn a credit sale into a cash sale for the Canadian exporter. If you sell capital goods and related services, EDC can provide medium- and long-term financing to your international buyer. However, the money never leaves Canada. EDC pays the Canadian exporter, while assuming the repayment risks from the foreign buyer.



For more information, contact the EDC Hotline: **1 (866) 857-6031** or Web Site: **www.edc.ca**

TRAVEL SMART: Check Out These Resources

Sometimes, concerns about personal safety and security can inhibit female business owners from travelling and exploring international markets. However, a host of practical and helpful resources about travelling practically, safely and comfortably exist, so that you can concentrate on your goal of marketing abroad. Be sure to check these particularly helpful ones for the female traveller:

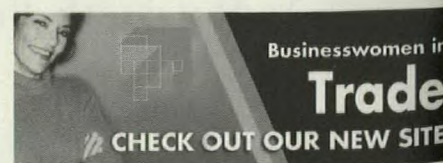
- **www.infoexport.gc.ca/businesswomen/exportlibrary/femaletravel-e.asp**
This site offers comprehensive information—from lessening culture shock to safety tips—adapted from the publication *Her Own Way: Advice for Women Travellers* written by women's travel consultant, Evelyn Hannon, who also operates the popular **journeywoman.com** Web site.

- **www.voyage.gc.ca/destinations/menu_e.htm**
Travel reports are given for countries, and countries that have travel warnings in effect are listed. The home page links to country reports and has a section entitled 'BEWARE' that pinpoints destinations with high crime or political instability. Travel reports providing information on safety and security conditions, health issues and entry requirements for over 220 travel destinations can also be accessed:
Tel.: 1 (800) 267-6788 or (613) 944-6788
Fax: 1 (800) 575-2500 or (613) 944-2500
This information is available 24 hours a day, 365 days a year.
- **www.travelhealth.gc.ca**
Health Canada offers the Travel Medicine Program, which is responsible for providing health information specifically designed for Canadians planning to travel outside Canada.

Your One-Stop Trade Source

Check out DFAIT's recently revamped Businesswomen in Trade Web site, which is designed to meet the special information and assistance needs of women entrepreneurs who head SMEs, at: **www.infoexport.gc.ca/businesswomen**

Tailored to businesses that want to begin exporting or improve their export performance, this site offers practical advice from experienced female exporters, advance notice of trade events, and market leads and opportunities. It also includes links to key contacts in Canadian and international associations, government support agencies and financial institutions.



WOMEN on the Move

One of the biggest barriers for female entrepreneurs in entering global markets can be fear of the unknown. However, there are women trailblazers who have done it and who keep circling the globe... broadening their sales and horizons like never before. Read on to find out about these pioneering spirits, their non-traditional products and services, and their far-flung destinations.

... A fervent advocate of micro-entrepreneurs and home-based businesses, **Barbara Mowat**, President of Impact Communications Ltd. in Abbotsford, B.C. and founder of **Uniquely Canada**, has travelled off the beaten path in the past year to places like Slovenia, Morocco, Brunei and Thailand to spread the "Uniquely" concept. This innovative business-development program helps gift producers and micro-entrepreneurs to break into wholesale markets and to access global opportunities. Info: **www.uniquelycanada.com**

... **Shannon Byrne**, President and CEO of **Paradata Systems Inc.**, with offices in Vancouver, Whistler, Toronto and Zurich, has travelled throughout the United States, Western Europe, China and Singapore to promote and sell Paradata's global integrated payment solutions to financial organizations and their customers worldwide. She participated in a speaking tour to China in November 2001 to discuss the North American and European E-commerce markets with leading financial organizations and businesses. Info: **www.paradata.com**

... **Jodi Weisleder's** Toronto-based company, **Jodi International Ltd.**, specializes in manufacturing tailored, sexy, classic suits made with fine imported fabric and couture details, for trend-conscious, chic women. She has successfully expanded into the Israeli and Belgium markets, and shows her collection in Paris twice each year. Info: **www.jodicollections.com**

... In a whirlwind three-day visit to Tehran, Iran, last year, **Laraine Kaminsky**, Owner and President of Ottawa-based consulting company, **MALKAM Cross-Cultural Training**, led two seminars, covering mentoring, doing business across cultures and networking. Travelling nearly 20,000 kilometres in those three days, Laraine has since worked in Italy, England and the Netherlands, based on contacts from that one visit. Info: **www.malkam.com**

Apply now for the 2002 CANADA EXPORT AWARDS

Who is eligible? All firms, or divisions of firms, resident in Canada that have been exporting goods/services for at least three years are eligible.

In selecting the finalists and winners, the committee considers a company's performance in areas such as: significant increases in export sales over the past three fiscal years; success in introducing new products/services to world markets; success in breaking into new markets; level of Canadian content, range of markets, and holding markets in the face of strong foreign competition; ratio of export sales to total sales; and uniqueness of product or service, and level of R&D that leads to export expansion.



Danielle Medina of **Medina Foods Inc.** is on the move, exporting to far-flung international destinations. Read on to see how women are going global.

... **Danielle Medina** of **Medina Foods Inc.** in Montreal works in 95 airports worldwide, including North and South America, the Caribbean, Africa, Asia, the Middle East and Europe. Her 21-year-old service company specializes in catering audits and food-quality control for airlines such as Air Canada, KLM and Northwest Airlines. Info: **www.medinainternational.com**

... **Chips Klein**, President of **Chipco Canada Inc.** in Toronto, travels to Russia and the Ukraine to develop technologies for North American markets, and trains various organizations in topics such as communications, best business practices and gender sensitivity. Chipco facilitates the transfer of technology to Ukraine and Russia, enabling companies there to produce semi-finished metallurgical products for completion in Canada and the United States. Part of the Canadian production is re-exported to the U.S. market. Info: **c.klein@utoronto.ca**

... Educational book publisher, **Ginette Tremblay**, President of **Les Éditions Artichaut Inc.** in Rimouski, Quebec, has taken bold steps to expand internationally. After enjoying major successes in Canada, the company now exports its highly esteemed educational material to France, Belgium, Switzerland and Senegal. Info: **www.artichaut.ca**

... As the owner of **Jellett Biotek Ltd.** in Dartmouth, N.S.—a developer and manufacturer of rapid diagnostic test kits to detect marine biotoxins in shellfish—**Dr. Joanne Jellett** has had many unusual travel experiences. Her hands-on approach to creating a company that has become a world leader in the development of these innovative test kits, which replace live animal testing, has taken her from the Philippines to Kodiak Island in Alaska. Jellett Biotek exports to the United States, Chile, Japan, Singapore, Hong Kong, China, India, Vietnam, Europe, the United Kingdom, Australia and New Zealand. Info: **www.jellettbiotek.ca**

How to apply? Companies should submit their applications via E-mail. Application forms and guidelines are available on the Canada Export Awards Web site at: **www.infoexport.gc.ca/awards-prix**

THE DEADLINE FOR RECEIPT OF THE APPLICATION IS MARCH 31, 2002.

For more information, contact **Lucille Latrémouille-Dyett**,
Tel.: (613) 944-2395, **E-mail:** lucille.latrémouille-dyett@dfait-maeci.gc.ca

And the WINNERS Are...

Women's business associations and groups across Canada recognize the entrepreneurial spirit and achievements of female business owners through a host of awards. Some stellar female exporters are among the entrepreneurs who were honoured in the past year. From cattle production to career coaching, the products and services from these savvy businesswomen are making a mark on the international stage.



Rosemary Marr receives Export Award from Ron Dahms, Senior Vice-President, Business Development, EDC, at the 2001 Rotman Canadian Woman Entrepreneur of the Year Awards.

Here's a wrap-up of the major 2001 awards from coast to coast:

- Over 200 women attended the gala awards dinner hosted by NLOWE, the **Newfoundland and Labrador Organization of Women Entrepreneurs** (www.nlowe.org) on November 5, 2001. Exporter **Kimberly Crosbie**, President of **IES Health Technologies** in South River and St. John's, was recognized as **Entrepreneur of the Year-Eastern Region**. An educational video-game producer, the company specializes in health media and exports its children's video games about asthma to the United States. NLOWE itself has played a leading role in fostering the success of women in business in the province since 1997 and received an **Excellence in Fostering Entrepreneurship** award at the Government of Newfoundland's first Community Economic Development Awards in October 2001.
- Canada Export Award 2001** winner, the **Mermaid Theatre of Nova Scotia** (www.mermaidtheatre.ns.ca), was co-founded by Managing Director, Sara Lee Lewis. The company, located in Windsor, N.S., exports Maritime ingenuity and creativity by travelling all over the world, including Hong Kong, Japan, Australia, Europe, Mexico and the United States, to share its vibrant children's theatre with families everywhere.
- In honour of its 20th anniversary, the **Réseau des Femmes d'Affaires du Québec** (www.rfaq.ca) launched what will become an annual award, recognizing women in Quebec who exemplify excellence in the business world. The **2001 award for an entrepreneur active internationally**

went to **Liette Labbé**, co-owner of **Lystel Holstein** (www.lystel.com), which specializes in cattle production—both live and embryos. The company operates in more than 15 countries and is in exposition arenas around the world.

- Women Entrepreneurs of Saskatchewan Inc. (W.E.)** awarded its **2001 Member of the Year Award** (Existing Business category) to career coach, **Sandra Greenough**, President of **Greenough & Associates Inc.** (www.careerpassion.com) in Regina, who exports her services to the United States. The **Award for the Emerging Business** category went to **Irene Friesen** and **Linda Hitching** of **GardenWARE Canada Distributors Ltd.** (www.gardenware.net) in Saskatoon. They have developed an environmentally friendly rain barrel, which is sold across Canada and in the United States. W.E. (www.womenentrepreneurs.sk.ca) is a non-profit membership organization that works with women who are considering a career in business, starting a business, or operating an existing business. Its awards, recognizing the achievements of members, are presented at its annual Business Conference.
- The **2001 Rotman Canadian Woman Entrepreneur of the Year Export Award** (www.cweya.com), was presented by Export Development Canada (EDC) at a November gala ceremony in Toronto, to **Rosemary Marr**, President and CEO, of **Transera Group of Companies** (www.transera-intl.com) in Calgary. A travel agent for cargo, with a solid reputation for managing project logistics in the mining and oil industries, Transera is an industry leader in freight logistics to the former Soviet Union and regularly co-ordinates global shipments via air, land and sea. More than 40% of Transera's over \$40-million in sales are generated abroad. This Export Award recognizes an innovative Canadian woman exporter, with at least 30% of sales outside Canada, who has increased her sales by developing global markets.
- Theresa Carbonneau**, President and CEO of **fSONA Communications**, a wireless communications technology company (www.fsona.com) that exports to the United States, Mexico, Italy, Taipei, Venezuela and the United Kingdom, accepted the distinction of the **2002 Wired Woman of the Year**. The award was presented at the 4th Annual Spotlight Awards Gala™ 2002 held in Vancouver in February. Presented by the **Wired Woman Society** and **Women in Film and Video Vancouver**, the award honours unique individuals who have achieved excellence in the converging fields of technology, entertainment and new media, and highlights the winners as role models and mentors. The Wired Woman Society (www.wiredwoman.com) creates an open environment that encourages women to explore opportunities in technology and to build successful careers that will allow them to play a positive role in the growth and development of the information age. The Society has chapters across Canada, with over 2,000 members nationwide.

Mark Your Calendars!

Spain to Host 12th GLOBAL SUMMIT

While the successful networking and business partnerships, which were generated by the Global Summit of Women 2001 held in Hong Kong, continue to grow, the **2002 Summit is set to take place in Spain from July 11-13, 2002**. It will again bring together over 400 female business, entrepreneurial and government leaders from across borders and disciplines to share best practices and winning strategies that promote women's economic development. The 2002 Summit will focus on women's economic empowerment with an emphasis on helping women to use technology to expand their enterprises. Program highlights will include sessions on E-commerce, the usage of the Internet to access business linkages with women in other parts of the world, a roundtable of women entrepreneurs engaged in trade, and best practices in both traditional and alternative financing of women's enterprises. For more information, visit www.globewomen.com

INTERNATIONAL ALLIANCE OF EXECUTIVE AND PROFESSIONAL WOMEN Goes to Hong Kong and Beijing, May 4-11, 2002

Canadian businesswomen are invited to join the International Alliance of Executive and Professional Women (TIA) for its international trip to Hong Kong and China this year. As Canadian members of TIA, the Canadian Association of Women Executives and Entrepreneurs (CAWEE) will again be participating.

Each year, TIA holds a trip to enable networks and members in various countries to meet and share common goals. Past trips to Norway, Germany, the Czech Republic, England and Ireland provided rich opportunities to network. Likewise, the 2002 trip will give you the chance to meet with local Hong Kong businesswomen and others from Indonesia, the Philippines and Panama, and to participate in special networking events, dinners and receptions. After Hong Kong, the delegation will travel to Beijing, where it will be hosted by the All China Women's Federation. For more information, visit: www.t-i-a.com

Airline and hotel arrangements can be made through Tour East in Toronto at: 1 (800) 667-3951. For more information, contact **Maxine Westaway**, Conference Chair, Tel.: (416) 929-6132.

Great Networking Opportunity in the WEST!

The Alberta Women's Enterprise Initiative Association (AWEIA) will host IMPACT! Pan West Conference for Women Entrepreneurs from April 24-26, 2002, at the Westin Hotel in Calgary, Alberta. The event will include workshop sessions, keynote speakers, innovative learning and networking opportunities—all designed to help you create IMPACT! in your business and in your life.



2001 Global Summit of Women in Hong Kong
CEO of Micro-Mac Products Lois McIntosh (left) and CEO of the Bank of Melbourne Ann Sherry (Australia) (right) with two South African delegates.

Get ready to roll up your sleeves and gain some valuable ideas to take back to your business. Planned topics include competitive intelligence, strategic selling and financial management. The annual Pan West Conference brings together women businessowners from across western Canada to build skills, network and be inspired. You can register on-line: www.aweia.ab.ca For more information, contact: **Shawna Bourke**, Communications Manager, Tel.: 1 (800) 713-3558, E-mail: shawna.bourke@aweia.ab.ca

Plan to Go 'DOWN UNDER'

Extend your business contacts into Australia and experience that 'Down Under' hospitality by participating in National Women's Week in Sydney from June 11 to 15. Presented by the Australian Businesswomen's Network and supported by the Global Banking Alliance for Women and the APEC Women Leaders Network, this will be Australia's first international trade event for women. As an international participant, you will be offered the opportunity to market your products or services, and make contact with prospective trade partners. For more information, contact: **Elizabeth Lahey**, Tel.: (613) 996-4785, E-mail: elizabeth.lahey@dfait-maeci.gc.ca

Marking INTERNATIONAL WOMEN'S DAY

E-business and Internet marketing expert Susan Sweeney, President of Connex Network Inc. and author of *The e-Business Formula for Success and 101 Ways to Promote Your Web Site*, will lead a workshop on Internet marketing and Web site enhancements, on March 7 in Toronto. Sponsored by Industry Canada in co-operation with Women in International Trade-Ontario (WITO), this half-day event will mark International Women's Day. The fee is \$25 for WITO members and \$35 for non-members. To register, contact: **Patricia Sagl**, Tel.: (416) 973-6154, E-mail: sagl.patricia@ic.gc.ca

CANADA'S GOVERNMENT OFFERS A VARIETY OF PROGRAMS TO HELP EXPORTERS TAP INTO NEW MARKETS.

ExportUSA

ExportUSA consists of three programs: NEBS, EXTUS and Reverse NEBS, which, through the efforts of Team Canada Inc. partners, support the government's initiative to increase the number of active exporters to the United States. Since 1984, over 15,000 Canadian companies have participated in these export programs.

Local International Trade Centre:

strategis.ic.gc.ca/SSG/ig00006e.html

International Business Opportunities Centre (IBOC) – E-Leads®

Through IBOC, Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service, E-Leads®, by completing a profile that captures export activity preferences by products, services and priority markets.

Steve Guertin

Tel.: (613) 944-2009 Fax: (613) 996-2635

E-mail: steve.guertin@dfait-maeci.gc.ca

www.iboc.gc.ca/eleads

New Exporters Over Seas (NEXOS)

These missions introduce Canadian companies to markets in Europe. They are built around an event such as an international trade fair, and they include a full day of briefings to answer exporting questions.

Emmanuel Skoulas

Tel.: (613) 995-6565 Fax: (613) 944-1008

E-mail: emmanuel.skoulas@dfait-maeci.gc.ca

New Exporters to South America (NEXSA)

Designed for export-ready companies, this program provides market training to Canadian companies, then sponsors a five-day trade mission to two key South American markets.

Local International Trade Centre:

strategis.ic.gc.ca/SSG/ig00006e.html

Program for Export Market Development (PEMD)

This international business-development assistance program shares the costs of activities that small companies might not undertake alone. To be eligible for assistance, a company must have annual sales ranging between \$250,000 and \$10 million, and present a market-development plan.

Local International Trade Centre:

strategis.ic.gc.ca/SSG/ig00006e.html

PEMD: www.infoexport.gc.ca/pemd/menu-e.asp

Team Canada Missions

To open doors for new business development and help Canadians to increase their global trade, this partnership between governments and business targets specific business sectors for missions to selected countries.

Trade Missions

Tel.: (613) 944-2520

www.tcm-mec.gc.ca

WIN Exports

Canadian companies are invited to register in this database to provide international exposure to their company. Trade commissioners at posts use this database to connect foreign buyers with Canadian suppliers.

Debbie Laplante

Tel.: (613) 996-5701 Fax: (613) 1-800-667-3802

E-mail: debbie.laplante@dfait-maeci.gc.ca

www.infoexport.gc.ca/winexports

Export Development Canada

EDC provides trade finance and risk management services to Canadian exporters and investors in up to 200 markets.

EDC hotline: 1-866-857-6031

www.edc.ca

To find government contacts and other trade-related professionals who assist women exporters across Canada, here is a list of **KEY CONTACTS** at the **INTERNATIONAL TRADE CENTRES**.

Patricia Williams

Sector Officer/Trade Commissioner, St John's, NF

Tel.: (709) 772-4590 Fax: (709) 772-5093

E-mail: williams.patricia@ic.gc.ca

Shelley Clark

Trade Mission Liaison Officer, Charlottetown, PEI

Tel.: (902) 566-7488 Fax: (902) 566-7098

E-mail: sclark@acoa-apeca.gc.ca

Darlene Duggan

Trade Commissioner, Halifax, NS

Tel.: (902) 426-6658 Fax: (902) 426-5218

E-mail: duggan.darlene@ic.gc.ca

Marcia Browne

Trade Commissioner, Moncton, NB

Tel.: (506) 851-6468 Fax: (506) 851-6429

E-mail: browne.marcia@ic.gc.ca

Manon Limoges

Trade Commissioner, Montreal, QC

Tel.: (514) 283-7856 Fax: (514) 283-8794

E-mail: limoges.manon@ic.gc.ca

Candice Rice

Trade Commissioner, Toronto, ON

Tel.: (416) 973-5157 Fax: (416) 973-8161

E-mail: rice.candice@ic.gc.ca

Suzanne Cormie

Trade Commissioner, Winnipeg, MB

Tel.: (204) 983-2594 Fax: (204) 983-3182

E-mail: cormie.suzanne@ic.gc.ca

Mona Taylor

Trade Commissioner, Regina, SK

Tel.: (306) 780-6124 Fax: (306) 780-8797

E-mail: taylor.mona@ic.gc.ca

Dee Pannu

Trade Commissioner, Edmonton, AB

Tel.: (780) 495-3329 Fax: (780) 495-4507

E-mail: pannu.dee@ic.gc.ca

Bill Johnston

Trade Commissioner, Vancouver, BC

Tel.: (604) 666-1443 Fax: (604) 666-0954

E-mail: johnston.william@ic.gc.ca

Department of Foreign Affairs and International Trade (DFAIT)

Elizabeth Lahey, Trade Commissioner (Businesswomen)

Tel.: (613) 996-4785

E-mail: elizabeth.lahey@dfait-maeci.gc.ca

Export Development Canada (EDC)

EDC Hotline

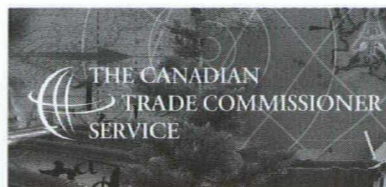
Tel.: 1 (866) 857-6031

www.edc.ca

Writer

Bay Communications

E-mail: sbaka@interlog.com



Serving Environmental Industries

Upcoming Event(s) in Canada

Globe 2002

March 13-15, 2002

Vancouver, B.C.

www.globe2002.com

National Associations

Geomatics Industry Associations

Canada (GIAC)

www.giac.ca

The Canadian Environment Industry Association (CEIA)

www.ceia-acie.ca

The Canadian Council for Human Resources in the Environment Industry (CCHREI)

www.cchrei.ca

Contact in the Trade Commissioner Service

Jeffrey Tracey

Trade Commissioner

Environmental Industries

Department of Foreign Affairs and International Trade

125 Sussex Drive

Ottawa, Ontario, K1A 0G2

T: 613-996-1891

F: 613-943-8820

E: jeffrey.tracey@dfait-maeci.gc.ca

Available Market Reports and Profiles* for the Asia-Pacific Region

Korea

- The Environmental Industries Market

Australia

- Environmental Sector Profile

THE EUROPEAN ADVANTAGE

(the EU average). This has opened up business opportunities in land and resources planning, as well as the supply of knowledge, equipment and services.

Urban and industrial solid waste management — The government has opened up the management of urban

Major competition

In the water-supply sector, concessions have already been awarded to major local contractors such as Generale des Eaux (Portugal) Ltd, Lusaqua (Vivendi, Lyonnaise des Eaux), Aguapor (IPE Group), AGS (Somague Group), and Indaqua

Opportunities in water supply and sewage treatment

The environmental market in Portugal

solid waste to the private sector. Many small firms now provide such services as street cleaning and pick-up of recyclable material. Managing industrial solid waste is the most crucial problem, however, as many industries now deliver their waste to municipalities that are poorly equipped to handle it. Solutions for preventing industrial waste, cleaner technologies and end-of-line technologies, are therefore urgently required.

Quality drinking water supply

The volume of drinking water that is captured and made available for each person is approximately 85 m³ in Portugal, the lowest in the EU. Only 80% of this water is quality-controlled. Undoubtedly, there will be a booming market for fresh potable water in coming years, supported largely by funds from the EU and the public sector. At present, the awarding of concessions to the private sector for the capture, treatment and domestic distribution of water has slowed to a trickle, due mainly to the large amount of investment capital needed.

Market access issues

Finding a local agent or partner is essential for Canadian environmental companies seeking niche market opportunities in Portugal.

(Mota & Ca.). These concession contracts cover 12% of the population. French, German and Italian companies are also active in other areas such as water and wastewater treatment equipment and urban and industrial solid waste recycling equipment.

Canadian companies should note that the ministries of Environment and Finance and the municipalities regulate the sector, prepare policies and award contracts.

Useful Web sites

- Portuguese environmental sector portal: www.netmais.pt/ambiente
- European Commission's Environment Directorate-General: http://europa.eu.int/comm/dgs/environment/index_en.htm
- European Environment Information and Observation Network: www.dga.min-amb.pt/eionet.htm
- Portuguese Ministry of the Environment: www.dga.min-amb.pt/rama.html

For more information, contact Carlos Lindo da Silva, Commercial Officer, Canadian Embassy, Lisbon, tel.: (011-351-21) 316-4600, fax: (011-351-21) 316-4695, e-mail: carlos.silva@dfait-maeci.gc.ca

CANADA'S GOVERNMENT OFFERS A VARIETY OF PROGRAMS TO HELP EXPORTERS

ExportUSA

ExportUSA consists of three programs: NEBS, EXTUS and Reverse NEBS, which, through the efforts of Team Canada Inc. partners, support the government's initiative to increase the number of active exporters to the United States. Since 1984, over 15,000 Canadian companies have participated in these export programs.

Local International Trade Centre:
strategis.ic.gc.ca/SSG/ig00006e.html

International Business Opportunities Centre (IBOC) –E-Leads®

Through IBOC, Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service, E-Leads®, by completing a profile that captures export activity preferences by products, services and priority markets.

Steve Guertin
Tel.: (613) 944-2009 Fax: (613) 996-2635
E-mail: steve.guertin@dfait-maeci.gc.ca
www.iboc.gc.ca/eleads

New Exporters Over Seas (NEXOS)

These missions introduce Canadian companies to markets in Europe. They are built around an event such as an international trade fair, and they include a full day of briefings to answer exporting questions.

Emmanuel Skoulas
Tel.: (613) 995-6565 Fax: (613) 944-1008
E-mail: emmanuel.skoulas@dfait-maeci.gc.ca

New Exporters to South America (NEXSA)

Designed for export-ready companies, this program provides market training to Canadian companies, then sponsors a five-day trade mission to two key South American markets.

Local International Trade Centre:
strategis.ic.gc.ca/SSG/ig00006e.html

Program for Export Markets

This international business-development program helps small companies might not understand annual sales ranging between \$1 million and \$5 million.

Local International Trade Centre:
strategis.ic.gc.ca/SSG/ig00006e.html
PEMD: www.infoexport.gc.ca

Team Canada Missions

To open doors for new business opportunities in global trade, this partnership between the government and business sectors for missions to key markets.

Trade Missions
Tel.: (613) 944-2520
www.tcm-mec.gc.ca

WIN Exports

Canadian companies are invited to participate in a trade mission to expose their company to foreign buyers with Canadian sales representatives.

Debbie Laplante
Tel.: (613) 996-5701 Fax: (613) 996-5701
E-mail: debbie.laplante@dfait-maeci.gc.ca
www.infoexport.gc.ca/wine

Export Development Canada

EDC provides trade finance and investment services to Canadian exporters and investors in up to 200 markets.

EDC hotline: 1-866-857-6000
www.edc.ca



Brunei Darussalam

- Environmental Sector Profile

China

- The Environmental Industries Market
- The Climate Change/Energy Efficiencies Market
- Environmental Sector Profile

Hong Kong

- The Environmental Industries Market

India

- The Waste Management Market
- Environmental Sector Profile

Indonesia

- Environmental Sector Profile

Japan

- The Site Remediation Market
- The Hazardous Waste Market
- Environmental Sector Profile

Malaysia

- Environmental Sector Profile

Pakistan

- Environmental Sector Profile

Philippines

- Environmental Sector Profile

Thailand

- Environmental Sector Profile

Vietnam

- Environmental Sector Profile

* Produced by the Market Research Centre of the Canadian Trade Commissioner Service. To consult them, visit:

www.infoexport.gc.ca

THE EUROPEAN ADVANTAGE

Surveys indicate that the Portuguese are becoming more concerned about important environmental issues such as sewage treatment, drinking water quality, environmental damage from forest fires and river pollution. According to recent statistics, only 42% of Portugal's population is supplied with drinking water of good quality, and only 27% of water effluent and 75% of urban solid waste is properly treated. Given that industrial pollution in Portugal corresponds to a population of 26 million — more than 2.5 times its actual population — the need for new environmental technologies is urgent.

Opportunities

Water sanitation and waste treatment, urban and industrial solid waste treatment and recycling top the list of opportunities in the environmental sector. Portugal has earmarked \$11.67 billion between now and 2006 to solve its environmental problems, with \$4.17 billion funded by the EU. The balance, to be funded by Portugal's government and the private sector, will be applied to improving sanitation in Portugal to meet European standards.



Limitations on the amount of public debt that Portugal can assume has opened up opportunities in the private sector. To attract private investment in air pollution reduction and effluent and solid waste treatment, the Portuguese government has been offering a tax credit since 1999 equal to 8% of investment in assets, such as equipment, that are used for environmental protection. The credit is limited to 25% of the net tax on profits, to a maximum of \$80,000.

Wastewater treatment — Approximately three quarters of the population. Only 55% of the population, however, has its wastewater treated in wastewater plants, which is far below Portugal's goal of eventually treating 90% of effluents in plants

(the EU average). This has opened up business opportunities in land and resources planning, as well as the supply of knowledge, equipment and services.

Urban and industrial solid waste management — The government has opened up the management of urban

Major competition

In the water-supply sector, concessions have already been awarded to major local contractors such as Generale des Eaux (Portugal) Ltd, Lusaqua (Vivendi, Lyonnaise des Eaux), Aguapor (IPE Group), AGS (Somague Group), and Indáqua

Opportunities in water supply and sewage treatment

The environmental market in Portugal

solid waste to the private sector. Many small firms now provide such services as street cleaning and pick-up of recyclable material. Managing industrial solid waste is the most crucial problem, however, as many industries now deliver their waste to municipalities that are poorly equipped to handle it. Solutions for preventing industrial waste, cleaner technologies and end-of-line technologies, are therefore urgently required.

Quality drinking water supply

The volume of drinking water that is captured and made available for each person is approximately 85 m³ in Portugal, the lowest in the EU. Only 80% of this water is quality-controlled. Undoubtedly, there will be a booming market for fresh potable water in coming years, supported largely by funds from the EU and the public sector. At present, the awarding of concessions to the private sector for the capture, treatment and domestic distribution of water has slowed to a trickle, due mainly to the large amount of investment capital needed.

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- European Environment Information and Observation Network: www.dga.min-amb.pt/eionet.htm
- Portuguese Ministry of the Environment: www.dga.min-amb.pt/rama.html

For more information, contact Carlos Lindo da Silva, Commercial Officer, Canadian Embassy, Lisbon, tel.: (011-351-21) 316-4600, fax: (011-351-21) 316-4695, e-mail: carlos.silva@dfait-maeci.gc.ca

To find government contacts and other trade-related professionals who assist women exporters, here is a list of **KEY CONTACTS** at the **INTERNATIONAL TRADE CENTRES**.

Patricia Williams
Sector Officer/Trade Commissioner, St John's, **NF**
Tel.: (709) 772-4590 Fax: (709) 772-5093
E-mail: williams.patricia@ic.gc.ca

Shelley Clark
Trade Mission Liaison Officer, Charlottetown, **PEI**
Tel.: (902) 566-7488 Fax: (902) 566-7098
E-mail: sclark@acoa-apeca.gc.ca

Darlene Duggan
Trade Commissioner, Halifax, **NS**
Tel.: (902) 426-6658 Fax: (902) 426-5128
E-mail: duggan.darlene@ic.gc.ca

Marcia Browne
Trade Commissioner, Moncton, **NB**
Tel.: (506) 851-6468 Fax: (506) 851-6429
E-mail: browne.marcia@ic.gc.ca

Manon Limoges
Trade Commissioner, Montreal, **QC**
Tel.: (514) 283-7856 Fax: (514) 283-8794
E-mail: limoges.manon@ic.gc.ca

Candice Rice
Trade Commissioner, Toronto, **ON**
Tel.: (416) 973-5157 Fax: (416) 973-8161
E-mail: rice.candice@ic.gc.ca

Suzanne Cormie
Trade Commissioner, Winnipeg, **MB**
Tel.: (204) 983-2594 Fax: (204) 983-3182
E-mail: cormie.suzanne@ic.gc.ca

Department of Foreign Affairs and International Trade (DFAIT)
Elizabeth Lahey, Trade Commissioner (Businesswomen)
Tel.: (613) 996-4785
E-mail: elizabeth.lahey@dfait-maeci.gc.ca

Export Development Canada (EDC)
EDC Hotline
Tel.: 1 (866) 857-6031
www.edc.ca

Although the ambitious agenda associated with China's WTO accession represents a huge leap forward, implementing that agenda will be challenging and have huge domestic repercussions. Canadian companies will need to be determined — and cautious — to make inroads in China's new fast-changing economic environment. To take advantage of the vast potential that is now unfolding, Canadian

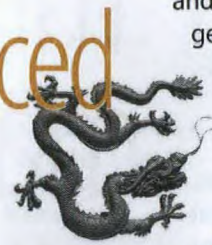
base stations and switches, computers, ink jet and laser printers, fax machines, resistors and integrated circuits.

Wheat tariff-rate quotas (import volumes) will increase from 0.9 million t in 2000 to 9.6 million t by 2004, and the in-quota tariff will be 1%.

Between now and 2006, the average Chinese tariff on certain motor vehicle parts originating from Canada will drop to 11.5% (currently 21.1%).

How to benefit from China's WTO accession

Let Canada's experienced trade officers help



exporters will also need up-to-the-minute information. That's where the trained staff at the Canadian Trade Commissioner Service (TCS) can help.

Suppliers of some of Canada's top goods and services exports to China stand to benefit from the significant market liberalization accompanying the accession.

Market entry restrictions will be substantially reduced for several services industries, including telecommunications and financial services. Soon, banks will be permitted to conduct a wider range of business in the local currency (renminbi - RMB) and geographical restrictions will gradually be eliminated for both banks and insurance companies, granting these companies greater access to Chinese consumers. The accession documents also clarify and improve on foreign access to the Chinese market in a range of other service sectors, such as those in environment.

Tariffs will be cut drastically for most Canadian exports. By 2005, for example, tariffs will be eliminated on 251 information technology products, including mobile telecommunications

Trade officers trained to help

These products and services were among many that were discussed during two-day training sessions held last November for Canadian Trade Commissioner Service staff from Canada's missions in China and Hong Kong. The sessions included discussions about commitments, timing, opportunities, adaptations, challenges and, above all, what it all means for Canadian business in China.

Arranged by the Department of Foreign Affairs and International Trade's (DFAIT) China Division, the training sessions were delivered by in-house experts such as Terry Collins-Williams, Canada's Deputy Permanent Representative to the WTO, and officers from Ottawa and from the Canadian Embassy in Beijing. Topics included the broad principles and framework of the accession as well as the specific commitments that will change the business horizon in China for a number of sectors including electronics, automotive, agriculture, foreign exchange and services.

The content of the sessions, and the follow-up discussions, reflected the business concerns of exporters

who are preparing to take advantage of the huge opportunities now emerging in China. What can Canadian banks that have offices in Hong Kong and Guangzhou expect as the Chinese financial services markets open up? Can the new intellectual property commitments protect Canadian VQA ice wine arriving in Hong Kong from being copied in South China? What does accession mean for suppliers of Prince Edward Island potatoes or Alberta beef? What approach will China and the world take with respect to genetically modified organism (GMO) products entering China? How will an electronics company offering both products and support services position itself given the different rules of establishment for the two in China?

Answering these complex questions requires careful consideration and insight, which Canadian trade officers are now better equipped to provide.

Useful links

To learn more about China and the WTO: www.dfait-maeci.gc.ca/tna-nac/WTO-CC-e.asp

For WTO sectoral analysis reports: www.infoexport.gc.ca and follow the links to the "China page".

Visit the following Web sites to learn more about the Canadian government in China:

- Guangzhou — "WTO in South China: A Guangzhou Perspective": www.canada.org.cn/guangzhou/index.htm
- Hong Kong — www.dfait-maeci.gc.ca/dfait/missions/hongkong/index.htm
- Beijing — www.canada.org.cn/beijing/index.htm
- Shanghai — www.shanghai.gc.ca/
- Chongqing — www.canada.org.cn/chongqing/index.htm

For more information, contact the China and Mongolia Division, DFAIT, tel.: (613) 996-0905, fax: (613) 943-1068, e-mail: pcm@dfait-maeci.gc.ca

For details about the April 17-19 Chinese Business Expo and Conference in Toronto, see www.chinesebusinessexpo.com

Reform in Japan

— Continued from page 1

The submission flags high priority areas from Canada's perspective, and proposes effective strategies for reform.

Canada has been actively participating in Japan's regulatory reform process since its inception, and acknowledges the real progress the Council has made on certain issues, in particular, the latest three-year Plan and its recent *Interim Report on Six Important Areas*. Canada applauds Japanese proposals in the six key fields of health care, welfare and child care, human resources, education, environment, and urban renewal.

Encouraged by Japan's current government regulatory reform initiatives, Canada is pressing for improvements to the investment environment in order to attract foreign investment and help speed Japan's economic recovery.



Submission highlights

In keeping with the broader investment environment theme, Canada's latest submission has been expanded to include comments on telecommunications, financial services, commercial code, judicial reform, legal services, competition policy, air transport policy, and energy, as well as specific product-related issues related to building materials, medical devices and pharmaceuticals, and formaldehyde testing of infants' clothing.

The following excerpts were taken from Canada's submission.

Telecommunications — Canada encourages the following:

- fair access to the land and facilities owned or controlled by utilities and measures to facilitate construction and expansion of infrastructure over public land and facilities;
- establishment of a system to promptly mediate rights-of-way disagreements and disputes;

- elimination of unduly burdensome tariff filing and notification requirements;
- continued enforcement of dominant carrier regulation.

Financial services — Canada supports the efforts of Prime Minister Koizumi's government to streamline and privatize government-backed financial institutions.

Commercial code — Canada urges Japan to encourage Japanese companies to incorporate outside directors, and to carefully monitor progress in this matter.

Judicial reform — Canada urges Japan to improve the accountability of administrative agencies by granting the courts the authority to review administrative decisions.

Legal services — Canada urges the abolition of restrictions on partnership and employment between Japanese and foreign lawyers, as well as the abolition of restrictions on the ability of qualified foreign lawyers to provide legal advice on home or third country law.

Competition policy — Canada urges Japan to ensure that the Japan Fair Trade Commission be afforded sufficient resources and authority to properly perform its strengthened role as guardian of Japanese competition.

Air transport — Canada asks the Japanese government to reconsider the proposed approach for the new runway at Narita airport in order to maximize capacity.

Energy — Canada welcomes greater dialogue with Japan on energy issues and the regulatory framework.

Building products — Canada has numerous suggestions that will enhance the ability of exporters to introduce new technologies and products into the Japanese market.

Other product-related reforms — Canada urges Japan to continue to align the approval process for medical devices and pharmaceuticals with international norms and to continue to facilitate the use of foreign clinical data.

By offering Japan the benefit of its experience, Canada is supporting the Japanese regulatory reform process and contributing to Japan's economic recovery. By helping to create a healthy Japanese economy, Canada hopes that more Canadian companies, and Canadian investment, will be attracted to Japan.

The full text of *Canada's Comments and Proposals* is available on DFAIT's Japan Division Web site at www.dfait-maeci.gc.ca/ni-ka/political/new-dereg-e.asp

For more information, contact Illya Shimizu, Media Relations Officer, Canadian Embassy, Tokyo, tel.: (011-81-3) 5412-6200 ext. 3336, e-mail: illya.shimizu@dfait-maeci.gc.ca or Jean-Pierre Petit, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2467, fax: (613) 944-2397, e-mail: jeanpierre.petit@dfait-maeci.gc.ca

THE CANADIAN TRADE COMMISSIONER SERVICE

Showcase your business abroad!

Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to www.infoexport.gc.ca and register on line.

WIN EXPORTS

Gitex 2001 (www.gitex.com), held October 14-18, 2001, in the Dubai World Trade Centre, was the largest and most successful event of its kind in the Middle East — one of the world's fastest growing IT markets. Canada's participation at Gitex, through the Canadian Consulate in Dubai, has grown dramatically over the past six years, reflecting Canada's remarkable reputation in the IT sector.

Both a Canadian and a Quebec pavilion were set up for Canadian exhibitors at the show. The following ten Canadian companies exhibited in the Canada pavilion: **SLM Soft, META Group, Identicam, Worldsites Network, Xplore Technologies, Hyperchip Inc., Pulse Software and Consulting Inc., Entrust Inc., Proxymedia, and Plaintree Systems Inc.** A delegation of ten companies, including NSI Global Inc., participated in the Quebec pavilion.

All participants agreed that the Consulate's excellent planning and organization directly contributed to

the resulting leads, contacts and solid successes.

NSI Global opens in Dubai

NSI Global Inc. (www.nsicomm.com) of Pointe Claire, Quebec, a maker of two-way satellite communications and

GITEX "Where the global IT industry meets"

networking equipment known as Very Small Aperture Terminals (VSATs), confirmed that it will soon open an office serving the Middle East region in Dubai's Internet City (DIC). DIC is a complex comprising some 300 media, IT and related companies.

NSI's Director of Business Development, David Owers, predicts that opening the regional office will boost turnover significantly. "We've already got clients in Yemen and Lebanon, and I'm sure once the new sales team gets established our business in the region will grow even more," Owers said.

Hyperchip routes a deal in Dubai

Hyperchip (www.hyperchip.com), a Quebec-based manufacturer of high-speed routers, has established contacts to supply products enabling high-speed Internet connection.

The Canadian Consulate in Dubai played a key role in the introduction of new partners, by convincing Hyperchip to exhibit at Gitex and by providing the company with information about Dubai firms.

"This is our first presence in the Middle East, so it was certainly worthwhile being at Gitex," says Remi Makhoul, Vice-President of Business Development at Hyperchip. "We're planning to open an office in the next few months, and we hope to have much success in the Middle East in the near future." ★

Mexico: By the book — Continued from page 2

government, increasing privatization, reducing inflation even further, restoring credit markets, and redistributing wealth more equitably.

For the Canadian energy industry, a key item on the agenda is the reform of the regulatory environment for investment in the energy sector, which is not expected to pass before the first quarter of 2002. This, says EDC, "will decide whether the country will receive a longer-term boost in the event that oil prices stay higher over a longer period." Mexico, which has proven energy reserves roughly equivalent in size to Canada's, has long curtailed foreign investment in the sector, but has recently shown strong signs that it is seeking ways to involve Canadian expertise in energy development.

Sectors to watch

In all, the Government of Canada has designated 12 priority sectors for the promotion of Canadian trade and

investment interests in Mexico: equipment and services in the oil and gas, electric power, mining, agriculture and agri-food, and environmental technologies sectors; plastics manufacturing equipment; information and communications technologies; housing construction and building products; pharmaceuticals and bio-technology; medical products and health care services; automotive parts and services (original equipment and after-market); and urban transit and rail equipment and services.

All eyes on Mexico

An increasing number of Canadian business people searching for clues about how events will unfold in this promising market are keeping their eyes focused on Mexico and logging onto key Web sites that offer a wealth of information.

Viva Mexico (www.dfait-maeci.gc.ca/mexico), an information portal about trade and investment main-

tained by the Department of Foreign Affairs and International Trade (DFAIT)'s Mexico Division (Trade), is an excellent starting point. Extensive market reports for a variety of sectors are available from the Canadian Trade Commissioner Service (TCS) Web site (www.infoexport.gc.ca). The Canadian Embassy in Mexico Web site (www.canada.org.mx/trade/english/menu.asp) provides a wide range of general information, as well as a handy "Quick Links for Canadian Exporters & Investors" (www.canada.org.mx/trade/english/links.asp).

And, the rapidly increasing e-commerce capabilities of EDC's Web site (www.edc-see.ca/index_e.asp) include Export Check, which lets users check out 64 million individual companies in 70 key export markets, including Mexico.

For more information, contact Carlos Rojas-Arbulú, Trade Commissioner, Mexico Division, North American Bureau, DFAIT, tel.: (613) 995-8804, fax: (613) 996-6142, e-mail: carlos.rojas-arbulu@dfait-maeci.gc.ca ★

Export Development Canada is sponsoring three students on the Junior Team Canada trade mission that is accompanying the principal delegation to Russia.

The students, who were chosen to represent Canada because of their initiative taken in further promoting the benefits of international trade after they returned from their previous missions abroad are: Nathan Liss, 19, from Blind River, Ontario; Pamela Suneja, 17, from Woodbridge, Ontario, and Guillaume Parent, 18, from Quebec City. All three are pursuing studies in commerce and international business.

"As our National Partner, EDC recognizes and values our future generation of traders by providing them with the opportunity to showcase what Canada's youth has to offer,"

says Amy Giroux, Director of Junior Team Canada.

EDC's sponsorship of the Junior Team Canada trade missions is part of

advice to Canadian companies interested in these markets. The mission will also enable EDC to maintain important contacts with the Russian

EDC sponsors Junior Team Canada members on Russia trade mission

its Education and Youth Employment Strategy (EYE) designed to increase awareness and employment opportunities in international trade for young Canadians.

EDC is participating in the trade mission to Russia and Germany to build relationships and to provide

government and key Russian banks and industries on behalf of Canadian businesses.

For more information on the students participating in the Junior Team

Canada mission to Russia visit www.gvconnects.com ★



Carrefour international du bois

NANTES, FRANCE — May 29-31, 2002 — The seventh edition of the **Carrefour international du Bois** will take place this spring. This unique trade show is dedicated entirely to the wood trade, making it an excellent venue for Canadian wood industry players to promote their products and services.

More than 350 exhibitors and 9,000 visitors are expected this year, representing a variety of wood products. The typical **Carrefour** visitor is a decision maker with purchasing responsibilities. The Canadian Embassy will have an information stand at the show.

Show organizers are expecting visitors from approximately 60 countries. In conjunction with the show will be conferences on the economic aspects and market trends of the wood trade.

Carrefour is the result of a partnership among a number of organizations. Since it is the only French show promoting the production and import of cut wood and panelling, it is closely linked to the French feder-

ations representing this sector — **FNB** (www.fnbois.com/index.htm) and **le Commerce du Bois** (www.lecom.mercedubois.com).

For more information, contact Cécile Bourdages, Commercial Officer, Paris, tel.: (011-33-1) 4443-2374,

fax: (011-33-1) 4443-2998, e-mail: cecile.bourdages@dfait-maeci.gc.ca

To register for the show, contact Samantha Padden, tel.: (011-33-2) 4073-0168, fax: (011-33-2) 4073-0301, e-mail: sam@timbershow.com or info@timbershow.com Web site: www.carrefourdubois.com/fr/accueilfr.html (French only) ★

Hôpital Expo/Intermedica

PARIS, FRANCE — May 21-24, 2002 — **Hôpital Expo/Intermedica** — **DUSSELDORF, GERMANY** — November 20-23, 2002 — **Medica 2002** — If you're a Canadian company in the health technology sector and you're interested in the European market, why not join one or both of the next two trade delegations organized by ExportMed International.

ExportMed offers a turnkey service for Canadian exporters. Delegates will benefit from ExportMed's experience in participating in international trade shows and can also take advantage of the increased visibility that comes with being part of a group

of Canadian companies exhibiting together at the Canadian pavilion. Registrations for both shows are currently being accepted.

For more information on **Hôpital Expo/Intermedica** in Paris, see: www.hopitalexpo.com

For more information on **Medica 2002** in Dusseldorf, see: www.medica.de and <http://strategis.ic.gc.ca/medica>

For more information on ExportMed International, contact Virginie Morin, tel.: (514) 383-3241 or 1-866-770-3217, e-mail: info@exportmed.com Web site: www.exportmed.com ★

Agriculture and agri-food sector

Trade mission to the World Bank and Inter-American Development Bank

WASHINGTON, D.C. — April 10-12, 2002—The World Trade Centre Montréal (www.wtcmontreal.com), in collaboration with Agriculture and Agri-Food Canada (<http://agr.gc.ca>) and Team Canada Inc (http://exportsource.gc.ca/heading_e.cfm?HDG_ID=57) is leading a trade mission for businesses and organizations wishing to explore the opportunities for commercial and professional collaboration with the World Bank (www.worldbank.com) and the Inter-American Development Bank (www.iadb.org) in the agriculture and agri-food sector.

The mission will enable participants to learn about development strategies and priorities; contract-awarding procedures and the "project cycle"; and how the US\$35 billion invested

annually by these institutions in developing economies translates into business opportunities for Canadians.

Agriculture and agri-food is one of the prime investment sectors sponsored by the multilateral development banks. Participants will have the opportunity to meet with sectoral professionals and high-ranking Canadian representatives from the two banks and to become familiar with the best routes to successful collaboration. Participants will also be in a position to take advantage of the support and networking opportunities offered by the WTC Montréal.

For more information, contact Stephen Curran, WTC Montréal, tel.: (514) 849-6695 or 1-877-590-4040, e-mail: scurran@wtcmontreal.com ✪

Health sector (HIV/AIDS and infectious diseases)

Trade mission to the World Bank and the United Nations

WASHINGTON, D.C. — May 1-3, 2002—The World Trade Centre Montréal, (www.wtcmontreal.com) in collaboration with Team Canada Inc (http://exportsource.gc.ca/heading_e.cfm?HDG_ID=57) is organizing a trade mission to the World Bank (www.worldbank.org) and the United Nations (www.un.org) intended for suppliers of products and services in the health

sector, with particular emphasis on those associated with HIV/AIDS and infectious diseases.

Participants will have the opportunity to become familiar with procedures related to calls for tender and the awarding of contracts by international institutions, to gather recent information on health projects sponsored by these institutions, and to meet key stakeholders through networking activities.

The Canadian health system's community-based and participatory approach is highly prized internationally. As a result, Canadian health sector companies and organizations are well placed to take advantage of business opportunities with these institutions.

Investment and business seminar on Egypt

MONTREAL — April 4-11, 2002 — The Egyptian Ministry of Foreign Trade and the Canadian Trade Centre in Montreal are organizing a trade mission of senior Egyptian government officials and business leaders who will visit Montreal April 8-11 in conjunction with the Investment & Real Estate Show, sponsored by the National Bank of Egypt, to be held at the Crown Plaza Montreal Hotel, April 4-8.

In order to provide new opportunities for business networking, trade and investment in Egypt, a seminar on business in Egypt will be held on April 8 at the same location beginning at 10:00 a.m., followed by one-on-one meetings in the afternoon.

For more information, contact Fayed Ezeldin, Director, the Canadian Trade Centre, Montreal, at ctc@ezeldin.net or tel.: (514) 685-2637, fax: (514) 684-6225, or in Cairo: tel.: (011-20-2) 452-1440, fax: (011-20-2) 290-6482. ✪

And the opportunities are significant. In 2001, the World Bank approved 17 new projects supporting programs and services for HIV/AIDS, tuberculosis, malaria and leprosy, for a total investment of over US\$610 million. These funds are mostly invested in partnership with the United Nations, as evidenced by various UNAIDS (www.unaids.org) partnerships, as well as Roll Back Malaria, and Stop TB. Moreover, the United Nations Foundation (www.unfoundation.org/campaigns/aids/index.asp) recently created its Global Fund to Fight AIDS, Tuberculosis and Malaria, which is supported by public and private contributions totalling over US\$1.4 billion.

For more information, contact Stephen Curran, WTC Montréal, tel.: (514) 849-6695 or 1-877-590-4040, e-mail: scurran@wtcmontreal.com ✪

Upcoming trade shows and conferences

For the full details of these events, see CanadExport on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions".

WASHINGTON, D.C. — March 18-21, 2002 — EXTUS mission to FOSE 2002 (the Federal Office Systems Exposition). For more info, or to register, contact the ITC nearest you or Gerard Brathwaite-Sturgeon, Canadian Embassy, Washington, gerard.brathwaite-sturgeon@dfait-maeci.gc.ca

DUBLIN, IRELAND — April 9-11, 2002 — ICT Expo. For more info: John Sullivan, Canadian Embassy, Dublin, john.sullivan@dfait-maeci.gc.ca

BEIRUT, LEBANON — April 9-13, 2002 — Horeca 2002. For more info: www.hospitalityservices.com.lb/ or info@hospitalityservices.com.lb or Grace Dib, Canadian Embassy, Beirut, grace.dib@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

BEIRUT, LEBANON — April 11-14, 2002 — The Arab World Travel and Tourism Exchange (AWTTE). For more info: www.ifpexpo.com/awtte02/ or the Canadian Embassy, Beirut, berut-td@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

HANNOVER, GERMANY — April 15-20, 2002 — Hannover Messe is the umbrella for seven individual trade shows: Factory Automation; MicroTechnology; CeMAT; SurfaceTechnology; Energy; SubconTechnology; and Research and Technology. For more info: www.hannovermesse.de/intro_channel_e.html or Leslie T. Reissner, Canadian Embassy, Berlin, leslie.reissner@dfait-maeci.gc.ca or www.kanada-info.de

HIGH POINT, NORTH CAROLINA — April 16-21, 2002 — The "Five Years in Five Days" Extus Mission. For more info: William Stolz, Canadian Consulate General, Atlanta, william.stolz@dfait-maeci.gc.ca

TORONTO, ONTARIO — April 17-19, 2002 — The Chinese Business Expo

and Conference. For more info: www.chinesebusinessexpo.com

GLASGOW, SCOTLAND — April 18-20, 2002 — Aquaculture International 2002. For more info: Ian Thomson, Canadian High Commission, London, ian.thomson@dfait-maeci.gc.ca

GLASGOW, SCOTLAND — April 18-20, 2002 — Fishing. For more info: Ian Thomson, Canadian High Commission, London, ian.thomson@dfait-maeci.gc.ca

BRUSSELS, BELGIUM — April 20-24, 2002 — AUTOTECHNICA Benelux 2002. For more info: info@autotechnica.be or www.autotechnica.be or Paul Desbiens, Canadian Embassy, Brussels, paul.desbiens@dfait-maeci.gc.ca or www.infoexport.gc.ca/be

MUSCAT, OMAN — April 21-24, 2002 — The Oil & Gas West Asia Conference and Exhibition. For more info: www.ogwaexpo.com.om or Imad Arafat, Canadian Embassy, Riyadh, imad.arafat@dfait-maeci.gc.ca or Maher Abou-Guendia, DFAIT, maher.abou-guendia@dfait-maeci.gc.ca

BRUSSELS, BELGIUM — April 23-25, 2002 — The European Seafood Exposition and Seafood Processing Europe. For more info: food@divcom.com or www.euroseafood.com or Paul Desbiens, Canadian Embassy, Brussels, paul.desbiens@dfait-maeci.gc.ca or www.infoexport.gc.ca/be

DUBLIN, IRELAND — April 23-25, 2002 — IFEX 2002, the 15th International Food, Drink and Catering Exhibition. For more info: John Sullivan, Canadian Embassy, Dublin, john.sullivan@dfait-maeci.gc.ca

BEIRUT, LEBANON — April 24-28, 2002 — Telecom Middle East 2002;

CompEX 2002, the International Exhibition and Conference for Information and Office Technology Serving the Middle East; and E-Commerce Middle East 2002, the International E-Commerce Conference and Exhibition for the Middle East. For more info: www.ifp.com.lb/telecom02/ or www.ifp.com.lb/compex02/ or www.ifp.com.lb/ecommerce02/ or Sophie Legendre, Canadian Embassy, Beirut, sophie.legendre@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

DUBLIN, IRELAND — April 30-May 1, 2002 — EirTronics. For more info: John Sullivan, Canadian Embassy, Dublin, john.sullivan@dfait-maeci.gc.ca

TORONTO, ONTARIO — May 3-5, 2002 — The Canadian International Automotive Show — For more info, or to register: Kristina Cluff, AIA Canada, (613) 728-5821 ext. 230, kristina@aiacanada.com or www.aiacanada.com

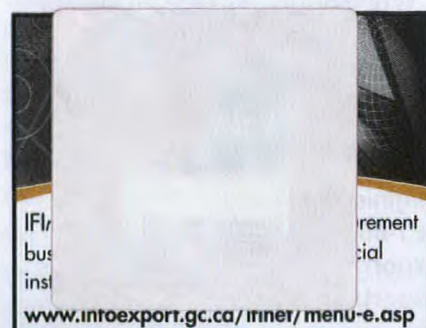
BOLOGNA, ITALY — May 7-9, 2002 — Lineapelle — May 7-10, 2002—Simac. For more info: lineapelle@unic.it or www.lineapelle-fair.it and exhibition @assomac.it or www.simac-fair.com or Carmen Travagin, Canadian Consulate General, Milan, milan-td@dfait-maeci.gc.ca or www.canada.it

MELBOURNE, AUSTRALIA — May 7-9, 2002 — TCF International, Giftware International, and Homeware & Furnishing International. For more info: Sharon Lethbridge, slethbridge@ausexhibit.com.au or www.ausexhibit.com.au

NOVI SAD, YUGOSLAVIA — May 12-20, 2002 — The International Agricultural Fair. For more info: www.nsfair.com/kalendar/poljoprivedapro/epoziv.html or Tatjana Grujic, Canadian Embassy, Belgrade, tatjana.grujic@dfait-maeci.gc.ca

BRUSSELS, BELGIUM — May 14-16, 2002 — Telecom cITy (formerly TM@B). For more info: info@tmab.be or www.tmab.be or Paul Desbiens,

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Upcoming trade shows and conferences

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Canadian Embassy, Brussels,
paul.desbiens@dfait-maeci.gc.ca
or www.infoexport.gc.ca/be

GENEVA, SWITZERLAND — May 14-16, 2002 — **Vitafoods International** (Exhibition and Conference). For more info: www.vitafoods.co.uk or info@palexpo.ch or Werner Naef, Canadian Embassy, Berne, werner.naef@dfait-maeci.gc.ca or www.canada-ambassade.ch

LIMA, PERU — May 14-17, 2002 — The Fifth International Gold Symposium and Trade Show, **Peru Gold**. For more info or to register for the Canada Pavilion: CAMESE, (905) 513-0046, minesupply@camese.org or www.camese.org

BEIRUT, LEBANON — May 14-18, 2002 — **Project Lebanon**, the International Trade Exhibition for Construction Technology, Building Materials, Equipment and Environmental Technology for Lebanon and the Middle East; and **Elecon Middle East**, the International Electricity, Controls, Lighting and Air Conditioning Exhibition for the Middle East. For more info: www.ifp.com.lb/pl02/ and www.ifp.com.lb/elecon02/ or Grace Dib, Canadian Embassy, Beirut, grace.dib@dfait-maeci.gc.ca or www.infoexport.gc.ca/lb

DUBLIN, IRELAND — May 15-16, 2002 — **The Energy Show**. For more info: John

Sullivan, Canadian Embassy, Dublin,
john.sullivan@dfait-maeci.gc.ca

TOKYO, JAPAN — May 15-17, 2002 — **International Food Ingredients and Additives Exhibition** — October 9-11, 2002 — **Health Ingredients Japan** — Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade are organizing Canadian participation in these two events. For more info: Mike Price, Agriculture and Agri-Food Canada, (613) 759-7509, pricewm@em.agr.ca

TEL AVIV, ISRAEL — May 20-22, 2002 — **DIY 2002**. For more info: Leora Elkies, Israel Trade Fairs and Convention Centre, leora@fairs.co.il www.israel-trade-fairs.com/2000 or Suzanne Szukits, Canadian Embassy, Tel Aviv, suzanne.szukits@dfait-maeci.gc.ca or www.dfait-maeci.gc.ca/telaviv

BRUNEI DARUSSALAM — May 27-30, 2002 — **GASEX 2002**, the 7th Gas Information Exchange Conference and Exhibition. For more info: Mew Yee Yap, Canadian High Commission, Brunei Darussalam, mewyee.yap@dfait-maeci.gc.ca or www.gasex2002.com To register: michael@bruneibay.net

SYDNEY, AUSTRALIA — May 28-30, 2002 — **CeBIT Australia**. For more info: Robert Grison, Canadian Export Development Inc., (613) 825-9916, or cced@sympatico.ca

MELBOURNE, AUSTRALIA — June 2-5, 2002 — **Designbuild**. For more info: designbuild@ausexhibit.com.au or www.designbuildexpo.com.au or Kevin Skauge, Canadian Consulate General, Sydney, kevin.skauge@dfait-maeci.gc.ca

TORONTO, ONTARIO — June 8-12, 2002 — **BIO 2002**. For more info: www.bio2002.org or Yvonne Gruenthaler, DFAIT, yvonne.gruenthaler@dfait-maeci.gc.ca

BIRMINGHAM, U.K. — June 9-11, 2002 — **The European Ethnic Food Show**. For more info: Ian Thomson, Canadian High Commission, London, ian.thomson@dfait-maeci.gc.ca

HONG KONG — June 11-14, 2002 — **Asian Elenex 2002**, the 10th Asian International Electrical, Electronic Engineering, Lighting Technology, Ventilation and Heating, and Refrigeration Show, and **Asian Securitex 2002**, the 7th Asian International Security, Safety and Fire Protection Show and Conference. For more info: info@unilinkfairs.com or www.unilinkfairs.com or (613) 549-0404 or Eunice Wong, Canadian Consulate General, Hong Kong, eunice.wong@dfait-maeci.gc.ca

CAIRO, EGYPT — June 17-19, 2002 — **Healthcare Middle East 2002 Exhibition and Conference** and **Beauty and Fitness 2002 Exhibition**. For more info: info@trade-links.org or www.trade-links.org or Magdy Ghazal, Canadian Embassy, Cairo, magdy.ghazal@dfait-maeci.gc.ca 🇪🇬

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region:

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