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CanadaExport



Arabian peninsula untapped

Canada trade mission ready to go

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Secretary of State (Central and Eastern Europe and Middle East) Gar Knutson talks to CanadExport about the **trade mission** that he will lead to the **United Arab Emirates (UAE), Qatar, Kuwait, and Oman** from **October 10-20, 2002**. Organized by the Canada-Arab Business Council (CABC), this mission is set to tap into the huge potential of a rapidly growing market.



Secretary of State Gar Knutson (right) and David Hutton, Canada's newly appointed Ambassador to the UAE.

Market overview

The Arabian Peninsula represents a market with strong potential for Canadian companies with exports of goods reaching close to \$688 million in 2001,

and exports in the services sectors estimated at another \$300 million.

"Kuwait, the UAE, and Qatar are three small but extremely rich countries. Qatar sits on the world's third largest

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Finalists for 2002

Canada Export Awards

Last month, International Trade Minister Pierre Pettigrew announced the finalists for the **2002 Canada Export Awards**.

"Exporters represent Canada's success in global markets," said Minister Pettigrew. "The finalists, who are from every part of Canada,

strongly contribute to the vitality of our economy. These firms alone generated export sales of almost \$2.1 billion last year and provided more than 14,500 jobs."

Since the Awards program was set up in 1983, more than 210 exporters selected from *continued on page 3 — Canada*



Sweet victory

Royal DeMaria Wines wins high praise

Royal DeMaria Wines (Canada's icewine specialists), a 25 acre winery in the Niagara region, is capturing the attention of the world. A world-class, exclusive producer of quality icewine after only three years in production, Royal DeMaria Wines is helping to make Canadian wines popular around the globe.

The prestigious Les Citadelles du Vin competition in Bordeaux, France, formerly known as the Civart Trophy and the Grand Prix d'Honneur, is an annual international competition organized within the framework of Vinexpo, the most prestigious wine and spirits exhibition in the world.

The judges of the competition, which took place from May 12-14, 2002, acknowledged the winemaking excellence of Royal DeMaria's icewines, along with other Canadian winemakers. Royal DeMaria Wines, a Vineland based winery, was the first in wine history to win five gold medals within the same category, and for the second consecutive year, they brought home the top award.

Royal DeMaria has been awarded 46 medals in international wine competitions in 2002. In 2001, the winery was anointed as one of the world's finest producers when its 1999 Riesling Icewine was awarded with the Olympiades du Vin Gold Medal in Bordeaux, France, a competition for gold medal winners from the Challenge International du Vin, the highest possible honour from VinExpo (www.vinexpo.fr). Owner Joseph DeMaria marvels, "They told me they have never awarded the Olympiades du Vin Gold Medal to a company this young, let alone Canadian."

In 2002, gold medals were also awarded to Royal DeMaria at the Brussels-based competition Concours Mondial (www.concoursmondial.be), France's Challenge International du Vin (www.challengeduvin.com), the Finger Lakes International Wine Competition held in Rochester, New York (www.fliwc.com), and Vinitaly in Verona.

New markets beckon

Encouraged by this high praise, Joseph DeMaria is now looking to sell his icewines in new markets. However, he is doing his homework first and is currently developing an export strategy to successfully take his limited production to a wider international clientele. DeMaria currently fills private orders for clients in China, Japan, and the United States,



Joseph DeMaria, owner of Royal DeMaria Wines, winner of Cuvée 2001 "Best Sweet Wine" trophy.

and deals with a distributor in Ohio. The next steps would include finding suitable distributors in Europe as well as Japan and China.

Royal DeMaria's success has spurred a number of hits from around the world on its Web site (www.royaldemaria.com), going from 31,000 hits per week to over 100,000. "Many foreign clients have been coming directly to us," says DeMaria. "We have clients coming from all over Asia and the United States wanting our product. Our marketing works but we want our clients to taste our wine, not our label."

Trade Commissioner Service

Even though Royal DeMaria Wines has developed contacts with suppliers in Asia through WIN Exports, DeMaria has not yet extensively used the services of the Trade Commissioner Service. "I will take advantage of programs like PEMD and the services offered by consulates and embassies abroad in the future. Had I known that the government offered these, I certainly would have used them before now," says DeMaria.

continued on page 3 — Royal

Canada Export Award finalists

— continued from page 1

3,800 candidates have received Canada Export Awards which recognize the achievements and success of Canadian exporting firms abroad.

The following sponsors have joined with DFAIT to recognize the excellent work of our exporters: **Canadian Manufacturers & Exporters, Export Development Canada, Sun Life Financial, RBC Financial Group, National Post, Western Economic Diversification** and the **Vancouver Port Authority**.

The Minister will honour the 10 Canada Export Award winners on **October 7** in Vancouver during a ceremony at the CME annual conference. One firm will be singled out to receive the prestigious **Exporter of the Year Award** in addition to its Export Award.

Here are the 23 finalists for 2002 (from East to West):

NEWFOUNDLAND AND LABRADOR

- Lotek Wireless Inc., St. John's — www.lotek.com

NOVA SCOTIA

- Softwear Design Group Ltd., Dartmouth — www.softweardesign.com

NEW BRUNSWICK

- Funeral Directors' Choice, Saint John — www.fdchoice.com
- Spielo, Moncton — www.spielo.ca

QUEBEC

- H. Fontaine Ltd., Magog — www.hfontaine.com
- MTD Trading International, Pointe-Claire — www.mtdtrading.com
- NSI Global Inc., Pointe-Claire — www.nsicomm.com

Ontario

- DECODE Entertainment Inc., Toronto — www.decode-ent.com/
- Digital Specialty Chemicals Ltd., Toronto
- General Motors Defense, London — www.gm-defense.com
- JAY•LOR Fabricating Inc., Orton — www.jaylor.com

- Maple Leaf Foods International (Toronto), Toronto — www.mlfi.com
- Mutluks Inc., Toronto — www.mutluks.com
- Odium Spectrum Ltd., Peterborough — www.odium-spectrum.com
- ZENON Environmental Inc., Oakville — www.zenonenv.com

SASKATCHEWAN

- Interactive Tracking Systems Inc., Saskatoon — www.itracks.com

ALBERTA

- Lacent Technologies Inc., Edmonton — www.lacent.com
- Precision Drilling Corporation, Calgary — www.precisiondrilling.com
- SMART Technologies Inc., Calgary — www.smarttech.com
- Wittke Waste Equipment, a division of Wittke Inc., Medicine Hat — www.wittke.com

BRITISH COLUMBIA

- A.L.I. Technologies Inc. (now McKesson Medical Imaging), Richmond — www.alitech.com
- Fincentric Corporation, Richmond — www.fincentric.com
- Sierra Wireless, Richmond — www.sierrawireless.com

For further information on the Canada Export Awards, visit the Web site: www.infoexport.gc.ca/awards-prix *

Royal DeMaria Wines

— continued from page 2

Secrets of success

While DeMaria would not share his secrets for making icewine, he did offer some valuable advice. "Build personal relationships. There is no use filling out an order, taking a cheque and waving the next customer in. I am interested in having customers for twenty years or more. I think trust is really important."

DeMaria also stresses the importance of being export-ready. "Secure your funds before you export, it's

security that can't be understated," says DeMaria.

All this recent success does not distract DeMaria from his longer-term thinking for international expansion. In his own words, "We want to take it one step at a time and make sure we stay focussed".

For more information, contact Joseph DeMaria, tel.: (905) 562-6767, fax: (905) 562-6775, or toll-free (North America) 1-888-793-8883, e-mail: icewine@royaldemaria.com *

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.

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With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad.

What about you?

Are you a Canadian company that is ready to enter the international marketplace for the first time? Or are you an experienced Canadian exporter seeking to crack new markets abroad? In either case, you are entitled to use, and keep on using, any and all of the following six core services offered free of charge at every one of our offices worldwide:

- Market Prospect
- Key Contacts Search
- Local Company Information
- Visit information
- Face-to-face Briefing
- Troubleshooting

When you contact the Trade Commissioner Service, you are tapping into a global network of professionals. You are also initiating an important partnership on which you can continue to rely as you build your business abroad.

What follows is the first in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader. Access our services on-line at www.infoexport.gc.ca

Need help assessing your potential abroad? Ask us for a *Market Prospect*

Only you can choose your markets, but we can help you decide if they're right for you.

If you're ready to take your business abroad, and you have researched and selected your target market, then it's time to get in touch with the Canadian Trade Commissioner Service. Our officers posted in the foreign market you are targeting can help you confirm whether your choice is a good one.

Just ask them for a *Market Prospect* — essentially a brief assessment of your company's potential in a target market abroad.

How will a *Market Prospect* help me?

A *Market Prospect* will help you assess and confirm your market selection and entry strategy. If you're a new exporter, you may need assistance in making a difficult choice between one or two possible target markets. If you're an experienced exporter, you may be investigating possible new markets into which to expand your business. In either case, a *Market Prospect* will give you the benefit of our officers' local knowledge and experience to help you make your final "Go" / "No Go" decision.

When should I ask for a *Market Prospect*?

A *Market Prospect* is usually the first core service that a Canadian company seeks from the Trade Commissioner Service. It will benefit you most at the point where you're fully resolved and prepared to do business abroad, but not yet quite sure whether a market you have identified is right for you.

Before requesting a *Market Prospect* from our officers in a foreign city abroad, you will have already done everything possible at home to prepare your company for the risks and demands of international trade. You will also have identified one or more target markets that seem promising for your company's products or services and have

discussed your plans with export specialists from Team Canada Inc or from the International Trade Centre in your province.

What kind of information can I expect in a *Market Prospect*?

A *Market Prospect* may include the following:

- an assessment of your company's potential in the target market;
- an informed opinion representing our officer's best assessment of the current and future development of the market;
- strategic advice on entering and doing business in the market, including branding;

- an indication of any local barriers to market entry, regulations, or required certifications;
- insight into emerging trends and policy issues;
- notification of upcoming events, such as trade fairs, seminars, or trade missions; and
- suggested next steps to follow in order to build on your success.

To provide a *Market Prospect* for my company, what information does the officer abroad require of me?

To tailor their efforts to your company's needs, our officers abroad need to know about your company and your international marketing plans. When you request

a *Market Prospect*, they will ask you certain questions that are also typically asked by foreign clients and contacts:

- What is unique or special about your company, product, or service?
- Who are the end users of your product or service? To whom do you sell in Canada and abroad, and how?
- Which countries or regional markets are you targeting and why? What do you know about your target market?

**If you're ready to take your business to the world,
a *Market Prospect* can help you decide where in the world to take it.**

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Key Contacts Search
- Local Company Information
- Visit Information
- Face-to-face Briefing
- Troubleshooting

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The U.S. Connection

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The Smart Border Action Plan — Progress Report Building a zone of confidence

The Smart Border Declaration, signed on December 12, 2001, committed the Canadian and U.S. governments to working together to address the threats to its people, institutions and prosperity. Based on the four pillars of the Smart Border Declaration, the world's largest trading partners have made great strides.

The Secure Flow of People

Ensuring the secure flow of people into Canada and the U.S. begins away from the border. Additional immigration officers will be deployed overseas to ensure that fraudulent documents are identified before individuals board planes. As well, the issuance of visas and visa exemptions will be coordinated to more effectively control irregular migration to either country.

At the border, Canada and the U.S. are expanding a border-wide "fast-lane" program called NEXUS to speed the flow of pre-screened low-risk travellers in order to focus resources on higher risk travellers.

In June 2002, NEXUS lanes were opened at several main crossings along the Washington-British Columbia border. NEXUS is projected to be in place at all major border crossings in Southern Ontario, New York State and Michigan by the end of 2002 and all other high-volume crossings in 2003.

The Secure Flow of Goods

The Free and Secure Trade (FAST) program establishes a public-private partnership to improve security measures throughout the entire supply chain. Companies that make the commitment to improve their supply-chain security will enjoy the benefits of the "fast-lane" for commercial truck traffic.

FAST will make cross-border commercial shipments by truck simpler, cheaper, and subject to fewer delays — all while enhancing security. FAST reduces the administrative burden on businesses by conducting trade compliance verification away from the border, which will allow front-line customs officials to focus on higher-risk traffic.

Export USA Calendar

For information about:

- Trade missions to the U.S.
 - Seminars on the U.S. Market
- Visit the Export USA Calendar at:
www.can-am.gc.ca/NEBS/runtime/search-e.asp

Secure Infrastructure

A binational steering group is being launched to reduce the risks to our shared infrastructure, and is setting priorities for action. Steps to secure air travel include: the deployment of

explosives detection systems, cross-border Air Marshals and Aircraft Protection Officers, and the reinforcement of cockpit doors.

As well, investments have been made in computer simulation modelling to optimize infrastructure investments, advanced information systems to improve traffic mobility, and high energy gamma and X-ray machines to detect dangerous materials.

Coordination, Information sharing

While Canada and the U.S. already operate closely on many law enforcement initiatives, their cooperation is being strengthened to meet the demands of the new security reality.

An electronic system for criminal records information exchange, including fingerprints, will be in place by September 2002. This will improve the speed with which Canada and the U.S. can share information.

Also, Canada and the U.S. continue to expand the binational integrated border enforcement efforts that proved effective even before September 11. To better facilitate this existing partnership, six Integrated Border Enforcement Teams (IBETs) have been created to act as hubs for coordinated enforcement efforts across the border.

continued on page 16 — A zone

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.

CCC and NASA

A relationship that's out of this World

For more than 40 years, Canadian innovation has helped the National Aeronautics and Space Administration (NASA) prove that the sky really isn't the limit. Through an agreement between NASA and the Canadian Commercial Corporation (CCC) — Canada's export contracting agency — Canadian exporters have shuttled their state-of-the-art technology to the space program. Now, this agreement has been renewed and Canadian innovation will continue to make a difference in this world... and beyond.

A trip back in time...

NASA was created with one primary responsibility: conducting scientific research in space technology and exploration. To carry out this responsibility, NASA needed to procure products from contractors with high technical capability, contractors such as those located in Canada. So they turned to the CCC.

CCC had already been facilitating sales into the U.S. Department of Defence under the terms of the Canada/U.S. Defence Production Sharing Agreement (DPSA). NASA, a separate civilian agency, worked together with CCC to create a Letter of Agreement (LOA) which mirrored the successful DPSA, but was tailored toward selling to NASA. In 1960, the LOA was signed.

The Agreement benefits buyers and sellers

The CCC/NASA Letter of Agreement sets forth policies and procedures with respect to the administration of contracts placed with CCC.

The benefits of the LOA are many. If CCC assumes the role of Prime Contractor, Canadian exporters get an edge to compete in the international marketplace. This includes:

- Customized service.
- A knowledgeable and experienced team member to advise them on specific sales and contracting negotiation strategies.

- Assistance on winning the export sale on more favourable terms, including a reduction or waiver of bid and performance bonds, and payment guarantees.

- The possibility of less rigid U.S. government procurement rules.

NASA benefits as well. When Canadian companies sell through CCC, the NASA buyer receives the full assurance that the Government of Canada is standing behind the deal.

"CCC provides exporter credibility, and that's a powerful benefit," says Gabriela Gref-Innes, CCC Project Manager, NASA Program. "Even though it isn't mandatory to sell to NASA through the CCC, over 90% of NASA business from Canada is procured through us. That's a tremendous testament to just how much NASA values our services."

The LOA: an important renewable resource

After reviewing CCC's services, NASA acknowledged that the original LOA was current and valid, and that CCC was still a valuable resource through which contracts with Canadian exporters could be procured. In fact, only one significant change was made: the linking of the NASA Procurement Web site with the CCC Web site.

Says Gref-Innes, "Since procurement communications have advanced and simplified as a result of technology and the Internet, we felt that we could

Put the power of Canada behind your export sales



The Canadian Commercial Corporation (CCC) is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (1-800) 748-8191, fax: (613) 995-2121, Web site: www.ccc.ca

enhance communications between NASA and CCC and speed the dissemination of solicitation material and procurement news."

Through this link, exporters can access new business opportunities provided by NASA, such as product or service needs, announcements for sources sought, and information requests.

Gref-Innes doesn't hide her excitement over the renewed LOA. "This is an agreement that benefits everyone: CCC, NASA and the Canadian exporter."

For more information or to find out how CCC can put the power of Canada behind your export sales, visit www.ccc.ca or call toll-free 1-800-748-8191. *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Export Sales and Contracting".)

Let the Games begin

Athens prepares for 2004

Athens, Greece, has been selected to host the next **Olympic Games** in **August, 2004**. With the world's gaze fixed on it, Greece has been seriously preparing for this great event. Opportunities for Canadian firms, therefore, are plentiful.

Golden opportunities

The Athens Olympic Organizing Committee (ATHOC) and the Greek government are moving full steam ahead to complete the sporting venues, transportation network and hospitality network necessary for a successful Games.

While most of the major Olympic infrastructure projects such as roads and stadiums are contracted, dozens of smaller, individual projects remain. Canadian companies have opportunities to supply goods, services or works, both on a "one-off" or continuous basis.

The rules of the game

To pursue these business opportunities, Canadian companies can follow either of two major routes:

- 1) respond to a procurement announcement, or
- 2) pitch a proposal directly to ATHOC and/or the Greek government.

Responding to a procurement announcement tends to be more complicated and demanding. Companies contemplating this route must first determine if they should bid, whether it is in the interests of the company to go ahead. They must ensure they have the financial resources to sustain a 5-10% bid deposit and performance bond and should have sufficient human resources to research procurement opportunities,

bid on the project, and carry it out successfully.

ATHOC and the Greek government have divided their procurement processes into two categories: projects worth over 200,000 Euros — which must follow an official European Union process, and projects under 200,000 Euros — where there is more discretion to award, and the process need not be followed.

The decision to pursue the second route — pitching a proposal to supply a good, service or work — works best where there is an anticipated need for a good, service or work. Canadian companies considering this approach need to do the market research necessary to determine where such opportunities would arise.

EUROPE

Best Practices

To ensure success in bidding or launching a proposal, Canadian companies may want to observe these best practices:

- Strongly consider an arrangement with a business partner. This could be a local, Greek firm in a compatible industry, or a European firm with previous experience in the Greek market. A partner offers language capability, knowledge of the market and important business contacts.
- Promote your company's past successes and experience — particularly in Olympic games or large sporting events. Greek officials tend to favour companies with previous related experience.
- Keep your proposals integrated and comprehensive. Make the Greek

procuring officials' jobs easier by offering a complete package: for example, supply, installation and dismantling of seating.

- Be proactive — Visit Greece to gather first-hand market information. Government programs such as the Program for Export Market Development (PEMD) can assist you.
- Stay focussed on your company's core capabilities. Resist the temptation to chase opportunities not in your line of business simply because they are there.
- Build relationships with Greek officials and potential business partners. Business in Greece is often done after personal relationships are established.

Race to the finish

The need to build or refurbish venues and infrastructure, and house, transport, coordinate, feed and facilitate hundreds of thousands of official visitors and spectators, is tasking the Athens Olympic Organizing Committee as it has tasked all previous host cities. As Greece is the smallest country to ever host Olympic Games, Athens will need to co-operate with capable companies and personnel to successfully carry out this monumental sporting event.

For more information, contact Emmanuel Kamarianakis, Senior Trade Commissioner, Canadian Embassy in Athens, tel.: **(011-30-10) 727-3352-53**, fax: **(011-30-10) 727-3460**, e-mail: **athns-td@dfait-maeci.gc.ca** or Bill Macheras at Industry Canada's International Trade Centre in Toronto, tel.: **(416) 973-5060**, e-mail: **macheras.bill@ic.gc.ca**

Procurement opportunities are listed officially at **www.athens.olympics.org**. For business opportunities and news about the Games, go to **www.business2005.gr**. Also, the comprehensive report on bidding on the games is available at **www.infoexport.gc.ca/gr** *

The future of clean energy

Fuel Cell Symposium in Tokyo

The Canadian Embassy in Japan has decided, in conjunction with partners in government and industry, to hold a **Fuel Cell Symposium in Tokyo, Japan, on October 28-30, 2002**. While Canada currently stands at the forefront of many aspects of fuel cell technology, it is not alone. In order to ensure a place for Canadian technology and industry in this new world of energy, it is essential that Canada makes itself visible on the world stage.

The objectives for this Symposium are clear: to position Canada as a high-tech leader in the field of fuel cells and related technologies and as a future supplier of clean energy (ie Hydrogen and/or Methanol), and to provide a forum where Canadian companies in this sector can seek new business opportunities in the form of partnerships and investment. Also, issues such as regulation, safety, and public acceptance surrounding this emerging industry, can be discussed.

In order to fulfill these objectives, the Symposium will allow both a general introduction of Canadian technologies and governmental-research initiatives, as well as company specific presentations and networking sessions with Japanese fuel cell interests. All participants will be allocated booth space for a "Mini-Trade Show" at the Embassy, where they can either show products or promotional materials.

Market overview

The medium to long-term market potential in Japan for these new technologies

is staggering. With a population of over 120 million, Japan has a fleet of over 70 million vehicles and a similar number of households. Eventually, many of these will switch over to new technologies which will create immense demand for product.



Beyond this, creating a new infrastructure, and how to supply it with fuel (and fuel choice), are all projects that are just now being considered in Japan. On the stationary side, the goal for fuel cell/hydrogen utilization is approximately 2200 MW of fuel cell generating capacity by 2010. On the automotive side, the latest government targets run to 50,000 fuel cell vehicles and possibly as many as 10,000,000 low emission vehicles in operation by 2010 in Japan.

While Japan is the world's second largest economy, it is also a fairly small, very heavily industrialized, tightly populated, resource-poor nation. Contrast this to Canada which is a huge, largely empty country with abundant resources but a relatively small population and industrial base to match. Japan is aggressively seeking solutions to satisfy its need for energy security and solve its environmental problems. Canada already leads the world in many of these solutions, but will need partners to fully realize the global potential of these new technologies. The synergies and potential for partnering and investment are evident.

Unleashing Canadian potential

For much of the Canadian industry and government, Japan remains something of a mystery. From the Japanese side, Canada's capabilities also remain largely undiscovered despite the activities of a number of prominent companies. The Canadian Embassy has set out to demystify Japan for Canadians, further introduce Canadian capabilities to the market and encourage the natural synergies that are waiting to be developed.

Promotional events for new Canadian technologies and products are routinely supported and hosted by the Embassy, and representatives have participated in a number of conferences in Japan to help spread the message of Canada's fuel cell capabilities and interests. A fuel cell newsletter has also been launched providing coverage of new technologies and developments of interest to Canada in the Japanese market. The Symposium is simply the latest, and largest, event in this larger endeavour.

For more information, contact:

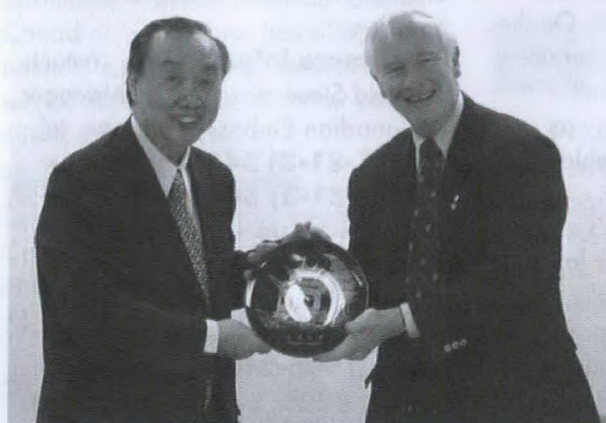
- David Steuerman, Project Manager, Canadian Embassy in Japan, tel.: **(011-81-3) 5412-6229**, fax: **(011-81-3) 5412-6250**, e-mail: **david.steuerman@dfait-maeci.gc.ca**
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Canada well-positioned to capitalize in China

China's Campus Network Project

A key priority for the Government of China is the Western Development Strategy (WDS), a strategic national initiative to address regional disparities between China's coastal cities and its under-developed inland economies.

As part of the WDS, the Chinese Government has allocated \$180 million for the Campus Network Project to support the upgrading and expansion of Information and Communications Technologies (ICT) infrastructures at 154 colleges and universities across 10 Western China provinces and municipalities in the next 12 to 18 months, with most of the expenditures front-ended.



Chongqing University President Dr. Wu Zhongfu (left) celebrating the signing of a cooperative agreement with University of Waterloo President Dr. David Johnston.

Competing for the action

Canada is a world leader in ICT applications in the education sector, with our businesses well positioned to profit from this business opportunity. Securing a solid share of this

project is a key priority for the Canadian Consulate in Chongqing, by proactively showcasing Canadian capabilities and expertise to respond to Western China universities' ICT infrastructure needs.

The Consulate organised **Infocom China West** last June (see *CanadExport*, April 16, 2001, p. 12), and has followed up with a major Canadian tour by South West University Presidents in late May of this year. These activities helped establish solid connections with the local university community and build on partnerships with the Canadian ICT business community and the Canadian Embassy in Beijing.

Opportunities also exist elsewhere in China. Both Beijing and Southwest China decision makers have been made aware of Canada's ICT excellence. Canada's Ambassador to China has called on China's Minister of Education, and there has been strong follow-up support through official representations, networking hospitality events and the Presidents' Canadian tour in late May.

Canadian firms gaining foothold

These proactive efforts have recently led to commercial pay-offs. So far, more than 40 out of the 70 colleges and universities in Southwestern China have purchased **Nortel's** optical products. The aggregate

value to date is \$20 million — with several direct sourcing Nortel's products without competitive tenders, reflecting confidence in the superior quality of Nortel's products.

The Montreal-based IBDN cabling supplier, **Nordx/CDT**, has been awarded contracts by more than 25 colleges and universities, valued at \$8 million. The Consulate has highlighted these successes recently, and more colleges and universities have expressed interest in Nortel and

Nordx/CDT equipment and services. Nordx/CDT has decided to expand its presence in this region by establishing a satellite office in Chongqing in response to its recent success in the Campus Network Project and many other lucrative business opportunities being generated under the WDS.

For more information regarding the Campus Network Initiative or **for updates** on the progress of Canadian success stories in this project, contact Peter Liao, Senior Commercial Officer, Canadian Consulate in Chongqing, tel.: **(011-86-23) 6373-8007, ext. 3351**, fax: **(011-86-23) 6373-8026**, e-mail: **peter.liao@dfait-maeci.gc.ca** or contact Alain Gendron, Second Secretary (Commercial), Canadian Embassy in Beijing, e-mail: **alain.gendron@dfait-maeci.gc.ca** *



Over the next five to six years, increasing privatization in Thailand and the country's growing awareness of environmental issues could push the value of environmental infrastructure projects as high as US\$15 billion. Canada's world-class environmental companies can provide the help Thailand needs to solve many of its environmental problems.

Market overview

The environment industry in Thailand is indeed promising, and the CIDA Industrial Cooperation Program (CIDA-Inc) has been playing a major role in developing Thai-Canadian business links through its support of environmentally related projects in the region. Clean water is a top priority for the Thai government, which has allocated some \$4.76 billion for major water projects during 2000-2006, including irrigation systems, wastewater management, and sewerage development.

Other priority areas include:

- **Reducing air pollution by controlling vehicle emissions** — The annual market is worth \$143 million.
- **Solid waste management** — \$606 million will be spent over the next five years for solid waste removal in Bangkok and the provinces, and for equipment for solid waste management.
- **Hazardous and industrial waste treatment** — Major opportunities exist for both centralized and on-site treatment in industrial parks, medical waste management, and household toxic waste disposal.
- **Environmental services** — Consultants are needed with expertise in environmental impact assessment, pollution prevention, corporate environmental strategies (ISO 14000), environmental management systems and auditing, and energy efficiency. Long-term opportunities exist in the following areas:

- Alternative fuels

Partnerships with Canada welcome

The environmental market in Thailand

- Clean technologies
- Climate change prevention strategies

Market access considerations

When developing a market strategy for Thailand, Canadian companies should consider the following issues:

- Thailand's tendering practices are complex, therefore it is essential to have a knowledgeable local partner when bidding for large-scale infrastructure projects. Most successful Canadian companies in Thailand have formed joint ventures or strategic alliances with Thai partners, or with other Canadian or foreign companies already established in the market.
- With the shortage of local government funding, officials are favouring non-traditional financing models, such as build-own-operate (BOO)/build-own-transfer (BOT) financing.
- While it is possible to operate in Thailand without a permanent presence in the market, several visits each year are necessary to develop and maintain a contact base. To ensure continuity, the same individual should conduct these visits. Various export programs such as the Program for Export Market Development (PEMD), CIDA-Inc, Export Development Canada (EDC) and the Canadian Commercial Corporation (CCC) can provide financial assistance in facilitating travel to Thailand or establishing a business presence.

Major competition

The European Union countries, Australia, Japan and the U.S. have targeted this market with substantial aid and export development subsidies.

Useful Web sites

- Building Partnerships for Environmental

and Natural Resource Management: www.worldbank.or.th/environment/pdf/essn2000.pdf

- Canadian Embassy in Bangkok: www.dfait-maeci.gc.ca/bangkok/
- Environmental Engineering Association of Thailand: www.eeat.or.th
- ExportSource: www.exportsource.gc.ca/
- Pollution Control Department: www.pcd.go.th/
- Thai-Canadian Chamber of Commerce: www.thai-canadian-chamber.org/
- Thailand Environment Institute: www.tei.or.th/
- The Global Directory for Environmental Technology: www.eco-web.com/
- The full market report on Environmental Industries in Thailand: www.infoexport.gc.ca/main-e.asp?act=9&sid=584&oid=291&cid=50

Upcoming trade shows

- International Exhibition on Environmental Protection and Pollution Control Technology, **Entech/Pollutech Asia**, July 24-27, 2003 (www.thai-exhibition.com)
- The 5th International Exhibition & Conference on Drinking Water, Processed Water & Wastewater Technology, **Aquatech Asia 2003** October 2-4, 2003 (www.aquatech-rai.com)

For more information, contact Surin Thanalertkul, Commercial Officer, Canadian Embassy, Bangkok, tel.: **(011-662) 636-0560 ext. 3356**, fax: **(011-662) 636-0568**, e-mail: **bangkk-td@dfait-maeci.gc.ca** *

Tunisia, Egypt, United Arab Emirates, and India

Student recruitment fairs bring the best to Canada

Traditionally, Arab students have looked to the United Kingdom and the United States for their post-secondary education. Since September 11, however, Canada has become more attractive for Arab students looking for a safe environment and a place that can offer an education that will permit them to compete in the labour force of the future.

Market Overview

The Middle East is a market of 280 million Arabs in 22 countries and is expected to grow to 400 million by 2020. Thirty-eight per cent are under the age of 14 and the region spends a greater percentage of GDP on education than other developing countries. However, the quality of education in the Middle East is poor and has not adapted to meet the needs of the labour market which is moving away from manufacturing to high-technology and knowledge-based industries.

It is in this market of immense opportunity that Canadian missions and the Canadian Education Centres Network (CECN) have made strategic investments to recruit Arab students in Tunis, Cairo, Dubai, Abu Dhabi, Mumbai and New Delhi.

TUNIS

From **October 16 to 18, 2002**, the Canadian Embassy in Tunis will host an education fair after a successful fair in 2001.

Tunisians have shown great interest in studying in Canada, due in part to Canada's international reputation for quality educational institutions, and the fact that Canada boasts a rich francophone heritage. Today, there are thousands of Tunisians studying in Canada, especially in Quebec.

For more information on how to participate in this education fair, contact André Potvin, Senior Trade

Commissioner, Canadian Embassy in Tunisia, tel.: **(011-216-1) 796-577, ext. 3351**, fax **(011-216-1) 796-371**, e-mail: **andre.potvin@dfait-maeci.gc.ca**.

CAIRO

From **October 12 to 14, 2002**, the Canadian Embassy in Egypt will host the first annual **Cairo Canadian Education Fair**.

Egypt, with its central position in the region and large population (68 million), offers an excellent opportunity for both English and French language Canadian universities that will be visiting the region at that particular period to attend one or both educational fairs in the Gulf and/or Tunisia. Despite the difficult international context, an increasing number of Egyptian students and educational institutions are showing a high interest in Canadian education.

Consult **www.infoexport.gc.ca/ie-en/DisplayDocument.jsp?did=7883** to have a better idea of the opportunities available in the Egyptian Education sector.

For more information, contact Walid Khoury (student recruitment), e-mail: **walid.khoury@dfait-maeci.gc.ca**, Tarek Abdel Meguid, Commercial Officer, Canadian Embassy in Cairo, e-mail: **tarek.meguid@dfait-maeci.gc.ca**, or Jean-Philippe Tachdjian, e-mail: **jean-philippe.tachdjian@dfait-maeci.gc.ca**

UNITED ARAB EMIRATES

From **October 6 to 9, 2002**, the CECN will host education fairs in Dubai and Abu Dhabi. The UAE has strong potential for post-secondary recruitment, as a large percentage of approximately 8,000 non-national students graduating from secondary schools each year seek education overseas. There is student interest in university undergraduate and graduate studies, college studies with applied degrees, post-graduate diplomas, and other specialized programs, such as Technology and Tourism.

In the UAE, the number of students coming to Canada has been on the rise, making it an excellent time for Canadian institutions to enter this market. In 1998, there were 182 student authorizations granted, compared to 402 in 2000.

INDIA

The Canadian Embassy will hold education fairs in **New Delhi on September 29, 2002**, and **Mumbai on October 3, 2002**.

India is the world's 12th largest economy, and 4th ranked in terms of purchasing power parity. The Indian government is committed to continuous investment in its education system, pledging US\$ 1.4 billion to be spent over the next decade. Of the 10-15 million students seeking admission to Indian universities and colleges, only 6 million will find spaces.

India's inability to meet the demand for post-secondary education, and the large and growing number of affluent Indians, make India an attractive market for Canadian post-secondary institutions.

For more information on education fairs in India and the United Arab Emirates, contact Eugenia Ho, Assistant Director, CECN Events - Education Fairs, Canadian Education Centre Network, e-mail: **eugenia.ho@cec.apfnct.org** *

— continued from page 1

natural gas resource and all three countries are looking for expertise from around the world, including Canada," said Knutson.

"There are opportunities in drilling and exploration, in servicing oil companies, whether it's engineering or providing machinery," explains Knutson. The range of opportunity is broader than the oil and gas sector.

"Tourism is another important sector," Knutson points out. "Having more people from these countries visit Canada can have benefits at the human and business levels." A large number of Canadian companies are already active and successful in the region, like Four Seasons and Fairmont Hotels which have recently expanded in Qatar and the UAE, and will soon open in Saudi Arabia.

The mission in October will open doors for Canadian companies and institutions in the telecommunications, oil and gas, architecture, engineering, education services, healthcare, water and sewage treatment, and agri-food industries.

Mission objectives

The Canadian mission will have an opportunity to meet with business and government leaders in Qatar, UAE, Oman and Kuwait. The Government of Canada together with the CABC — a business association whose objective is to strengthen bilateral trade and financial linkages between Canadian and Arab companies — hope to introduce a cross-section of Canadian business people to this lucrative market.

Knutson recently met with the newly appointed Ambassador to the UAE, David Hutton, to discuss the mission objectives. "We hope to take a mix of companies, some larger and willing to share their experience in the region, together with companies that are smaller and new to the market and ready to explore new market opportunities," explained Knutson. "We hope to expand Canada's economic relations

Mission to Arabian Peninsula

with the region which, in turn, will increase job opportunities in Canada."

Climate of openness

After Knutson's productive visit in March 2002, followed by the signing of Double Taxation Avoidance Treaties with Kuwait and the UAE, and an Air Agreement with the UAE, the Secretary of State is positive about the future of Canadian business in the region. "I get the strong message from the region about the high regard in which Canada is held. Both on a pure respect level, and on an emotional level, they like Canada." Canadians like the region as well. Currently, there are more than 10,000 Canadians living and working in the Arabian Peninsula.

When asked what effect the political situation will have on Canadian companies thinking of expanding there, Knutson responds: "Canada is perceived as a peace builder. They see us as a serious partner to access know-how and technology for their sustainable development."

Canada's positive image also extends to the neighbouring countries of the Middle East where Canadian products

and services have made significant inroads. Commodity exports alone exceeded \$1.1 billion in 2001, and Canada's 5 year old Free Trade Agreement with Israel has stimulated increased commerce and investment.

The path to success

With partners like the CABC, Export Development Canada, Investment Partnerships Canada, and provincial trade authorities, this mission will help Canada secure and expand a lasting presence in the Arabian Peninsula.

As Knutson notes: "The Arabian Peninsula has the potential to become very important. One of the reasons why my job was created was to address new opportunities and to raise Canada's profile in the region."

For more information, contact Maher Abou-Guendia, Senior Advisor for Trade, Middle East and North Africa Bureau, DFAIT, tel.: **(613) 944-5984**, e-mail: **maher.abou-guendia@dfait-maeci.gc.ca** or to participate, contact Aida Viveiros, CABC, tel.: **(905) 568-8300, ext. 288**, e-mail: **aida.viveiros@cme-mec.ca** *

Hong Kong eLearn Expo

HONG KONG — October 29-30, 2002 — The **eLearn Expo** is recognized as the leading e-learning show in Asia following its successful launch in 2001. The event will be held at the Hong Kong Convention and Exhibition Center and the exhibition will be complemented by a 2-day international conference. LMS vendors, total solution providers, content editors, publishing houses, schools, training companies, multimedia developers, instructional designers, conferencing and virtual classroom software companies, and e-learning service integration providers are potential exhibitors of the show. Speakers who are interested in presenting a paper should send a short abstract with a biography to Sally-Ann Moore of eLearnExpo. Priority will be given to sponsors and exhibitors.

For more information, contact Sally-Ann Moore, Managing Director, eLearnExpo, e-mail: **sally@elearnexpo.com**, Web site: **www.elearnexpo.com** or Kitty Ko, Commercial Officer, Canadian Consulate General, Hong Kong, tel.: **(011-852) 2847-7448**, fax: **(011-852) 2847-7441**, e-mail: **kitty.ko@dfait-maeci.gc.ca** *

U.K. Do-It-Yourself and Garden Show growing

LONDON, U.K. — January 26-28, 2003 — Canada is set to build on its success of previous years at the **Do-It-Yourself (DIY) & Garden Show** (www.diyandgardenshow.com), the UK's premier trade show for do-it-yourself, hardware, tools, decorative and garden products. For the fifth successive year, a Canada Group stand will be showcasing Canadian companies wishing to develop their UK and European export business.

The **DIY & Garden Show**, now in its ninth year, attracts visitors from over 30 countries. The show is officially supported by the British Hardware & Housewares Manufacturers Association and Home Decoration Retailers Association, and is the first

major home improvement exhibition of the year in Europe.

As in previous years, the Canadian High Commission is also pleased to support Canadian exhibitors by offering the following additional free services:



Canada's stand at this year's show.

- Pre-show briefing and half-day program of pre-show visits to selected UK chain store retailers, in

order to familiarize Canadian Group exhibitors with the UK market;

- Marketing list of major UK chain store buyers for Canadian Group exhibitors to conduct their own targeted pre-show communication activities; and,
- Pre-show press campaign to maximize UK industry press coverage of the Canada Group.

For more information about opportunities in the DIY industry in the U.K., contact: Carol Gould, Commercial Assistant, Canadian High Commission, London, tel.: **(011-44-0) 20 7258-6673**, fax: **(011-44-0) 20 7258-6384**, e-mail: carol.gould@dfait-maeci.gc.ca, Web site: www.dfait-maeci.gc.ca/london/ or www.infoexport.gc.ca/uk/

The Canadian contact for the show and booking agent is Anne Heath, UNILINK, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: ah@unilinkfairs.com, Web site: www.unilinkfairs.com *

Final ingredients for SIAL

PARIS, FRANCE — October 20-24, 2002 — The 2002 edition of **SIAL Paris 2002** is expected to feature 5,200 exhibitors representing 94 countries and attract over 135,000 food and beverage trade professionals from 185 countries from around the world. This trade show, the largest of its kind, offers you access to serious buyers and represents an exciting opportunity to introduce your products to the global marketplace.

In order to maximize the benefits to Canadian companies either exhibiting or visiting **SIAL 2002**, Agriculture and Agri-Food Canada is providing an opportunity for companies to meet one-on-one with trade commissioners and commercial officers who are serving Canadian food companies in Canadian embassies and consulates abroad. Meetings will be held between

13:30 and 16:00 on **October 21, 2002**, on the exhibition grounds. These meetings will provide an excellent opportunity for Canadian companies who will be at **SIAL** to discuss international market opportunities for their products with Canadian representatives in targeted countries.

To participate, contact Nicole St-Jacques, tel.: **(514) 283-3815 ext. 513**, e-mail: stjacquesn@agr.gc.ca, as soon as possible. Priority will be given to companies exhibiting at **SIAL** (first-come, first-served).

For information on SIAL, contact Angel Garcia, Agriculture and Agri-Food Canada, tel.: **(613) 759-7738**, fax: **(613) 759-7506**, e-mail: garciaa@em.agr.ca Web sites: <http://ats.agr.ca/events/sial/welcome-e.htm> or <http://sial.axime.com/en/index.htm> *

An electrifying Conference

FUKUOKA, JAPAN — November 5-8, 2002 — The **14th Conference of the Electric Power Supply Industry (CEPSI)** is an excellent opportunity to promote your company's capabilities in the Japanese market, as well as other Asian markets. The Canadian Embassy in Tokyo, with the cooperation of Industry Canada and DFAIT in Ottawa, will provide assistance to Canadian companies that wish to explore specific business opportunities on the Japanese market.

For more information on CEPSI, visit www.cepsi2002.com or contact Stuart Fee, Commerce Officer, Industry Canada, tel.: **(613) 954-5446**, fax: **(613) 941-2463**, e-mail: fee.stuart@ic.gc.ca *

Upcoming trade shows and conferences

VANCOUVER, B.C. — October 2-4, 2002 — **International Development Days 2002** — **For information or to register**, go to www.cme-mec.ca/vancouver2002 or e-mail: treena.adhikari@cme-mec.ca

SAN SALVADOR, EL SALVADOR — October 2-6, 2002 — **Feria International** is a trade fair that specializes in presenting opportunities to international exporters interested in Central America. **For information**, contact Philip Jakob, Canadian Embassy in San Salvador, tel.: **(011-503) 279-4655**, fax: **(011-503) 279-0765**, e-mail: philip.jakob@dfait-maeci.gc.ca Web site: www.sansalvador.gc.ca or www.xxferia.fies.gob.sv

VANCOUVER, B.C. — October 6-8, 2002 — Accelerating as Manufacturers & Exporters — **For information or to register**, go to www.cme-mec.ca/vancouver2002 or e-mail: treena.adhikari@cme-mec.ca

ST. PETERSBURG, RUSSIA — October 15-19, 2002 — **4th International Forestry Forum**, "Russian Forestry Complex in 21st Century". **For information**, contact Margarita Sandal, Commercial Officer, Canadian Consulate General, St. Petersburg, tel.: **(011-7-812) 325-8448**, ext. **3352**, fax: **(011-7-812) 325-8393**, e-mail: margarita.sandal@dfait-maeci.gc.ca

MIAMI, FLORIDA — October 25-27, 2002 — **Miami Construction Trade Show** — **For information**, contact Margaret Cullen, Commercial Officer, Canadian Consulate, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: miami-td@dfait-maeci.gc.ca or visit www.miacon.com tel.:

(305) 441-2865, fax: **(305) 529-9217**, e-mail: mail@miacon.com

FT. LAUDERDALE, FLORIDA — October 31-November 4, 2002 — **Ft. Lauderdale International Boat Show Expo** — **For information**, contact Margaret Cullen, Commercial Officer, Canadian Consulate, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: miami-td@dfait-maeci.gc.ca, or go to www.showmanagement.com tel.: **1-800-940-7642** or **(954) 764-7642**, fax: **(954) 462-4140**, e-mail: Info@showmanagement.com

MIAMI, FLORIDA — November 8-17, 2002 — **South Florida International Auto Show** — **For information**, contact Margaret Cullen, Commercial Officer, Canadian Consulate, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: miami-td@dfait-maeci.gc.ca or go to www.sfliautoshow.com tel.: **(305) 947-5950**, fax: **(305) 947-5954**, e-mail: info@sfliautoshow.com

BANGKOK, THAILAND — December 2-5, 2002 — **The Auto Components + Aftermarket 2002** — **For information**, contact Carolyn Knobel, Second Secretary (Commercial), ext. **3352**, or Surin Thanalertkul, Commercial Officer, ext. **3356**, Canadian Embassy, Bangkok, tel.: **(011-662) 636-0560**, fax: **(011-662) 636-0568**, e-mail: bngkk-td@dfait-maeci.gc.ca Web site: bangkok.gc.ca

GATINEAU, QUEBEC — February 3, 2003 — The **11th annual Canadian Awards for International Development** — **For information**, or to obtain an application, contact Treena Adhikari, tel.: **(905)568-8300**

ext. **249**, e-mail: treena.adhikari@cme-mec.ca

MIAMI, FLORIDA — February 14-19, 2003 — **Miami International Boat Show** — **For information**, contact Margaret Cullen, Commercial Officer, Canadian Consulate, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: miami-td@dfait-maeci.gc.ca or go to www.discoverboating.com tel.: **(305) 535-1742**, fax: **(305) 534-3139**, e-mail: mhall@nmma.org

COLOGNE, GERMANY — April 8-11, 2003 — **ANUGA FoodTec 2003** — **For information** on participating, contact Stephan Rung, Commercial Officer, Canadian Consulate, Dusseldorf, tel.: **(011-49-211) 172-1718**, fax: **(011-49-211) 359-165**, e-mail: stephan.rung@dfait-maeci.gc.ca Web site: <http://ats-sea.agr.ca/agrifood-canada-germany/index.html>

ORLANDO, FLORIDA — April 13-16, 2003 — **Marine Hotel Association Conference & Trade Show** — **For information**, contact Margaret Cullen, Commercial Officer, Canadian Consulate, tel.: **(305) 579-1615**, fax: **(305) 374-6774**, e-mail: miami-td@dfait-maeci.gc.ca or go to www.mhawebo.org tel.: **(702) 838-6056**, fax: **(702) 838-8853**, e-mail: judyforcanada@yahoo.com *

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SME Advisory Board

International Trade Minister Pierre Pettigrew announced the appointment of the Small and Medium-Sized Enterprises (SMEs) Advisory Board on International Trade. The Board held its inaugural meeting in Ottawa in June 2002.

The Board will act as a voice for other SMEs and will serve as a forum for testing new programs and services available to them. It will also advise the Minister on ways to assist them in exporting their products and services.

"SMEs play a critical role in Canada's export performance and economic growth," said Mr. Pettigrew. "Maintaining the ongoing dialogue between the Government of Canada and SMEs is crucial to understanding their changing needs. The Advisory Board will help us ensure that Canadian SMEs are in the best position to take advantage of market opportunities."

It is estimated that 87% of Canada's exporters are SMEs. They are responsible for about 6% of the dollar value of Canadian exports. In 2001, total Canadian exports of goods and

services amounted to \$471 billion, representing 43% of Canada's gross domestic product.

The Board was created after the Minister's SME Task Force completed its three-year mandate in September 2001. The Chair of the Task Force, Bianca Battistini, Executive Vice-President of Can-Am Immigration Services Inc. of Sherbrooke, Quebec, has agreed to continue as Chair of the Advisory Board.

The 17-member board, made up of senior executives of small- and medium-sized companies from across the country, has a three-year mandate. Its next meeting will take place in Vancouver, British Columbia, in October 2002. ★

Canada-Andean countries free trade in the works

International Trade Minister Pierre Pettigrew announced on August 7, 2002, that Canada and the Andean countries (Bolivia, Colombia, Ecuador, Peru and Venezuela) will hold preliminary talks on a proposed free trade agreement.

"A free trade agreement between Canada and the Andean countries will both strengthen our economic relations and promote socio-economic development in the region," said Minister Pettigrew. "We are further developing our commitments to the Americas, while continuing to pursue greater trade and investment liberalization."

The Andean countries are important commercial partners for Canada; bilateral trade in 2001 reached \$3.6 billion, with Canadian exports totalling \$1.5 billion. Cumulative Canadian investment in the Andean countries is estimated at \$11 billion.

The Government of Canada will shortly undertake a broad and comprehensive consultation process to seek input from the provinces and territories, the Canadian public, businesses and non-governmental organizations.

For more information, contact the Regional Trade Policy Division, DFAIT, tel.: (613) 992-0420, fax: (613) 944-0757. ★

A zone of confidence

— continued from page 6

Also, Project NorthStar — a grass roots organization of law enforcement professionals from the federal, state, provincial and local levels on both sides of the border — provides a forum for coordinating communications, intelligence, joint operations, and prosecutions.

For more information, contact DFAIT's United States Relations Division, tel.: (613) 944-7960. ★

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

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: (613) 944-4000) or by fax at (613) 996-9709; by calling FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at www

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