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Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Dept. of Foreign Affairs
Min. des Affaires étrangères

MAR 13 2003

Canada

CanadaExpo



LATEST ISSUE
DERNIER
NUMERO

Consolidating ties with France

Economic Commission a success

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As part of the Canada-France Joint Economic Commission activities, International Trade Minister Pierre Pettigrew visited the head office of TotalFinaElf (TFE) in Paris. TFE is a world-class oil and gas group (the fifth-largest petroleum corporation in the world). TFE recently announced its acquisition of a 43.5% interest in the Surmont, Alberta concession, which could result in TFE investing \$435 million in this estimated \$1-billion project in the Athabasca tar sands.

see story on page 5 — Joint



From left: Daniel Alliot, Vice-President, North America, Exploration and Production, TFE; Philippe Armand, Senior Vice-President, Americas, Exploration and Production, TFE; Minister Pettigrew; Jacques de Boissésou, Director of International Relations, TFE; and Georges Farrah, Member of Parliament for Bonaventure-Gaspé

Kazakhstan, Uzbekistan, Kyrgyzstan

Trade Mission gearing up

The Department of Foreign Affairs and International Trade is organizing a **trade mission to Kazakhstan, Uzbekistan and Kyrgyzstan** from **April 6 to 15, 2003**.

This mission will focus on the oil and gas, mining, and agriculture sectors and will be led by Secretary of State (Central and Eastern Europe and the

Middle East) Gar Knutson. The mission will be visiting Almaty, Astana, Atyrau, Tashkent and Bishkek.

For more information, contact Michael Reshitnyk, Eastern Europe Division, DFAIT, tel.: **(613) 996-7701**, fax: **(613) 995-1277**, e-mail: michael.reshitnyk@dfait-maeci.gc.ca *

Vol. 21, No. 5
March 17, 2003

Last chance to apply
**2003 CANADA
EXPORT AWARDS**
(see p. 7)



CCC taps foreign homeland security markets

On November 25, 2002, United States (U.S.) President George W. Bush signed a bill creating the Department of Homeland Security (DHS). This new department is responsible for coordinating all federal government terrorist prevention and protection activities within the U.S. and for working with state and local governments in the areas of detection, preparedness, prevention, protection, response and recovery, and incident management.

In addition, DHS is to be the purchasing centre for the procurement of goods and services required to accomplish its mission.

Given the increased spending and focus on homeland security in the U.S. and other countries, the CCC (Canadian Commercial Corporation) believes that significant export opportunities exist for Canadian companies offering goods and services in the categories identified above. As a result, CCC has set up a security-focused team to develop international opportunities with governments and commercial companies that want to procure Canadian products and services to address homeland security issues.

As a Crown corporation mandated to facilitate international trade, CCC specializes in sales to foreign governments and is one of the largest suppliers to the U.S. Department of Defense and the National Aeronautics and Space Administration.

Security expert joins CCC
To augment this expertise, and to provide additional support to its clients in the area of security, CCC turned to the Canadian government's lead information technology security agency, the Communications Security Establishment (CSE), for help. As a result, CSE seconded Norm Weir to the CCC as the new Senior Account Executive, Security Products.

Norm Weir has in-depth knowledge of the security marketplace, including the U.S. market. He will work with the CCC homeland security team to provide CCC's services to Canadian companies and to identify and negotiate

Put the power of Canada behind your export sales



CCC (Canadian Commercial Corporation) is a Crown corporation mandated to facilitate international trade, particularly in government markets. Acting as a prime contractor, CCC signs export contracts providing access to markets for exporters and a government-backed performance guarantee for buyers. CCC also assists exporters to increase their pre-shipment working capital from commercial sources, and offers its international contracting expertise on a fee-for-service basis. When it comes to exports, CCC means credibility, confidence and contracts.

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

relationships with foreign agencies involved in homeland security procurement.

"I am pleased to have the opportunity to introduce CCC's excellent services to Canadian companies," says Weir. "With the increased emphasis on homeland security in the U.S. and elsewhere, the opportunities are growing daily—especially for Canada, where companies provide leading-edge security technology. CCC can assist these companies to succeed in the worldwide security marketplace."

For more information about how CCC can help you sell goods and services to homeland security markets in the U.S. and elsewhere, contact Norm Weir, Victoria MacKenzie or Erik Husband at (613) 996-0034 or e-mail: SecurityTeam@ccc.ca

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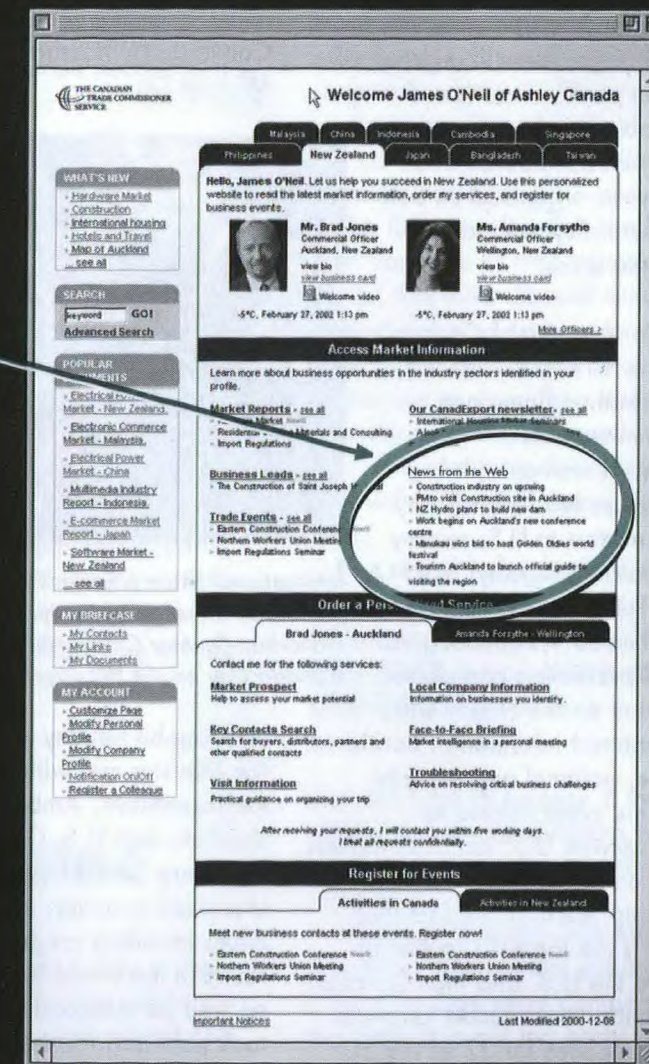
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U.S. outreach effort a success

Showcasing Canada to Capitol Hill

On February 5, 2003, the Canadian Embassy in Washington organized a **Canada Day on the Hill** to welcome the 108th Congress. International Trade Minister Pierre Pettigrew, together with a group of Canadian parliamentarians from various political parties and business representatives, took part in events organized on both the House of Representatives and Senate sides.

"The main objective of Canada Day on the Hill was to raise awareness among new and incumbent members of Congress, as well as with key U.S. business leaders, on why Canada matters to U.S. security and economic prosperity," said Minister Pettigrew.

An estimated 1,200 Congress members and staffers participated in the event on the House side, which featured information booths on key trade, political and security issues. This event helped to emphasize with U.S. decision makers key elements of the Canada-U.S. relationship, such as the fact that Canada is the largest supplier of energy to the U.S. and that Canada is the number one market for products and services for 37 of the 50 states. Fine Canadian cuisine and lively Celtic music from Cape Breton also contributed to the lunchtime reception.

Another 700 guests participated in the reception on the Senate side later that evening, which featured Colin Mochrie of "This Hour Has 22 Minutes"

and a cast of Canadian and American comedians.

"These events provided a big boost for Canada, helping to raise awareness with U.S. decision makers on issues of mutual concern," added Canadian Ambassador to the U.S. Michael Kergin.



International Trade Minister Pierre Pettigrew (left), Canadian Ambassador to the U.S. Michael Kergin and Canadian Senator Céline Hervieux-Payette, at the Canada Day on the Hill event

During his two-day visit to Washington, the Minister met with U.S. Trade Representative, Ambassador Robert Zoellick, and U.S. Commerce Secretary Donald Evans, where he discussed a variety of trade-related issues including progress in the Doha round at the World Trade Organization, as well as softwood lumber. He also took part in a roundtable at the Woodrow Wilson Center where he shared his views with students and leading academics on the future of liberalism.

In a keynote address at a breakfast jointly organized by the U.S. Chamber of Commerce and the Canadian American Business Council, Minister

Pettigrew focused on the importance of furthering Canada's North American trade agenda and working towards the elimination of Canada-U.S. border impediments to trade, investment and business development.

He also participated in a working lunch with U.S. Chamber of Commerce President Tom Donohue, Canadian Council of Chief Executives President Tom D'Aquino, Canadian Chamber of Commerce President Nancy Hughes Anthony, and a dozen other U.S. business representatives.

"It is imperative that we continue to organise these types of advocacy and outreach efforts," said the Minister. "In a very busy city like Washington, we need to call the attention of U.S. decision makers with special events like 'Canada Day on the Hill'."

Recognizing that cross-border trade is critical to Canada's economy, the Government of Canada has recently committed \$11 million over the next two years in Budget 2003, as well as additional resources from the Department of Foreign Affairs and International Trade, Industry Canada, and Agriculture and Agri-Food Canada, to bolster Canada's representation and trade promotion activities in the U.S.

For more information on Canada-U.S. relations, go to www.can-am.gc.ca or contact DFAIT's U.S. Relations Division at (613) 944-7960. *

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.dfait-maeci.gc.ca/nebs/menu-en.asp

Joint Economic Commission

— continued from page 1

Last January in Paris, International Trade Minister Pierre Pettigrew co-chaired the 13th session of the Canada-France Joint Economic Commission. The two parties reaffirmed their common desire to further consolidate bilateral economic relations by increasing cooperation.

"The European Union (EU)—especially France, our third-largest export market in Europe and our third source of direct investment in the world—is a key partner with which we want to intensify and liberalize our trade," said Minister Pettigrew.

Despite the general economic downturn, Canadian exports to France surpassed the \$2 billion mark for the first time in 2001. Exports in the high-technology sector—particularly in the aerospace sector—are increasing steadily.

Targeted bilateral cooperation Investment, after several years of spectacular results, has sagged somewhat in the current economic climate. In the future, industrial and technological cooperation efforts

between the two countries will be directed at the information society technologies (IST), aerospace, biotechnology, environment and energy sectors, to name a few.

EUROPE

These efforts have already begun with a round table on energy at the joint commission session, which highlighted cooperation in off-shore exploration. Representatives of French industry associations, corporations and research centres shared their views with representatives of Industry Canada (IC) and the Department of Foreign Affairs and International Trade (DFAIT).

An information session in Paris on strategic and technology transfer alliances between French and Canadian firms in oil and gas technologies and equipment off Canadian shores, will soon be organized by IC, the Canadian Embassy in Paris and the French Groupement des Entreprises Para Pétrolières et Para Gazifières (GEP).

Also, "technology" meetings to facilitate specific, well-targeted exchanges of information between corporate leaders and research centres will be organized on a regular basis. "New materials" (advanced plastics) is the theme for the next Canada-France technology meeting to be held in Canada this year.

In the agri-food sector, **SIAL** will be coming to **Montreal** (see p.8) next month—the first time this trade show will be held in North America, further proof that Canada and France share an interest in this sector. In addition, cooperation between the two countries on the promotion of cultural diversity will continue at both the bilateral and international levels.

The EU was also discussed at the joint commission. The Minister mentioned that talks are well under way toward defining "proposals for the development of a new type of bilateral agreement to strengthen trade and investment between Canada and the EU." The next joint commission session will be held in Canada next year.

For more information, contact Denis Robert, Deputy Director, Western Europe Division, DFAIT, tel.: (613) 996-2363, e-mail: denis.robert@dfait-maeci.gc.ca *

Record Canadian participation

Huge turnout at Pollutec

Held this past November in Lyon, France, **Pollutec** was attended by over 2,300 exhibitors and some 62,000 visitors. A Canadian delegation of 20 companies participated, including 13 exhibitors and 50 company representatives from several provinces.

This exhibition, which features environmental technologies, products and services, afforded Canadian

companies the opportunity to make key contacts. During the exhibition, three agreements were signed and companies expressed satisfaction with their participation.

In France, the demand comes essentially from the public sector, where procedures are very complex. Canadian companies, very much aware of this problem, have tried to establish close ties with local operators. Other factors

that will lead to success in the French market include establishing a base or acquiring a well-established local company.

Attending Pollutec—the largest European environment exhibition—is a must for Canadian companies in this field. It is not too early to register for the next event, to be held in Paris from **December 2 to 5, 2003**.

For more information, contact Musto Mitha, Commercial Officer, Canadian Embassy in Paris, tel.: (011-33-1) 44-43-23-56, fax: (011-33-1) 44-43-29-98, e-mail: musto.mitha@dfait-maeci.gc.ca *

China serves up HOFEX 2003

HONG KONG, CHINA — May 6-9, 2003 — The Canadian Consulate General in Hong Kong and Agriculture and Agri-Food Canada (AAFC) will take part in **HOFEX 2003**, the Asian international exhibition of food and drink and hotel, restaurant and catering equipment, supplies and services.

A record number of visitors (28,802) attended this biennial show in 2001, of whom 27% were from overseas—a 38% increase from HOFEX 1999. The Canadian pavilion's 19 booths were booked solid in 2001. For participation details, go to the AAFC Web site: <http://ats-sea.agr.ca/events/e3415.htm>

Market overview

Hong Kong imports almost all of its food. In 2001, Canadian companies exported \$545 million worth of agri-food products to Hong Kong—a major gateway to China. In 2001, 24% of Hong Kong's imports of Canadian agri-food products were re-exported to mainland China. With the region's economic recovery well under way and opportunities arising from China's entry to the World Trade Organization, the food and beverage market is expected to grow.

To be a part of that growth, contact the Canadian Consulate General in Hong Kong. The Consulate will help Canadian companies to promote processed and packaged foods, meats, seafood, dairy products, fruits and

vegetables, beverages and key food ingredients.

For more information on HOFEX or other trade issues, contact John Smiley, Senior International Marketing Officer, Asia-Pacific Division, Agriculture and Agri-Food Canada, e-mail: smileyj@em.agr.ca or Kitty Ko, Commercial Officer, Canadian Consulate General in Hong Kong, tel.: (011-852) 2847-7448, fax: (011-852) 2847-7441, e-mail: kitty.ko@dfait-maeci.gc.ca Web site: www.hongkong.gc.ca or www.hofex.com *

China & Hong Kong Trade Action Plan

To obtain information on:

- the business environment
- regional markets
- specific sectors
- key contacts

Visit the Trade Action Plan Web site: www.dfait-maeci.gc.ca/trade/chinahktradeactionplan/

Japan drafts new air quality regulations

Canadian exporters of building products to Japan should be aware of new regulations to take effect on July 1, 2003, that impose new testing and certification requirements for volatile organic compounds (VOCs).

Japan's Building Standard Law was amended last year to require that technical standards be developed to regulate air quality in "habitable rooms"—defined as rooms in residences, commercial office space, restaurants, or hotels, etc.—by restricting building materials that contain VOCs and by requiring ventilation systems in all build-

ings. Materials containing chloropyrifos (termite retardant) can no longer be used in habitable rooms.

Japan's agricultural and industrial standards are being revised to accommodate these new air quality requirements. The new regulations will require products that are not covered by Japan's agricultural and industrial standards to be tested for formaldehyde by a designated evaluation body and approved by the Japanese Ministry of Land, Infrastructure and Transport (MLIT). This applies both to domestic and imported products.



Recognition of a Canadian organization for formaldehyde testing and certification would greatly simplify the certification for Canadian products. At the present time, only one laboratory in Canada has expressed an interest in seeking recognition by the Japanese government, the main issue being the certification costs. If you have any concerns about your ability to sell your products in Japan as a result of these regulations, we encourage you to make your views known by communicating with the contact persons listed below.

The new regulations will cover indoor panels, built-in cabinets and closets, but not interior trim such as moulding, hand-rails and door jams.

continued on page 7 — New

Last chance to apply Canada Export Awards

This year, the **Canada Export Awards** will be presented by International Trade Minister Pierre Pettigrew at a special 20th anniversary gala ceremony in Toronto in November. Each year, outstanding exporters from across Canada, plus the "Exporter of the Year," are chosen by a selection committee consisting of Canadian business and industry leaders.

Eligible companies must be based in Canada and have actively exported goods or services for at least three years.

For more information on eligibility criteria or to obtain an application form, go to the Canada Export Awards Web site: www.infoexport.gc.ca/award-prix or contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395. The deadline for applications is **March 31, 2003**. *

This recognition has strengthened the position of our company and products in the global marketplace.

I would encourage Canadian companies that are either currently exporting abroad or are planning to expand their international operations to apply for this prestigious award.

Andrew Benedek
Chairman and CEO
ZENON, Oakville, Ontario
2002 Exporter of the Year
www.zenon.com

Record Canadian participation

Medica 2002 healthier than ever

It was a record year for Canadians at Medica 2002—the world's largest international trade show for the medical devices industry—held last November in Düsseldorf, Germany. This annual show is recognized globally for its ability to generate growth in the industry through increased business exposure and partnerships.

Despite concerns about the global economy, Medica attracted a record 132,600 visitors—a 4% increase from 2001—and over 3,600 exhibitors from 65 countries.

Canada's presence was highlighted by two Canadian pavilions including 53 Canadian exhibitors—an increase of 56% from Medica 2001.

According to a survey of Canadian participants conducted by ExportMED International, close to 40 trade agreements (a 65% increase from last year) were negotiated on site and roughly 400 business contacts made. Canadian companies estimate their participation to result in revenues exceeding

\$9 million for 2003 and close to \$21 million for 2004. The contacts and agreements forged at Medica—including those by **O-Two Systems International** (Mississauga, Ontario), **The Litebook Company** (Medicine Hat, Alberta), **Andromed** (St-Laurent, Quebec) and **Biosig Instruments Inc.** (Montreal, Quebec)—encompass virtually every element of the medical device industry from marketing agreements to technology transfers and scientific collaborations.

For more information on Medica 2002 or this year's show (slated for **November 19-22, 2003**), go to www.medica.de

For more information about the Canadian medical device industry or DFAIT's Canadian Trade Commissioner Service, go to <http://infoexport.gc.ca/> or contact Chris Duggan, Trade Commissioner, Market Support Division, DFAIT, tel.: (613) 996-1431, fax: (613) 943-8820, e-mail: christopher.duggan@dfait-maeci.gc.ca *

NEW AIR QUALITY REGULATIONS

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Although the Japanese government originally wanted solid wood flooring to be covered by the regulations, it has since indicated its intention to exclude this product from the regulations. Laminate and composite flooring, however, are regulated.

The Canadian Embassy will post additional information on the InfoExport Web site at www.infoexport.gc.ca/ie-en/MarketProspect.jsp?cid=515&oid=146

For more information, contact Marimi Kasahara, Commercial Assistant, Canadian Embassy in Japan, tel.: (011-81-3) 5412-6415, e-mail: marimi.kasahara@dfait-maeci.gc.ca or Joy Vicente, Trade Commissioner, DFAIT, tel.: (613) 995-1678, e-mail: joy.vicente@dfait-maeci.gc.ca or go to the MLIT Web site: www.mlit.go.jp/ *

Montego Bay airport to expand

A Vancouver Airport Services (YVRAS)-led consortium—MBJ Airports Limited—signed an airport concession agreement with the Government of Jamaica on January 15, 2003, to manage and operate the Sangster International Airport (SIA) in Montego Bay, Jamaica. The international consortium, which also includes Spanish, Chilean and Israeli interests, signed the 30-year lease which took effect on March 1, 2003.

Jamaican Prime Minister P.J. Patterson and YVRAS President Frank O'Neil signed on behalf of the Government of Jamaica and the consortium respectively. This agreement is the first of its kind in Jamaica's aviation history and will start the long-awaited US\$190 million expansion of the airport, which includes the construction of a new terminal, immigration and customs facilities and additional shops. The Canadian High Commission in Kingston, Jamaica, pro-



vided integral support to YVRAS during the 16-month negotiating process. Present at the signing of the agreement were (from left): Frank O'Neil, YVRAS President and CEO; John Robinson, Canadian High Commissioner to Jamaica; Yasmin Chong, Canadian High Commission; Brian Bohme, YVRAS Senior Project Director; and George Casey, YVRAS Vice-President.

vided integral support to YVRAS during the 16-month negotiating process.

For more information, contact Yasmin Chong, Canadian High Commission in Kingston, tel.: **(011-876) 926-1500**, fax: **(011-876) 511-3491**, e-mail: **kngtn-td@dfait-maeci.gc.ca** Web site: **www.dfait-maeci.gc.ca/jamaica/** *

The Japanese food market

MONTREAL — April 2, 2003 — Are you wondering about the potential for your food products in the Japanese market? Come and have breakfast with the experts and join 35 Japanese buyers and several trade commissioners from Japan who will tell you about that country's agri-food and seafood market. Start **SIAL** on the right foot and visit us the first morning just before the show starts from 8:00 a.m. to 9:30 a.m. in room 518C at the Palais des Congrès, to learn more about Canada's largest overseas food market. Confirm your presence by contacting Céline Lemay, Agriculture and Agri-food Canada, tel.: **(514) 873-4147 ext. 230**, e-mail: **Celine.lemay@agr.gov.qc.ca** and include your name, the exporting company, and a list of products you export. *

Canada-Vietnam sign veterinary health certificates

On December 17, 2002, in Hanoi, Vietnam, the Canadian Food Inspection Agency and Vietnamese authorities negotiated veterinary health certificates for cattle and a zoo-sanitary certificate for beef for human consumption.

Vietnam's continuing economic growth has contributed to continued domestic

demand for livestock products, and to expanding meat exports in the region. Recent estimates place annual current meat consumption in Vietnam at 25kg per capita, with a possible rise to 35kg by 2010.

Canadian exporters have been quick to act on this market development. Canada is one of the few countries that has signed a veterinary

protocol for various animal products with Vietnam, a fact that can open many doors for Canadian exporters interested in this booming region.

For more information on opportunities in Vietnam, contact the Canadian Embassy in Hanoi, tel.: **(011-84-4) 823-5500**, fax: **(011-84-4) 823-5351**, e-mail: **hanoi-td@dfait-maeci.gc.ca** *

... provides counselling, publications, and referral services. Trade-related information can be obtained by calling at **(613) 996-9709**; by calling the Enquiries Service or the DFAIT Web site at **www.dfait-maeci.gc.ca**

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