

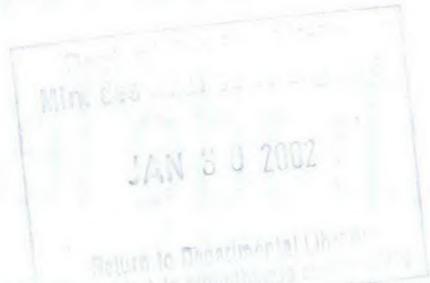
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KPMG SUPPLEMENT
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China's accession to the WTO

Some export facts

The People's Republic of China officially became the 143rd member of the World Trade Organization (WTO) on December 11, 2001. The WTO welcomed the world's 7th largest economy, with a GDP of \$1.5 trillion and almost one-quarter of the world's population, into its membership.

WORLD TRADE ORGANIZATION



The implications of China's WTO membership will be very significant. China has begun to make sweeping reductions in barriers to trade in goods and services. It has also started a long-term process to make changes to its trade laws and regulations to ensure they are consistent with the agreed practices of other WTO Members.

For example, most Chinese trade laws and regulations that discriminate against foreign goods in favour of Chinese goods must be removed or amended.

For these reasons, virtually all Canadian exporters to China will be affected by its membership in the WTO. A number of sectors, including information and communication technology (ICT), agriculture, chemicals, financial services, telecommunications services, and transportation, will get substantial benefits from WTO-related trade liberalization in China.

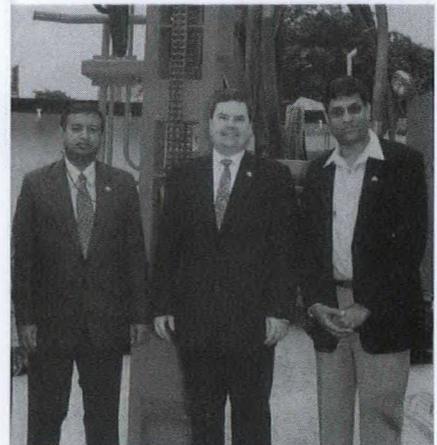
To answer Canadian exporters' questions about the commercial opportunities afforded by China's

Continued on page 10 – Some

Launch of first product of Canada-India joint venture

Hemant Shah (far right), CEO of **Cubex**, based in Winnipeg, and the Canadian-Indian joint venture, **KLR-Cubex International Ltd.**, based in Hyderabad [www.cubex.net], and Chair of the India Trade Development Committee, is joined by Martin Barratt, Third Secretary (Commercial), Canadian High Commission, New Delhi (centre) and Subroto Haldar (left), Trade

Continued on page 13 – Canada-India



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

IBOC: Trade leads

THAILAND — Unit Substation — The Metropolitan Electricity Authority invites sealed bids (bid no. EV5-0405-WBX) for a unit substation. Cost of bid documents: Baht 70,000 plus US\$35.00 for delivery via special courier. Closing date: **March 14, 2002**. For bid documents, contact Pradit Suveeranont, Director, Metropolitan Electricity Authority, Foreign Operations Section, Foreign Procurement Division, Purchases & Stores Department, Building No.6, 6th floor, 121 Chakpetch Road, Bangkok 10200, Thailand, tel.: (011-66-2) 221-2841, fax: (011-66-2) 224-2468, e-mail: suporn@mea.or.th Contact Veena Ngaocharenchitr, Commercial Officer, Canadian Embassy, Bangkok, fax: (011-66-2) 636-0568, e-mail: veena.ngaocharenchitr@dfait-maeci.gc.ca quoting case no. 011219-05715. (Notice received from the Canadian Embassy in Bangkok.)

URUGUAY — Underground Parking Lots — The Intendencia Municipal de Montevideo (I.M.M.) [Municipal Government of the Department of Montevideo] plans to build several underground parking lots beneath public squares in different zones of Montevideo under a build operate and transfer (BOT) contract for a 30-year period of operation. The operation can include any services (e.g. car wash) that the bidder wishes to sell to parking lot users as well as other services (e.g. surveillance) provided to the above ground public squares. These additional services can be considered as partial payment of an annual fee to the IMM. Bidders may bid on one or more parking lots, which must be built and operating within 36 months of closing the contract. At least one parking lot must be completed within 24 months. Closing date (tentative): **April 15, 2002**. For more information, contact Dr. José Luis Echevarria Petit, Echevarria Luenda & Echevarria Petit, Andes 1365 Esc 901, Montevideo, Uruguay 11100, tel.: (011-598-2) 900-0400, fax: (011-598-2) 902-2777, e-mail: elepabog@adinet.com.uy Contact Magdalena Planeta, Commercial Assistant, Canadian Embassy, Montevideo, fax: (011-598-2) 902-2029, e-mail: magdalena.planeta@dfait-maeci.gc.ca quoting case no. 011220-05728. (Notice received from the Canadian Embassy in Montevideo.)

INDIA — Continuous Miner Technology for Underground Coal Mines — The Singareni Collieries Company Ltd. invites global tenders (reference no. PD/01/80/E.418/2001) from manufacturers/firms with proven, related technology/work experience to introduce continuous miner technology into an underground coal mine at Venkatesh Khani No.7 Incline on a risk/gain sharing basis. Cost of bid document (available until March 18, 2002, by mail):

US\$150. Closing date: **March 27, 2002**. For bid documents, contact Chief G.M (Purchase), The Singareni Collieries Company Ltd., P.O. Kothagudem Collieries, Khammam District, Andhra Pradesh - 507 101, tel.: (011-91-87) 44-43109, fax: (011-91-87) 44-45651. Contact Alka Malik, Trade Assistant, Canadian High Commission, New Delhi, fax: (011-91-11) 687-5387, e-mail: alka.malik@dfait-maeci.gc.ca quoting case no. 011126-05292. (Notice received from the Canadian High Commission in New Delhi.)

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

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CanadExport

Tips for Canadian exporters (part 2) How disaster relief works

by Louis Poliquin, a Canadian international procurement consultant based in Washington for DFAIT's Export Financing Division

Cross (ICRC) (www.icrc.org) — maintains two warehouses.

- International Federation of the Red Cross (IFRC) (www.ifrc.org) — provides assistance to local Red Cross and Red Crescent societies and advertises needs in the Classifieds section of the *International Herald Tribune* (www.iht.com).

Other United Nations agencies

The following United Nations agencies respond to emergencies. For more information, consult *CanadExport's Guide for Canadian Exporters to the UN System* at www.infoexport.gc.ca/canadexport/menu-e.asp and click on "Supplements".

- World Food Program (Rome) (www.wfp.org) — is the United Nations frontline agency in the fight against global hunger.
- United Nations International Children's Emergency Fund (New York/Geneva/Copenhagen) (www.supply.unicef.dk/business/procinfo.htm) — warehouse in Copenhagen.
- United Nations High Commission for Refugees (Geneva) (www.unhcr.org) — plays a central role in complex emergencies. To find out more, visit the UNHCR Web site and click on "Administration" followed by "Doing business with UNHCR".

Learning the aid business

Through years of practical experience, international aid organizations have identified the practices and standards that constitute the best emergency response and provide their expertise in the form of technical manuals (often on-line) and workshops.

- The Sphere Project* (www.sphereproject.org) — has developed a set of universal minimum standards in core areas of humanitarian assistance.
- UNHCR Handbook for Emergencies* —

Twenty years ago it was almost impossible for a Canadian exporter to bid for goods or equipment required by international organizations responding to emergency situations. The relief process was rushed, bidding times were short and purchasing decisions were often made on the fly. Today, standardized supply methods have helped level the playing field and Canadian exporters now stand a chance of doing well in these markets.

Supply methods

Humanitarian relief agencies maintain their permanent state of readiness by relying on these methods:

- Pre-qualified vendors** and pre-arranged contracts are established through competitive bidding.
- Stockpiling** of pre-packed emergency items is arranged in Canada by the Canadian Red Cross and abroad by United Nations organizations, the Oxford Committee for Famine Relief (OXFAM) (www.oxfam.org) and World Vision (www.worldvision.org).

Plan early

Advance planning is essential to get Canadian goods into the relief system supply chain.

- Match product specifications** to those listed in the procurement catalogues available from the United Nations Development Program Inter-Agency Procurement Services Office (UNDP IAPSO) Web site: www.iapso.org/set.asp?id=21 The 2000 edition of the *General Business Guide* is also available at www.iapso.org/set.asp?id=44
- Send product samples** to buying organizations as a regular marketing strategy: don't wait til disaster strikes.

The Geneva connection

Historically, coordination efforts for humanitarian assistance have been based in Geneva and many of the international aid organizations are headquartered there.

- United Nations Office for Coordination of Humanitarian Affairs (OCHA) (www.reliefweb.int/ocha_ol/about/dhaprog/ced.html) — coordinates aid and stockpiles basic necessities.
- International Committee of the Red

is available from the UNHCR publications office.

- When Disaster Strikes* (www.paho.org/english/ped/whendis.htm) — provides technical guidelines and contacts in Central and Latin America and the Caribbean.
- SUMA (www.disaster.info.desastres.net/SUMA/) — tracks donor pledges.
- United Nations Development Program's Inter-Agency Procurement Services Office* (www.iapso.org) — offers its business guide to the UN agencies free of charge.
- Relief Web* (www.reliefweb.int/w/rwb.nsf) — posts the latest information on global relief needs.
- Alertnet* (www.alertnet.org/suppliers) — provides an international register of firms supplying relief.

Conclusion

Supplying humanitarian aid is a highly specialized area of the export business, but with careful planning and adherence to good business practices Canadian suppliers can become valued members of the international aid community.

For more information: DFAIT's Export Financing Division's IFI Unit offers services related to development business procurement, tel.: (613) 995-7251, e-mail: ifinet@dfait-maeci.gc.ca

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "International Financial Institutions.")

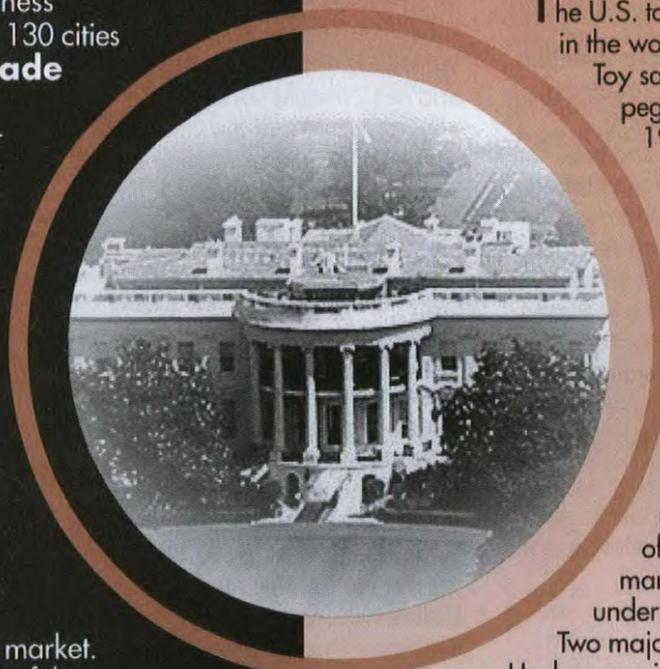


IFI Net is your Internet gateway to procurement business funded by international financial institutions (IFIs) and UN agencies.
www.infoexport.gc.ca/ifinet/menu-e.asp

UNITED STATES

With a team of 500 business professionals in more than 130 cities around the world, the **Trade Commissioner Service** has the market knowledge you need to succeed in your target market. Our Market Research Centre and our offices abroad have prepared over 600 market studies available for free on our Web site. These studies will help you identify foreign business opportunities and learn more about your target market.

This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.
www.infoexport.gc.ca



The Toy Market

The U.S. toy market is the largest in the world, and getting larger. Toy sales in the United States, pegged at \$35 billion in 1999, are expected to near \$50 billion by 2004. For Canada's part, exports of toys and toy parts to the U.S. totalled \$253 million in 1999 — a figure that could rise dramatically over the next few years.

Market Overview

The U.S. toy market is dominated by a handful of large companies that market a variety of toys under various brand names.

Two major producers, Mattel and Hasbro, are industry leaders and often acquire smaller companies with innovative product ideas that lack the capacity to meet the demands of the U.S. market.

China holds almost 90% of the U.S. toy import market. Other players include Mexico, Japan, Taiwan, Hong Kong and Canada. The most

successful international companies have strong brand recognition globally, but localize products to meet consumer demands. They are typically large enough and experienced enough to enter the market without difficulty, and rarely form joint ventures to access new markets.

The largest retail sales outlets for toys in the United States are Wal-Mart and Toys "R" Us. Large retailers have come to dominate the market so much that in 1998, the top ten retailers accounted for 60% of all retail toy sales.

Trends

Analysts predict the trend toward exclusive distribution deals for brand-name and "in-store-brand" products will dominate the market. Currently, the most popular trend in the U.S. toy industry is licensed products that combine toys with characters or events from the entertainment and sports industries. With U.S. children watching as much as 4.4 hours of television per day, the tie-in opportunities between toys and TV/movie characters are significant. The sale of licensed products accounted for 46% or \$11.7 billion of all toys sales in the United States. However, character tie-ins and technology have not yet succeeded in

eliminating traditional toys — those that have been popular for decades — from the top listings. Hot Wheels cars, Operation, and Easy Bake Oven remain in the top 20 toys sold in the United States.

The toy industry acknowledges that "kids are getting older younger," meaning children are abandoning traditional toys at earlier ages. Children between the ages of 10 and 14 spend more time watching television and playing on computers. To recapture part of this market, the toy industry is developing new products to appeal to technologically savvy children.

Opportunities

There are opportunities for Canadian companies to secure licences to key sports or entertainment personalities, or to movies and TV characters. There are also opportunities for Canadian companies in niche segments of the market, including innovative toys, high-quality learning toys, and new items that help to recapture the age 10 to 14 market. The toy market has



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traditionally applied computer chip technology to toys targeted to boys; however, girls are increasingly showing an interest in high-technology games and toys.

To be successful in the U.S. toy market, Canadian companies must have high-quality products and aggressive marketing strategies. As well, a prominent presence at key industry events throughout the U.S. is essential.

See Potential?

To learn more about this market, read *An Overview of the Toy Market in the United States*, prepared by the Market Research Centre for the Trade Commissioner Service. This report and hundreds of others are available on-line at www.infoexport.gc.ca

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

See insert for your Consumer Products Industry contacts in the United States.

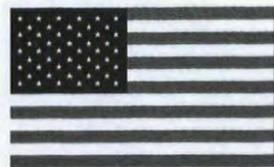


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The Toy Market

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The U.S. Connection

The U.S. Connection is produced in co-operation with the U.S. Business Development Division of DFAIT's North America Bureau. For information about articles on this page, fax (613) 944-9119 or e-mail commerce@dfait-maeci.gc.ca. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

Opportunities to dress up the U.S. Midwest Visit to women's apparel market

CHICAGO — March 23-26, 2002 — Is your Canadian women's wear company looking to enter the U.S. market soon? Do you need more information to decide on your market entry strategy? Would you like to hear from industry experts and find a local representative?

If so, the Canadian Consulate General in Chicago (www.can-am.gc.ca/

chicago) invites you to attend its Women's Apparel Rep Locator trade mission next month during **StyleMax** (www.mmart.com/stylemax), the women's apparel industry show.

For four years the Consulate General has hosted the mission, and last year the success rate was 100%.

The mission targets Canadian wo-

men's apparel manufacturers seeking a local rep for the U.S. Midwest. It features an educational session with industry experts, access to a booth for each participating company at **StyleMax**, and a rep locator reception for networking with local reps.

Deadline for applications: **February 20** (first-come, first-served).

For more information, contact Ann F. Rosen, Business Development Officer, tel.: (312) 327-3624, e-mail:

ann.rosen@dfait-maeci.gc.ca or Holly Inoshita, Assistant, tel.: (312) 616-1870, ext. 3353, e-mail: holly.inoshita@dfait-maeci.gc.ca



gc.ca Canadian Consulate General, Chicago. ✪

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

Canada-U.S. Smart Border Declaration

Further to the special feature on the Canada-U.S. border (December 17th edition of *CanadExport*), here is the latest development on the border issue.

On December 12, 2001, John Manley, Deputy Prime Minister and Minister of Infrastructure and Crown Corporations and former Minister of Foreign Affairs and Chairman of the Ad Hoc Cabinet Committee on Public Security and Anti-Terrorism, and Governor Tom Ridge, Director of the Office of Homeland Security in the U.S., signed a ground-breaking declaration for the creation of a "Smart Border for the

21st Century" between the United States and Canada.

The Smart Border Declaration outlines a 30-point Action Plan to collaborate in identifying and addressing security risks while efficiently and effectively expediting the legitimate flow of people and goods back and forth across the Canada-U.S. border. The plan is based on four pillars: the secure flow of people, the secure flow of goods, the creation of a secure infrastructure, and increased coordination and information-sharing between Canada and the U.S.

"We have agreed to an aggressive

action plan that will allow the safest, most efficient passage of people and goods between our two countries, as part of our ongoing commitment to the creation of a Smart Border," said Deputy Prime Minister Manley. "This action plan will enhance the technology, coordination and information sharing that are essential to safeguard our mutual security and strengthen cross-border commerce for the world's largest bi-national trading relationship."

The Declaration, Action Plan and a backgrounder are on DFAIT's Web site at www.dfait-maeci.gc.ca/anti-terrorism/can-us-border-e.asp

For more information, contact Chris Gregory, DFAIT, tel.: (613) 944-6466. ✪

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.

With an annual budget of approximately US\$12.5 billion, the United States Federal Aviation Administration (FAA) offers Canadian aerospace suppliers a wide range of procurement opportunities.

What the FAA does

Under the Department of Transportation, the FAA, and its 49,000 employees, is responsible for regulating aviation safety and security; providing efficient

Product Lead Officers, if the program is in the planning or definition phase, and its Contracting Officers, if the program is in the procurement phase. Unsolicited proposals for unique products and services are not discouraged, however, less than 1% are funded.

Examples of what the FAA purchases Products and services

- air traffic control systems and services
- radars and weather systems

The U.S. Federal Aviation Administration (FAA)

FAA opportunities

Taken from a presentation by Brian S. Isham, Office of Acquisition, Director of Contracts, Federal Aviation Administration, at a special Canadian Commercial Corporation seminar on Doing Business with the U.S. Government in Montreal last November.

airspace utilization; promoting air commerce and civil aviation; and supporting U.S. national defence requirements.

The FAA's procurement and acquisition activities are conducted out of its Washington, D.C. headquarters, seven regional offices, its Aeronautical Center in Oklahoma City, Oklahoma and its Technical Center in Atlantic City, New Jersey.

Eighty percent of the FAA's total contract dollars are awarded through headquarters, however, 75% of total contract actions (exceeding US\$25,000) are awarded through its regional offices and centres. Of this, 70% of contract actions and 84% of contract dollars are awarded competitively, with 40% being fixed-price contracts and 60% cost-reimbursable contracts.

The FAA's acquisition business

In 1981, a major initiative was launched to modernize the U.S. National Airspace System. Over 100 modernization programs, involving more than US\$2.5 billion per year, are managed from Washington, D.C. (most include significant subcontracting opportunities).

The FAA encourages Canadian suppliers to market their products and services with its procurement officers, particularly its Integrated

- navigation and landing aids
- communications/information technology equipment and services
- surveillance systems

The FAA procurement process

In November 1995, the FAA was directed to develop and implement an Acquisition Management System (AMS) that addresses the unique needs of the agency and provides for more timely and cost-effective acquisitions for equipment and materials. The goals of this acquisition reform program are to reduce the time and cost of acquiring new products and services, field new technology faster and reduce the cost of procurement to both the FAA and industry.

The AMS provides a simplified, more flexible process which emphasizes a partnership between customers, users and providers. Its major features include a preference for off-the-shelf systems, communication with vendors/suppliers throughout the procurement process, a focus on price rather than cost analysis with fewer cost data requirements, and an emphasis on competition.

The AMS utilizes two primary procurement methods: complex and non-commercial, which tends to be geared to complex, large-dollar-value,

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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 pre-shipment 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

developmental, non-commercial items and services; and commercial/simplified, which is geared to commercial items that are less complex, smaller in dollar value, and shorter term.

The FAA's procurement policy is to purchase products and services from sources that offer the best value, and when competition is not feasible, purchases under US\$10,000 may be made on a single-source basis.

To begin procurements, the FAA issues three types of Screening Information Requests (SIRs): Qualification Information; Screening Information; and Requests for Offer. The purpose of an SIR is to obtain certain information which will ultimately allow the FAA to identify the offeror that provides the best value, make a selection decision, and award the contract.

Where to go for info

For more information, about the FAA acquisition process and upcoming procurements: www.faa.gov (FAA home page). ✪

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

Sweden, a technologically advanced nation with a strong export-driven industrial base, is one of the world's staunchest guardians of the Earth's environment. This small country (population 9 million) has been demonstrating strong leadership in environmental protection for decades, beginning in 1969 with the introduction of Sweden's first Environmental Law.

Climate change is also a growing issue in Sweden. The Swedish government has allocated 990 million Swedish krona (approximately \$154 million) over a three-year period and has set a national goal — far stricter than the Kyoto commitment — to reduce 1990-level greenhouse gases to 4% by 2010. Even more impressive is the fact that Sweden intends to reach this

- **Energy:** technologies supporting renewable energy sources and energy efficiency;
 - **Waste:** innovative technologies for waste reduction/recycling and hazardous waste treatment;
 - **Clean products and technologies:** alternatives to environmentally damaging compounds.
- For more information, contact

Environmental protection: good business in Sweden

Following the introduction of the Environmental Code (an update to the Environmental Law) on January 1, 1999, and Sweden's adoption of fifteen environmental quality objectives, polluters are now feeling the full force of Swedish law. Swedes take environmental concerns seriously, paying strict attention to environmental reporting, ISO14000 certifications and eco-labelling schemes. Indeed, the market drivers for Sweden's environmental sector have gradually shifted in recent years from environmental regulations and economic instruments to industrial commitments and consumer awareness.

Fighting pollution, the Swedish way

Although Sweden's traditional environmental industry strengths are in the fields of wastewater treatment and air pollution control, the country is now turning its attention to landfill regulations. The January 1, 2001 landfill tax has already produced an increase in materials recycling and incineration and waste composting. As of January 1, 2002, combustible waste is no longer permitted in landfills and, after 2005, landfills will no longer be permitted to accept organic waste. "Producer responsibility systems" are now in effect for such commodities as packaging material, paper, tires, cars and, as of July 1, 2001, electronic products.

goal without the use of either carbon sinks or flexible mechanisms such as trade or environmental investments in other countries. The Swedish government is also allocating 420 million krona (approximately \$63 million) for the remediation of contaminated sites in 2002, another 460 million krona will be invested in 2003, followed by a 590-million krona investment in 2004.

This aggressive environmental vigilance has paid off: according to the Swedish Waste Management Association, Sweden leads Europe in materials recycling and energy retrieval from waste.

Opportunities

Although English is widely spoken as a business language, most environmental decisions are made locally by 23 county councils in Sweden's 289 municipalities. A Swedish partner can therefore be useful for translating bidding documents and legislation, and can help interpret regulation issues.

The following opportunities may be of interest to Canadian suppliers:

- **Air:** advanced industrial emission reduction technologies; measuring instruments; traffic emission prevention; indoor air quality improvement technologies;
- **Soil:** soil remediation and related technologies;
- **Water:** upgrading wastewater treatment facilities; measuring instruments; groundwater protection;

Inga-Lill Olsson, Business Development Officer, Canadian Embassy, Stockholm, tel.: (011-46-8) 453-3019, fax: (011-46-8) 453-3016, e-mail: inga-lill.olsson@dfait-maeci.gc.ca Web sites: www.infoexport.gc.ca or www.canadaemb.se (For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The European Advantage".)



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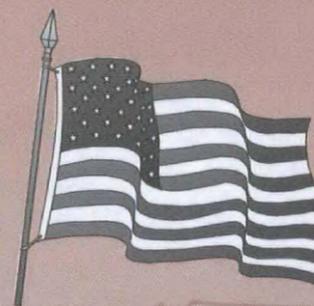
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Department of Foreign Affairs and International Trade

Ministère des Affaires étrangères et du Commerce international

Canada

Sweden, a technologically advanced nation with a strong export-driven industrial base, is one of the world's staunchest guardians of the Earth's environment. This small country (population 9 million) has demonstrated strong leadership in environmental protection for decades, beginning in 1969 with the introduction of Sweden's first Environmental Law.

Environmental good business

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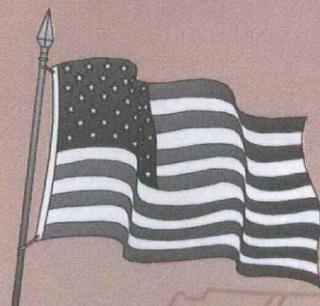
Fighting pollution, the Swedish way
Although Sweden's traditional environmental industry strengths are in the fields of wastewater treatment and air pollution control, the country is now turning its attention to landfill regulations. The January 1, 2002 landfill tax has already produced an increase in materials recycling and incineration and waste composting. As of January 1, 2002, combustion waste is no longer permitted in landfills and, after 2005, landfills will no longer be permitted to accept organic waste. "Producer responsibility schemes" are now in effect for such commodities as packaging materials, paper, tires, cars and, as of July 1, electronic products.

THE CANADIAN
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Consumer Products

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

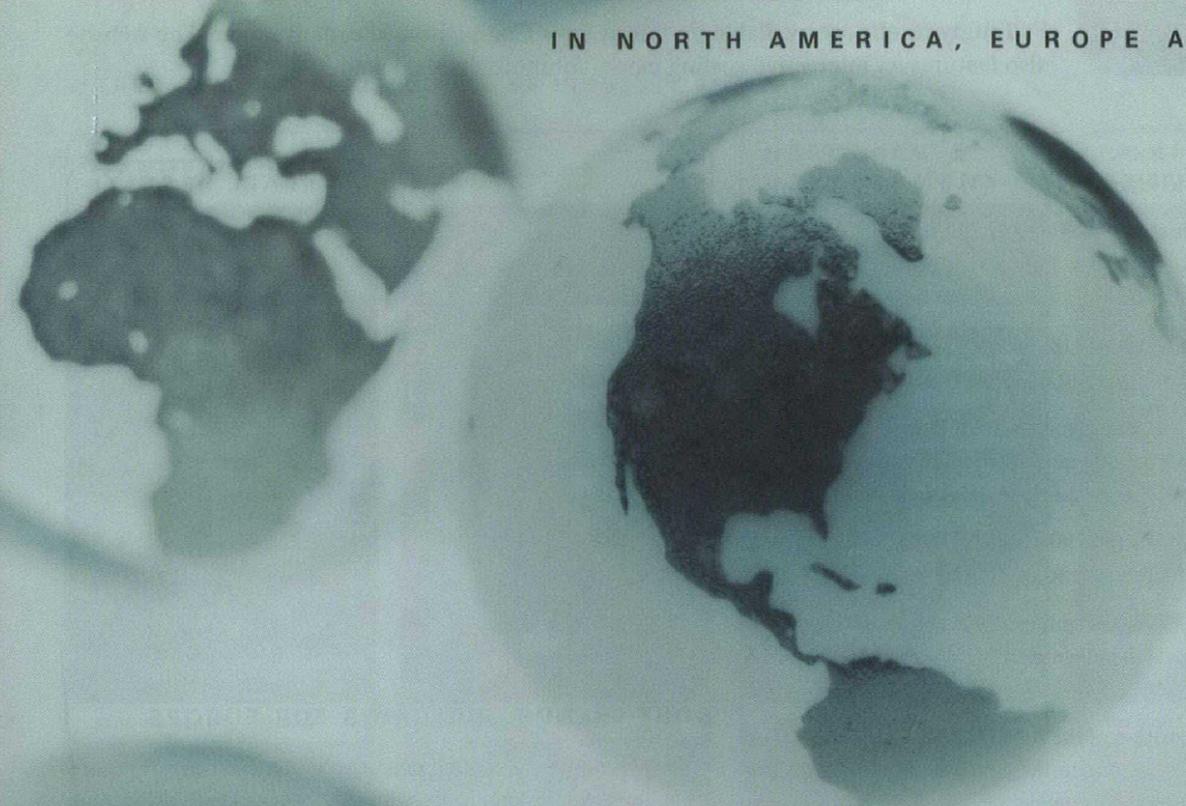
KPMG



COMPETITIVE ALTERNATIVES

COMPARING BUSINESS COSTS

IN NORTH AMERICA, EUROPE AND JAPAN



FULL DETAILS INSIDE →

Prepared by KPMG

A GUIDE TO COST ADVANTAGE

Competitive Alternatives is the authoritative guide for comparing business costs in North America, Europe, and Japan. This new report is the most thorough comparison of international business costs ever undertaken by KPMG. It contains essential information for any company seeking a cost advantage in locating G7 business operations.



The study measures the combined impact of 27 cost components that are most likely to vary by location, as applied to specific business operations. The 10-month research program covered more than 85 cities throughout Austria, France, Italy, Germany, the Netherlands, the United Kingdom, Canada, the United States, and Japan. More than 1,000 individual business scenarios were examined, through an analysis of more than 30,000 items of data. The basis for comparison is the after-tax cost of startup and operation for 12 specific types of business, over a 10-year time horizon.

Full study results are available on-line at www.CompetitiveAlternatives.com. The website also features an interactive costing model for more detailed analysis.

THE BOTTOM LINE

- **CANADA (CA)** is the overall cost leader for 2002 with a cost index of 85.5, representing a 14.5% cost advantage over the United States (US = 100.0).
- The **UNITED KINGDOM (UK, 86.9)** is ranked second overall, with costs 13.1% lower than in the United States.
- **ITALY (IT, 88.6)** has improved its 1999 cost position against every other G7 country, due in part to significant reductions in employer costs for legally-required employee benefits.
- The **NETHERLANDS (NL, 90.8)** is new to this study for 2002 and ranks in fourth place, ahead of **FRANCE (FR, 92.2)**.
- **AUSTRIA (AT, 93.7)** has a similar cost structure to France, and has a significant cost advantage over neighboring **GERMANY (DE, 101.9)**.
- The relative cost position of the **UNITED STATES (US, 100.0)** has declined since 1999, due to the appreciation of the US dollar against major global currencies.
- As in 1999, **JAPAN (JP, 117.8)** has the highest business cost structure among G7 countries.

COST TRENDS: BIG GAINS FOR EUROPE

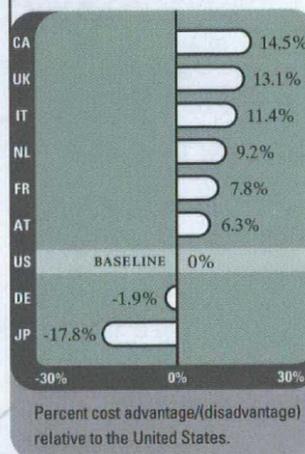
- The competitiveness of all countries in the euro currency zone has improved dramatically with the 24% decline of the euro against the US dollar since early 1999. Most European countries now rank ahead of the US in cost competitiveness.
- Other major currencies have also weakened against the US dollar, allowing all other G7 countries to improve their cost positions relative to the United States.
- Trends have been downward in some cost areas. European utility and telecommunication costs have dropped due to deregulation. In addition, many jurisdictions have implemented significant tax reductions since 1999.

EXCHANGE RATES

Results of this study are sensitive to exchange rates. The rates used in this comparison, per US dollar, are:

CANADIAN \$	EURO €	JAPANESE ¥	UK £
1.546	1.122	121.5	0.695

OVERALL RESULTS



RESULTS BY INDUSTRY SECTOR

→ DETAILED RESULTS FOR 12 SPECIFIC BUSINESS OPERATIONS...

- Metal components
- Plastic products
- Food processing
- Electronics assembly
- Precision components
- Pharmaceuticals
- Specialty chemicals

- Advanced software
- Content development

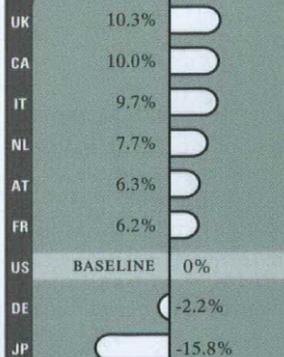
- Biomedical R&D
- Electronic systems development/testing

- Shared services center

→ FORM THE BASIS FOR COMPARING INDUSTRY SECTORS...

MANUFACTURING

COST DIFFERENTIALS ARE LOWEST IN MANUFACTURING.

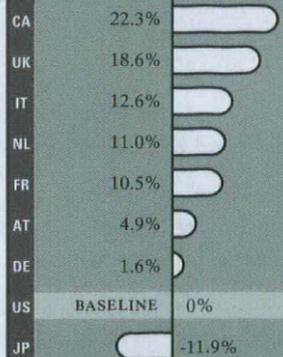


Seven manufacturing operations

- For manufacturers, costs for globally-sourced materials and equipment are significant, and do not vary by location.
- The United Kingdom has the lowest cost structure, followed closely by Canada and Italy.
- The Netherlands, Austria and France are closely grouped.

SOFTWARE

COST DIFFERENTIALS ARE HIGHER IN SOFTWARE.

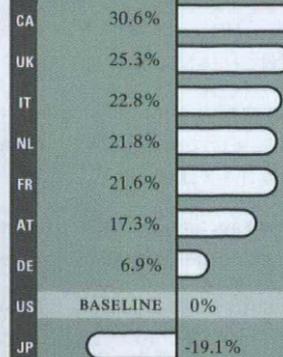


Two software operations

- Labor costs are more significant in this sector, and vary considerably by location.
- Canada is the overall cost leader, followed by the United Kingdom, Italy, the Netherlands and France.
- Japan has its strongest result in this sector.

RESEARCH & DEVELOPMENT

COST DIFFERENTIALS ARE EVEN HIGHER IN R&D.

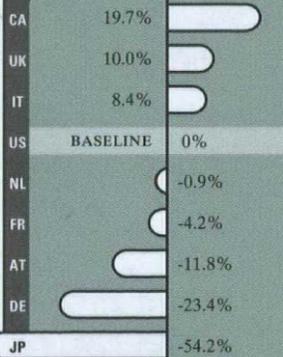


Two R&D operations

- Salary costs for scientists and technicians are a major factor in this sector, and vary dramatically among countries.
- Germany has its strongest result in this sector, with a cost structure significantly lower than the United States.

CORPORATE SERVICES

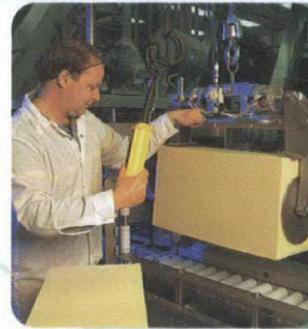
COST DIFFERENTIALS ARE HIGHEST IN CORPORATE SERVICES.



One shared services operation

- Corporate services include centralized:
 - > account processing;
 - > call center; and
 - > IT support operations.
- The United States has its strongest result in this sector, reflecting its relatively low clerical and administrative salaries.

→ AND COMBINE TO FORM THE OVERALL RESULTS.



THE BENCHMARK COST INDEX

- The benchmark cost index (US = 100.0) is defined as the average of nine representative US cities.
- In other countries, cities included in the national index were carefully selected to ensure a fair international comparison.
- In all countries, the selected cities represent:
 - > A mix in terms of population and geography.
 - > Cities at different stages of the economic cycle: restructuring, emerging and mature.



LABOR COSTS ARE KEY

- In each city, labor cost data were developed for 40 job positions.
- Total labor costs include wages and salaries, statutory plans (such as pensions and workers' compensation), and other benefits usually provided by the employer.
- For manufacturing operations, labor costs average 59% of location-sensitive costs. For non-manufacturing operations, they average 81%.
- Labor-related costs vary significantly among countries:
 - > Salary and wage costs (before benefits) are lowest in Italy and the United Kingdom.
 - > Costs for statutory plans and other benefits are lowest in Canada, the United States, and Japan.
 - > Overall labor costs are lowest in Canada, the United Kingdom, Italy, and the Netherlands.

OTHER MAJOR COSTS

- **Taxes** represent the second-largest location-sensitive cost. Effective corporate income tax rates are lowest on average in Canada and the United Kingdom. Property-based taxes are lowest in Austria and the Netherlands.
- **Transportation** costs represent 2% to 14% of costs for the manufacturing operations examined. Transportation costs-to-market are lowest in the Netherlands, for road, sea, and air freight.
- **Energy** costs represent 2% to 8% of costs for the manufacturing operations examined. Canada offers the lowest electricity costs, while natural gas costs are lowest in France.
- **Facility** costs:
 - > For manufacturing, industrial land costs are lowest in France and the United States, while building construction costs are lowest in Italy and Canada.
 - > For non-manufacturing operations, leasing costs for suburban office space are lowest in Italy and Austria.

DETAILED RESULTS

Further analysis of these results can be found in the report or on-line, including:

- **Operations** – results for all 12 business operations.
- **Industries** – analysis for a range of industries.
- **Regions and Cities** – full regional results by city.



SUPPLEMENT CANADEXPORT



FOCUS ON CANADA



RESULTS FOR CANADIAN CITIES (US=100.0)

KEY INDUSTRY	MANUFACTURING							R&D		SOFTWARE		CORPORATE SERVICES	
	BUILDING PRODUCTS	PLASTICS	AGRI-FOOD	ELECTRONICS & TELECOM EQUIP.	PRECISION MFG.	PHARMA-CEUTICALS	CHEMICALS	LABORATORY RESEARCH	PRODUCT TESTING	SOFTWARE DESIGN	WEB DEVELOPMENT	CORPORATE SERVICES	OVERALL AVERAGE
	METAL COMPONENTS	PLASTIC PRODUCTS	FOOD PROCESSING	ELECTRONICS ASSEMBLY	PRECISION COMPONENTS	PHARMA-CEUTICALS	SPECIALTY CHEMICALS	BIOMEDICAL R&D	ELECTRONIC SYSTEMS TESTING	ADVANCED SOFTWARE	CONTENT DEVELOPMENT	SHARED SERVICES	
ATLANTIC													
Charlottetown, PEI	86.3	87.8	92.4	83.2	79.1	88.3	85.9	70.0	64.0	77.3	75.0	73.1	82.7
Fredericton, NB	88.8	89.8	92.7	88.7	83.7	90.0	88.2	67.5	62.7	77.5	76.3	74.5	84.2
Halifax, NS	89.0	90.4	93.6	87.3	83.1	89.3	87.4	66.3	60.4	77.5	76.5	74.5	83.9
Moncton, NB	89.0	90.1	93.0	88.6	83.9	89.9	88.1	69.3	64.3	77.9	76.7	75.1	84.6
Saint John, NB	88.8	89.8	92.8	88.5	83.8	89.9	88.3	67.6	62.8	77.7	76.5	74.9	84.3
St. John's, NF	91.9	95.5	96.7	84.3	83.4	88.3	86.2	65.8	59.8	76.3	75.6	74.5	84.3
Sydney, NS	90.2	92.0	94.4	87.6	83.7	89.6	87.6	66.5	60.7	77.8	76.8	75.0	84.5
Truro, NS	87.0	88.5	92.5	85.3	80.7	87.8	86.2	61.7	55.5	74.6	73.1	69.2	81.6
NORTHEAST													
Brantford, ON	87.4	86.6	91.6	89.4	84.2	91.1	90.0	69.9	64.9	77.0	76.5	80.8	84.7
Drummondville, QC	84.5	84.1	90.6	86.4	81.0	88.5	87.8	62.5	57.7	72.8	72.6	74.2	81.4
Hamilton, ON	88.1	87.3	91.9	90.2	84.7	91.6	90.4	72.2	67.0	77.7	77.5	82.2	85.5
Kingston, ON	87.4	86.7	91.7	89.3	83.8	91.2	90.0	71.2	66.0	77.2	76.8	81.3	84.9
Waterloo Region, ON	87.8	87.1	91.9	89.9	84.9	91.6	90.4	73.2	68.1	78.3	78.2	83.3	85.7
Montreal, QC	86.9	86.2	91.9	89.4	84.4	90.6	89.9	72.1	67.4	78.3	79.0	82.9	85.3
Ottawa, ON	88.1	87.7	92.1	90.1	84.3	91.6	90.6	76.3	70.7	78.4	78.3	83.5	86.2
Quebec City, QC	86.4	86.2	91.8	87.9	82.9	89.6	88.7	67.2	62.3	75.3	75.5	78.3	83.5
Sarnia, ON	87.6	87.0	92.0	88.9	84.2	90.9	89.9	70.8	65.7	77.2	76.7	81.3	84.9
Sherbrooke, QC	84.1	83.9	90.4	86.0	80.3	88.0	87.4	62.7	57.6	72.2	71.9	73.1	81.0
Sorel-Tracy, QC	84.6	84.0	90.7	86.9	81.3	88.6	88.0	62.2	57.3	72.9	72.6	74.4	81.5
St. Catharines-Niagara, ON	87.5	86.8	91.8	89.4	84.3	91.2	90.1	72.0	66.8	77.3	77.0	81.6	85.1
St. Hyacinthe, QC	83.5	83.1	90.0	85.7	79.8	87.8	87.2	63.3	58.0	72.0	71.7	73.0	80.7
Toronto, ON	90.3	89.7	93.1	92.6	87.1	93.0	92.1	76.8	71.7	80.2	80.5	86.4	87.9
Trois Rivieres, QC	81.0	85.0	88.5	87.2	82.1	89.1	88.4	67.7	62.7	75.1	75.3	78.1	82.3
Ville Saguenay, QC	80.3	80.3	88.6	85.4	80.0	87.6	86.9	60.1	54.9	70.6	70.0	70.7	79.2
MIDWEST													
Brandon, MB	90.3	90.7	94.3	87.8	84.4	89.7	89.3	67.9	62.5	76.3	74.9	72.9	84.5
Calgary, AB	88.5	89.1	91.3	87.8	87.0	90.1	88.6	74.4	69.3	76.6	76.5	78.9	85.0
Edmonton, AB	87.5	88.3	90.8	86.4	85.3	89.0	87.3	68.6	63.6	73.7	73.0	73.8	82.9
Lethbridge, AB	86.1	86.9	90.4	85.3	83.8	88.1	86.7	67.3	62.0	72.4	71.6	72.2	81.8
Medicine Hat, AB	85.5	86.5	90.0	84.5	82.7	87.7	85.9	66.0	60.5	71.4	70.4	70.6	81.0
Moose Jaw, SK	88.8	89.4	92.0	86.6	84.6	89.2	87.7	67.2	61.9	77.6	75.9	73.3	83.6
Prince Albert, SK	89.2	90.0	92.2	86.6	84.5	88.9	87.4	66.3	60.9	76.8	75.0	71.7	83.4
Red Deer, AB	85.9	86.8	89.9	84.8	83.6	87.9	86.3	67.1	61.5	71.7	70.7	71.0	81.4
Regina, SK	90.1	90.7	92.9	87.9	86.3	90.1	88.6	70.2	65.3	79.5	78.2	77.1	85.3
Saskatoon, SK	89.9	90.5	92.6	87.8	86.4	90.0	88.5	68.7	64.0	79.1	77.7	76.2	84.9
Winnipeg, MB	92.8	93.2	95.8	90.0	86.5	91.1	90.7	69.5	64.7	78.4	77.3	76.5	86.4
PACIFIC													
Chilliwack, BC	91.1	91.4	93.3	88.9	91.6	91.5	89.2	67.9	62.6	77.0	76.1	78.0	85.5
Kamloops, BC	91.3	91.7	93.0	89.5	90.9	91.5	89.1	68.2	62.8	76.5	75.4	76.6	85.3
Kelowna, BC	90.5	90.9	92.7	88.9	89.9	91.0	88.7	67.3	61.9	76.0	74.8	75.6	84.7
Nanaimo, BC	91.9	92.5	93.8	89.1	91.5	91.6	89.1	71.3	65.6	77.4	76.6	78.8	86.2
Prince George, BC	92.7	93.2	94.2	89.8	91.4	92.1	89.5	69.6	64.2	77.5	76.6	78.9	86.4
Vancouver, BC	93.0	93.3	94.4	91.0	94.0	92.8	90.6	74.6	69.6	80.6	80.2	84.1	88.2
Victoria, BC	93.9	94.9	94.8	91.6	93.5	92.9	90.2	72.8	67.6	79.1	78.5	81.8	87.9



CANADA

FOCUS ON



DETAILED RESULTS FOR CANADIAN CITIES

- Detailed results are shown for 42 Canadian cities.
- To maintain balance in the international comparisons, the number of Canadian cities included in the international report was limited to 13. However, all 42 cities have been researched on a comparable basis.
- Detailed results for all cities included in the international KPMG study are available on-line at www.CompetitiveAlternatives.com.

CANADIAN VERSUS US COSTS

- Costs for Canadian cities are generally 10% to 20% lower than for their regional US counterparts.
- Overall costs in all Canadian cities are lower than in every city in the continental United States. Even higher-cost Canadian cities such as Toronto and Vancouver rank ahead of the lowest-cost continental US cities.
- Even with a 20% increase in the value of the Canadian dollar, Canada's cost advantage would still average more than 5%.

CANADIAN SPONSORS

In addition to the sponsors listed on the last page of this brochure, the following organizations also sponsored the inclusion of additional Canadian cities listed in this "Focus On Canada" brochure.

ATLANTIC CANADA OPPORTUNITIES AGENCY
www.acoa.ca

BAS-RICHELIEU LOCAL DEVELOPMENT CENTRE
www.bas-richelieu.com

CHILLIWACK ECONOMIC PARTNERS CORPORATION
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CITY OF BRANTFORD
www.city.brantford.on.ca

CITY OF HAMILTON
www.city.hamilton.on.ca

CITY OF LETHBRIDGE
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CITY OF MEDICINE HAT
www.city.medicine-hat.ab.ca

CITY OF NANAIMO ECONOMIC DEVELOPMENT OFFICE
www.city.nanaimo.bc.ca

CITY OF RED DEER
www.city.red-deer.ab.ca

CITY OF ST. JOHN'S ECONOMIC DEVELOPMENT
www.city.st-johns.nf.ca

CITY OF VICTORIA
www.edo.city.victoria.bc.ca

DRUMMONDVILLE ECONOMIC DEVELOPMENT AUTHORITY
www.sded-drummond.qc.ca

ECONOMIC DEVELOPMENT BRANDON
www.econdev.brandon.mb.ca

ENTERPRISE SAINT JOHN
www.enterprisesj.nb.ca

FJORD-DU-SAGUENAY LOCAL DEVELOPMENT CENTRE
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GREATER SHERBROOKE ECONOMIC DEVELOPMENT CORPORATION
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PRINCE EDWARD ISLAND BUSINESS DEVELOPMENT INC.
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SAINT-HYACINTHE LOCAL DEVELOPMENT CENTRE
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SARNIA-LAMBTON OFFICE OF ECONOMIC DEVELOPMENT
www.sarnialambton.on.ca

TROIS-RIVIERES ECONOMIC DEVELOPMENT CORPORATION
www.franchiseville.org

VENTURE KAMLOOPS
www.venturekamloops.com

NATIONAL RESULTS BY INDUSTRY AND OPERATION

INDUSTRY	OPERATIONS MODELED	NATIONAL INDEX AND RANK									
		AUSTRIA	FRANCE	GERMANY	ITALY	NETHERLANDS	UK	CANADA	US	JAPAN	
COMPOSITE INDUSTRIES¹											
Auto parts		91.5 (5)	91.7 (6)	101.6 (8)	87.8 (2)	89.4 (4)	87.0 (1)	89.0 (3)	100.0 (7)	121.9 (9)	
	Metal components (75%)	91.1	91.3	101.3	87.4	89.0	86.6	88.9	100.0	122.0	
	Plastic components (15%)	90.9	91.1	100.4	87.9	87.9	86.4	89.0	100.0	121.7	
Aerospace	Electronic subassemblies (10%)	95.7	95.5	105.9	91.1	95.0	91.1	89.4	100.0	121.6	
		93.0 (6)	92.3 (5)	103.6 (8)	87.4 (2)	90.6 (4)	87.2 (1)	87.8 (3)	100.0 (7)	119.8 (9)	
	Precision parts (45%)	91.2	89.8	102.7	83.9	87.5	83.9	86.0	100.0	117.5	
	Electronic subassemblies (40%)	95.7	95.5	105.9	91.1	95.0	91.1	89.4	100.0	121.6	
	Plastic components (15%)	90.9	91.1	100.4	87.9	87.9	86.4	89.0	100.0	121.7	
MANUFACTURING²											
Building products (hardware)	Metal components	91.1 (5)	91.3 (6)	101.3 (8)	87.4 (2)	89.0 (4)	86.6 (1)	88.9 (3)	100.0 (7)	122.0 (9)	
	Plastic products	90.9 (5)	91.1 (6)	100.4 (8)	87.9 (2)	87.9 (3)	86.4 (1)	89.0 (4)	100.0 (7)	121.7 (9)	
Agri-food	Food processing	93.4 (5)	94.4 (6)	99.5 (7)	91.3 (2)	92.1 (3)	90.9 (1)	92.5 (4)	100.0 (8)	109.6 (9)	
Telecom & electronics equip.	Electronics assembly	95.7 (6)	95.5 (5)	105.9 (8)	91.1 (3)	95.0 (4)	91.1 (2)	89.4 (1)	100.0 (7)	121.6 (9)	
Precision manufacturing	Precision components	91.2 (6)	89.8 (5)	102.7 (8)	83.9 (2)	87.5 (4)	83.9 (1)	86.0 (3)	100.0 (7)	117.5 (9)	
Pharmaceuticals	Pharmaceutical products	95.4 (6)	95.3 (5)	103.2 (8)	91.9 (3)	94.4 (4)	90.7 (1)	90.9 (2)	100.0 (7)	115.0 (9)	
Chemicals	Specialty chemicals	95.2 (4)	95.5 (6)	103.2 (8)	92.6 (3)	95.3 (5)	92.4 (2)	89.6 (1)	100.0 (7)	111.4 (9)	
R & D²											
Laboratory research	Biomedical R&D	84.1 (6)	82.0 (5)	97.8 (7)	80.4 (3)	82.0 (4)	78.7 (2)	72.2 (1)	100.0 (8)	124.5 (9)	
Product testing	Electronic systems dev't/testing	81.4 (6)	75.2 (5)	88.8 (7)	74.3 (3)	74.8 (4)	71.0 (2)	66.9 (1)	100.0 (8)	114.3 (9)	
SOFTWARE²											
Software design	Advanced software	93.9 (6)	91.5 (5)	99.6 (7)	89.1 (3)	90.1 (4)	82.0 (2)	77.8 (1)	100.0 (8)	108.8 (9)	
Web development	Content development	96.6 (6)	87.1 (4)	97.1 (7)	85.4 (3)	87.6 (5)	80.7 (2)	77.6 (1)	100.0 (8)	115.6 (9)	
CORPORATE SERVICES²											
Corporate services	Shared services center	111.8 (7)	104.2 (6)	123.4 (8)	91.6 (3)	100.9 (5)	90.0 (2)	80.3 (1)	100.0 (4)	154.2 (9)	
12-operation average		93.7 (6)	92.2 (5)	101.9 (8)	88.6 (3)	90.8 (4)	86.9 (2)	85.5 (1)	100.0 (7)	117.8 (9)	

¹ Due to the more complex nature of these industries, results are calculated based on composite results for multiple operations as indicated. Weightings are based on industry research, although different approaches may give different weightings and results. As these results are based on other operations, they are not included in determining the overall, 12-operation average.

² Industries represented by a single operation.

REGION AND CITY RESULTS (12-OPERATION AVERAGE)

LOCATION	COUNTRY	OVERALL INDEX	LOCATION	COUNTRY	OVERALL INDEX	LOCATION	COUNTRY	OVERALL INDEX
CONTINENTAL EUROPE			NORTH AMERICA					
1 Catania	Italy	87.2	NEW ENGLAND/ATLANTIC			MIDWEST		
2 Naples	Italy	87.7	1 Halifax, NS	Canada	83.9	1 Edmonton, AB	Canada	82.9
3 Livorno	Italy	87.9	2 Moncton, NB	Canada	84.6	2 Saskatoon, SK	Canada	84.9
4 Turin	Italy	88.9	3 Lewiston, ME	US	98.2	3 Calgary, AB	Canada	85.0
5 Vicenza	Italy	88.9	4 Burlington, VT	US	99.4	4 Winnipeg, MB	Canada	86.4
6 Groningen	Netherlands	90.0	5 Hartford, CT	US	102.9	5 Sioux Falls, SD	US	96.1
7 Mulhouse	France	90.5	SOUTHEAST			6 Cape Girardeau, MO	US	96.3
8 Zwolle Region	Netherlands	90.6	1 San Juan, PR	US	87.8	7 Salt Lake City, UT	US	97.8
9 Tilburg	Netherlands	90.7	2 Dothan, AL	US	94.3	8 Cedar Rapids, IA	US	97.9
10 Maastricht-Heerlen	Netherlands	90.9	3 Greenville-Spartanburg, SC	US	95.5	9 Wichita, KS	US	99.0
11 West-Holland Region (The Hague and proximate cities)	Netherlands	91.7	4 Nashville, TN	US	97.3	10 Colorado Springs, CO	US	99.1
12 Grenoble	France	91.8	5 Jacksonville, FL	US	97.6	11 Oklahoma City, OK	US	99.4
13 Linz	Austria	93.1	6 Atlanta, GA	US	98.3	12 Phoenix, AZ	US	100.1
14 Graz	Austria	93.4	7 Raleigh, NC	US	98.7	13 St. Louis, MO	US	101.5
15 Toulouse	France	94.2	NORTHEAST			14 Chicago, IL	US	101.9
16 Vienna	Austria	94.7	1 Quebec City, QC	Canada	83.5	15 Minneapolis, MN	US	102.6
17 Chemnitz	Germany	94.8	2 Montreal, QC	Canada	85.3	16 Dallas-Fort Worth, TX	US	103.3
18 Darmstadt	Germany	104.8	3 Waterloo Region, ON	Canada	85.7	17 Houston, TX	US	105.0
19 Dusseldorf	Germany	105.9	4 Ottawa, ON	Canada	86.2	PACIFIC		
UNITED KINGDOM			5 Toronto, ON	Canada	87.9	1 Kelowna, BC	Canada	84.7
1 Telford	UK	85.4	6 Lexington, KY	US	96.9	2 Vancouver, BC	Canada	88.2
2 Stoke-on-Trent	UK	85.8	7 Indianapolis, IN	US	97.2	3 Boise, ID	US	97.5
3 Cardiff	UK	86.7	8 Columbus, OH	US	98.3	4 Portland, OR	US	100.8
4 Plymouth	UK	86.8	9 Saginaw, MI	US	99.6	5 San Diego, CA	US	102.2
5 Manchester	UK	88.0	10 Northern Virginia (Metro DC), VA	US	100.8	6 Las Vegas, NV	US	102.8
6 Birmingham	UK	88.6	11 Scranton, PA	US	100.8	7 Sacramento, CA	US	103.4
7 Glasgow	UK	88.8	12 Syracuse, NY	US	103.6	8 Riverside-		
8 Edinburgh	UK	90.0	13 Philadelphia, PA	US	106.8	San Bernardino, CA	US	103.7
JAPAN			14 Boston, MA	US	107.6	9 Seattle, WA	US	105.7
1 Hamamatsu	Japan	113.8	15 Newark, NJ	US	110.5	10 San Jose, CA	US	115.5
2 Fukuoka	Japan	113.9	16 New York City, NY	US	115.5	11 Honolulu, HI	US	116.7
3 Yokohama	Japan	125.7						

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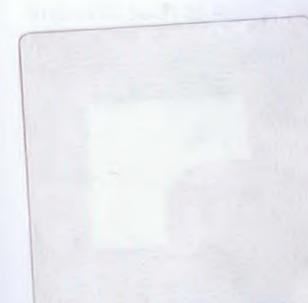
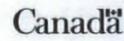
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THE EUROPEAN ADVANTAGE

Romanian economy. Only 28,000 units were built in 1992. In response to legal measures introduced after 1990 encouraging private home ownership, almost two thirds of state-owned dwellings were privatized. By the end of 2000, 94% of total dwellings were privately owned, 56% of which were

Nevertheless, a number of small Canadian companies are already exploring the pent-up consumer demand that exists in Romania.

Market access

Although no Canadian financial institutions have expressed an interest in

Construction sector profile

The housing crisis in Romania

single houses and the balance condominium units.

Privatization was accompanied by a surge in new home construction and in renovation activities as owners upgraded former state-owned houses. Reinvigorated by the private sector, residential construction activity surged again after 1994, and an average of 36,000 units were built every year until 1997. Alas, another downward trend in the industry took hold in 2000.

Both comfort and quality are becoming apparent in dwellings built in the past few years. They exhibit superior construction and typically have three rooms, with an average of 48 square metres of living space per person.

Opportunities

The national housing strategy seeks to achieve minimum dwelling standards for all Romanians (defined as one room per person and a minimum of 15 square metres of living space), meaning that 65 million square metres of new living space must be built. This translates into approximately one million three-room dwellings, to be built at a rate of 60,000 units per year. This is an unattainable goal at the moment, given Romania's low income levels, the unavailability of mortgage assistance, and the traditional building methods in use.

this market yet, "Canadian built" is widely regarded as the housing standard. Canadian construction methods are efficient from every angle, including energy, material, speed and cost. A sensible way to introduce Canadian homes into the Romanian market is by exporting entire housing structures while concurrently building a local manufacturing industry. This would lay an excellent foundation for future transfers of Canadian construction technology to Romania.

Visit www.infoexport.gc.ca for detailed market reports about this sector.

For more information, contact Octavian Bonea, Commercial Officer, Canadian Embassy, Bucharest, tel.: (011-401) 307-5025, fax: (011-401) 307-5015, e-mail: octavian.bonea@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/ro



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Canada

THE EUROPEAN ADVANTAGE

For the average Canadian, life in a one- or two-room log cabin or cold-water flat belongs to the distant past. But in Romania, where two-room dwellings are still the norm, living conditions are crowded, and homes, especially in rural areas, often lack basic amenities. Romania may soon discover that a possible solution to this crisis in quality housing is "Made in Canada."

Market overview

Although housing resources in Romania have increased by 20% over the past two decades, the quality of new housing remains low by Western standards. Only half of all new homes built in rural Romania today have running water and only 40% are connected to proper sewage systems. Conditions are cramped. Two-room dwellings are prevalent and the number of inhabitants often exceeds the number of rooms by at least two. Living space in 25% of dwellings is less than 8 square metres per person, and only 30% of dwellings provide more than 16 square metres per person.

EUROPE

There are several reasons for the current shortage of quality homes. Earthquakes in 1940, 1977 and 1986 caused considerable damage to some 450,000 homes, which have not been completely restored and remain unsafe. As well, more than one third of the dwellings in Romania were built before 1960 and many will no longer be serviceable a decade from now. Only 45% of homes have outer walls constructed from durable material such as reinforced concrete and brick; 55% are made from less resistant material such as wood, adobe, and trellis-work. Another 275,000 apartment units were constructed lacking certain conveniences and are therefore less than ideal.

Housing starts — and stops

While 160,000 housing units were built each year between 1981 and 1985, house building ground to a virtual halt after 1989 — along with the

Romanian economy. Only 28,000 units were built in 1992. In response to legal measures introduced after 1990 encouraging private home ownership, almost two thirds of state-owned dwellings were privatized. By the end of 2000, 94% of total dwellings were privately owned, 56% of which were

Construction sector profile

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Nevertheless, a number of small Canadian companies are already exploring the pent-up consumer demand that exists in Romania.

Market access

Although no Canadian financial institutions have expressed an interest in

this market yet, "Canadian built" is widely regarded as the housing standard. Canadian construction methods are efficient from every angle, including energy, material, speed and cost. A sensible way to introduce Canadian homes into the Romanian market is by exporting entire housing structures while concurrently building a local manufacturing industry. This would lay an excellent foundation for future transfers of Canadian construction technology to Romania.

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Some facts

— Continued from page 1

accession to the WTO, DFAIT's China Division will be organizing a series of cross-Canada information sessions this winter and spring. For more information about these sessions or about doing business in China, e-mail the Division at: pcm@dfait-maeci.gc.ca

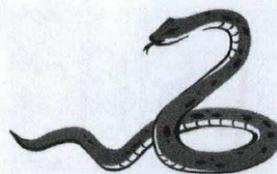
To obtain more detailed information about China's accession to the WTO, consult DFAIT's "Canada and China" Web site at www.dfait-maeci.gc.ca/tna-nac/WTO-CC-e.asp

The complete agreement on China's membership in the WTO is available there, along with a number of other documents. ✪

Export facts: Financial services

China's services sector has been one of the most heavily regulated and protected. The completion of negotiations heralds dramatic changes.

China has agreed to open many important sectors to foreign investment.



The Chinese year of the snake is ending ...

Geographic restrictions which currently exist in a number of key sectors (telecommunications, banking, insurance, and distribution) will be phased out over

5-6 years. In addition, regulatory procedures will be improved: licensing procedures and conditions will be published, regulatory authorities will be separated from service suppliers they regulate, and foreign service suppliers will be able to partner with any Chinese company of their choice.

As an example, the financial services sector will face a number of important changes. Subsectors covered by the agreement include insurance, banking, and securities. Significant commitments relate to the form of establishment foreign companies can make in the financial services sector and the phase-out of geographic restrictions on the operations of foreign-invested companies.

How will foreign financial services companies be permitted to establish themselves?

Initially, insurance companies will be allowed to set up either joint ventures or branches, with a limitation on foreign ownership of 50% for life insurance and 51% for non-life insurance. Non-life insurers will be able to set up wholly foreign-owned subsidiaries by 2004. Foreign banks will be permitted to set up wholly-owned branches in China or joint ventures. Foreign securities companies will be allowed to set up joint ventures, with the permitted levels of foreign ownership rising to 49% by 2005.

Where will foreign financial services companies be permitted to provide services?

Foreign companies in the sector are currently given licences to operate only in certain cities. The accession documents state that a large number of cities, which are named by sector and sub-sector, will be opened to foreign-invested companies over the next five years. For example, by 2004, 15 cities will be open for insurance, with geographic restrictions removed altogether in 2005.

For more information, contact Yvonne Chin, China and Mongolia Division, DFAIT, tel.: (613) 996-3607, e-mail: yvonne.chin@dfait-maeci.gc.ca ✪



Export facts: Information and Communication Technologies (ICT)

The accession agreement will advance Canada's substantial ICT trade and investment interests in China by granting Canadian businesses increased access to the Chinese market. The concessions pertain to such issues as tariff rates, investment regulations and intellectual property rights.

What will happen to Chinese tariffs on ICT imports?

Under the terms of its accession to the WTO, China will join the WTO's Information Technology Agreement and will therefore eliminate tariffs on IT and telecommunications equipment in or before 2004, down from an average of about 13% in 2001.

Will foreign suppliers be permitted to provide telecom services in China?

Mobile, paging, and value-added telecoms services will be opened to foreign-invested joint ventures in 2002. Foreign service providers will be limited to certain cities, although these geographic restrictions will be phased out within 2-5 years. The larger international and domestic voice and data market will be opened to foreign-invested joint ventures 3 years after accession (i.e., by 2005), with geographic restrictions that will be phased out 3 years thereafter.

For more information, contact Marcel Belec, DFAIT, tel.: (613) 995-6962, e-mail: marcel.belec@dfait-maeci.gc.ca ✪

Export facts: Transportation

Within the transportation sector, the automotive industry will experience the greatest impact from China's accession. Manufacturers of railway stock, aircraft, aircraft simulators and helicopters, for which tariffs are already low, will be less affected.

Can automotive exporters expect big cuts in tariff rates?

Yes. Significant reductions in tariffs will be phased in by 2005-06: from 70-80% down to 25% on finished automobiles; from 25-50% down to 15-25% on finished trucks.

For the first time, China will publish a maximum annual value of imports, or quota, covering finished vehicles and some parts. The quota will start at US\$6 billion in 2002 and increase

15% each year. Existing Canadian exports of parts and accessories will in general not be affected by this quota. Each year some goods will be removed from the quota's coverage, and this restriction on total imports of finished cars and trucks will be eliminated at the end of 2004, leaving only tariffs.

What effect will WTO membership have on foreign investment in automotive manufacturing in China?

Under WTO rules, the Chinese government can no longer require foreign investors to export a certain part of their production, to use Chinese-made inputs in production, or to transfer technology to their Chinese partners. Restrictions on the categories, types or models of

vehicles permitted for production in China will be phased out by 2004.

What effect will accession have on the Chinese railway market?

The level of foreign ownership for enterprises involved in railway cargo will gradually be increased over the next four years but passenger transportation will remain under state control.

Several projects are planned: a railway network connecting China's three major economic regions by 2005; a high-speed service between Beijing and Shanghai; a 200-km/h electric train service on the Guangzhou-Shenzhen-Hong Kong route in South China, using European and Canadian technology.

For more information, contact Brandon Geithner, DFAIT, tel.: (613) 996-7256, e-mail: brandon.geithner@dfait-maeci.gc.ca ✪

Agri-food and agriculture products make up a large slice of Canada's export pie: in 2001, Canada's agri-food exports reached \$24 billion worldwide.

China, forced to feed 22% of the world's population with only 7% of its arable land, has been importing Canadian grain since the '60s. It now imports a variety of agri-food products worth over \$752 million, representing 20% of Canada's exports to China. The WTO accession offers huge opportunities for Canadian agri-food exporters.

How will exporters of grains and oilseeds be affected?

For the first time, China will set up a fair, transparent tariff-rate quota (TRQ) system for imports of a number of agricultural products, including wheat, canola oil, and corn. Under a TRQ, imports up to the quota level are charged a low tariff, with imports above this quantity being charged a high tariff. For example, by 2004, China will allow up to 9.6 million tonnes of wheat and wheat products to be im-

Export facts: Agriculture

ported, up from only 920,000 tonnes in 2000. For canola oil, the TRQ quantity will be 1.2 million tonnes by 2005 (75,000 tonnes in 2000), and limits on import quantities will be removed by 2006. The TRQ on corn and corn products will be 7.2 million tonnes by 2004 (3,600 tonnes in 2000). China will also eliminate existing quotas on barley and canola seed.

What about other agricultural products?

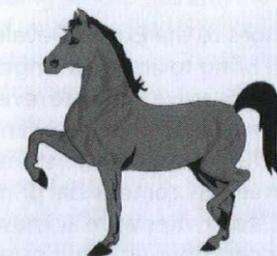
China will also reduce tariffs charged on a wide variety of other products. For example: the tariff on frozen beef will fall from 39% in 2001 to 12% in 2004; on frozen shrimp, from 24% to 5% by 2003; ginseng, from 36% in 2001 to 7.5% by 2006; and alfalfa from 13% to 5% in 2003.

What about the processed food market?

The middle class is growing in China, and it is developing a taste for foreign

food. The number of large, foreign-owned food retail outlets has recently increased in China, particularly in the Yangtze Delta and South China. In the Shanghai region alone, this translates into an explosive \$65-million market for goods such as consumer-ready food products, confectionery items, maple syrup, biscuits, beverages, wine, ginseng, fish and seafood products.

For more information, contact Brandon Geithner, DFAIT, tel.: (613) 996-7256, e-mail: brandon.geithner@dfait-maeci.gc.ca ✪



... and the year of the horse starts on February 12, 2002.

(For the unabridged version of these five articles, see www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong".)

KITAKYUSHU, JAPAN — March 14-17, 2002 — The **West Japan Total Living Show** is Kyushu's main trade show for the construction industry, in particular, the residential housing segment. In 2001, the show attracted 53,000 visitors and featured 26 foreign

or to find that "special" product that will differentiate them from their competitors.

The show covers the following sub-sectors:

- Housing-related equipment: home automation systems; home

fences; car ports; garden furniture; green rooms.

- Housing information on : real estate, imports, Computer Assisted Design (CAD) for construction; remodelling.
- Do-It-Yourself (DIY) materials.

Registration details

The booth rental fee is 150,000 yen. For more information or to register, fax or e-mail the organizers below, and copy the Canadian

Consulate in Fukuoka.

- Hiroyuki Eto (contact), West Japan Industry and Trade

Exhibition Association,

Kitakyushu, tel.: (011-81-93) 511-6848, fax: (011-81-93) 521-8845, e-mail: tlshow@nishiten.or.jp

For more information, contact:

- Josiane Simon, Consul and Trade Commissioner, Canadian Consulate, Fukuoka, tel.: (011-81-92) 752-6055, fax: (011-81-92) 752-6077, e-mail: josiane.simon@dfait-maeci.gc.ca
- Kazuhiro Uemura, Commercial Officer, Canadian Consulate, Fukuoka, tel.: (011-81-92) 752-6055, fax: (011-81-92) 752-3201, e-mail: kazuhiro.uemura@dfait-maeci.gc.ca *



West Japan Total Living Show

exhibitors and 296 stands. Most of the foreign participants last year were from Canada and the United States, but Chinese participation is increasing as well.

Kitakyushu, situated on the island of Kyushu, is one of the main cities of the Fukuoka Prefecture (population 5 million). Canadian building products and materials have been well received in Kyushu, but there is plenty of room for greater promotional effort and business growth. Already, several small- to medium-sized enterprises (SMEs) are eager to import directly from abroad in order to reduce costs

security systems; systematized kitchen units; bathtubs and bathroom units; washstands; sanitary equipment; hot water supply systems; air conditioning systems; solar power systems; barrier-free systems.

- Building materials: internal and external wall material; flooring material; porcelain tiles; roofing tiles; windows and bay window units; doors; sashes; shutters.
- Interior accessories: furniture; closet units; carpets; curtains; blinds; wallpaper; tiles.
- Exterior accessories: sunrooms;

Mandate review completed

EDC has new name

A new name and a legal requirement to review the environmental effects of projects are the key amendments to the Act governing EDC that have been proclaimed into law last December.

The changes to the Export Development Act bring to an end a lengthy and comprehensive mandate review that began in 1998. It strongly endorsed EDC's mandate, role, strategic direction and its commercial principles. EDC's activities were acknowledged as contributing significant economic benefits to Canada and EDC was recognized as a "Canadian success story."



A key revision changes the Crown corporation's name to Export Development Canada in English, and Exportation et développement Canada in French, establishing the acronym "EDC" in both official languages. This creates a stronger presence and easier name recognition, especially in foreign markets, to better support Canadian exporters. Export Development Canada instantly identifies the organization as a Canadian entity, as recommended by Canadian exporters.

On environmental review issues, the legislation amends the Export Development Act by requiring EDC, before entering into a project-related

transaction, to determine whether the project is likely to have adverse environmental effects and if so, whether EDC is justified in entering into the transaction; and exempting EDC from the application of the Canadian Environmental Assessment Act.

EDC's due diligence and approval practices have for some time included the screening of environmental effects of projects for its financing and financing-related insurance services. These practices will continue and will be enhanced to meet EDC's legal requirements set out by the legislation. EDC's Board of Directors has issued an Environmental Review Directive that establishes a methodology for reviewing projects, which includes categorization, standards and monitoring. *

International Trade Minister Pierre Pettigrew recently announced that North American Free Trade Agreement (NAFTA) partners Canada, the United States and Mexico have agreed to accelerate the elimination of tariffs on a number of products, effective January 1, 2002.

Under the NAFTA, tariffs on virtually all originating goods traded between Canada and Mexico are to be eliminated by 2003. However, NAFTA Article 302(3) provides for the elimination of tariffs earlier than scheduled, subject to consultation and agreement between the three governments. Since the implementation of the NAFTA in 1994, there have been three rounds of accelerated tariff elimination.

Canada-India joint venture

— Continued from page 1

Adviser, the Canadian Consulate in Kolkata, at the International Mining Show in Kolkata last November, where KLR-Cubex successfully launched their first machine, a DTH blast-hole drill.

KLR-Cubex received an excellent response to their product from both Indian and international visitors at the show, which is in production, and will soon be launching a second model of the drill, as well as other equipment for road and highway maintenance, such as sweepers and road patchers, aimed at the Indian market.

Deputy Prime Minister and Minister of Infrastructure and Crown Corporations, John Manley, visited India in January to further pursue Canada's policy of re-engagement with India, which was first announced in March 2001. Canadian companies are urged to take advantage of trade opportunities in light of this renewal of relations between our two countries. (See www.infoexport.gc.ca/canadexport and click on "Trade News" for articles on trade possibilities in the Indian market.) *

In this new round, Mexico will provide duty-free access for embryos of livestock, most motor vehicles, pharmaceutical products, semi-chemical wood pulp, graders and

Accelerated tariff elimination is an industry-driven process; the NAFTA governments negotiate only on requests that enjoy broadly based support in the industries concerned.

NAFTA partners agree to accelerate the elimination of tariffs

levellers, certain modular circuits, motor vehicle radio receivers, electrical apparatus, railway locomotive parts, certain toy dolls and stuffed animals. For its part, Canada is eliminating tariffs on motor vehicles originating in Mexico. The estimated value of two-way trade in the goods for this package is approximately \$3.1 billion.

The United States and Mexico have also agreed on an accelerated tariff elimination package.

Tariffs on qualifying goods traded between Canada and the United States have been duty-free since January 1, 1998.

"This announcement underscores the continuing success of the NAFTA and the importance to industry of tariff-free access," said Minister Pettigrew. "Eliminating Mexican tariffs for certain products on January 1, 2002, rather than January 1, 2003, will make Canadian exporters more competitive in the Mexican market."

For a complete list of products affected, visit the following DFAIT Web sites:

- www.dfait-maeci.gc.ca/nafta-alena/canada2-e.asp
- www.dfait-maeci.gc.ca/nafta-alena/mexico2-e.asp *

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

WASHINGTON, D.C. — February 27-March 1, 2002 — The World Trade Centre Montréal (www.wtcmontreal.com), with the collaboration of Team Canada Inc (http://exportsource.gc.ca/index_e.cfm) and the Société de promotion économique du Québec métropolitain (SPEQM) [Greater Quebec Economic Development Corporation] (www.speqm.qc.ca) is organizing an introductory trade mission to the World Bank (www.worldbank.org) and the Inter-American Development Bank (www.iadb.org) designed for companies and organizations, from both the private and public sectors across Canada, that are interested in exploring opportunities for commercial and professional collaboration in

education and training with the multilateral development banks (MDBs).

In addition to providing networking opportunities, the mission will enable participants to learn about procurement guidelines; development strategies and priorities; contract-awarding procedures and the "project cycle"; and how the US\$35 billion invested annually by the MDBs in developing economies translates into business opportunities for Canadians.

For more information, contact Stephen Curran, WTC Montréal, tel.: (514) 849-6695 or 1-877-590-4040, e-mail: scurran@wtcmontreal.com or for the Quebec City region: Nathalie Plante, SPEQM, tel.: (418) 681-9700, e-mail: nplante@speqm.qc.ca *

Food and Hotel Asia Show 2002

SINGAPORE — April 9-12, 2002 — The **Food and Hotel Asia Show** is held each year in Singapore, the trading hub and trendsetter for Southeast Asia. With a population of over 500 million (more than 10% in the middle-to-high income group) and a GDP that peaked at 9.9% in 2000, the region offers great opportunities for Canadian manufacturers of agricultural and food products.

Agriculture and Agri-Food Canada (AAFC), in cooperation with the Canadian High Commission in Singapore,

invite interested companies to join the Canada Pavilion which will be organized by Unilink at the **Food and Hotel Asia Show 2002**. Learn more about the show and about market opportunities in Southeast Asia at the AAFC's Agri-Food Services Web site: <http://ats.agr.ca/events/fhsingapore/welcome-e.htm>

For more information, contact Maria Lo, Senior Market Development Officer, AAFC, tel.: (613) 759-7729, e-mail: lom@em.agr.ca or Gordon Richardson, Counsellor (Agriculture,

Food and Biotechnology), Canadian High Commission, Singapore, tel.: (011-65) 325-3229, e-mail: gordon.richardson@dfait-maeci.gc.ca ✪

Iran Oil Show

TEHRAN, IRAN — April 20-23, 2002 — The annual **Iran Oil Show** (www.iranoilshow.com) focuses on oil, gas and petrochemical equipment, and is the pre-eminent show of its kind in Iran. With oil deposits of more than 92 billion barrels and close to 24 billion cubic metres of natural gas reserves, Iran is OPEC's second largest oil producer and one of the most attractive markets for companies interested in exploring new oil, gas and petrochemical business opportunities in the region.

Over the past few years, the Iranian government has announced contracts worth more than US\$21 billion in various sectors of the petroleum industry. Foreign participation at the **Iran Oil Show** has risen 27%, a reflection of the increased domestic and foreign investment that is advancing the exploration, drilling, production and refining capabilities of the industry.

The Canadian Embassy is actively promoting this show and will be organizing a Canadian pavilion to highlight Canadian capabilities.

For more information, contact Ali M. Mir, Trade Commissioner and Vice-Consul, Canadian Embassy, Tehran, tel.: (011-98-21) 873-2623/24/25/26, fax: (011-98-21) 873-3202, e-mail: ali.mir@dfait-maeci.gc.ca ✪

puting, the Internet, e-commerce, video-conferencing, telecommunications and multimedia. **COMEX 2002** will connect buyers and sellers in one business-to-business and business-to-customer interactive event.

For more information, contact John Khalife, Commercial Officer, Canadian Embassy, Riyadh, tel.: (011-966-1) 488-2288, fax: (011-966-1) 488-0137, e-mail: john.khalife@dfait-maeci.gc.ca ✪

COMEX in Oman

MUSCAT, OMAN — April 29-May 2, 2002 — **COMEX** (www.oite.com/comex) is the longest running IT and telecommunications exhibition in Oman. **COMEX 2002** will provide the opportunity to meet and network with qualified decision makers who are prospects for your products and services related to networking, com-

national distributors. The event is an excellent opportunity for Canadian IT companies to expand their businesses and services at the largest gathering of IT professionals in Saudi Arabia — the largest IT market in the Middle East.

For more information, contact John Khalife, Commercial Officer, Canadian Embassy, Riyadh, tel.: (011-966-1) 488-2288, fax: (011-966-1) 488-0137, e-mail: john.khalife@dfait-maeci.gc.ca ✪

COMDEX in Saudi Arabia

JEDDAH, SAUDI ARABIA — April 1-4, 2002 — In just two years, **COMDEX** (www.comdex-mideast.com/saudi/index.htm) has established itself as the IT exhibition and conference event for the Kingdom of Saudi Arabia. The third Business-to-Business Computer, Internet and Networking Exhibition will take place this year at the Jeddah International Exhibition and Convention Center.

COMDEX focuses on attracting a high-level business audience of top multinationals as well as leading

GITEX 2002

RIYADH, SAUDI ARABIA — April 21-25, 2002 — **GITEX 2002** (www.reexpo.com/new/gitex_02/gitex_index.asp) will be an excellent opportunity for Canadian IT companies to expand the market for their products and services at one of the largest gatherings of IT professionals. The Saudi market for computers, peripherals, software and IT consultancy remains the largest in the Middle East. Communications, Internet applications, POS hardware and mobile computing are growing at over 20 percent annually.

For more information, contact John Khalife, Commercial Officer,

Upcoming trade shows and conferences

For the full details on the following events, see **Canadexport** on-line at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions" or visit www.dfait-maeci.gc.ca/arts

TOKYO and OSAKA, JAPAN — March 13 and 15, 2002 — Canadian new media developers are invited to explore the Japanese market at the **Canadian New Media Showcase**. During this two-day event, four to eight Canadian companies in each city will present information on their companies and products to key representatives of the Japanese industry, including Hitachi, SONY and Toshiba. Targeted recruitment will be undertaken by the Canadian Embassy and Canadian Consulate General in Osaka, together with Japanese new media and IT associations.

LONDON, U.K. — March 17-19, 2002 — The **London Book Fair** is a major feature of the international publishing calendar, and attracts more visitors and exhibitors each year.

TORONTO, ONTARIO — March 21-23, 2002 — The first North American **Pig and Poultry International Exhibition**, organized by VIV Canada, will focus on all aspects of animal production, processing and packaging and will feature product innovations, time-saving technologies and product demonstrations. **For more info:** Canadian Swine Exporters Association (519) 421-0997.

DAKAR, SENEGAL — March 25-April 2, 2002 — The third **International Agriculture and Animal Resource Fair (FIARA)** will focus on subregional economic integration and will feature seminars and exhibits on equipment, materials, production, processed products, services, technologies to guide and support rural communities, the environment and handicrafts.

SEOUL, KOREA — March 27-31, 2002 — As Korea's interest in timber-framed housing and building products continues to grow, **HOMDEX 2002** has

become one of Korea's largest housing trade shows. At last year's show, 291 exhibitors, including 11 from Canada, participated, and at this year's show, both the Canadian Embassy and the Canada Mortgage and Housing Corporation will have booths.

LONDON, U.K. — April 5-6, 2002 — The **British and International Franchise Exhibition** focuses on quality franchisors accredited by the British Franchise Association. As well as face-to-face meetings with franchisors, visitors will have the opportunity to obtain free advice from leading banks, solicitors and franchise consultants.

CAIRO, EGYPT — April 9-11, 2002 — **Middle East and Africa Ports and Maritime Exhibition and Conference** will showcase technological advancements in the ports and maritime transport sector and is expected to be regarded as one of the leading events of its kind. The event coincides with substantial investment and major reforms in the Middle East and Africa, as well as the Egyptian government's plans to build new ports and modernize existing ports.

DAKAR, SENEGAL — April 9-12, 2002 — The international agri-food fair, **SIAGRO 2002**, will showcase new production, processing, packaging and conservation technologies for agri-food raw materials, farming (dairy and poultry), and fisheries.

BOLOGNA, ITALY — April 10-13, 2002 — The **Bologna Children's Book Fair** is the major international event for children's publishing.

HIGH POINT, NORTH CAROLINA — April 16-21, 2002 — The "Five Years in Five Days" Extus Mission will feature

event orientation coupled with an extensive seminar program introducing participants to the largest residential furniture trade show in the world (8 million plus square feet in over 165 buildings, held over 8 days twice a year). **For more info:** William Stolz, Canadian Consulate General, Atlanta, william.stolz@dfait-maeci.gc.ca

GLASGOW, SCOTLAND — April 18-20, 2002 — **Aquaculture International 2002** will cover all aspects of cold water aquaculture, including salmon and shellfish, and will feature exhibits of all types of equipment and services for this industry.

GLASGOW, SCOTLAND — April 18-20, 2002 — **Fishing**, Europe's premier commercial fisheries trade fair and largest gathering of fishing professionals, attracts over 10,000 visitors each year from 38 countries and approximately 400 exhibitors from 20 countries. **Fishing 2002** will include a vast range of equipment and services.

VANCOUVER, BRITISH COLUMBIA — April 21-22, 2002 — Sponsored by the Canadian Federation of Independent Grocers (CFIG), **Grocery Showcase West** is western Canada's most important event for the grocery industry. The 13th edition will feature exhibits of the latest retail technology, store equipment, food and beverage products, and services.

MUSCAT, OMAN — April 21-24, 2002 — The **Oil & Gas West Asia Conference and Exhibition** is the only energy event that brings together the interests of this region's producers and refiners. **OGWA 2002** will focus on the revival of the Oman oil industry through new national and commercial investment programs, and the participation of key West Asian nations — India, Iran and Pakistan.

DUBLIN, IRELAND — May 15-16, 2002 — The **Energy Show**, hosted by the Irish Energy Centre, will comprise a workshop program covering a

Continued on page 16 — Upcoming

Upcoming trade shows and conferences

— Continued from page 15

number of technologies and sectors, as well as an exhibition featuring more than 100 exhibitors showcasing innovative products and services for energy usage in both the industrial and commercial sectors.

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, which are the major shows in these sectors in Japan with over 500 exhibitors between them. Japan is the third largest food ingredient market in the world, and one of the most developed markets for bioactive ingredients, functional foods, and nutraceuticals.

STOCKHOLM, SWEDEN — May 16-17, 2002 — **Canadian Wireless Companies Mission—CSBA Day**. Held each spring, the Canadian Swedish Business Association (CSBA) annual conference brings together over 150 business people for information sessions on issues of interest to Canadian/Swedish business watchers. The 2002 theme is "Understanding the Wireless Universe." For more info: www.csba.a.se

LONDON, U.K. — May 21-23, 2002 — **London International Wine Trade**

Fair is recognized as the U.K.'s most important trade event for the wine and spirit industry. The 2001 show had representation from 33 wine-producing countries and attracted a large number of international visitors, reinforcing the show's status as a global tasting arena for buyers.

SYDNEY, AUSTRALIA — May 28-30, 2002 — **CeBIT Australia** is Australia's premier information and communications technologies (ICT) exhibition and conference. Based on **CeBIT Hannover**, **CeBIT Australia** is expected to draw more than 12,000 visitors including decision makers involved in specifying, recommending or approving the purchase of ICT.

MELBOURNE, AUSTRALIA — June 2-5, 2002 — Following the success of the 2001 show, held in Sydney, Canadian exporters will be able to participate in **Interbuild Australia 2002**, Australia's largest building exhibition, which showcases the latest in building products and technology for residential, commercial and industrial construction.

HONG KONG — June 11-14, 2002 — The 10th Asian International Electrical, Electronic Engineering, Lighting Technology, Ventilation and Heating, and Refrigeration Show, **Asian Elenex 2002**, is the region's leading international electrical engineering show,

and highlights all aspects of building and infrastructure projects. This year the show's focus will be on automation.

The 7th Asian International Security, Safety and Fire Protection Show and Conference, **Asian Securitex 2002**, will be held in conjunction with **Asian Elenex**. It is the region's leading international security show, and links the latest high-tech electronics with the newest developments in building-related technologies. In the wake of September 11, the interest should be even stronger.

ALGIERS, ALGERIA — June 13-24, 2002 — The 35th **Algiers International Fair (FIA)** will offer Canadian companies opportunities to enter the Algerian market. (Algeria is Canada's largest trading partner in the Middle East and North Africa.) An internationally renowned multisectoral exhibition, the 2001 show featured 1,500 exhibitors and attracted more than 500,000 visitors.

FARMVILLE, VIRGINIA — June 22-23, 2002 — The **2002 Arts Business Institute** retreat will be held in conjunction with the American Craft Council's Southeast Regional Conference. The objective is to help artists develop the specialized business skills necessary to run a successful business through discussions, workshops, and lectures led by arts and business professionals. For more info: www.americancraft.com or (410) 889-2933 ext. 224. ★

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:

944-4000) or by fax at (613) 996-9709; by calling the Enquiries Service FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet site at www.dfait-maeci.gc.ca

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