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CANADEXPORT

Vol.11, No. 1

January 15, 1993

Venturing in Thailand a Good Investment

By David Summers, Counsellor (Commercial), Canadian Embassy, Bangkok

Canadians interested in foreign investment or joint ventures should seriously consider Thailand.

The Thai economy, despite 18 months of political uncertainty, remains one of the fastest growing economies in the world.

Real growth, which averaged 11 per cent from 1987-1990 and 7.5 per cent in 1991, was expected

to be 7.6 per cent in 1992. Inflation is a low 4.2 per cent.

Economists attribute this economic success to Thailand's sustained high exports, domestic consumption, and, most importantly, public and private investment.

Thailand offers numerous advantages to Canadian companies. There is a domestic market with excellent

growth potential of nearly 60 million Thais. The ASEAN countries, with an additional 260 million consumers, are readily accessible (and if discussions on an ASEAN Free Trade Area are successful, this will become an even more important factor).

In addition, Thailand serves as a gateway to populous Indochina and the new opportunities in rapidly developing Vietnam.

The Thai government strongly encourages foreign investment by offering attractive tax incentives and permitting easy repatriation of profits. There are additional generous incentives for enterprises established in special zones or specially for export.

As well, Canada and Thailand have signed a Double Taxation Agreement which simplifies certain trade matters. Other positive factors include the very low cost of labour, most of the land and other necessary inputs. Also, nearly all businesspeople speak English.

Although transport can sometimes be difficult, new construction and expansion of expressways, public transit systems, airports and freight rail are in progress and

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Information Only a Fingertip Away with Trade Commissioner Directory

Exporters or would-be exporters will find that government promoters of Canadian trade, investment and tourism in Canada and around the world are only a fingertip away — provided they have at hand the recently released *Directory of the Canadian Trade Commissioner Service* (Export Information Series, Volume III).

Compiled by the Trade Commu-

nications Division of External Affairs and International Trade Canada, broken down into Trade Offices in Canada (International Trade Centres, Sectoral Trade Divisions, Trade Policy Divisions, Geographic Trade Divisions), and Trade Commissioner Service Abroad — listing all the missions, honorary consuls and honorary commercial representatives at your disposal.

The Trade Commissioner Service Abroad section also provides valuable information on How Trade Commissioners Assist Exporters and Working with Your Canadian Trade Commissioner.

A separate section describes (and tells how to subscribe to) *CanadExport*, the department's twice-monthly newsletter with a readership of 33,000, and *InfoExport*, which can provide export assistance counselling to potential or existing exporters.

Copies of the *Directory of the Canadian Trade Commissioner Service* may be obtained by contacting *InfoExport* (see box at bottom of page 12).

Pacific 2000

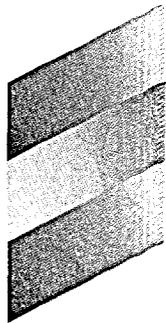
Supplement: pp. 5-8

nications Division of External Affairs and International Trade Canada, the *Directory* provides the names, addresses and telephone/fax numbers of more than 818 officers in some 120 cities abroad and 13 cities in Canada.

The *Directory*, in addition to its Overview of Services section (a step-by-step guide on where to go to solve your trade-related problems), is

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Thailand Well Worth the Venture — from page 1

should alleviate transportation problems.

The Government is also revitalizing other necessary infrastructure (notably telecommunications), expanding the pool of skilled and technical labour and working on developing rural areas.

Enterprise Thailand Canada (ETC), an organization set up by the federal government through the Canadian International Development Agency, actively promotes joint ventures between Thai and Canadian companies.

The ETC is ready to assist in establishing business ventures through a wide range of services from: finding and assessing potential partners, providing information on industry sectors, economic conditions, business and government regulations; to supplying on-the-ground support through briefings, business appointments and other services. ETC's executing agency is the CIBC (formerly Canadian Imperial Bank of Commerce).

Mark Paetkau, the director of ETC in Bangkok, observes, "Canadians are very well received [in Thailand]; the Canadian approach to seek a mutuality of interests is not always an approach of those from other countries active here."

Paetkau adds, "Typically the Thai

business person is entrepreneurial, has a good sense for the deal, operates in a high growth market in a context in which foreign investment

is consistently encouraged, and expects and achieves returns Canadian businesses can only remember!"

For more information on Thailand contact:

Enterprise Thailand Canada
Commerce Court North, 15th Floor
Toronto M5L 1A2
Tel.: (416) 861-3786
Fax: (416) 861-3787

400 Burrard Street, 5th Floor
Vancouver V6C 3A6
Tel.: (604) 665-1518
Fax: (604) 683-6676

C.P. Tower, 19th Floor
313 Silom Road
Bangkok, Thailand 10500
Tel.: (66-2) 231-0894
Fax: (66-2) 231-0900

Asia Pacific South Trade
Development Division (PST)
External Affairs and
International Trade Canada
125 Sussex Drive
Ottawa K1A 0G2
Tel.: (613) 992-0959
Fax: (613) 996-9028

Canadian Embassy
12th Floor, Boonmitr Building
138 Silom Road
Bangkok, Thailand 10500
Tel.: (66-2) 237-4126
Fax: (66-2) 236-7119

Commercial Officer in Cuba to Visit N.B. and P.E.I.

New Brunswick and Prince Edward Island exporters will have a chance this month to learn first hand about opportunities and ways of doing business in Cuba.

Jose L. Callado, Commercial Officer with the Canadian Em-

bassy in Havana will, at time of writing, be in New Brunswick January 10-16, 1993 and in Prince Edward Island January 17-20, 1993.

Mr. Callado will be on hand to answer all questions that exporters have wanted to ask about doing business in Cuba but perhaps were unable to because they could not get through to Cuba by fax, telephone or telex.

For complete details, contact, in Moncton, Michael Healy, tel.: (506) 453-2214, fax: (506) 453-3409; in Charlottetown, contact Fraser Dickson, tel.: (902) 566-7400, fax: 566-7450.

Both gentlemen are with the International Trade Centres whose offices are co-located with Industry, Science and Technology Canada.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

AUSTRALIA — A Melbourne-based manufacturer of solar water heating and integrated roof systems seeks to enter a **joint venture** with a Canadian firm in the **solar energy field** with a view to penetrating North American and possible joint marketing agreements in Asia. The firm has been in business in Australia for 12 years and holds a Canadian patent on a roof and heating system. The company's intent also is to

work with a Canadian solar energy counterpart that is interested in the potential integration of roof technology into a comprehensive solar heating system. Contact Jim Ahearn, President, Ahearn Main and Stott Pty., Ltd., P.O. Box 137, Hampton 3188, Victoria, Australia. Tel./Fax: (011-61-3) 521-9203.

CHINA (People's Republic) — A company here wishes to contact Canadian manufacturers of **infra-red scanners** (for obtaining the temperature of the contact point of electrodes) and **vibration experiment equipment**. Specifications for the latter include: payload (5 kg); acceleration (100 g . kg/m²); frequency (5-3500 Hz); acceleration accuracy (+/- 10%); frequency accuracy (+/- 2% between 5 and 500 Hz and +/- 0.1% between 500 and 3500 Hz). Complete specifications and further information can be obtained from Ms. Liao Hui, Huayang Leasing Co. Ltd. Tel.: (011-86-1) 501-1593. Fax: (011-86-1) 501-1581.

CHINA (People's Republic) — The same China-based firm, Huayang Leasing Co. Ltd., also seeks Canadian manufacturers of

strength testing machines (for testing the bonding/welding strength of two pieces of metals) and **low temperature control equipment**. Specifications for the latter include: volume (200 litre); lowest temperature (-80° C); evenness of temperature (+/-2.5° C); digital display; automatic printout. Contact Ms. Liao Hui, as above.

COLOMBIA — Canadian manufacturers of **pontoon bridges** who are interested in a possible **joint venture** in Colombia are asked to contact Alfred J. Gensorowsky,

covering, inflatable toys, pipes and hoses) seeks **joint venture partners or investors**. Contact Jaroslav Surma, Director, Fatra a.s. Napajedla, 763 61 Napajedla, Czech and Slovak Federal Republic. Tel./Fax: (0042 67) 942 818.

CZECH AND SLOVAK FEDERAL REPUBLIC — A firm seeks a **joint venture partner for the production of electrical capacitors**. Contact Miroslav Sklenar, ZEZ Zamberk, 564 22 Zamberk, Czech and Slovak Federal Republic. Tel.: (0042 446) 24 26-9.

F a x :
(0 0 4 2
446) 36
65.

BUSINESS OPPORTUNITIES

Merkur International Inc., Apartado Aereo 100046, Bogota 10, Colombia S.A.. Tel.: 571-249-49-45. Fax: 571-218-8035.

COLOMBIA — The same company as the one mentioned immediately above seeks Canadian manufacturers who are interested in entering a **joint venture arrangement for the manufacture, assembly and distribution of agricultural equipment**. Contact Alfred J. Gensorowsky as above.

CZECH AND SLOVAK FEDERAL REPUBLIC — An established company with operations in both Prague and the former East Berlin wishes to contact Canadian businesses experienced in producing and manufacturing either **high technology and/or equipment for use in the construction industry**. Contact Schmidt CSFR, Branicka 220, 14700 Praha 6. Tel.: 02-4721 360. Fax: 02-4721 360.

CZECH AND SLOVAK FEDERAL REPUBLIC — A company that produces a wide range of **plastics products** (including floor

NEW ZEALAND — A company engaged in microbiology quality control seeks Canadian manufacturers of **laboratory culture media** (culture plates, base material). Contact Paul Cook, Director, Alpha Technologies Ltd., Unit 3, 31 Ben Lomond Crescent, Pakuranga, P.O. Box 38-213 Howick, New Zealand. Tel./Fax: (011-64-9) 534-4424.

NEW ZEALAND — The only company in New Zealand specializing solely in software for the education market seeks Canadian suppliers of **educational software**. Contact Ray Knight, Softime Publishing Co. N.Z., 2/22 New North Road, Eden Terrace, Auckland, New Zealand. Tel.: (011-64-9) 366-7011. Fax: (011-64-9) 303-1394.

NEW ZEALAND — A measurements and control specialist firm seeks Canadian suppliers of **leading edge measurement devices** (level devices, temperature sensors, etc.). Contact Neil Stubbing, Sales Manager, Applied Instruments Group Ltd., P.O. Box 62010, Auckland, New Zealand. Tel.: (011-64-9) 579-2633. Fax: (011-64-9) 579-2630.

Waste-Water Treatment**Companies Invited to Test (Trade) Waters in Chile**

Canadian firms are being invited to become more active in Chile — particularly in an area which, between now and the year 2002 will receive between US\$500 million and US\$1 billion in investment.

The invitation was made by Ms. Raquel Alfaro, General Manager of Empresa Metropolitana de Obras Sanitarias (EMOS) and refers specifically to the area of waste-water treatment in the country's capital, Santiago de Chile.

While Ms. Alfaro noted that no Canadian firm is in the running for the completion of the detailed technical study of Santiago's overburdened waste-water treatment system, she pointed out that commercial opportunities for Canadian companies "abound", say trade officials at the Canadian Embassy.

EMOS is determined to keep its sources of equipment and technology supply diversified — regardless of the results of the study, which is due to be released by mid-1993.

While elevated typhoid and hepatitis rates necessitate that treatment of waste water be assigned top priority, it will account for only one-quarter of EMOS' attention.

The other three-quarters are directed at: upgrading potable water capacity (including the construction of a new water purification plant — for which the international tender will not be released until March 1993); expanding the system of aqueducts in Santiago; and installing a system for industrial waste control.

Canadian companies interested in these areas should contact either Mr. Patricio Mardones Franke, Gerente de Proyectos y Construcción, or Ms. Amparo Nunez Sandoval, Gerente de Planes de Desarrollo, EMOS, Avenida Bulnes

129, Santiago de Chile. Tel.: 56-2-696-4201. Fax: 56-2-672-2481.

Officials advise Canadian companies involved in waste-water treatment to register their interest with EMOS, obtain the list of upcoming projects, and liaise with the consulting firm contracted to do the study.

That consulting firm was to have been selected before the end of 1992. The results of the study will not be classified as confidential information and will be available to anyone who asks.

Companies involved in water purification, aqueduct construction and industrial waste control should also register their interest and inquire about specific projects.

The area that shows the greatest potential is water purification—

especially in light of the plans to build a new plant. Given that tenders are not scheduled for release before March 1993, Canadian firms which establish contact now can "get in on the ground floor".

While EMOS is the largest corporation of its type in Chile, it is only one of 13 publicly-owned municipal works organizations — all of which report to CORFO, the Chilean government's industrial development ministry.

For companies interested in pursuing similar projects in other regions of Chile, the key individual in CORFO who is responsible for managing the 13 corporations is Mr. Hernan Arvera, Sub-Gerente, Empresas Sanitarias, Morande 921, Santiago de Chile. Tel.: 56-2-638-0512. Fax: 56-2-671-1058.

Consulate Opened in Japan

Since November 9, 1992, Canada has had a Consulate in the city of Nagoya, in Japan.

The Consulate is part of Canada's strategy to expand its regional presence in Japan. This plan was announced by Prime Minister Brian Mulroney in May 1991 when he visited Japan to open the new Canadian Embassy building in Tokyo.

The opening recognizes the vitality and dynamism of Japan's regions: with a population of 2.5 million, Nagoya is the fourth-largest metropolis in Japan, after Tokyo, Yokohama and Osaka.

It is located between Tokyo and Osaka on major transportation routes in Aichi Prefecture, which is the centre of Japan's heartland and responsible for 2 per cent of the world's industrial input. In fact, as the source of 10 per cent of Japan's entire production, the Gross Do-

mestic Product (GDP) of Aichi Prefecture alone exceeds that of Korea.

Aichi-based companies, such as Toyota Motors and NGK, are worldwide exporters. The region also has a wealth of smaller companies, including many independent importers and wholesalers.

The regional population of over 10 million people is **an excellent potential market for Canadian building, food and consumer products.**

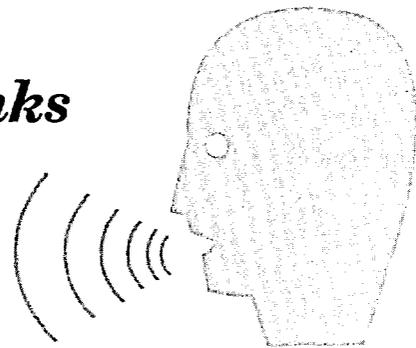
Canadians also can take advantage of Nagoya's predominance in manufacturing for **joint ventures in machinery, aerospace, and industrial materials.**

For more information on trade opportunities in Japan, contact the Japan Trade Development Division (PNJ), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1281. Fax: (613) 943-8286.

PACIFIC 2000:

Towards Improved Business Links

To foster stronger linkages, and to improve cross-cultural communications between Canada and Asia-Pacific, the Prime Minister announced the launch of a vigorous and long-sighted program in 1989, targeted on bolstering Canadian businesses in their efforts to make the most of the burgeoning economies of the Pacific Rim. This program, called "Pacific 2000", helps Canadians make the economic, cultural, academic, and linguistic links needed for success in the Asia-Pacific region.



External Affairs and International Trade Canada's **Pacific 2000** program consists of strategic components that are designed to develop the underlying economic drivers in the Canadian economy. The main focus is on influencing the development of these strategic factors to ensure long term economic benefit from and adaptation to global competition.

Traditionally, the Canadian business community has been cautious in penetrating the Asia-Pacific market. **Pacific 2000**, particularly the **Japan Science and Technology Fund** and the **Asia-Pacific Language and Awareness Fund**, encourages participation by providing assistance to Canadian businesses to actively pursue the

opportunities available in the Asia-Pacific region.

There is no doubt that the Asia-Pacific region has become an economic powerhouse that, in many ways, now sets the pace of change for the global economy. From 1970 through to the end of the 1980s, the Gross Domestic Product (GDP) of the region quadrupled in real terms, collectively averaging nearly 8 per cent during the latter decade. The region now boasts an aggregate gross national income twice that of the European Community, and is the source of some 28 per cent of world trade.

It is clear that Asia-Pacific is a region to be reckoned with, and that Canada's future is linked to the region. For Canadian companies to

be more competitive in the Asia-Pacific market place, an overall framework of economic and social relations between Canada and Asia-Pacific must be developed that would allow Canadian firms to position themselves to take advantage of this market place.

As outlined in the pages of this special **CanadExport** supplement, **Pacific 2000** is being used by a wide array of entrepreneurial Canadians to undertake innovative and effective initiatives, from the basic, vital first step of familiarizing company personnel with the languages and cultures of Asia, to undertaking complex Canada-Japan scientific and technology cooperative research projects.

CanadExport readers are invited to join in the excitement that comes from using the **Pacific 2000** program to develop the potential of the Asia-Pacific.

The Japan Science and Technology Fund

Japan is one of the hotbeds of the kind of commercially-oriented R&D that has taught many a competitor a key lesson — keep up the research pace, or you might as well get out of the market-share race. That is why you see a U.S. mega corporation like IBM striking a product development deal with Sony, why you see smaller companies from Canada and around the world knocking on Japanese doors to see if a way to work together can be found.

Continued on page 6 — Science

The Asian Language and Awareness Fund

The game of Asian trade requires patience, and persistence. Playing the game is tough enough without the handicaps of not having people on your team who can speak the language, or who know the cultural rules. **Pacific 2000's** Language and Awareness program was established to foster better intercultural relations between Canada and Asia-Pacific. The goal is to help the Canadian business community to develop the skills needed to participate in the opportunities avail-

Continued on page 7 — ALAF

The Japan Science and Technology Fund (JSTF)

The JSTF is a five-year \$25 million fund to promote joint scientific and technological research and development, and to help create strategic partnerships in sectors of Canadian priority. The JSTF encourages activities that are part of longer-term strategies within Canadian research organisations. It is managed jointly by External Affairs and International Trade Canada, Industry, Science and Technology Canada and the Natural Sciences and Engineering Research Council of Canada.

Program Components

The JSTF is open to individual Canadian scientists and engineers, including permanent residents, and to Canadian research organizations from industry, universities and government. The Fund supports activity across the research spectrum - from basic research to pre-commercial technology application projects, under three separate programs:

Researcher visits - visits of up to four weeks to Japanese institutions or companies, to initiate co-operative activity or to enhance existing co-operation. Such visits must demonstrably be the next logical step toward the development of collaborative activity;

Research exchanges - support for Canadian researchers working in Japanese private-sector, university or government research facilities, for 6 to 18 months. In some cases, support may be provided to post-doctoral researchers participating in a Japanese-funded exchange program;

Bilateral R & D projects - support for Canadian component of new or expanded collaborative projects, where the Japanese partner is providing essential expertise or facility, or in which the risks and benefits are shared with a Japanese partner in developing the knowledge base needed for new or improved products or processes.

Science and Technology — from page 5

The trouble is, technology transfer agreements and strategic alliances can sometimes be awkward to manage, and some Canadian exporters are too intimidated to tap into the Japanese knowledge base.

Other Canadian entrepreneurs have learned they can ease their way into rewarding relationships with the help of the Japan Science and Technology Fund (JSTF).

Dr. Gary Albach, executive vice-president of Vortek Industries in Vancouver can help shed some light on the matter. Vortek designs and manufactures what are listed in the Guinness Book of Records as the world's brightest lights—very high-power lamps for industrial applications and aerospace industries.

Vortek's core business traditionally has been with the aerospace industry for high temperature testing of aerospace components. "The light from a Vortek lamp is like a laser," explains Dr. Albach. "It's beamed onto the surface of materials to heat them to high temperatures; we sell them to NASA and their subcontractors for simulating the heat of re-entry onto nose cones and that sort of thing."

Vortek has been expanding its business by applying its technology to industrial manufacturing. High temperature heating, for example, can be used for applications such as hardening steel, and for applying metallic surface coatings.

"The JSTF helps us work closely with Japanese steel mills and users—such as the automotive industry—to develop new processes for hardening steel and alloying the materials," says Dr. Albach. Vortek has a joint venture in Japan with a trading company called Aichi Sangyo, which is involved in welding and high temperature engineering. Vortek is also involved in industrial laser development with another large Japanese company.

"We are not in the business of

offering advice," says Dr. Albach. "But look, we are in the second year of our JSTF project with Aichi Sangyo and it is going extremely well. You really have to go over there and be there. That seems to be the key—just spending time in that environment with the Japanese. They're very willing to do business; in fact they welcome it.

"And take a long look at the JSTF. The program certainly helped us—not only in terms of providing funds, but also by giving us a certain amount of credibility. The Canadian government's involvement—from the Japanese side they see that as a stamp of approval, and that can be vitally important, particularly for a smaller company. The funding, of course, is important, but I would say equally as important is the credibility."

Other JSTF-backed initiatives have an eye to the long-term future competitive viability of Canadian industry. Focusing on the future has been the Japanese way to success, and the JSTF can help companies emulate it.

For example, it will take time for the Quebec City-based National Optics Institute's Japanese cooperative research initiative to pay off. But there is no way to hurry the kind of research underway that will ultimately serve to significantly bolster this Canadian knowledge-based industry's prospects.

Says Dr. Denis Gingras, of the National Optics Institute, "The project that JSTF is funding is on the optical implementation of artificial neural networks—optical information processing. It's almost basic research because this kind of technology is new, rather complex, and mainly oriented towards mid-term and long-term future applications. The technology is not mature, not ripe enough yet for industry transfer."

Continued on page 7—Japan

Japan — from page 6

The Institute is a private, non-profit research organization, with a national mandate to support Canadian industries in developing the potential of optical technology. As such, the Institute can help Canadian entrepreneurs position themselves to take advantage of the market opportunities this kind of joint research venture will create.

Dr. Lucky Lakshmanan, director of Ortech International, in Mississauga, believes people are the key to technology transfer. "One thing is technology," he says, "the second is how you work with people to get the technology across... creating a comfort level. People keep saying, dealing with Japan and consummating a deal with Japan is difficult... but once you get to know these guys, and they trust what you're doing, they trust what you're saying, it makes life easy, it makes it easier for things to happen."

Ortech, formerly the Ontario Research Foundation, is one of the largest institutes of technology transfer in Canada, and has a historical relationship with the University of Toronto, and a network of clients and contacts who are primarily from industry.

JSTF funding was used by Ortech and U of T to introduce the Ohno Continuous Casting process to Canada. The process improves the quality and enhances the properties of cast metal by making it cool off from the inside out, rather than the usual outside in. The technology was developed by Professor Atsumi Ohno at the Chiba Institute in Japan, and the Canadian team that is refining it is led by Professor Alex McLean of the University of Toronto, an internationally renowned expert in the area.

"I believe this is a good opportunity to bring technology from Japan and it offers us an opportunity to export material from here," says Dr. Lakshmanan. "We are pretty

enthused over the whole thing."

And Dr. Lakshmanan captures the essential spirit of the JSTF adventure when he says, "What we are working on could not have happened without the joint efforts and understanding of all the partners, who all have a similar vision that here is an opportunity for developing Canadian technology. That's the important thing. We also see a window of opportunity for the export of Canadian technology. But there needs to be commitment."

ALAF — from page 5

able in the Asia-Pacific region.

Canadian firms interested in conducting business in this region should strive to increase their capabilities in Asian languages and intercultural communication for more effective co-operation. As Bronwyn Best of the Asia Pacific Foundation of Canada (APF) office in Toronto notes, "When you have acquired some competency in an Asian language and culture, business and personal interactions become easier".

The APF administers the Corporate Asian Language and Awareness Training Program — a key component of the Pacific 2000 Asian Language and Awareness Fund — on behalf of External Affairs and International Trade Canada (EAITC). Funded about 50 per cent by EAITC and the Canadian International Development Agency (CIDA), the APF receives the balance of its revenues from private companies and provincial governments. Headquartered in Vancouver, the APF has offices in Singapore, Taipei and Tokyo — and in Calgary, Regina, Toronto, and Montreal. Among the wide range of activities in which the APF is engaged, providing businesses with training in Asian languages and business cultures is perhaps the most vital.

JSTF Contacts

External Affairs and
International Trade Canada
Tel.: (613) 996-0980
Fax: (613) 943-8167

Industry, Science and
Technology Canada
Tel.: (613) 952-1170
Fax: (613) 992-7499

Natural Sciences and
Engineering Research Council
Tel.: (613) 947-0190
Fax: (613) 992-5337

Practicality is the core of the APF approach. "We definitely have no desire to create Asian specialists," says Ms. Best. "For example, those who chose as adults to learn Japanese have had to devote a tremendous amount of effort in learning to read, write, and speak that language. You don't have time to develop the rest of your character or the rest of your skills: what use are you going to be to a company? The Foundation is interested in creating Canadians who are knowledgeable about Asia and who have other skills, not super Asian specialists."

That business-like approach begins with the selection process for APF language training. Explains Best: "Each application has to be made before the course starts, and it has to be made by whomever is the immediate director of the person who is applying. This means that it doesn't matter that an employee wants to study Korean, but that the corporation wants to become more effective by having its employees study Korean."

Throughout the training process, business-friendly Foundation personnel concentrate on what company personnel need to know, and what companies want to pay for in terms of skills acquisition. It can add up to a rigorous program.

According to Dr. Jan Walls, director of the APF-funded David Lam

Continued on page 8 — ALAF

ALAF — from page 7

Centre for International Communication in Vancouver, "We cater specifically to in-career business and professional people. They come during work hours, after working hours, and we also go to them. For the kamikaze course — the suicidally intensive courses that we do in Japanese, Mandarin, Cantonese and Korean languages and cross-cultural communication — those involve four and half hours a day.

Dr. Walls has a wide-ranging outlook on the philosophy behind Asian language training. "Part of our role is convincing Canadian companies they need to hire people who have spent time in Asia and who have studied their cultures and languages. Companies say, "Well, you know, I've got an office in Japan. Why do I need someone with Japanese skills in my company?" And I say, "Because they're not useful to you just in Japan or when you bring your clients over here to Canada. They're useful to you anywhere the Japanese are your business associates or competitors and that's everywhere in the world."

Thinking through what Asian language and culture skills business people need to compete also occupies Michael Hartmann, coordinator of the York University Asian Business Studies Program.

Under the Asian Business Studies Program (ABSP), EAITC funded

York and the University of Toronto, which together comprise the Joint Centre for Asia Pacific Studies, to promote language and cross-cultural studies directed specifically to the business community.

The Centre is involved in a range of activities including a resource research network introductory course for small companies that want to get some background on how to do business in Asia; continuing studies at University of Toronto on the same subject; and language courses in Japanese, Chinese, and Korean.

That is an ambitious agenda, but according to Mr. Hartmann, the demand is there among business people. "In the past we found that the need wasn't perceived by business. But slowly we are finding business is taking more of an interest in language training for their employees and also an understanding that it's not just a senior level manager issue. We also get requests for training for support staff, the people who have to sit here and figure out what they are doing abroad and actually get an idea of why it's not working out or why it is working out the way it is."

Driving demand is the high cost of failure. Studies have shown in the U.S. that expatriate failure rate is about 30 to 40 per cent. That means that of all the employees U.S. companies send overseas, 30 or 40 per cent return prematurely. Many just can not adjust to the new surroundings — and the cost of one failure can run to \$150,000. Clearly, exposure to Asian culture and languages will help cut that kind of cost, even while bolstering the impact of marketing expenditures. And with Pacific 2000 funding to learning institutions bringing down costs as low as \$700 per course, it is difficult to find a better investment for companies serious about improving their competitiveness in the Asia-Pacific market.

Asian Language and Awareness Fund

The Asian Language and Awareness Fund is a five-year \$15 million fund designed to enhance Asian linguistic capabilities in Canada and to increase Canadians' knowledge about the Asia-Pacific region. The Fund is managed jointly by EAITC and the Asia Pacific Foundation of Canada (APF).

Program Components

The Fund encourages activities which are part of longer-term Asia-Pacific strategies of Canadian educational and corporate institutions. The key support programs are:

Major Centres

Core support is provided to two university-based Centres which focus on applied Asia Studies courses and offer seminars, workshops and short-term customized in-house programs and language courses for the private sector:

- David Lam Centre for International Communication, Simon Fraser University;
- Asian Business Studies Program Joint Centre for Asia-Pacific Studies, York University & University of Toronto.

The Asia-Pacific Foundation

Through its Head Office in Vancouver and seven regional offices across Canada and in Asia, APF administers funding for the following main program components:

- Regional Language and Awareness Centres
- Outreach Training Program
- Corporate Language Course Participation
- Secondary School Activities
- Japanese Language Teacher Development
- Employment Opportunities for Canadian Experts
- Future Leaders Program

Asian Studies Conferences

Support is provided directly by EAITC for conferences in Canada dealing with key Asian and bilateral issues.

ALAF Contacts

Asia Pacific Foundation
Tel.: (604) 684-5986
Fax: (604) 681-1370

David Lam Centre, Simon Fraser University
Tel.: (604) 291-5111
Fax: (604) 291-5112

Asian Business Studies Program Joint Centre, Toronto/York
Tel.: (416) 736-5693
Fax: (416) 736-7688

Numbers to Note

Bucharest

Telephone numbers in Romania have increased from six to seven digits, the Bucharest numbers starting with 12 being preceded by the additional digit 3. Calls being made to Bucharest outside Romania will be preceded by a 1 (instead of a 0) after the country code 40. Reflecting this change, the Canadian Embassy telephone numbers now are: (011-40-1) 312-83-45/312-03-65. Fax: (011-40-1) 312-03-66.

London

The Commercial/Economic Division of the Canadian High Commission (Macdonald House, 1 Grosvenor Square, London W1X 0AB) has new telephone and facsimile numbers. They are, tel.: 071-258-6600; fax: 071-258-6384.

U.S. Trade Office

The Santa Clara Trade Office of the Canadian Consulate has been relocated to: Canadian Consulate Trade Office, 333 West San Carlos Street, 9th Floor, San Jose, California 95110. Tel.: (408) 289-1157. Fax: (408) 289-1168. Telex: 34321. Easy Link: 620-144-85.

Shanghai

The office of the Canadian Consulate General in Shanghai now is located at: Shanghai American International Centre, West Tower, Suite 604, 1376 Nanjing Xi Lu, Shanghai 200040, People's Republic of China. Tel.: 86-21-279-8400. Fax: 86-21-279-8401.

Manila

The postal address for the Canadian Embassy in Manila now is: The Canadian Embassy, P.O. Box 2168, Makati Central Post Office, 1261 Makati, Metro Manila, Philippines. The postal address for mail concerning visas or immigration now is: P.O. Box 2098, Makati Post Office, 1260 Makati, Metro Manila, Philippines.

New Service by Canadian Consulate Deciphers Brazil's Import Tax System

Assessing a product's competitiveness in the Brazilian market requires a good knowledge of the complex tariff and tax system that Brazil applies to imported products.

Local taxes, for instance, add a substantial amount to the FOB price of a product. A case in point: cement enters Brazil duty-free but, because of other taxes, has a landed cost 39 per cent higher than the FOB value.

Brazil's tariff and tax system can be summarized as follows:

- an **importation tax (II)** is charged on the product's CIF value;
- an **industrial products tax (IPI)** is levied on the CIF price, plus II;
- a **value added tax (ICMS)** is applied to the CIF price, plus II, plus IPI;
- freight costs are increased by the application of a **freight surcharge for merchant marine renewal (AFRMM)**; a **port improvement tax (TMP)**; and a **port tariff surcharge (ATP)**; and
- port warehousing fees are charged at a rate of 0.75 per cent of the CIF price for each 15-day storage period. Customs brokers' costs and fees are added.

Canada Benefits

While certainly complex, Canadian exporters who have mastered the system have been reaping the benefits of their efforts.

Canadian exports to Brazil in 1991 were up by 24 per cent over the 1990 level and, in the first six months of 1992, increased again (by 42.5 per cent) over the first half of 1991.

Import tariff reductions have been implemented as a part of the Brazilian government's efforts to open the country's economy and to reduce inflation.

The latest tariff change, which had been scheduled for January 1, 1993 but which came into effect on

October 1, 1992, reduced the tariffs on, among other products: certain machinery items (to 20 per cent from 25 per cent); feed grains (to 35 per cent from 40 per cent); and video cassettes (to 40 per cent from 65 per cent). The average rate dropped from 21.2 per cent to 17.1 per cent.

Trade officials believe there is room for optimism that the Brazilian government may shortly eliminate some of the port taxes applied on freight costs and the "pyramid" effect described above.

New Service Helps

To make informed marketing decisions, Canadian exporters to Brazil should ensure that they have the latest information on that country's import tax system.

To facilitate them in this task, the Canadian Consulate General in Sao Paulo has introduced a new service that allows exporters to estimate the final landed cost of their products.

Canadian exporters interested in this service should provide to the Consulate complete information on **all** of the following factors:

- detailed description of the product;
- Harmonized System (H) Code of the product;
- FOB price of the product;
- indication whether the product is to be shipped by air or sea; and
- if available, the freight cost to the Brazilian port or airport. (If unavailable, the Consulate will use an approximation based on the FOB price).

Correspondence should be forwarded to Canadian Consulate General (Trade Division), Avenida Paulista 854-5th Floor, 01310-913 Sao Paulo, SP, Brazil. Tel.: (55-11) 287-2122. Telex: (Destination code 38) 23230. Fax: (55-11) 251-5057.

Construction Materials for Western Europe Focus of Brussels International Trade Show

Brussels — Companies now are being recruited to participate in **Batibouw'93**, one of the world's largest specialized international trade shows in the construction sector.

Officially called the **International Construction, Renovation and Decoration Trade Show** — at which there once again will be a Canada Stand — the event will be held March 4 to 14, 1993 in Parc des Exposition, Brussels, Belgium.

Batibouw'93 is expected to attract more than 500,000 attendees, over half of whom will be professional visitors.

The show covers a wide variety of building and construction materials and components, including: furnishings, doors, windows, staircases, prefabricated buildings, floor and wall coverings, decorative materials, lighting, insulation and plumbing equipment.

Also displayed are more contemporary lines, ranging from alarm and security systems, and Do-It-Yourself products and services to software, furniture and heating systems.

Now in its 34th year, **Batibouw** is an ideal trade venue at which to promote the sale of Canadian building and construction materials — not only in Belgium but in other markets of Western Europe.

Belgium itself is an important market for Canada (total annual Canadian sales top \$1 billion) but, with its good ports and onward transportation facilities to neighbouring countries, it is also an excellent entry point for all of the European markets.

In addition to the Canada Stand at **Batibouw'93**, there will be an information booth staffed by personnel from the Canadian Embassy

in Brussels.

Recruitment for the Canada Stand (as well as its design and construction) is being handled by a Montreal-based company. Companies interested in more information on

participating in the Canada Stand should contact L.D. Burke, President, Interexpo Canada Inc., 1224 Greene Avenue, Westmount (Montreal), Quebec H3Z 2A3. Tel.: (514) 933-7819. Fax: (514) 483-6595.

Toronto Hosts Housewares Show

Toronto — More than 21,000 trade visitors are expected to view some 1,500 displays at a major show — for the trade only — being held here February 7 to 9, 1993.

The **Canadian Hardware/Housewares/Home Improvement Show (CHS)**, which will be celebrating its 88th edition, is acclaimed as Canada's largest hardlines trade show.

Product categories being exhibited include: hardware and tools; housewares and appliances; giftware; electrical and plumbing supplies; lawn and garden equipment; paint and do-it-yourself products; automotive supplies; and home improvement products.

Exhibitors (and visitors) include

domestic and foreign manufacturers, distributors and wholesalers of these products.

Owned and operated by The Canadian Retail Hardware Association, the **CHS** features a panel discussion on free trade/distribution systems, a New Product Showcase and a Packaging Expo as well as an international products display area which will involve such countries as Austria, England, Germany, Israel, Italy, the Netherlands, Sweden, Taiwan and the United States.

For further information, contact The Canadian Retail Hardware Association, 6800 Campobello Road, Mississauga, Ontario L5N 2L8. Tel.: (416) 821-3470. Fax: (416) 821-8946.

Telecommunications in Global Spotlight

Vancouver — Canada's global telecommunications congress and exhibition — **INTER COMM 93**, being held February 22-25 — will host decision makers, technical experts, manufacturers, suppliers and users.

The event will bring together more than 7,000 participants from more than 50 countries.

A major part of **INTER COMM 93** is the Delegate Sponsorship Program which, produced in association with the Canadian International Development Agency (CIDA), will host over 45 delegations from developing countries.

Under the program, high-level decision makers are funded from private companies, government and other organizations, bringing key individuals from developing countries to meet with **INTER COMM** exhibitors.

The program promotes the transfer of technology, products and services, and the exchange of information between developed and developing nations.

In addition, delegations also are being coordinated with the assistance of the Canadian Embassies, High Commissions and Consulates

Continued on page 11 — Global

Boritec Takes Stand at Financial Forum

Toronto — Persons interested in The International Cooperation, Development and Investment Exchange (BORITEC) can learn more about it — and an upcoming Canadian economic mission to Italy — by attending the Financial Forum (a financial consumers show) being held in Toronto, February 6-9, 1993.

BORITEC, which will have a stand at the Forum, is an "international meeting place" where participants from more than 90 countries present or seek and examine proposals for industrial collaborations, such as joint ventures, technology transfers, investment offers and requests, and marketing and consulting services.

These proposals are stored in a "project data bank" which is available for consultation during the length of the exhibition.

BORITEC'93, to which a financial mission is being organized to Milan, Italy (May 5-7, 1993), will be fully explained at the Financial Forum, giving participants an opportunity to explore or take part in an undertaking that could offer untold economic rewards.

For further information on BORITEC'93 or on attending its stand at the Financial Forum, contact Sandra Bonanni, Commercial Attache, or Mr. Mancini, Coordinator for Fiera Milano Activities in Canada, Italian Chamber of Commerce in Canada, 500 Sherbrooke Street West, Suite 680, Montreal H3A 1B9. Tel.: (514) 844-4249. Fax: (514) 844-4875.

Environment, Women in Development Considered in CIDA Program Funding

To be eligible for financial assistance under the Canadian International Development Agency's Industrial Cooperation Program (INC) — which has an envelope of \$75 million — tenders made by Canadian companies now must include proposals pertaining to the integration of women in development and the environment.

Reasons for New Rules

Experience has shown that, to be successful, the transferring of business practices must take into account the situation of the recipient country.

In the past, social issues, such as the role of women and the obstacles they face, have been neglected. This has created problems because, in many instances, women are the backbone of Third World economies.

They produce most of the food, run small businesses and are mothers and heads of families. However, they have little access to employment training and, while doing much more of the work, earn far less than men.

Projects which fail to take into account the multiple roles of women and the constraints upon them are, as a consequence, poorly suited to local conditions — a fact which greatly reduces the likelihood of such projects succeeding.

This is why companies must now submit to the INC strategies of intervention which take into

account the social ramifications of the project in question.

Environment

As for the environment, impact studies and joint undertakings for the transfer of environmentally-sound technology that favour sustainable development are among the initiatives supported by the INC and the Canadian International Development Agency.

Since the adoption of the Canadian Environmental Assessment Act, all federally-funded projects must be subject to an environmental assessment, which can range from a simple review to an in-depth study.

The same holds true in the international financial sector, since all projects subject to the approval of the multilateral institutions must respect the environment.

With the aid of a special \$5 million fund, the INC strongly encourages Canadian manufacturers to take up the challenge of transferring environmentally-sound technologies to developing countries.

Environment and the integration of women in development are Canadian International Development Agency (CIDA) priorities. By combining human, ecological and technical considerations, businesses stand to gain on all fronts.

Further information on CIDA's Industrial Cooperation Program is available from any CIDA office across Canada.

Global Telecommunications in Spotlight — *from page 10*

— including those from Australia, Brazil, France, Japan, Korea, New Zealand, Russia, Saudi Arabia and the United States.

The congress side of **INTER COMM 93** will consist of 40 ses-

sions (to date) featuring over 150 speakers discussing topics that range from Internetworking the Globe to The Future of Wireless and Personal Communications.

For further information on this

international global telecommunications congress and exhibition, contact the Project Office, **INTER COMM 93**, 500-1190 Melville Street, Vancouver V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

PUBLICATIONS

Japan Aviation

The recently released bilingual market report, *Export Opportunities in Japan: The Aviation Market* (code no. 140 CB) now is available through External Affairs and International Trade Canada's Info Export.

While Japan's aerospace industry is relatively small, Canadian companies are being encouraged to investigate the market opportunities that this sector provides.

Extensive airport development in Japan is anticipated — if only to develop technologies and products to serve the ever-growing commercial aviation market in the Asia-Pacific region.

Export Opportunities in Japan: The Aviation Market is the first in a series being planned by External Affairs and International Trade Canada. Also in the works are sub-sector guides on avionics, airport design and construction, pilot training, and repair and maintenance equipment and services.

Copies of the guide, quoting the code number, are available through Info Export (see box at bottom of page 12).

Central America Info

Canadian companies interested in pursuing business or investment opportunities in Central America may want to get in touch with Centram Enterprises Ltd., Vancouver, British Columbia.

Centram has available for sale a number of publications on the re-

gion, including investment guides on Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama; plus market studies on various sectors in which opportunities exist for Canadian companies (e.g. tourism, electronics, forestry, fishing).

For information on opportunities in Central America or to purchase copies of any publication, contact Neil G. McCulloch, General Manager, Centram Enterprises Ltd., P.O. Box 1372, Station A, Vancouver, British Columbia V6C2T2. Tel.: (604) 683-7824. Fax: (604) 736-4812.

Technology Almanac

Canadian informatics firms interested in the U.S. federal market

or the Washington, D.C. commercial market have found a free-of-charge technology almanac to be a valuable source of contacts.

The almanac provides a summary of over 100 companies, includes recent revenue and growth figures, key markets, and the names and contact information of business development directors and senior executives.

Copies of the almanac may be requested from Judy Bradt, Commercial Officer, Canadian Embassy, Washington, D.C. (fax: 202-682-7619); or from Doreen Conrad, Marketing Officer, U.S. Trade and Tourism Division, External Affairs and International Trade Canada, Ottawa (fax: 613-990-9119).

BUSINESS AGENDA

Montreal — The International Trader: Introduction — Course given by the Quebec Association of International Trading Houses, Tuesdays and Thursdays, February 2 to March 16, 1993. **Advanced** session will follow from March 23 to May 13, 1993, same week nights. Contact Mr. Alain Gagnon. Tel.: (514) 286-1042.

Montreal — February 4, 1993 — A How to do Business with CIDA seminar organized by the Canadian Exporters' Association and being held at the Queen Elizabeth. For information, contact George Rogerson. Tel.: (613)

238-8888. Fax: (613) 563-9218.

Ottawa — February 15-16 — Annual Technical Conference and Canadian Shipbuilding & Offshore Exhibition-CSOE'93 - Organized by The Canadian Maritime Industries Association, CSOE makes available some 100 booths for all interested parties in the marine industry. Last year's event attracted well over 1,200 persons from across Canada and around the world. For information and registration, contact Mrs. Joy MacPherson, Director Administration & Finance. Tel.: (613) 232-7127.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Connect with Silicon Valley To Tackle World Markets

Is your company in information technology, telecommunications or biotechnology? If so, when was the last time you visited Silicon Valley?

The Canadian Consulate Trade Office in San Jose, California focuses on the above-mentioned sectors — industries that have made Silicon Valley famous.

If you have a top quality product or service, contact the trade office right now. Its staff is looking for Canadian companies with truly interesting technology and global market ambitions.

The office will introduce you to Silicon Valley companies in your field — companies that are continually developing newer, better products.

The city of San Jose, third most populous in the state, bills itself as the capital of Silicon Valley.

The surrounding area boasts over 3,000 high tech firms — many of which are leaders in their field, be it computer software or hardware, telecommunications or biotechnology.

Silicon Valley companies ship high technology products valued at \$30 billion a year, fully 25 per cent of the U.S. total. They are doing what it takes to keep their competitive edge, including forging alliances with companies and institutions around the world.

This area is unparalleled for its talent and entrepreneurial activity, and draws on a rich infrastructure. One-half of the leading venture capital firms in the U.S. are in the San Francisco Bay area, and the top 25 of them manage a

total of \$6 billion.

These investors, assisted by experienced lawyers and accountants, have helped launch companies such as Silicon Graphics, Sun Microsystems, Amgen Inc., Apple Computer and Novell.

The business/academic connection also is very strong. Stanford University, for example, is an enormous research and development engine, spinning off technology into the private sector. Stanford employs 10,000 persons and its 1993 endowments are approaching \$200 million.

The Chief Executive Officer of Cypress Semiconductor, says: "For starting up a company, for turning some interesting idea that comes up in a university into a real product, there's no place in the world where you can do it faster."

Not convinced? Want a few examples? Consider Sun Microsystems, founded only 10 years ago.

Sun quickly has become a leader in high tech desktop computers, with an enviable reputation for developing a product from concept to volume sales in minimum time. Sun already is a \$4 billion company.

Or how about Octel Communications Corp.? In 1982, Robert Cohn (a Canadian) founded Octel to develop and market voice processing systems. Today, Octel is a \$200 million company, a market leader and supplier to corporations worldwide.

Systemix, Inc. was founded in 1988 by two former Stanford University professors. Within three years, the

Continued on page 3— Silicon

Line of Credit To Support Sales To Kuwait

The sale of Canadian goods and services in connection with the reconstruction of Kuwait is being supported by a US\$500 million shot in the arm through a medium-term line of credit announced recently by the Export Development Corporation (EDC).

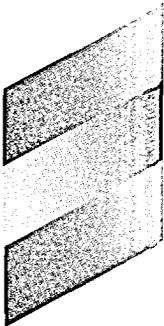
This line of credit will allow government departments in Kuwait to finance purchases of goods and services from Canadian companies through a simple and easily accessible credit facility.

Exporters wanting to know more about this line of credit should contact the EDC office nearest to them. The offices are located in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

EDC is a unique financial institution that specializes in helping Canadian companies compete internationally. The corporation facilitates export trade and foreign investment through the provision of risk management services, including insurance and financing, to Canadian companies and their global customers.

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Canada

Agro-Industry**Latin America, Caribbean Joint Venture Projects**

Deloitte & Touche Management Consultants and the International Institute for Cooperation on Agriculture (IIAC) are conducting a project to develop joint venture opportunities for Latin American agro-industrial firms in North America.

With Canadian International Development Agency and Agriculture Canada financial backing (initial contacts and start-up costs), this pilot program will focus on development of joint ventures among export firms from Ecuador, Costa Rica, Jamaica, Trinidad and Tobago, Uruguay and Canada.

The project has identified approximately 50 Latin American and Caribbean (LAC) agro-industrial firms interested in developing long-term associations with potential North American partners.

In Canada, the potential partners could include firms that can identify a benefit from working in the long term with an LAC firm.

Several companies screened recently by Latin American trade and investment organizations for quality and resources (technical and human), have been identified as being interested in long-term supply relations (market expansion) and/or joint ventures (technical development) with Canadian agro-industrial firms. They are:

Costa Rica:

- Producer of all natural dried bananas — Seeks Canadian partner to manage operations.
- Banana juice producer — Seeks Canadian market distribution and working capital.
- Valencia and Pina oranges grower — Seeks capital to establish processing plant for on-site production of orange concentrate.
- Banana pulp and papaya puree intermediates producer — Would like to share financing of new equipment and processing line expansion. The firm also seeks Canadian commercialization of its products under established brands.
- Guava snacks manufacturer — Seeks shared capital investment to establish new processing plant, markets and brands.
- Cocoa and chocolate products company — Would like to establish turnkey operation for industrial coconuts production. The firm would also like to share management, plant facilities, technology, and production systems.
- Producer of fresh chilled tropical fruit salad (institution pack) and frozen tropical fruit pieces (industrial pack) — Seeks a market development and sales partner for profit sharing in North America. The company also seeks shared in-

vestment in IQF (instant quick frozen) processing equipment and will provide support for North American firm wishing product introduction in Costa Rica.

Ecuador:

- Producer of baby foods line (based on tropical fruits and vegetables) — Seeks a North American marketing distributor, a supplier of template material for product expansion, and technical assistance in managing the new lines.

Trinidad & Tobago:

- Producer of guava pulp and guava jelly — Seeks to expand operations. The firm requires an equipment supplier or equity partner for a turnkey facility and North American market penetration.
- Manufacturer of long shelf-life products (fruit-flavoured crystals, peanut butter, canned tropical fruits, juices, jams, jellies, snack bars) — Seeks capital to upgrade operations. The firm also desires North American market distribution, using established brands.
- Producer of exotic preserved fruits — Requires limited capital to decrease debt-to-equity ratio. The company also seeks marketing expertise and assistance in North American market penetration. This firm can provide a limited Latin American market for introduction of North American firm's products.
- Cocoa and nutmeg intermediate products manufacturer — Requires technology and limited capital to expand operations. The firm would like to penetrate the North American market.

For information contact Emilio Portocarrero, Deloitte & Touche Management Consultants, 386 Woolwich Street, Guelph, Ontario N1H 3W7. Tel.: (519) 822-2000. Fax: (519) 822-0247.

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Mail to : *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

NEW ZEALAND — A well-established designer, manufacturer and importer of electrical and electronic equipment seeks suppliers of **small inverters that plug into cigarette lighters in a car** (for use with hairdryers, televisions, computers, fax machines). The

specifications are compact 12/24V, DC-230V, AC inverters. Economy, constant voltage chargers 12 & 24, 2-50 amperes. The company also is looking for **CAM-type rotary switches** (10-500 amperes) and would prefer to import the components for assembly in New Zealand. Contact Keith Wigglesworth, Manager, Sales and Marketing, Santon N.Z. Ltd., P.O. Box 27-185, Auckland, New Zealand. Tel.: (011-64-9) 694-128. Fax: (011-64-9) 694-122.

SWITZERLAND — A firm active in components, sensors, and temperature controls is interested in representing Canadian firms on an exclusive basis for the Swiss market for **thermal protectors, thermostats, thermo-cutoffs and related thermal control products**. Interested Canadian companies can contact Paul Connors, Second Secretary, Commercial Section, Canadian Embassy, P.O. Box CH-3000 Berne 6. Tel.: 011-41-31-44-63-81. Fax: 011-41-31-44-73-15.

CONTRACTS AWARDED

Bell Canada, Toronto, has signed an agreement having a total value of over C\$40 million with GTE Data Services Inc. (GTEDS) of Temple Terrace, Florida. Its purpose is to create a strategic alliance to develop, share and market information management systems for the telecommunications sector.

Newsco Well Service Ltd., Calgary, has sold three truck-mounted acid pumpers, associated auxiliary equipment and spare parts to the Oil and Natural Gas Commission of India (ONGC) with financing of up to \$424,000 from The Export Development Corporation (EDC). Under the contract The Canadian International Development Agency (CIDA) will provide a contribution of up to 38 per cent of the purchase price of the goods. Newsco Well Service Ltd., established in 1962, provides well service equipment and personnel to buyers around the world.

Build-A-Mold Ltd. and **Cnd. Soil Recycling International Inc.**, two Canadian companies recently concluded transactions worth more than US\$ 4 million under lines of credit established by EDC (Export Development Corporation) with two Mexican banks. **Build-A-Mold Ltd.** of Windsor, Ontario, has sold various automotive molds to Ayareb, S.A. de C.V.. EDC's financing will take the form of an allocation of US\$ 1,575,023 million under a confirmed line of credit with Banco Nacional de Mexico, S.A. **Cnd. Soil Recycling International Inc.** of Vancouver, B.C., has sold an asphalt recycling system and related road management software to Recicladora Mexicana de Vias Terrestres, S.A. de C.V., a Mexican recycling company. This transaction will be financed through an allocation of US\$ 1,953,342 under a confirmed line of credit with Nacional Financiera, S.N.C., a government-owned development bank.

Silicon — from page 1

company had patented a technique for separating blood stem cells from bone marrow — a key technology in the treatment of leukaemia and AIDS. Systemix went public in August 1991, and its share value multiplied eleven times in the next four months.

So, if you are export ready, contact the trade office. Tell the staff what your company does and what your objectives are for your visit to Silicon Valley.

Office staff want to help you take on the world by working with operating companies and investors in this area. Officers can help you make the best use of your time and effort.

"After all ... we know the way to San Jose."

The contact is Canadian Consulate Trade Office, Silicon Valley, 333 W. San Carlos Street, #945, San Jose, California 95110, U.S.A. Tel.: (408) 289-1157. Fax: (408) 289-1168.

U.S. Environmental Shows Clearly Mean Business

An excellent way for Canadian companies to promote their environmental technologies, products and services is through participation in trade fairs organized by the U.S. environmental industry.

External Affairs and International Trade Canada, through its U.S. Trade and Tourism Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.

Following is a list of "selected trade fairs" that Canadian companies might find worth pursuing:

- **NEW ENGLAND ENVIRONMENTAL EXPO** — Boston/Maine — April 13-15, 1993: National show with 400 exhibitors, featuring environmental products and services. This show is attended by 5,000 presidents, chief executive officers, environmental managers, federal, state and local officials and environmental engineers.

- **AMERICAN WATER WORKS ASSOCIATION** — San Antonio, Texas — June 6-10, 1993: A major show with more than 750 exhibitors displaying water meters, pipes, valves and other components for the water works industry. This event attracts more than 10,000 municipal and state officials, engineers, contractors and environmental specialists.

- **HAZARDOUS MATERIALS MANAGEMENT CONFERENCE** — Atlantic City, New Jersey — June 9-11, 1993: This international show, with approximately 550 exhibitors, features equipment

for the handling, treatment, storage and transportation of hazardous materials and waste. Regular attendance, of approximately 12,000 persons, includes plant engineers, environmental engineers, municipal waste management officials, chemists, technicians, and emergency response personnel.

- **AIR & WASTE MANAGEMENT ASSOCIATION** — Denver, Colorado — June 15-17, 1993: This international event, with more than 300 exhibitors, showcases products and services for air pollution control and waste management. Included are instrumentation, control equipment, engineering and consultant services. The show is attended by more than 6,000 engineers, waste management specialists and federal, state and municipal environmental control personnel.

- **WASTE EXPO'93** — Chicago, Illinois — June 23-25, 1993: With more than 500 exhibitors, this international show features solid and hazardous waste collection, transportation and disposal equipment; related support equipment, products and services. The show is attended by 10,000 private and public-sector officials and businesses involved in the collection, treatment and disposal of solid and hazardous wastes.

Companies interested in participating or seeking further information on these trade events should contact Donald Marsan, U.S. Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

International Fair Slated for Panama

Panama — Companies in the agricultural field have an opportunity to participate — either on site or through the display of product literature and promotional material — in an event that will expose them to a Panamanian market that offers "real opportunities."

It's the **International Fair** in David, Chiriqui, Panama, which is being held March 12-21, 1993 and at which External Affairs and International Trade Canada will have an Information Booth.

"Canadian agricultural firms," says a memo from the Canadian Embassy in San José, Costa Rica, "have discovered real opportunities in this market."

They add that "trade in this market is facilitated by the use in Panama of US dollars. Cash sales are common." What's more, Panama is going through a period of substantial growth, presently averaging 9 per cent per year.

Participation in this fair, which has been in operation since 1954, also affords Canadian companies the opportunity to visit other possible clients or customers in this "extremely rich agricultural area."

Companies interested in participating in or displaying literature at this **International Fair** should contact the Canadian Embassy, San José, Costa Rica. Tel.: (506) 55-35-22. Fax: (506) 23-06-09.

Companies interested in mailing literature or materials from Canada should send their packages (for onward forwarding) to Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Mexico, South America**Markets Hotly Pursued Through EAITC Shows**

While limited, space still remains for companies interested in participating in Mexico and South America trade fairs organized by External Affairs and International Trade Canada.

Briefly — the original recruitment was detailed in **CanadExport**, Vol. 10, No. 21, 1992 — the shows are:

Monterrey — METAL EXPOMEX'93 — March 9 to 12, 1993. Mexico's machine tools import market, valued at an estimated US\$324 million annually, is the focus of this show. Products with the best sales prospects range from numerically-controlled machine tools, lathes, milling machines, gear-cutting and finishing machines, to polishing and moulding machines, copying machines, wedges, knives, and blades. Contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358. Fax: (613) 944-0479.

Sao Paulo — The timing — April 13 to 16, 1993 — of **TELEXPO'93** could hardly be better for companies that are seriously interested in exploring Brazil's telecommunications market. This **3rd International Telecommunications, Broadcasting and Teleinformatics** trade show comes at a time when Brazil is deregulating and opening its market to international competition and abolishing its restrictions on the import of similar locally-manufactured telecommunications products. What's more, all aspects of the country's communications market are valued at

US\$3.6 billion — and **TELEBRAS**, the state telecommunications holding company, in its 1991 annual report, says there are plans to invest US \$19 billion in the industry through to 1996. Contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

Mexico City — EXPO-PAK'93 — May 18-21, 1993. Should interest packaging and labelling industry suppliers and manufacturers wishing to break into or expand their presence in the Mexican marketplace. Contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

Ukraine Catalogue Show Recruits Participants

Odessa — A unique opportunity exists for Canadian products and services to be professionally represented in the rapidly expanding Ukrainian market.

The occasion is the **First Canadian Catalogue Exposition (CONCORD'93)** being held April 15 to May 15 at the Main Exhibition Hall in Odessa, Ukraine.

Noting that the Ukraine "is moving speedily into the free market," show representatives add that participation in **CONCORD'93** offers "an opportunity to establish your company inexpensively in a potentially huge market of more than 50 million people" and "the opportunity to expand your sales and profits significantly in a new environment."

Odessa itself is a city with more than 1,000,000 inhabitants; it also is a trade nexus and a transport hub — there are 50 kilometres of dock facilities fronting on an excellent deep-water port that connects with extensive roads, rail and air links to Russia and

neighbouring countries.

CONCORD'93 organizers guarantee that company product and services catalogues will be given maximum exposure at his exhibition which is being aggressively supported by the press, TV and radio.

They also say that your catalogue "will be eagerly scanned by the cream of the country's industrial, trade and government decision-makers researching new technologies, products and services."

An added bonus will be a reference library in which companies' promotional material will be maintained — free of charge for a full year — in Odessa for reference by interested parties.

For further information on costs — there is a catalogue fee — or participation, contact — **before March 15, 1993** — Jake Korol, President, **KOBICO Worldwide Import/Export Inc.**, 21 Bradwick Drive, Units 11 & 12, Concord, Ontario L4K 1K6. Tel.: (416) 660-7944. Fax: (416) 660-0812.

Australian Customs Policies Offer Opportunities for Canadians

As a result of Australian Government concessional policies, some of which are new, Australian industry is able to achieve substantial savings in expenditures made on new plant and equipment.

These policies, which are directed to reducing Customs duties, have led to a marked improvement in the prospects for new investments in key Australian mining, manufacturing and tertiary industries.

For the 12 months ending 30 June, 1992, Australian industry obtained approval for concessions on nearly \$4 billion of investment on new or expanded projects leading to a saving of nearly \$100 million in Customs duties.

The concessions have been initiated to encourage industry to invest in new projects and to upgrade and expand existing facilities. They enable importation of plant or equipment, intended for use in major investment projects, at lower rates than would otherwise be the case. Often these concessions include the following:

Item 22: This item encourages exploration and development of oil or natural gas reserves up to the stage where the product is ready to be transplanted from the well head.

Item 42A: This item assists the shipbuilding industry in building or repairing ships weighing more than 150 tonnes. It applies to the import of materials and parts used in construction and repair.

Item 43 and 52: These items permit plant and equipment to be imported for projects in more than one shipment at the rate of duty applying to the whole product. They also permit a split consignment provision to apply to the imported parts of a complete functional unit where the balance of that unit is being made in Australia.

Item 45 and 46: These items concern the mining equipment and minerals processing equipment industries by allowing the import of plant and equipment not made in Australia at reduced duty rates.

Item 56: This item covers "state of the art" capital equipment that is not made in Australia.

Imports are recognized as an intrinsic part of the building of world size industrial activities in manufacturing, power generation, publishing, mining, mineral processing or transport.

The analysis of future investment projects show that within the manufacturing sector:

- the food and beverage industries are the major focus for investment and these projects are spread across all states;
- industries ranked just behind food and beverages include chemicals, fabricated metal products and steel making.

For information on tariff concessions into Australia, contact Ray Buciak, Asia Pacific South Trade Development Division. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Trade Marking Requirements

The Australian Customs Service recently published a Customs Notice (No. 92/194) outlining the obligations of traders under the Commerce (Trade Descriptions) Act 1905 and the Commerce (Imports) Regulations.

The **Commerce Act** deals with the application of the trade descriptions of both imported and exported goods. The Act requires true trade descriptions pertaining to:

- the nature, number, quantity, quality, purity, class, grade, measure, gauge, size or weight of the goods;
- the country or place in or at which the goods were made or produced;
- the manufacturer or producer of the goods or the person by whom they were selected, packed, or in any way prepared for the market;
- the mode of manufacturing, producing, selecting, packing or other preparation of the goods;
- the material or ingredients of which the goods are composed, or from which they are derived; or
- the goods being the subject of an existing patent, privilege or copyright.

The **Commerce Regulations** stipulate the marking for specific imported goods — the importation of which is prohibited unless correctly marked.

According to these regulations, all listed goods must have origin markings. In addition, some goods are required to be marked with a true description and/or a weight or quantity qualification.

These trade description markings should be:

- in English;
- in prominent and legible characters; and
- on a principal label or brand attached to the goods in a prominent

Continued on page 7— Australian

Algeria: Housing Shortage Provides Potential Construction Opportunities

The Algerian government has made construction a major priority and has ambitious plans for the construction of social housing and other dwellings.

There is an enormous shortage of housing and, with a rapidly expanding population, Algeria faces grim social problems if solutions are not found promptly.

The government estimates that there is a current shortage of 1.5 million dwellings and has recently announced plans to construct 60,000 dwellings within the next twelve months.

These will be social housing units, subsidized by the state, intended to alleviate the worst of the housing crisis. Even this ambitious program will not satisfy the ever increasing need for more construction.

With such a pressing need, the Algerian construction sector has enormous potential and Canadian firms have the opportunity to capitalize on the priority given to this

sector by the Algerian government.

In particular, the government is encouraging joint ventures and other forms of Canadian-Algerian partnership in an attempt to enlist Canadian firms in the struggle with the housing crisis.

The Algerian government also is attempting to revitalize its industry and to improve both production and productivity.

The opportunities for the Canadian firms lie, therefore, not so much in the export of raw building materials, but rather in the export of the valuable experience and techniques perfected by Canadians.

Joint ventures with Algerian firms to modernize and replace aging factories are much sought after by Algerian companies.

Canadian firms willing to form partnerships or joint ventures with Algerian firms, and willing to transfer technology and management techniques to Algeria, have an enormous potential for success in the Algerian market.

True, Algeria is a difficult market to crack and requires a great deal of patience and frequent visits to establish personal contacts. It is essential that a Canadian firm contemplating doing business in Algeria establish a local presence, either through a joint venture partner, a local representative or even a branch office.

Despite the effort, once a company has become established there is a great deal of potential for expansion.

One difficult aspect of the market involves the financing of projects. Currently Algeria is suffering, due to the level of world oil prices, from a shortage of hard currency. Virtually all contracts signed in Algeria must bring with

them a package of financing.

The Export Development Corporation (EDC) is very active in Algeria and financing from other international banking institutions is on the increase. The World Bank is currently negotiating a \$250 million line of credit, specially for the construction and housing sector.

The political situation in Algeria is very volatile, but the government is attempting to deal with the social problems, such as the shortage of housing and high unemployment, that have caused the discontent which has led to political upheaval.

Despite such irritants, the Algerian government is committed to opening its markets to the outside, to increasing productivity and to rationalizing state-run industries.

State-owned enterprises are now controlled by "Participation Funds" designed to remove the government from the day-to-day workings of the corporations. The government is committed to moving Algeria away from its socialist roots and firmly towards a free market economy.

In a recent meeting with the Canadian Ambassador, Mr. Marc C. Lemieux, the heads of some of the most important Algerian construction companies indicated that they had not only the license, but indeed the obligation, to make their companies more efficient and productive through better use of existing facilities, reduction of excess personnel, and an increased emphasis on sound business practices.

For further information, contact Loreta Giannetti, Desk Officer for Algeria, Africa and Middle East Trade Development Division (GBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 990-8134. Fax: (613) 990-7437.

Australian — from page 6

position and in as permanent a manner as practicable.

The Customs Notice also addresses the marking requirements for prepacked goods as well as for textile and apparel items.

For a copy of Australian Customs Notice No. 92/194, contact Info Export (as per box at bottom of page 12 and quoting code number 242 CA).

Questions on Australian marking regulations may be directed to Ray Buciak, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

ATA Carnet:

Customs Document Works Wonders

There is a document many exporters, professionals, performing groups and sports teams consider almost as essential as a passport when travelling abroad.

It is an ATA Carnet (pronounced carnay), an official international Customs document that simplifies taking temporary imports, such as professional equipment and commercial samples, in and out of foreign countries. The document is recognized by Customs officials in 45 countries, including nearly all of Canada's major trading partners.

In this country, Carnets are issued exclusively by The Canadian Chamber of Commerce, through Carnet Canada offices in Montreal, Ottawa, Toronto and Vancouver.

Administration of the worldwide Carnet system is through a headquarters in Paris, France.

Carrying a Carnet prevents Customs delays and red tape when entering and leaving foreign countries with goods or equipment that will eventually return to Canada. The goods can be accompanied or unaccompanied.

All Customs arrangements, including the necessary security deposit or bond, are quickly and easily made in advance before leaving Canada. The Carnet is then good for one year. This not only saves time and trouble for the people travelling with the temporary imports, it simplifies accounting and administration.

This helpful service has been of-

fered by the Canadian Chamber for nearly 20 years. Today, a growing and varied number of Canadian business, media, arts and sports organizations are discovering the benefits.

Carnets cover items as diverse as high-tech equipment, fashion samples, trade show exhibits, orchestra instruments, racehorses, TV and motion picture cameras, theatrical costumes and stage sets.

More information on ATA Carnets can be obtained by contacting Bill Browne, Director of Trade Services at The Canadian Chamber of Commerce, 1080 Beaver Hall Hill, Suite 1430, Montreal, Quebec H2Z 1T2. Tel.: (514) 866-4334. Fax: (514) 866-7296.

DIPLOMATIC APPOINTMENTS

External Affairs Minister Barbara McDougall announced in January the following diplomatic appointments:

General A. John G.D. de Chastelain, born in Bucharest, Romania, as Ambassador to the United States of America.

General de Chastelain was appointed Chief of the Defense Staff in 1989.

He replaces Derek H. Burney.

Donald W. Campbell, from Drayton, Ontario, as Ambassador to Japan.

Since 1989, Mr. Campbell has been Deputy Minister for International Trade, and Associate Under-Secretary of State for External Affairs.

He replaces James H. Taylor.

Paul D. Frazer, from Niagara

Falls, Ontario, as Ambassador to the Czech Republic and the Slovak Republic.

In Ottawa, he recently served as Executive Director of the Task Force on Central and Eastern Europe.

Mr. Frazer replaces Alan P. McLaine.

Marc Lortie, from Beauport, Quebec, as Ambassador to the Republic of Chile.

From 1989 to the present, he has been Minister-Counsellor (Political Affairs) at the Canadian Embassy in Paris and the Prime Minister's Personal Representative for La Francophonie. Mr. Lortie replaces Michael T. Mace.

Peter F. Walker, from Winnipeg, Manitoba, as Ambassador to the Republic of Austria with concurrent accreditation as Permanent

Representative to the United Nations in Vienna, to the International Atomic Energy Agency and to the United Nations Industrial Development Organization in Vienna.

From 1988 to 1992, he was Assistant Deputy Minister, Personnel Branch.

He replaces Edward G. Lee.

Isabelle Massip, from Montreal, Quebec, as Ambassador to the Republic of Finland.

Since 1989, Ms. Massip has served as Minister-Counsellor in Tokyo. She replaces Mary E. Vandenhoff.

Bernard A. Gagosz, from Val d'Or, Quebec, as Consul General in Seattle.

From 1989 to 1992, he served as High Commissioner in Singapore. Mr. Gagosz replaces Roger A. Bull.

BUSINESS AGENDA

Ottawa — February 2, 1993 — World Business Publications will sponsor a full day seminar on international agricultural opportunities. The seminar, being held at the Chateau Laurier Hotel, is directed to Canadian exporters of agricultural goods and services who wish to increase their international activities. It will also be of particular interest to associations, government officials, and the agricultural research community. For further information, contact World Business. Tel.: (613) 747-2732. Fax: (613) 747-2735.

Victoria — February 17, 1993 — **Corporate Communications Corcom'93 Trade Show**, organized by Trade Trends Marketing. For more information or to reserve booth, contact Ruth Roman. Tel.: (604)361-9598. Fax(604)361-9335.

Singapore:

Paint Labelling Requirements

The Singapore Ministry of the Environment has issued new labelling requirements for all paints containing lead compounds as additives. The new requirements are effective February 1, 1993, and apply to paints imported to Singapore for local applications. They are not required for paints imported into Singapore for re-export.

For details on the new labels, please contact the Canadian High Commission in Singapore, fax number (65) 225 2450, or the Asia Pacific South Trade Division of External Affairs and International Trade Canada in Ottawa, fax (613) 996-4309.

Ottawa, Oakville, Richmond Hill, Thunder Bay—This winter, Industry Science and Technology Canada is again sponsoring the seminar **International Trade Shows Made Profitable** in Ontario. The seminars will be held in: **Ottawa - February 18; Oakville - February 24; Richmond Hill - March 2; Thunder Bay - March 30.** For more information or to register, phone or fax International Training and Management Company, Toronto, (416) 483-3836.

Montreal — March 16-18, 1993 — Under the auspices of Industry, Science and Technology Canada, the Metropolitan Montreal Chamber of Commerce is organizing **Technology Focus**, a trade fair at the Montreal Convention Centre. With "Technology in the Service of Business" as its

motto, the fair will offer visitors an exhibition, lectures and seminars, along with a program of technical visits and one-on-one meetings. The event is designed to bring businesspersons and technology specialists together in an environment conducive to doing business. For more information, contact Toby King, Metropolitan Montreal Chamber of Commerce. Tel.: (514) 878-4651. Fax: (514) 878-2262.

Montreal — March 15-18, 1993 — **The Canadian Industrial Transportation League (CITL) Annual Convention and Transpo'93** ("One Step Beyond") will be held at the Place Bonaventure. For registration and exhibit information, contact: Patricia Mackle (CITL). Tel.: (416) 447-7766.

Reminder:

Not Too Late for Guadalajara Food and Consumer Show

There are still a few places available for ANTAD'93, the March 27-30 food and consumer show taking place in **Guadalajara**.

ANTAD attracts some 10,000 Mexican managers/buyers that represent supermarkets, department and specialty stores that serve the fast-growing food and consumer goods market. Indications are that consumer imports into Mexico are growing constantly—because of consumer curiosity to try new products and because imports of this kind are viewed as a status symbol.

Last year, the 29 Canadian companies participating in ANTAD recommended a return engagement. These Canadian exhibitors were suppliers of processed food, beverages, store equipment, leisure goods, housewares and giftware, all looking for an opportunity to penetrate the hugely attractive Mexican market. To register for **ANTAD'93**, please contact Ms. Sony Marques, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), EAITC. Tel: (613) 996-6142 Fax: (613) 952-3904.

TRADE WINDS

PREPARED BY THE STANDARDS COUNCIL OF CANADA

February 1, 1993

"Europe 1992" - Status Report

The European Community's self-imposed deadline of January 1993 to complete the legal framework for a Single Internal Market in which goods, labour and capital will move freely is now upon us. While the EC has made remarkable progress towards making this initiative a reality, and many important changes in the EC marketplace have already taken place, the challenge will continue well into this decade. At a time when Canadian manufacturers are readying themselves for new business opportunities in the EC, it is crucial that they be aware of the extent to which European policies and procedures are still evolving.

The move to create a Single European Market by January 1993 came in 1985 with the release of the European Commission's White Paper. This Report detailed a "new approach" to product standards that prescribed broad minimum requirements regarding consumer protection and public health. The task of developing standards to meet the technical requirements has been given to the three European standards organizations, European Committee for Standardization (CEN), European Committee for Electrotechnical Standardization (CENELEC) and the European Telecommunications Standards Institute (ETSI). The White Paper dealt not only with the preparation of mutual recognition of standards and technical regulations but also product testing and certification activities.

Of the 282 White Paper directives that have been proposed, 89 percent have now been adopted at the Com-

munity level. As of November 1992, there were 32 proposals outstanding, of which 23 were scheduled to be considered in December 1992. All of the necessary legislation in Member States to harmonize requirements for producers of manufactured goods is now in place. However, the implementation of these directives into national legislation varies widely. The Community, for its part, is being vigilant in monitoring transposition of directives into national legislation. The European Court of Justice is being used as a last resort for ensuring implementation by delinquent countries.

There will also be transition periods to allow for the completion of European standards in support of directives. While progress to date has seen many standards finalized, the burden of preparing some 2500 standards in support of European directives has not been completed.

Testing and certification is another area where arrangements are still being hammered out. The lack of coordination in testing and certification among European Community (EC) Member States is perhaps the biggest drawback facing Canadian exporters wishing to broaden their market to EC countries.

In the regulated market, access for products is ensured through legislation. Canada has already been involved in discussions with the EC Commission towards Mutual Recognition Agreements (MRAs) on

(continued next page)

Telecommunications Terminal Equipment

The EC Directive concerning Telecommunications Terminal Equipment (91/263/EEC), including the mutual recognition of their conformity, came into force on November 6, 1992.

The purpose of this Directive is "to harmonize conditions for the placing on the market of telecommunications terminal equipment in order to create an open and unified market". It will help to ensure that telecommunications terminal equipment, intended to be connected either directly or indirectly to a public telecommunications network, satisfy minimum public safety requirements. It will also help to reduce existing disparities in national legislation that presently restrict the flow of telecom products between European Member States.

Manufacturers of telecommunications equipment are now legally bound to comply with the requirements outlined in this Directive in order to obtain the CE mark of conformity. Copies of this Directive are available upon request from the Standards Council of Canada.

The Standards Council of Canada's TRADE WINDS joins the pages of CanadExport with a view to informing readers of standardization developments affecting global trade. It will feature timely information on the standards-related aspects of the liberalization of trade through bilateral or multilateral accords such as the North American Free Trade Agreement, the Canada-United States Free Trade Agreement, and the General Agreement on Tariffs and Trade, as well as information on the European Common Market Initiative.

Listings are available from SCC of draft European standards and notifications of proposed regulations recently received from 41 countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code). A sample listing is provided on the next page.

(from previous page)

conformity assessment for products under EC New Approach Directives that specify legislative health and safety requirements that must be satisfied. Other EC directives dealing with conformity assessment requirements and products under national regulation in the Community will also be included. Under such Canada-EC MRAs, Canadian manufacturers could have their products certified to European requirements by Canadian certification organizations and could apply the CE mark which would allow the product to be sold and distributed throughout the EC. Currently manufacturers must have products approved by European notified bodies, in the absence of notified bodies in Canada. Notified bodies are approved by governments of EC member states to perform required test within their own territories.

For non-regulated products, the European Organization for Testing and Certification (EOTC) was founded on April 25, 1990, to provide a focal point for European testing and certification activities and to promote voluntary mutual recognition agreements based on common criteria. The EN 45000 and 29000 series of European standards relating to the requirements for testing laboratories and certification bodies, as well as quality systems, will be used as the basis for these agreements. The EOTC recognized eight agreement groups for product certification in 1992 and a further eight are expected to be approved in 1993.

Agreement groups will be formed by the testing, inspection or certification bodies active in the market that are prepared to sign and manage mutual recognition agreements or certification schemes. The Standards Council of Canada has initiated discussions with the EOTC with a view to signing a mutual recognition agreement on laboratory accreditation between the Council's National Accreditation Program for Testing Organizations and the EOTC.

In the absence of formal arrangements, Canadian manufacturers may contact Canadian organizations increasing their linkages with counterparts in the EC. The Canadian Standards Association (CSA) is actively pursuing mutual recognition agreements with various European bodies and is working through the international standards community to ensure access for Canadian products. For example, CSA has received accreditation under the IECEE/CB Scheme, established, and is operated by the International Electrotechnical Commission (IEC). CSA accreditation will facilitate the trade of certain electrical equipment tested to IEC standards and enable the reciprocal recognition of test results. The Council of Forest Industries (COFI) and the Canadian Gas Association (CGA) also have agreements in place that allow Canadian products meeting EC conformity assessment requirements to be certified in Canada.

Clearly there is still much progress to be made before the Single European Market can become a reality. However, Europe's firm commitment to the faster development of standards, coupled with Canada's potential for being included in upcoming negotiations for reciprocal testing and certification arrangements, will help to facilitate access for Canadian business.

DRAFT EUROPEAN STANDARDS

In cooperation with CEN and CENELEC, the Standards Council of Canada has developed procedures by which Canadian industry can obtain draft European standards for review, provide input into these draft standards, and purchase published European standards.

ALUMINIUM

prEN 904-4

Wrought aluminium and aluminium alloys - Extruded rod/bar, tube and profile - Part 4: Extruded square bars - Dimension and form tolerances

Comment deadline date: 1993-04-07

Price: \$15.75

CONVEYOR BELTS

prEN 28094

Steel cord conveyor belts - Adhesion strength test of the cover to the core layer (adopted ISO 8094: 1984)

Price: contact SCC

GATT TBT NOTIFICATIONS

Listed below are notifications received recently from countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code).

FIRE PREVENTION

TBT 92.373 Belgium

Draft Royal Decree Establishing Basic Standards for Fire Prevention Which must be Satisfied by New Buildings

Coment deadline: 1993-02-27

Information regarding GATT TBT/notifications and draft European standards (see sample above) is contained in SCC's bilingual databases, available 24 hours a day, to standard-users in Canada and abroad.

Our GATT TBT/notifications and draft European standards database contains information on proposed regulations, mandatory standards or certification systems from countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code). Summaries of draft standards published by the European Committee for Standardization (CEN) and European Committee on Electrotechnical Standardization (CENELEC), resulting from the Single Market initiatives in Europe, are also included. Access to SCC's online database requires only a personal computer, telecommunications software, and a modem.

We also offer a service whereby clients can receive by fax summaries of draft European standards and GATT TBT/notifications that have recently been included in our database.

For further information on how to access standards databases or on our fax service please contact:

**Standards Council of Canada
Standards Information Service**

45 O'Connor Street, Suite 1200

Ottawa, Ontario

K1P 6N7

Tel.: (613)238-3222

Fax: (613)995-4564



PUBLICATIONS

ASEAN Publications

Two guides on the six ASEAN countries are now available from *External Affairs and International Trade Canada*.

The **bilateral relations guides** are six publications that outline Canada's individual bilateral relations and general prospects for business with Brunei (CA8), Indonesia (French only CF10), Malaysia (CA12), Philippines (CA14), Singapore (CA15) and Thailand (CA18). There is one guide for each of the countries. They outline ASEAN economic growth, Canada-ASEAN trade, specific imports and exports between Canada and that country, a profile of Canada's development assistance program with that country, and sample listings of joint ventures between Canada and the particular country.

The **business guide** (CA6) contains data on all six ASEAN countries. It is a compendium of most of the material contained in the individual bilateral publications, but it also includes more information on trade and economic relations.

Either guide can be obtained from Info Export at 1-800-267-8376 (Ottawa area 944-4000); Fax (613) 996-9709. Quote codes indicated.

Trinidad Plastics

The Commercial Division of the Canadian High Commission in Port-of-Spain, Trinidad has prepared, in association with a private consulting firm there, a report, *The Trinidad and Tobago Plastics Industry*, which is intended to assist export trade opportunities for Canadian firms to the local industry.

Areas identified for Canadian supply potential

include co-extrusion, compression moulding, reaction injection moulding (RIM), recycling, and exploration of petrochemical industry "downstream" processing potential.

Copies of the report are available from Dick Brown, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 943-8807. Fax: (613) 943-8806.

Pharmaceutical Market in Korea

"Canadian firms ... should consider Korea now", says *The Korean Pharmaceutical Market*, a study recently completed by the Canadian Embassy in Seoul, Korea.

The study indicates that Korea has become one of the world's top 10 pharmaceutical producers, with the industry, since 1987, growing at an average annual rate of over 18 per cent.

In 1991, total finished Korean pharmaceutical production was estimated at C\$6 billion. What's more, the rapidly growing Korean drug companies are seeking joint venture and new drug licensing opportunities.

The report says that, subject to limited exceptions, pharmaceutical raw materials and finished drugs may be imported into Korea. The best market prospects, however, are in licensing new drugs and in forming joint ventures with these rapidly growing pharmaceutical firms.

Copies of the study may be obtained from the Canadian Embassy, CPO Box 6299, Seoul, Korea. Fax: (82-2) 755-0686.

The Embassy also can provide advice on potential partners, market entry strategies and assist Canadian companies in dealing with the Korean government.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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125 Sussex Drive
Ottawa, Ont.
K1A 0G2



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11, No. 3

February 15, 1993

External Affairs and
International Trade Canada

dia to Purchase ansport Equipment

he Indian Ministry of Surface
nsport (MOST), in 1993-94, is
ected to purchase — through
rd Bank or Asian Development
nk funding — a variety of
nsport equipment.

ompanies interested in bidding
the supply of MOST's require-
nts — the tenders are expected
e issued shortly — would supply:
uclear density measuring equip-
nt (24 nos);

ynamic cone penetrometers (12
s);

RRLL bump integrators (3 nos);

lipstick road profilers (4 nos);

bitumen distributors 7,5001 (8
s);

hip spreaders (8 nos);

urvey equipment sets (8 nos);

No Siesta in Monterrey

Office Opens to Promote Growing Trade Interests

On January 26, 1993, Canada opened a satellite trade office in Monterrey, Mexico, to promote the growing volume of Canadian trade with that country's industrial north.

Monterrey is located 800 kilometres north of Mexico City in the heart of the state of Nuevo Leon, Mexico's second most important industrial region. Bordering Texas, the region is one of the largest producing and exporting states in Mexico. Industrial products and services, mineral deposits and processing as well as steel, cement, glass, petrochemicals and food processing are major industries. A quarter of Nuevo Leon's workforce is devoted to manufacturing.

Canadians already are exploring opportunities in this rapidly expanding market. In January, 1992, more than 200 Canadian exhibitors, representing 11 industrial sectors, attended the **Canada Expo'92** trade show in Monterrey. This trade show generated approximately \$70 million in prospective business for Canadian firms, with environmental and service companies enjoying particular success.

Business interest in Mexico is on the up-swing. The number of Canadian exporters contacting the Canadian Embassy in Mexico City in 1992 more than doubled to 4,500 calls and visits, making it one of Canada's busiest venues.

Last year Canadians participated in 16 trade fairs and 70 trade missions in Mexico. These events were organized by External Affairs and

International Trade Canada, provincial and industry associations. This year, EAITC has identified up to 27 trade shows in which Canadian companies could participate.

EAITC has organized a trade promotion program in Mexico directed at specific sectoral opportunities, to introduce as wide a cross-section as possible of potential exporters to the marketplace. Mining equipment, telecommunications, computer software, agriculture and food products, plastics, metalworking and machine tooling, and advanced technologies (which include geographic information systems) are prominent features of the events planned this year.

Fairs and missions are advertised on a regular basis in *CanadExport*. Details about trade shows may be obtained by contacting the Latin America Trade Division, External Affairs and International Trade Canada. Fax: (613) 944-0497.

The Commercial Officer in Monterrey is Ms. Patricia Chapa, Canadian Trade Office Edificio Kalos, Zaragoza 1300 Sur, Despacho 314, Monterrey, Nuevo Leon, C.P. 64000. Tel: (52) 83-44-32-00 or (52) 83-44-27-53. Fax: (52) 83-44-30-48.

INSIDE

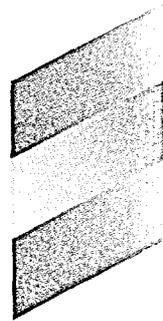
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AGEXPORT

Supplement: pp. I-IV

laboratory equipment;
raining aids;
river simulators;
olour/night blindness equipment
nos);
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mission, P.O. Box 5208,
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lex: (Destination code 81) 031-
863 (031-72363 DMCN IN); or
ondary Industries Division
AC), External Affairs and Inter-
tional Trade Canada, 125
ssex Drive, Ottawa K1A 0G2.
x: (613) 943-8820.



Canada

Trading House Connection

World Markets at Atlantic Canada's Doorstep

An event that has been specially organized to promote and expand export market opportunities for **Atlantic Canadian** manufacturers and processors will be held April 15-16, 1993 in Halifax, Nova Scotia.

Depending on its success, it will be held in other regions across Canada at future dates.

World Markets'93 will permit participants to meet representatives of more than 70 leading Canadian and international trading houses which, combined, are active, on a daily basis, in all products around the world.

What's more, they are looking for new suppliers and sources for existing export opportunities.

World Markets'93 consists of a half day training session for suppliers on how to work with trading houses. The session will cover such topics as: what a trading house is, how a trading house operates, how to select and work with a trading house, international contractual arrangements, successful export pricing and quotation methods and evaluating overseas inquiries.

The second day will be a trade show, with booths at which suppliers can display products and brochures and meet face to face with potential trading house partners.

World Markets'93 will give Canadian and international trading houses a chance to meet and see the best of what Atlantic Canada has to offer. It will also allow them to discard the traditional perception of Atlantic Canada as being a provider only of seafood and potatoes.

It also will be a unique opportunity for participants to meet a wide array of exporting and export-ready suppliers of, among other items, processed food products, high technology and engineering-based products, building and construction materials, consumer products, industrial goods and commodities.

Only here will traders have the opportunity to meet — under one roof — so many companies eager to explore new export possibilities.

Trading house representatives also will have the opportunity — during a special session to run concurrent to the supplier training session — to discuss among themselves such matters as business opportunities, human resources and global trading issues.

Connecting with the right export partner will be facilitated by: a comprehensive participants' directory (listing products and export interests); assigned booths for products and brochures displays;

an export opportunities bulletin board; a trading house mailbox system; and provincial trade officials to facilitate contacts and provide additional sourcing information to companies.

Trading houses account for over 60 per cent of Canada's non-United States destined exports.

If you are an Atlantic Canadian manufacturer, processor or supplier seeking to expand your export markets or be introduced to this exporting option, you should be participating in this event.

Only your commitment is required to have your product brochures and sample travelling around the world — at a fraction of the effort and cost of doing it yourself.

If you are a Canadian or foreign trading house seeking new qualified export-ready suppliers, you cannot afford to miss this opportunity.

World Markets'93 is being sponsored by External Affairs and International Trade Canada, Atlantic Canada Opportunities Agency and the World Trade Centre Institute in Halifax.

Co-sponsors include all four provincial trade departments, Industry, Science and Technology Canada, the Halifax Port Corporation, the St. John's Board of Trade and the Canadian Exporters' Association.

For a brochure, poster and further information on how to participate in this business-generating event, **Atlantic Canadian suppliers** are invited to contact Hugo Ban, telephone 1-800-463-2791. Fax: (902) 420-8308.

Canadian and foreign trading houses should contact Mr. Ban or Mike Reshitnyk, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 996-1862. Fax: (613) 943-1100.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Korea Recruits for Major Trade Fairs

In the first quarter of 1993, the Korea Trade Promotion Corporation (KOTRA) will present three important trade fairs/exhibitions that are likely to attract Canadian companies interested in penetrating (or expanding their presence in) this rapidly growing market.

The events, for which participants are now being solicited, will be held at the Korea Exhibition Centre in Seoul. Briefly, they are:

• **Seoul International Food Technology Exhibition '93 (Seoul Food '93)** — April 9-13, 1993 — Celebrating its 10th anniversary, **Seoul Food** is an excellent venue through which Canadian producers of food products and machinery can gain access to the Korean market.

This international exhibition last year attracted 246 exhibitors (121 domestic; 125 from overseas) and more than 38,000 business visitors. More are expected to attend this year.

Seoul Food '93 will feature food, beverages, additives, processing equipment, packaging materials and machinery/equipment for restaurants and hotels.

• **Seoul International Packaging Exhibition (Seoul Pack '93)** — April 9-13, 1993 — This international exhibition features packaging materials, packaging machinery, converting machinery and physical distribution machinery.

Organizers say that the demand for quality foreign products in the packaging field is strong, one reason being that Korea is becoming increasingly liberalized as well as showing strong and continued economic growth.

Attendance at **Seoul Pack '93** will expose Canadian companies to this ever-growing market as well as afford them the opportunity to meet, personally, with potential

customers.

• **Korea International Electronic Parts and Equipment Show (KEPES '93)** — April 29-May 3, 1993 — This is one of Korea's largest and most important specialized exhibitions, featuring a full range of electronic parts, components and related equipment — primarily for factory automation and testing purposes.

Now in its eighth year, **KEPES** is visited by all of Korea's major manufacturers in these fields, giving Canadian companies the op-

portunity to tap into a lucrative and expanding market — one in which there is a critical need to find new sources of highly technical parts.

For further information (participation costs, booth size, etc.) on these shows, contact either Korea Trade Centre, Suite 600, 65 Queen Street West, Toronto M5H 2M5, tel.: (416) 368-3399; fax: (416) 368-2893; or Korea Trade Centre, Suite 1710, 505 Burrard Street, Vancouver V7X 1M6; tel.: (604) 683-1820; fax: (604) 687-6249.

Safety, Security, Fire Services Subject of Show Set in Turkey

Istanbul — Companies involved in security, safety and fire prevention are invited to participate — either individually or through the display of catalogues, brochures and product literature — in a trade show being held here April 22 to 25, 1993.

Materials for display at **Security and Safety Turkey '93** must arrive at the Canadian Embassy in Ankara no later than April 5. Firms wishing to exhibit individually should contact the Embassy for information on how to proceed (see end of article).

The Information Booth, staffed by Canadian Embassy personnel, will be pleased to display and distribute promotional material of companies that produce commercial and residential security systems (alarms, safety doors, closed circuit monitoring systems), fire prevention and fighting equipment, and personal safety devices.

Embassy trade officers say that the market in Turkey for security and safety equipment is growing

rapidly and that Turkish construction firms requiring these items are very active in the Middle East and the Commonwealth of Independent States — a fact that could open doors to additional markets.

"**Security and Safety Turkey '93**", these trade officials advise, "will be an excellent venue for introducing products to authorized purchasers, distributors and agents."

For further information on how to book space at the exhibition, firms can contact the Canadian Embassy, Ankara. Tel.: (011-90-4) 436-1275. Fax: (011-90-4) 446-2811/4437.

Companies wishing to submit product literature for distribution at the Embassy Information Booth should send up to 150 copies of their brochures — for arrival by April 5 — to: D. MacDonald, Second Secretary (Commercial), Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, GOP 06700, Ankara, Turkey.

BUSINESS AGENDA

Vancouver — February 22-25, 1993 — **INTER COMM 93** — This international global telecommunications congress and exhibition will host decision makers, technical experts, manufacturers, suppliers and users of telecommunications technology, products and services. More than 7,000 participants from 56 countries are confirmed. Contact Project Office, **INTER COMM 93**, 500-1190 Melville Street, Vancouver V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

Calgary - March 1-2, 1993 - **North American Natural Gas Confer-**

ence, organized by Canadian Energy Research Institute (CERI). Among the topics being presented are Outlook for North American Gas Demand, Potential Impact of Mexico on North American Gas Trade, and North American Transportation/Marketing Issues. To register or to obtain more information, contact Bev Kovacs. Tel.: (403) 282-1231. Fax: (403) 289-2344.

Vancouver — (March 10-12, 1993); **Toronto** — (March 24 - 26, 1993) — **Letters of Credit and Foreign Collection Seminar**. These 3-day seminars will help exporters over-

come the problems associated with these methods of payment. Participants — especially export marketing personnel, export management trainees, traffic and customs personnel, sales/purchasing agents, customer service staff, and import/export clerks — will learn the procedures to help your company collect money in a timely fashion. For registration, cost, site details, contact Beatriz Amuchastegui or Norbert Schulte, ITC International Trade Consultants, 225 Maxome Ave., North York, Ontario M2M 3L3. Tel.: (416) 733-8236. Fax: (416) 221-8357.

Miami Event Highlights Information Technology Opportunities in the Americas

Miami — Unparalleled business opportunities are opening in the information technology markets of the Americas — a region comprised of 45 countries with a population totalling 725 million people.

For Canadian companies anxious to capitalize on these markets — many of which are rapidly being deregulated — the first practical step could be participating in **InterCom'93**.

Attendance at this conference (and a parallel exhibition) could assist interested Canadian firms in devising successful marketing strategies — based on an understanding of the new realities of the Latin American telecommunications and

computing marketplace.

From March 17 to 19 in Miami, Florida, **InterCom'93** will examine the nature and implications of these market changes, and explore how enterprising companies can profit from unprecedented business opportunities in Latin America.

Market research, distribution channels, buying patterns, government policies, market trends and opportunities are only a few of the areas which will be considered during this important event. (InterCom was founded six years ago by Intercom Inc. & International Data Group (IDG)).

In addition to the conference,

Intercom's subsidiary, **LATCOM**, is sponsoring and managing an exhibition that will bring together worldwide telecommunications and computer manufacturers with Latin American users and buyers. The particular venue offers an added bonus: Miami is acknowledged as the electronic gateway to the Americas — a market comprised of 45 countries and 725 million people.

For further information on costs or on how to participate in **InterCom'93**, contact Ross A. Cowan, RAC Marketing & Associates Inc., 81 Ramsgate, Ottawa K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Vol.11, No. 4

March 1, 1993

External Affairs and
International Trade Canada

Canada and EC Talk Standards

Canada and the Commission of the European Community recently held exploratory discussions on the possible negotiation of a mutual recognition agreement on conformity assessment of products.

Canada was one of the first countries outside of the Community to hold such talks with the Commission. This is due, in part, to our own interest in and preparedness for such negotiations, as well as to the similarity of our well-structured standards systems to those of the EC.

A mutual recognition agreement would allow manufacturers of both parties to have their products assessed at home with respect to the other side's requirements, and to have that assessment recognized by the other side. It would facilitate business in many industrial sectors in which testing and certification requirements apply.

Both parties will decide this spring as to when, or whether, negotiations on a mutual recognition agreement on conformity assessment between Canada and the European Community will proceed. Meanwhile, the Canadian government is undertaking extensive consultations with provinces and industry to assess the benefits of and interest in an agreement with the European Community in this area.

Contact L.T. Reissner, European Community Div., EA/ITC, Ottawa. Tel.: (613) 992-8763.

São Paulo

An Exporter's Dream Destination

The State of São Paulo, Brazil, often is referred to as "the engine driving Brazil's economy". It's also a state that offers Canadian exporters numerous potential trade opportunities.

With a gross domestic product of US\$158 billion and a population of 31 million people within an area of 248,000 square kilometres, São Paulo stands out as the primary industrial region of Latin America and the most important consumer market in Brazil.

In early 1990, Brazil jumped on the international band wagon of trade liberalization. The federal

companies. While the Brazilian government is experiencing financial difficulties, and international financing is still limited, excellent business prospects can be found in the private sector.

There are increasing opportunities for joint ventures and technology transfer agreements upon which to build commercial sales for a wide variety of products.

The capital and the state of São Paulo both bear the same name. São Paulo, with a population of 15 million people, is the sixth-largest metropolitan area in the world (after Tokyo, Mexico City, New York, Shanghai and Beijing) and is the main industrial and commercial centre in Latin America.

It is to Brazil what New York is to the United States. It supplies industrial and consumer products to the whole of Brazil and to many export markets. It is a sophisticated market where one can buy everything from designer clothes by Armani to chocolates by Godiva.

However, all of the environmental problems that are brought on by excessive growth, with overpopula-

Continued on page 2— São Paulo

Trade Winds:

*Standards Council
of Canada — pp. 6-7*

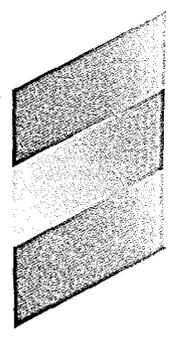
government implemented measures to open up Brazil's economy to imports, with the Brazilian business community realizing that survival and competitiveness depend on reducing costs and absorbing state-of-the-art technology.

Brazilian companies are striving to improve productivity levels, reorganize production processes, and prepare themselves for international competition in their own local market. The days of a "comfortable environment", formerly provided by trade barriers such as high tariff levels, market reserves and an overall protectionist trade policy, are over.

As a result, a very large potential market is developing for Canadian

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Canada

São Paulo Gateway to Latin America — from page 1

tion and intensive use of natural resources, are a major concern to the local citizens and authorities.

There are, therefore, good opportunities in the areas of environmental protection and clean-up services, where substantive financing from international organizations has been made available.

The most important and ambitious project is to clean up the Tietê River which runs through São Paulo and, more importantly, implement better environmental control in the 1,500 companies that pollute this river.

Excellent trade opportunities also exist in other industrial sectors, including:

- natural gas — This sector is on the verge of substantial expansion. Gas transmission and distribution equipment, as well as conversion equipment for gas-powered buses, trucks and taxis hold good promise.
- telecommunications — Mobile cellular systems and services, data transmission equipment and fibre optics are now being deregulated.
- agriculture — Canada maintains its position as an important supplier of cattle and genetics, as well as of wheat, lentils and canary seeds. The malting barley sector also stands as a promising market in this country of beer lovers.

São Paulo is the trade show capi-

tal of Latin America, with everything from informatics to dairy cattle having their own specific venue.

Many international companies are established in São Paulo. This means that clients in Canada also can be clients in São Paulo. Nine out of the 10 largest industrial companies in Brazil have headquarters in São Paulo. These include Ford, Volkswagen, General Motors, Unilever, Nestlé, IBM, and Mercedes-Benz. In addition, Alcan, Seagram, Moore Business Forms, McCain Foods and the Royal Bank of Canada have based their Brazilian operations in the city of São Paulo.

Although Brazil is a very large

country, more or less on the same scale as Canada, the heavy concentration of population and industry in São Paulo make it a distinct market in its own right. If you have a competitive product or service, São Paulo could be your major gateway to Latin America.

Specific trade enquiries on Brazil can be directed to the Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Interested parties may also contact the Canadian Consulate General, Avenida Paulista, 854, 01310-913 São Paulo, SP, Brazil. Tel.: (55-11) 287-2122. Fax: (55-11) 251-5057.

Canadian Exporters' Association Appoints New President

The new President — effective March 22, 1993 — of the Canadian Exporters' Association (CEA) is Mark Drake, who, for the past 10 years, has been President and Chief Executive Officer (CEO) of the Montreal-based high technology firm, Electrovert Limited.

Drake, a multilingual Oxford graduate, brings over 30 years of experience to the CEA. He

has worked extensively in Europe, India and the Far East, as well as in North America, either directly in export marketing and sales or as CEO with exporting companies.

Electrovert, with plants in Canada and the United States and with subsidiary offices in Europe and Asia/Pacific, exports 95 per cent of its Canadian production to more than 70 countries — an achievement which recently earned it an Export Award from External Affairs and International Trade Canada.

The CEA, the "voice" of the Canadian exporting community, is dedicated to serving the multifaceted needs of exporters and to creating the conditions necessary to make Canada an attractive base from which companies can successfully conduct their international business.

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BUSINESS OPPORTUNITIES

Australia is the focus of this 'Down Under' Business Opportunities Section. Geelong, one of the country's most important manufacturing centres, is highlighted.

Since the late 19th century Australia has been an important market for Canadian exporters. A Trade Commission, established at Sydney in 1894, was one of Canada's first overseas trade posts and was instrumental in the development of two-way trade which, in 1991, exceeded \$1.3 billion.

The State of Victoria, Australia's manufacturing heartland, offers Canadian exporters extensive commercial and trade opportunities. Industrial activity is centred in the corridor between the capital, Melbourne, and Geelong, on Port Phillip Bay.

The State is home to major industries, including automotive parts and vehicle assembly, machine tooling and metal working, industrial engineering and design, computer technology, apparel, textiles and footwear.

The State also is an important agro-industrial centre, home to the majority of Australia's food processing industries and to more than 60 per cent of the country's dairy cattle herd. In recent years, the Victorian wine industry has become a major exporter.

Geelong, 70 kilometres east of Melbourne, is one of Australia's most important manufacturing centres. Beginning as a major wool and storage exporter, this city of 200,000 inhabitants is home to Ford of Australia's casting and stamping plants, as well as the company's national engineering design and research centre. Major domestic autoparts suppliers (Henderson, Pilkington, and others) are located

in the region, as are such key material suppliers as Alcan, Alcoa and BHP Steel.

The recession of the early 1990s has made Geelong-area businesses cognizant of the need to expand into international markets. While focusing on the proximity of South and South East Asian markets, businesses see North America — particularly Canada — as an important source of raw materials, equipment and technology required to improve local competitiveness.

A recently concluded "Canada-Geelong Business Marketplace", organized by the Canadian Consulate in Melbourne, resulted in the identification of a number of new commercial opportunities for Canadian firms and their Australian counterparts.

The complementary nature of industry in both countries, coupled with the need to expand market horizons and productivity, augur well for the potential expansion of bilateral trade links. Joint ventures and strategic alliances between Canadian and Australian exporters could result in increased market penetration by innovative, cost competitive products, in these previously untapped market areas.

The Geelong-based firms that expressed interest in expanding trade and technology linkages with Canada include:

• **Portland Fibreglass Products**, P.O. Box 318, Portland, Victoria 3305, Australia. Fax: Wayne Barrett 055-23-6105. Seeking Canadian sources of **reinforced plastics and thermoplastic sheeting** for manufacture under license in Australia. Also interested in production of **anti-corrosion chemicals** for export from Australia to South East Asia.

• **Glenros Clothing Pty.**, 15 West Fyans Street, Newton, Victoria 3220, Australia. Contact Glenys Drayton. Seeking Canadian supplier of **natural chamois** for use in manufacture of complete range of sport/beachwear (Rip Curl).

• **Oberon Tanning Co.**, Gravel Pits Road, South Geelong, Victoria 3220, Australia. Fax: Charles Suvoltos 052-21-1858. Tanners of kangaroo skin, this firm is seeking **new Canadian technology for deer and/or kangaroo skin tanning processes**; also interested in **joint venture** for co-marketing in North America and South East Asia.

• **Tindala Pty. Ltd.**, 4 Dowsett Street, South Geelong, Victoria 3220, Australia. Fax: Michael Ford 052-22-3543. This importer of timber and equipment for the timber industry currently sources equipment for 1,000 cubic metres per month hardwood sawmill in Papua, New Guinea. Interested in Canadian **equipment for sawmill requirements**. Also export of **tropical hardwoods** to north America.

• **Unilink Research and Consultancy**, Deakin University, Geelong, Victoria 3217, Australia. Fax: Dr. Arpad Phillip 052-27-2013. This commercial and research agency with the university is very interested in **cooperation with Canadian biotechnology firms**, particularly in food and food processing technologies, and seeks **joint venture arrangements** for Australia with Canadian counterparts.

• **Gearing Dynamics Pty., Ltd.**, 48 Douro Street, North Geelong, Victoria 3215, Australia. Fax: Frank Parsons 052-78-1535. Seeking partner in Canada for **manufacture and marketing under license or joint venture** a pat-

Continued on page 4 — Geelong

Geelong the Place to Belong — from page 3

ented **braking system** (technology has been patented in Canada) for use in off-track and rough terrain vehicles in mining, logging and recreational applications.

• **Paratus Industries Pty., Ltd.**, 26-30 Holmes Street, North Geelong, Victoria 3215, Australia. Fax: Gerit de Grotenhuis 052-78-9177. Major manufacturer of **leather trim for auto industry**, this winner of State 1992 small business excellence award seeks **new products and technology for automotive application** (trim and accessories) for **joint venture or manufacture under license** in Australia.

• **Idyll Vineyards Pty.**, Ballan Road, Moorabool, Victoria 3221, Australia. Contact Nini Sefton. A producer of premium, high-quality **white wine**, this firm seeks **representation** for Canadian and North American markets.

• **Kempe Project Engineering**, 5 George Street, Portland, Victoria 3305, Australia. Fax: Alf Jones 055-23-5105. Seeking Canadian source of **crucible cleaning equipment** for aluminum smelters for **manufacture under license or joint venture** in Australia. Also interested in **co-marketing** in South East Asia.

• **Blahan Industrial Co. Pty., Ltd.**, P.O. Box 340, Geelong, Victoria 3220, Australia. Fax: Brian Hanrahan 052-48-5440. Seeking Canadian suppliers of **chemicals for the textile industry** for possible **joint marketing** in South East Asian markets.

• **Industrial Control Technology**, P.O. Box 165, Newton, Victoria 3220, Australia. Fax: Mark Crittenden 052-21-2799. This firm supplies **instrumentation and process control equipment** to major refineries, smelters, cement and other industries in the Geelong

region. Interested in **representing** new exporters in this field. Also can manufacture a range of process control equipment **under license or as a joint venture** for Australian and regional markets.

The Canadian Consulate in Melbourne, Victoria, is responsible for trade development in the states of Tasmania, South Australia, Western Australia and Victoria.

Trade staff would be pleased to provide additional information and assistance regarding the above-noted firms or other potential sales opportunities in their territory.

The High Commission in Canberra, ACT and Consulate General in Sydney, New South Wales, also provide a full range of export market development assistance and services to Canadian firms interested in the Australian market.

For more information concerning opportunities in Geelong and the State of Victoria, contact the Consul and Senior Trade Commissioner, Canadian Consulate, No. 1 Collins Street, 6th Floor, Melbourne, Victoria 3000. Tel.: 61-03-654-1433. Fax: 61-03-650-5939.

Cuba Sends out Quotation Request for Supply of Steel Sheets

The purchasing agency for Cuba's Ministry of Steel Industry has sent out a quotation request (No. C2-7365) for **steel sheets for bus manufacturing**. Specifications are numerous but total quantities for steel sheet (hot and cold-rolled) amount to 930 tons. Prices should be quoted FOB Montreal. Payment is by irrevocable letter of credit, payable at

sight. Delivery (two to three shipments) can be discussed but will start 30-45 days after issuance of letter of credit. Companies may send price quotations to or request specifications from the Canadian Embassy, Havana. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586 CAN CU. Staff will forward and follow up on behalf of interested parties.

Deadline Near:

Ethiopia Invites Sealed Bids for Supply of Various Items

With a bid closing date of March 29, 1993, the Institute of Agricultural Research (IAR) is inviting sealed bids (tender no. IDA-1521-ET-1-91) for the supply of a number of items. They include: **laboratory** (including supplies and chemicals) **and field equipment, audio visual equipment, microcomputers and electronic typewriters and calculators, vehi-**

cles (station wagons, double cabin pick-ups, mini buses and trucks), **and two green houses**. Source of financing is the IDA. A two per cent bid bond is required and documents cost approximately C\$13.00. Interested Canadian suppliers may contact the Canadian Embassy, Addis Ababa. Fax: (011-251-1) 51.28.18. Telex: 21053 (DOMCAN ET).

Exporters to Mexico Benefit from 'Bundling' Program

Final agreement on a new "bundling" program has been reached between the Export Development Corporation (EDC) and a number of its most important Mexican line of credit holders.

These lines of credit, representing some US\$200 million, form the cornerstone of EDC's lending activities in Mexico.

Under the bundling program, disbursements of all allocations under each line of credit will be bundled together every six months, with a common repayment term being applied to the new bundled amount. Previously, an individual repayment term was assigned to each and every allocation of financing (approved transaction under a line of credit).

Key benefits of the bundling program include improved accessibility to lines of credit, quicker processing of funds, and the financing by Canadian exporters of smaller-sized transactions — the minimum eligible contract amount will be reduced from US\$100,000 to US\$50,000.

With the continued strong performance of the Mexican economy and the ever-expanding trade links between Canada and Mexico (driven in part by the North American Free Trade Agreement), it is expected that the number of transactions supported under these facilities will continue to increase dramatically.

EDC is a unique financial institution that specializes in helping Canadian exporters compete internationally. With offices in major cities across Canada, EDC facilitates export trade and foreign investment through the provision of risk management services, including insurance and financing, to Canadian companies and their global customers.

Information Technology Program Promotes Strategic Alliances

Information technology companies interested in forming strategic alliances might find it worth their while to plug into a Strategic Alliances Program, recently set up in Mississauga, Ontario.

As a proactive measure, the program includes visits and interviews to create a company profile. Various on-line data bases are then searched for potential partners and the profile is distributed to various international trade offices and other interested parties.

Companies from sectors other than information technology are assisted on a reactive basis.

Strategic alliance opportunities are being explored and promoted for all functional areas, including research and development; manufacturing; marketing; and finance. These may take the form of technology transfers, licensing agreements, joint ventures, investment, mergers

and acquisitions.

The program — developed by the City of Mississauga and the governments of Ontario and Canada — was initiated here because Mississauga has more than 250 companies engaged in this sector (which includes computer hardware, software, telecommunications and electronics). It is also the Canadian head office for such world-class companies as Northern Telecom, Spar Aerospace and Microsoft.

Inquiries from information technology companies interested in forming strategic alliances or from government officials knowledgeable about such opportunities, may contact Peter Wolf, Strategic Alliance Officer, Economic Development Office, City of Mississauga, 300 City Centre Drive, Mississauga, Ontario L5B 3C1. Tel.: (416) 896-5445. Fax: (416) 896-5931.

Duty Drawback Aids Exporters

Canadian exporters could be claiming their full "duty drawback" entitlements, but, says a Customs brokerage firm, they lack knowledge and access to information.

While the government gives back an estimated \$800 million every year in duty drawbacks — an estimated 40 per cent worth of eligible drawbacks remain untapped.

Duty drawback is a little known provision in the Customs legislation, an inducement to export, and a stratagem to help improve the balance of trade.

The drawback is meant to stimulate international trade by eliminating the effect on duty paid on imported goods that are used in the manufacture of exported items, making them more competitive in

world markets.

This way, the average exporter can use the drawback to reduce his/her prices in foreign markets or, the exporter can pass it over to suppliers in return for lower prices.

Re-exportation of the goods is the key to being eligible for duty drawbacks. An item must first be imported — and import duties paid. The item must then be exported — in the same condition as imported or after being used to produce another product that is exported.

Interested exporters should consider contacting their local Customs office or a drawback consultant and review the parameters of the program to determine if they qualify.

They might also want to take con-

Continued on page 9 — Duty

TRADE WINDS

PREPARED BY THE STANDARDS COUNCIL OF CANADA

March 1, 1993

CSA receives OSHA accreditation

The Canadian Standards Association (CSA) received recognition by the U.S. Occupational Safety and Health Administration (OSHA) as a Nationally Recognized Testing Laboratory (NRTL) on December 24, 1992.

OSHA recognition makes CSA equivalent in stature to other NRTL organizations with respect to regulatory acceptance throughout the U.S. and enhances CSA's existing state and local accreditation, says a recent CSA news release.

National recognition in the U.S., coupled with this partnership network, will enable CSA to offer full and localized service within North America to its customers and clients around the world. It will enable CSA to carry out tests and examination of equipment for compliance to workplace safety standards for sale in the United States.

"Along with continuing efforts towards harmonized standards, this recognition reflects the spirit of the North American Free Trade Agreement (NAFTA), as well as the needs of customers on both sides of the border", said CSA President John Kean.

The announcement of CSA's recognition in the *U.S. Federal Register* follows intense debate in the U.S. regarding OSHA's June 3, 1992 preliminary findings that CSA met the necessary criteria for approval as an NRTL. A number of U.S. firms, represented by the American Council of Independent Laboratories, objected to these findings. The Council claimed that OSHA's positive assessment of CSA as a potential NRTL neglected the issue of reciprocity.

OSHA sought advice from the General Counsel of the Office of the U.S. Trade Representative on this issue. The Trade Representative's opinion was that, since the U.S. had agreed to give national treatment to Canadian testing laboratories under the Canada-U.S. Free Trade Agreement (FTA), OSHA should give Canadian and U.S. NRTL applicants equal treatment. OSHA affirmed

TRADE WINDS features timely information on the standards-related aspects of the liberalization of trade through bilateral or multilateral accords such as the North American Free Trade Agreement, the Canada-United States Free Trade Agreement, and the General Agreement on Tariffs and Trade, as well as information on the European Common Market Initiative.

that it found "substantial merit in the trade representative's opinion and was inclined to adopt this assessment as its own".

Further enquiries regarding CSA's accreditation may be directed to Mr. Conrad Tucker, Coordinator, Media Relations (416)747-2456.

SCC accredits APA

The American Plywood Association (APA), based in Tacoma, Washington has become the second U.S. organization to receive Standards Council of Canada accreditation as a certification organization.

SCC accredited APA in December for the certification of manufactured wood products, including softwood plywood; waferboard, strandboard and particleboard; glued laminated timber; structural composite timber, structural composite lumber; composite structural use panels; structural composite shapes (beams, trusses and stressed skin panels).

SCC had approved granting accreditation to APA as an accredited certification organization last October, at such time as it confirmed to SCC that it had a registered certification mark available for all certification services to be offered in Canada.

Chapter 6 of the Canada-U.S. Free Trade Agreement, on Technical Standards, provides for the accreditation of U.S. testing facilities, inspection agencies and certification bodies in Canada and of Canadian organizations in the U.S.. A complete listing of all SCC-accredited certification organizations is contained in the Standards Council of Canada's "Directory of Accredited Certification Organizations" (CAN-P-1505), available upon request from SCC.

EC Directive: Safety of imported products

The EC Commission recently released a proposal for a Council regulation relating to checks for conformity of products imported from third countries, COM(92)466 FINAL. Its purpose is to ensure the safety of products from third countries entering Member States and their compliance with Community or national rules on product safety.

Under the proposed regulation, customs authorities will be required to suspend the release of any product or batch of products which:

display characteristics which raise serious doubt as to the existence of immediate risk to health or safety when the product is used under normal and foreseeable conditions, and/or;

is not accompanied by a document or is not marked according to Community or national rules on product safety applicable in the Member State in which it is to be sold.

It is the responsibility of the authorized national authorities to monitor the market and adopt measures to prohibit placing unsafe products on the market. They will also be required to affix an endorsement on the product indicating its acceptance or refusal for market circulation. Member States must advise the Commission of the name of the national authority responsible for monitoring the acceptance of products into their country.

Once adopted, this regulation will be binding and must be implemented into national legislation in all EC Member States. Copies of this proposal are available upon request from the Standards Council of Canada.

Plywood lumber standards dispute ends

The end to the dispute between Canada and the United States over plywood lumber was announced in a press release issued by the Honourable Michael Wilson, Minister of Industry, Science and Technology on December 22, 1992.

The Bi-national Committee on Plywood Standards (BNC), struck to harmonize standards for sheathing plywood in the two countries, has been disbanded. Harmonized national standards agreed to were the U.S. "Performance Standard for Wood-Based Structural-Use Panels", (PS-2-92) and Canada's "Construction Sheathing" standard, (CAN/CSA-O325.0-92). The Canadian standard has been incorporated into the National Building Code of Canada and the U.S. standard has been incorporated into National Evaluation Report NER-108 of the four U.S. model building code organizations. These harmonized performance standards will allow plywood with knots up to three inches in diameter to be accepted in Canada provided that certain performance requirements can be satisfied.

However, to many this dispute appears to be far from over. Peter Metcalfe, COFI's plywood manager has recently stated that "the dispute is not resolved as far as Canadian producers are concerned." He said that this settlement leaves the U.S. plywood industry with easier access to Canadian markets while Canadian manufacturers will continue to face unfair U.S. standards restrictions.

For further information, please contact the Media Relations Office, External Affairs and International Trade Canada at (613)995-1874.

DRAFT EUROPEAN STANDARDS

In cooperation with CEN and CENELEC, the Standards Council of Canada has developed procedures by which Canadian industry can obtain draft European standards for review, provide input into these draft standards, and purchase published European standards.

TIMBER

prEN 942

Timber joinery - Classification of timber quality

Comment deadline date: 1993-05-06

Price: \$18.90

TUBE INSTALLATIONS

prEN 50107

Signs and luminous-discharge-tube installations operating from a no-load output voltage exceeding 1,000 V

Comment deadline date: 1993-04-01

Price: \$36.75

GATT TBT NOTIFICATIONS

Listed below are notifications received recently from countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code).

TOYS

TBT 92.394 Hong Kong

Toys and Children's Products Safety Ordinance

Comment deadline date: 1993-02-01

Information regarding GATT TBT/notifications and draft European standards (see sample above) is contained in SCC's bilingual databases, available 24 hours a day, to standard-users in Canada and abroad.

Our GATT TBT/notifications and draft European standards database contains information on proposed regulations, mandatory standards or certification systems from countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code). Summaries of draft standards published by the European Committee for Standardization (CEN) and European Committee on Electrotechnical Standardization (CENELEC), resulting from the Single Market initiatives in Europe, are also included. Access to SCC's online database requires only a personal computer, telecommunications software, and a modem.

We also offer a service whereby clients can receive by fax summaries of draft European standards and GATT TBT/notifications that have recently been included in our database.

For further information on how to access standards databases or on our fax service please contact:

**Standards Council of Canada
Standards Information Service**

45 O'Connor Street, Suite 1200

Ottawa, Ontario

K1P 6N7

Tel.: (613)238-3222

Fax: (613)995-4564



*In Person or by Brochure:***Presence at Cuba Show Could Prove Healthy**

Havana — Canadian medical equipment/services suppliers have an opportunity, April 22-28, 1993 to introduce their capabilities to the Cuban market where medical care and its associated requirements remain a high priority in this country's social programs.

The occasion is the **Sixth International Health For All Trade Show** which is held every two years and which attracts a large number of foreign exhibitors.

At this fair, Cuba, in addition to its traditional requirements for medical care products, drugs and equipment, also seeks to enhance its position in the international marketplace by establishing associations or joint ventures with foreign firms.

In this endeavour, the country is devoting great efforts to develop marketable products in the biotechnology and advanced medical fields. Included are health care centres directed at the international market, the construction of new laboratories, and the development of computerized medical equipment, new drugs and curative technologies.

Main products of interest at the fair include: vials and ampoules; medicine containers; laboratory glass materials; diagnosis reagents; equipment and materials for the pharmaceutical industry; optical equipment; bandages and dressing; disposable medical and dental materials; chemicals and catheters.

Participating in **Health For All**, say organizers, is a cost-effective way for companies to promote their products/equipment among a large number of Cuban buyers and end-users. It also affords them the opportunity to gain first-hand information on the market potential for their products.

While attendance at this show does not guarantee sales, it is certain that a company's presence will facilitate contact with Cuban buyers and allow personal discussion and assessment of business prospects.

Another bonus could be that, despite the difficult economic situation, MediCuba (the state trading agency responsible for imports for the medical sector) is likely to negotiate contracts on a cash-payment basis — when products or equipment are urgently needed by the local health care sector.

Companies interested in partici-

pating in **Health For All** should contact, as soon as possible, the Canadian Embassy, Commercial Division, P.O. Box 500 (HAVAN), Ottawa K1N 8T7.

For further information concerning space rental or shipping of exhibition materials, contact the Embassy. Tel.: (011-53-7) 33-2516/17. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586.

Companies unable to attend personally should send, also as soon as possible, 20 copies of product catalogues/literature which the Embassy will distribute to MediCuba and other exhibitors.

*Trade Commissioners Attend***North Africa, Middle East Markets Highlight Cross-Canada Seminars**

Participants in a series of cross-Canada seminars will learn first-hand from trade commissioners in the field about numerous and diverse trade opportunities in North Africa and the Middle East — a market to which Canada annually exports more than \$2 billion in goods and services.

The **North Africa and Middle East Market Opportunities Seminars (NAMMOS)**, being held between March 5 and 17, 1993, will feature presentations by Canadian trade commissioners representing Iran, Saudi Arabia, the Gulf States, Kuwait, Morocco, Algeria, Tunisia, Egypt, Syria, Jordan and Israel.

Opportunities in these market areas include: telecommunications, agri-food, oil and gas, mining, energy, environmental services, education and training, forestry, transportation, and defence and security products.

Location, dates and telephone contacts for each seminar are:

- **Halifax** — March 5 — World Trade Centre — Ed Wang/Rachel Benjamin. Tel.: (902) 426-6362.
- **Montreal** — March 8-9 — Sheraton Hotel — Francois Archambault. Tel.: (514) 283-4262.
- **Toronto** — March 10-11 — Park Plaza Hotel — Ken De Wolfe. Tel.: (416) 973-5019.
- **Winnipeg** — March 12 — Winnipeg Chamber of Commerce — Ron Laing. Tel.: (204) 983-2594.
- **Calgary** — March 15-16 — Palliser Hotel — Doug Caston. Tel.: (403) 292-6642.
- **Vancouver** — March 17 — Meridien Hotel — Del Bacon. Tel.: (604) 666-1437.

General information on **NAMMOS** also may be obtained from External Affairs and International Trade Canada's Info Export. Tel.: 1-800-267-8376 (Ottawa area: 944-4000).

Show in São Paulo Door to Markets in Telecommunications

São Paulo — Lucrative opportunities abound in Latin America for Canadian telecom companies. For those seeking to increase the export potential of their telecommunications products and services in this fast-growing trade area, May 18 to 20, 1993 just may be the dates to begin a market positioning strategy.

One such doorway is through attending **Telematica'93**, a major telecommunications event taking place in São Paulo, Brazil.

With a full three-day conference and exhibition focusing on end-users, telephone company executives, and technical personnel interested in the latest technological developments, this is a golden opportunity for market penetration and enhancement.

Telematica'93 will be the first event of its kind to bring together the efforts of **SUCESU-SP** (the largest Brazilian end-user association) and **LATCOM** (the organizer of the most successful telecom/datacom events in the Americas & Caribbean).

São Paulo, with over 15 million inhabitants, is Brazil's business centre, providing over 55 per cent of the country's total gross domestic product.

Telematica '93 could be your company's first step toward tapping the potentially lucrative Brazilian and Latin American telecom/datacom markets.

For further information on costs or on how you can participate in **Telematica '93**, contact Ross A. Cowan, RAC Marketing & Associates Inc., 81 Ramsgate, Ottawa K1V 8M4. Tel.: (613)-733-7822. Fax: (613)-733-7131.

Water Computing, Trade Display Converge at Australia Conference

Melbourne — more than 250 delegates from all areas of the water industry in Australia and from overseas are expected to attend **WATERCOMP'93**, being held here March 30 to April 1, 1993.

Focusing on computing technologies for the water industry, this wide-ranging conference, attracting all levels of private industry and government, deals with such water industry functions as supply; drainage; flood-plain and river management; salinity, ground water and waste water collection, treatment and disposal; catchment and environmental management.

In conjunction with the confer-

ence there will be an extensive trade display, enabling conference delegates to see and discuss with trade delegates the latest advances in computing for the water industry.

Further information on the conference is available from The Institution of Engineers, Australia, **WATERCOMP'93**, Conference Manager. Fax: (06) 273-2918. Trade display information is available from M. Jones, ACADS, Australia. Fax: (03) 885-5974.

Information may be obtained from Patrice Veilleux, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada. Fax: (613) 996-4309.

Turkey to Host Defence Show

Turkey — A major international exhibition of interest to Canadian defence and aviation companies will be taking place in Turkey in September 1993.

The first international defence and aviation show will be organized and coordinated by Rhéal Leroux and Associates, an Ottawa consulting firm. Participating companies will be recruited with the cooperation of External Affairs and International Trade Canada.

The Canadian delegation will consist of leading producers of

military systems, including defence products, services and technology.

This will be an opportunity for Canadian participants to gain ground worldwide in the field and to increase their chances of penetrating the international market. The doors will be wide open for new trade transactions.

For further information, contact Anne Patry, Project Officer, Rhéal Leroux and Associates, 37-1010 Polytek Street, Ottawa, Ontario. Tel.: (613) 741-9397. Fax: (613) 741-9906.

Duty Drawback — from page 5

control of and streamline either or both the import and the export functions — bringing them in-house (rather than using the services of a Customs broker).

Computerizing the functions provides exporters with the information they need from both sources so that they can automatically calculate their entitlements and generate the

drawback claims. (As a byproduct, exporters then can automatically produce the necessary import and export documents needed to meet Customs requirements.)

Contact Maria Sheppard, Vice President, Management Systems Resources (MSR Inc.), 171 Eastern Avenue, Toronto M5A 1H8. Tel.: (416) 363-8000. Fax: (416) 363-0280.

Priority Trade Areas Pinpointed in Malaysia

Malaysia holds great export potential for Canadian companies. It is one of the fastest-growing of the six-nation Association of South East Asian Nations (ASEAN), a group of countries that are becoming of increasing commercial importance to Canada.

Malaysia's real gross domestic product was forecast to hit 8.5 per cent in 1992, the seventh consecutive year of strong economic expansion. Manufacturing continues to power this growth, with a projected increase of 13 per cent.

As a recognition of Malaysia's impressive economic surge, the Geneva-based International Institute for Management Development has placed it in fourth spot in its developing country competitiveness index.

Two-way Trade

This achievement is an indication of Malaysia's drive to reach developed-nation status by the year 2020 through its focus on privatization, enhanced training, and infrastructure development.

Canada-Malaysia commodity trade reached \$731.7 million in 1991, including \$295.7 million in Canadian exports. Although Canada's merchandise exports were down slightly in 1991 from previous years, services (which are not reflected in these figures) are becoming a more important aspect of the Canadian-Malaysian bi-lateral economic relationship.

Priority Areas

The Canadian High Commission in Kuala Lumpur has identified eight sectors which it believes are priority areas for Canadian exporters.

They are: environmental equipment and services; oil and gas products and services; transport systems and services; agriculture and food products and services; information technology and electronic

products; power and energy equipment and services; education, medical, and health products; and the construction industry.

Trade Fairs, Missions

The High Commission, along with such other organizations as Western Economic Diversification, Industry, Science and Technology Canada, and provincial trade departments and organizations, are planning a limited number of trade fairs and missions to assist Canadian companies assess the Malaysian market in these sectors.

Separate from these government events, companies that have targeted Malaysia as a potential market in their export plans may be eligible for assistance from the fed-

eral Program for Export Market Development (PEMD) or similar provincial export programs.

Contacts

Further information on exporting to Malaysia is available from the Canadian High Commission, 7th Floor MBF Plaza, Jalan Ampang 50450, Kuala Lumpur, Malaysia. Tel.: (03) 261-2000. Fax: (03) 261-1270.

For general information on Malaysia or for copies of market studies that are available for certain sectors, contact Ted Weinstein, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309 or (613) 952-3904.

CONTRACTS AWARDED

CAE Electronics Ltd., Ville Saint-Laurent, Quebec, with financing of up to US\$8.67 million through the Export Development Corporation (EDC), has sold a Boeing 747-400 flight simulator to Air India. CAE is the world's top flight simulator manufacturer.

Mactronic Ltd., Red Deer, Alberta, with EDC financing of US\$115,511, has sold an electronic automatic ignition system to Pemex, Mexico's state-owned oil company. Mexico is Canada's largest trading partner in Latin America and continues to be an excellent export destination for a wide variety of Canadian goods and services.

General Electric Canada Inc., Mississauga, Ontario, has been awarded a contract for the sale of DC electric motors to Turkey. The sale is being supported by EDC financing of US\$7.9 million. Gen-

eral Electric is a recognized leader in consumer and commercial electrical products which are exported worldwide.

SNC-LAVALIN, Montreal, in joint venture with Johannesburg-based Engineering Management Services, EMS, has signed a contract with the South African firm, Alusaf Limited, to build a new 466,000 tonne-per-year aluminium smelter at Richards Bay, South Africa. The project is evaluated at a capital cost of about \$3 billion. The same company, with work to be done by its Calgary-based subsidiary, SNC Partec, has signed a \$70 million contract with the China National Import and Export Corporation for a styrene plant in northeastern China. SNC currently is completing an \$18-million contract for engineering and procurement of a thermoplastics-based plant at Jiujiang.

PUBLICATIONS

U.S. Federal Contracts

Architects, consulting engineers and environmental engineers will find a new study, *Opportunities in U.S. Federal Contracts* especially helpful in pursuing U.S. federal contracts for **building design and renovation as well as environmental site restoration**. The study highlights the market size and upcoming projects, tells how to find contract opportunities, outlines contracting procedures, suggests ways to pursue opportunities, and lists key contacts and publications that provide more details. Please request copies by fax from Judy Bradt, Commercial Officer, Embassy of Canada, Washington D.C., (202) 682-7619; or fax (613) 990-9119 Doreen Conrad, Marketing Officer, U.S. Trade and Tourism Division, External Affairs and International Trade Canada, Ottawa.

Catalogues Recruit

Companies anxious to find out more about participating in one or both of two up-coming catalogues are requested to contact the publishers (see end of article) as soon as possible.

One Forestry Canada catalogue, *Pulp and Paper Equipment and Services for World Markets*, is in English and Spanish (to consider the North American Free Trade Agreement), with a 10,000 circulation. It will be included in *Canexport Publications*, increasing the total circulation to 70,000 worldwide in three languages.

The second publication, *Quebec-Mexico: Of One Accord*, is a catalogue of suppliers of Quebec goods and services that have been identified as priorities for exports to Mexico.

Produced in conjunction with the

Minister of International Affairs of Quebec, the publication will be in Spanish and French and have a circulation of 5,000.

It, too, will be included in *Canexport Publications*, increasing the circulation to 65,000 worldwide in three languages.

For further information, contact Canexport Publications, 955 Boulevard St. Jean, Suite 203, Pointe Claire, Quebec H9R 5K3. Tel.: (514) 426-5865. Fax: (514) 426-5864.

Seafood Sourcing Guide

A new Canadian sourcing guide, of particular interest to Canadian fish and seafood exporters, will be available by the end of this month. Produced by the Agri-Food, Fisheries and Resources Division of External Affairs and International Trade Canada, the guide lists some 500 Canadian fish, shellfish and seafood exporters, as well as 20 fisheries-related associations. It also allows importers of Canadian fish and seafood products to contact suppliers directly. A detailed product index identifies particular species/product forms. The guide also will be available on bilingual diskette (3.5-inch format), allowing users, using key words, to search the database. Free copies — please quote appropriate code numbers — of the guide (code 135 TA) or the diskette (135 TB) will be available through Info Export. Tel.: toll-free 1-800-267-8376 (Ottawa area: 944-4000). Fax: (613) 996-9709.

UK Simulator Market

Companies wishing to market **simulators** to the United Kingdom's Ministry of Defence (MoD) will wish to read these publications:

The first one is called *Ministry of Defence: Use of Simulators in Training*, and has recently been

published by the UK Comptroller and Auditor General. It covers all three services, but concentrates on the RAF. The Department plans to spend **700 million pounds sterling** on simulators over the next 10 years. The report discusses a number of simulators in use or planned and summarizes views expressed by UK simulator manufacturers. The report may be ordered from (quote the publication code: HMSO 247; price is 7.95 pound net): HMSO Publications Centre, P.O. Box 276, London, SW8 5DT, United Kingdom. Fax orders: 44-71-873 8200.

The other report is *The Defence Manufacturers Association (DMA) on Simulation and Training Systems, 15th October 1991* and is a compilation of presentations from the seminar. Included are the industry view of the MoD as a customer, and MoD assessments of its future requirements, by service. The conference was organised by a sub-group of DMA, the UK Simulation Advisory Group (UKSAG), which is comprised of approximately 50 member companies in the industry. Both the conference proceedings and a detailed *Directory of UKSAG members* may be obtained from the Defence Manufacturers Association, Marlborough House, Headley Road, Grayshott, Hindhead, Surrey GU26 6LG, United Kingdom. Fax: 44-428-604567. Price for these two publications is 15 pounds for non-DMA members.

Panama's Medical Sector

The Commercial Section of the Canadian Embassy in San José, Costa Rica, has just completed a study on the potential of the business market in the **medical and**

Continued on page 12 — Panama

BUSINESS AGENDA

Kingston — March 12-13, 1993 — **Dealing with the Dragons:** A symposium examining the relationship among Hong Kong, Korea, Singapore, Taiwan (The Dragons); Thailand, Indonesia, Malaysia (The 'Little' Dragons); and Canada. Sponsored by the Centre for Canada-Asia Business Relations (CCABR) of Queen's University, the Hong Kong Bank of Canada, and Queen's University School of Business. To register or to obtain more information, contact Sandy Vermani, CCABR, Kingston. Tel.: (613) 545-6438. Fax: (613) 545-6674.

Toronto — March 13-21, 1993 — A comprehensive, four-part seminar series (individuals can participate in some or all of the program) that is designed specifically for the entrepreneurial importer/exporter and that covers the major issues of international trade, is being organized by the Federal Business Development Bank and Warrington International. Topics and dates are: **Introduction to Import/Export: Getting Started** (March 13); **International Marketing: Sourcing and Selling Imports/Exports** (March 14); **Import/Export Financing: Sourcing Capital/Arranging Imports/Exports** (March 20); and **Customs, Documentation, Transportation and Insurance: Regulations and Services to Importers/Exporters** (March 21). Complete details are available from Warrington In-

ternational, Toronto. Tel.: (416) 366-8490. Fax: (416) 947-1534.

Montreal — (March 15, 1993); **Vancouver** — (March 18, 1993) — Opportunities in the pulp and paper industry in Pakistan, one of the fastest-growing economies in the developing world, will be the subject of seminars being held in the above two cities on the dates indicated. The focus will be on pulp and paper equipment requirements and on plant modernization in Paki-

stan. One day will be set aside for one-on-one meetings with a Pakistan consulting firm that is conducting the seminars, which are organized by External Affairs and International Trade Canada (EAITC), in cooperation with Industry, Science and Technology Canada and the International Trade Centres (where the events will be held) in Montreal and Vancouver. For information, contact Michael Wondergem, EAITC, Ottawa. Tel.: (613) 996-5903. Fax: (613) 996-4309.

Panama Medical — from page 11

hospital equipment sector in the Republic of Panama.

Panama, a country that unites Central and South America, is undergoing a remarkable economic recovery. Following the lifting of the economic restrictions imposed between 1987-1989, demand is growing in many sectors, and significantly in the medical and hospital equipment market.

The market size in that field is about US\$17 million. It underwent a 28 per cent and 56 per cent growth in the years 1990 and 1991 respectively. 1992 figures are not yet available.

The following products have the highest demand: **orthopaedic and surgical equipment, padding, gauze, bandages,**

disposable syringes and hypodermic needles.

Major buyers in the government sector are the Social Security Hospital, with 45 per cent of the market; the Health Ministry, with 20 per cent; and Santo Tomas Hospital, with 6.5 per cent. In the private sector, the strongest buyers are the Paitilla Medical Centre and the San Fernando Hospital, with market shares of 14 per cent and 7 per cent respectively.

Despite the fact that the most commonly used payment method for previous years was cash transference, strong importers preferred a 30-45-60 credit term.

This study, coded 183 LA, can be obtained from Info Export (see box at bottom of this page).

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

Vol.11, No. 5

March 15, 1993

External Affairs and
International Trade Canada

Subscriber Survey In This Issue

It's been two years since *CanadExport* conducted a survey of its readers.

At that time, the response from those on our mailing list was tremendous and, in many cases, we adopted some suggestions they thought would help *CanadExport* better serve their needs.

As was the case last time around, this survey/questionnaire will also help us to prune our mailing list and to more accurately target or gauge our audience!

We know surveys can be a pain, but we request and appreciate your taking a few minutes to reply. That way, *CanadExport* again can take your views into consideration and tailor its content to more completely fulfil your expectations.

Companies with Right Label Can Package Deals in Korea

Export deals could be just around the corner for Canadian companies interested in supplying packaging and labelling equipment to Korea.

A report from the Canadian Embassy in Seoul says that the continued rapid rise in Korean wages is causing Korean industry to increasingly mechanize and automate, leading to "considerable growth" in the Korean packaging and labelling equipment market.

Many capable Korean manufacturers occupy several niches in this market, but much of the demand still is being supplied by imports.

In 1989, as Korean industry was beginning to seriously feel the effect of large wage increases, the country imported US\$118 million worth of packaging and labelling equipment.

In 1991, after two years of average 39 per cent import growth, Korea imported US\$228 million in the same sector.

"Growth in such imports is expected to decline significantly in the future," but, notes the report, "the sizeable new market that now exists in Korea for packaging and labelling equipment will remain."

Another optimistic observation is that, while there are "immediate export opportunities for many types" (of equipment), "there are also opportunities for joint ventures, technology licensing and other forms of business partnerships with Korean manufacturers in this sector."

In fact, there are more than 100 Korean manufacturers in this sector, almost all of which are small to medium in size, and which manufacture a broad range of equipment.

For Canadian firms, the competition will come primarily from Japan.

Continued on page 6— Korea

Communications Canada Supplement

see pp. I-IV

U.S. Food Labelling Regulations Focus of Cross-Canada Seminars

A series of seminars on the finalized regulations for nutrition labelling of packaged food and seafood products in the United States will be held in cities across Canada during the first half of next month.

Locations, dates (and contacts for further information) are:

- Toronto — April 5 — Phil Dick. Tel.: (416) 861-2985. Fax: (416) 861-2999.
- Montreal — April 6 — Ramon Custeau. Tel.: (514) 499-2176. Fax: (514) 873-1161.
- Halifax — April 7 — Kirsten Tisdale. Tel.: (902) 426-9957. Fax: (902) 426-2624.

• Vancouver — April 13 — Frauken Dannmeyer. Tel.: (604) 844-1984. Fax: (604) 660-2457.

• Edmonton — April 14 — Gaylene Thomson. Tel.: (403) 427-4241. Fax: (403) 422-9746.

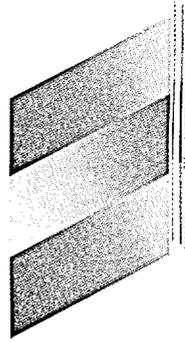
• Winnipeg — April 15 — Dave Lewis. Tel.: (204) 983-5943. Fax: (204) 983-2187.

• Saskatoon — April 16 — Lynne Tait. Tel.: (306) 975-5925. Fax: (306) 975-5334.

The half-day seminars will include presentations by officials from the U.S. Food and Drug Administration and the U.S. Department of Agriculture.

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Canada

International Higher Education, Research, Training: Keys to Competitiveness

Now more than ever, countries realize that, if they want to be head and shoulders above others in this increasingly competitive world, they will have to devise strategies to ensure that higher education, research, training and business go hand-in-hand — and not their separate ways in the international marketplace.

They are also realizing that one of the main instruments to be used in meeting the challenges of globalization is investment in the intangible, or human element.

Indeed, those in the forefront of these developments are increasingly aware that countries with the most comprehensive training and education systems are the most successful in international trade.

What's more, these countries are likely to maintain their pre-eminent position during the transition from traditional manufacturing/production practices to the more sophisticated computer and human-integrated systems of production. In other words, an educated work force is a competitive work force.

As Minister for Industry, Science and Technology and Minister for International Trade Michael Wilson stated recently: "More than anything else in today's modern business environment, it is the knowl-

edge and skills of people that most determine an economy's competitiveness."

In what could be a blueprint for success in the education/business world of the 1990s and beyond, a recently formed group — in which Canada is very much a key player — is taking steps to ensure that higher education and business develop a tighter working relationship.

The North American Task Force on Higher Education Collaboration originated during a United States-Canada-Mexico higher education conference held September 12-15, 1992, at Wingspread, Wisconsin.

The occasion involved 60 senior representatives from higher education institutions, professional associations, private sector and governments of the three countries and led to the Task Force holding its first meeting January 28-29, 1993 at Ixtapa, Mexico. Here the decision was made to focus on five interrelated issues directly supporting national efforts to prepare Canadians to meet the competitiveness challenge and to enable them to realize the growth potential afforded by strategic partnerships within North America.

The five issues are: strategic partnerships between higher education

institutions themselves and with business; networking and real time information exchange systems; mobility of students and faculty; institutional and faculty development; and leveraging of resources.

For each issue a set of pragmatic and mutually-reinforcing action-oriented recommendations will be developed. Those recommendations will in turn be considered in draft at a meeting next month in Washington.

They subsequently will be developed into firm proposals during a Quebec meeting in June, and given final consideration at an International Symposium on Higher Education and Strategic Partnerships: "The Challenge of Global Competitiveness from a North American Perspective" which will take place in Vancouver, September 10-13 1993.

Throughout this process, the Task Force is expected to consult widely. The provinces, through the Council of Ministers of Education, have been involved from the outset and support the work of the Task Force.

The Vancouver symposium will be a very significant event as it is expected to involve senior executives from business, education institutions, professional associations, private foundations and of governments at both the national and provincial/state levels. Participation will be restricted to 210 participants (70 participants per country).

Since Wingspread, there has been progress in other areas. A survey of higher education institutions of the three countries is being implemented; the Wingspread Report and Conference Statement is being published in the three countries (copies will be available from Info Export; see box at bottom of page 12); twenty-two 22 joint venture

Continued on page 6 — Higher

CANADEXPORT

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The following potential business opportunities have been received from the Canadian Consulate in Barcelona, Spain. Parties interested in pursuing these ventures may contact the companies directly. Before entering into a contractual agreement, readers should first verify the bona fides of the companies listed here.

• A firm is seeking manufacturers of **shirts, trousers, suits, clothing accessories and leather jackets.**

Contact
Jaime
Gallo
Garachana-

Best, Sr. Gonzalez, Ayala, 27, 28001 Madrid. Tel.: 34-1-5760512. Fax: 34-1-5775319.

• A footwear firm is looking for manufacturers of **ladies' and men's footwear and casual wear.** Contact Janavi, S.A. D. Javier Bravo, Chinchilla, 4, 28013 Madrid. Tel.: 34-1-5320032. Fax: 34-1-5318089.

• **Natural or processed human hair** for import into Spain is being sought by Justino Delgado Arranz, D. Justino Delgado, Benito Prieto, 12, 28019 Madrid. Tel.: 34-1-4698782. Telex: 27069 DELGA E. Fax: 34-1-4603253.

• A supplier of **hardware products, tools, and hospital equipment** is needed by A.G. Herramientas Y Accesorios, S.A., D. Dario Alonso Belda, Embajadores, 97, 28045 Madrid. Tel.: 34-1-4684300. Fax: 34-1-4684258.

• **Curtain rods, rails, track headtapes and accessories, kitchenware and hardware** are being sought by Sistemas De Cortinajes, S.A., D. Angel L. Martin, Tarrasa, 3, 28026 Madrid. Tel.: 34-1-2691844.

• A firm is looking for a company to supply **switching power supplies, bar code systems and connectors.** Contact Electronica Y Automatica Olfer, S.A., D. Fernando Garcia, Vicente Gaceo, 19, 28029 Madrid. Tel.: 34-1-7330600. Telex: 48982 OFRE. Fax: 34-1-7331304.

• A firm is hoping to represent producers of **gears for chemical and petrochemical industries, valves and fittings for chemical**

and petrochemical industries, and high frequency elements and components. Contact Vorkauf, S.A., D. Francisco Fernandez, Comandante Franco, 3, 28016 Madrid. Tel.: 34-1-4581712. Telex: 22868. Fax: 34-1-2500431.

• A company wishes to import 10 **tractor-recovery/cranes and winches.** Specifications are available on request. Contact Eurotrans TIR, S.A., Sr. Juan Munoz Martinez, Caridad, 7, 28007 Madrid. Tel.: 34-1-5012473/7099. Fax: 34-1-5017087.

• A firm is seeking a supplier of products in the areas of **urology, plastic surgery, orthopaedics, and neurosurgery.** Contact Suministros Medicos Sanitarios, S.A., D. Jose Luis Echavarría, Teruel, 11, 28020 Madrid. Tel.: 34-1-5721769. Fax: 34-1-5718326.

• A supplier of **duvet covers, coordinated furnishings, wall coverings, curtains and filled pillowcases** is being sought by Ramaga Rodriguez Hnos, Director Comercial, Clavel, 2, 28013 Madrid. Tel.: 34-1-5219280. Fax: 34-1-5231863.

• **Golf equipment and accessories** are being sought by D. Santiago Blanchart, Mejico, 11, 28028 Madrid. Tel.: 34-1-3556674. Telex: 22034 (891). Fax: 34-1-3556674.

• A company is interested in exclusive Spanish representation of foreign manufacturers of **hospital products and raw materials for pharmaceuticals.** Contact Iber Farmaco, S.A. Da. Concepcion Garcia, Potosi, 10-Bajo A, 28016 Madrid. Tel.: 34-1-2597454/7320. Fax: 34-1-2597320.

• **Canadian engravings and art prints** are being sought by Universal Publicaciones, Espanola, Dna. Berta Robres Pueyo, O'Donnell, 27, 28009 Madrid. Tel.: 34-1-5771357. Fax: 34-1-5780952.

• A company wants to import **spare parts for cars, trucks and buses.** Contact Export Comerciales Asociados, S.A., D. Jose Ma Ortiz Gervas, Capitan Haya, 56, 28020 Madrid. Tel.: 34-1-5701611. Telex: 48625-EODE. Fax: 34-1-2500431.

• A company is interested in representing manufacturers of **machinery products for chemical, pharmaceutical and cosmetic industries.** Contact Tecnomaq, D. Miguel Fernandez, Amado Nervo, 9, 28007 Madrid. Tel.: 34-1-5525710/7255. Fax: 34-1-5519167.

• A company is seeking to represent manufacturers of **data processing software products** for financial institutions, including banks, insurance and leasing companies. Contact Serbal Informatica Avanzada, S.A., Sr. Buckley, Principe de Vergara, 43, 28001 Madrid. Tel.: 34-1-5751005. Fax: 34-1-5774728.

OPPORTUNITIES IN SPAIN

Major Oil, Gas Show in Malaysia Attracts Companies Eager to Enter Lucrative Market

Kuala Lumpur — An event this July will provide an excellent opportunity for Canadian companies involved in oil, gas and petrochemical equipment to reach the lucrative Malaysian and South East Asian market.

The **5th Malaysian Oil, Gas and Petrochemical Engineering Exhibition** will be held in Kuala Lumpur, Malaysia July 6 to 9. The biennial show was last held in 1991.

Trade officials say there is little doubt that Canadian oil, gas and petrochemical expertise and equipment can be sold to Malaysia — and there are numerous reasons for this:

- the country is committed to major upstream and downstream oil and gas development;

- the country is one of the major oil and gas players in the Asia-Pacific;
- the country has vast natural resources that will be tapped well into the next century; and
- the country will provide a steady market for Canadian companies that export equipment and technology to these fields.

What's more, the Malaysian state oil corporation, Petronas, has developed into a fully-integrated oil company. For the current five-year economic and financial plan, Malaysia has an exploration and development budget of US\$6 billion, aimed at maintaining oil production at 630,000 barrels per day.

Key areas of spending include the installation, by 1995, of 46 platforms and offshore structures, and 29 exploration wells — to be drilled by the end of this year.

Working with 40 oil companies, Petronas has agreed to 26 production-sharing contracts that will lead to an investment of a minimum US\$500 million on 94 exploration wells and 106,000 line kilometres of new seismic data.

In the fields of natural gas and petrochemicals, the new Petronas refinery at Malacca will require an investment of US\$1.5 billion. Four other refineries — to be built, expanded or upgraded — will cost more than US\$2 billion.

In addition, the Shell middle distillate synthesis plant is being built at Bintulu at a cost of US\$720 million; this is the world's first commercial gas synthesis project and will start production this year.

The exhibition will be held at the Purta World Trade Centre in Kuala Lumpur and will occupy 8,000 square metres of space. Canada and the province of Alberta will have information booths at the event.

Companies interested in exhibiting at the show should contact the show organizer's Canadian representative: Derek Complin of UNILINK, Toronto. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Alberta companies that cannot attend the show, but would like

their product or service literature distributed at the exhibition, should contact Norm Morrison, Alberta Department of Economic Development and Tourism, Edmonton. Tel.: (403) 427-4809. Fax: (403) 422-9127.

Companies outside of Alberta that produce downstream equipment or other products related to oil and gas development or distribution should send several hundred copies of their brochures to Ted Weinstein, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Send all literature to Edmonton or Ottawa — **by May 15** — for forwarding to Malaysia.

For further information on the oil and gas sector or other product or service sectors in Malaysia, contact David Mulrone, Canadian High Commission, Box 10990, 50732 Kuala Lumpur, Malaysia. Tel.: (011-60-3) 261-2000. Fax: (011-60-3) 261-3428/261-1270.

Caribbean Food Show a Hot Item

San Juan — The Canadian Consulate General in Atlanta, Georgia is suggesting that Canadian companies consider exhibiting — on their own as there will be no official Canadian government stand — in a Puerto Rico-based show that could open doors to "a very worthwhile market."

The event, being held April 24-26, 1993, is the **Food and Equipment Show of the Caribbean**.

The Consulate points out that Puerto Rico, with a population of 3.2 million persons, is a destination to which Canada has exported more than C\$400 million in direct shipments of goods and services in recent years. It points out, as well,

that participating in this event could also open doors to the much larger Caribbean market.

Interested parties who would like more information may contact Rafael A. Munoz, Commercial Officer, Canadian Consulate General, Suite 400 South Tower, One CNN Center, Atlanta, Georgia 30303. Tel.: (404) 577-6810 ext. 222. Fax: (404) 524-5046.

Direct contact may also be made with the show organizers: Henry Garrett-Diaz or Francisco Ramos, Marketing Management Services Corp., P.O. Box 5171, P.D.T. Station, San Juan, Puerto Rico 00906. Tel.: (809) 763-2666. Fax: (809) 763-0915.

*Tax Advantages Offered***Cuban Tourism Industry a Show Highlight**

Havana — Companies that register immediately have an opportunity to cash in on the potential market presented by Cuba's tourism, restaurant, hotel and construction industry boom.

All they need do is participate — either by renting individual booth space or submitting product literature — in **TECNOTUR'93**, one of Cuba's most important trade fairs, geared primarily to the diverse needs of the country's tourism industry.

Being held May 19-25, 1993, **TECNOTUR'93** provides an excellent opportunity for companies to establish direct contact with Cuban buyers and to obtain first-hand knowledge about local commercial practices and requirements.

Participation in this event not only affords companies the opportunity to negotiate contracts with prospective buyers of new/renovated hotel equipment and accessories; it allows them to pursue sales of food products and consumer goods that are needed to cater to tourists and to stock duty-free and hotel shops.

Massive new four and five-star hotel construction/renovation programs — primarily through joint ventures or cooperation agreements — are under way, with the aim being to increase lodging capacity by 50,000 rooms to handle the estimated one million tourists expected by the year 1995.

As well, the Cuban government, in an effort to assist tourism development and to attract foreign investment and expertise, has passed a joint venture law (No. 50) that offers various tax advantages and other incentives to interested parties.

Show organizers say that Cubans always have been interested in

Canadian hardware products, including in/outdoor furniture, institutional/restaurant equipment, fresh and processed meat products, electrical/lighting fixtures, marine sports/recreational equipment, glassware, dishware, interior/exterior paints, and garden maintenance equipment — all of which will be on display at **TECNOTUR'93**.

Organizers of **TECNOTUR'93** add that participation in this event (especially by Canadian exporters with no previous experience in this area) can be a useful and low-cost means of introducing their products to this market.

It also provides an opportunity for established exporters to renew con-

tacts and to demonstrate their continuing interest in this marketplace — factors that have proved to offer pay-offs in the short term.

Companies interested in participating in **TECNOTUR'93** and wanting further information on fair-related costs, booking of booth space or hotel accommodation may contact Commercial Division, Canadian Embassy, Havana, P.O. Box 500 (HAVAN), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17. Fax: (011-53-7) 33-2044.

Companies that are unable to participate personally should send to the Embassy, as soon as possible, 20 copies of product literature/catalogues for distribution at the show. Contact as per paragraph above.

Software Exposition in Japan Opens Windows to the World

Tokyo — More than 40,000 persons are expected to attend **Windows World Expo/Tokyo 93** being held in this Japanese capital June 16-18, 1993.

Windows is the fastest-growing software platform in Japan and the Nippon Convention Center, where the exhibition/conference is being held, will include an international pavilion for non-Japanese companies. This will include exhibit space for new products and meeting space with potential Japanese partners.

Total sales of software in Japan exceeded \$ 5.5 billion in 1991 and is forecast to be \$ 10.6 billion by 1995. As well, the personal computer market in Japan is growing at a rate of two million units per year. For non-Japanese companies, this growing market

presents the opportunity to increase sales and profitability.

One of many advantages in exhibiting at **Windows World Expo** is that the event is a "selling" show — exhibiting companies may sell their products, either directly or in partnership with re-sellers.

Representatives from Windows Consortium, Japan's leading association of developers, distributors, and corporate users, are helping to plan the event and will be present throughout the three days.

Contact Ms. Megumi Okamoto, Manager, International Account, IDG World Expo/Japan, Ichibancho First Building, 3F, 15-1 Ichibancho, Chiyoda-ku, Tokyo 102 Japan. Tel.: 81-3-5276-3752. Fax: 81-3-5276-3752.

PUBLICATIONS

Market Study for Health Care Products 1992, prepared by the Canadian Consulate General in Atlanta, Georgia, covers the health care products market in the states of Tennessee, North Carolina, South Carolina, Mississippi, Alabama, Georgia and Florida. In addition to describing how hospitals and nursing homes purchase, the report provides information on state hospital associations, state nursing home associations, and purchasing cooperatives. There is also a list of contacts for Canadians requiring further information. Copies, quoting code number 107 UA, are available through Info Export (see box at bottom of page 8).

The NAFTA Competitiveness Manual is a five-part reference/software package to help North American businesspeople ready themselves to take advantage of the North American Free Trade Agreement. The manual provides data forecasts and strategic information relevant to the trade pact. It includes a competitiveness ranking of 240 North American manufacturing industries, based on 1993 forecasts of comparative advantage, labour productivity, capital productivity, intermediate costs and wage costs. These industries, broken into three groups of 80 from each country, also are assessed for their projected 1993 profitability, productivity, yearly wages, number of employees, value added-investment, and shipments. The manual provides a 200-point NAFTA strategic checklist and action plan for senior executives and lists over 250 key economic development and trade contacts in North America. An overview of NAFTA is also included. The manual materials come in a three-ring binder with 3.5-inch

and 5.25-inch computer diskettes containing data and information in ASCII format. The **NAFTA Competitiveness Manual** can be obtained by sending US\$150 or C\$190 to Business and International Trade Editorial (BITE), 405 Harvard Avenue West, Winnipeg, Manitoba

R2C 1Y8. Parties wanting information may call 1-204-222-9038.

Canada-Mexico: Export and Import Statistics 1992 now is available from Info Export (see box at bottom of page 8). To order, quote code number 187 LA.

BUSINESS AGENDA

Toronto — May 5-7, 1993 — Proactive Marketing Strategies: How to Make Your Organization More Competitive and Service-Oriented in the 1990s is the theme of this three-day workshop to be conducted by Canadian experts prominent in international marketing and business. Service and quality management will be

emphasized. Hands-on training in strategic marketing, planning and implementation is an integral part of the program. For information on registration, location and cost (individual/group rates vary), contact Program Coordinator, Institute for International Marketing (IIM), Ottawa. Tel.: (613) 831-1052. Fax: (613) 831-8452.

Korea — from page 1

nese companies (many of whom have licensed designs and technology to Korean firms), followed by those countries that currently dominate the import market, namely the United States, Germany, Italy and Sweden.

The Canadian Embassy in Seoul maintains up-to-date information on key Korean manufacturers and agents in the packaging and label-

ling equipment sector and would be pleased to offer advice and assistance to Canadian companies interested in exploring this market.

Contact either Duane McMullen (Second Secretary and Vice Consul) or Y.H. Choi, Canadian Embassy, P.O. Box 6299, Seoul 100-662, Korea. Fax: (011-82-2) 755-0686. Telex: (Destination code 801) 27425 (CANADA K27425).

Higher Education — from page 2

projects from up to 68 U.S., Canadian and Mexican higher education institutions have been received (as a result of a call for proposals) by the American administration. Most of the projects relate to trade and sustainable development.

Individuals or companies wishing

to keep abreast of the work of the Task Force may obtain periodic updates from either Elia Gorayeb (tel.: 613-996-3649) or Lorraine Belisle (tel.: 613-992-9919), both of External Affairs and International Trade Canada. The fax number for both is (613) 992-5965.

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| Business Association | <input type="checkbox"/> BA |
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| Provincial | <input type="checkbox"/> GVP |
| Regional | <input type="checkbox"/> GVR |
| Municipal | <input type="checkbox"/> GVM |
| Media | <input type="checkbox"/> ME |
| Other | <input type="checkbox"/> OT |

- | | |
|-------------------------|-----------------------------|
| Consulting Services | <input type="checkbox"/> CS |
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| 101 to 1000 | <input type="checkbox"/> N4 |
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3. (a) Function/Position

- | | |
|-----------|-----------------------------|
| Owner | <input type="checkbox"/> F1 |
| Manager | <input type="checkbox"/> F2 |
| Marketing | <input type="checkbox"/> F3 |
| Other | <input type="checkbox"/> F4 |

(b) Gender

- | | |
|--------|-----------------------------|
| Female | <input type="checkbox"/> FE |
| Male | <input type="checkbox"/> MA |

2. (a) Principal Activity of Organization (select one only)

- | | |
|---------------------------------------------------|-----------------------------|
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| Mining, Metals and Minerals | <input type="checkbox"/> MM |
| Consumer Products | <input type="checkbox"/> CP |
| Defence Products | <input type="checkbox"/> DE |
| Food Products | <input type="checkbox"/> FP |
| Forest Products | <input type="checkbox"/> FT |
| Industrial and Specialized Machinery | <input type="checkbox"/> IM |
| Electronics | <input type="checkbox"/> EL |
| Transportation Equipment | <input type="checkbox"/> TR |
| Environment/Equipment/Technologies | <input type="checkbox"/> ET |
| Communications/Information/Equipment/Technologies | <input type="checkbox"/> CT |
| Energy/Petroleum Products | <input type="checkbox"/> EP |
| Construction | <input type="checkbox"/> CO |
| Transportation Services | <input type="checkbox"/> TS |
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| Considering exporting | <input type="checkbox"/> C2 |
| Not exporting | <input type="checkbox"/> C3 |

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| Europe | <input type="checkbox"/> A2 |
| Asia-Pacific | <input type="checkbox"/> A3 |
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| Africa | <input type="checkbox"/> A5 |
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| All of the above | <input type="checkbox"/> A7 |

CANADEXPORT SURVEY QUESTIONNAIRE

Your opinions will help us produce a *CanadExport* which is more useful to you. We would greatly appreciate it if you could answer this short questionnaire and return it to External Affairs and International Trade Canada in the attached self-addressed envelope.

Please answer the following questions by putting a checkmark in the box that best represents your response.

1. How did you become aware of *CanadExport*? (select one only)

- A At the office/place of work
- B From another subscriber
- C In an International Trade Centre (co-located with Industry, Science and Technology Canada)
- D Air Canada flight
- E Recommendation from colleague/friend
- F At a trade fair
- G Info Export
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2. How useful do you find these types of articles which appear regularly in *CanadExport*?

Not at all useful (1); Only marginally useful (2); Fairly useful (3); Very useful (4)

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f) Joint supplement with other Federal Departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Business opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Agenda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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CANADEXPORT

Vol.11, No. 6

April 1, 1993

External Affairs and
International Trade Canada

Vietnam: Latest 'Asian Tiger' Stepping into World of Trade

It's not an easy market to break into but Vietnam has put out the welcome mat — a move that could spell "opportunity for Canadian capability," says International Trade Minister Michael Wilson.

Wilson made the comment during a trade mission to Vietnam late last year.

The trade mission, which Minister Wilson headed, included Canadian companies involved in oil and gas, telecommunications, transportation systems, power, banking, engineering services and infrastructure development — all fields of potential opportunity in Vietnam.

Now seen as the latest 'Asian tiger' to wake up, Vietnam is introducing free market reforms and one of the most liberal foreign investment laws in Asia. It will also set itself up as a business challenge to other low-wage countries in the region, making it a country on the verge of rapid development.

"Canadian companies," Wilson said, "have also shown significant interest in Vietnam's initiatives to reform its economy and promote development. Our priority is to support and encourage this interest."

That is why insiders, while urging caution, advise that forward-looking Canadian companies should plan marketing trips to Vietnam to position themselves for major changes that are expected to take place there in the next few years.

These changes include the distinct possibility — perhaps as early as this year — of the United States lifting its trade embargo against Vietnam. Such a move would give the country access to international financial institution funding, enabling it to undertake major development projects.

Indeed, the United Nations
Continued on page 2— Vietnam

Trade Winds:

*Standards Council
of Canada — pp. 6-7*

Subscriber Survey In This Issue

It's been two years since *CanadExport* conducted a survey of its readers.

At that time, the response from those on our mailing list was tremendous and, in many cases, we adopted some suggestions they thought would help *CanadExport* better serve their needs.

As was the case last time around, this survey/questionnaire will also help us to prune our mailing list and to more accurately target or gauge our audience!

We know surveys can be a pain, but we request and appreciate your taking a few minutes to reply. That way, *CanadExport* again can take your views into consideration and tailor its content to more completely fulfil your expectations.

(This new survey, being carried in **three** consecutive issues, first ran in the March 15, 1993 edition, Vol. 11, No. 5, 1993).

Saudi Tender for Dairy Equipment

A tender (bid closing date June 6, 1993) has been issued by one of the major dairy farms in Saudi Arabia.

The National Agricultural Development Co. (NADEC) tender includes the supply (CIF) of installation, commissioning, training, spare parts, and one-year guarantee of all processing, packaging, and services.

Production includes: milk, laban, yogurt, process cheese spread, feta cheese, cream butter, concentrated milk and cream cheese. Nominal capacity is approximately 150,000 litres of milk per eight-hour shift. All the civil works are

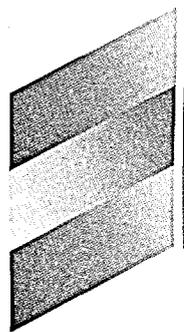
not included in this tender.

Tender documents may be purchased (for a nonrefundable fee of Saudi Rials 3,000) from and returned to: General Director, The National Agricultural Development Co. (NADEC), P.O. Box 2557, Riyadh 11461, Saudi Arabia. Tel.: 966/1/404 0000 Ext. 300/302. Fax: 966/1/405 5522. Telex: 403681 NADEC SJ.

Assistance may be obtained by contacting Fouad Soueid, Commercial Officer, Canadian Embassy, Riyadh. Tel.: (966-1)488-2288. Fax: (966-1) 488-0137. Telex: 404893 DOMCAN SJ.

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Canada

Vietnam: Latest 'Tiger' Awakens — from page 1

Development Program (UNDP) has reported that the World Bank and the Asian Development Bank will likely spend US\$4 billion to US\$5 billion in developing Vietnam's infrastructure during the first four years after the U.S. embargo is lifted.

Another sign of the country's growth potential is reflected in its per capita income, now at approximately US\$200.00 and with a minimum wage averaging US\$30.00 per month.

As Wilson noted on his return to Canada, "Vietnam's economy has performed well in spite of the break-up of the Soviet empire, which held a monopoly over the Vietnamese economy until 1990.

"Industrial output in 1991 rose in real terms by 5.3 per cent and Vietnam's trade patterns have shifted from COMECON to Singapore, Hong Kong, South Korea, Japan, Taiwan and France.

"Imports from Canada in 1991 totalled only \$15 million, but I expect to see dramatic growth in the years ahead," the Minister said.

In 1992, Vietnam's economy grew by over five per cent and industrial development grew by 16 per cent. Inflation is down from 700 per cent to less than 20 per cent and Vietnam produced a surprising trade surplus of about \$US70 million.

While these positive factors are

tempered with potential negative elements that inevitably face "developing" market economies, it can be said that Vietnam is on the verge of a promising future and one that Canadians should now position themselves to take advantage of the possibilities that lie ahead.

Some of these possibilities have been identified. They include:

- the oil and gas sectors, where Vietnam is considered one of the last frontiers for oil exploration. Several Canadian companies such as Petro-Canada, SNC-Liquigaz and others are leading the way in Vietnam.

- the nation's largest energy source, the coal industry, which will need help to overcome a lack of equipment, a shortage of trucks, poor transport and communications facilities and obsolete technology.

- hydropower which has been made the top priority in Vietnam. Some major projects will be the completion of transmission lines linking cities and grids, construction and repair to hydropower plants and the rehabilitation of existing diesel generators and plants.

- the development (Canadian mining expertise could help) of rich deposits of several unexploited minerals, including tin and tungsten alluvial ore, gold, mineral sands, rare earths, lead, zinc, chromium, nickel, copper and bauxite.

- telecommunications. Canadian companies should take into consideration that Vietnam's telephone network will be overhauled to provide basic service, automatic integrated digital networks for all cities, automated and switched mobile cellular radio for main cities, national subscriber trunk dialling, improved international direct dialling and improved facsimile and data network systems. A network of broadcast radio, television, transmitter and transmission lines is also planned.

Export-oriented light industry is expected to flourish in Vietnam because high productivity and low wages will make this sector very competitive in Asia.

Growth areas include chemicals, pharmaceuticals, plastics, rubber, electric and electronic products, textiles, and the processing of food products such as wheat flour, animal feed, beverages, canned goods, frozen shrimp and dairy products.

Vietnam's infrastructure will require the construction, enlargement and modernization of airports, seaports, bridges, road systems, and water production facilities.

For further information on Canada-Vietnam trade matters or on doing business in Vietnam, contact the East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309.

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Numbers to Note

The following telephone numbers for the Canadian High Commission in Lagos, Nigeria now are in service: (011-234-1) 269-2916/269-2918. The fax number is: (011-234-1) 269-2919.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

AUSTRALIA — Intending to expand its line, a local importer and distributor of **scientific instruments** (specializing in environmental monitoring—infrared) and **food quality analysis equipment** seeks potential Canadian sources of supply for the Australian market. The company, with an annual turnover of \$10 million, currently represents

U.S., U.K. and Scandinavian products. Contact Gerry McCuish, State Manager, Linbrook Instruments Pty., P.O. Box 10014, Adelaide, SA 5000. Fax: (08) 289-6860.

AUSTRIA — A firm is seeking a partner to co-manufacture "Flatan" **intestinal catheters** in Canada. The company wants to import and distribute in Austria the products of this joint venture. Contact Sigbert Stolz, Wasser-Umwelttechnik, Sonnenburgstrasse 17, A-6020 Innsbruck. Tel.: (43-512) 57 7996. Fax: (43-512) 58 0572.

BELIZE — A company here wishes to contact Canadian manufacturers and exporters of **dairy products**, specifically, **instant whole milk powder in 25 kilo bags**, **processed cheese**, **vegetable shortening**, **lard** and **diet soft drinks**. Contact Rafael Chavez, Universal Import-Export Ltd., P.O. Box 188, No.53, 4th Avenue, Corozal Town, Belize. Tel.: 04-2498. Fax: 04-2799. Telex: 211 BTL Booth.

CHINA (People's Republic) — A company here wishes to contact a Canadian firm interested in forming a **joint venture for the production of medicine products**. The candidate would be required to

invest 25 per cent of the US\$2 million project, as well as provide production lines (expected to be established by the end of this year), necessary testing equipment, and technical support, including training. As an option, the candidate could sell the equipment and technique to the Chinese company. The medicine products being sought include: second and third generation cephalosporin (oral solution tablets); medicine for the improvement of senior peoples' encephalopathy and

Tuttlingen. Tel.: 07461-181 214. Fax: 07461 - 181 200.

GREENLAND — The second-largest food and non-food retailer, with six stores located in larger centres along Greenland's west coast, is seeking a competitive Canadian **agent to supply Canadian-made, low-end men's and women's wear** on a on-going basis. The company, Brugsens, requires, in limited volume, such items as **outerwear, overcoats, underwear, socks and toys**. Any agent interested

BUSINESS OPPORTUNITIES

memory; medicine to protect women from bone degeneration after menopause (must be biological product — no hormone permitted). Contact Mr. Yiping Zhao, President, or Mrs. Wang Qin, Project Leader, Hainan Leadar Medicines & Health Products Joint Co. Ltd., Rooms 205-208, #1 High Building, Qu Fu Road, Heping District, Tianjin, China. Fax: 86-22-319690.

CUBA — This country's Telecommunications Research Institute is seeking suppliers of **semi-hard aluminum sheets** (one side protected). Specifications are: (1) 2mm thickness: 2 tons; (2) 1.5mm thickness: 1 ton; (3) 1mm thickness: 2 tons. Contact the Canadian Embassy, Havana. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586 CAN CU.

GERMANY — A company is interested in finding a partner to provide **technology transfer** for the development and manufacture of **high frequency surgery instruments and apparatus**. These products will be manufactured under licence and distributed in Germany. Contact Berchtold GmbH & Co., Medizin/Elektronik, PD Dr. Ing. Habil, Wolfgang Muller, Ludwigstalerstr. 25, D-7200

in working with Brugsens should contact John Grantham, Commercial Counsellor, Canadian Embassy, Kristen Bernikowsgade 1, DK-1105, Copenhagen, Denmark. Tel.: (011-45-33) 12-22-99. Fax: (011-45-33) 14-05-85.

IRAN — One of this country's leading iron and steel companies wishes to import a variety of **iron and steel products** from Canadian producers. Among the approximately 19 items being sought are: **electrolytic tinplate; prestressed concrete wire; steel wool wire; pressure vessel/boiler plates; and hot and cold-rolled steel strip**. Contact A. Nematbakhsh, Pioneer Trading House, Office 16, Eskan Building, Tehran, 19696 Iran. Tel.: 8089240. Fax: 4880776. Telex: 223200.

NORWAY — A Norwegian firm is seeking a Canadian company to jointly service the European **wheelchair market**. A partner and/or a systems manufacturer who can provide Canadian wheelchairs is sought by Euroseat, European Seating Systems. Contact Michael Bredal, Managing Director, Wessels Gt. 8, P.O. B 6713, St. Olavs Plass, N-0165 Oslo. Tel.: 47-20 63 65. Fax: 47 36 19 45.

Canadian Fur Export Drive in Fashion

The Fur Council of Canada is spearheading a major exporting drive by Canadian fur manufacturers — and it appears to be working!

Despite difficult market conditions, the value of Canadian fur garment exports rebounded by 15 percent in 1991 and gained another 9 per cent in the first six months of 1992, compared with the same period the previous year.

Increasing demand for Canadian

fur products was particularly strong (up 27 percent) in the United States, which now accounts for about two-thirds of industry exports, but also in the U.K., France, Spain and Japan (up 31 per cent).

"The international fur trade is changing rapidly and success goes to those who can adapt most quickly", says Jerry Jacob, President of the Fur Council of Canada. "We're dealing with a truly global

marketplace," Jacob says.

In response, the Canadian Fur Industry Adjustment Committee (under the auspices of the Fur Council of Canada and Employment and Immigration Canada), is supporting an integrated approach to industry re-structuring.

A cornerstone of the strategy is the promotion of innovative Canadian fur designers, to distinguish Canada products from lower-cost (e.g. Korean and Hong Kong) imports, and attract younger consumers. The Committee also is working to enhance financial and business-planning skills in an industry dominated by relatively small-scale producers and to modernize merchandising and retail-marketing channels.

In November, 1992, the Fur Council launched a million-dollar promotional campaign to test market its designer-promotion strategy across Canada. Response by Canadian consumers, trade and fashion media has been excellent.

The Fur Council now is increasing international activities, to build on the momentum of the current export revival.

The Council recently assumed direct responsibility for managing the North American Fur & Fashion Exposition, which is held in Montreal each Spring. The largest commercial fur-tradefair in North America, the Montreal fair attracts hundreds of buyers and exhibitors from across the U.S., Europe and Asia. (This year's show will again be held at Montreal's Place Bonaventure, May 5-8.)

The Fur Council's designer-promotion materials and a new video explaining the environmental contributions of the trade are being adapted and translated for international use. Agents will be engaged to identify new opportunities for

Continued on page 5 — Fur

Prototype Business Service Centre Improves Exporters Access to Info

What is proving to be a successful pilot project — which was launched recently in Manitoba — could prove also to be a boon to export and export-ready companies across Canada.

The **Canada Business Service Centre**, piloted in Winnipeg and geared particularly to small and medium-size firms, could be described as a centralized information shopping service.

It is a depot that can disseminate — quickly and easily — information on government and private-sector business programs, services, activities and contacts. Indeed, the information provided could be vital to improving a company's export capabilities.

The innovation incorporates a specially designed telephone response system and a Business Intelligence System (BIS) — a database providing the Centre's officers with information at their fingertips.

What it means is that companies seeking business/export-related information can call in their request and receive the answers either by telephone or by facsimile, via the computer system.

The system also incorporates

FAXBACK, a 24-hour service that enables clients to receive their requested information by using touchtone telephone commands.

A business event line also is available to advise interested parties on up-coming events.

The **Canada Business Service Centre** has been enthusiastically received by the Manitoba business community. Since its inception, walk-in traffic at the Centre has increased by 100 per cent.

"While we are extremely pleased with the great number of people using this service, what is particularly gratifying is the positive feedback from users," said Rainer Andersen, Executive Director, Industry, Science and Technology Canada (ISTC), Manitoba regional office.

The Centre is the result of collaboration among federal (including External Affairs and International Trade Canada) and provincial governments, Chambers of Commerce, business associations, and the University of Manitoba.

Contact Shannon Coughlin, Manager, Canada Business Service Centre, Winnipeg, Manitoba. Tel.: (204) 983-2097.

Major U.S. Printing Equipment Show Assured of Being One of the Most Graphic

Chicago — Four thousand square feet of prime space have been blocked for companies interested in participating at Canada's National Stand at the **Graph Expo Printing Equipment Show** being held here October 31 to November 4, 1993.

Graph Expo is a series of printing equipment shows that rotate annually among Chicago, Dusseldorf, Birmingham and Tokyo.

When the event was last held in Chicago in 1989, **Graph Expo** shattered every record for exhibitors (610) and attendance (49,000 registered visitors, plus exhibitor personnel, press and others, for a total of 70,000 people).

At that time — and expectations are equally high for this year's event — **Graph Expo** was the biggest exposition of graphic communications products in the Western Hemisphere.

The National Exhibit, sponsored by External Affairs and International Trade Canada as part of its trade promotion activities in the United States, will be on the Main Level of McCormick Place East, assuring it high visibility and plenty of traffic.

The Main Level is reserved for

companies exhibiting printing machinery and systems, supplies and accessories, post-press equipment and supplies, materials handling and services to trade.

For further information on **Graph**

Expo, contact Michel Samson, Marketing Officer, United States Trade and Tourism Division (UTO), External Affairs and International Trade Canada, Ottawa. Tel.: (613) 944-9479. Fax: (613) 944-9119.

Brazil

Canada to Maintain High Profile at Agricultural, Livestock Show

Porto Alegre — Canada again will have a high profile at **EXPOINTER**, one of Latin America's most important livestock and agricultural trade shows, being held in this southernmost part of Brazil from August 28 to September 5, 1993.

This will mark Canada's eighth consecutive year at **EXPOINTER** and Canadian companies now are being recruited. Their participation will help enhance Canada's reputation as a supplier of first class genetics to the Brazilian livestock market, the second largest livestock herd in the world.

Sales to Brazil of Canadian breeding stock, genetic material and artificial insemination technology have increased signifi-

cantly over the past decade. Indeed, Canada now has the reputation of being one of the best partners of Brazilian breeders.

In addition to the regular pavilion and general facilities sponsored by External Affairs and International Trade Canada, there will be an area at which Canadians can exhibit live animals—a feature which could give Canadian participants at **EXPOINTER** an even higher profile.

For further information on **EXPOINTER**, contact Luis Bustos, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Fur a Fashionable Export — from page 4

Canadian products in established and emerging markets, including Italy, Spain, Germany and Japan. About half of Canadian-made fur garments are produced for export.

Preliminary results indicate real opportunities to increase consumer awareness and sales of Canadian fur products through designer-promotion and new retail-merchandising techniques.

The fur trade is one of 55 key industries selected for enhanced worker-training and management/labour partnerships in a five-year program announced by Employment & Immigration Minister Bernard Valcourt. The fur trade boasts the only national adjustment committee to include all sectors of an industry — from primary producers to processors, designers,

manufacturers and retailers.

This coordinated approach, says Jacob, is the industry's strongest card in an increasingly competitive global business environment.

For further information, contact Del Haylock, Executive Vice-President, Fur Council of Canada, 1435 St-Alexandre Street, Suite 1270, Montreal H3A 2G4. Tel.: (514) 844-1945. Fax: (514) 844-8593.

TRADE WINDS

PREPARED BY THE STANDARDS COUNCIL OF CANADA

April 1, 1993

Trilateral Standardization Forum

Canadian representatives to the Trilateral Standardization Forum recently held preparatory discussions to lay the groundwork and discuss Canadian concerns to be brought to the table during the upcoming Forum to be held in Mexico City on March 23-25, 1993. The preparatory meeting gave representatives from the business, standards and conformity assessment communities an opportunity to review the highlights of previous Trilateral Standardization Forums and to discuss the objectives of the Canadian delegation. The upcoming meeting in Mexico is aimed at complementing government discussions within the framework of the North American Free Trade Agreement (NAFTA).

The Trilateral Standardization Forum was organized to study relevant standardization issues in important industrial sectors and to discuss possible methods of harmonizing standardization initiatives. In addition to providing an opportunity to exchange information on each country's standardization systems, the meetings will bring together representatives of particular industrial sectors. Discussions will likely take place in the areas of gas and electrical products, telecommunications, construction (pipes and plumbing), plastics, textiles, automotive, medical technology, and toys.

The Trilateral Standardization Forums are sponsored by the Standards Council of Canada (SCC), the American National Standards Institute (ANSI) and the Mexican national chamber for the manufacturing industries (CANACINTRA).

CENELEC Update

The Slovenian National Electrotechnical Committee was recently accepted as a CENELEC affiliate, enabling it to implement all of CENELEC's existing European standards (ENs) and future standards as they become available. Representatives from Slovenia will also be able to

attend CENELEC's technical meetings, workshops, seminars, conferences and General Assemblies, as well as receive regular data from the organization. Slovenia joins five other countries including Czechoslovakia, Hungary, Poland, Romania and Turkey as a CENELEC affiliate member.

CENELEC General Assembly has also empowered its President, Dr. Enrico Comellini, to sign co-operation agreements with two more organizations, bringing the total number of CENELEC co-operation partners to seven. The two new organizations are EACEM, the European Association of Consumer Electronics Manufacturers, and EUROCAE, the European Organization for Civil Aviation Equipment. This agreement will allow CENELEC to take draft documents from these organizations and develop them, or incorporate their contents, into future finalized European standards (ENs).

EC Directive on low-voltage

The European Commission has published a forty page document in support of Council Directive 73/23 EEC on the harmonization of the laws of the Member States relating to electrical equipment for use within certain voltage limits. The document contains a lengthy list of European standards (ENs) and harmonized documents (HDs), names and addresses of organizations that can approve electrical equipment, pictorial illustrations of the conformity marks used in each country, as well as examples of certificates drawn up in English, French and German.

Low-voltage electrical equipment is defined as "all electrical equipment designed for use with a voltage rating of between 50 and 1 000 V for alternating current and between 75 and 1 500 V for direct current". It does not cover electrical equipment for use in explosive atmospheres, electrical equipment for radiology and medical purposes, electrical parts for goods and passenger lifts, electricity meters, socket outlets for domestic use, electric fence controllers, radio-electrical interference, or any specialized electrical equipment, for use on ships, aircraft or railways, which comply with the safety provisions drawn up by international bodies in which Member States participate.

The low-voltage directive is intended to facilitate the free movement of electrical equipment throughout the Community, while ensuring that safety requirements recognized in all Member States are satisfied. Member States must take appropriate measures to ensure that electrical

TRADE WINDS features timely information on the standards-related aspects of the liberalization of trade through bilateral or multilateral accords such as the North American Free Trade Agreement, the Canada-United States Free Trade Agreement, and the General Agreement on Tariffs and Trade, as well as information on the European Common Market Initiative.

equipment is constructed in accordance with good engineering practices and that it does not endanger the safety of persons.

Manufacturers may demonstrate compliance by obtaining a certificate of conformity from a recognized organization or by providing a manufacturer's declaration of conformity to harmonized European standards. In the absence of harmonized European standards, manufacturers may use the safety provisions or standards already laid down by other international bodies such as the International Electrotechnical Commission (IEC) and the International Commission on the Rules for Approval of Electrical Equipment (CEE).

Copies of the low-voltage directive (73/23/EEC) and of the Commission document listing European standards and acceptable marks of conformity (92/C 210/01) may be obtained from the Standards Council of Canada.

Finalized European Standards

The following standards have recently been approved as finalized European standards by the European Member States. Copies may be ordered through the Sales Centre at 1-800-267-8220 or (613) 238-3222.

EN 341 - Personal protective equipment against falls from a height - Descender devices

EN 353-1 - Personal protective equipment against falls from a height - Guided type fall arresters on a rigid anchorage line

EN 353-2 - Personal protective equipment against falls from a height - Guided type fall arresters on a flexible anchorage line

EN 10028-1 - Flat products made of steels for pressure purposes - Part 1: General requirements

EN 10028-2 - Flat products made of steels for pressure purposes - Part 2: Non-alloy steels with specified elevated temperature properties

EN 10028-3 - Flat products made of steels for pressure purposes - Part 3: Weldable fine grain steels, normalized

EN 28653 - Jewellery - Ring-sizes- Definition, measurement and designation (adopted ISO 8653: 1986)

EN 50065-1/A1 - Signalling on low-voltage electrical installations in the frequency range 3 kHz to 148,5 kHz - Part 1: General requirements, frequency bands and electromagnetic disturbances

EN 50014 - Electrical apparatus for potentially explosive atmospheres - General requirements

ENV 41000 - Information technology - Functional standard for profile T/A53 - Local Area Network - Token Ring (COTS + CLNS)

ENV 41114 - Information technology - Functional standard for profile T/A52 - Local Area Network - Token Bus (COTS + CLNS)

ENV 41215: 1992 - Information technology - Functional standard for profile A/D132 - Directory - Behaviour of DSAs for distributed operations

DRAFT EUROPEAN STANDARDS

In cooperation with CEN and CENELEC, the Standards Council of Canada has developed procedures by which Canadian industry can obtain draft European standards for review, provide input into these draft standards, and purchase published European standards.

DOORS

prEN 947-2

Resistance to vertical load - Test method - Part 2: Hinged or pivoted doors

Comment deadline date: 1993-05-23

Price: \$15.75

GATT TBT NOTIFICATIONS

Listed below are notifications received recently from countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code).

ELECTRICAL MACHINERY

prHD 53.6 S2

Rotating electrical machines - Part 6: Methods of cooling (IC Code) (adopted IEC 34-6: 1991)

Price: contact SCC

prHD 53.8 S4

Rotating electrical machines - Part 8: Terminal markings and direction of rotation of rotating machines

Price: \$15.75

Information regarding GATT TBT/notifications and draft European standards (see sample above) is contained in SCC's bilingual databases, available 24 hours a day, to standard-users in Canada and abroad.

Our GATT TBT/notifications and draft European standards database contains information on proposed regulations, mandatory standards or certification systems from countries that have signed the GATT Agreement on Technical Barriers to Trade (Standards Code). Summaries of draft standards published by the European Committee for Standardization (CEN) and European Committee on Electrotechnical Standardization (CENELEC), resulting from the Single Market initiatives in Europe, are also included. Access to SCC's online database requires only a personal computer, telecommunications software, and a modem.

We also offer a service whereby clients can receive by fax summaries of draft European standards and GATT TBT/notifications that have recently been included in our database.

For further information on how to access standards databases or on our fax service please contact:



**Standards Council of Canada
Standards Information Service**

45 O'Connor Street, Suite 1200

Ottawa, Ontario

K1P 6N7

Tel.: (613)238-3222

Fax: (613)995-4564

Canada-India Seminars Explore Joint Ventures

A delegation of selected businesspeople from India, seriously looking for Canadian joint venture and technical collaboration partners, will visit three Canadian cities between May 6-14, 1993.

The two-day program in each city will focus on "Doing Business in

India" and identifying the business fields which the Indian companies wish to discuss with Canadian counterparts. A list of the Indian companies and their interests has been compiled. There also will be one-on-one meetings and plant or factory visits.

The Chairman and members of the Board of Directors of the Canada-India Business Council, the Canadian Trade Commissioner in New Delhi or Bombay, officials from External Affairs and International Trade Canada and from CIDA INC. will be on hand to meet with and advise interested Canadian participants.

The locations and dates of the visits are: **Montreal** (May 6-7); **Toronto** (May 10-11); and **Calgary** (May 13-14).

The visits constitute phase two of the Canada-India Joint Venture Program, funded by CIDA INC. and involving the Canada-India Business Council and the Canadian Chamber of Commerce.

For details or to obtain a copy of the list of Indian companies, contact Pan Kanagaretnam, Executive Director, Canada-India Business Council, The Canadian Chamber of Commerce, 1160-55 Metcalfe Street, Ottawa K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643.

U.S. Mid-Atlantic Health Market Worth \$38-Billion

Atlantic City — Space is limited, but the Trade Division of the Canadian Consulate General in New York City is inviting Canadian companies to enjoy a powerful marketing opportunity as part of its Canadian National Stand at the **Middle Atlantic Health Congress Trade Show (MAHC)**.

A major event being held May 19-20, 1993, MAHC is the foremost trade show for suppliers of products and services to hospitals, nursing homes, clinics and related support facilities in the states of New York, New Jersey, Pennsylvania and Delaware — a four-state region that comprises roughly one-fifth of the U.S. hospital market, with annual industry expenditures exceeding US\$38 billion.

Last year, MAHC was attended by 5,000 general management, administration and purchasing professionals. As well, there were substantial numbers of sales representatives and distributors, making it an ideal venue for prospecting orders and distribution channels.

Contact Don Garretson, Trade Division, Canadian Consulate General, New York City. Tel.: (212) 596-1656. Fax: (212) 596-1793.

Better Health a B.C. Business

Vancouver — Health professionals, retailers and wholesalers in the health products and services industry should consider circling the dates August 14-15, 1993 on their business calendar.

That's when Vancouver hosts **International Health-O-Rama '93** a consumer-oriented conference and exhibition, where participants can meet potential customers face-to-face, introduce new product lines and services, and get immediate feedback on business prospects.

Exhibitors most likely to participate include manufacturers,

wholesalers and suppliers of natural foods and health-related products, publications and appliances — indeed, all companies that provide equipment, supplies and services used in all areas of health care.

The conference will feature discussion on developments in preventive medicine, dental care, immunology, holistic health, nutrition and fitness.

Contact the Health-O-Rama show headquarters at #100-1093 West Broadway, Vancouver V6H 1E2. Tel.: (604) 731-4569. Fax: (604) 734-6909.

China Show Highlights Hydropower

Beijing — A better understanding of China's present and future hydro power requirements can be gleaned by attending the **Large-Scale Hydro Power Station Equipment and Construction Expo '93 and Symposium**, being held in this capital city June 18-23, 1993.

With a special focus on the Three Gorges Projects, the exhibition will

feature equipment for hydroelectric power plants, large-size navigation locks and shiplifts, construction technologies and equipment.

Contact the show organizer's Canadian representative, Willie S. Zhu, President, Pacific Rim Group Inc., 672 Manning Avenue, Toronto M6G 2W3. Tel.: (416) 516-2234. Fax: (416) 588-7668.

Caribbean Communications Takes Centre Stage

Aruba — Cutting-edge Canadian telecommunications companies have a prime opportunity—June 6 to 10, 1993—to tap into the diverse and potentially lucrative Caribbean telecommunications market.

That is when Aruba, in the Netherlands Antilles, will host CANTO '93, the exclusive conference and trade exhibition of the **Caribbean Association of National Telecommunications Organizations (CANTO)**.

Over 125 executives of the region's telephone companies will participate in the conference. The

corresponding trade exhibition will bring together worldwide suppliers of telecom products and services and Caribbean users and buyers.

The purchasing power of the CANTO is expected to exceed US\$3 billion by 1995. This is not surprising, considering that the 30-member sponsoring companies of CANTO '93 stretch from the Bahamas in the north, to Suriname in the south; from Belize in the west, to Guadalupe in the east. What's more, new members include TELECOMM de Mexico and CANTV of Venezuela.

For further information on costs or on how to participate in CANTO '93, contact Ross A. Cowan, RAC Marketing & Associates Inc., 81 Ramsgate, Ottawa K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

Japan Seafood Show Casts Net to Catch Canadian Companies

Tokyo — A piece of the giant Asian seafood market could be the prize catch for Canadian companies that participate in an event taking place here this June.

The first **Tokyo International Seafood Show**, where sellers will have a chance to meet Asian buyers, will be held June 10-12, 1993 at the Harumi Fair Grounds — next to the world-famous Tsukiji Fish Market.

The US\$35 billion Asian seafood market is proving to be an attractive lure, with 80 per cent of the stands already reserved for the show.

The event, officially supported by Japanese representatives of the seafood industry, will cover all sectors, from fish and seafood products to raw materials and processing and packaging equipment.

External Affairs and International Trade Canada will be joined by at least a dozen other Canadian organizations and businesses with booths at the show.

For more information or to register, contact the show organizer's Canadian representative, Derek Complin, President, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5L8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Participants Ride into Future at Transportation Event With Pacific Rim Focus

Seattle — As many as 1,500 business, government and university delegates from around the world are expected to converge on this Washington State city August 12-19, 1993.

They will be participating in the **1993 Pacific Rim Transportation Conference** — an event that will explore surface transportation technology issues that, particularly, are key to the future development of all countries of the Pacific Rim.

Concurrent with the conference is the **TransTech Trade Show** at which exhibitors are being en-

couraged to unveil new products and services related to all areas being covered at the convention.

These areas include Intelligent Vehicle Highway Systems (IVHS), propulsion technology, management systems, intermodal ties and the Strategic Highway Research Program.

To register or to obtain more information on either the conference or the trade show, contact the Washington State Department of Transportation, Transportation Building, Olympia, Washington, 98504-7350, U.S.A. Tel.: (206) 753-6014.

International Trade Appointment

In recent appointments by Prime Minister Brian Mulroney to the Public Service, Robert Allen Kilpatrick has become Deputy Minister of International Trade and Associate Under Secretary of State for External Affairs.

Mr. Kilpatrick had been Deputy Minister, Western Economic Diversification.

PUBLICATIONS

U.S. Furniture

The Furniture Industry in New England (code no. 108 UA), a market study recently completed by the Canadian Consulate General in Boston and dealing with both the residential and contract furniture sectors, outlines opportunities for Canadian firms, describes industry trends and distribution channels. There also is a listing of retailers, dealers, showrooms, trade shows, associations, and periodicals worth pursuing.

The study notes that the Canadian furniture industry in New England enjoys a reputation for quality products. As well, factors that influence the success or failure of Canadian firms in this market include knowledge of the target market, competitive pricing, marketing skills, and changing regional economic conditions on both sides of the border.

Copies of the study, which is intended to help Canadian firms to understand the New England market and to build a successful export marketing strategy, are available through Info Export (see box at the bottom of page 12).

Costa Rica Medical

The best health system in Central America purchases US\$14 million in hospital instruments, materials and equipment each year, with more than 90 per cent of all purchases being made by one buyer.

A new guide, *Costa Rica: The Medical and Hospital Equipment Sector* (code no. 182 LA), provides information on how to penetrate this market and how to attract the nation's most important buyer, the Caja Costarricense del Seguro Social (CCSS).

This year, CCSS already has ap-

proved purchases of US\$3 million, including US\$520,000 in sterilization equipment; US\$400,000 for laboratory equipment; US\$433,000 for radiological equipment; US\$467,000 for general treatment equipment; and US\$333,000 for operating room equipment.

The guide offers advice on bidding, Customs, Costa Rican import law, securing a good representative, and other matters of help to those interested in meeting the medical needs of this firmly democratic nation of three million people.

Copies of the guide, quoting the code number, are available through Info Export (see box at bottom of page 12).

El Salvador Medical

The market for medical products and equipment in El Salvador was

worth US\$114 million in 1991, with more than US\$110 million spent on imports.

The recently produced *Market Studies of the Medical and Hospital Equipment Sector in El Salvador* (code no. 184 LA) briefly covers the market, its size, trends and prospects. Also briefly dealt with are commercial relations between importers and foreign suppliers, methods of payment and the requirements a good foreign supplier should meet.

As well, there is a comprehensive list of the most important local manufacturers, distributors, representatives and retailers in El Salvador's medical equipment industry.

Copies of the guide, quoting the code number, are available through Info Export (see box at the bottom of page 12).

BUSINESS AGENDA

Calgary — (April 5, 1993);
Saskatoon — (April 6, 1993);
Winnipeg — (April 7, 1993);
Vancouver — (April 8, 1993) —
Mexico: The Market — Opportunities for Canadian Companies. This series of seminars should interest companies exporting services (informatics, consulting engineering, architecture, geomatics, transportation and environment services) to Mexico; small and medium-size companies with niche products; and exporters wanting to learn more about opportunities created by the North America Free Trade Agreement. The seminars are jointly organized by External Affairs and International Trade Canada and the Canadian Export-

ers' Association (CEA). For registration and other information, contact the CEA, Ottawa. Tel.: (613) 238-8888, ext. 236. Fax: (613) 563-9218.

Halifax — April 15-16, 1993 — **World Markets'93**, designed to promote and expand market opportunities for Atlantic Canadian manufacturers and processors, will allow participants to meet representatives of more than 70 leading Canadian and international trading houses — all of whom are active in worldwide trade. Atlantic Canadian suppliers should contact Hugo Ban. Tel.: 1-800-463-2791. Fax: (902) 420-8308.

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- Media ME
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- 1001 and over N5

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- Consumer Products CP
- Defence Products DE
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- Forest Products FT
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- Electronics EL
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- Environment/Equipment/Technologies ET
- Communications/Information/Equipment/Technologies CT
- Energy/Petroleum Products EP
- Construction CO
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- Considering exporting C2
- Not exporting C3

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- Europe A2
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- Latin America/Caribbean A4
- Africa A5
- Middle East A6
- All of the above A7

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Your opinions will help us produce a *CanadExport* which is more useful to you. We would greatly appreciate it if you could answer this short questionnaire and return it to External Affairs and International Trade Canada in the attached self-addressed envelope.

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InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

Vol. 11, No. 7

Dept. of External Affairs
Min. des Affaires extérieures
15, 1993

Subscriber Survey In This Issue

It's been two years since *CanadExport* conducted a survey of its readers.

At that time, the response from those on our mailing list was tremendous and, in many cases, we adopted some suggestions they thought would help *CanadExport* better serve their needs.

As was the case last time around, this survey/questionnaire will also help us to prune our mailing list and to more accurately target or gauge our audience!

We know surveys can be a pain, but we request and appreciate your taking a few minutes to reply. That way, *CanadExport* again can take your views into consideration and tailor its content to more completely fulfil your expectations.

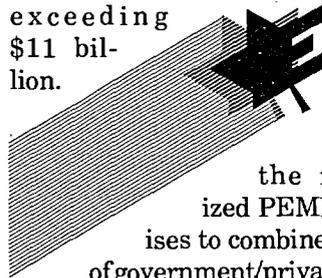
(This is the last of the three consecutive issues to carry the survey, which first ran in the March 15, 1993 edition, Vol. 11, No. 5).

Backing a Winner

Better PEMD Boosts Business

Canadian businesses committed to entering the tough international marketplace now will be better served — thanks to the federal government's restructured **Program for Export Market Development (PEMD)**.

Since its inception in 1971, PEMD has assisted more than 25,000 Canadian businesses in marketing their products and services abroad, with sales stemming from PEMD-supported activities exceeding \$11 billion.



APR 1 1993

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~~risk sharing and partnership~~
with the long-term **commitment** needed to crack today's global markets.

Features of the new PEMD include:

- improved access
- a simplified application process
- more eligible costs
- a longer-term commitment
- an extended payback plan.

The new program is comprised of four major elements: Market Development Strategies (MDS), Capital Projects Bidding, Special Activities, and New-To-Export.

Overview

MDS, the key element of the new PEMD, is an umbrella component which replaces the need for a separate application for each part of an export effort. This will result in a more streamlined and effective process. It will also lighten the administrative burden previously experienced by Canadian business.

The basis of the MDS application will be a company's marketing or business plan for export. Specially trained staff at federal government regional International Trade Centres will work hand-in-hand with a

Continued on page 4 — PEMD

Canadian Commercial Corporation Aids Exporters to Asia-Pacific

Market opportunities in which the Canadian Commercial Corporation (CCC) can assist Canadian exporters were explored recently when Christian Sarrazin, the CCC's Executive Vice-President and Chief Operating Officer made a one-month tour of Seoul, Beijing, Shanghai, Hong Kong, Taipei, Hanoi, Kuala Lumpur, Singapore, Canberra, Wellington and Auckland.

As prime contractor in exports sales of Canadian goods and services, CCC provides to foreign clients —

principally foreign governments and international agencies — the Government of Canada's guarantee of contract performance, a feature that gives Canadian exporters a significant competitive edge.

Sarrazin also briefed Trade Commissioners and local Commercial Officers on the advantages CCC can offer Canadian firms seeking export business in the region.

Among his findings were the following highlights:

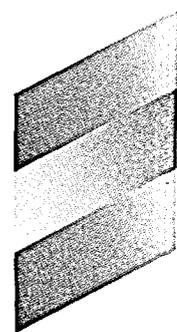
- While there is a general trend

Continued on page 5 — CCC

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External Affairs and
International Trade Canada



Canada

Mission Explores Strategic Alliances in Turkey

Canadian companies interested in exploring strategic alliances in Turkey have an ally in SIRTEC.

The Montreal-based international business consulting firm specializes in the promotion of long-term cooperation agreements, including joint ventures, licensing agreements, technology transfers and sub-contracting.

Working within the framework of the Industrial Cooperation Program of the Canadian International Development Agency, SIRTEC recently opened a liaison office in Istanbul to facilitate the identification of local partners for Canadian firms.

The company also is organizing a fact-finding mission of agri-business firms to the southeastern region of Turkey. To attain an even higher profile, the mission (see contact at end of article) deliberately will coincide with the **AGRI-GAP International Fair** being held May 11-16, 1993.

SIRTEC officials say that Turkey's economy has developed rapidly over the last 10 years and the country has greatly improved its overall infrastructure and industrial base. Indeed, several Canadian firms already have taken advantage of local opportunities.

Another benefit to doing or considering business in Turkey is the country's strategic location: It is

situated at the cross-roads of the European Community, Eastern Europe, the Commonwealth of Independent States, as well as the Middle East. It acts as a springboard to neighbouring markets and enjoys preferential treatment with EEC countries for Customs duties on many products.

Officials at SIRTEC also point out that Turkey has been an associate member of the EEC since 1963 and will be part of the European Free Trade Zone in 1995.

Moreover, Turkey is heading the newly formed Black Sea Economic Prosperity Zone (Bulgaria, Romania, Russia, Moldavia, Ukraine, Armenia, and Azerbaijan). The country has become an economic role model for these and other countries — most of which will need to make substantial investment in

their local infrastructure.

What's more, the Government of Turkey promotes the participation of foreign firms in its economic and technological development through open foreign investment regulations and various incentive measures. The liberalization of imports and the geographical diversification of exports have been the main components of Turkey's new economic orientation.

Canadian firms interested in more information on the mission or in obtaining further information on business opportunities and the potential for cooperation projects with a Turkish partner may contact Louis Duhamel, Director-Turkey, SIRTEC, 555 Rene-Levesque Boulevard West, 9th Floor, Montreal H2Z 1B1. Tel.: (514) 866-1633. Fax: (514) 875-5004.

Tunis Hosts Business-Tech Show

Tunis — Canadian companies are invited to participate June 9-11, 1993 in **Carrefour d'Affaires et de Technologie (CAT'93)/Business and Technology Trade Show**.

The event was first held in 1992 and attracted 11,000 visitors and 1,000 participants (including 438 from abroad), with 90 per cent reporting major business deals.

CAT'93 will be an expanded version of the highly successful inaugural event and will consist of:

- **Partnership'93** — a series of targeted encounters between 600 foreign and Tunisian businesspersons discussing cooperation in industry and services;
- **Mediterranean Subcontracting and Supply Fair (SAMEST'93)** — a 300-stand fair designed to generate as much subcontracting interaction as possible. The supply area will feature the purchasing departments of builders, equipment suppliers and designers from Europe, the Mediterranean and elsewhere; and
- **The Innovation and Technology Centre (CIT'93)** — an area reserved for the technical innovations of universities, engineering schools, businesses, technical centres and research institutes. The

Continued on page 6 — Tunis

CANADEXPORT

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Mail to: **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

AUSTRALIA — A producer of natural, non-alcoholic sparkling grape juice seeks to establish a bottling and distribution operation in Canada with an aim to penetrating the North American market. The product, which uses no chemicals or preservatives, currently is sold in Southeast Asia and Japan.

Contact
David
Williams
or David

Oh, Directors, Rose's Fruit Juice Company, 7 Dover Street East Bentleigh, Victoria 3165, Australia. Fax: (03) 579-1171.

CHINA (People's Republic) — A variety of inexpensive, used ships — to be obtained either through rental, purchase or joint venture — is being sought by a company in China. Specifications call for: **dry cargo ship and bulk carrier** (3,000-6,000 g.r.t.); **oil carrier** (5,000-10,000 g.r.t.); **high-speed passenger vessel** (greater than 20 knots and seating in excess of 200 passengers); **passenger/car ferry**; and **dredger**. Contact Zhang Mao, General Manager, Strain Eighth Co. (CANADA), Shanghai Office, Room 1, No. 3, Lane 1634, W. Nanjing Road, Shanghai, China 200040. Tel.: 8621-2533551. Fax: 8621-3248360. (Mr. Ma Xinkui, % Shao Zhixiong).

CHINA (People's Republic) — A China-based office of a Japanese company is seeking Canadian suppliers of **equipment used in tunnels**. Specific items being sought are: **ventilation equipment**; **carbon monoxide sensor**; **wind tester**; **visibility tester**; and **signal control equipment**. Interested parties should contact Mr. Li

Chao, More Joys Electronics (Beijing) Co. Ltd., Beijing. Fax: (011-86-1) 832-2964.

IRAN — A well-established company with an impressive and extensive list of clients wishes to **represent Canadian medical equipment manufacturers** in the Iranian market. Interested parties may contact IDEA (Industrial Development by Electronic Application Inc.), 568, Jomhori Avenue, Tehran, Iran, Postal Code 13137. Tel.: 926146.

BUSINESS OPPORTUNITIES

Fax: 0119821-926146. Telex: 215207 SEMR IR.

LITHUANIA — A company here seeks to form a **partnership/investment plan** for the production of **cardboard and paper packages** which are much in demand in this country. Contact Mr. Kestutis Marcinkevicius, AB Pabrades, Kartono Fabrikas, Armioniu, g 58, 4710 Pabrade, Lietuva (Lithuania). Tel.: (01217) 5-42-93/5-33-33. Telex: 303-013 FAZA.

NEW ZEALAND — An Auckland-based company is seeking **computer software** for optical microscopes, image analysis and digital confocal imaging. Contact Richard Beddek, Marketing Manager, Trimtech New Zealand Ltd., Optical Instruments Division, 14 Mana Place, Manukau City, P.O. Box 76-356, Auckland, New Zealand. Tel.: 64-9-262-3380. Fax: 64-9-262-3291.

NEW ZEALAND — A company here seeks suppliers of **quality control/inspection products for the food industry**. The firm currently markets taptone inspection systems, vacuum pressure monitors and seal integrity testers. Contact Claude Clarkson, Sales Engineer, N.Z. Ocean Technology Ltd.,

2nd Floor, Canon Building, Fred Thomas Drive, P.O. Box 33-1454, Takapuna, Auckland, New Zealand. Tel.: 64-9-486-6806. Fax: 64-9-486-6807.

POLAND — A business group is inviting interested parties to consider entering a **joint venture or business partnership** with an aim to establishing a **medium-size brewery, developing contact lenses technology and paper packaging technology for food**

products. The business also seeks **capital**

investment from interested Canadian parties. Contact Peter Rzazewski, Pol-Can Transport Co. Ltd., 44 ul. Florianska, Krakow, Poland. Fax: 011-48-12-229-344.

TAIWAN — A company here is seeking competitively-priced **steel wire rods (in coils), steel bars (straight), and triangle bars** in large quantities. For specifications and quantities, interested firms may contact the Taiwan Trade Centre, Place Montreal Trust, 1800 McGill College Avenue, Suite 2108, Montreal H3A 3J6. Tel.: (514) 844-8908. Fax: (514) 844-9246.

TAIWAN — A leading construction and engineering company which, in addition to importing, has participated in public and large civil construction projects since 1975, wishes to contact **beer brewery construction and installation companies**. The firm also is interested in **brewery equipment; new environmental protection equipment; machinery and products (waste, water, air, noise); and aluminum alloy boom structures**. Contact the Taiwan Trade Centre, 1800 McGill College Avenue, Suite 2108, Montreal H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

PEMD: Backing A Winner — from page 1

company in the implementation of a long-term strategy that targets specific international markets and export niches.

Cost-shared support up to 50 per cent will be provided for a wider range of activities such as travel, product testing for market certification, legal fees, product demonstration costs and other costs necessary to execute the marketing plan. PEMD-MDS will provide this assistance for up to one year based on a long-term plan. PEMD-MDS will also be responsive to changes and redirection of the marketing plan to meet changes in the global marketplace.

MDS is designed primarily for companies with annual sales greater than \$250,000 and less than \$50 million.

The **Capital Projects Bidding** element of PEMD remains largely unchanged, while the **Special Activities** element has been redesigned to strengthen and support the generic marketing needs of trade associations meeting PEMD eligibility requirements.

Success in today's and tomorrow's competitive international marketplace depends on innovation, quality and performance — and on a spirit of partnership, risk-sharing, commitment and flexibility. PEMD provides the foundation to build this partnership.

MARKET DEVELOPMENT STRATEGIES

Market Development Strategies (MDS) recognizes the need for longer market planning horizons in an increasingly competitive international marketplace.

Instead of individual approval of a series of projects as in the past, MDS will now approve a package of support for visits, trade fairs and marketing support initiatives, under one umbrella of the company's year-long marketing plan.

This process will reduce the administrative burden on the company and the federal regional International Trade Centres, making it more streamlined and effective.

The new MDS also recognizes the unique needs of the Services and Technologies sectors and has been designed to incorporate those needs in its implementation.

Contribution Limits

- The PEMD contribution per application is a minimum of \$5,000 and a maximum of \$35,000.
- Eligible expenses are shared on a 50-50 basis.
- Funds must be disbursed within 13 months of the date of approval.

CAPITAL PROJECTS BIDDING

PEMD support for capital projects bidding or proposal preparation at the pre-contractual stage is designed to assist Canadian firms in bidding for major capital projects outside Canada.

This element of the new PEMD remains the same as in the past and may include international competitive bids or those undertaken in countries with centrally planned or transitional economies. It is not designed for the establishment of foreign joint ventures.

The bids are for the supply of Canadian goods and services such as engineering, construction, architecture and management consulting.

Contribution Limits/Eligibility

- The PEMD contribution per application is a minimum of \$25,000 and a maximum of \$250,000. Bid value must be over \$1 million.
- The maximum PEMD contribution per applicant per government fiscal year is \$500,000.
- The maximum PEMD contribution per project involving an ad hoc consortium is \$400,000.

Company Eligibility

- Preference will be given to applicants with annual sales greater than \$1 million.
- The applicant must clearly demonstrate the capability to undertake the project.

SPECIAL ACTIVITIES

Special Activities assistance is intended for sector-specific, non-sales trade associations and major or national horizontal trade associations. Activities undertaken by these associations must be for the benefit of their members and may include activities relating to the generic promotion of the association's products or services.

As with other activities, the focus of the projects must be on the development or increase of sales of Canadian goods or services in foreign markets.

Contribution Limit

- The PEMD contribution per application is a minimum of \$15,000.
- Contribution limits will be commensurate with the association's budget and ability to cost-share and is nominally set at \$100,000.
- Two approvals per applicant per government fiscal year.

The PEMD contribution under Special Activities is non-repayable.

Continued on page 5 — PEMD

PEMD — from page 4

Program Eligibility

The association must have:

- a documented export marketing strategy outlining achievable or increased export sales potential for their members;
- satisfactory marketing and managerial capability;
- demonstrated financial resources to fulfil the proposed activity;
- approval of the proposed activity(ies) by the association's Board of Directors or its members at the annual meeting.

Activities must be undertaken for the benefit of association members.

SMALL and NEW-TO-EXPORT COMPANIES

The new PEMD recognizes that a substantial proportion of Canadian business lacks a consistent capability to export, either from insufficient knowledge of exporting or a lack of in-house resources. This component of the new program will assist those companies, and others in Canada who may have only cyclical export needs. It provides the vehicle for these companies to seek out individual export opportunities, whether the identification of a market niche or participation in a trade fair.

Eligible Costs

PEMD will share up to 50 per cent of the costs associated with an approved market identification visit and/or participation in an international trade fair outside Canada, for a maximum of two approvals per fiscal year. Specifically excluded are costs of goods themselves and/or transport to the foreign market (except product demonstrations), entertainment and hospitality, salaries and commissions, and the cost of English or French product literature.

Contribution Limits

The PEMD contribution per application will be

a maximum of \$7,500.

Company Eligibility

Eligible companies must:

- be incorporated under the Canada Business Corporations Act or its provincial equivalent. Organizations incorporated under Section II of the Canada Corporations Act (non-profit organizations) or its provincial equivalent are not eligible for PEMD assistance;
- be registered in WIN-EXPORTS or BOSS, the Department's company data bases;
- ensure that the Canadian content of the product mix of the company is a minimum of 60 per cent; and
- be up-to-date in their commitments to the Canadian government.

Preference will be given to firms with annual revenues exceeding \$250,000.

HOW TO APPLY

Market Development Strategies/New-To-Export

After discussing your proposal with an officer at the International Trade Centre in your area, submit the appropriate application, along with supporting documentation (e.g. the marketing plan).

Capital Projects Bidding and Special Activities

Applications must be submitted, along with required documentation, directly to the Export and Investment Programs Division (TPE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Fax: (613) 995-5773.

The **PEMD Guide** and application forms are available from the International Trade Centres in Canada's provincial capitals, or from Info Export, Ottawa, tel. toll-free 1-800-267-8376 (Ottawa area, tel.: 944-4000).

Further information may be obtained from Export and Investment Programs Division (TPE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Tel.: (613) 944-0018. Fax: (613) 995-5773.

CCC Assists — from page 1

toward privatization throughout the region, government business remains an enormous market for Canadian exporters to go after, notably in infrastructure projects and in defence, where they can benefit from CCC's support;

- CCC is breaking new ground in Taiwan, where it may assist in a

sale to a private-sector client at the express request of an exporter; and in Vietnam, which is opening up to the West and where fierce competition is expected; and

- In Canberra, CCC signed a Cdn\$111 million contract for the provision of Light Armoured Vehicles to the Australian Army by

the Diesel Division of General Motors of Canada Ltd.

Enquiries as to how CCC might assist firms working to develop business in this region may be directed to Mrs. Sherri Lillico, Senior Project Officer, Asia/Pacific, CCC, Ottawa. Tel.: (613) 996-2138. Fax: (613) 995-2121.

PUBLICATIONS

The *1993/94 International Trade Business Plan (ITBP)*, released April 1, 1993 by International Trade Minister Michael Wilson, now is available in hard copy or on diskette.

The **ITBP** is the product of the collective efforts of 15 federal departments that are involved in international trade, investment, and technology development and includes input from many private-sector organizations and individual firms.

A forward-looking document that focuses and targets the government's support to companies in their pursuit of international business, the **ITBP** includes a strategic overview, individual strategies for 22 priority sectors, and a complete list of the funded activities planned by the federal government in each of these priority sectors.

Copies of the complete document, or selected portions of it, may be obtained in hard copy or on diskette from Info Export (see box at bottom of page 8) or from your nearest International Trade Centre.

A guide on *The Argentine Software Market* (code no. 178 LA) now is available for companies who want to explore a market which is showing annual growth of 100 per cent in many sectors. Especially attractive are the markets for personal computer software and mini-computer software. The guide points out that the demand for mainframe software slowed because of troubled government finances, but even this area should rebound in 1993 as the privatization of government corporations is completed. New business opportunities are mushrooming in Argentina because of the privatization initiative and companies are investing in new

software to make workers more productive. The management and accounting software markets were estimated to be worth US\$18.6 million in 1990 and US\$25.7 million in 1991. The market for packaged database software was reported to be about 2,300 units in 1990 and this is thought to have grown 40 per cent in 1992. The lack of a sophisticated computer culture requires suppliers to offer strong technical and training support. Companies which can combine this with user friendly products and the introduction of their products into school and university labs, can expect to find success in this market. Copies of the English only guide are available through Info Export (see box at bottom of page 8).

Remote Sensing in Argentina Today (179 LA) is a comprehensive guide to the official institutions and private companies involved in remote sensing or its applications in this country.

Areas such as agriculture, forests, geology, soil usage, and urban planning are expected to become significant users of this technology in the coming years.

The guide explains that the lobbying of government officials is important to the future of this market and provides a list of different groups working in the area, from official organizations to private companies.

Copies of the English only guide are available through Info Export (see box at bottom of page 8).

BUSINESS AGENDA

Regina — May 10 - June 18; July 5 - August 13 — **Increasing Economic Globalization and the Growth of International Links:** theme programs organized by The Summer Centre for International Languages (SCIL), to prepare businesspeople to work in the international marketplace. SCIL also presents customized seminars on language and international business practice. For more information, contact SCIL, Luther College, University of Regina. Tel.: (306) 585-5300. Fax: (306) 585-5267.

Laval — May 27-28, 1993; **Toronto** — October 28-29, 1993 — **Security Canada Shows** — Organized by the Canadian Alarm and Security Association (CANASA), the exhibitions, concurrent with seminars, offer the latest in the electronic security industry in North America. For more information, contact CANASA, 610 Alden Road, Suite 201, Markham, Ontario. Tel.: (416) 513-0622. Fax: (416) 513-0624.

Tunis Trade Show — from page 2

purpose is to promote contacts between research and industry.

With its Mediterranean, European and international aspects, **CAT'93** will provide an excellent forum in which to conduct business

and to establish contacts for partnerships and subcontracting.

For more information, contact the Embassy of Tunisia, 515 O'Connor Street, Ottawa K1S 3P8. Tel.: (613) 237-0330. Fax: (613) 237-7939.

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1. (a) Category of Organization (select one only)

- Education ED
- Business BU
- Business Association BA
- Government: Federal GF
- Provincial GP
- Regional GR
- Municipal GM
- Media ME
- Other OT

- Consulting Services CS
- Hospitality/Tourism HT
- Banking/Finance BF
- Education Services ES
- Health Services HS
- Other (Please specify): OH

(b) In which language would you like to receive *CanadExport*?

- English EN
- French FR
- Both BI

b) Number of Full-time Employees in Canada

- 1 to 4 N1
- 5 to 20 N2
- 21 to 100 N3
- 101 to 1000 N4
- 1001 and over N5

3. (a) Function/Position

- Owner F1
- Manager F2
- Marketing F3
- Other F4

(b) Gender

- Female FE
- Male MA

2. (a) Principal Activity of Organization (select one only)

- Agriculture AG
- Fishing and Sea Products FS
- Mining, Metals and Minerals MM
- Consumer Products CP
- Defence Products DE
- Food Products FP
- Forest Products FT
- Industrial and Specialized Machinery IM
- Electronics EL
- Transportation Equipment TR
- Environment/Equipment/Technologies ET
- Communications/Information/Equipment/Technologies CT
- Energy/Petroleum Products EP
- Construction CO
- Transportation Services TS
- Storage/Wholesale and Retail Trade SW
- Communications/Information Services CI

4. (a) You are:

- Exporting C1
- Considering exporting C2
- Not exporting C3

(b) If you have checked C1 or C2 in 4(a), please indicate regions

- US A1
- Europe A2
- Asia-Pacific A3
- Latin America/Caribbean A4
- Africa A5
- Middle East A6
- All of the above A7

CANADEXPORT SURVEY QUESTIONNAIRE

Your opinions will help us produce a *CanadExport* which is more useful to you. We would greatly appreciate it if you could answer this short questionnaire and return it to External Affairs and International Trade Canada in the attached self-addressed envelope.

Please answer the following questions by putting a checkmark in the box that best represents your response.

1. How did you become aware of *CanadExport*? (select one only)

- A At the office/place of work
- B From another subscriber
- C In an International Trade Centre (co-located with Industry, Science and Technology Canada)
- D Air Canada flight
- E Recommendation from colleague/friend
- F At a trade fair
- G Info Export
- H Other (please specify): _____

2. How useful do you find these types of articles which appear regularly in *CanadExport*?

Not at all useful (1); Only marginally useful (2); Fairly useful (3); Very useful (4)

	1	2	3	4
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b) Industry sector profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Country/Region profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) Trade fairs and shows	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) Activities of the International Financial Institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f) Joint supplement with other Federal Departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g) Business opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h) Agenda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i) Publications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j) Editorials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3. What other topics would you like to see in *CanadExport*?

Any new subscriber(s) to add/recommend ?

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CANADEXPORT

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May 3, 1993

External Affairs and
International Trade Canada

NAFTA Seminars

A series of one-day North America Free Trade Agreement seminars will be held in cities across Canada, next month. Locations and dates are:

Calgary, June 15; Montreal, June 23; Toronto East, June 24; Toronto West, June 25; Vancouver, June 28.

In addition to an overview of the North American Free Trade Agreement, these one-day seminars will focus on such issues as market access, Customs procedures, rules of origin, harmonization and elimination of trade barriers, side agreements, and transportation and logistics.

For more information, contact CCH Canadian Limited, Conference Division, 6 Garamond Court, Don Mills, Ontario, M3C 1Z5. Tel.: (in Toronto 441-2292); outside Toronto the toll-free number is 1-800-268-4522; or fax (416) 444-9478.

New Opportunities

Positive Changes in Argentina Yield a More Attractive Market

Everyday, new business opportunities are opening in Argentina, report commercial officers with the Canadian Embassy in Buenos Aires.

And, adds Minister for International Trade Michael Wilson:

"Canadian exporters have... returned to the Argentine market. In 1992, they posted their best performance since 1987. At \$100 million, exports were 65 per cent greater than in 1991.

"Argentina has recovered some of the domestic capital that had previously fled, and has attracted new foreign investors, including some well-known Canadian names. Canada now occupies the seventh place among direct investors in Argentina," Wilson added.

The Minister made the comments February 25, 1993, when he welcomed Argentine Minister

of the Economy Domingo Cavallo to Canada.

Period of Renewal

Argentina is engaged in a major process of renewal, turning its back on nearly 50 years of economic and political isolation.

On the economic front, the process has involved pegging the local currency against the US dollar, carrying out one of the largest and fastest privatization programs conducted by any country in the world, and embarking on a program of deregulation and social reform — all in an effort to make Argentine industry more competitive internationally.

Under the stewardship of Dr. Cavallo, the rate of inflation has fallen dramatically (from a level of approximately 30 per cent per month at its height in early 1991) to an annual rate of 18 per cent in 1992. The rate is expected to fall further in 1993. Growth in GDP was 6 per cent in 1992 and is expected to reach 7 per cent this year. Privatization has yielded some

Continued on page 2 — Changes

Defence Contracts

Canadian Commercial Corporation Aids Exporters to the UK

Qualified Canadian companies that are interested in selling products or services to the Ministry of Defence of the United Kingdom (MODUK) can now register under the auspices of the Canadian Commercial Corporation (CCC).

The result is a streamlined process in which companies will be listed on MODUK'S defence contractor list — without having to satisfy the Ministry regarding technical capability, arrangements for design

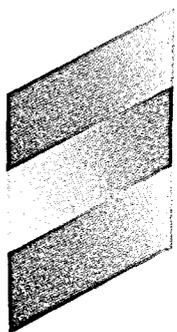
control, production and quality standards. When companies register through CCC, MODUK won't demand evidence of their financial standing or quality assurance status, because CCC performs this function.

Registrants also gain high visibility in all the MODUK contracts branches.

For more information, contact Yvon Jolicoeur, Ottawa. Tel.: (613) 996-0227.

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Canada

Changes Create Better Market — from page 1

US\$5,455 million since 1990, helping to reduce the government debt.

Privatization and Canadian Involvement

Sectors which have been privatized include the phone companies, national airlines, power, railways, water and sewage, the gas transmission and distribution system, and the national oil company.

Canadian companies already are taking advantage of the opportunities offered.

In the oil and gas sector, several Calgary companies have been successful in acquiring rights for exploration and production of oil and in winning the concession to operate Argentina's northern gas transmission system. A Canadian company is a partner in the consortium which recently began operating one of the newly privatized railways.

Mining equipment and services also are seen as beginning to offer growing opportunities.

Canadian sales to the Argentine market in 1992 included satellites, helicopters, telecommunications and broadcasting equipment, beer, shampoo and salmon, plastic injection moulding machinery, and oil

seed refining equipment, as well as sulphur, coal and paper.

Promising Sectors

In line with emerging opportunities, the Commercial Division of the Canadian Embassy in Buenos Aires is concentrating its activities on highly promising sectors: oil and gas; environment; food processing and packaging; plastics processing; power generation, distribution and transmission; telecommunications; transportation; and financial services.

These are all areas in which Canadian companies have developed substantial expertise and have much to offer in the way of technology, equipment, and services.

Mining equipment and services also are seen as beginning to offer growing opportunities. In this regard, the new legislative and regulatory climate with respect to developing Argentina's mining resources is of particular interest to Canadian companies that are already intensively involved in this sector in Chile.

In the agricultural sector, 60 per cent of Argentine dairy herds are of Canadian genetics. Argentina has adopted Canadian classification standards for Holstein cattle and has obtained much of its poultry breeding stock from Canada. Argentina now is introducing seed to

cover some 200,000 hectares in the 1992/93 season, for the production of canola oil.

The Export Development Corporation recently negotiated the provision of Lines of Credit with the Banco de Galicia y Buenos Aires and the Banco Rio de la Plata for USA\$ 510 million each.

60 per cent of Argentine dairy herds are of Canadian genetics.

This month, the Embassy will have an Information Booth at the **MERCOSUR International Trade Fair** in Buenos Aires and is expecting trade missions to promote sales of packaging equipment and technology, plastics equipment and services and possibly mining equipment and services.

Contacts

Companies wanting more information on these and other trade promotional events may contact Luis Bustos, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa KIA OG2. Tel.: (613) 996-5549. Fax: (613)943-8806.

Canadian businesses interested in exploring market opportunities for their products and services in Argentina (and also Uruguay) may address their enquiries to David Cohen, Counsellor (Commercial) and Economic, Canadian Embassy, Casilla de Correo 3898, 1000 Buenos Aires, Argentina. Tel.: (011-54-1) 805-3032. Fax: (011-54-1)806-1209.

They are requested to include a concise description of the products and/or services they have to offer (include product literature, preferably in Spanish, together with information on previous export market experience and any local contacts already established).

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Mail to : *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

Because a new map of the restructured country is not available and because some of the towns listed below are small, we cannot say with certainty in which of the countries these towns are now located. Hence, we are listing both countries, with the suggestion that Canadian companies interested in specific opportunities fax The Czech Republic/ Slovakia company directly.

THE CZECH REPUBLIC/ SLOVAKIA — A manufacturer of active and passive radar systems for both civil and defence services is interested in cooperation with foreign companies in areas ranging from export promotion to possible joint ventures. Contact Petr Nemeč, Tesla Pardubice, U, Zamecku 26, 532 01 Pardubice. Tel.: (0042 40) 24 227/ 293. Fax: (0042 40) 21 017.

THE CZECH REPUBLIC/ SLOVAKIA — An engineering and consulting services firm that also manufactures pumps, iron castings, moulds and models, filters and pumping equipment is interested in technological and production cooperation or a possible joint venture with foreign companies. Contact Pavel Lerch, Export Manager, Sigma Lutín, 783 50 Lutín. Tel.: (0042 68) 475. Fax: (0042 68) 319 30.

THE CZECH REPUBLIC/ SLOVAKIA — A company is interested in a joint venture or investment cooperation with foreign partners in the collection, reclamation and partial recycling of secondary raw

materials. This firm also is seeking foreign capital for projects involving the recycling of scrap tires and the production of floor tiles using rubber scraps. Contact Jaroslav Kaspar, Sberne suroviny, s.p. Plzeň, Kerova 8, 305 27 Plzeň. Tel.: (0042 19) 344 48. Fax: (0042 19) 344 31.

THE CZECH REPUBLIC/ SLOVAKIA — A manufacturer of passive electronic components,

BUSINESS OPPORTUNITIES

such as metal film resistors and capacitors, is seeking joint-venture cooperation with a foreign partner. Contact Josef Tihon, Sales Manager, Tesla Jablonne nad Orlicí, Nadrazní 206, 561 64 Jablonne nad Orlicí. Tel/ Fax: (0042 446) 942 547.

THE CZECH REPUBLIC/ SLOVAKIA — A producer of multi-layered, single and double-sided printed circuit boards, is looking for a joint-venture or investment cooperation with a foreign partner. Contact J. Sasek, CKD Benesov, 256 01, Benesov. Tel.: (0042 301) 219 31. Fax: (0042 301) 219 65.

THE CZECH REPUBLIC/ SLOVAKIA — A manufacturer of fastening, cutting and hand tools, as well as cutlery and accessories, is seeking a foreign partner for investment and/or production cooperation. Contact Bretislav Bierza, Kovex, a.s., 756 22 Hostalkova. Tel.: (0042 657) 92 302-5. Fax: (0042 657) 92 285.

THE CZECH REPUBLIC/ SLOVAKIA — A manufacturer of power and electric equipment seeks a foreign partner for export and production cooperation.

Contact Milan Vagner, Marketing Manager, MEZ Postrelmov, Tovarní 2, 789 69 Postrelmov. Tel.: (0042 648) 311. Fax: (0042 648) 811 25/29.

THE CZECH REPUBLIC — A manufacturer of commercial fasteners for the apparel industry and retail sewing trade seeks partnerships with importers, distributors or wholesalers to introduce their products to new markets. Contact Shannon Mckeen, Advisor to

the Marketing Director, KOH-I-NOOR, Vrsovicke 51, 101 15 Prague 10. Tel.: (0042 2) 73 55 38. Fax: (0042 2) 74 50 05.

THE CZECH REPUBLIC — A state establishment that produces and supplies measuring and control technology is interested in forming business, production, joint venture contacts with foreign firms. Contact Petr Mlynek, Marketing Manager, ZPA Brno s.p., Palackeho tr. 158, 612 44 Brno. Tel.: (0042 5) 747 457. Fax: (0042 5) 747 838.

THE CZECH REPUBLIC — A leading supplier of healthcare technology and equipment for hospitals and mobile medical facilities seeks suppliers or potential partners involved in similar activities. Contact Jan Semerak, Chirana OTS, Komunardu 36, 170 04 Prague 7. Tel.: (0042 2) 801 856. Fax: (0042 2) 801 012.

THE CZECH REPUBLIC — A medium-size manufacturer of TV studio equipment is interested in joint venture cooperation. Contact Zdenek Sobotka, Tesla Radiospoj, Papirenska 17, 166 24 Prague 6. Tel.: (0042 2) 311 98 00. Fax: (0042 2) 311 98 47.

Full Support from EAITC

Canada is Designated 'Partner Country' for Largest Information Technology Ex

Information Technology (IT) is the fastest-growing global market, valued at over \$1 trillion today; projected to be worth more than \$2 trillion by the end of the decade.

In Canada, IT is a \$40-billion industry, employing more than 300,000 people. However, the majority of Canada's 5,000 IT firms have revenues of less than \$2 million.

Canada accounts for three per cent of the world's IT production, but it is the world's seventh-largest domestic market and has the second-largest trade deficit.

Canadian companies have secured niche markets in the United States and around the world, but Canadian firms do not have a global profile as high technology suppliers.

Clearly, Canada has a challenge to expand its presence and profile in world markets. It is only by increasing its world share that Canada's IT industry will continue to prosper and expand.

To help meet that challenge, The Advanced Technology Division (TAE) of External Affairs and International Trade Canada (EAITC) assists the Canadian IT industry to market its products and services internationally.

Trade Commissioners assigned to TAE have a broad knowledge of global activities and opportunities in the fields of telecommunications, computer-based technologies, instrumentation, geomatics (including remote sensing), and electronics.

These Trade Commissioners work with their colleagues at EAITC's Posts abroad and in other government departments to coordinate the collection and dissemination of

foreign market intelligence and trade opportunities.

For promotional use abroad, TAE produces sectoral publications and computer diskettes which highlight the capabilities of Canadian IT firms.

TAE officers advise and assist their colleagues in the Geographic Divisions with the planning and implementation of selected promotional activities, including industry participation in major international trade exhibitions — CeBit is a prime example — missions, seminars and conferences.

Most people associated with the Information Technology industry will know CeBit as the world's largest IT exhibition. Held in Germany each year, it attracts more than 6,000 exhibitors and 600,000 visitors (100,000 from outside Germany and 10,000 from outside Europe). Clearly, CeBit is where the world shops for IT products and services.

Canadian companies have exhibited at CeBit since it started and Canada has had a National Stand since 1984. CeBit is an integral part of TAE's international business development strategy and is a venue to promote Canadian capability in the global marketplace.

In part because of this commitment, Canada has been designated the official Partner Country for CeBit in 1994. This will present Canada with an even better opportunity to showcase its significant IT capability, promote Canada's export potential, market Canadian products and provide investment opportunities in Canada.

As Partner Country, Canada will be provided with additional prime

exhibition space in a high visibility area near the main entrance to the trade fair.

Being Partner Country also will allow more firms to exhibit and others to have larger exhibit spaces.

Companies and organizations (airlines, banks, financial institutions, business and management consultants, industrial and trade associations) which wish to promote Canada as a place to do business, also will be allowed to exhibit at CeBit, but only for 1994.

An equally important benefit of being Partner Country is the opportunity to organize the **CeBit International Forum**.

The Forum, which begins on the second day of the fair, attracts businesspersons from around the world and leads off with keynote speeches by leaders of the Canadian and German IT industry and governments.

On subsequent days, symposiums and seminars are held, covering a wide variety of topics, such as joint ventures, technology developments, investment incentives, and other matters related to doing business in Canada.

TAE is taking the lead in organizing the Canadian presence as Partner Country at CeBit 1994. TAE is convinced it will provide Canada with an unparalleled opportunity to promote Canada and Canadian IT business interests to a global audience.

For more information on TAE or on CeBit 1994, contact Brain Cox, Advanced Technology Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1918. Fax: (613) 944-0050.

Events Join Forces

Airshow Canada, Subcontractors Exhibition Set to Take Wing

Abbotsford — Airshow Canada and the annual Subcontractors Exhibition will be held jointly this year (August 4-8, 1993), Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade has announced.

"Canada's vigorous aerospace sector has earned its place as the sixth largest in the world by designing and manufacturing everything from airframes and engines to space and satellite communications equipment," Wilson said.

"In an era of increasing global competition, however, governments must create an economic environment in which the private sector can achieve its maximum potential. The international business opportunity presented by joining the Subcontractors Exhibition and Airshow Canada is a major step in that direction for Canadian aerospace," added Wilson.

Airshow Canada is a biennial showcase for international aviation and aerospace. It is expected to draw 500 exhibitors from 20 countries and 15,000 visitors from 70 nations, representing all sectors of this global industry. It also is held in conjunction with the Abbotsford International Airshow, which attracts more than 300,000 aviation enthusiasts.

The Subcontractors Exhibition is a business-oriented meeting of prime aerospace contractors from the United States and subcontractors from Canada.

Organized by External Affairs and International Trade Canada, the Subcontractors Exhibition, has been held in eastern Canada for the past five years. Some 200 prime contractors and visitors and 125 exhibiting took part in the exhibi-

tion last June in Toronto.

Symposiums on some of the issues facing airlines, airports and the aviation industry are also part of the events. Themes to be addressed include globalization, alliances, deregulation, financing, new technologies, manufacturing, satellite communications and remote area operations.

In making the announcement, Wilson noted the government's aerospace support strategy also includes Airshow Canada buyer attendance initiatives offered through the Program for Export Market Development (PEMD) and the Canadian International Development Agency (CIDA). The government has been a strong Airshow Canada supporter since the trade show's inception in 1989.

"These focused international ac-



**Airshow
Canada**

tivities have proven their value as trade generators. They are helping to stimulate further aerospace business potential for Canada," the minister said.

An independent survey of Airshow Canada 91 revealed that 74 per cent of exhibitors transacted business totalling more than \$200 million.

To register, contact John Burley, Vice-President of Marketing, Airshow Canada. Tel.: (604) 852-4600. Fax: (604) 852-3704.

For more information on these events, contact Rick Steadman, Communications Manager, Airshow Canada. Tel.: (604) 852-4600. Fax: (604) 852-3704.

Telecommunications Show in Mexico

Monterrey — With Canada, Mexico and the United States poised to ratify the North American Free Trade Agreement, Canadian companies have a golden opportunity — July 21 to 23, 1993 — to position themselves in a potentially lucrative telecommunications market.

That is when Monterrey will host TelNets'93, its 1st International Telecommunications Exhibition and Conference.

Drawing on the experience of LATCOM (organizer of 77 similar events throughout the Americas and Caribbean), TelNets enables exhibitors to meet the users, buyers, business executives and engineers who need the latest technology (busi-

ness automation and communications capabilities are in great demand) to remain competitive.

TelNets'93 provides a unique opportunity for the cutting-edge technological expertise of Canadian companies in data/voice networks, PABX, satellite services, VSAT and expanded wireless systems.

Monterrey, with a well-established infrastructure and skilled workforce, provides almost 6 per cent of the total Mexican Gross National Product and is home to more than 14,500 companies.

For further information, contact Ross A. Cowan, RAC Marketing & Associates Inc., 81 Ramsgate, Ottawa, Ontario, K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

B. C. Environment Fair Means Business

Vancouver — Environmental protection means business development — as will be discovered by those who attend **Globe' 94 Trade Fair and Conference on Business and the Environment**.

The third in the series of biennial **GLOBE** trade fairs and conferences is being held March 21-25, 1994 in Vancouver. Recruitment is under way.

GLOBE' 94, which attracts qualified buyers from around the world for products and services for pollution prevention and control, will provide access to the people and products needed to compete effectively for business opportunities opened by environmental protection.

Participants will include environmental regulators, the environment industry, the corporate sector, the financial community and end users of environmental technologies and services.

This trade fair will offer the latest tools and techniques in environmental technology from six management sectors: water and wastewater management; air quality management; energy-efficient technologies; solid waste management; environmental services; and hazardous and toxic materials management.

GLOBE' 94's Business Contacts Centre will offer participants many services, including a computerized matching system to assist in identifying exhibitors who can meet particular buyers' needs, presentations by buyers presenting their needs to exhibitors, and product demonstration seminars to assist exhibitors in launching new products.

Conferences will discuss such issues as identifying business opportunities created by changing environmental legislation; strategies to access new markets for environ-

mental technologies and services in North America, Asia Pacific and Latin America; and tips on assessing public and private investment capital and official aid finance.

For more information contact **GLOBE' 94**, #504 - 999 Canada Place, Vancouver, British Columbia V6C 3E1. Tel.: (604) 775-1991. Fax: (604) 666-8123.

Food on Malaysia Fair Menu

Kuala Lumpur — The definitive Malaysian trade exhibition for the food and hospitality industries — **Food and Hotel Malaysia 1993 (FHM 93)** — will return September 23-26 for a second year.

This time it has added a culinary competition (**Culinaire 93**) and the **International Meat and Poultry**

Show 93. Both will help **FHM 93** to strengthen Malaysia's position as a leading tourist destination.

Contact Overseas Exhibition Services Ltd., 11 Manchester Square, London, W1M 5AB, United Kingdom. Tel.: +44 (0) 71 486 1951. Telex: 24591 MONTEX G. Fax: +44 (0) 71 486 8773.

TV Broadcasting, Cable Exhibition Takes to Airwaves in Switzerland

Montreux — The largest broadcasting and cabling show in Europe — the **18th International Television Symposium and Exhibition (ITV'93)** — at which External Affairs and International Trade Canada will have an Information Booth, will be held in this Swiss city June 10-15, 1993.

ITV, held every two years and alternating unofficially with the International Broadcasting Show in Amsterdam, attracts all the major European cable and broadcasting firms, plus a significant number of North Ameri-

can and Japanese companies.

This year, in addition to the Canadian Government having an Information Booth, some 13 Canadian firms are scheduled to exhibit individually.

Canadian cable and broadcasting firms wishing to display their corporate literature at **ITV'93** should send — for arrival no later than **June 1, 1993** — between 15 and 20 copies to the attention of Jean-Marc Duval, Commercial Counsellor, Embassy of Canada, P.O. Box CH-3000 Berne 6, Switzerland. Fax: (011-41-31) 44-73-15.

Turkey Security Show Rescheduled

Ankara — Originally to have been held April 22-25, 1993, the **Security and Safety Turkey'93** trade show now will be held December 2-5, 1993.

In response to the February 15 *CanadExport* article, the Embassy in Ankara received numerous Canadian company product lit-

erature for display at the Canadian Information Booth. The Embassy will hold this literature until the show in December.

For more information, contact the Canadian Embassy, Ankara. Tel.: (011-90-4) 436-1275. Fax: (011-90-4) 446-2811/4437.

Central America: A Market Well Worth Pursuing

Canadian business opportunities are again on the rise in Central America as international aid renews creaking infrastructures and doors swing open to imports and investment.

Some nations, like El Salvador and Nicaragua, are regaining strength after years of war, and are "in need of virtually every basic product imaginable."

An important tool to help exporters navigate these tropical markets is *Central America: A Guide for Canadian Exporters* (code no. 165 LA), recently published by the Latin America and Caribbean Trade Division of External Affairs and International Trade Canada.

The five nations which make up this region require expertise in areas in which Canadians have long excelled. These include energy, transportation, telecommunications, health, education, agriculture, industry, technology and construction.

With the region's debt burden receding and international reconstruction aid flowing once again from agencies like the World Bank, Canadian business know-how is in demand. (Canadian exports to the region totalled \$88.7 million in 1991, down from \$105.2 million in 1990.)

The region's 30 million inhabitants produced a GDP of over US\$33 billion in 1990, but a US\$ 30 billion external debt continues to plague efforts to develop these economies. However, positive measures are under way, including the rescheduling of this debt, reduction of tariffs, relaxation of import restrictions and currency controls, and the selling of state enterprises in manufacturing, agriculture, finance, banking and insurance.

Nations like Guatemala offer low wages and taxes, free access for some products to the United States through the U.S. Caribbean Basin Incentives, and special tax inducements to foreign investment in export industries.

Opportunities in Guatemala ex-

U.S.) competition."

This is particularly true in the supply of agriculture inputs, agrochemicals, fertilizers, breeding stock, industrial and raw materials, and electronic and telecommunications.

New export-based industries in heavily promoted tax-free manufacturing zones are also to be considered.

Other countries, like

Panama, can act as a gateway to the huge markets of South America.

"In addition to the domestic market, Panama offers the advantages of the Colon Free Zone, the second-largest free-trade area in the world, which serves as a distribution centre for hundreds of manufacturers selling into South and Central America."

Opportunities in Panama include agriculture inputs, foodstuffs, construction materials, telecommunications equipment, pharmaceutical products, auto parts and consumer goods.

For further information on trade matters pertaining to this region, contact directly, the Canadian Embassy, San José, Costa Rica, tel.: (011-506) 55-35-22, fax: (011-506) 23-23-95; or the Canadian Embassy, Guatemala City, Guatemala, tel.: (011-502-2)321411/321413; fax: (011-502-2) 321419.

General trade information on these countries also may be obtained from Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Copies of the guide, quoting the code number, are available through Info Export (see box at bottom of page 8).

"The World Bank and the Inter American Development Bank have approved financing of a national reconstruction plan for US\$800 million over the next five years to rehabilitate and reconstruct major infrastructure projects."

ist in the supply of geophysical and drilling equipment, pipeline equipment, and raw materials for agriculture and industry.

El Salvador is a good example of a country which has secured post-war aid and is searching for offshore help to rebuild its scarred infrastructure. Industry is also equipped with lines of credit to prepare for the work ahead.

"The World Bank and the Inter American Development Bank have approved financing of a national reconstruction plan for US\$800 million over the next five years to rehabilitate and reconstruct major infrastructure projects," says the guide.

"These projects will require external expertise and offer opportunities for a wide range of products and services from Canada."

Some project priorities are in the energy, water, roads, bridges, health, and telecommunications sectors.

The market in El Salvador also is open to the import of newsprint, building products, tools, structural materials, telecommunications equipment and electronic goods.

Even in impoverished Honduras, openings exist "for the patient and persistent Canadian businessperson who can provide delivery and service superior to the (often

BUSINESS AGENDA

Ottawa — May 6, 1993 — Women Doing Business in Asia. With an impressive array of distinguished speakers, this half-day seminar will explore the myths and realities of gender biases in the Asian business community. Topics will touch on a wide variety of issues pertinent to women who wish to explore this new and unlimited market. Contact the organizers, World Trade Centre,

Ottawa. Tel.: (613) 230-5223. Fax: (613) 236-7998. (Nancy Macguire).

Ottawa — June 10, 1993 — Spring meeting of the Industrial Benefits Association of Canada (formerly Forum for Industrial Participation) — This meeting will review Canadian industrial regional benefit policy and research and development cooperation among

governments, industries and universities. The association's new name more readily identifies its focus, which is on matters relating to government procurement involving industrial regional benefits and international offsets. Contact Bob Brown, 1538 Featherston Drive, Ottawa K1H 6P2. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Publications

A Study of the Medical Devices Market in Korea will help Canadian businesses successfully place themselves in this market — one which is expected to grow by 10 per cent or 15 per cent each year and reach a value of \$1 billion by 1995.

In the last five years the Korean domestic market for medical devices has risen at an annual average rate of 42 per cent to Cdn\$668 million in 1991. Foreign suppliers meet 72 per cent of this demand which is expected to increase as Korean hospitals consolidate, modernize and seek sophisticated equipment.

The guide explains that advanced technology medical devices enjoy the best sales and a good agent is essential to any export success to this market.

Copies of the study are available from Commercial/Economic Section, Canadian Embassy, CPO Box 6200, Seoul, Korea. Fax: (82-2) 755-0686.

Royal Presence A First in China

The Royal Bank of Canada — on March 15, 1993 — became the twenty-first foreign bank to open a branch in Shanghai.

Not only is it the Royal's first branch here, it is the first Canadian bank branch in China.

The move pleases officials of Shanghai which is trying to re-establish itself as a major financial centre in East Asia. Royal Bank officials also are excited, opening in a city which they believe has a bright financial future.

The office site, in the former Canadian Consulate General, is in the middle of the developing financial district, practically on the Bund and near the tunnel to Pudong where the new financial district will rise.

The branch will engage in trade financing to support imports and exports, commercial loans, working capital loans and related services, including correspondent banking. Consultancy mandates also may be undertaken.

Passport Information Toll-Free

The Passport Office has introduced a toll-free telephone information service to respond more effectively to enquiries about passport policies, programs and services.

With a 24-hour automated system and with operators taking calls between 9 a.m. and 5 p.m. Monday to Friday, the service will answer questions about everything from fees to office locations.

All existing Passport Office public enquiry lines will be re-routed through the new toll-free number — except in Montreal and Toronto. Because of the high volume of enquiries, these cities will retain their own public enquiry lines.

The toll-free number is 1-800-567-6868. Residents in Montreal may call 283-2152; for Metro Toronto residents the number is 973-3251.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

External Affairs and
International Trade Canada

Vol.11, No. 9

May 17, 1993

TAX REFUND!

Canadians who, in 1992 travelled to Germany on business, have a deadline of June 15, 1993 to claim their German value added tax (V.A.T.) refund for fiscal year 1992.

The refund of 14 per cent V.A.T. is included in all invoices in the service sector (hotel, taxi, rent-a-car, gasoline, exhibition expenses, etc.).

This unique service is being offered by The Canadian German Chamber of Industry and Commerce.

For further information, contact Mrs. Monika Wolf, Canadian German Chamber of Industry and Commerce Inc., 1010 Sherbrooke Street West, Suite 1604, Montreal H3A 2R7. Tel.: (514) 844-3856. Fax: (514) 844-1473.

Guide Informs on NATO's Defence Procurement Market

An updated guide, *Defence Product Marketing to the North Atlantic Treaty Organization and Its Agencies*, among other matters, informs Canadian firms where to find the best opportunities within NATO's procurement system.

It also explains the funding and procurement changes brought about by the end to the cold war.

"The identification of worthwhile

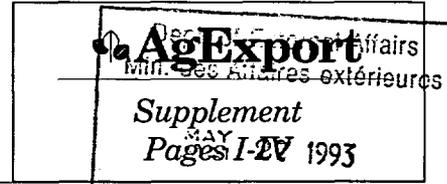
bid opportunities and the progress of projects to the contract stage will, in the next few years, be somewhat problematic. The risk should, however, be manageable since most Canadian firms actively interested in NATO projects tend to work at the sub-contract level," says the guide, which also points out tactics that some nations use to restrict contracts to suppliers within their own borders.

"Canadian firms can often only break into this sophisticated process at the sub-contract level. Even then success is only possible if they possess the right product at the right price and if they have built and nurtured a relationship with a competitive prime contractor, preferably located in the host nation itself."

The guide stresses the need for such relationships, the importance of early identification of projects and the possession of an intimate familiarity with the details of projects.

It states also that Canadian advanced technology companies may be able to gain from opportunities in communications, strategic com-

Continued on page 2 — NATO



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Input Encouraged

U.S. Barriers to Trade Register Released by Minister Wilson

The second annual *Register of U.S. Barriers to Trade* (1993 issue) has been released by Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson.

The Register, which is an illustrative list of barriers to the free flow of goods, services and investment into the United States, also lists specific Canadian dispute-settlement actions undertaken under the Free Trade Agreement (FTA) and the General Agreement on Tariffs and Trade (GATT) in response to U.S. trade barriers.

Examples of trade barriers are found in U.S. subsidy practices, unilateral trade remedy legislation, government procurement and do-

mestic preference laws, customs and administrative procedures, and technical and regulatory practices.

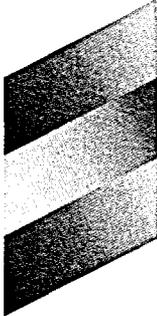
Canada, through bilateral negotiations under the (FTA), has been successful in eliminating several of the barriers contained in the 1992 Register.

For example, two barriers in the technical and regulatory section of last year's edition have been removed to reflect the successful negotiation of bilateral agreements on meat inspection and potatoes.

Minister Wilson emphasized that, while Canada remains concerned about the range of U.S. barriers, they affect a relatively small portion of a very large and mutually

Continued on page 2 — Barriers

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Canada

NATO Defence Procurement — from page 1

munications media, and PTT long distance systems.

Areas of special interest to Canadian firms should be the supply of underground and submarine cables, microwave radio links, fibre optic cables, meteor-burst links, satellites and satellite terminals, HF broadcasts and maritime links and other mobile communications facilities.

Other areas which should interest Canadian companies are fixed and mobile TACAN stations and naval navigation aids, radar warning installations for early warning air defence, coastal and mine-watching radars with all associated communications links.

Warning installations form the main category of the NATO Air Command and Control program. Mobile facilities will also play a large part in NATO's new strategy, as the emphasis changes to rapid reaction forces and peace-keeping missions.

The guide includes a list of "New Start" infrastructure projects for 1993-2000 which includes the NATO Terrestrial Telecommunications System, Combat Zone Communications System, Satcom Ground Segment Enhancement, including UHF with mobile capabilities, line of sight and fibre optic tails and broadcast ship to shore.

Operational and Maintenance

spares and supplies are procured using lists of eligible firms maintained by the purchasing offices. Prospective sellers must supply these offices with necessary data on, and prices of, their catalogue products.

Although NATO doesn't produce a publication that advertises projects, this information can be obtained through multi-year plans called NATOCLIP which show what nation prepares the specifications,

assembles the invitation for bidding (IFB) documents, solicits proposals, awards and administers the contract, and accepts the final works from the contractor on behalf of NATO.

Copies of the guide may be obtained from Aerospace and Defence Programs Division (TAG), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1814. Fax: (613) 996-9265.

Barriers to Trade — from page 1

beneficial trading relationship.

"Canada and the United States are each other's largest and most important trading partners, with two-way trade exceeding \$220 billion in 1992," Wilson said. "The FTA has succeeded in reducing or eliminating many barriers to trade on both sides of the border."

Canada's access to the U.S. market will be further improved with the implementation (January 1, 1994) of the North American Free Trade Agreement, which will effectively extend the FTA to include Mexico.

"The NAFTA includes improvements to the FTA — especially through clearer rules of origin, improved dispute-settlement procedures, and tighter discipline on border restrictions against Canadian imports," the Minister said.

"A successful conclusion to the Uruguay Round of Multilateral Trade Negotiations will go a

long way to help eliminate a number of the remaining barriers," concluded Wilson.

Once again, business leaders, academics, labour leaders and the provinces are being encouraged to let the Minister know of additional barriers they have encountered with the United States.

Correspondence on this matter should be addressed to United States Trade and Economic Policy Division (UEE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

A copy of *Register of U.S. Barriers to Trade* (quoting code no. 94UA) is available through Info Export (see box at bottom of page 8).

"Canada - U.S. trade exceeds \$220 billion"

CANADEXPORT

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — A foreign trade corporation in China is interested in purchasing a **second-hand ram press machine** for automobile body manufacturing. Contact Mr. Xing Hua Wang, Hubei Machinery Equipment Import & Export Co., Zhuodao Quan, Wuchang, Wuhan, People's Republic of China, 430070. Fax: (027) 716664.

CHINA (People's Republic) — A foreign trade corporation in China is interested in purchasing **second-hand machinery and equipment for pulp and paper mills**. Contact Mr. Xing Hua Wang, Hubei Machinery Equipment Import & Export Co., Zhuodao Quan, Wuchang, Wuhan, People's Republic of China, 430070. Fax: (027) 716664.

FINLAND — A company based in Helsinki wishes to **cooperate and seeks financial partnerships** with Canadian firms that have business activities in **Russia, the Baltic countries and Eastern Europe**. The firm can offer know-how, project work, machinery for light industrial projects (logging, forestry, sawmilling, furniture). Contact Raimo Keskimaki, TRIFOSA OY, Vironkatu 5A9, 00170 Helsinki, Finland. Tel.: +358-0-1356161. Fax: +358-0-1357971.

PORTUGAL — A group of Portuguese industrialists is seeking import/export opportunities as well as joint ventures with Canadian companies in a number of areas including **industrial accessories, raw materials, food supplies, textiles, construction materials,**

furniture and china. This group is also willing to act as **consultants and or distributors for the Portuguese market**. Contact Marina Ribau, TESTAFRICA, Apartado 147, 3770, Oliveira do Bairro, Portugal. Tel.: 351-34-747628. Fax: 351-34-752824.

SAUDI ARABIA — A Riyadh-based company would like to contact firms that are engaged in the

in fillets, fresh, frozen, salt and freshwater fish (no salmon) and seafood novelties. The buyer requires that the fish come in weekly regular deliveries of 100-300 kilograms. Contact G. Bianchi AG, Comestibles, Marktgassee 3, CH-8001 Zurich. Tel.: (41-1) 261 70 90. Fax: (41-1) 262 26 68.

SWITZERLAND — A Swiss medical alpine rescue company is seeking a Canadian supplier of **emergency**

BUSINESS OPPORTUNITIES

manufacture/supply of **ultrasound, electrocardiogram and medical components**. Interested parties may contact Mazen Al-Masri, Deputy General Manager, Beautiful Home Trading, P.O. Box 90906, Riyadh 11623. Tel.: 966-1-476-0810. Fax: 966-1-476-5639.

SPAIN — A company with international business activities wishes to receive offers from Canadian export/import companies for worldwide distribution of **fishing vessels, seafood, construction and estate agency**. This company is willing to undertake any other offers for distribution or ventures. Contact Mr. Adelina de Ruyio, Avenida Garcia Barbon, 30-5 Ofic. 6a, 36201, VIGO, Spain.

SWITZERLAND — A Swiss company is seeking Canadian partners for the **construction and commercialization of new equipment suitable for the moving of heavy loads** such as furniture and safes. This partner should have a knowledge of material handling trolleys and aluminum welding. Contact Charles Gros, Levator Systems Ltd., Ch. Des Avelines 1, CH-1004 Lausanne. Tel.: 011-41-21-24-46-20. Fax: 011-41-21-24-48-10.

SWITZERLAND — A Swiss fish importer requires, either whole or

respiratory aids/trachea pipes. Also sought is a Canadian firm interested in a joint partnership to provide **emergency medical packs and related medical devices**. Contact M. Eric Schweizhauzer, Medicoval Sa, Laboratoire Biostate, 10 Avenue Pratifori, Ch-1950 Sion. Tel.: 41-27/22 04 74. Fax: 41-27/23 28 79.

SWITZERLAND — A Swiss company is looking for a Canadian manufacturer of **dental, medical, and laboratory analysis software**. This **management and scientific software** will be distributed in Switzerland and in Canada with a partner. Contact Jean Widmer, Gespower Applications Informatiques, 20 Chemin Saladin, Ch-1224 Geneve. Tel.: 41-22/348 08 48. Fax: 41-22/348 00 02.

SWITZERLAND — A Swiss medical consultant is seeking Canadian consultants/software specialists in medical consulting for the planning of **medical cabinets/units and the management of these cabinets and units**. Contact Hans Schatzmann, Medical Consultant, Schauptatzgasse 26, CH-3011 Berne. Tel.: 41-31/22 10 23; or Walter P. Laubscher, Canadian Embassy, Kirchenfeldstrasse 88, CH-3005 Berne. Tel.: 41-31/44 63 81. Fax: 41-31/44 73 15.

• Leipzig Trade Fairs Calendar •

Between June and December Leipzig is scheduled to host a number of trade-related events in which Canadian companies might be interested in participating.

Companies wishing further information on the trade shows listed here may contact Carlos Pechtel de Avila, Leipzig Fair, Agent General for Canada, 11231-Jasper Avenue, Edmonton, Alberta T5K 0L5. Tel.: (403) 482-3427. Fax: (403) 488-0350. Toll-free: 1-800-661-2221.

June 3-6 — Book Fair: Fiction and poetry; non-fiction; children's and young people's literature; newspapers; magazines; travel books; phrase books; maps; international books on science and technology; religion; foreign textbooks; international book art, including design; illustrations and production; miniature books; art books; fine arts and the national heritage.

June 10-20 — Pharmaceutical Fair.

August 21-24 — Fashion Fair: Men's, ladies' and children's clothing (including knitwear); jeans and young people's fashion; leather and furs; underwear and lingerie; belts, bags and leather accessories; head-gear and scarves; umbrellas.

August 28-30 — Trade Exhibition for Watches, Jewellery and Silver Goods: Large and small clocks, watches; real jewellery, fashion jewellery; precious stones, pearl, coral; silver; machines, equipment and tools for goldsmiths and watchmakers; window displays; services related to the above.

September 7-11 — BIK'93 Trade Fair for Office and Communications Engineering: Personal computers and work sta-

tions; computer peripherals; electronic data processing accessories; local networks; standard software; office communications systems; telecommunications systems; mobile telephones; audiovisual teaching and learning aids; office fittings and furniture; typewriters; office printing and sorting machines; post franking machines; filing systems; document storage; office equipment; organization; specialist literature and publications.

September 7-11 — CAMP'93 — Computer-Aided Applications for Management and Productivity: Architecture, CAD/CAM services; CAD jobs; CAD textiles and clothing; CAM tools; cartography; circuit diagram production; construction engineering; electrical equipment; electronics; estimating and invoicing; facility management; filing systems; geographical information systems; graphic workstations, hardware and peripherals; materials analysis; networks; operation systems; picture processing; plastics injection moulding; process control; product design; production planning and control; software development; specialist publications; stereo lithography; systems and equipment construction; the technical office; tool and mould construction; training; vehicle construction; work preparation.

September 18-20 — Cadeaux Leipzig — Trade Exhibition for Gift Items: Gifts and presents of every description; souvenirs and mementos; arts and crafts; decorations for walls and windows.

September 25-27 — Comfortex — Trade Fair for Interior Design Textiles: Curtains and accessories; wall fabrics; furniture coverings; awnings and blinds; home ac-

cessories; room fittings; fibres, yarn and material; carpets (hand and machine-made); other fabric floor-coverings; floorcloths and dusters; tablecloths; dish cloths and tea towels; bedclothes; mattresses; fabric application techniques; and shop displays.

October 1-3 — International Shoe Fashion Fair: Ladies', mens' and children's shoes; shoes for sport and leisure; special shoes; boots; accessories; shoe shop fittings; presentation aids and related services.

October 26-31 — Construction Trade Fair: Building protection; building materials; roofs, walls and facades; interiors and fittings; sanitation and heating engineering; electrical fittings for buildings; equipment, machines and tools for building and the building trade; building-related services.

November 16-20 — BUGRA — Trade Fair for the Printing Industry: Printing preparation; printing; further processing printed material, book-binding; processing paper and plastic film; refining paper, card, cardboard and plastic foil; air-conditioning; waste disposal, air and water purification/recycling; measuring and control systems; storage systems and means of transport; packing machinery for printed matter; services for the printing industry.

November 22-25 — INNOMATA — Fair for Materials Technology Application.

December 2-7 — Fair for Tourism and Caravanning: Travel companies; travel agencies; traffic carriers; specialist publications; equipment for travel agencies; insurance; caravans; camping.

*World's Largest***Autoparts, Equipment Show Set for Paris**

Paris — The largest automobile parts and equipment show in the world will take place here again this year, with more than 2,100 exhibitors expected to attend.

Equip'Auto 93, being held October 22-28, 1993, will build on its 1991 success, which had 40 nations officially represented and 116,000 trade visitors from 111 countries.

Automobile professionals come to discuss everything from manufacturing to design processes, recycling, conception to maintenance, through to destruction.

The event provides a unique environment where professionals can meet and conclude agreements, while at the same time familiarize themselves with economic and technological trends.

Equip'Auto is considered the gateway to the European Community, with strong representation in 1991 from France, Belgium Italy, Germany, Great Britain, the Netherlands and Spain. In the same year, overseas attendance jumped 27 per cent. Eleven percent of the exhibitors reported new contracts after the show; 20 per cent reported new orders; and 35 percent reported successful negotiations.

Equip'Auto 93 is broken into four sectors: original equipment; spare parts and accessories; garage; and the new area of manufacturing design processes.

At the Paris-Nord Exhibition Centre, there will be four theme centres: car radio, telephone and alarm; computing; lubricants and petrol station; and the new centre of the environment and recycling.

The new manufacturing design processes sector will feature products and services, with emphasis on efficiency in the manufacturing processes.

The original equipment sector will

include leading equipment suppliers and a conference of assembling, purchasing and technical managers from the manufacturing and equipment supplies trade.

A World Congress, sponsored by the Vehicle Equipment Industry Federation, with the collaboration of the American Society of Automobile Engineers and the Japanese Society of Automobile Engineers, will assemble engineers to preview tomorrow's technology today.

The spare parts and accessories sector will feature after sales products and components as well as the most recently developed engines, body panels, electrical and electronic products, chassis systems, and accessories.

The garage sector has been dubbed by organizers as the largest garage in the world and offers all the equipment and services of the automobile repair and maintenance trade, including diagnostic equipment, test equipment, tooling, cleaning, lifting equipment, breakdown, repair, body work equipment and computers.

The lubricants and petrol station centre will feature petroleum, industrial greasing and lubrication companies, manufacturers of fuel management systems, specialists of supply and merchandizing, and a display of all the materials and services that make up a real service station responding to the consumers' "new" needs.

The computing centre will present all the organization and management programs that are necessary for the optimum use of repair shops and the automobile trade in general.

The car radio, alarm and telephone centre will be the largest at **Equip'Auto 93** and will bring together world leaders in auto-mobile communication on-

board electronics.

The environment and recycling centre will assemble the leaders in automobile waste recycling and anti-pollution, including equipment suppliers, oil companies, plastics companies and manufacturers. Future technology, clean vehicles classification, low emission vehicles, new fuels and the recycling of materials are just some of the topics which will be addressed.

For information on participating in **Equip'Auto 93** or to find out about the exhibitor's package deal, contact the show's Canadian representative, C. Mille International Agency, 322 Eglinton Avenue East, Suite 902, Toronto M4P 1L6. Tel.: (416) 482-5322. Fax: (416) 925-2768.

East Europe In Vegas

Las Vegas — Canadian companies, primarily small and medium-size, are being invited to participate in **East Europe Expo'93** being held July 13-15, 1993 at the Tropicana Resort and Convention Center.

Designed to initiate, facilitate and expand international business transactions, the event will bring together American, Canadian and East European traders of goods and services, distributors, franchisors, entrepreneurs and investors.

Exhibitors and attendees being recruited include those from private business, government agencies, franchisors, manufacturers, import/export companies, real estate developers, distributors and tourist agencies.

Interested parties seeking further information may contact Steven A. Colantuoni, Marketing Director, Inter-Trade, 2935 East Broadway, Suite 204, Tucson, Arizona 85716. Tel.: (602) 795-3690. Fax: (602) 327-6628.

*Airshow Too!***Subcontractors Exhibition Being Held in B.C.**

Abbotsford — Virtually anyone that participants want to meet will be invited to the **Sixth Annual Subcontractors (SUBCON VI) Exhibition**, being held here August 4, 1993.

SUBCON VI, being held this year in conjunction with **Airshow**

Canada, enables Canadian subcontractors in the aerospace, space, electronics, simulation products, robotics and defence-related industries to meet with foreign prime contractors — primarily from the United States.

Last year's **SUBCON**, held in Toronto, attracted some 200 prime contractors and 125 exhibiting subcontractors. This year, as many as 15,000 visitors are expected.

SUBCON VI, with an exhibitor

registration fee of \$200.00, is organized by the Aerospace, Trade Development and United States Trade Divisions of External Affairs and International Trade Canada.

For further information on **SUBCON VI**, contact Gisele Laframboise, Project Manager, Trade Development Operations, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8099. Fax: (613) 996-8688.

Transport Show Big Business in Beijing

Beijing — Three principal transportation categories will be front and centre at the **International Exhibition on Transportation'93**, being held here September 1-6.

Categories are: railway, underground railway and light rail transit systems; land transportation technology, highway and motor vehicle engineering; and harbour and canal management and marine engineering.

Participation in this exhibition could open doors to possible joint ventures, co-ordination projects, investment and technological transfers — as China seeks to develop a more efficient transportation network.

The development of such a transportation system, a government priority, would also enable China to become more competitive as a business location and assist in the country's economic growth. Organizers hope to attract corporate leaders in the industry who are interested in joint ventures, consortia and coordination projects.

Contact the show's Canadian representative, Willie S. Zhu, President, Pacific Rim Group Inc., 672 Manning Avenue, Toronto M6G 2W3. Tel.: (416) 516-2234. Fax: (416) 588-7668.

Zaire Opens Trade Liaison Office

In view of the closing of the Canadian Embassy in Zaire, which also served the Congo, Rwanda and Burundi, Canadian businesspersons will be pleased to learn that a Trade Liaison and Expansion Secretariat will be opened by Mr. Bongola Wa Bilapo, the former locally-engaged Trade Officer for the Embassy.

On behalf of the Canadian companies, the Secretariat will coor-

di-nateliaison activities among the local authorities, private sectors and government corporations, and will supply information on the markets and on Canadian companies through close, direct contact with exporters and importers.

The Secretariat is to be in operation by mid-May, 1993, at: Republic of Zaire, Box 2875 KIN I. Telex: Intercontinental 21212/21343.

Telecommunications Equipment Sought in Ethiopia Tenders

The Ethiopian Telecommunications Authority (ETA), with financing from the Africa Development Bank, has issued several tenders for the supply of telecommunications equipment.

The tender numbers, items being sought, document costs and closing dates are:

- # 1/93 — **local telephone cables** — Cdn\$75.00 approx. — July 5, 1993.
- # 2/93 — **standard HF transmission** — Cdn\$75.00 approx. — July 6, 1993.
- # 3/93 — **small capacity UHF**

system — Cdn\$75.00 approx. — July 6, 1993.

- # 4/93 — **PABX** — Cdn\$50.00 approx. — July 7, 1993.

- # 8/93 — **decadic pulse push button telephone apparatus** — Cdn\$ 50.00 approx. — July 7, 1993.

- # 10/93 — **magneto telephone apparatus** — Cdn\$50.00 approx. — July 7, 1993.

For assistance in purchasing the tender documents (on a recoverable basis at a later date), contact Canadian Embassy, Addis Ababa, Ethiopia. Telex: 21053 (DOMCAN ET). Fax: (011-251-1) 51.28.18.

SR Telecom Inc., St. Laurent, Quebec, has had its SR500 subscriber radio equipment selected for use in Greece under manufacture by Intracom S.A. The current award for some 53 systems that will provide telephone service in excess of 20,000 lines to communities and villages on the Greek islands will have a gross value of approximately \$11 million in sales of components, sub-assemblies, special tools and royalties. For almost two years, SR Telecom had been working to have its equipment manufactured under license by Intracom S.A.

Harris Farinon Canada, Dorval, Quebec, has been awarded a \$9.2-million contract to replace Petroleum Development Oman (PDO) original analogue microwave telecommunications equipment with the latest technology digital radios. The contract includes system design, engineering, buildings, towers, power systems, installation, commissioning, and training.

Alcatel Canada Inc., Toronto, has signed a US\$52.7-million contract to install a new signalling/train control system for San Francisco's municipal railway. Muni Metro has purchased the company's SELTRAC train control system for its underground LRV service, replacing 1872-based technology.

General Motors of Canada Limited (Diesel Division), London, Ontario, has concluded a sale of 15 diesel electric locomotives, spare parts, tools and training services to Zambia Railways Limited of Kabwe, Zambia. The Export Development Corporation (EDC) is supporting the transaction, in conjunction with Meridien International Bank Limited (MIBL), Nassau, Bahamas, with financing of up to US\$11.2 million. MIBL will as-

sume the direct lending obligation toward Zambia Railways Limited.

Under Export Development Corporation (EDC) and Canadian International Development Agency (CIDA) financial support totalling \$2.17 million, two Canadian exporters have concluded transactions with India oil sector buyers. **Ingersoll-Rand Canada Inc.**,

CONTRACTS AWARDED

Montreal, Quebec, sold pipeline pumps and accessories (\$1.17 million from EDC; \$718,000 from CIDA); while **Bovar Engineered Products-Western Research**, Calgary, Alberta, sold analytical instrumentation for sulphur recovery units (\$175,000 from EDC; \$107,000 from CIDA).

An Export Development Corporation line of credit — valued at up to US\$15.2 million — with the Bank of China will support the sale by **Sulzer Escher Wyss Hydro (SEWH)** of three 19MW bulb-type turbine generating units and related services to China. SEWH, a division of the Lachine, Quebec-based Sulzer Canada Inc., will procure equipment and services from more than 20 suppliers across Canada, creating about 567 person-years of employment in Canada.

Export Development Corporation financial support of US\$262,500 has helped **B.S.L. Machine Ltd.**, Edmonton, Alberta, to sell an 18-inch flying pipe cut off machine to Tubacero, S.A. de C.V. of Monterrey, N.L. in Mexico.

SR Telecom Inc., St. Laurent, Quebec, has been awarded a \$4.5-million contract to provide telephone service to additional regions of the Philippines. The company is a world leader in the technology of

upgrading telephone systems in remote areas. Its systems now are in use in 70 countries.

Com Dev Limited, Cambridge Ontario, and **Telesat Canada**, Gloucester, Ontario, will supply satellite subsystems and consulting services for the construction and launch of two global communications satellites. The Export Development Corporation is providing financing up to US\$15 million for the transac-

tion. International Private Satellite Partners, a Delaware Limited Partnership, is heading the satellite project, which should generate about 533 person-years of employment in Canada.

C.I. Power, Mississauga, Ontario, has been awarded a consultancy contract with Anguilla Electricity Co. Ltd. for expansion of the electrical grid on the Caribbean island. The Caribbean Development Bank (CDB) is funding (amount undisclosed) the project.

SNCLavalin, Montreal, has won a US\$5-million to US\$7-million contract to extend electrical services throughout the Caribbean island of St. Kitts. The Caribbean Development Bank (CDB) is funding the expansion project.

Matthews Group Ltd., Mississauga, Ontario, has been awarded a US\$560,000 pipeline installation contract for the Roseau Dam project on the Caribbean island of St. Lucia. This is the third Caribbean Development Bank (CDB)-funded project to be won by Matthews. The first two projects totalled approximately US\$2 million. The Roseau Dam is the largest project co-financed by the CDB, the World Bank, and the Canadian International Development Agency (CIDA), the project coordinator.

Software Market Strong in Australia

Recent successes by Canadian firms in the Australian software sector indicate that more Canadian companies could successfully penetrate this lucrative market, says a report received from the Canadian Consulate in Melbourne.

Lucrative it is — and growing!

In 1990, the Australian computer software and services market was valued at A\$2.2 billion. The software sector is expected to grow by 12.4 per cent annually until 1995; while the services sector will grow at an even faster (18.5 per cent) rate during the same period.

The areas offering the most likely opportunities are in specialist applications software — for the resource industries, manufacturing, banking, finance and education. Other areas of opportunity include computer-assisted design (CAD), computer-assisted manufacturing (CAM), and computer-assisted engineering (CAE).

The report notes that many of the Canadian companies that have successfully entered this market have established offices there to service the local market as well as to help launch themselves into the Asia-Pacific markets.

An option, which other successful Canadian firms have adopted, is to enter into joint ventures, appoint agents or distributors to handle their product lines.

Local support for an imported product is crucial to its success because Australian companies demand rapid service and good communications systems.

Canadian companies should ex-

pect to provide initial product training (and new product upgrading training) to their agent/distributor. An "open fax" approach for routine communications or to assist in trouble-shooting, would also be beneficial.

Distribution channels are well established and the distributors and agents — most of whom demand exclusivity — are very knowledgeable in their fields.

"In virtually every instance," the report says, "these companies have expressed the view that Australia represents a good market which presents very few entry problems because of similarities of economic, cultural, legal and business environments."

Conferences/Exhibitions

A number of software-related conferences and exhibitions are held regularly in Australia. They include:

- The Australian Software Engineering Conference (ASWEC), in Sydney;
- Australian Open System Users Group (AUGG), in Sydney;
- CADEX in Victoria, Queensland and New South Wales;
- Industrial Engineering Applications of Artificial Intelligence and Expert Systems (IEA), in Sydney;
- MACWORLD, in Sydney;
- WINDOWS WORLD, in Sydney;
- Personal Computer (PC), in Melbourne.

Companies that are interested in visiting and/or participating in these events or wanting more information should contact either the Canadian Consulate General, Level 5,

Quay West, 111 Harrington Street, Sydney, New South Wales 2000. Tel.: 61 2 364 3000. Fax: 61 2 364 3098. OR Canadian High Commission, Commonwealth Avenue, Canberra A.C.T. 2600. Tel.: 61 6 273 3844. Fax: 61 6 273 3285.

AGENDA

Montreal — August 7-9, 1993 — Canadian International Footwear Exposition (C.I.F.E.). Organized by Group EXPO, this trade event attracts retailers/exhibitors from Canada, the United States and around the world. Registration deadline is July 1, 1993. Contact Lina Romano, Group-EXPO, Montreal. Tel.: (514) 272-0606. Fax: (514) 272-6699.

Numbers to Note

The Canadian Embassy in Vienna and the UN Permanent Mission now are located at 10-12 Schuberting, Vienna 1010. The telephone and fax numbers remain unchanged. Tel.: (011-43-1) 533-3691. Fax: (011-43-1) 535-4473.

• • • • •

The new telephone number for the Canadian Embassy in Paris is 44.43.29.00. This number is preceded by 011-33 when calling from Canada.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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June 1, 1993

External Affairs and
International Trade Canada

CEA Celebrates 50th Anniversary

More than 600 delegates from across Canada are expected to attend the **Canadian Exporters' Associations' 50th Anniversary**, which will be marked at its **Annual Convention for Exporters**, being held October 3-5, 1993.

This event, the theme of which is "Winning Markets in the Global Village", offers participants a unique opportunity to learn about and network with exporters of goods and services, firms providing services to exporters, financial institutions, and senior government officials.

For more information on this event, at which the **Canada Export Award** will be presented, contact Louise Cecire, Canadian Exporters' Association, 99 Bank Street, Suite 250, Ottawa K1P 6B9. Tel.: (613) 238-8888 ext. 225. Fax: (613) 563-9218.

Belgium: An Ideal Test Market for Exporters to Europe

Marketing experts are unanimous in describing Belgium as Europe's ideal test market. This compact, open, cosmopolitan country is the point where Germanic and Latin cultures interface.

Belgium affords Canadian exporters a unique proving ground in which to try their marketing approaches and products on the consumers of Europe. It also allows exporters to learn about Belgian (and, by extension, European) trade practices.

Located in the most heavily industrialized and most densely populated part of Europe, and possessing one of the European

Community's most open markets for foreign suppliers, Belgium is an excellent port of entry to Europe.

It is generally recognized that if a product is successful in Belgium, it stands a good chance of doing well in other European countries.

With this in mind, and in view of the numerous requests for information that it receives, the Economic and Commercial Service of the Canadian Embassy in Brussels asked a Belgian marketing expert to prepare a series of ten market profiles for Canadian exporters.

The profile result, **Belgium: A Test Market in the Heart of the European Community**, provides exporters with basic information on the Belgian market, including demand and trends, market structure, the best business opportunities, competition; and the four Ps of the marketing mix: price, product, place and promotion.

- The sectors profiled are:
- seafood
 - food and beverages
 - clothing
 - medical equipment
 - auto accessories and parts

Continued on page 4 — **Belgium**

Communications Canada Supplement

see pp. I-IV

Opportunities Exceptional in Mexico for Environmental Impact Studies

Exceptional opportunities for Canada's environmental consulting industry exist in Mexico, primarily because of the many new environmental regulations that have been created in that country.

The regulations arose when the National Ecology Institute (INE) and the Attorney General's Office for the Environment became decentralized agencies, reporting to the Ministry of Social Development.

An important change affecting Canadian exporters is that an environmental impact assessment is

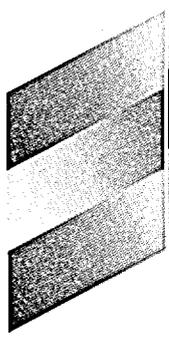
required before any new factories are built. In addition, Mexican environmental consulting firms must associate with a foreign firm to be registered to do the assessments.

This policy was instituted by the INE to ensure that studies were being done properly by companies with the necessary capabilities. As well, INE believed that foreign firms would offer full and impartial assessments.

What has happened, is that only United States firms have taken

Continued on page 2 — **Impact**

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Canada

Technology Firm Seminars Tap Asia-Pacific Financing

Canadian technology firms wanting to establish international and financial linkages should find it worth their while to attend two upcoming seminars, one in **Vancouver** (June 16); the other in **Calgary** (June 17).

Organizers say that, with today's rapidly advancing technologies, Canadian firms, particularly small and medium-size enterprises (SMEs), must look to global opportunities to maximize their growth and profitability.

In their attempts to implement such international strategies, however, many SMEs face the challenge of securing adequate financing.

The source that the seminars will tap is the Asia-Pacific. This region has emerged as an important area for international high technology financing. It also is one of the fastest-growing venture capital communities in the world.

The seminars will focus on such areas as:

- how Canadian firms can access Asian sources of venture capital financing;
- what to look for in investment relationships;
- how to find, negotiate and structure financing deals; and
- opportunities associated with financing relationships (including access to Asian marketing/distribution

networks, manufacturing capability, and technology development).

Participants also will meet venture capital practitioners who manage Asian venture capital funds and who are seeking strategic investments in North American technology SMEs.

These seminars are being presented in part by Investment Canada (IC) and the Asia Pacific Foundation of Canada (APFC).

For further information, contact Dianne Caldbick (IC) in Ottawa, tel.: (613) 995-7646; or Sue Hooper (APFC) in Vancouver, tel.: (604) 684-5986.

Bid on Florida Port, Cargo Project

Contract opportunities for Canadian suppliers of port/cargo handling facilities are expected to occur in implementing the Port of Jacksonville (JAXPORT), Florida expansion/modernization plans.

The US\$206 million financing plan, beginning this year, will see the acquisition and development of nearly 3,000 new acres (in addition to the existing 1,000 acres) for deepwater port facilities, road and rail access.

Jacksonville's port expansion plans are geared to projected cargo increases and to providing modern port/cargo handling facilities not available at other Atlantic coast ports.

The plans also are based on the belief that countries in South and central America will seek and gain access to the U.S. market under the North American Free Trade Agreement.

Supporting such plans, statistics show that Puerto Rico imports 95 per cent of its requirements from the United States, 45 per cent of which passes through Jacksonville.

What's more, Jacksonville's port grew at an average annual rate of 8 per cent between 1985 and 1991; shipments of containerized cargo have grown about 15 per cent annually and are expected to continue to grow annually by 9 per cent over the next three years.

Canadian companies interested in being listed for bid notices should contact Robert B. Reeves, Deputy Director, Marketing and Sales, Jacksonville Port Authority, 2831 Talleyrand Avenue, Jacksonville, Florida 32206-3496. Tel.: (904) 630-3070. Fax: (904) 630-3066.

Impact — from page 1

advantage of this rule!

There is a backlog of approximately 2,500 companies waiting for studies to be conducted — a situation that offers exceptional opportunities for Canadian environmental consulting firms.

Interested and qualified Canadian companies should contact Paul St. Amour at the Canadian Embassy in Mexico City (fax: 011-525-724-7982) for information on potential Mexican associates and for appropriate contacts at the Office of the Attorney General.

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

The Canadian Trade Office in Barcelona has identified a number of potential joint venture and business opportunities in Spain. Canadian firms interested in the following should — quoting the appropriate reference code number — send general information on their companies to Rene-Francois Desamore, Commercial Office, Canadian Consulate, Travessera de les Corts, 265 Entl. 1, 08014 Barcelona, Spain, Fax: 343-410-77-55.

Ref PAD — This manufacturer of intensive sweeteners, food additives, fine chemicals and products that help in the manufacture of chemicals, is hoping to expand its range of products through agreements or licences for manufacture, distribution and commercialization. These include aids for products in the pharmaceutical industry such as flavocents and aromatizers; over the counter pharmaceutical products, including sweets and sweetener tablets; food additives such as colourants, proteins, sweeteners, and thickeners; fine chemicals for anaesthetics and hypnotics; additives for animal fodder which will stimulate production or new types of food; new types of containers for solid products between approximately 20 and 60 litres in volume and made of primary materials, such as plastic or cardboard, which can be recycled.

Ref LOZ — Since 1987, this computing services company has been dedicated to the commercialization, installation and maintenance of automatic bar code identification systems. The Barcelona-based firm hopes to expand its present range of products through distribution and/or commercial agreements for software products of educational benefit

in schools, universities and business. The company is seeking computer programs which include the learning of geography, biology, accounts and sales techniques. The company is also looking for products for automatic identification based on bar codes which include thermal transfer printers, special labels, bar code readers

manufacturing agreement for a number of plastic products. These include products that can be sold to pharmaceutical laboratories for use as flasks, opening systems, and seals. Also sought are plastic diffusers or sprays for cosmetic products. Plastic products which can be sold to hospitals (pipettes, syringes, drip regulators, chamber pots and waste depositors) are also required. The com-

OPPORTUNITIES IN SPAIN

(wands), decoders, industrial readers, portable terminals and tags (a system composed of a reader plus a radio frequency pill used to identify animals).

Ref BEN — A well-established Barcelona firm which manufactures and commercializes tools for the electronics industry seeks purchasing agreements to improve the range of components for its products. The firm is interested in stainless steel pipes with a thin shell thickness of about .2 or .25 mm; rubber pears for desolders which are capable of working at 150C degrees without altering its characteristics; thin ceramic bars; and cables of five conductors for solders and gas soldering irons with a gas energy source.

Ref CTER — An innovative new Barcelona company seeks sales of manufacturing licences and investment in a Spanish plant for the development and sale of a new and more efficient type of thermic, acoustic and fire resistant insulating material. This environmentally friendly, low density, product is intended for construction, air conditioning, refrigerating chambers and any other sector which uses insulation.

Ref SIC — A company is interested in a commercialization and/or

pany wants plastic products (tupperware and plastic packaging to transport fruit) for the food industry.

Ref OGA — A company seeks agreements with plant pot manufacturers. The company also requires technologies, systems and materials for the manufacture of light-weight plant pots. The company needs light-weight concrete, light-weight materials which can be substituted for concrete, plastic materials that can be mixed with concrete without loss of consistency, material which can be substituted for marble, new light-weight plant pot designs, and new technologies for the manufacture of plant pots. Also sought are innovative products which can be sold in garden centres or any type of urban furniture, including dismountable plant pots, imitation materials, stone, plastic, aluminum and innovative plant pot designs.

Ref CORB — A manufacturer and seller of innovative products for thin-layer chromatography seeks to obtain 15 per cent of the world market by 1997 with the help of a Canadian industrial partner. This firm seeks a Canadian company to cooperate in the manufacture of plates and foils, absorbent coatings, and accessories.

Belgium a Good Barometer — from page 1

- security equipment and services
- construction materials
- sporting goods
- hardware and do-it-yourself products
- toys, games and handicrafts.

For the time being, only the first four profiles are available (two of which are summarized here), in English only. *CanadExport* will notify you as soon as the French versions and the other profiles are available.

The available profiles can be obtained from the Canadian Embassy in Brussels by clearly stating the name of your company, your products and your marketing plan for Europe.

Contact Bruno Picard, Counsellor, Economic and Commercial Affairs, Embassy of Canada, 2, avenue de Tervuren, 1040 Brussels, Belgium. Fax: (011-32-2) 735-3383.

Seafood

Belgium stands third among European importers of Canadian seafood products. Although it lies on the North Sea, the country imports 80 per cent of these products. The main recommendations set out in the profile are:

DIVERSIFICATION: Belgians are accustomed to a wide variety of fish and seafood; thus Canadians should not limit themselves to the traditional exports of lobster and salmon, but should try to develop new niches. The recent success of some exporters of cultivated mussels is a step in this direction.

VALUE-ADDED PRODUCTS: Another recent success, that of lobster-flavoured pollack (surimi), shows that Belgian consumers are open to new products. With their wide variety of fisheries resources, Canadians could play a very large part in this market, if they approached it more creatively.

PREPARED FOODS: The market for prepared and frozen foods has traditionally been shared by four large companies with a narrow range of products. Creative Canadian producers could do well in this niche.

Clothing

Although known to be among Europe's most conservative people, Belgians like to be in style and like to wear quality clothing. Canadian exporters with an appreciation of this concern for the right "look" will

invest in original patterns and quality material, and in advertising that will enable Belgian consumers to identify and appreciate their products.

Winter clothing, adapted to suit the milder climatic conditions of Belgium, is one area that comes to mind. Canadian makers of high quality ready-made garments will find Belgium to be an excellent market which they can use as a stepping-stone to the rest of Europe.

Belgium at a Glance: Did You Know That . . .

- Belgium is the EC's sixth-largest importer; it is Canada's fifth-largest market in the European Community; and Canada's second-largest market for wood and seafood products.

- 1992 Canadian exports to Belgium totalled \$1.0 billion; imports from Belgium to Canada amounted to \$428 million.

- The most likely market development opportunities for Canadian firms are in environmental technologies, telecommunications, value-added wood products, industrial machinery, food and consumer products.

- On a per capita basis, Belgium is the largest recipient of foreign investment in the world.

- American and other non-continental European firms have long been using Belgium as a gateway to the EC market.

- Belgium is centrally located at the heart of the EC's most densely populated and industrialized region: 75 per cent of the EC's

purchasing power can be found within 350 kms of Brussels.

- Canadian firms have quintupled their investments in Belgium over the last six years. There are now 85 Canadian companies and associations present in Belgium.

- Belgium is a 'value-added country' with imports of goods and services amounting to some 60 per cent and exports accounting for some 70 per cent of its GDP.

- The country excels in: medical technologies, advanced industrialised materials, biotechnology, metalworking, food processing, chemicals, pharmaceuticals, textiles, glass technology, aerospace, maritime shipping, transportation and financial services.

- The third largest investor abroad (on a per capita basis), Belgium is a market to seriously consider if you are interested in strategic partnering in any of the areas of industrial activity.

EAITC-Organized**Trade Events Scheduled for Mexico, South America**

Several trade-related events, organized by External Affairs and International Trade Canada's Latin America and Caribbean Trade Division (LGT), are scheduled to take place in Mexico and South America during the next few months. Canadian firms may be interested in participating in any of the following:

FISPAL'93 — June 22-25 — Sao Paulo, Brazil. This event is directed to the processed food market in Brazil as well as to the buyers of packaging machinery and related materials. Interested companies should send catalogues directly to the Canadian Consulate General, Sao Paulo. Fax: (011-55-11) 251-5057. Attention: C. Perry.

TECNO MEUBLE '93 — July 8-11 — Guadalajara, Mexico. Now in its eighth year, this show has become a well-established annual event and is directed at Mexico's expanding furniture manufacturing industry. Contact Paul Schutte, LGT. Fax: (613) 944-0479.

SALON DE L'ALIMENTATION'93 — July 23-27 — Caracas, Venezuela. This venue is directed to Venezuelan buyers of processed food. Contact J. Dundon, (LGT). Fax: (613) 944-0479.

COMDEX'93 — August 23-27 — Sao Paulo, Brazil. This show is directed to the distributors and large end users of computer software in

Brazil. A post-show visit to Buenos Aires will also be offered to participants in this event. Contact J. Dundon, (LGT). Fax: (613)-944-0479.

CONTROL AMBIENTAL'93 — August 23-27 — Mexico City, Mexico. This event is directed to the fast growing Mexican market for environmental protection equipment and services. Contact J. Dundon, (LGT). Fax: (613) 944-0479.

INFORVEN'93 — September 21-24 — Caracas, Venezuela. This

Fax: (613) 944-0479.

TRANS EXPO'93 — September 28-October 10 — Monterrey, Mexico. This exposition focuses on the Mexican market for truck accessories, parts and services — industries that are booming (90 per cent of Mexico's freight moves by truck). Contact Paul Schutte, (LGT). Fax: (613) 944-0479.

COMPUMUNDO'93 — October 19-22 — Mexico City, Mexico. An excellent opportunity to connect with the fast growing Mexican market for computer hardware and software. Contact Paul Schutte, (LGT). Fax: (613) 944-0479.

MEXICAN MINING CONGRESS '93 — October 27-31 — Acapulco, Mexico. This key biennial event allows participants to meet Mexico's mining community. Contact C. Munante, (LGT). Fax: (613) 944-0479.

FISA'93 — October 29-November 7 — Santiago, Chile. An

important venue for consumer products companies that want to explore the active Chilean market. Contact the Canadian Embassy, Santiago. Fax: (011-56-2) 696-0738. Attention: P. Feres.

EXPOCORMA'93 — November 23-28 — Concepcion, Chile. South America's only forest machinery show, occurring only every two years. Contact Paul Schutte, (LGT). Fax: (613) 944-0479.

Canada Expo Extends Invitations

The next **Canada Expo** will take place in Mexico City March 21-24, 1994. This event, which will feature a wide assortment of industrial machinery, food and consumer products, will be the most important event in the Latin American Trade Development program for fiscal year '93-94.

To place your company's name on the invitation list, contact Paul Schutte, (LGT). Fax: (613) 944-0479.

important biennial event provides an opportunity for participants to meet the Venezuelan distributors and buyers of computer software. Contact C. Munante, (LGT). Fax: (613) 944-0479.

SALON DE EMPAQUE'93 (Caracas Packaging Show) — September 24-28 — Caracas, Venezuela. This show is aimed at the vibrant packaging equipment market in Venezuela. Contact C. Munante, (LGT).

CeBit Seminars Recruit, Inform Exhibitors

A special exhibitor recruitment tour to cities across Canada is telling potential Canadian exhibitors how they can take advantage of the opportunities offered by participating in **CeBit'94**, the world's largest information technology (IT) trade show.

The seminars also are capitalizing on Canada's being designated 'Partner Country' for this prestigious event, being held March 16-23, 1994 in Hannover, Germany.

The designation stands to give Canada a leg up on the competition. Among other advantages, being 'Partner Country' will:

- present Canada with a better opportunity to showcase its significant information technology expertise;
- promote Canada's export potential;
- enhance the marketing of Canadian products and services;
- provide additional prime exhibition space; and
- allow more Canadian firms to exhibit and to have larger exhibit spaces.

All are positive points, especially in view of the fact that **CeBit** provides exposure to the worldwide computer and telecommunications industry; it is the marketplace for vendors, purchasers, dealers, distributors, integrators, manufacturers' representatives, and software developers.

Presentations at these seminars will include: marketing opportunities in the European IT sector; highlights of the 1993 show (attended by 660,000 visitors and landing Canadian firms about \$100 million in orders); exhibiting logistics; eligibility requirements for Canadian government stands; and travel information.

Locations and dates for the recruitment tour which has visited Halifax, Quebec City and

Toronto, are:

- **Ottawa** — June 1;
- **Montreal** — June 2;
- **Calgary** — June 3;
- **Vancouver** — June 4;
- **Saskatoon** — To be determined; and
- **Winnipeg** — To be determined.

The seminars, which are free but which require reservations, are

organized by External Affairs and International Trade Canada and by The Hannover Trade Fair Authority.

To make reservations or to obtain further information on these seminars, contact Brian Cox, Advanced Technologies Division, EAITC, Ottawa. Fax: (613) 944-0050.

Partner Country

Canada in Fine Forum for CeBit

Having been bestowed special status as 'Partner Country' at the world's largest information technology exhibition, **CeBit'94**, Canada now is organizing the **Canadian CeBit Forum** — just one of many highlights of Canada's participation in this major event being held March 16-23, 1994 in Hannover, Germany.

The **Canadian CeBit Forum** — for which the Canadian government is seeking speakers (and/or quality videos) to make presentations — is designed to:

- draw visitors to the Canadian exhibit area;
- impress upon them the world-class capabilities that Canada possesses in information technology;
- show them the Canadian partnering opportunities that exist in investment, business alliances, joint research and de-

velopment projects; and

- demonstrate government policy and support programs that are on-line in Canada.

Presentations are likely to be limited to 20 minutes, with the more popular ones being occasionally repeated during the eight-day exhibition. Listings of the presentations will be distributed to all exhibition attendees.

As well, and centrally located within the Canadian exhibit area, will be a 100-seat mini-theatre, audio-visual equipment and translation services. (Exhibitors, too, can use these facilities for product demonstrations and technical presentations.)

Persons interested in making presentations or seeking more information on the **Canadian CeBit Forum** should contact Bob Baser, Communications Canada, Ottawa. Tel.: (613) 990-4112. Fax: (613) 952-5313.

Globe '94 Telephone Number

The correct telephone number for persons wishing to obtain more information on **GLOBE'94 Trade Fair and Conference on Business and the Environment**, being held March 21-25, 1994 in Vancouver, is (604) 775-1994.

An incorrect digit appeared in the May 3, 1993 issue of *CanadExport*.

World Trade'93**Event Showcases Trade Opportunities**

Toronto — Adding a new twist to further benefit participants, an international business opportunities showcase will be held here October 7, 1993.

World Trade'93, a trades-only agents/distributors locator and recruiter show, attracts manufacturers interested or involved in exporting. It is also a forum where agents and distributors look for new lines and seek markets in which they are not yet represented.

The added twist this year is that out-of-town manufacturers or distributors do not have to be physically present to participate in **World Trade'93**: they can send two product catalogues for display at the international product catalogue showcase.

The charge for this is \$50.00, payable to The Canadian International Trade Association, representatives of which will forward to clients, immediately after the event, any 'hot leads' generated by their product literature displays.

The highly successful and sold out show last year attracted 2,500 visitors and more than 150 exhibitors, representing 43 countries (from Australia to Taiwan), states and provinces.

At **World Trade'93**, taking place during **Canada Export Trade Month**, product catalogues and samples will cover the gamut, from automotive products and pollution control equipment to consumer goods and welding supplies. Information also will be on hand on joint venture, re-export and economic development opportunities.

For further information on **World Trade'93**, contact (preferably by fax) show organizers, The Canadian International Trade Association, Toronto. Fax: (416) 651-2519. Tel.: (416) 651-2220.

Environmental Market in Belgium Means Business at Trade Fair

GHENT — Companies interested in exploring or entering the Belgian environmental market should consider visiting or participating in **IFEST 93**, being held here October 10 to 22, 1993.

Participation in the **International Trade Fair for Environmental and Safety Technology**, at which the Canadian Embassy will have an information booth, could open the door to an increasingly expanding market for Canadian exporters.

The Belgian environmental market has been static for some years, but with the recent introduction of wide-ranging European and Belgian regulations, the market for environmental products and services is set to expand rapidly over

the next five years.

This expansion will occur in four broad areas:

- public waste water treatment plants;
- private, industrial waste water treatment plants;
- reduction of air pollution from factories; and
- selective collecting/sorting of domestic and industrial/office garbage.

Most of the market is open and many of the established companies want to hear of new anti-pollution products and systems.

Companies interested in participating as exhibitors in **IFEST 93** may contact Roger Denorme, OMNITRENDS, Ottawa. Tel/Fax: (819) 684-1828.

All Systems Go!**Computer Trade Fair in Germany**

Munich — Canada will participate for the sixth time, October 17-22, 1993, in this city's **International Trade Fair in Computers and Communications (SYSTEMS '93)**.

Space has been reserved and recruitment is under way for Canadian companies interested in joining Canada's National Stand, organized by External Affairs and International Trade Canada.

SYSTEMS'93 marks the twelfth anniversary of this event, one of Europe's leading trade fairs.

In 1991, the show attracted more than 160,000 visitors, of whom over 80 per cent had direct influence on purchasing decisions. A further breakdown revealed that 22 per cent of attendees were information and communication technology manufacturers; 53 per cent were managers, managing directors or

owners.

Exhibitors, including Canadians, reported a lively business: 97 per cent made foreign business contacts; 68 per cent established solid export contacts. On-site sales for Canadian companies (which handled 6,000 serious inquiries) exceeded \$200,000. Follow-up sales were expected to total C\$8.3 million. Presenting a broad range of computer/communications-related equipment, systems and services, **SYSTEMS'93** provides an important platform on which to establish ties with target groups — a vital step to achieving success in the new European market.

For more information on **SYSTEMS'93**, contact Hélène Guillot, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8296. Fax: (613) 995-6319.

PUBLICATIONS

Glancing at NAFTA

The North American Free Trade Agreement At A Glance, a concise 24-page booklet, covers such topics as benefits to Canada, protected interests, consulting Canadians, NAFTA and the Provinces, and how Canada will solve disputes under NAFTA.

Sectoral benefits dealt with are: agriculture; auto industry; business and professional services; energy; financial services; investment; telecommunications; textiles and apparel; and transportation.

Copies of the guide, quoting code no. 275 LA, are available through Info Export (see box at bottom of this page).

NAFTA Errata

Errata to the December 17, 1992 version of the *NAFTA Legal Text* is available, quoting code no. 276 LA, through Info Export (see box at bottom of this page).

South Asia Guide

South Asia is comprised of Afghanistan, Bangladesh, Bhutan, India, the Maldives, Pakistan, Sri Lanka, and, in this guide, Myanmar (formerly Burma). The region contains approximately one billion people or one-fifth of the world's population.

Traditionally, Canada's relations with these countries have been essentially focused on aid, with limited trade relations. But the region is changing rapidly and trade opportunities are increasing steadily,

especially with India and Pakistan. The potential for increased bilateral trade with India and Pakistan is enormous: economically, India is now a major power, being tenth on a global basis, and Pakistan is moving in the same direction. Both countries have a rapidly developing middle class which is exerting pressure for liberalization of the domestic economies and a relaxation of import controls. The guide devotes

a chapter to each member country and contains a useful section on financial assistance agencies, both at the international level (Asia Development Bank and World Bank) and on the Canadian scene (Export Development Corporation and CIDA Inc.). The *Exporter's Guide to South Asia* is available from Info Export (see box at bottom of this page, quoting code no. 16 CA) or from your local International Trade Centre.

BUSINESS AGENDA

Moncton — June 1; **Montreal** — June 7; **Ottawa** — June 9 — Offered by the Export Development Corporation (EDC), these half-day risk management seminars will inform exporters on how to protect their contracts overseas and how to remain competitive while minimizing risks. To register, contact the nearest EDC regional office.

Ottawa — June 10, 1993 — Spring meeting of the **Industrial Benefits Association of Canada** (formerly Forum for Industrial Participation) — This meeting will review Canadian industrial regional benefit policy research and development cooperation among governments, industries and universities. Contact Bob Brown, 1538 Featherstone Drive,

Ottawa K1H 6P2. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Toronto — June 23; **Vancouver** — June 24; **Montreal** — June 28 — One-day seminar series on the **North American Free Trade Agreement**. Contact CCH Canadian Limited, Conference Division, 6 Garamond Court, Don Mills, Ontario M3C 1Z5. Tel.: (in Toronto 441-2992); outside Toronto, the toll-free number is 1-800-268-4522; of fax (416) 444-9478.

Vancouver — June 16; **Calgary** — June 17 — **Asian Venture Capital Financing Seminars**. Contact either Dianne Caldbick (in Ottawa), tel.: (613) 995-7646; or, Sue Hooper (in Vancouver), tel.: (604) 684-5986.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

External Affairs and
International Trade Canada

Mexico

The Process by Which Government Procures

A report on *The Government Procurement Process in Mexico* (code no. 193 LA) now is available through Info Export (see box at the bottom of page 8).

Commissioned by External Affairs and International Trade Canada and the Canadian Commercial Corporation, and completed by Ottawa's Townsend Trade Strategies, the document:

- provides a comprehensive overview of Mexico's current procurement process;
- tells how the process will change and adapt in accordance with the North American Free Trade Agreement (NAFTA); and
- indicates opportunities that exist in the Mexican market.

The report focuses on the procurement practices of most Mexican

Continued on page 5 — Mexico

How to Select a U.S. Rep

By Jay Mileham, *Canadian Consulate General, Buffalo*

Upstate New York is located within a 500-mile radius of 55 per cent of all U.S. manufacturing activity. With its unique geographic proximity to Ontario and Quebec, it is the logical first step for potential exporters to the United States to conduct market research, to test market products, to visit regional fairs to observe the competition, to compare product prices, and to gain experience in selecting a manufacturer's agent, dealer or distributor (commonly referred to as reps, which, to avoid repetition, is used throughout this text).

Market research means knowing the product, particularly the distribution channels and price structure (including duty and freight FOB U.S. port).

Because of the vast dispersion of manufacturing centres throughout

the U.S., manufacturers' reps are often used by companies to expand their territory. To many Canadians, using reps to sell represents a change in the way selling is conducted in Canada where company direct sales employees are more prevalent.

Using a rep allows you to enter the market relatively quickly — and with little or no overhead. The right rep will have long-established contacts with the buyers and engineers in their territory. What you are acquiring with a rep is their knowledge of the market. Most companies in the U.S., and for that matter everywhere, prefer to have sales contacts with individuals with whom they are familiar.

Finding the proper rep is not easy. There is probably no area in the entire marketing field that is as devoid of insight and understanding as the marketing of products through reps. In many respects, it's like getting married: You have to do a lot of dating before you find the right one.

The factor that makes rep marketing so complex and difficult to understand is that the rep is an

Continued on page 5 — Selecting

Road to Success Services the U.S.

Teamwork works. And sometimes wonderfully well.

Through combined efforts, the U.S. Trade and Tourism Development Division of External Affairs and International Trade Canada, Industry, Science and Technology Canada, and the Canadian Exporters' Association have put together a great export information kit, *The Road to Success: Exporting Services to the United States*.

A compendium of information and tips on issues faced by services firms when selling their services in the United States, this kit is part of a comprehensive services trade pro-

motion program launched recently by the Honourable Michael Wilson.

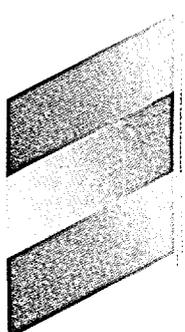
"Trade in services is a large and important component of our commercial links with the United States," said the Minister of Industry, Science and Technology Canada and the Minister for International Trade.

"With improved access to the U.S. market under the Canada-U.S. Free Trade Agreement, and with an even greater range of services liberalized in the North American Free Trade Agreement negotiations, Canadian services exporters will

Continued on page 2 — Road

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Canada

• EDITORIAL •

We have received thousands of replies to our survey, and your completed questionnaires are still flooding in. Since we have not yet finished compiling all the data and are even farther from completing our analysis of your many comments and suggestions, we have decided to give those of you who have not yet responded an opportunity to do so. The questionnaire and its envelope are enclosed in this issue.

September's issue will provide a detailed portrait of *CanadExport's* readers. To capsulize some of the improvements we plan to make to serve you better, this issue pays special attention to the two topics that have arisen most often in the comments we have received: the first concerns the whole question of **how to get into exporting**: what to do and what not to do, what the rules are, the tricks of the trade, and so on.

In this connection, the all-new **information kit on the exporting of services to the United States**, the subject of our article on the cover page, is a fantastic work instrument — not only for small businesses considering exporting their services to the U.S., but in my opinion, for any company interested in exporting across the border. I have examined it and heartily recommend that you get a copy as soon as you can!

In the same vein, the current issue contains the first part of an article by Jay Mileham, Trade Officer at the Canadian Consulate General in Buffalo, New York. The article takes a practical look at a key element in exporting strategy, namely, how to select a local representative. It contains advice that you may find useful.

In looking over your comments, we have also seen many requests for **success stories**: small- and medium-size businesses that have penetrated markets abroad and whose example might inspire others who are new at the game. Under the heading, **Export Success Stories**, we will be publishing regular profiles of companies that have succeeded, and looking for the key factors in their success. To open this series, we invite you to read about Garden Grove Produce Ltd. of Winnipeg, a small agri-food company that was formed in 1987 and, beginning with a very simple idea, attained a turnover of \$5.3 million in 1992, \$3 million of which consisted of exports to Mexico and the United States. May this story be an inspiration to you!

Sylvie Bédard, *Editor-in-Chief*

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Road — from page 1

further increase exports to the United States," Wilson added.

Aimed for small services businesses, the *Road to Success* export information kit is a key feature of the program and is comprised of three elements:

1. A 40-minute video featuring interviews with successful exporters;
2. A software package to help you diagnose your export readiness for the U.S. market; and
3. A series of three booklets representing the three stages in preparing to enter the U.S. market and using a 'traffic light' analogy to get the message across.

The first 'red light' booklet looks at what to consider as you begin to prepare your export effort **before** going to the United States. The second 'amber light' booklet addresses other matters to consider **while still in** Canada. The third 'green light' booklet, as you will have guessed, deals with things to consider when you are **ready to go** to the United States.

The basic package is available in English or French, at \$29.95 plus G.S.T. For \$49.95 plus G.S.T., you can get an added feature: a 28-minute video describing the six critical steps to becoming a successful services exporter to the American market and featuring practical tips from Dr. Dorothy Riddle, a Canadian consultant specializing in services sector development.

One final word: though geared primarily to the services industry, this kit contains many features of interest to any potential exporter.

The Road to Success: Exporting Services to the United States is available directly from the Canadian Exporters' Association, Suite 250-99 Bank Street, Ottawa K1P 6B9. Tel.: (613) 238-8888. Mail orders also can be obtained from Info Export (see box at the bottom of page 8).

• Mexico Advisory •

A) CERTIFICATE OF ORIGIN REQUIREMENTS ON EXPORTS TO MEXICO

Effective April 15, 1993, Canadian exporters of the following products must attach a certificate of origin with their shipment: new pneumatic tires and inner tubes of rubber (40.11 and 40.13), bicycles (87.12), footwear (64.01 to 64.06), tube or pipe fittings (7307.19.02, 7307.19.03, 7307.19.99, 7307.99.99), tools (82.01, 82.03, 82.04, 82.05 and 82.06), toys and sporting goods (95.01 to 95.08), electric motors and generators and parts (85.01 to 85.48), chemical products (29.01 to 29.42), apparel (61.01 to 61.17, 62.01 to 62.17), blankets and rugs (63.01 to 63.10), textile products (52.01 to 52.12, 53.01 to 53.11, 54.01 to 54.08, 55.01 to 55.16, 30.05, 58.03, 59.11), and fluoride (2529.22.01).

Effective April 23, 1993, Canadian exporters of the following products must attach a certificate of origin with their shipment: polypropylene (3902.10.01), refrigerators (8418.10.01, 8418.21.01), and hydrogen peroxide (2847.00.01).

Effective April 28, 1993, Canadian exporters of the following tariff classes of flat-rolled products of iron or non-alloy steel, clad, plated or coated, must attach a certificate of origin with their shipment: 7209.12.01; 7209.22.01; 7209.13.01; 7209.23.01; 7210.31.01; 7210.31.99; 7210.39.01; 7210.39.99; 7210.41.01; 7210.41.99; 7210.49.01; 7210.49.99; 7210.70.01; 7210.70.99; 7208.32.01; 7208.33.01; 7208.42.01; 7208.43.01; 7208.12.01; 7208.22.01; 7208.13.01; 7208.14.01; 7208.23.01; and 7208.24.01.

B) IMPORT PERMIT REQUIREMENTS ON EXPORTS TO MEXICO

Between April 1, 1993 and December 31, 1993, import permits will be required by the Mexican government for Canadian exports of used merchandise in the following product categories: analog or hybrid automatic data processing machines (8471.10.01), digital automatic data processing machines (8471.20.01), digital processing units (8471.91.01), storage units (8471.93.01), and other (8471.92.99, 8471.99.01).

NATOCLIP Clarification

An ambiguity in our May 17, 1993 issue may have led some readers to conclude, mistakenly, that the NATOCLIP document could be obtained from External Affairs and International Trade Canada's Aerospace

and Defence Programs Division. The document that is available is titled *Defence Product Marketing to the North Atlantic Treaty Organization and Its Agencies*. Fax: (613) 996-9265.

Trade Shows On Tap Worldwide

SYRIA

Damascus — Canada once again — for the ninth consecutive year — will have a national pavilion at the **Damascus International Fair (DIF)**, being held August 28-September 10, 1993.

The Canadian Embassy in Amman, Jordan now is recruiting participants, hoping to follow the success achieved by Canadian firms at the 1992 event.

Products exhibited include: construction equipment and machinery (loaders and asphalt rollers); medical and dental equipment; sports and recreation accessories; water distillers; lumber products; telephone exchanges and sets.

An added incentive: **DIF** authorities authorize sales of exhibited products to private or public-sector buyers during the fair for delivery soon after the closing date.

The Embassy in Amman reports that the Syrian economy is improving steadily — due to increased oil

and gas revenues, increased financial support from the Gulf countries, recent introduction of liberal investment laws, and increased tourism, agricultural and telecommunications activities.

The private sector once again is

very active, vibrant and most receptive to competitively-priced advanced products and technologies.

Canadian firms should contact Commercial Section, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227.

ROMANIA

Bucharest — External Affairs and International Trade Canada will, for the thirteenth time, have a National Stand at the **Bucharest International Trade Fair (TIB'93)**, being held October 11-17, 1993, in this Romanian capital.

The show, Romania's largest national exhibition for capital goods and services, is an excellent venue for conducting market research, meeting potential business partners, closing business deals, and analyzing one's competitors. It also attracts many of the country's technical decision-makers and government officials.

The country, in a period of transition, is building market-driven economic structures and creating a

dynamic private sector, with business decisions increasingly being left to individual companies.

Observers note that Romania, with 23 million consumers, can offer Canadian companies a wide range of business opportunities.

As a result of participating in **TIB'92**, Canadian firms are negotiating contracts worth some C\$6 million for such varied commodities as veterinary drugs, steel building materials, construction materials technology and computer software.

For more information on **TIB'92**, contact Hélène Guillot, Trade Fairs and Missions-Europe, Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8296. Fax: (613) 995-6319.

SASKATCHEWAN

Regina — Canada's premier showcase of high-tech agricultural equipment, the **Western Canada Farm Progress Show (WCFPS)**, will be held here June 16-19, 1993.

The 500-plus exhibitor annual event — at which almost \$50 million in international business is at stake — attracts approximately 200 international buyers (in the form of agents and distributors) from, among other countries, the United States, Australia, Europe, the Middle East and East Europe.

For more information, contact the **Western Canada Farm Progress Show**, Regina, Saskatchewan. Tel.: (306) 781-9200. Fax: (306) 781-9396.

SAUDI ARABIA

Riyadh — Abundant opportunities await Canadian exporters at **Saudi Agriculture 93**, the twelfth in the annual series of international trade exhibitions for Saudi Arabia's agriculture, irrigation, agri-industry, water technology and food processing and packaging sectors.

The exhibition, at which the Canadian Embassy will have an information booth, is being held October 3-7, 1993.

Organizers of the event report that, in Saudi Arabia's prevailing

Five-Year Plan, more than US\$37 billion is being spent on agricultural development, the upgrading and expansion of infrastructure, and new project investment.

This, coupled with a healthy growth of 7 per cent a year, makes Saudi Arabia the world's most dynamic market for agricultural machinery, equipment, other farm inputs and related technology.

Register as soon as possible with Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Selecting U.S. Reps — from page 1

independent business operation. This can often be frustrating to manufacturers whose timetable and ideas on penetrating the market differ from the reps.

As a result, many companies do not achieve sales success through their distribution channels and the adventure becomes an art never mastered.

Often one hears company comments, such as:

- Reps don't sell; they only take orders.
- Reps are interested only in the quick dollar.
- Reps don't spend time on my product.
- Reps don't prospect.
- Reps don't have loyalty.

Each of these statements usually reflects a particular manufacturer's experience. Invariably, though, these problems were created by picking the wrong rep firm.

How, then do you select the right rep?

Six characteristics generally can narrow the search:

Market Focus — At least 50 per cent of the rep's focus should be in your industry and product sector. This sector is where the rep's priorities will be.

Compatible Principles — A rep firm's entire rationale is to assemble several complementary product lines which the firm can sell — not only to the same markets, but also to the same buyers and specifiers.

The key is to piggy-back your products through a rep firm that has complementary products and that represents other manufacturers with big advertising budgets.

If your product line is the highest priced in the industry and must be sold on benefits and features, don't pick a rep that sells the lowest cost "me too's".

If your company makes a product for multiple industries, you must consider if the rep has a major presence in each one. (To maximize penetration, you may have to appoint more than one rep in the same territory and specify in the contract the industries to which they can sell).

Technical Background/Experience — This is self-explanatory. You don't want a rep who doesn't have the technical discipline to sell your products.

Branch Offices — A rep who claims to cover all of Upstate New York, but only has an office in Buffalo, may not have the coverage you need. Don't negotiate territories unless you're sure they're active in those areas. For some products there may be only a few major customers in the state and one office may be adequate. Analyze the potential customer list before giving a rep too big a territory.

Warehousing/Title — What are the norms of the distribution channel? Is it necessary to warehouse or can you drop ship? Don't forget to discuss title to the goods and avoid consignments whenever possible. (A dealer usually takes title and assumes credit risk, but has no other minimal stock. A distributor takes title, credit risks and stocks goods).

Affordable Distribution Channel — Remember you may need up to three discount levels, depending on their services. Be careful not to give a dealer distributor prices. If you use a rep, you control the pricing. Dealers and distributors set their own prices and each will need a larger discount to sell to the next level above them.

Those are the six most important characteristics. Expand the list to

cover all the qualities you would like and then rank them by priority: absolute must; important; nice to have.

Make sure you get a line card of other manufacturers represented and check references. If a line card is not available, it may be an indication that the rep frequently turns over represented companies or that they handle a competitive product line. (*Continued next issue.*)

Mexico — from page 1

government departments (*secretariats*) and the larger parastatal enterprises which, in 1992, had a combined budget valued at US\$57 billion.

A spending breakdown shows that the central government spent only 9.5 per cent of its budget on goods and services while the parastatal enterprises spent close to 60 per cent of their budget on those commodities.

Four enterprises — *Petroleos Mexicanos* (PEMEX), the Federal Electricity Commission (CFE), the Mexican Social Security Institute (IMSS), and the National Company of Popular Subsistence (CONASUPO) — purchase almost 65 per cent of all goods and services. (In 1988, for example, close to 50 per cent of equipment purchases were imported).

The Mexican central government, says the report, has no central purchasing department. Each secretariat and parastatal enterprise carries out its own purchasing. In general, all government contracting is performed on a public tendering basis.

Contracts may be submitted to national or international tender at the discretion of the purchasing entity. Foreign suppliers may bid on either type of contract.

Success Story**Winnipeg Produce Wholesaler Produces Profits**

Glen Behl and brother-in-law Michael Gorun have brought new meaning to the phrase "a taste of competition".

Seeing market apathy as an opportunity, Behl and Gorun recognized the need for food wholesalers to offer retail store owners prompt and efficient service.

In 1987, they founded Garden Grove Produce Ltd. to do their own importing — the intention being to better service food retailers and restaurants in the Winnipeg area.

Through sourcing its products directly from growers, Garden Grove has been able to offer customers the freshest produce at the lowest prices.

By the end of 1988, Garden Grove recorded sales of \$1.3 million, up from the previous year's sales of \$175,000. The company continues to build a strong reputation for the best service in the industry.

"Service is playing as big a role as price," Behl explains. "Our ideas are benefiting customers and reshaping the industry. Produce prices in North Winnipeg have fallen 15 per cent in the past two years as the big importers have now been

forced to match our prices. Garden Grove brought efficiency to a complacent, unimaginative market, lowering prices and raising levels of service."

However, now that competitors have become increasingly aware of the company's performance, Behl

company has enjoyed a six-year revenue growth of almost 2,929 per cent, accompanied by a profit growth of almost 700 per cent — making it one of Canada's fastest-growing companies in both 1991 and 1992.

Garden Grove also has made significant progress on the export market.

After only one year of operation in Mexico, total company sales increased 38 per cent in 1992, indicating, as Behl notes, that Garden Grove's market potential in that country is enormous.

"Mexico needs quality food. Although they are ready to buy it, it is not readily available to them," says Behl.

"A North American Free Trade Agreement will improve our ability to export to Mexico, since duty rates will eventually be phased out on goods travelling from Canada, through the United States, into Mexico."

And the outlook for Garden Grove's future in Mexico?

Says a confident Behl: "We expect to see our sales to this market increase at least tenfold during the next few years."

Company: Garden Grove Produce Ltd.

Location: Winnipeg, Manitoba

Business: Produce Wholesaler

Employees: 16

Sales: \$5.3 million (1992)

Percentage Exported: 30%

and Gorun have had to devise new strategies to remain ahead of the competition.

"As our market niche began to grow," says Behl, "our rivals took note and we had to devise new strategies. For one, we will not refuse an order of any size, whether it be worth \$5,000 or only \$200. This is something that larger competitors cannot do."

By standing up to conformity and tradition, Garden Grove has experienced tremendous success. With sales of \$5.3 million in 1992, the

Science, Technology**Morocco Park: Potential "Canadian Village"**

Morocco's Office National des Aéroports (ONDA) recently signed an agreement that would allow Northern Telecom to set up facilities on the site of "Technopolis," a scientific and technological park to be built in Morocco, as recently announced by Moroccan officials. Northern Telecom will be the first company in Technopolis, located at

the Mohammed V Airport.

The Canadian Embassy in Rabat is working with the ONDA to attract a sufficient number of Canadian companies to build a sort of 'Canadian Village'. Special emphasis is being put on attracting companies working in fields such as aeronautics, telecommunications, data processing, electronics, biotech-

nology and pharmacy, and companies working toward improving quality standards for products.

For further information, contact Roger Marceau, Counsellor, (Commercial), Canadian Embassy, 13 bis, rue Jaafar As-Sadik, Rabat-Agdal, Morocco. Fax. (011-212-7) 77-28-87.

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Your opinions will help us produce a *CanadExport* which is more useful to you. We would greatly appreciate it if you could answer this short questionnaire and return it to External Affairs and International Trade Canada in the attached self-addressed envelope.

Please answer the following questions by putting a checkmark in the box that best represents your response.

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CANADIAN EXPORT

External Affairs and
International Trade Canada

New Trade Award Honours Commissioners

Kathleen Mackay, Second Secretary (Commercial) from our Embassy in Tokyo, is the winner of the first **Minister for International Trade Award for Excellence**. This honour has been conceived to recognize outstanding service to the Canadian business community by members of External Affairs Trade Commissioner Service.

When introducing her to the audience at the award ceremony, the Honourable Michael Wilson, Minister for International Trade, said that Ms. Mackay was being recognized for her impressive contribution as the first-ever Canada-based fisheries specialist in Japan. He stressed, in particular, her success in orchestrating a business plan and related promotional program in cooperation with the Canadian Surf Clam Association to introduce surf clams into Japan. Since then, sales of that product have gone from historically insignificant levels to \$34 million in 1992, providing a welcome and important economic shot-in-the-arm for Atlantic Canada.

When asked to comment on Kathleen's performance from the industry's viewpoint, both Jane Barnett, President of CAFE (Canadian Association of Fish Exporters), and Ron Bulmer, President of the Canadian Fisheries Council, immediately mentioned the outstanding quality of her marketing intelligence reports: how her insightful observations went far beyond the listing of raw data on

Continued on page 11 — Award

India Deserves Closer Look

By Michael Wondergem, *Trade Development Officer, EAITC*

Canadian companies exploring new markets would be well advised to take a closer look at India.

The second most populated country in the world, with a middle class of more than 250 million people, India has become one of the major emerging markets of the 1990s.

The country's economy has a sound economic base, an excellent reserve of technologically-skilled people and a high-quality growth pattern — factors that present opportunities for Canadian entrepreneurs.

What's more, recently introduced deregulations are allowing greater private-sector participation and

progressive integration into the mainstream of the global economy.

As well, import duties have been lowered substantially, a number of incentives encourage foreign investment, and the rupee now is fully convertible on the trade account.

Many Canadian companies consider India an important export market and several already are pursuing successful ventures there. Among them are: Met-Chem, Raytheon, Bell Canada Enterprises Telecom International, BATA, SNC-Lavalin, Sydney Steel Corporation, Agra/Howe International, and the Bank of Nova Scotia.

Trade Promotion

The Commercial Divisions of the Canadian High Commission in New Delhi, India
Min. des Affaires extérieures
Continued on page 2 — India

Updated Trade Compendium

pages 6-7

Telephony Network

Project in Britain Holds Promise

As prime contractor to design and install a new telephony network (initially worth about \$80 million) in England and Wales, Northern Telecom Europe (NTE) will be selecting the best products from around the world for integration into this new network.

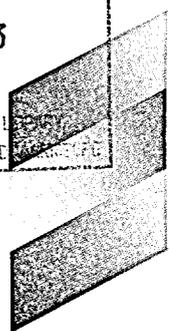
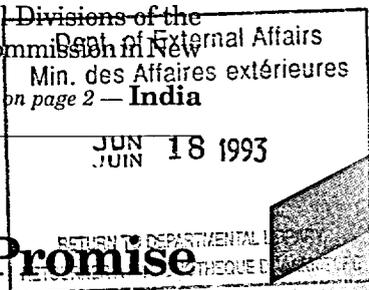
Potential opportunities exist here for capable Canadian suppliers — whom the Canadian High Commission in London is willing to introduce to local NTE staff involved in the project.

Information is available from the Canadian High Commission,

Macdonald House, One Grosvenor Square, London W1X 0AB, England. Tel.: (011-44-71) 258-6600. Fax: (011-44-71) 258-6384.

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Canada

India Worth Investigating — from page 1

Delhi and the Consulate of Canada in Bombay actively seek opportunities in the India marketplace and promote Canadian capabilities there, through, among other means, the promotion of Canadian participation in trade fairs and other trade-related events.

At the recent **India Engineering Trade Fair**, at which Canada had a national stand, there were 26 Canadian companies. While it is too early to measure the success of this effort, it is known that several contracts were signed on the spot; initial reports on future strategic alliances are encouraging.

At **India Comm'92**, the Canadian information booth displayed product literature and brochures of 27 Canadian companies. Among the many visitors to the booth were 60 middle-level technocrats and senior-level executives from the private sector and another 23 from the public sector. The visitors were interested particularly in information on cellular telephone and radio paging systems, packet switching, data transmission, network management systems, remote sensing, fibre optics and rural communications systems. Several Indian companies displayed interest in organizing collaborative arrangements with their Canadian counterparts.

As a follow up, a series of seminars

is planned for 1993 in New Delhi, Bangalore and Bombay.

At **Pune**, a solo catalogue show which attracted in excess of 1,200 visitors, 67 Canadian companies displayed their brochures. A highlight was the continuous computer operation of the WIN sourcing program. In addition to attracting wide media coverage, the show generated more than 300 written inquiries for its Canadian participants.

At a **Madras** multi-sector catalogue show more than 80 top executives were among the more than 300 visitors. The success achieved here warrants future participation in this event.

In-coming missions also assist Canadian entrepreneurs considering India as an export market.

One such mission in May, organized by the Canada-India Business Council, saw 14 leading Indian company executives who were interested in joint ventures and technology transfers come to seminars in Montreal, Toronto and Calgary.

Similar events are planned for other cities in Canada in September (see contact at end of article).

Contacts

For further information on Canada-India trade matters or on the trade development program in India, contact the India Desk Officer of the Asia Pacific South Trade

Development Division, External Affairs and International Trade Canada. Tel.: (613) 996-5903. Fax: (613) 996-4309.

Also of interest and available through Info Export (see box at the bottom of page 12, quoting code #16CA) is the **Exporters' Guide to South Asia**.

For information on the September seminars, contact the Canada-India Business Council. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Ocean-Going Cargo Service New Canada-Mexico Trade Link

Canadian exporters to Mexico now have a new ocean-going trade facilitation service at their disposal.

Provided by New Orleans-headquartered Lykes Bros. Steamship Co., Inc. (whose full service agent for the Maritime Provinces is Saint John, New Brunswick-based Kent Line Limited), the service, which began in early March, links Canadian cargo with direct eight-day service to Veracruz, Mexico.

One of the world's burgeoning markets, Mexico is becoming increasingly important, particularly in the context of the North American Free Trade Agreement.

Lykes' inclusion of the Port of Saint John represents an expansion of its multi-purpose service between the Middle East, Italy, Spain, the United States and Mexico.

The expanded service will include three multi-purpose vessels, providing Canadian shippers with a 23-day frequency for containers, as well as project and breakbulk cargo service.

For further information and/or bookings, contact Kent Lines Limited. Tel.: (506) 632-1660. Fax: (506) 648-2757.

CANADEXPORT

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CAMEROON — A Cameroonian company is seeking a supplier of **heavy-duty engine lathes; universal milling machine** (type 760, transformable into a production milling machine, 12 spindle speeds ranging from 35 to 1,600 rpm. and 10 longitudinal and transverse forward speeds between 16 and 410 m m / m n .

Main motor: 3 kw.
M a s s :
2.085 kg);

and **optical divider** (for engine lathes). The company is looking for the best quotation to help it choose a supplier. Contact Honoré Justin Mondomobé, Trade Officer, Embassy of Canada, Box 572, Yaoundé, Cameroon. Tel. (237) 23 23 11. Fax. (237) 22 10 90.

CHINA (People's Republic) — Companies interested in exporting their **technologies and products** to China may wish to contact Management Technologies International (MTI), an international company based in China with offices in Tianjin, Liaoning, Shandong and Hunan. The firm, whose clients include Fortune 500 companies, international and Chinese corporations, and government embassies, has more than 10 years of experience in selling equipment, technologies and joint ventures in China. Contact James Soo, MTI, 23 Youyi Road, Room 232, Tianjin, China 300201. Tel.: 86-22-31-9115 ext. 481. Fax: 86-22-35-9391.

ETHIOPIA — Bids have been issued for the supply of a **digital microwave system** to be financed by the African Development Bank. Bid documents, costing approximately C\$100, are available from the Canadian Embassy, which also

can provide further details. Contact Canadian Embassy, Addis Ababa, Ethiopia. Fax: 251-1-512818. Telex: 21053DOMCANET.

PHILIPPINES — A Philippines-based firm wishes to contact Canadian manufacturers of or dealers in **ball and roller bearings and assemblies or V-belts** (for agricultural and construction equipment and machinery) for distribution in Vietnam. Contact Stanley Phillips, Phillips Associates Con-

Czestochowy, Ul. 1 Maja 1, Poland. Fax: 48-34-447-99.

SWITZERLAND — A Swiss company is searching for Canadian suppliers of **novelties and exclusive gift articles**. The company wants **art deco, handicrafts, ceramics and glass, Easter and Christmas decorations, candles and woodwork**. Contact Brigitte Wullschleger, Spima-Handels Ag, Lehni, P.O. Box 153, CH-8872 Wesen, Switzerland. Tel.: (41-58) 46 22 66. Fax: (41-58) 46 19 09.

BUSINESS OPPORTUNITIES

sultants Ltd., Suite 801, 8th Floor, Ayala Ave., Makati, Metro Manila, Philippines. Tel.: (632) 810-1313. Fax: 632-815-2861.

POLAND — The Polish Foundation for Export, a government-subsidized organization, wishes to contact Canadian companies with a view to entering potential **joint venture partnerships** in Poland. Areas of interest are: **car oil refining technologies, coal washer technologies, and contact lenses technologies**. This firm, through its association with six major Polish newspapers, can offer Canadian companies free advertising of their capabilities in said newspapers. Contact Mark Kalkusinski, Pol-Can Transport Co. Ltd., Ul Krolewska 27, 00-060 Warszawa, Poland. Tel.: (48-22) 26-6296. Fax: (48-22) 27-6810.

POLAND — A privately-owned, well-established **iron foundry/machining facility** that can supply castings, sub-assemblies and switch boxes is interested in discussing **joint venture/licensing arrangements** with technologically advanced Canadian companies. Contact W. Szymanski, Marketing Manager, "Blac Hownia" S.A., 42-290 Blachowina K/

SWITZERLAND — A Swiss company is looking for a Canadian exporter of **fashion accessories and jewellery, fancy dresses and ready-to-wear dresses**. Contact Mango, Bernard Zwicky, 16, Chemin Du Marais, CH-Founex/Geneve, Switzerland. Tel.: (41-22) 776 51 86. Fax: (41-22) 776 49 93.

SWITZERLAND — A Swiss importer is looking for a Canadian supplier of **2-D and 3-D art production of animation art cels (moving pictures on cellulose transparencies), limited edition cels and pericels**. Contact Art Et Cetera, Animation Art, 41, Rue De L'Hopital, CH-2502, Bern, Switzerland. Tel.: (41-32) 23 50 20. Fax: (41-32) 23 12 23.

SWITZERLAND — A Swiss firm involved in **mould design, injection moulding, electric circuit assembly and the production of electric household appliances** seeks **investment** or contact with Canadian firms to form **partnerships for manufacturing under license** in Switzerland. Contact Mercurio S.A., Via Prati Maggi, CH-6862, Rancate, Switzerland. Tel.: (0041-91) 46-21-52/46-41-26. Fax: (0041-91) 46-16-95.

The Manufacturer/Rep Relationship

By Jay Mileham, *Canadian Consulate General, Buffalo*

*Part I of this article, which appeared in the June 15 issue of **CanadExport**, focused primarily on what to look for in an agent, distributor or representative (rep) and how to find the proper rep. This concluding piece elaborates on those points, indicating, as well, factors that concern both the manufacturer and the rep.*

Where practical, companies should consider direct selling in the closest geographical territory. There is nothing better than first hand market intelligence. You then can use this knowledge and experience to manage reps in other territories.

In most cases, however, your first U.S. sale is likely to be to the rep or distributor. (Be aggressive, but not overbearing.)

Reps in the U.S. sell billions of dollars worth of goods. They are an essential part of the marketing plan. Picking the right one is paramount.

One of the best ways to locate a rep is from a potential customer. Most will refer you to a rep they trust in your market sector. The Consulates also maintain files on representatives.

The Manufacturer

Keep in mind the relationship is built on trust more than written agreements (though agreements help ensure that each party knows what has been agreed to).

And remember: when you don't deliver on time, or you ship defective parts, it reflects on the rep company as a whole. Reps won't stay with suppliers that break promises, particularly those who are late on commission checks.

The manufacturer has the primary responsibility to form strategies, conduct market research to determine competitive pricing, prepare good literature and spec sheets, organize promotional events and do advertising.

Reps typically will support marketing efforts for established lines to retain customers. Initially, though, the primary responsibility is the manufacturers. (Dealers and distributors generally take on more of the marketing and promotion responsibilities.)

Thoroughly check U.S. industry and government standards, test methods, competitors literature, and the like to make sure your products are in compliance. Ensure your literature or tech sheets have all the necessary information.

Be ready to provide sales and technical support, training, and good printed or other material, so that the rep can do a good job on your behalf.

Good literature is essential. It's the first impression a potential customer has of your company's products, quality and image. However, it's not enough. Don't expect a great deal of sales if the only support you give the rep is literature and pricing.

Reps sell the products with the least resistance. You must be prepared to review their progress, and hire and fire in order to fine tune your network.

Be patient — even though you may have the best product and price, it can often take one or more years to get samples approved and into the buying cycle. (Change is worrisome to buyers.)

Remember you will be competing with the other companies they represent. If you do a mailing to solicit reps to handle your product line, don't be surprised if the response is minimal; if they don't respond, a phone call to the reps on your short list is recommended.

The Rep

A rep usually requests a marketing fee for two reasons:

a.) He's had a bad experience in

the past, where the company has cancelled the rep agreement and taken the business direct — after the rep has done all the preliminary work.

b.) The rep doesn't have the customer base and technical knowledge you require.

One alternative is to pay an above average commission the first few years to cover the missionary work. Keep in mind that reps are paid with commission on sales — not market research.

Bear in mind, as well, that the reps also are choosing you. Be prepared to answer their questions:

- Do you have a standard contract?
- Do you have any house accounts?
- Do you provide demonstrators and samples at no cost? Are they insured against lost?
- Do you encourage company marketing and technical people to make joint calls?
- What training do you provide?
- What is your advertising budget?
- What service support will you provide?
- Do you have product liability insurance for the U.S.?
- Can you provide just-in-time (jit) delivery?
- Do you ship on consignment?

Associations/Directories

The following national representative, dealer and distributor associations have detailed membership directories and sales and distributor publications:

- **Manufacturers' Agents National Association. (MANA)**, 23016 Mill Creek Road, P.O. Box 3467, Laguna Hills, CA 92654. Tel.: (714) 859-4040.
- **Society of Manufacturers' Representatives Inc.**, 29200 Vassar, Suite 520, Livonia, MI 48152. Tel.: (313) 473-2002.

Continued on page 5 — Rep

Canada Week Success

Studies Profile Markets in Belgium

Exporters interested in the Belgian market will be pleased to hear of the success of April's "Canadian Week" held in Brussels on the initiative of the Canadian Embassy.

The Week, which featured 22 events open to the public in the areas of economics, trade, culture and the media, mobilized the Belgian-Canadian business community, affirmed the dynamic presence of Canada, and underscored the high esteem enjoyed by Canada (and the hospitable business climate toward it) in Belgium.

From this perspective we shall continue our overview of the Belgian market, with a brief look at two of the four market profiles available. (Copies of the profiles may be obtained from Bruno Picard, Commercial Counsellor, Canadian Embassy, 2 Avenue de Tervuren, 1040 Brussels, Belgium. Fax: (011-32-2) 735-3383.)

The June 1 issue of *CanadExport* dealt with seafood and apparel; let us now consider food products and medical equipment.

Food Products

The characteristics of the Belgian consumer are one of the main reasons for taking an interest in the Belgian market for food products.

The Belgian market is one where

a high standard of living is combined with a high degree of consumerism and where food ranks high on the list of household expenditures. The world-renowned cuisine of Belgium is widely appreciated by Belgians and expatriates alike.

In spite of its well-developed food industry, Belgium imports nearly one-third of its requirements. Canadian suppliers of food specialties and original products can make some profitable breakthroughs in this area, especially when one considers the curiosity of Belgian consumers and their willingness to include new products in their already varied diet.

With the recent changes in the distribution of food products, such as vertical integration and the advent of major supermarket chains, exporters can now enter the distribution chain at the point best suited to them.

However, exporters wishing to gain a significant share of the market should establish a permanent presence in the country. The most effective approach, although more costly, is to acquire a local company. Since the food industry in Belgium and Europe in general is only half as concentrated as in the United States, there are still nu-

merous opportunities for profitable acquisitions.

Medical Equipment

Belgium has one of the world's most advanced health care systems, including a number of internationally-known university hospital centres and research centres.

In addition to traditional needs, the Belgian medical market is increasingly influenced by three contemporary phenomena: the aging of the population, which has opened the door to a major market for home care; the rapid increase in traffic accidents on the country's dense highway network, which has increased the need for emergency first-aid, intensive care and rehabilitation equipment; and the restructuring of the medical sector, which has given rise to highly specialized care centres and to a new market for the sophisticated equipment needed by these establishments.

Spectacular breakthroughs have been made by Canadian companies in recent years in the Belgian market for orthopaedic and physiotherapeutic products, X-ray equipment and textile products with medical uses.

The future looks bright for these and other companies willing to take an interest in this market.

Rep Associations, Contacts—*from page 4*

• **Manufacturers' Representatives of America**, P.O. Box 150229, Arlington, TX 76015. Tel.: (817) 465-5511.

• **National Association of Wholesalers-Distributors**, 1725 K. Street Northwest, Suite 710, Washington, DC 20006. Tel.: (202) 872-0885.

• **American Marketing Association**, 250 South Wacker Drive, Suite

200, Chicago, IL 60606. Tel.: (312) 648-0536.

The *National Trade and Professional Associations of the U.S. Directory* also has several listings for sector specific sales and distributor associations in the subject index (under salesmen and wholesalers).

This directory is available at most Consulates and libraries or by writ-

ing to: Columbia Books Inc., 1212 New York Ave. N.W., Suite 330, Washington, D.C. 20005. Tel.: (202) 898-0662.

Contacts

Further information on this article is available from Jay Mileham, Canadian Consulate General, 3000 Marine Midland Center, Buffalo, New York 14203. Tel.: (716) 852-1247. Fax: (716) 852-4340.

International Trade Business Plan (ITBP)

Activities/Events Compendium

In the April 15th edition of **CanadExport**, we announced the release of the **1993/94 International Trade Business Plan (ITBP)**. The **ITBP** lists, at the end of each of the 22 sector strategies, a total of approximately 1,000 activities/events that the federal government plans to implement during the 1993/94 fiscal year and in which companies are invited to participate.

A **COMPENDIUM** to the **ITBP** is now available. It updates the activities/events listings in the **ITBP** and provides a brief narrative description of each activity, as well as the name of a contact for

further information. The **COMPENDIUM** will be updated quarterly.

Hard copies or diskettes (to be used with Dbase III or IV) of the complete **COMPENDIUM**, or information on specific activities/events or groups of same (by region, sector or date) can be obtained from **INFO-EXPORT** by calling 1-800-267-8376 or by contacting the nearest International Trade Centre (ITC).

The following samples of actual upcoming events illustrate the type of information available in the **COMPENDIUM**:

RECORD NUMBER: 7

SECTOR: AERONAUTICS
AREA: United States
DATE: Nov 1993
ACTIVITY: Simulation training devices; information booth: Simulation and Training Devices Fair
LOCATION: Orlando
CONTACT: Robert Webb EAITC UTO
TELEPHONE: 613-944-9481

Canadian government participation in this trade event will be in the form of an information booth where Canadian company literature will be exposed to prime contractors and the military.

RECORD NUMBER: 49

SECTOR: AGRICULTURE, FOOD AND BEVERAGES
AREA: Western Europe and European Community (EC)
DATE: Jul 1993
ACTIVITY: Seed potatoes; buyers from Italy to
LOCATION: New Brunswick, Prince Edward Island
CONTACT: Hélène Guillot EAITC RWT
TELEPHONE: 613-954-2922

An incoming mission composed of technicians and agricultural institutional representatives to visit Canadian industries, potato cultures and laboratories. Event is organized under the auspices of Agriculture Canada and P.E.I. Agriculture and a number of potato organizations.

RECORD NUMBER: 166

SECTOR: ARTS AND CULTURE
AREA: Latin America and the Caribbean
DATE: Sep 1993
ACTIVITY: Film and television production/distribution mission to
LOCATION: Mexico, Venezuela, Chile
CONTACT: Anne-Marie Turcotte DOC
TELEPHONE: 613-990-4231

This mission of Canadian film and tv producers and distributors is to help them make contacts and assess the economic and legislative situation of the Mexican and other Latin America audio-visual industries.

RECORD NUMBER: 204

SECTOR: BIO-INDUSTRIES
AREA: United States
DATE: Oct 1993
ACTIVITY: Biotechnology strategic partnering; mission to
LOCATION: San Francisco
CONTACT: J.P. Petit EAITC
TELEPHONE: 613-944-9482

A mission of 10 to 15 Canadian participants will have the opportunity to develop strategic partnering with a pre-selected pool of 30 US biotech firms.

RECORD NUMBER: 518

SECTOR: FOREST INDUSTRIES
AREA: Latin America and the Caribbean
DATE: Nov 1993
ACTIVITY: Forest machinery and services; national stand: Expocorma '93
LOCATION: Concepcion, Chile
CONTACT: Paul Schutte EAITC LGT
TELEPHONE: 613-996-5358

This important forestry show covers the entire spectrum of forest industries, including downstream products. We have sponsored over 30 participants at each of the two previous events and expect to increase the number this year.

RECORD NUMBER: 580

SECTOR: OIL AND GAS FIELD EQUIPMENT
AREA: Africa and the Middle East
DATE: Dec 1993
ACTIVITY: Oil and gas; mission to
LOCATION: Egypt
CONTACT: Maurice Bernier EAITC ISTC GBT
TELEPHONE: 613-944-0396 613-954-3192

This is a relatively new market for Canadian oil and gas companies. Extent of Egyptian reserves is still being defined. Suppliers and manufacturers need to make themselves known to the Egyptian industry.

Russia to Host Forestry, Pulp, Paper Exhibition

St. Petersburg — Canada again will have a National Stand at **The 2nd International Forestry, Cellulose-Paper & Converting Exhibition & Conference** being held here October 5-8, 1993.

PAP-FOR RUSSIA 93, its organizers predict, will be an even stronger international marketing event than the 1992 inaugural which attracted 159 companies from 16 countries and an overall attendance of 15,700 people. Canadian participants signed deals estimated at between US\$15 million and US\$25 million.

PAP-FOR RUSSIA attracts policy-makers, buyers, technical experts and managing executives from pulp and paper mills and forestry complexes.

Participation in the event allows exhibitors to maintain prior contacts; expose themselves to a new generation of business prospects; and to obtain direct orders. (Based on data from only 51 exhibitors surveyed at the 1992 event, sales over a 12-month period were projected at between US\$81.1 million and US\$99.75 million.)

In 1989, Russia's per capita consumption of pulp and paper was 35 kg. By the year 2000, this should increase to 100-150 kg for all grades. Today, 50 per cent of the country's paper and paperboard production is devoted to packaging. A main task is to create a modern packaging system. Two other key areas of development are business papers and tissue.

Russia's top priority is to integrate this industry into the world market, with quality certification being a main concern. As a result, emphasis is being placed on creating systems and structures matching world standards and achieving ISO 9000 certification.

On the forestry front—the former Soviet Union has 25 per cent of the

world's forest reserves — Russia's aim is to develop the infrastructure to access these reserves and to develop more efficient logging and timber processing practices.

PAP-FOR RUSSIA 93 is the perfect opportunity to penetrate this market as directors of forestry complexes are looking for more effective technologies and equipment.

For information on participating in this event, contact, as soon as possible, Gaston Thompson, General Manager, Canadian Participation, Trade Fairs and Missions-Europe, Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Engineering Show Beckons in Brno

Brno — Engineering companies wanting to launch new products or attempting to expand their market share in Eastern and Central Europe could find it worth their while to participate in **BRNO'93**, being held here September 15-21, 1993.

Organizers of this event, one of the most prestigious engineering fairs in the region, say that recent economic changes in Central and Eastern Europe will lead to excellent business opportunities for Canadian companies.

What's more, the organizers add

that the Czech Republic and Slovakia are ideal trading places for foreign companies, with **BRNO'93** serving as a gateway to Eastern European markets for firms that want to benefit through the promotion of their capabilities and their interest in being potential economic partners.

Contact Lorraine Reardon, Trade Fairs and Missions-Europe (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2147. Fax: (613) 995-6319.

Construction Supplies Build China

Fuzhou — This capital city of China's prosperous Fujian province will be host, October 23-28, 1993, to a major construction supplies show in which Canadians are invited to participate.

The North American Construction Supplies Show will promote North American construction materials, equipment and technology in a market that is the largest in the world for such commodities.

Participation in the show will enable North American suppliers to establish extensive contacts for trading, technology exchange and joint ventures.

Real estate development in China, says a report from the Chinese National Information Centre, reached US\$99.75 billion in 1992, a 15.2 per cent increase over 1991. If the current trend continues, this figure is expected to top US\$114 billion by the end of 1993.

Indeed, Chinese suppliers already are finding it increasingly difficult to satisfy the demands of this growing market and have prepared an extensive list of needed imports.

For more information, contact the show organizer's Canadian representative, Hua Executrade Communications, in Vancouver. Tel.: (604) 325-8366. Fax: (604) 325-4729.

Optics, Imaging Focus of N.Y. Showcase

Rochester — Companies engaged in the manufacture and development of optics and imaging products and processes have an opportunity to explore networking opportunities and establish long-term business relationships in these fields.

All they need do is participate in the first **International Partnering Showcase in Optics and Imaging**, being held here July 21-24, 1993.

Companies — invitations have been sent to 12,000 people (for an expected turnout of 300 'core' firms actively engaged in partnering activities) in 30 countries — will be able to meet one another to discuss business prospects — through joint venture, collaborative research, or mutual distribution.

Key components of the program are: business partnering sessions; next-generation technology demonstrations; individual company exhibits; a directory of company profiles; business meeting and company visits; a panel of research and development experts from leading industries; and a seminar on strategic business alliances.

To be opened by Governor Mario M. Cuomo, the event will be attended by a senior member of President Clinton's administration. Also at the opening will be chief executive officers of Kodak, Xerox, Bausch & Lomb, and Corning — companies that established the Rochester region as an international centre for optics and imaging.

For further information on this event, contact Lee Meister, Deputy Director, Trade, New York State Department of Economic Development, 207 Queen's Quay West, Suite 408, Box 136, Toronto M5J 1A7. Tel.: (416) 203-0351. Fax: (416) 203-0353.

Trade Shows in Tehran August – November

The following trade shows/exhibitions, while not involving External Affairs and International Trade Canada, are likely to be of interest to Canadian companies considering exploring or expanding into the growing market opportunities in Iran. These events are organized by MABNA Corporation (Trade & Fairs Consultants of Iran) with the cooperation of the Ministry of Heavy Industries and the Export Promotion Centre of Iran.

• **Tehran International Exhibition of Environment Protection & Natural Resources Development (ENVIROSAFE'93)** — August 18-22, 1993. This exhibition provides an excellent opportunity for Canadian manufacturers and services suppliers to present their latest tools and techniques in environmental technology.

Areas cover water and wastewater, air quality, energy-efficient technology, environmental services, and hazardous and toxic materials.

• **Tehran International Hotel, Restaurant and Catering Exhibition** — November 6-10, 1993. This show features the latest technology in hotel management, catering equipment, food processing, packaging materials, and machinery and equipment for restaurants and hotels.

• **Tehran International Rubber, Plastics and Wood Industries Exhibition** — November 25-29, 1993. Exhibits will include: moulds and accessories; auxiliary equipment for extrusion plants; presses; blow-moulding, foam-moulding and reactive resin processing machines; post finishing/processing and printing machines; raw materials; sawmilling and forestry equipment; wood-coating and drying (kiln-dry) machinery and equipment.

Applications, reservation forms and information on these events may be obtained from MABNA Corporation Canadian Office, Ironstage (Canada) Ltd., P.O. Box 91459, West Vancouver V7V 3P1. Tel.: (604) 926-8243. Fax: (604) 926-8244.

Equipment Too!

Morocco Fair Favours Food

Casablanca — Aiming to be the first professional African food show, the **International Food and Food Equipment Fair (Alimentaria-Maghreb) of Casablanca** will take place November 12-17, 1993.

The show is designed to promote trade exchange, technology transfer, and the adaptation of production to the needs of the market. The intent also is to tap into foreign investment and possible partnership agreements.

Among the sectors to be represented at the trade fair are: consumer products, agri-food technology, packaging and processing. Interested Canadian companies may contact L'Office des Foires et Expositions de Casablanca, 11 rue Boukraa, Casablanca, Morocco. Tel.: (212-2) 22-28-13. Fax: (212-2) 26-49-49; or Commercial Division, Canadian Embassy, Rabat, Morocco. Tel.: (011-212-7) 77-28-80. Fax: (011-212-7) 77-28-87.

*Montreal Next Stop***Trading House Seminars Continue to Connect**

When the mat at the doorstep says "welcome", people come.

When the welcome refers to having world markets at your doorstep, people come in droves!

That's what happened recently (April 15-16) when scores of businesspeople from Atlantic Canada attended **World Markets at Your Doorstep'93 - The Trading House Connection**, a two-day trade event that, quite literally, brought potential international markets to the doorsteps of Halifax.

So successful were the half-day seminars, followed by a one-day trade show, that similar events are being organized for Montreal (December 1, 1993) and in Alberta in the spring!

World Markets'93 was designed to promote and expand — through the use of trading houses — export market opportunities and networks for Atlantic Canadian manufacturers and processors.

All the right ingredients were combined: impressive and numerous panelists (in seminars that ran concurrently), representatives of more than 50 leading Canadian and international trading houses and, most important, the small and not-so-small, the exporters, the export-ready and not so export-ready businesspeople who turned out to tune in to the trade opportunities that exist beyond their immediate borders.

The organizers of the event (mentioned at the end of this article) had set the stage.

"It's up to you to get the chemistry working," Chair Michael Reshitnyk, External Affairs and International Trade Canada, said in his opening remarks.

The "chemistry" began — at the opening seminars I sampled (and I'm told the same was true of the

concurrent gatherings)— by bringing in additional chairs to accommodate the capacity crowds!

It continued throughout, as questions and answers churned freely among panelists and audience. The chemistry was particularly evident as the participants mingled and networked — not only with the various trading house representatives, but with each other.

"You get to meet these people (trading house reps) and others in the field," says Alan McGee, Director of Sales and Marketing for Halifax-based Steel and Engine Products Limited, a wholesale heating supplies, custom fabrication and foundry. "These seminars are worthwhile."

And what was discussed at these seminars?

- Among the many topics were:
- Trading Houses in Canada
 - How to Select and Work with a Trading House
 - Trading Houses and Perishable Food Suppliers
 - Trading Houses and Manufacturers
 - Contractual Arrangements for International Distribution
 - Evaluating Overseas Inquiries
 - Proper Export Pricing and Quotations for Export Success
 - The Role of Trading House Associations
 - The Forum for International Trade Training and
 - Regional Trading Issues: Problems and Opportunities.

The last topic, as the name suggests, featured a lively discussion on the problems, opportunities, pros and cons of business dealings in such quarters as India, Russia, Mexico, the Caribbean, Central America, the ex-USSR, Australasia, the Czech Republic and Slovakia.

The trade show side of **World Markets'93** dispelled once and for all the myth that the Atlantic region is an exporter only of seafood and potatoes (though quality manufacturers in these fields were much in evidence).

Attracting the assembled trading house representatives, more than 90 companies exhibited numerous and high quality products: chemical formulations (for use by those in janitorial services to marine sciences); dehumidifiers; structural steel and building supplies; nuclear safety engineering services/computer software; jewellery; fibre tubes for forming concrete; industrial parachutes and canvas goods for military and public use; peat moss; wild blueberry wine; and caviar.

From the success (some sales already have been reported) of this venture, described by some as "the first of its kind in Canada", **World Markets** will be at the door of more Canadian cities in the not too distant future.

World Markets'93, for which the statistical results still are being tabulated/analyzed, was sponsored by External Affairs and International Trade Canada; the Atlantic Canada Opportunities Agency; the World Trade Centre Institute in Halifax; and Air Nova. Support also was provided by all four provincial trade departments.

Further information on **World Markets'93**, trading houses or the upcoming Montreal and Alberta events may be obtained from Mike Reshitnyk, International Financing, Capital Projects and Service Industries Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1862. Fax: (613) 943-1100.

Latin America, Caribbean Trade Update

Council for Americas

Canadian companies looking for business opportunities in Latin America and the Caribbean could contact The Canadian Council for the Americas (CCA) as a logical starting point.

The non-profit, private-sector organization was formed in 1987 to promote business interests with this region.

The Council's Honourary Board is comprised of all the Latin American and Caribbean Ambassadors, High Commissioners and Charges d'Affaires in Ottawa. It is chaired by External Affairs and International Trade Canada's Assistant Deputy Minister for Latin America and Caribbean Branch. The Executive Committee includes several business executives from across Canada.

CCA members are linked with an extensive networking system in Canada and throughout Latin

America. The executive office is in Toronto. Chapter representation in Ottawa, Montreal, Calgary and Vancouver makes the network accessible to a broad spectrum of the Canadian business community.

To find out more about the CCA and any events it may be organizing, contact the CCA Executive Office, 145 Richmond Street West, 3rd Floor, Toronto, Ontario M5H 2L2. Tel.: (416) 367-4313.

EAITC's Trade Representation

Canadian companies doing or seeking to do business in the Caribbean should be aware that External Affairs and International Trade Canada's trade program representation in the region has changed.

The regions effected, their contact numbers, and the territories for which they are responsible are:

Port-of-Spain, Trinidad. Tel.:

(809) 623-7254. Fax: (809) 624-4016. *Territory:* Trinidad and Tobago only.

Georgetown, Guyana. Tel.: (011-592-2) 72081/82/83/84/85. Fax: (011-592-2) 58380. *Territory:* Guyana, Surinam, French Guiana.

Bridgetown, Barbados. Tel.: (809) 429-3550. Fax: (809) 437-8474. *Territory:* French West Indies Islands of Guadeloupe and Martinique are new responsibilities, added to: Barbados, St. Martin, The Leeward and Windward Islands (Antigua, Barbuda, St. Kitts and Nevis, Anguilla, Montserrat, Dominica, St. Lucia, St. Vincent, Grenada), British Virgin Islands.

Barbados Contract

A US\$1.5-million IDB contract for a long-term solid waste management feasibility study with Barbados Ministry of Health has been signed by **Stanley Associates**, Edmonton, Alberta., working with a U.S. and a Barbadian firm.

Award Recognizes Excellence — from page 1

Japanese demand, and provided the industry with useful observations on trends, competition, marketing advice, etc. They also praised her constant ability to respond quickly and effectively to their requests, and her promotional skills in raising market awareness of Japanese consumers regarding Canadian seafood products. In fact, Ms. Barnett told *CanadExport* that, without any inkling of the fact that Minister Wilson had decided to institute this award, the fish industry, with Kathleen Mackay in mind, had also decided to establish its own award to recognize the special contribution of a government employee to the Canadian fisheries. Hence, Kathleen finds herself in the enviable position of being hailed

by both her employers and her clients!

Three Citations

In addition to Kathleen, three other trade commissioners received citations for their performance: Two citations were awarded to both Nicholas Dellavalle and Louis Gaëtan, to recognize the teamwork of these two officers, whose combined efforts resulted in the decision of a U.S. company, Lear Seating Co., to locate a major investment in Oakville, Ontario. This seat manufacturing facility will create 650 direct and indirect jobs and both Nick Dellavalle and Louis Gaëtan point out that it would not have been possible without the great work done by Don Campbell and his team, from the Components and

Tire Division of Industry, Science and Technology Canada (ISTC).

The third citation went to Mr. Waheed Khan, External Affairs' locally-engaged commercial officer with the Canadian High Commission in Islamabad, Pakistan, for his single-handed establishment of the Canadian Commercial Office in Karachi, in 1991. Moreover, Mr. Khan played a key role in two important breakthroughs for Canada in Pakistan: Canada's first-ever commercial wheat sale to Pakistan in 1991 and an initial shipment of potash this year under a CIDA program aimed at securing acceptance of this Canadian export (currently banned as a fertilizer in Pakistan).

Congratulations to our well deserving four colleagues!

PUBLICATIONS

Forestry in Chile

Chile, a non-entity in the global forestry market 25 years ago, now exports close to US\$1 billion in forestry products. Growth in the sector is expected to continue.

While the market is sophisticated and the competition fierce, opportunities are there for Canadian firms, says *The Chilean Market for Canadian Forestry Equipment and Services* (code no. 187 LA), a just completed study by the Canadian Embassy in Santiago.

This sophisticated Chilean forestry industry in which the forests are owned, managed and exploited almost exclusively by the private sector, is characterized by an abundance of rich resources and low input costs.

In the last two years alone, three new US\$600 million pulp and paper plants have been built; eight major new sawmills have come on line; and two medium density fibre plants have begun production.

Between 1993-2000 investments are expected to include: US\$190 million in sawmilling; US\$130 million in wood-processing; and over US\$1 billion in pulp and paper.

Given this high level of activity, many opportunities present themselves for Canadian firms willing to seriously enter the market.

Canadian firms must be aware that the local industry is sophisticated and that there is a large presence of American, European and Japanese equipment and service suppliers in the market.

Canadian suppliers contemplating entering this market also should be aware that Chileans want to be assured of having a local presence and reliable after-sales service. Suppliers should understand the workings of the Chilean industry, and the ability to communicate in Spanish is a definite asset.

Sectors on which the study focuses include: silviculture, forest

harvesting, kiln drying, chipping equipment, sawmilling, remanufacturing, pulp and paper, forest fire fighting, environmental studies, engineering services, pest control services and safety equipment.

The English version of the study, quoting the code number, is available through Info Export (see box at bottom of page 12); the French version, will be available shortly.

BUSINESS AGENDA

Abbotsford — August 4-8, 1993 — **Airshow Canada**. Themes to be addressed include globalization, alliances, deregulation, financing, new technologies, manufacturing, satellite communications and remote area operations. To register, contact John Burley; for more information, contact Rick Steadman. Both can be reached at: Tel.: (604) 852-4600. Fax: (604) 852-3704.

Vancouver — August 14-15, 1993 — **International Health-O-Rama'93**. This consumer-oriented conference and exhibition will feature discussion on developments in preventive medicine, dental care, immunology, holistic health, nutrition and fitness. Contact the Health-O-Rama show headquarters at #100-1093 West Broadway, Vancouver V6H 1E2. Tel.: (604) 731-4569. Fax: (604) 734-6909.

• Numbers to Note •

Addis Ababa

The new address, telephone, and fax numbers for the Canadian Embassy in Addis Ababa are: Canadian Embassy, P.O. Box 1130, Old Airport Area, Higher 23, Kebele 12, House Number 122, Addis Ababa, Ethiopia. Tel.: (011-251-1) 71 30

22. Fax: (011-251-1) 71 30 33.

Dubai

The Canadian Consulate in Dubai, United Arab Emirates, is located, temporarily, at: Arbif Tower, Suite 703, P.O. Box 52472, Dubai, U.A.E. Tel.: 9 (714) 279-233. Fax: 9 (714) 273-338.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-1000). To order EAITC publications, fax (613-996-9709) your requests letterhead. Include the publication code (in brackets).

Return requested
if undeliverable:
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External Affairs and
International Trade Canada

Nigeria: Fraud Scam Advisory

Canadian and other foreign businesspersons have been the target for commercial fraud in Nigeria. In the last couple of years, there has been an increase in the number and sophistication of unscrupulous and fraudulent commercial schemes.

Unsolicited business proposals from Nigerians offering windfall profits, exemption from visa, and expense-paid visits are indicators of a fraud scam.

Canadians contemplating business in Nigeria are strongly encouraged to consult with the Department of External Affairs, Africa and Middle East Trade Development Division, tel.: (613) 944-6586 or fax (613) 944-7437; and/or directly with the Canadian High Commission in Lagos. Fax: (011-234-1) 269-2919 for verification and bona fides.

Financial losses have been frequent and substantial. There have been instances of Canadian businesspersons being intimidated and held incommunicado in hotel rooms, requiring rescue by armoured vehicle. A few foreign businesspersons have been murdered.

Therefore, early consultation with the Canadian government concerning any business venture in Nigeria is indispensable.

Visitors who proceed to Nigeria should advise the Canadian High Commission in advance, and arrange to be met at the Lagos airport by a reputable contact or ask the High Commission to do so (cost US\$20).

Strategic Alliances Can Kick-Start Entry into United States Markets

This extensive and, we are confident, most helpful article, was submitted by David McNamara, Consul and Senior Trade Commissioner, Canadian Consulate Trade Office, San Francisco.

Have you thought about strategic partnerships as a way to improve your competitiveness in the U.S. market?

Many companies, both large and small, have found that strategic alliances are the fastest, least risky and potentially the most profitable way to increase global competitiveness and deal with rapidly changing technology and markets. Strategic alliances take many forms, including any mutually beneficial business arrangement such as licensing of technology, cooperative R&D or development of new products, equity investment or simply marketing cooperation.

Strategic partnerships are particularly attractive in the newer technology areas, where the challenge of keeping ahead of a rapidly changing market is often too much for a single firm — even the largest U.S. firms are actively seeking alliances as a way of improving their competitive position.

Earlier this year, the Canadian government sponsored two promotions in Denver, Colorado and Salt Lake City, Utah, designed to identify U.S. companies with interest in forming strategic alliances with Canadian firms. The response was overwhelming — in the two centers, over 80 firms registered interest!

Why Colorado and Utah? These states are among the fastest growing in the U.S. They are situated on the Rocky Mountain Trade Corridor, which will link Western Canada to

California, Arizona and on to Mexico. Both states have strong historical ties with Canada and both have a large and growing number of advanced technology firms. Accordingly, Canadian firms may benefit significantly from an alliance with firms based there.

Following is a summary of some of the more interesting opportunities. On request, address and contact names for any specific firms can be forwarded to interested parties.

DENVER, COLORADO

For details on companies or marketing support in Colorado, contact Robert Lee, Consul and Senior Trade Commissioner, Canadian Consulate General, Suite 900, 701 Fourth Ave., South Minneapolis MN 55415-1899. Tel.: (612) 333-4641. Fax: (612) 332-4061.

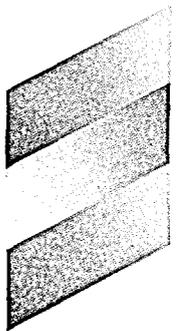
R&D/ Product Development Alliances

Biohm — developed FDA approved device (DAD 16) to monitor 16 body functions or reactions si-

Continued on page 7 — Strategic

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Canada

Reputation for Excellence Earns Rewards

Founded in 1983, Brampton Engineering has grown into a leading manufacturer of co-extrusion blown film lines and high output rate single-layer lines. The company's growing recognition for excellence over the years has earned it major contracts with many customers throughout Europe, Latin America, the United States and Southeast Asia.

During 1990, in anticipation of the North American Free Trade Agreement (NAFTA), Brampton immediately began to gear its operations toward serving a new market in Mexico.

As part of its marketing strategy, Brampton hired a Spanish-speaking staff whose primary objective was to establish contacts with potential clients throughout Latin America. The group's participation at various trade shows in Canada, Mexico and the United States has been instrumental in the successful development of an agent network dedicated to the service of end users in Latin

America.

Brampton's product exposure at Canada's Expo'92 trade show in Monterrey proved to be particularly successful for the company; it resulted in many inquiries from Mexican firms interested in purchasing equipment for use on their own blown film lines.

Brampton's efforts have cer-

"Fortunately for us, Canada's cultural diversity has enabled us to hire those people who are most capable of communicating with our international customers so that we can ultimately respond to their needs. Brampton's track record in Latin America is proof that our strategy works."

In April 1992, Brampton Engineering concluded an important agreement with Filmpak S.A., de C.V. of Monterrey, Mexico, for the supply of blown film equipment. Brampton's association with Filmpak already has been hailed a success, as it has helped the Mexican firm penetrate its

Company:	Brampton, Engineering
Location:	Brampton, Ontario
Business:	Blown Film Lines/Special Extrusion Lines
Sales:	\$10.7 million (1992)
Exported:	70%
Markets:	U.S., Australia, New Zealand, Thailand, Europe, Latin America

tainly paid off. In only two years, company sales to Mexico alone have reached over \$600 000.

"In order to enter a new geographical market, it is important to have people who know the terrain," explains Brampton's President, William Wybenga.

own export markets.

"The North American Free Trade Agreement has already had a great effect on our company. It drew our attention to potential clients in Mexico and, in return, encouraged Mexican firms to seek out advanced manufacturing equipment from foreign manufacturers to help them compete in their own local markets," says Wybenga.

"The reduction of trade barriers achieved through the NAFTA, coupled with Mexico's determination to improve its own standards of living, have considerably improved our chances of success in both Mexico and throughout the rest of Latin America."

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

ARGENTINA — A company here is seeking **technical information** and the supply of **three medium-size dry kilns** (including assistance in installation and start-up) for drying *Aspidosperma*, an indigenous hardwood that has a specific weight of 900kg per cubic meter and which, when cut, is prone to warp and split at the ends. The kilns, to be set up in

remote areas, would be powered by small hydroelectric plants or, as an alternative, solar or wind-generated energy. Contact Lucio G. Poma, 330 Jose Ignacio Sierra St., 4440 METAN, Salta, Argentina.

CHINA (People's Republic) — A company is looking for **used equipment for a steel melt shop** in which electrical equipment must be 50HZ. Requirements are: A) **melt shop** — electric arc furnaces with ladles; output of about 300,000 tons/year; all sets of ancillaries and spare parts. B) **continuous casting machine** — three strands (and up) billet caster; billet of 90 to 160 square metres; all sets of ancillaries and spare parts. C) **continuous bar and wire-rolling mill** — 90-160 mm square billets; 5-35 mm rounds; output of 300,000 tons/year; all sets of ancillaries and spare parts. Contact Mrs. Valerie Zhang, Inchcape (China) Ltd., 2901-2 China World Trade Tower, I Jian Guo Men Wai Ave., Beijing, China 100004. Tel.: (86-1)5051501. Fax: (86-1)5051507.

PAKISTAN — A company here wishes to enter into a **joint venture** for the manufacture of **circuit breakers** (single and triple poles 250/500 volts. Contact Allied Elec-

trical Mfg. (Pvt) Ltd., G-Floor, State Life Building, 4 Sharea Liaquat — P.O. Box 5665, Karachi 74000, Pakistan. Tel.: (92-21) 220-765/230-956. Telex: (82) 24536 AHMED PK.

PHILIPPINES — The conversion of former U.S. military installations in the Philippines into a **major international free port, a world-class resort, a financial district, industrial complexes, and communities** could present investment, lease, rental design, de-

to contact manufacturers of high-volume, low-cost, original, quality items in the following areas: **housewares, novelties, personal and domestic hygiene**. Contact Victor Capote, Commercial Manager, Euroorbi, Rua Dr. Antonio da Costa Santos, 2/B 2D, Apartado 475, 2404 Leiria Codex, Portugal. Tel.: 351-44-813435. Fax: 351-44-813781.

SINGAPORE — A company here is offering its **marketing services** to firms interested in venturing into this re-

BUSINESS OPPORTUNITIES

velopment and other opportunities to interested Canadians. Areas for development include sectors such as **airports, ship repair, cargo and port facilities, telecommunications, power stations and tourism**. Investors locating in the area also are offered an attractive package of incentives. Firms interested in doing business here and seeking further information may contact Mayor Richard Gordon or Dennis Mendiola, Subic Bay Metropolitan Authority, SBMA Office Building 229, Subic Freeport Zone, Olongapo City, Philippines 2200. Tel.: (63-47) 222-37-21/(63-2) 817-39-94. Fax: (63-47) 222-52-78.

POLAND — A private business foundation, established in 1989, is seeking **financial partnerships and cooperation** from Canadian firms in the areas of **agro-food processing, new and used equipment, packaging and machinery, technology transfer and waste water treatment**. Contact Zenon Kurzak, President, Fundacja "NOWA WIES", Rzeniszow 2, 42-295 Koziegłowy, Poland. Tel.: (0-048) 034-651-462. Fax: (0-048) 034-651-462.

PORTUGAL — A company wishes

to contact manufacturers of high-volume, low-cost, original, quality items in the following areas: **housewares, novelties, personal and domestic hygiene**. Contact Victor Capote, Commercial Manager, Euroorbi, Rua Dr. Antonio da Costa Santos, 2/B 2D, Apartado 475, 2404 Leiria Codex, Portugal. Tel.: 351-44-813435. Fax: 351-44-813781.

gion. The firm has assisted previous clients in: conducting market surveys tailored to the company's export expansion plan; identifying and qualifying the right distributor, agent or joint-venture partner; and providing support to make business visits and export dealings highly effective. Contact Keith Kee, Managing Director, Parami Resources Marketing, Toa Payoh P.O. Box 0015, Singapore 9131. Tel/Fax: (65) 4430617.

SPAIN (Ref SAM) — A manufacturer of **painting and industrial coatings** wants to expand its present range of products through collaboration with a Canadian company. This company seeks to produce paints and coatings for plastics such as polypropylene and polyethylene. The company also wants to produce paints and coatings for use in the motorcycle and automobile industries, sputtering varnished paints to metallize automobile lights, and paints for glass, powder paints and other innovative paints. Contact (quoting reference number) René-François Désamoré, Commercial Office, Canadian Consulate, Travessera de les Corts, 265 Entl. 1, 08014, Barcelona, Spain. Fax: 343-410-77-55.

EDI Demos at Airshow Canada

Electronic Interchange the Route to Markets

Canadian companies are going to have to adopt a new technology — **Electronic Data Interchange (EDI)**— if they want to remain competitive and continue to supply the U.S. Department of Defence (DoD) and other markets where the U.S. government is a major purchaser.

EDI, in fact, is the future of doing business. Soon, it will be required not only to remain competitive in this U.S. market, but in the global marketplace as well.

While some Canadian firms have made or are making the move, the general consensus is that all firms — particularly those dealing with or those considering dealing with U.S. government purchasers — should now take a practical view on EDI and incorporate it into their business strategy.

As an EDI Association meeting was told recently: "...if suppliers do not have EDI now, get on with it, because you will be out of the loop (for many U.S. procurement contracts)."

DoD and EDI

DoD expects to convert over 90 per cent of its purchase-related documents by 1996.

Once EDI is in place, companies interested in winning DoD procurement contracts will be able to receive — by electronic transmission — notice of bid opportunities as well as bid documents (purchase orders, inspection and acceptance certificates, invoices, cheques, etc.).

Pilot Project

External Affairs and International Trade Canada and the Canadian Commercial Corporation (CCC) are working closely with the U.S. government during the implementation phase to ensure that Canadian firms continue to receive the same opportunity to compete in the U.S. acquisition process as before the

introduction of EDI.

At the request of DoD, and in an effort to streamline its operations, CCC is engaging in a pilot project involving three DoD agencies and several Canadian firms, to parallel transmit electronically and paper, selected business documents. Lessons learned from the pilot will be used to assess the overall benefits of EDI, and assist CCC in preparing an EDI implementation strategy. The pilot also will help develop an information system architecture for integrating EDI with Canadian industry.

EDI Benefits

The benefits of implementing EDI include:

- increased accuracy;
- reduced running costs;
- reduced processing time;
- improved inventory management;
- improved cash management; and
- greater customer satisfaction.

Publications/Contacts

There are a number of EDI Associations, particularly in Canada and the U.S., that keep track of the technology available and government agencies and major corporations moving to EDI.

Supply & Services Canada (SSC), in a publication titled *Acquisitions 2000 (A2K)*, has reported on "moving from paper" and the impact on the SSC buyers using electronic purchasing methods. The A2K team at SSC is working on a single point of entry to SSC for suppliers and indicate the future will be "A Seamless Network" using automated procurement systems.

Information on the work of Supply & Services Canada in the EDI arena, is available from Peter Elias, Manager, Communications Acquisitions 2000, Project Office, SSC, 5C1, Place du Portage, Phase III, 11 Laurier Street, Hull, Quebec, K1A 0S5. Tel.: (819) 956-

5268. Fax: (819) 956-6841.

Logistics Management Institute published in 1992 a handbook for DoD and Small Business by Walter P. Hamilton. Titled *Forging a Partnership Through EDI* (DL203LN3), it is available from 6400 Goldsboro Rd., Bethesda, MD, 20817-5886. Tel.: (301) 320-2000.

For more information on the Canadian Commercial Corporation's EDI initiative, contact Alex Papadakis. Tel.: (613) 995-0300. Fax: (613) 995-2525.

This U.S. Address Means Business

Canadian businesses frustrated in their attempts to export to the United States could find the going easier by using the services offered by U.S. Address Inc.

This Buffalo, New York-based firm will, among other services:

- establish in the United States a headquarters for a Canadian firm, allowing the firm to test or expand its U.S. marketing efforts — without incurring the expense of a long-term lease or on-site personnel;
- receive and forward mail and packages to the Canadian firm's location;
- answer and dispatch telephone calls to the Canadian office; and
- provide a fax/telephone number to correspond with customers.

Operating such a headquarters costs about US\$2.50 a day.

Contact Dean M. Rockwell, President, U.S. Address Inc., Olympic Towers, Suite 200, 300 Pearl Street, Buffalo, New York 14202. Tel.: (716) 842-3040. Fax: (716) 842-6049.

CONTRACTS AWARDED

ABB Industrial Drying, LaSalle, Quebec, has won a contract to provide a Yankee Hood and process air system to Cellox Paper Co., Ltd. of Bangkok, Thailand, with financing of up to US\$440,000 from the Export Development Corporation (EDC). This transaction represents the first allocation under a US\$25-million line of credit established between EDC and Siam Commercial Bank of Thailand.

Babcock and Wilcox, Cambridge, Ontario, and its consortium partners have signed a US\$700-million contract with the Indonesia Power Authority (PLN) to expand three units of the Suralaya Steam Power Plant. The total cost of the expansion is US\$2.2 billion, with much of the equipment packages being financed by the World Bank and the Asian Development Bank. The Canadian equipment share of US\$237 million is being financed by the Export Development Corporation. This deal represents the largest single contract ever signed by either PLN or B&W.

A US\$150,000 contract, funded by the Caribbean Development Bank, has been awarded to **Canadian International Power Services (CIPS)**, Mississauga, Ontario. The company will conduct a feasibility study for a power plant to be constructed for Anguilla Electricity Company. Staff at the Canadian High Commission in Bridgetown, Barbados, contacted the electricity company directly and informed CIPS of the study.

General Motors Diesel Division, London, Ontario, has signed a contract in excess of \$120 million with the Australian Department of Defence to supply 97 light armoured

vehicles to Australia's 2nd Cavalry Regiment.

Joe Ng Engineering Limited (JNG), Hamilton, has concluded a sale of a natural gas transmission and distribution system to Beijing Gas Company, in China, with financial support of US\$4.5 million from Export Development Corporation. JNG is a consulting engineering firm providing services to firms in the rubber, petrochemical, steel, automotive and chemical fields.

R&J Engineering Corporation (R&J), Kitchener, Ontario, has won a contract to sell four hard gelatin capsule manufacturing machines, supporting equipment, and turn-key technology to China Medical Industry Corporation in Hebei Province, China. The transaction, with financing up to US \$ 3.424 million from Export Development Corporation, will generate approximately 100 person-years of employment in Canada.

Site Oil Tools Inc., Calgary, Alberta has concluded a sale with the Oil and Natural Gas Commission (ONGC) of India with financing of C\$375,000 from Export Development Corporation and a grant of C\$230,000 from Canadian International Development Agency. Site Oil Tools is involved in the design, engineering and manufacture of downhole oil and gas well production tools and is a recognized world leader in its field.

SNC Industrial Technologies, Le Gardeur, Quebec, has signed export contracts with two Scandinavian countries. The Danish Army Materiel Command will purchase C74 105mm tank prac-

tice ammunition valued at over \$4 million. The Norwegian Army Materiel Command will purchase more than \$1 million worth of C71 105mm tank practice ammunition. This is the company's first large-scale international order for this material and its first contract with Norway as end-user.

Upsilon Estate International Inc., Brossard, Quebec, with EDC financing of US\$9.28 million, has been contracted to supply equipment and services for the construction of a 24-storey, 400-room, five-star hotel in Hainan Province, China. This is expected to generate approximately 380 person-years of employment in Canada.

Westinghouse, with US\$28.4 million EDC financing, recently was awarded a significant 2 x 40 MW gas turbines project in Bali. The project is significant in that it marks the first sale of this new turbine which was developed with the assistance of Canadian government research and development funds.

1992: Best Volume Recorded by EDC

The Export Development Corporation (EDC) has announced that its 1992 Corporate business volume was its highest ever, with over \$8.7 billion worth of Canadian exports supported.

While Canadian exports increased by 11 per cent in 1992, EDC's business volume increased more than 33 per cent, reflecting its growing role as a major financial intermediary.

A profit of \$44 million, the Corporation's highest, was also reported.

U.S. \$8.5 Billion in Pipeline

Malaysia to Host Major Exhibition that Plugs Into ASEAN Maritime, Aerospace, Defence Markets

Pulau Langkawi — The second annual **Langkawi International Maritime and Aerospace (LIMA) Exhibition** will be held December 7-12, 1993 in this Malaysian city.

Canada has reserved about 1,800 square feet for its exhibitors. Cost of a shell scheme booth of 9 square metres (approximately 100 square feet) is US\$530 per square metre. Raw space is US\$450 per square metre.

The Canadian High Commission in Malaysia has contracted for an information booth at LIMA and is encouraging companies to take out their own booths at this event, which Malaysian Prime Minister Dr. Mahathir Mohamed is expected to visit each day to personally meet all exhibitors and see their products.

National areas, in addition to Canada's, have been set aside for numerous countries, including the United States, Great Britain, France, and Russia.

This important event will bring together private and public-sector representatives from Malaysia and other countries of the Association of South East Asian Nations (ASEAN) to buy a range of goods in the following sectors:

- aerospace;
- airport construction and equipment;
- defence technology;
- marine industries; and
- boats.

Product subsectors include most goods and services pertaining to civil as well as military aerospace and marine industries.

The countries of the ASEAN have set aside more than US\$8.5 billion for expenditures in the above areas, particularly in aerospace and naval

For example, Malaysia is building a new airport for Kuala Lumpur at Sepang, and other airports in the region are upgrading radar, air traffic control systems and aircraft maintenance facilities. New shipyards for construction, repair and outfitting vessels are also being built.

Companies that wish to have their product brochures distributed from the Canadian information booth should send several hundred copies of their descriptive literature to Ted Weinstein (address at end of article).

To receive an exhibitor kit, fax Peter Thillinathan, Manager Sales/Marketing, Debis Marketing Serv-

ices, Kuala Lumpur: 011-60-3-238-6272.

For details on the defence/aerospace/maritime market in Malaysia or Canadian participation at LIMA, fax David Mulroney, Counsellor Commercial, Canadian High Commission, Kuala Lumpur: 011-60-3-261-3428.

For details on the product subsectors being sold at LIMA or general information on exporting to Malaysia, contact Ted Weinstein, Malaysia/Singapore Desk Officer, Asia Pacific South Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Fax: (613) 996-4309.

Indonesia

Environment Shows

Jakarta — Environmental management companies have an opportunity to explore or penetrate Indonesia's expanding environmental, waste treatment and water technology market.

All they need do is participate in **Pollution and Environment Technology Indonesia/Watertech Indonesia**, an exhibition being held here November 16-20, 1993.

Organizers say that the demand for both environmental and water technology equipment is set to increase dramatically, given the fact that the Government of Indonesia is introducing —and enforcing—stringent new

environmental and anti-pollution regulations, specifically in the industrial sectors.

At last year's event, more than 120 companies from 15 countries showed their products and equipment to more than 5,800 trade visitors.

Companies wishing to participate in this "buyers-meet-suppliers" forum (in which exhibitors have the support of the Canadian Embassy) may obtain further information from the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario, M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

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multaneously, and software to analyze electrical patterns in the study of sleep disorders. Looking for Canadian firm to develop further software for DAD 16, to manufacture under license and to distribute. Also seeking equity participation.

Carnegie Group — developer of software for telecommunications applications with sales of \$17 million and 150 employees. Is a supplier to U.S. West. Interested in strategic alliances for cooperative technology development and marketing, and possibly in carrying out R&D in Canada.

Ceram Inc. — through \$4 million effort, have developed productivity enhancement software for users of large databases on Sun platforms. Already has two strategic partnerships. Looking for a good-sized partner already in high-end computer business for co-development and marketing.

Diagnostic Markers — established in 1990, have developed 3 diagnostic products ready for partnership, all close to FDA approval: YeasTest - originally for humans and now modified to detect feline mycosis; Cardio Ischemia - measures amount of chemical during ischemia attack; Bacterial Vagenosis. Looking for equity participation and strategic collaborations for product development through clinical testing.

Interpex Limited — develop software for the processing, interpretation and display of geoscientific information. Already selling to a number of major Canadian clients. Interested in cooperative R&D or product development, equity investment or other form of joint venture.

Television Technology Corporation* — manufacturer of television and FM radio transmitters, interested in cooperative product development and

equity investment.

Technical Exchanges/ Licensing of Technology/ Major Project Teaming

3SDC Corporation* — involved in data acquisition and imaging systems. Interested in technical exchanges or cooperation on R&D or product development, and in sources of equity financing.

Colorado Advanced Materials Institute — consortium of Colorado-based companies, universities and government to develop and promote the use of advanced materials (ceramics, metals, adhesives, plastics, semi and super-conductors). Interested in exchanges with Canadian equivalents.

Combustion Technology Inc. — have spent five years developing a process engineering package for hazardous waste incineration, which is fully EPA compliant and provides all the process engineering information required for a permit application. Package is of interest to organizations with environmental problems considering the incineration option or a variety of cleanup options.

Karl J. Dakin — attorneys specializing in technology transfer. Interest in licensing environmental instruments developed at Sandia Labs, a chrome-cadmium dry plating process and a sports turf covering process. Possibly interested in joint-venture with Canadian firm with similar interests and pursuits.

Donnelly Applied Films Corp.* — largest manufacturer of substrates for liquid crystal displays is interested in licensing of technology or cooperation on R&D or product development.

Dorr, Carson, Sloan and Peterson — acting on behalf of client which has developed a more efficient process for recovery of viscous oils, and wishes to license tech-

nology to heavy oil producers.

Engineering Data Management* — engineering, development and evaluation of products and structures for the forest products and utility industries. Interested in licensing of technology or cooperative R&D or product development.

Interdata — has developed Electronic Data Interchange (EDI) technology for application to telephone billing, one of the most difficult EDI applications. Looking for a partner to help market EDI concept and systems to telephone companies and corporations in Canada and U.S. and possibly worldwide. Most likely partners are telephone companies or telephone service providers.

Kirkpatrick Pettis* — a Mutual of Omaha company involved in corporate finance - funding, mergers and acquisitions. Interested in acquisition of technology or manufacturing rights, or equity investments in Canadian firms.

Laser Magnetic Storage International* — develop and manufacture computer optical and tape storage peripherals. Interested in acquisition or sale of technology, cooperative R&D or product development, representation of Canadian products or cross-representation.

Materials Research Group — assemble equipment for plasma deposition of amorphous silicon for semiconductor industry, notably flat panel manufacturers. Primary market is Japan. Interested in joint-venture to assemble, market and service machines in Canada for Canadian and possibly other world markets.

Micro Motion* — part of the Emerson/Rosemount group producing flow meters and process control computers and electronic equipment. Interested in coopera-

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tion on R&D or product development, licensing of technology, cross representation or cooperative marketing arrangements.

Pathfinder Systems — specialized in high-end software development, mainly for U.S. government and Department of Defense. Have developed: a simulation package for analyzing use of National Parks; battle troop and battle tank simulators; and "Liniac", a neural network decision engine for dealing with uncertain and contradictory information. Willing to partner with consultants on recreation-related environmental impact studies, or work with companies on simulation projects for military or other demanding markets.

Popham Haik Schenobrick & Kaufman* — consultants in corporate finance, international finance, mergers and acquisitions and venture capital. Interested in sale or acquisition of technology or manufacturing rights or assisting on financing arrangements.

Softech Inc. — high-end software development for large or complex problems. Employ 500. Have done command and control, missile warning and space defence software for NORAD and DoD. Were on the original ADA design team. Also produce conversion software for upgrading COBOL, custom software for video compression chips and software tools for chip development. Have done a lot of work moving large systems from mainframes to distributed networks. Seeking partner with challenging software "hole" in their strategy, and are interested in cooperative R&D or product development or cross-representation.

William L. Simons — consulting firm specializing in structural civil engineering, with proprietary designs for floating breakwater, pre-fab building process for up to 3

stories, new concepts for piers/wharves, fixed breakwaters and offshore drilling structure. Interested in representing Canadian products in civil/structural engineering or heavy construction, or teaming on any design projects.

Vencap Resources Inc.* — venture capital firm interested in sale or acquisitions of firms, technology or manufacturing rights.

Canadian Sources/ Manufacturing Partners

Bio-Barrier — founded in 1987 to commercialize latex and microbial technology, the impregnation of latex with a variety of anti-microbial agents (barrier specific medical gloves and condoms). Have done some pilot production in Canada. Looking for a joint-venture with manufacturer with established distribution of compatible medical/surgical products to manufacture and distribute products in Canada and possibly in third markets.

Contour Pak — new design for ice pack which contours to any part of body - resilient plastic liner, fabric exterior, velcro straps. Half the price of products for specific body applications. Interested in contact with Canadian manufacturer with established medical/sports distribution network, possible sub-contract manufacture of velcro straps or licensed production of pack.

Cray Computer — planning to install its first operational supercomputer "Cray 3" at National Centre for Atmospheric Research (NCAR) in Boulder Colorado. Employ 400. Interested in Canadian suppliers of Fortran/UNIX based scientific software. Also looking for sources of venture capital and equity.

New World Visions — developed and patented technology for a new type of hinge for sunglasses, with application to industrial safety glasses and high-end sports glasses.

Seeking partner for manufacturing and marketing - should have capability for high volume complex plastic injection with sunglasses know-how preferred. Also looking for coated and anti-reflective lens suppliers.

Tea Lover's Cups Ltd. — developed a patented packaging system for tea, involving bags sealed in a portion-pak cup similar to that for coffee cream. Worked closely with Canadian Tea Council in development. Prepared to license production in Canada. Looking for equipment to package automatically. Seeking equity funding. Currently purchase portion-paks in Canada.

Cross-Representation/ Marketing Joint-Ventures

Eclosion Corporation — manufacturer of homeopathic pharmaceuticals with factories in Denver and Ireland and soon to open in Alberta, wants to locate Canadian distributor of herbal/nutritional products to distribute products of Canadian factory. Also willing to distribute Canadian homeopathic products in the U.S.

Headline Inc. — produces software for vertical markets including business side of publishing (subscriber fulfillment, accounting and marketing) and a computerized "Marketing Call Book" for sales representative. In business since 1980. Programs are written in DBL Synergy and operate on IBM PC's, networked and in UNIX environment. Are an accredited IBM Business Partner, and have done many marketing seminars supported by IBM. Have coast-to-coast distribution. Interested in any relationship to assist marketing in Canada, cross-representation of complementary products, or shared marketing efforts or demonstrations to develop markets

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in Canada and the U.S.

Global Systems Corporation — offers electronic data interchange (EDI) services to many large clients including several in Canada. Looking for Canadian partner with EDI expertise.

SSDS Inc. — computer systems integrators, open systems network computing. Company started in 1986, now has sales of \$13 million, 130 employees, and 9 offices in U.S. Is working with several major corporations and pursuing a major library project in Canada. Interested in an alliance with a Canadian firm for joint project development and marketing.

Technical Information Associates Inc. — design and development of documentation, training materials, product support information, interested in cooperative marketing arrangements with similar firms in Canada.

Telecation* — developer and distributor of analytical laboratory software, interested in handling complementary Canadian products or cross-representation.

Services to Canadian Firms/Marketing Representation

Business Venture Investments — interested in meeting Canadian companies with technology to license in North America, Asia or Europe. Best established in automotive, medical and computer software, but not restricted to these sectors. Works on equity basis rather than fee.

Cheyenne Research Corporation — entrepreneurial consultant with electrical engineering background interested in assisting start-up or growth of high potential companies. Has built five companies since 1969 - CEO for hire.

Colorado Springs Technical Consulting Group — technical business consultant and systems integrator interested in represent-

ing Canadian hardware and software products in the U.S.

Edwin H. Crabtree — patent attorney and professional mining engineer interested in patent and trademark services and licensing of U.S. technology to Canadian manufacturing firms.

DRS Sciences Inc.* — market and install secured data systems and large LANs/WANs, and involved in worldwide importing and exporting. Interested in representing Canadian computer and electronic products.

Global Drug Development Inc. — full service consultants for pre-clinical development, clinical research and regulatory affairs. President is Canadian. Looking for Canadian drug companies seeking to enter the U.S. market.

Jefferson Companies* — acquisition and leaseback of single-tenant facilities for institutional and private investors, JV structuring for infrastructure projects in Eastern Europe and developing countries and distribution of consumer products to European, African and South American countries. Interested in assisting Canadian firms in the structuring of capital projects or in representing Canadian consumer products in foreign markets.

Logic International — exporter of Canadian and U.S. products to the Middle East, particularly Turkey, specializing in electronic products, computers and telecommunications. Interested in representing Canadian products for sale in the U.S., Turkey and other Middle Eastern countries.

Machine Mart — liquidation specialists and buyer and seller of used machinery interested in any business opportunities in Canada.

Rick Martin Law Offices* — patent lawyer interested in assisting companies with patent/trademark coverage on new products.

P&C International — marketing arm of multi-billion \$ Taiwan-based conglomerate with four divisions covering consumer electronic, medical supplies, raw materials and industrial products. Looking for Canadian distributor for a new line of solar radio and interested in representing Canadian manufacturers of low-end consumer electronics in the U.S.

Marketing Assistance in Canada

First Total Systems — provide in-house data-processing solutions to community banks. Interested in expanding to Canada and seeking partners or investors.

Percussionaire Inc. — in process of acquiring technology for full line of FDA-approved respiratory care products. Looking for Canadian distributor covering home care and institutional markets.

** Companies marked with an asterisk indicated written interest but were not able to attend interview.*

SALT LAKE CITY, UTAH

For details on companies or marketing support in Utah, contact David McNamara, Consul and Senior Trade Commissioner, Canadian Consulate Trade Office, Suite 1810, 50 Fremont Street, San Francisco, CA 94105. Tel.: (415) 543-2550 ext 3072. Fax: (415) 512-7671.

R&D/Product

Development Alliances

ISIM — full service ground simulation and training division of Eyring Corp, interested in establishing Canadian R&D facility.

Technical Exchanges/ Licensing of Technology/ Major Project Teaming

Earthfax Engineering — environmental consultants involved in assessment and remediation of environmental contamination are

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interested in joint-venture with waste water treatment design consultants.

Envirosearch International* — President is internationally-known environmental consultant, also on U.S. panel considering NAFTA environmental side-agreement. Interested in information exchange and cooperation with Canadian environmental consultant with strength in public policy issues.

International Remediation Corp. — environmental cleanup company with leading-edge technology in heavy metals and hydrocarbon recovery from soils. Also have technology for cleanup of nuclear contamination and naturally occurring radiation in mines, oil fields, etc., which is generally extremely cost-effective in comparison to alternative technologies. Currently working on Sacramento Army Depot superfund site and with large pipeline company on cleanup of heavy metals around compressor stations. Interested in licensing of technology, teaming on major projects, or joint-venture for manufacture and marketing of specialized remediation equipment.

Canadian Sources/ Manufacturing Partners

Intraspace — builder of small commercial satellites, no larger than 44" diameter. Has completed U.S. Navy contract for altimeter satellite and awarded contract for commercial data-relay satellite. Have developed innovative production and testing procedures to drastically reduce manufacturing costs. Looking for partner for marketing, finance, and design/production.

Northern Outfitters — manufacturer of high-end, high-tech cold weather clothing, industrial and recreational. Outlets in Alaska and distributors in NWT and Labrador. Seeking manufacturer with estab-

lished distribution for outdoor ware for licensed manufacturing or subcontracting. Also looking for complementary Canadian products for distribution in U.S.

Saddleman Inc. — manufacturer of auto and truck softgoods aftermarket accessories. Interested in joint-venture with Canadian auto softgoods manufacturer, selling Canadian products in U.S. and distributor/warehouse for western Canada.

Cross-Representation/ Marketing Joint-Ventures

Action-Plus Software — produces a sophisticated contact database with modules for inventory control, scheduling and business expenses with an easy link to Word Perfect documents. They have a 10,000 userbase in the U.S., Canada and Europe. One interest is in bundling with Laptop computers. Already represented in Canada for the dealer market, but interested in a cooperative marketing arrangement or cross-representation covering the corporate market.

Cybernetic Solutions Company — computer software for attitude/opinion survey which has been marketed in Canada and U.S. since 1985. Very large potential market but needs \$500K or so to jump-start company.

Fetzer's Inc.* — manufacturers of architectural millwork and custom store, bank and office fixtures. Interested in cross-representation or cooperative marketing arrangements.

Franklin Estimating Systems* — develop and market estimating software for the graphic arts industry, interested in cross-representation or cooperative marketing arrangements.

National Applied Computer Technologies — company started in 1982 with significant R&D in telecommunications network sys-

tems. Interested in joint-venture partner to develop Canadian market or share technology/product development.

Powder River Inc.* — manufacturer of livestock handling equipment interested in marketing assistance for the Canadian market or representation of Canadian products in the U.S.

The Pro Image* — involved in the retail sale of licensed professional and college sports products such as caps, jackets, souvenirs. Interested in handling Canadian products or relationships with like-minded Canadian firms.

State Brass Foundry and Machine — Brass/iron/copper foundry, specializing in copper and centrifugal castings for mining machinery and heavy equipment. Interested in representing Canadian firm in bearings and bronze bushings, or alliance to do copper centrifugal castings.

Services to Canadian Firms

Desert World Trade — involved in business creation, particularly in high technology areas, and ventures in Eastern Europe for housing; food, poultry and soybean processing; trading for hard currency; and port development on Black Sea. Also working on port development for Dubai. Mainly seeking financing relationships — venture capital, conventional loans and equipment leasing.

Multiling International Inc. — specialize in software localization, translation and testing, with proprietary software tools. Looking for large firms with in-house translation facilities. Considering setting up sales office in Quebec.

SISCOM — involved for 23 years in the promotion and distribution of products in Mexico, and can provide wide variety of information and assistance to Canadian firms

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Strategic Alliances: Utah — from page 10

interested in doing business there. Have offices in Salt Lake City, Mexico City and Cuernavaca.

Office Expansion/ Marketing in Canada

Century Software—developers of "TERM", a network and asynchronous communications software for DOS, Windows and Unix, allowing network serial and modem communications between any computer systems. Currently have four distributors in Canada but inter-

ested in contact with VAR's.

Taras Linguistic System — multi-media interactive language training program for retail market. First released at COMDEX 92. Program runs on DOS and Mac. Working on version for university students. Close to a deal in Japan. Looking for partner, possibly a VAR, to localize and distribute software.

Word Perfect Corporation — leading producer of word processing software. Company works par-

ticularly closely with Borland and Apple, but also have strategic alliances with IBM, Adobe and others. Interested in expanding activities in Canada, initially to Canadianize marketing and service functions but may consider software development.

** Companies marked with an asterisk indicated written interest but were not able to attend interview.*

\$Billions Earmarked

Singapore Electricity Projects Open to Bids

Several ambitious facilities upgrades projects — on which Canadian firms can bid — are in the works to ensure that the Republic of Singapore meets its growing demand for electricity.

The Singapore Public Utilities Board (PUB) will spend Singapore Dollars \$10.6 billion for existing power station expansion, new and upgraded transmission and distribution lines, new sub-stations, and renewing transmission equipment.

The PUB's current total generating capacity is 4,073 megawatts (MW), compared with 1,990 MW just 12 years ago. When expansion of an existing plant is completed by the end of 1993, Singapore's total generating capacity will be 4,513 MW.

In mid-May, the PUB announced plans for the Singapore Dollar \$8 billion Tuas power station, to be built in four phases. The plant, which will have eight units each capable of producing 600 MW, will double the power supply available in Singapore. The first of the eight units will come on stream in 1998; the last in 2005.

For details on how your company can be considered for the supply of

goods or services in the upcoming bids on these projects, or for general information on exporting to Singapore, contact Jim Feir, Commercial Counsellor, or Michelle

McCormack, Second Secretary, Canadian High Commission, 80 Anson Road, IBM Towers, 14 Floor, Singapore 0207. Tel.: (011-65)225-6363. Fax: (011-65)225-2450.

Petrochemical Projects 'Premier' in Saudi Arabia

New projects in Saudi Arabia's petrochemical and refining sectors continue to make the Kingdom a premier market for Canadian exporters — especially those that are aggressive and persistent, says a brief report from the post in Riyadh.

With the rapid expansion of the petrochemical sector, the Saudi Arabian Basic Industries Corporation (SABIC), in partnership with private interests, is expected to invest over US\$2.5 billion in new petrochemical and chemical plants.

The objective is to increase by 50 per cent the total production capacity of all products by the mid-1990s.

Most of the funding for these projects will be provided by a government agency, the Saudi Industrial Development Fund.

Interested Canadian companies may obtain further information by contacting S. Wilson, Second Secretary (Commercial), Canadian Embassy, Riyadh. Tel.: (011-966-1) 488-2288. Fax: (011-966-1) 488-0137.

India Increasingly a Trade Fair Venue ...

The Canadian High Commission in New Delhi has provided the following list of trade fairs in which Canadian companies might be interested in participating.

INTERNATIONAL SECURITY EXHIBITION (ISE'93) — September 1-5 — Pragati Maidan, New Delhi. This exhibition will offer excellent opportunities to manufacturers, exporters, importers, technologists and companies dealing with security equipment and materials. About 200 companies from India and abroad are expected to participate. Contact: Manager, India Trade Promotion Organization, Pragati Maidan, New Delhi 110 001. Tel.: 3319754. Fax: 91-11-3317896. Telex: 031-61022/61311.

GARTEX'93: International Exhibition and Conference on Garment Machinery, Textiles and Accessories — October 15-18 — Pragati Maidan, New Delhi. Held last year in Bombay, Gartex attracted more than 100 exhibitors from 10 countries. More than 13,500 visitors attended. Contact: Modern Multi Media Marketing Co. (India) PVT. Ltd., A-16 Naraina, Phase II, New Delhi 110 028. Tel.: 570-4234, 570-4450. Fax: 570-0644. Telex: 031-77122 META IN.

BROADCASTING, CABLE AND SATELLITE INDIA'93 — October 25-28 — Pragati Maidan, New Delhi. This is the first show of its kind in India. Organizers expect 150 exhibitors from 30 countries. The three-day conference schedule will include: trends in broadcasting, emerging technologies and non-government broadcasting. Contact: Exhibitions India, E-6 Defence Colony, New Delhi-110 024. Tel.: 91-11-462-2710. Fax: 91-11-463-3506. Telex: 031-74093 BEHL IN.

QUALITY INDIA'93: India's first ever exhibition on quality — November 1-4 — Bangalore. Summit will attract current and prospective buyers of quality equipment and services from every sphere of Indian industry. It will also provide a comprehensive environment for the exhibition of quality-related products and services, and a unique opportunity to see and meet international and Indian marketers. Contact: The Secretary, CII, 23, 26 Institutional Area, Lodi Road, New Delhi 110 003. Tel.: 4629994/4626164/4624620. Fax: 91-11-4633168/4626149. Telex: 031-66655/65401 AIEI IN.

THIRD WORLD CONFERENCE AND GENERAL ASSEM-

BLY OF THE AIRPORTS ASSOCIATION COUNCIL INTERNATIONAL — November 7-10 — New Delhi. Contact: Mr. K.P.S. Srivastava, Secretary ACI-ASIA, Institute of Aviation Management, International Airports Authority of India, Gurgaon Road, New Delhi 110 037. Tel.: 545-2307, 545-2674. Fax: 687-2951. Telex: 031-72163 IAAI IN.

INDIA INTERNATIONAL TRADE FAIR 1993 (IITF'93) — November 14-25 — Pragati Maidan, New Delhi. Contact: General Manager, ITPO, Pragati Maidan, New Delhi. Tel.: 3317601, 3319754, 3319815. Fax: 3318142, 3320855. Telex: 031-61022/61311 ADEP IN.

... So Too is China ...

Companies interested in exploring potential market opportunities in the People's Republic of China might find it well worth their while to attend or exhibit at any of the following non-EAITC-sponsored events.

Further information on these exhibitions is available from the show organizers' Canadian representative: Willie S. Zhu, President, 672 Manning Avenue, Toronto. Tel.: (416) 516-2234. Fax: (416) 588-7668.

Beijing — International Exhibition on Transportation '93 — September 1-6, 1993. With the improvement of this country's transportation infrastructure being an important goal of China's leaders, this exhibition will highlight three areas: railway, underground railway and light rail transit systems; land transportation technology, highway and motor vehicle engi-

neering; and harbour and canal management and marine engineering.

Organizers hope to attract corporate leaders in the industry who are interested in joint ventures, consortiums and coordination projects.

Shenzhen — International Exhibition on Stone Processing and Woodworking Machinery '93 — November 12-16, 1993. With monumental growth expected in many regions of China, the consumption of stone and wood products for decoration and construction will go far beyond what the Chinese can produce.

The Chinese hope to attract suppliers, distributors, agents and relevant traders to participate in this exhibition. The Chinese hope also to secure sophisticated technology and equipment in this field.

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China Champions Trade Exhibitions ...

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Shenzhen — International Exhibition on Food and Food Processing Industry '93 — November 22-26, 1993. Featuring a broad spectrum of food, drinks and food-related machinery and equipment, this exhibition is being held in one of China's fastest-growing Special Economic Zones, one that offers a huge potential market for food and catering equipment.

Beijing — International Exhibition on Building Decorative Material and Production Equipment Industry '93 — No-

vember 23-27, 1993 — This exhibition will focus on the many fast growing sectors of the construction, interior decoration and decorative material industries in China.

Suppliers, manufacturers, agents and other industry traders are invited to discover the opportunities posed by the rapid and significant growth in these fields.

Many hotels, office towers and residential apartments need upgrading to international standards. Huge real estate projects, driven by US\$6 billion in foreign investment, also are ongoing.

Decorative materials, including

glass, plastic fittings, wallpaper, aluminum products, stone processing, woodworking and various kinds of bathroom and kitchen products are in demand.

Beijing — International Exhibition on Preservation Technology and Processing Equipment for Grain and Meat '93 — November 25-29, 1993 — This exhibition has been organized to help China meet — through the introduction of improved agricultural technology and equipment — the need to feed the country's vast population.

... As Does Korea

The Korea Trade Centre (Toronto), an official agency of the country's government that promotes trade between Korea and Canada, suggests that Canadian firms might be interested in attending or participating in the following trade events:

• **Seoul International Instrumentation Exhibition** — September 21-25, 1993 — This event features a full range of instrumentation industry products, including equipment for testing, measuring, analyzing and detecting; controlling devices; optical equipment.

• **Seoul International Stationery Fair** — October 30-November 2, 1993 — This fair focuses on writ-

ing instruments, art materials, office supplies, and other items associated with the stationery industry. At last year's fair, some 142 manufacturers from 12 countries displayed their products to about 2,000 qualified buyers and concluded sales worth \$20 million.

Korean imports of stationery goods reached \$155 million in 1992. Prospects are for even higher volumes this year, so Canadian companies could take advantage of the potential this market offers.

• **Seoul International Gift Fair/Fashion, Jewellery & Accessories Fair** — October 30-November 2, 1993 — Featuring such items as

kitchenware, home decorations, leather goods, ceramics, toys, watches, and handicrafts, this is one of Korea's largest exhibitions.

This trade fair, which will be visited by major buyers in the region, offers Canadians a unique opportunity to introduce their high-quality products to the Korean marketplace — one in which there is an increasing demand for Western-style items.

For information on these events or to secure exhibit space, contact Korea Trade Centre (Toronto), Box 9, Suite 600, 65 Queen Street West, Toronto M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893.

Casablanca

International Event Attracts Mines, Energy Exhibitors

Casablanca — Canadian companies have the opportunity to participate in the **International Mines and Energy Show (MINERGIE'93)** being held December 1-5, 1993 in this Moroccan city.

The show is an international meeting place for professionals in

this field, giving them an opportunity to exchange views and to exhibit the latest technological developments, techniques, products and services related to these sectors.

Firms and organizations interested in participating in this event may contact directly: L'Office des

Foires et Expositions de Casablanca, 11 rue Boukraa, Casablanca, Morocco. Tel.: (212-2) 22-28-13. Fax: (212-2) 26-49-49; or contact the Commercial Division, Canadian Embassy, Rabat, Morocco. Tel.: (011-212-7) 77-28-80. Fax: (011-212-7) 77-28-87.

U.S. Environment Events Enhance Business

The following environmentally-related trade fairs, described in brief, will be held between August and October, 1993 in various cities in the United States.

Further details are available from Donald Marsan, United States Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 944-9478. Fax: (613) 944-9119.

Solid Waste Association of North America — San Jose, California, August 2-5, 1993. The show features manufacturers and distributors of solid waste handling equipment; trucks and bodies; land fill compactors; incinerators; consulting services. National show; 250 exhibitors. Attended by municipal engineers and waste haulers.

American Public Works Association - International Public Works Congress & Expo P — Phoenix, Arizona, September 18-23, 1993. The show features exhibits of public works equipment and supplies: road machinery, vehicles, solid waste collection systems, equipment services, water

resource and buildings and ground maintenance. International show; 350 exhibitors. Attended by 10,000 public works professionals from local county, state and federal governments.

Instrument Society of America, Instrument International Automation Conference & Exhibition — Chicago, Illinois, September 19 - 24, 1993. Principal exhibits on display are instrumentation and automatic control systems. International show; 600 booths. Attended by 30,000 professionals, company presidents, chief

executive officers from all industrial and services sectors; federal, state and local county representatives also are expected.

Water Environment Federation — Anaheim, California, October 3 - 7, 1993. Municipal and industrial wastewater treatment equipment, hazardous waste handling, treatment and disposal equipment. National show; 300 exhibitors. Attended by engineers, municipal and industrial waste treatment managers, municipal officials, consulting firms, and contractors.

Marine Equipment in Holland

Amsterdam — Since its debut five years ago, the **Marine Equipment Trade Show (METS)** has been a business success, enhanced, to a large extent, by the policy of accepting visitors from the 'trade only'.

METS'93, being held November 16-18, is the ideal venue for the marketing and sale of equipment, materials, systems, services and accessories to the European marine leisure craft trade

and industry.

For further information on **METS'93**, for which Canada now is recruiting participants for its national stand, contact Gaston Thompson, Trade Fairs and Missions-Europe, Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Batimat a Constructive, Market-Building Experience

Porte de Versailles/Villepinte — The world's number one building/construction exhibition, **Batimat 93**, with more exhibit space than ever, will be held at these twin centres November 9-14, 1993.

Canada once again will have a national stand for which recruitment now is underway.

At the show last held in 1991, lack of space meant that more than 500 exhibitors had to be turned away. That will not be the case this year:

the total exhibition area has been increased by 73,000 square metres, yielding 170,000 square metres of stands area.

Also in 1991, **Batimat** attracted 633,202 visitors, 9 percent of whom were foreigners from some 143 countries.

Professional exhibitors at **Batimat 93** will be showing a wide range of building/construction-related products and services, including fittings, sanitary devices, tiling,

woodwork, fastening and glass products, workshop machine tools, floor and wall coverings, and paving and stone materials.

Companies interested in participating in **Batimat 93**, may contact Gaston Thompson, Trade Fairs and Missions-Europe, Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

*Franchising to Photography***Shows in Brazil Beckon Business to South America**

Exhibiting in Sao Paulo, Brazil trade shows is a cost-effective way of reaching buyers — not only from Brazil but also from neighbouring South American countries.

As a result of Brazil's trade liberalization programs, trade shows in Sao Paulo now attract an increasing number of foreign exhibitors and visitors. Sao Paulo hosts the most important specialized trade shows in South America and stands out as a meeting point for business executives interested in South American markets.

The following shows offer good opportunities for Canadian companies to market their products and services:

ABR FRANCHISING SHOW

93 — August 6-8, 1993 — The second edition of this fast growing industry trade show will feature franchising companies from several sectors, including, tourism and hotels, cleaning and maintenance, food and restaurants, health and beauty, and education. For further information, contact Guazelli Associados, Sao Paulo. Fax: (55-11) 885-9589.

EXPOFOTO 93 — September 9-12, 1993 — Brazil is Latin America's largest photography market. With 40,000 professional photographers and around 15 million amateurs, sales total US\$1 billion per annum. During Expofoto 91, 22,000 visitors called on over 100 exhibitors. Products to be shown at

the 1993 event will include photography equipment and accessories for professional laboratories and mini-labs, studio equipment, optical components and material for photofinishing, digital photographic image processing and photo preservation.

Interested companies should contact directly Alcantara Machado, Feiras e Exposicoes, Sao Paulo. Fax: (55-11) 826-1678.

INTERNATIONAL SPORTS SHOW — November 3-7, 1993 — This will be the first edition of a Latin American trade show specialized in sporting goods and equipment. For further information, contact Saller & Associados, Sao Paulo. Fax: (55-11) 257-1361.

BUSINESS AGENDA

Across Canada — September, 1993 — Half-day seminars planned for five Canadian cities in mid-September will focus on market strategies and channels for selling software, hardware and related

services to the U.S. federal government. A presentation will be made by U.S. federal informatics marketing specialist Terry Kelly. Information on dates, locations, programs and registration is available

from Doreen Conrad, External Affairs and International Trade Canada, Ottawa, fax: (613) 944-9119; or Judy Bradt, Washington, DC, fax: (202) 682-7619.

Singapore Site for Three-in-One Show in October

Singapore — Organizers of **ChemAsia/InstrumentAsia/AnaLabAsia (CIA 93)**, being held here October 4-7, 1993, are certain of emulating the success of the event which was last held in 1991.

That exhibition attracted 10,555 visitors, 36 per cent of whom came from outside Singapore. They represented a diversity of industries, including oil and gas, chemical processing, electronics, instrumentation, measurement and control, laboratory and analytical technol-

ogy, food processing and general manufacturing.

Considered a cost-effective medium through which exhibitors can reach their targeted audience, this year's **CIA 93** will be joined by the **EnvironmexAsia/WatermexAsia 93** exhibition — an environmental and water management exhibition which was last held in February, 1992.

Singapore, say show organizers, is well suited to host this event, given its excellent track record and

reputation for managing the environment. The occasion should also serve to promote Singapore's plan of being a model "green city" by the year 2000.

To register for this event, at which **Canada will have an information booth**, contact the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

PUBLICATIONS

U.S. Environment Market

The recently published *Penetrating the U.S. Environmental Market: Prospects and Strategies for Canadian Consulting Engineers* is intended primarily as a guide to Canadian firms that are less experienced than their larger, already active Canadian counterparts in this marketplace.

Similar to a February, 1992 report which focussed on opportunities on the U.S. eastern seaboard, this latest study is more comprehensive and broader in scope and focuses on west coast opportunities.

Spending approximately \$130 billion annually, the U.S. environmental market grew by about 11 per cent in 1991. Projects are that spending in this area will rise from current levels of 1.8 per cent of Gross Domestic Product (GDP) to almost 3 per cent of GDP in the year 2000.

Among the study's 12 chapters are topics such as liability and legislative considerations; benefiting from experience (case studies); preparedness for entering the U.S. market; U.S. private and public sector viewpoints; and advice from Canadian sources.

The study was prepared by the U.S. Trade and Tourism Development Division (UTO) of External Affairs and International Trade Canada and the Association of Consulting Engineers of Canada.

Copies of the study may be ob-

tained from Daniel Matko of the Association: 616-130 Albert Street, Ottawa K1P 5G4. Tel.: (613) 236-0569. Fax: (613) 236-6193.

Information on exporting services to the United States is available from Doreen Conrad, UTO, EAITC. Tel.: (613) 944-9440. Fax: (613) 944-9119.

U.S. Federal Contracts

Canadian firms bidding on U.S. federal government solicitations will find ample information in *Your U.S. Federal Solicitation: A Guide for Canadian Firms*.

The 35-page guide reviews standard elements of the U.S. federal solicitation, highlights questions that are critical for Canadian firms, and explains responses that Canadian companies might consider when preparing their proposals.

The guide also identifies potential trouble spots, helps ensure that Canadian bids are fully responsive (non-responsive bids are disqualified), and that they can compete for U.S. federal contracts.

A second publication, *Opportunities in U.S. Federal Contracts: A Guide for Architectural and Engineering Firms*, outlines the U.S. federal contracting process in these fields.

Copies of the guides are available from Doreen Conrad, External Affairs and International Trade Canada, Ottawa, fax: (613) 944-9119; or from Judy Bradt, Canadian Embassy, Washington, DC, fax: (202) 682-7619.

Mexico Transportation

Aimed at Canadian exporters, the second edition of *Transportation Services Between Canada and Mexico* highlights the major changes that the North American Free Trade Agreement brings to the transportation industry.

In addition to identifying transportation companies operating between Canada and Mexico, the guide presents a mode-by-mode analysis of the transportation links between the two countries; describes the present transportation connections; and includes descriptive and statistical information on Canada's trade with Mexico.

The guide, whose release coincides with the increasing opportunities for Canadian exporters to Mexico, was prepared by Transportation Services Division, External Affairs and International Trade Canada.

Copies of the guide, quoting code number 49LA, are available through Info Export (see box at the bottom of page 16).

CanadExport
suspends publication
for two issues during
the summer months.

The next issue
of **CanadExport**
will be published
September 1, 1993.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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October Launch

Trade Month Salutes, Supports Exporters

Each year in October, External Affairs and International Trade Canada (EAITC) highlights the importance of international trade, particularly exports, to the Cana-

dian economy. Through a series of activities across the country, **Canada International Trade Month (CITM)** celebrates the export success of Canadian compa-

nies and encourages enterprises to pursue international business opportunities.

The first major event of CITM is the presentation of the **Canada Export Awards** on October 4 in Vancouver, British Columbia. Tom Hockin, Minister for International Trade, will present this year's awards during the fiftieth annual convention of the Canadian Exporters' Association.

ExportVision, CITM's other major event, offers Canadian exporters the unique opportunity to learn about potential markets in all parts of the world — without having to leave home.

Companies that are already exporting or those interested in exporting can gain valuable information from EAITC's international trade experts who will be visiting major centres in Canada for individual meetings and seminars.

Through **ExportVision's** Outreach program, trade commissioners and Canada Export Award winners will visit other industrial centres to discuss the ins and outs of exporting with local companies.

(Related articles on page 2)

Canadian Exporters' Association Celebrates 50 Years of Service

All exporters and those concerned with export trade will want to circle the calendar dates October 3, 4, 5, 1993.

This is when the **Canadian Exporters' Association (CEA)** will celebrate its fiftieth anniversary at its annual Convention in Vancouver.

Combining presentations by many authorities with excellent networking opportunities, the Convention begins

October 3 with an "Asian Pacific Fantasy" sponsored by the Bank of Montreal. Here delegates will experience the sights, sounds, smells and tastes of a Pacific Rim marketplace.

October 4 Events

The opening plenary on October 4 will be **The Competitive Imperative: How To Survive and Thrive Globally** and will concentrate on the internationalization of business in the "global village".

The second plenary focuses on **Multilateral And Regional Trade Agreements: In Harmony or in Conflict?**

Prominent speakers will discuss whether major regional trade and economic agreements which have been negotiated over recent years in Europe, Latin America, Asia Pacific and elsewhere threaten the worldwide multilateral trading system painstakingly negotiated

over many years through the General Agreement on Tariffs and Trade (GATT).

Following the keynote luncheon presentation by **Michael Harcourt**, Premier of British Columbia, there will be a series of concurrent sessions highlighting many points of interest for exporters.

Educating for Exports will deal with new initiatives to improve educational and training facilities and establish an international "mindset" in Canada.

Strategic Case Studies will deal with the nuts and bolts of exporting.

NAFTA and the Latin American Market - Prospects for the Future will provide delegates with information about the newly surging markets of Latin America, some

Continued on page 4 — CEA

MEXICO SUPPLEMENT:

see pp. 5-8

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Canada

Export Awards: The Selection Process; How to Apply

The winners of the Canada Export Awards are selected by a committee of business representatives on the basis of their last three years of operation, with emphasis on:

- the strength of their export sales;
- their success in introducing new products and services into world markets; and
- their ability to maintain markets in the face of strong competition.

In its eleven-year history, 148 Canada Export Award recipients have been chosen from over 2,000 applications. This year, Canada's geographic and industrial diversity is again well represented, with winning companies from coast to coast and products ranging from sophisticated telecommunications equipment to innovative children's toys. (1993 winners will be listed in a future issue of **CanadExport**.)

For information on applying for the Canada Export Award, contact Beverly Hexter, tel.: (613) 996-2274; fax: (613) 996-8688.

ExportVision Brings World to Doorstep

Are you a Canadian exporter or would-be exporter interested in learning more about any of the following industry sectors?

- Fish;
- Health Care Products and Services;
- Industrial and Electrical Equipment and Technology;
- Mining Equipment and Services;
- Agri-Food.

If the answer is yes, then ExportVision is where you will want to be in October and November.

This is a great opportunity to learn about specific export markets from the people who know them best — trade officers who work abroad on

behalf of Canadian business.

ExportVision runs from October 18 to October 22 and includes visits to St. John's, Bay of Fundy, Charlottetown, Halifax, Moncton, Montreal, Toronto, Sudbury, Winnipeg, Saskatoon, Calgary and Vancouver. From November 18-28, trade officers in the Agriculture-Food sector will be in Canada for further meetings.

Exporters can schedule meetings through the International Trade Centre (see below) in their area. Take advantage of the many new trade opportunities throughout the world by signing up for this year's ExportVision program.

• INTERNATIONAL TRADE CENTRES •

BRITISH COLUMBIA (includes Yukon Territory)

Vancouver
Tel: 604-666-0434
Fax: 604-666-8330

ALBERTA (includes Northwest Territories)

Edmonton
Tel: 403-495-2944
Fax: 403-495-4507

Calgary
Tel: 403-292-6660
Fax: 403-292-4578

SASKATCHEWAN

Saskatoon
Tel: 306-975-5315
Fax: 306-975-5334

MANITOBA

Winnipeg
Tel: 204-983-8036
Fax: 204-983-2187

ONTARIO

Toronto
Tel: 416-973-5053
Fax: 416-973-8161

QUEBEC

Montreal
Tel: 514-283-8185
Fax: 514-283-8794

NEW BRUNSWICK

Moncton
Tel: 506-851-6452
Fax: 506-851-6429

PRINCE EDWARD ISLAND

Charlottetown
Tel: 902-566-7400
Fax: 902-566-7450

NOVA SCOTIA

Halifax
Tel: 902-426-7540
Fax: 902-426-2624

NEWFOUNDLAND

St. John's
Tel: 709-772-5511
Fax: 709-772-2373

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Mail to : **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — An international trading company is seeking a Canadian partner to provide **production technology, equipment, ingredients and formulas of feed additive used to speed up the growth rate and reduce the breeding time of poultry and livestock** in China.

Partner can either sell its technology and equip-

ment or enter into a joint venture. Contact Mr. Li Dong, Shanghai, China. Tel.: (011-86) 21-2584882. Or contact Sally Wai, Camrose Enterprises Ltd., 101-8898 Heather Street, Vancouver, B.C. V6P 3S8. Tel.: (604) 325-8368. Fax: (604) 325-8367.

CHINA (People' Republic) — China National Automotive Industry Corporation is interested in purchasing the following "second-hand" or used production lines: 1) **casting air-punching mould production line** (sand box should be 1,400 x 1,000 x 30; producing rate should be 60 to 100 boxes per hour); 2) **2.2l 4 cylinder petrol engine production line** (annual productivity of 200,000); 3) **muffler used for light duty truck production line**; and 4) **used equipment for automotive production**. Contact Mr. Liu Jian Dong, Director of China National Automotive Industry Corporation, Planning Development Division, 16 Fuxingmenwai Street, Beijing, 100860 China. Tel.: (861) 3271943. Or contact Mr. Steven Zuo of Silu Trading Corporation Ltd., 207 Queen's Quay West, Suite 822, P.O.

Box 109, Toronto, Ontario M5J 1A7. Tel.: (416) 368-0881. Fax: (416) 368-3312.

CHINA (People's Republic) — Companies interested in entering **joint venture/licensing arrangements** or seeking business services in China may wish to contact the Shanghai-based, government-backed agency, Shanghai Science and Technology Consultant Service Centre (SSTCOSC), 47 Nan Chang Road, Shanghai. (Attn:

Among the items sought are **coated and bonded abrasives, hand tools, power tools, measuring equipment, adhesives, welding equipment, and industrial gloves**. Contact J.C. Hoyte, Carmont Distributors. Tel.: 0064-9-276-2724. Fax: 0064-9-270-0475.

SPAIN (Ref FAB) — A Barcelona firm is seeking a distribution and/or commercialization agreement for new types of **signal and control cables, and accessories** related to

the world of signal cables, telecommunication

cable systems, other substitute solutions for cable systems, measurement and control equipment and box kits to insulate the connections of underground electrical cables. Contact (quoting reference number) René-François Désamoré, Commercial Office, Canadian Consulate, Travessera de les Corts, 265 Entl. 1, 08014, Barcelona, Spain. Fax: 343-410-77-55.

SWITZERLAND — A company here wishes to represent Canadian **high technology firms**, particularly those engaged in **opto electronics, laser and telecommunications fields**. Contact Jean-Jacques Goy, Director, GMP S.A., 19, Av. des Baumettes, P.O. Box, CH-1020 Renens 1. Tel.: (41-21) 634-81-81. Fax: (41-21) 635-32-95.

TAIWAN — A leading printing mill that also imports is seeking **paper board** from Canada. Interested manufacturers/exporters may contact Jane Lee, Import Manager, Ta-Cheng Art Print Co., Ltd., 16, Lane 62, Chung Chyn St., Taichung, Taiwan R.O.C. Tel.: 886-4-3756789. Fax: 886-4-3753377.

Rong Jian-ying, International Cooperation Department. Fax: 011-86-21-3721216. The Canadian agency contact is Simon Gong, Manager, PacCanada Consulting, 1531 Foster Avenue, Coquitlam, British Columbia V3J 2N3. Tel.: (604) 936-0187. Fax: (604) 936-5823.

NETHERLANDS — A Dutch company wishes to act as the **distributor** throughout Belgium, the Netherlands and Luxembourg for Canadian suppliers of equipment and accessories for such **outdoor recreational activities as camping, hiking, trekking, mountaineering and canoeing**. (No ball games, other games or fishing). Contact Chris Page-Jones, President, Page-Jones Marketing and Management, P.O. Box 2142, 4800 CC Breda, Netherlands. Tel.: (011-31-76) 229191. Fax: (011-31-76) 217880.

NEW ZEALAND — An Auckland-based company with distribution rights throughout New Zealand seeks suppliers of a variety of products for sale to users in such areas as the do-it-yourself market, hardware merchants and re-sellers.

BUSINESS OPPORTUNITIES

CEA Hosts Export-Oriented Seminars

Continued from page 1

of which offer immediate and significant potential. The agreement will form the largest trading bloc in the world with over 360 million people and over \$8 trillion GNP.

Invisible Exports: Canada's Best Kept Secret will be another concurrent session at the Convention. Looking at the service sector, one of the fastest growing sectors of the economy, now accounting for over 20 per cent of Canada's exports, speakers will be looking at how can they be successfully exported.

The day will end with a reception sponsored by the Export Development Corporation and the presentation of the **Canada Export Awards** hosted by **External Affairs and International Trade Canada**.

October 5 Events

On the second day of the CEA's annual Convention, there will be two major plenary sessions.

At the first, **The Tigers and Beyond**, several speakers will discuss developments in the Asia Pacific countries and the new opportunities opening up in the area.

The final plenary will be **Export Financing - Leveraging Scarce Resources**. There will be presentations of solutions to export financing and insurance issues using examples drawn from real situations faced by exporters with big and small transactions.

In the afternoon there will be a practical hands on workshop on exporting skills sponsored by the CEA. This will concentrate on the methods and logistics of exporting to all possible world markets. Through open discussion and information presentations, delegates will be able to share solutions to developing successful export plans.

Concurrently, there will be an afternoon session on **Vancouver As**

an International Centre, sponsored by the International Financial Centre, International Commercial Arbitration Centre, and the International Maritime Centre to discuss their respective roles and experiences in contributing to Van-

couver's potential as an emerging major international centre.

For more information and registration documentation, contact Micheline Bélanger, Membership Assistant. Tel.: (613) 238-8888, ext. 225. Fax: (613) 563-9218.

Trade Promotion in Brazil Handled by São Paulo Consulate

The Canadian Consulate General in São Paulo now is responsible for all trade promotion activities in Brazil.

In the past, coverage of Brazil's large territory was split between the Embassy in Brasilia and the Consulate General in São Paulo. All commercial enquiries now should be addressed to the office in São Paulo:

Canadian Consulate General
Avenida Paulista, 854-5th floor
01310-913 São Paulo, SP -
Brazil.
Tel.: (55-11) 287-2122

Fax: (55-11) 251-5057.

Brazil remains one of Canada's top export markets in Latin America. In 1992, \$621 million worth of Canadian goods and services were sold into this market.

With Brazil's recent trade liberalization measures, and pent-up import demand, opportunities for additional sales exist across a wide spectrum of market segments including telecommunications, informatics, agri-business, environmental protection, oil and gas and other specialized equipment.

Canada-Hungary Establish Chamber

The Canadian-Hungarian Business Club has become a full Chamber of Commerce. This move reflects increasing trade and business ties and the great success of the club which now has over 160 members. Canadian Ambassador Derek Fraser emphasized the importance of the Chamber, noting Canada has invested about US\$240 million in Hungary and has become the sixth-largest investor in that country.

For more information, contact Michael Vujnovitch, Central and Eastern Europe Trade Develop-

ment Division, EAITC. Fax: (613) 995-8783.

Guatemala Embassy Moves

The Canadian Embassy in Guatemala has relocated. The new address is: Canadian Embassy, 13 Calle 8-44, Zona 10, Edificio Edyma Plaza, 8 Nivel, Guatemala, Central America. The mailing address is: P.O. Box 400, Guatemala, Central America. Communications can be sent to Andre Leblanc (Commercial Secretary) or Hugo Cerezo (Commercial Officer). Tel.: (502-2) 336102. Fax: (502-2) 3336189.

Trade Fairs

Three trade-related events, organized by External Affairs and International Trade Canada's Latin America and Caribbean Trade Division (LGT), are scheduled to take place in Mexico and South America during the next few months. Canadian firms may be interested in participating in any of the following:

TRANS EXPO'93 — September 28-October 1, 1993 — Monterrey, Mexico. Now in its third year, this well-established annual event is directed at Mexico's expanding trucking industry. (With 85 per cent of Mexican freight moving by truck, this industry will immediately reflect any improvements from the North American Free Trade Agreement.) The exposition focuses on the Mexican market for truck accessories, parts and services. Contact Paul Schutte (LGT). Fax: (613) 944-0479.

COMPUMUNDO'93 — October 19-22, 1993 — Mexico City, Mexico. This trade show provides Canadian exporters with an excellent opportunity to make connections with the fast-growing Mexican market for computer hardware and software. Contact Paul Schutte (LGT). Fax: (613) 944-0479.

EXPOCORMA'93 — November 23-28, 1993 — Concepcion, Chile. This is Latin America's largest forestry industry trade show, attracting 20,000 professionals. As a result of participating in the 1991 event, 31 Canadian companies projected sales of \$13,645,000 over a 12-month period. Contact Paul Schutte (LGT). Fax: (613) 944-0479.

CANADA EXPO 94

Largest Solo Canadian Trade Event Will Enhance Business With Mexico

In 1992, more than 4,500 exporters visited the Commercial Division of the Canadian Embassy in Mexico City to pursue emerging opportunities in Mexico.

Proper contacts are a must to do business successfully here. And **CANADA EXPO 94** is one place where such contacts are made.

Largest Show Ever

This solo trade show, to be held March 21-24, 1994 in Mexico City, will be the final stage of an extensive strategy designed to attract Mexican business people that want to do business with Canadians.

CANADA EXPO 94 will be "the" show in 1994 to put Canada on the map in Mexico.

This exhibition will be the largest international solo trade show ever mounted by Canada — a reflection of the promise and importance which our nation places on the exciting potential opportunities presented by Mexico's dynamic market.

Already, more than 500 Canadian companies are expected to participate in **CANADA EXPO 94** where they will be the centre of attention. The venue will be the perfect place for companies to display products and make contacts in this market of 85 million consumers; a market where imports increased 22 per cent in 1992, to almost \$50 billion.

Media Coverage

In the two months prior to the show, 100,000 invitations will be issued amid a publicity campaign of direct mail, radio, newspapers and telemarketing. The initial publicity blitz will be followed by reminders through radio, telephone and other outlets.

CANADA EXPO 94 will attract key Mexican business people who are avidly interested in what Canada has to offer. Agents and potential business partners will have an especially heavy presence at the show — because they are all but essential to achieving business success in Mexico.

Business the Mexican Way

Mexican business relies heavily on domestic distributors, not only because they make it easier to do business, but they present a window on the close-knit fabric of social/business networks which underpin Mexican business. **CANADA EXPO 94** will be a place to begin a prosperous relationship with a Mexican partner.

There are good reasons why Mexico is one of the hottest markets in the world and a bright horizon for Canadian business in the post-North American Free Trade Agreement (NAFTA) economy.

Canadian exports to our largest trading partner in Latin America increased by nearly 37 per cent in 1992. This rate of growth is expected to continue because Mexican consumers are interested in a broad array of Canadian products from diverse sectors.

Success Sectors

Recent successful marketing initiatives by Canadian telecommunications, plastics, automotive, machine tooling and metal working companies have demonstrated that they can penetrate this market.

Agro-industrial products such as processed foods and other high-end consumer goods offer market opportunities, as do the medical

Continued on page 6 — Big Business

Agri-food Market Growing in Mexico

Canadian expertise in the agri-food industry is recognized in markets around the world. The Mexican marketplace, which is showing increasing interest in imported food products, is no exception.

Although 80 per cent of Canadian agri-food exports to Mexico enter duty-free, the North American Free Trade Agreement (NAFTA) still means substantial new export opportunities for Canadian producers and companies.

The NAFTA secures access to an increasingly affluent population of 85 million people, 25 per cent of whom are centrally located in Mexico City and the majority of whom are eager for new products.

Processed foods is one area where Canadian companies can expect to profit from NAFTA.

More affluent Mexicans are interested in frozen, microwaveable and specialty foods. Cookies, biscuits, chocolates, fruit juices and canned fish are just some of the areas where Canadian companies already have been successful.

Canadian processed meat also holds potential. Its quality is deemed to be better than that offered by the

domestic industry.

Canadian livestock exporters should find new opportunities in Mexico, especially in dairy livestock. Canadian genetics exports are growing and exports of embryos are anticipated to increase.

Exports of grains and oilseeds are likely to remain stable, with wheat sales expected to maintain the record levels of 1992. Canola exports total about 250,000 tonnes this year. Canadian exporters of barley and malt should be looking for new markets in Mexico since they will be allowed to enter duty free until an import ceiling has been reached and tariffs applied. Tariffs eventually will be removed on specialty crops such as millet, rye, buckwheat, lentils and canary seed. Mexicans also are interested in Canadian help to improve their storage and handling, cold storage and transportation facilities.

Mexico could become a significant market for most Canadian fruits and vegetables. Even cherries, strawberries, blueberries and raspberries offer potential since these will have duty-free status. Tariffs also will drop on various kinds of

frozen vegetables and berries.

Tariffs on certain fruits and vegetables will be phased out more rapidly for Canadian producers than for their U.S. counterparts.

Success of '92 Show Bodes Well for 1994 CANADA EXPO

CANADA EXPO 92, in Monterrey, had less than half the number of companies that are projected to participate in CANADA EXPO 94, but the success of the 1992 event indicates even better results from CANADA EXPO 94:

- The approximately 200 firms which participated concluded nearly \$3 million in on-site sales.
- Projected sales for the ensuing 12-18-month period exceeded \$80 million.
- Over 30 firms concluded agency and or representation agreements.
- Sixteen potential joint venture agreements were identified.
- Ten companies agreed to undertake direct investment in Mexico (in the near term) after the show.
- Virtually all participating firms returned to Monterrey and the north of Mexico within three months of the show to follow up on leads.
- More than two-thirds of the companies were first-time exporters to the Mexican market. The majority of these were small and medium-size enterprises with previous export experience in the United States and limited exposure to Latin America.
- In three days, the show attracted more than 15,000 Mexican visitors.

Largest Show Means Big Business

Continued from page 5

products market and the information and high technology sectors.

There is a particularly strong potential for Canadian suppliers in the manufacturing sector, including, primary, secondary industrial and special machinery.

Exports of Canadian resource equipment and services are expected to benefit the resource processing industry after NAFTA removes barriers to a country with the fifth-largest known oil and gas reserves in the world.

As Mexico races toward the next century, it will require a major infrastructure upgrade — one that also will open many opportunities for Canadian engineering services, specialty transportation services and others.

Requests for more information about CANADA EXPO 94 may be forwarded to Paul Schutte, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Fax: (613) 944-1067.

Lucrative Lifestyles

Recreation, Leisure Products Industries Have Strong Appeal to Canadian Exporters

The Mexican lifestyle, like that of Canadians, includes a strong dose of healthy, fit, recreational activities.

Catering to the requirements generated by such a lifestyle appeals strongly to Canadian exporters — especially when the market is becoming increasingly affluent and when the trade policy is becoming more liberal.

The Mexican market for imported leisure products is expected to exceed \$300 million by 1994. In the late 1980s, imports represented more than 60 per cent of the total market.

Potential end users of consumer goods in Mexico are comprised of a large proportion of the country's total population of 85 million people, 70 per cent of whom are under the age of 30.

Seventy sports federations in Mexico deal with 6.5 million professional and amateur athletes in all disciplines. It is estimated that another 20 million people practice some sport, the most popular being soccer.

Other popular sports include baseball, basketball, volleyball, American football, tennis, running, track and field, aerobics and swimming.

Throughout the country, every town and village has some sports facility and all school children have sports as an assignment.

The market for sporting goods and recreational equipment can be divided into five categories:

- **sporting apparel and footwear** (including bathing suits, jogging suits, gymnastics wear, clothes for specific sports, tennis shoes, mountaineering shoes, ski boots and other sporting footwear);

- **heavysports equipment** (items such as motorcycles, bicycles, gliders and campers);

- **water sports equipment** (items including yachts, boats, sailboats, surfboards, water skis, sails and fishing equipment);

- **land sports equipment** (including balls, rackets, nets, bats, skates, riding equipment, gymnas-

tics and athletic equipment, golf, tennis, ping pong, badminton, hockey, archery, judo and other sports equipment, weightlifting apparatus, sporting arms and camping supplies); and

- **games** (including equipment for bowling, billiards, parlour games, playing cards, balls and video games).

Mexico Medical Market in Good Health From Canadian Exporters' Viewpoint

Canadian producers of medical equipment and supplies should take notice of the growing market in Mexico for their products.

Sales potential is strong because the Mexican government is involved in a major upgrade of health facilities, equipment, and services. At the same time, the North American Free Trade Agreement (NAFTA) is expected to give added impetus to imports of medical equipment and supplies by Mexico's 14,000 public health units and 2,250 hospitals and clinics.

The medical equipment and supplies market has grown annually by an average of 27 per cent

between 1984 and 1992. This growth is expected to continue at an annual rate of 14 per cent between 1992 and 1995, creating a total market value of more than \$825 million.

There are many factors driving this growing market, including a commitment by the Mexican government to provide health services to a wider population and to provide

a higher quality of service. The government also is committed to modernizing facilities, especially rural hospitals and clinics, and to decentralizing health services. This will lead to increased imports because much of the medical equipment used in Mexico is technologically outdated. In some segments of the market, imports actually cover total demand because there is no domestic production.

State of the art technology and sophisticated equipment, apparatus

and instruments represent excellent potential for Canadian companies. In 1992, imports represented 51

per cent of the total supply and 90 per cent of the equipment market.

There has been a trend recently toward an increasing preference for electronic or high technology equipment in Mexico. This will represent increased sales for foreign companies based in Mexico or those wishing to enter or expand their participation in the Mexican market.

*creating a total market
value of more
than \$825 million*

SECURITY A Safe Sector

Mexicans and Canadians have many things in common, unfortunately one of these is a need for more safety and security equipment in the face of growing crime rates.

The safety/security market in Mexico has been growing rapidly in recent years and current trends point to more growth (and, consequently, more opportunity for Canadian exporters).

The most recent figures show that there has been an annual growth of over 50 per cent in imports of safety and security products in Mexico between 1987 and 1990. In 1990, imports of safety and security equipment represented 88 per cent of the market.

Imported security and safety products are usually favoured over locally manufactured ones because they incorporate more sophisticated technology and are of a superior quality, despite being more price competitive.

The increasing number of job-related accidents in Mexico has translated into a growing awareness of the need to improve security and safety precautions and equipment in the work place. The Mexican government has approved a series of regulations to improve the quality of industrial and commercial safety and has introduced new campaigns to help prevent accidents.

Canadian exporters should be aware of this and working to meet the resulting demands in the marketplace. This is clearly a strong market which exporters should be investigating.

Construction, Building Supplies Markets in Strong Growth Pattern

Mexico's construction industry should be strong for many years — what with the country's continuing growth in population and the accompanying need to upgrade its infrastructure.

Canadian construction industry exporters should include Mexico on their list of countries with strong potential for export sales.

The construction industry represents a significant amount of activity in the Mexican economy, accounting for 7.6 per cent of production and 20.4 per cent of purchases in industrial sectors.

Total gross formation of fixed capital amounts to approximately \$34 billion, with the construction industry accounting for 56 per cent.

The industry consists of 50 per cent residential buildings, 24 per cent non-residential buildings and 26 per cent self construction. Sixty per cent of the industry is private

while another 37 per cent is public construction. Annually, \$7 billion is spent on public construction such as office buildings, industrial and commercial buildings, hospitals, schools and housing.

By 1994, Mexico's imports of building products and materials should be almost \$800 million.

The domestic market has been unable to meet the rapidly growing demand for building products and materials, leaving the market open to imports.

(Domestic products tend to be limited to a small number of items and their quality and availability are often insufficient and variable.)

Imported products allow for more alternatives, models, and the general assurance of constant supply. It is expected that this trend will continue, opening many opportunities to Canadian exporters of building products and materials.

**YES, our company is interested in participating in
CANADA EXPO 94 in Mexico City, March 21-24, 1994.**

PLEASE TYPE OR PRINT CLEARLY

COMPANY NAME: _____

ADDRESS: _____

TELEPHONE: _____ **FAX:** _____

CONTACT NAME: _____

PRODUCT/SERVICE: _____

We are presently exporting to Mexico. YES NO

FAX (613) 944-1067 or MAIL to:

Paul Schutte, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Panama City Hosts Two Important Shows: One on Medical, Health Care ...

Panama City — An international exhibition, **EXPOMEDICA'93**, at which Canada will have a booth for which participants now are being recruited, will be held here October 6-10, 1993.

Organized by the Panamanian Chamber of Commerce, the exhibition will attract medical and health care professionals from all Latin American countries.

Also in attendance — and eager to identify new products and tech-

nologies — will be representatives of foreign manufacturers of medical and hospital equipment, pharmaceutical and veterinary products, and related consulting services.

Over the next 10 years, the health care sector in Latin America is expected to spend \$3 billion per year on health services — and **EXPOMEDICA** is likely to attract many of the purchasers in these fields. In the public health sector, purchasers will be on the look out for water purification technology, waste control and waste management technologies.

Studies on the market for medical products and services indicate there is good potential for Canadian com-

panies — primarily because of the good reputation of Canada's health care system and its medical technology know-how.

Firms wishing to capitalize on emerging commercial opportunities and on the good reputation of Canadian health care expertise in the region should consider participation in **EXPOMEDICA'93**.

For **EXPOMEDICA'93** recruitment information, contact Joseph Cogné, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada. Fax: (613) 943-8806; or the Commercial Division, Canadian Embassy, San José, Costa Rica. Tel.: (506) 55-3522. Fax: (506) 23-0609.

Computing Deals in Puerto Rico

San Juan — Marking its 11th consecutive year, **CaribeCom'93** will be held in this Puerto Rico capital from October 4 to 6, 1993.

Considered the most comprehensive telecommunications and computer exhibition in Puerto Rico and the entire Caribbean Basin, **CaribeCom**, which generally attracts 5,000 attendees, focuses primarily on cellular/mobile/PCM, satellite, networks, new technologies, business services, software and hardware.

In the region, which plans to invest US\$2.5 billion in plant and equipment in the next five years, there also is a demand for digital technology, networking, hardware/software, and end-user products and services.

For more information on **CaribeCom'93**, contact the show's organizers, Latcom, Inc., 9200 South Dadeland Blvd., Suite 309, Miami, Florida 33156-2703. Tel.: (305) 670-9444. Fax: (305) 670-9459.

... One on Building, Construction

Panama City — If you're interested in building markets in Latin America, then the place to be is **Capac Expo Habitat'93**, being held here September 15-19, 1993.

One of the most important building and construction exhibitions and conferences in this part of the world, the event capitalizes on the region's infrastructure and housing development priorities. Both have led to unprecedented growth in the construction industry.

This growth, according to figures released by the Interamerican Development Bank, has been fuelled by more than \$35 billion in foreign capital placed in Latin America in 1991 alone.

The Panamanian market for construction building materials represents between \$460 million and \$500 million in annual imports. As the country has few materials of its own, it depends on imports of such products as wallpaper, lamps, decorative accessories, carpets,

aluminum and steel products, hardware, nuts and bolts, electrical accessories, security systems and plumbing fixtures.

In Panama, individual consumers and contractors are the final customers of building materials. Currently, there are 120 wholesalers/importers/distributors engaged in this activity.

Panama, situated at the crossroads of the Americas, is the ideal venue for this exhibition and conference. The republic has one of the most modern airport and seaport facilities in the region, is home to more than 120 banks and financial institutions, and its Colon Free Zone is one of the world's largest, distributing as much as \$7 billion worth of goods last year to Latin America.

For further information on **Capac Expo Habitat'93**, contact exhibit managers, Congrexpo International, P.O. Box 55-1627, Paitilla, Panama City, Panama. Tel.: (507) 695655. Fax: (507) 695680.

Trade Fair in Cuba Creates Contacts, Brings Business

Havana — Canadian exporters interested in the Cuban market should consider participating in the **Havana International Fair** being held here October 31 to November 7, 1993.

External Affairs and International Trade Canada (EAITC) again will be represented with an information booth staffed by the commercial section of the Canadian Embassy in Havana.

Considered Cuba's top fair, the event receives wide coverage in the local media and attracts local buyers who use the occasion to negotiate contracts, establish contacts with new exporters or to reacquaint themselves with established suppliers.

Despite the country's well publicized economic difficulties, Cuba imports annually some US\$2000 million worth of goods. The country promotes the establishment of joint ventures as a means of acquiring foreign capital, technology, management and markets. It has developed a list of possible joint ventures including tourism, agriculture, health care, petroleum, and mining.

Participation in the **Havana International Fair** can be accomplished either by exporters having their own staffed stand or by sending 20 to 30 copies of product catalogues, samples and posters for display (by Embassy staff) at the Canadian information booth.

Interested participants are invited to contact Wayne MacKenzie or Jose Callado, Canadian Embassy, Havana. Fax: (011-53-7) 33-2044. Tel.: (011-53-7) 33-2516/17/27.

Satellite Show Mobile in Paris

Paris — Companies from all industry sectors interested in using mobile satellite communications for land, maritime and aeronautical applications are likely to be in Paris October 12-14, 1993.

They will be attending the **2nd Inmarsat International Conference and Exhibition on Mobile Satellite Communications**.

The event will bring together industry leaders for presentations and discussions on the future of mobile satellite communications. Attendance will be more than 1,000 senior delegates from over 60 countries.

They will be representing major users of mobile satellite communications systems, manufacturers, service providers, legal experts and the press.

The 1993 exhibition will showcase the best technology, products and services offered for land, maritime and aeronautical applications.

Several Canadian companies already have taken stands and many Canadian delegates are involved in the speaker's program.

Contact Gary Luton, Canadian Embassy, Paris. Tel.: (33)(1) 44-43-29-00. Fax: (33)(1) 44-43-29-98.

U.S. Telecom Markets Targeted

New York City — Companies targeting U.S. telecommunications markets are invited to participate in the Canadian national stand at **CMA Telecom'93**, being held here November 2-4, 1993.

CMA Telecom is the trade show component of the annual national conference of the Communication Managers Association (CMA) whose members shape and implement telecommunications strategies for U.S. corporations that spend \$500,000 or more annually on telecommunications supplies.

CMA Telecom'93 is expected to attract more than 6,000 decision-

makers who are responsible for identifying company needs, initiating purchases, evaluating products, recommending or specifying vendors, and approving or signing purchase orders.

Several furnished exhibit spaces have been made available at the Canadian stand by the Canadian Consulate General in New York.

To reserve space or to obtain further information on **CMA Telecom'93**, contact — *as soon as possible* — the Consulate's Don Garretson. Tel.: (212) 596-1656. Fax: (212) 596-1793.

Building Business in Birmingham

Birmingham — The Canadian High Commission will have an information booth at **INTER-BUILD 93**, the big international tradeshow of the building industry, taking place here, November 28 to December 3, 1993. The event features recent developments in residential and business construction sectors and attracts more than 125,000 trade visitors.

Visitor interests cover a wide spectrum, from structural building materials to doors and windows, bathroom appliances and landscaping.

As the organizers' Canadian representative, **Unilink**, from Agincourt, Ontario, will be coordinating a Canadian group.

Contact Ms. Lori-Anne Larkin of Unilink. Tel.: (416) 291-6359. Fax: (416) 291-0025.

BUSINESS AGENDA

Montreal — September 15-16, 1993 — Trading Successfully in North America and the World is the theme of this two-day conference sponsored by the International Trade Facilitation Council, with the support of External Affairs and International Trade Canada (EAITC). For registration fee or other information, contact Daniel White, EAITC, Ottawa. Tel.: (613) 996-0688. Fax: (613) 996-1225/1267.

Montreal — September 24, 1993 — Mexico-Canada: Bridging the Gap is an intensive one-day seminar that will provide participants with a practical and comprehensive overview on such matters as government programs; barriers to trade; financial and legal concerns; and Mexican business practices. Presentations will be conducted by numerous experts, with the keynote speaker being Mexico's Ambassador to Canada, Sandra Fuentes. Information is available from the seminar sponsors, McGill International Consulting Group, Montreal. Tel.: (514) 398-2596. Fax: (514) 398-3876.

Montreal — September 25-30, 1993 — XXIII FIATA (International Federation of Freight Forwarders Association) World Congress. Contact FIATA 93 Congress Secretariat c/o GEMS Conference Services, 4260 Girouard, Suite 100, Montreal, H4A 3C9. Tel.: (514) 485-0855. Fax: (514) 487-6725.

Calgary — September 26-28, 1993 — The Canadian Energy Research Institute (CERI) hosts its Twelfth International Oil and Gas Markets Conference. Contact Bob Buchanan, Director, Conferences and Communications, CERI, Calgary. Tel.: (403) 282-1231. Fax: (403) 284-4181.

Toronto — October 7, 1993 — World Trade'93. Product catalogues and samples will cover the gamut, from automotive products and pollution control equipment to consumer goods and welding supplies. Information also will be on hand on joint venture, re-export and economic development opportunities. Contact (preferably by fax) show organisers, The Canadian International Trade Association, Toronto. Fax: (416) 651-2519. Tel.: (416) 651-2220.

Calgary — October 25-26, 1993 — Partnerships International-Connections Alberta is a unique two-day forum that will help

Albertan and out-of-province companies increase their knowledge, understanding and use of strategic alliances. Up to 120 international non-Albertan-based companies with strategic alliance interests in environmental services and waste management, information technology, aerospace and agribusiness will be recruited to attend. Targeted market areas include the United States, Europe, Mexico and the Pacific Rim. For complete details and registration information contact TISAN (The International Strategic Alliance Network) Inc., Calgary. Tel.: (403) 289-6986. Fax: (403) 288-0511.

Canada-Japan Seminars Offered

The success of the first Canada-Japan Management Programme, held in October 1992 in Japan, has ensured a second tour for the Fall of 1993, with a similar venture for Taiwan, also in the Fall.

The intensive 8-day programme of seminars, under the auspices of the Asia Pacific Foundation of Canada, is designed to foster a better understanding by Canadian companies of the forces—economic, political and cultural—that shape the Japanese decision-making process.

Canadian business executives who

attended last year's programme were uniformly positive. An "amazing array of speakers," said Phil Rafuse, Vice President of Corporate Banking for the Royal Bank. "I have recommended the Bank continue its participation."

Dates for the two programmes are: Taiwan, October 16-24; Japan, November 6-14. Each course will accept 15 applicants. The fee, including all costs except airfare, is \$6,000.

Contact the Asia Pacific Foundation in Vancouver. Tel: (604) 684-5986. Fax: (604) 681-1370.

Canada Beef Triple "A" in Taiwan

After two years of lobbying on the Canadian side, Taiwan's Executive Yuan has accorded Canada AAA beef a lower tariff rate.

Effective April 24, 1993 and lasting to December 31, 1993, the lower tariff rate (NT\$20/kg) allows Canada AAA beef to compete fairly

with U.S. high-quality beef.

Taiwanese officials expect that the General Agreement on Tariffs and Trade (GATT) working party will resolve the issue of tariff levels after December 31; if not, the Executive Yuan will be requested to extend the lower tariff once again.

PUBLICATIONS

Mexico Market Studies

The following sectoral market studies for Mexico are available, quoting the appropriate code number, through Info Export. Tel.: 1-800-267-8376. Fax: (613) 996-9709.

Agricultural Equipment, Seeds and Related Chemicals (17LA)
Automotive Industry and Auto Parts (18LA)
Bottled Drinking Water (122LA)
Building Products and Materials (170LA)
Computers and Software (19LA)
Consumer Products Distribution System (52LA)
Distribution System for Fish and Fish Products (121LA)
Educational Systems (20LA)
Electrical Distribution Equipment (171LA)
Electronic Components (21LA)
Food Processing and Packaging Equipment (148LA)
Forestry Harvesting and Woodworking Equipment (22LA)
Home and Office Furniture (172LA)
Industrial Process Control Instruments and Equipment (54LA)
Instruments and Laboratory Equipment (196LA)
Iron and Steel Industry (23LA)
Lumber and Wood Products (195LA)
Machine Tools and Metalworking Equipment (24LA)
Materials Handling Equipment (173LA)
Meat and Livestock Products (120LA)

Medical Equipment and Supplies (197LA)
Mining Industry (25LA)
Oil and Petroleum Industry (26LA)
Plastics Production, Machinery, Equipment and Resins (50LA)
Pulp and Paper Market (198LA)
Safety and Security Related Products (53LA)
Shipping Documents and Customs Regulations (28LA)
Sporting Goods and Leisure Products (29LA)
State Petroleum Agency (298LA)
Telecommunication Equipment and Systems (30LA)
Transportation Services Between Canada and Mexico (49LA)
Tourism, Hotel and Restaurant Equipment (31LA)
The Construction Industry in Mexico (281LA)

New England Craft

The Canadian Consulate General in Boston has completed a guidebook for Canadian exporters of craft and giftware to New England. The guidebook looks at issues to consider in preparation for exporting and offers contacts and useful information for potential exporters.

The New England market for craft and giftware is well developed. The market is receptive to these Canadian products; many Canadian firms have become successful in their exporting endeavours to the region.

For a copy of the study, contact the U.S. Trade and Tourism

Development Division, EAITC.
Fax: (613) 944-9119.

Export Primer

Hong Kong/South China: The Exporter's Distribution Primer is a business guide designed for exporters of consumer products or capital goods who wish to know how best to select and manage intermediaries — dealers, distributors, agents and middlemen of all kinds — in order to maximize their chances of success in the markets of Hong Kong and the People's Republic of China (PRC).

Because the legal, institutional and behavioral context in the PRC is still too fluid and complex for most budget-limited small exporters who wish to go beyond hit-and-miss opportunities, the primer concentrates on **Hong Kong distributors (as opposed to PRC middlemen) active in the PRC.**

Easy to read in its entirety or to quickly refer to facts on topics of special interest, the primer, with comprehensive glossary, index and annexes, deals with such subjects as *The Southern Gate, Understanding Hong Kong Customers, Hong Kong's Distribution Scene, Preparing the Groundwork, Distribution Agreements, and Managing Your Distribution Relationships.*

The primer, costing approximately \$35.00, may be ordered from Canada Communication Group-Publishing, Marketing Section, Room 2403A, Ottawa K1A 0S9. Tel.: (819) 956-1612. Fax: (819) 956-5539.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) letterhead. Include the publication code (in brackets)

Return requested
if undeliverable:
CANADEXPORT (BPT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2



CANADEXPORT

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SEP 9 1993

Directory Available

Credit Lines in Argentina

Two lines of credit, for a combined value of up to US\$20 million, have been signed by the Export Development Corporation (EDC) with banks in Argentina.

The lines of credit allow Canadian exporters to indicate to prospective Argentinean buyers the availability of funds for the purchase of Canadian goods and services.

More information on these and other EDC lines of credit is available from EDC offices in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

Trade Mission Bound for Mongolia

Virtually isolated from the outside world for almost seven decades, Mongolia is attempting to become a part of the rest of the world, moving from a centrally-planned economy to a free market system.

To explore this relatively new market, the East Asia Trade Division of External Affairs and International Trade Canada is planning a multi-sectoral trade mission to Mongolia next month.

The trade mission, likely to last 10 days, will include meetings with Mongolian authorities and the private sector and is designed to establish a Canadian commercial presence in that country. Another objective is to determine opportunities

for export and investment.

The trade delegation will include representatives from such sectors as: mining and exploration; telecommunications; agriculture and food processing; transportation; and tourism.

The division also has just released a *Study on Mongolia*, prepared by the Canada China Trade Council.

Study on Mongolia, commissioned earlier this year, is intended to provide Canadian industry with an understanding of current economic and trade conditions in the country and to set forth potential business opportunities.

"Economic reform," says the report, "is on a fast and irreversible course....The most significant change is the move away from a centrally-planned economy in favour of a free market system."

While there are hardships during this transitional period, there has been significant support from bilateral and multilateral financial institutions. Indeed, international financial institutions this year alone are expected to provide over \$250 million in credit approvals for various projects in Mongolia — many of

Continued on page 2 — Mongolia

This Publication Puts You in Spotlight in Mexico Market

Canadian corporate and government advertisers have a unique opportunity to be in the spotlight at **Canada Expo'94**, the largest trade show in Canadian history, being held March 21-24, 1994 in Mexico City.

All they need do to grab the attention (before, during and after this major event) of Mexico's corporate elite and influential decision-makers is advertise in *Oportunidad Canada/Mexico*.

Endorsed by External Affairs and International Trade Canada and directed to Mexican industry, *Oportunidad Canada/Mexico*, a private-sector initiative, is the official magazine of **Canada Expo'94**.

The magazine will be a practical source of information — and keep-sake — for the 20,000 Mexican trade show visitors who are avidly seeking Canadian business contacts.

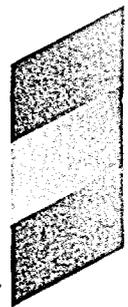
Prior to **Canada Expo'94**, the magazine, written in Spanish with an English adaptation, will be distributed as a supplement to a leading Mexican business publication.

For further information on how you can take advantage of this publicity push into the Mexico marketplace, contact the magazine's director of sales and marketing: Paula Fairweather, Acart Publishing, Ottawa. Tel.: (613) 230-7944. Fax: (613) 232-5980.

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External Affairs and
International Trade Canada



Canada

You've Come a LONG Way — Baby!

Admittedly, the title is trite but, 10 years ago, the expression was popular, indicative of progress which, if not miraculous, was at least highly commendable!

Well, 10 years ago — September 28, 1983 to be exact — marked the birth of *CanadExport* and, trite or not, we *have* come a LONG way....baby!

With that first issue, Mike Gillespie (Editor-in-Chief), Don Wight (English Editor), and Louis Kovacs (French Editor) saw their baby come into being — a four-page, brownish print on a whitish background. Not (with hindsight) the cutest little bundle yet, like all parents, we were proud of our "issue".

But, in an ever changing world — we have had trade ministers from Gerald Regan and James Kelleher to Pat Carney and Michael Wilson to, most recently, Tom Hockin and progressed from electric typewriters to computers and electronic mail — we had no idea (though we hoped for the best) how our "child" would turn out.

Now, though all of the original "parents" (except Don) have left the nest, we can, on this 10th anniversary, share with you some randomly selected "family" snapshots:

• September 28, 1983 — Vol. 1, No. 1 — The baby is born, bilingual and

weighing 4 pages. Birth notices sent to 4,500.

• March 26, 1984 — Vol. 2, No. 6 — Baby gains weight, increasing to 6 pages, with circulation nearing 10,000.

• November 4, 1985 — Vol. 3, No. 20 — No longer a baby, but a strapping youngster, celebrating its 50th edition. Circulation 26,000.

• October 15, 1989 — Vol. 7, No. 15 — In response to departmental and public input, *CanadExport* adopts a subdued — but more striking — format, changing from the sombre brown to the present blue/white tones, complete with corporate logo. Other changes, as well, have taken place over the years:

• regular, twice-monthly editions now run either 8 or 12 pages and, on some occasions, 16 pages per issue.

• special supplements — either originating from our own department or from other government departments or agencies — have become a staple.

• circulation which, at one point, reached 60,000 has, as a result of surveys, merging and purging, settled at around 33,000 subscribers.

• Regarding surveys: the most recent was conducted this year (in our March 15, April 1 and April 15 issues). We had hoped to publish results in this issue, but the response has been so great that results are

still being tabulated!

• Since its inception, *CanadExport* has published (including this one) 211 English and 211 French issues!

Our plan is to continue to meet new challenges and changes — and to serve our subscribers well. Hopefully, for another 10 years!

Mongolia Bound

Continued from page 1

which could represent "worthwhile opportunities" for Canadian firms.

"It is clear that opportunities exist in many sectors," the report notes. "However, competition is ever present and companies offering state-of-the-art technology, financing and technical training stand the best chance of developing good business relationships.

Along these lines, the government is more interested in attracting companies willing to make a long-term commitment to the country and its development."

An added advantage is that Mongolian government officials have expressed an interest in doing business with Canadians because "they feel we have much to offer in the fields of telecommunications, mining, agriculture and environmental protection technologies."

In addition to sections on the country's political background, reforms, and the economy, there are sections on foreign trade and investment, national needs and priorities, business opportunities (sector by sector), financing sources, doing business in Mongolia, and government services for Canadian exporters.

Copies of *Study on Mongolia* and trade information on Mongolia may be obtained from Neil Clegg, East Asia Trade Division. Tel.: (613) 995-6962. Fax: (613) 943-1068.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

The Austrian Trade Commission has provided a list of Austrian firms that are interested in representing Canadian companies in Central and Eastern Europe. Readers are advised, before entering into a contractual agreement, to verify the bona fides of these companies.

A firm engaged in all kinds of **energy-related activities** will represent companies interested in the Commonwealth of Independent States. Contact AG Fur Ost-West, Energiekooperation, Marc-Aurel Strasse 4, 1010, Vienna. Tel.: 1/53113 2750. Fax: 1/53113 4197.

A company involved in **medical technology** will represent firms interested in Poland, the Commonwealth of Independent States and the Czech and Slovak Republic. Contact Ausimex Handelsgesmbh, Esteplatz 4, 1030 Vienna. Tel.: 1/715 3644. Fax: 1/713 0390.

A **consumer goods/foodstuffs company** will represent firms interested in the Commonwealth of Independent States. Contact Commodity and Barter Trading (C & B), Handels Gesmbh, Franz Josefs Kai 53/11, 1010 Vienna. Tel.: 1/532 1250. Fax: 1/532 1260.

A company with offices in Budapest, Prague and Warsaw will represent Canadian firms (no commodities specified). Contact Hofmoklgasse 1-5, 1153 Vienna. Tel.: 1/836206. Fax: 1/836148.

With offices in Minsk, a **goods production company** is willing to represent Canadian firms. Contact HAGHO International Trading, Jabzgasse 18, 8020 Graz. Tel.: (0) 316/51309. Fax: (0) 316/55014 23.

Involved in **medical technology, pharmaceuticals, packaging machines, consumer goods and foodstuffs**, a company (with offices in Moscow and Kiev) will represent firms interested in the Commonwealth of Independent States. Contact O. Konig & Comp, Larohegasse 15, 1130 Vienna. Tel.: 1/82 74 71. Fax: 1/82 74 716.

A company dealing in **consumer goods, agricultural equipment and foodstuffs** will represent firms interested in Hungary and Bulgaria. Contact MBC International, Ballgasse 6, 1010 Vienna. Tel.: 1/513 82 45. Fax: 1/513 86 23.

A firm dealing in **plastic granules** will represent firms interested in the Czech and Slovak Republic and Poland. Contact Moderne Umwelttechnik Gesmbh, Ester-

mannstrasse 14, 4017 Linz. Tel.: (0) 732/284955. Fax: (0) 732/284955 2.

A company dealing in **paper, machinery, electronics and chemicals** will represent firms interested in Hungary, Russia, the Czech and Slovak Republic, Slovenia and Croatia. Contact SE Industrievertretungen Gesmbh, Hirtenbergerstrasse 4c, 2544 Leobersdorf. Tel.: (0) 2256/23810. Fax: (0) 2256/318616.

With offices in Moscow, St. Petersburg, Vologda and Krannojarsk and dealing in **consumer goods, textiles and wood**, a company will represent firms interested in the Commonwealth of Independent States. Contact SPORTIVE, Textil-Import-Export, P.O. Box 34, 3370 Ybbs. Tel.: (0) 7412/2497; 3012. Fax: (0) 7412/3708.

Husky Contract Awarded

Husky Injection Molding Systems Ltd., Bolton, Ontario has sold a machine and robot for the production of plastic automotive parts to one of the largest companies (more than 1,000,000 employees in more than 200 plants) in the People's Republic of China. The sale was secured after a one-year round of international competitive bidding which included suppliers from Europe and Japan. One key to Husky's success in this endeavour was to invite the customer to visit Husky installations in North America. Another key to success was for Husky to form an alliance with a Detroit-based mold maker who will supply three molds to the same customer. The production system will injection mold plastic car bumper which will be removed from the machine by a fully automatic robot. More than 90 per cent of Husky's sales are outside Canada.

Watts Happening

Canadian manufacturers of electric devices to Britain are advised by the Canadian High Commission in London that, effective January 1, 1995, the United Kingdom will reduce its nominal low-volt public electricity supply voltage from 240V to 230V +10%/-6%; other European countries will increase from 220V to 230V. The change is being instituted to conform to European Community Standards.

Export Expertise

Seminars Bring Mountain to Mohammed

Manufacturers in all sectors and companies in the agro-food business will find it pays to participate in the upcoming **World Markets at Your Doorstep: The Trading House Connection**.

This series of trade shows and seminars is a specially formatted networking event that has proved to be an excellent means of uncovering — through the use of Canadian and international trading houses — new export opportunities in overseas markets. It all can be done without incurring the expense of having to leave Canada or the risks involved in transportation, documentation and foreign collections.

Preliminary results from such an event held recently in Halifax show that participating suppliers anticipate new export sales in excess of \$4,000,000.00 over the next 18 months.

In addition to immediate sales opportunities, numerous representational, countertrade, licensing and technology transfer possibilities were also reported being pursued by the Halifax participants.

How these events work

A half-day series of presentations on how to profit from working with trading houses and on global market opportunities from a trading house perspective is followed by a minitrade show for suppliers to exhibit their products and brochures and meet trading house representatives.

Networking is enhanced by a complete profile directory of all suppliers and trading houses present (including company profile, products, markets, experience and attendance objectives), specialized name tags and a trading house mailbox system.

From the suppliers' perspective, these unique events are an excel-

lent chance to meet and discuss new export business with some 75 to 125 Canadian and international trading houses — all under one roof.

For trading houses, these events are an opportunity to expand their supplier export base by meeting 150 to 200 eager companies interested in doing business overseas.

Dates and locations for upcoming **World Markets at Your Doorstep** events include:

Montreal — Wednesday, December 1, 1993 — for Quebec-based manufacturers and agro-food companies.

Edmonton — April 6-7, 1994 — for Alberta, Saskatchewan and Manitoba suppliers.

Toronto — June 15, 1994 — for Ontario suppliers.

Vancouver — November 23-24, 1994 — for B.C. suppliers.

If you are a manufacturer or agro-food supplier with a good domestic sales base and supply capacity and are already exporting or are interested in exporting, send or fax your business card to the address below.

Trading houses looking for new suppliers and wanting to network with other trading houses should do likewise.

Contact

Mike Reshitnyk, Transportation and Service Industries Division, External Affairs and International Trade Canada. Fax: (613) 996-1225. Tel.: (613) 996-1862.

Hi Tech on Las Vegas Tables

Las Vegas — Capitalizing on its success at Comdex Spring'93 in Atlanta, Georgia (where Canada was Featured Country), Canada now is preparing to conquer Las Vegas, Nevada, where **Comdex Fall** will be held November 15-19, 1993.

At the Spring event, more than 30 Canadian companies exhibited in two national pavilions. Another 26 companies displayed their products and services outside the national stand — all in an attempt to cash in on opportunities offered in the U.S.'s \$40-billion information technology sector.

Canadian companies reported record on-site and 12-month projected sales of \$43,900,000. More than 80,000 people attended Comdex in Atlanta.

Canada's "Featured Country" Program during the four days at the show positioned Canada as one of today's fastest-growing high

technology markets and as a major international supplier of software and R&D.

A highlight at the Atlanta Comdex was a technology showcase that presented five of Canada's leading technology applications and a multimedia presentation on investment opportunities in Canada.

The technology showcase demonstrated Canada's broad range of new and innovative technologies and services which have made Canada a global leader in information technology.

Those same leadership qualities will be in evidence at the Las Vegas **Comdex Fall Show**, at which Canada also will have a national stand.

For further information, contact George Willows, United States Trade and Investment Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 944-6576. Fax: (613) 944-9119.

Going Global Means Business

Toronto — Companies of all sizes have the chance — November 11, 1993 — to initiate or expand their international trading opportunities.

All they need do is to participate in or attend **Global Connections'93**, the largest private trade show of its kind in Canada, offering educational seminars, trade show exhibits and networking sessions.

The purpose of **Global Connections**, initiated in 1991, is to introduce potential importers or exporters to exhibitors and organizations that could expedite the trade process.

In 1991, the focus was on Eastern Europe; the focus in 1992 was Mexico and NAFTA; and this year — more than 70 exhibitors are expected — the spotlight is on Germany and the New Europe.

Industries exhibiting in the show include travel agencies, hotels, transportation companies, banking, translation, telecommunications, real estate, government agencies, freight forwarders, customs brokers and foreign governments.

Exhibitors or delegates seeking further information on **Global Connections'93** may contact Maria Baptiste, Exhibit Manager, Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-9933. Fax: (416) 534-2739.

Paper Show Eyes Pacific Rim

Vancouver — Pulp and paper industry companies planning to do business in western North America or in the Pacific Rim should benefit from attending **Pacific Paper Expo** being held here November 23-25, 1993.

Already, more than 65 speakers from North America, Europe and

the Pacific Rim have been confirmed for the technical program, of which a key topic will be ISO 9000 certification.

Companies seeking further information may contact, in Toronto, Blaine Buott, tel.: (416) 596-5828; or, in Vancouver, Gail Screamon, tel.: (604) 891-5611.

Canadian Food on Swiss Menu

Basel — Canadian food industry suppliers have an opportunity — through the presentation of product literature, brochures, videos and non-perishable samples — to introduce their culinary capabilities to the Swiss market.

The event, being held here November 18-24, 1993, officially is titled the **15th International Exhibition for Industrial and Institutional Catering, Hotels, Restaurants and World Culinary Exhibition with International Cooking Contest**.

Since that's quite a mouthful to swallow, it is more simply referred to as **IGEHO'93** — at which personnel from the Canadian Embassy in Berne will staff an information booth.

Through displays at previous shows, Canadian firms have established a number of agreements

as well as heightening an awareness in Switzerland of Canada's food products and capabilities.

Companies interested in participating in **IGEHO'93** should forward — *for receipt no later than November 10* — ten sets of brochures, an equal number of business cards, a limited number of posters, non-perishable food samples, videos or give-away items to Commercial Division, Canadian Embassy, P.O. Box CH-3000, Berne 6, Switzerland.

Parcels should be packaged properly; shipments should show Berne as final destination; and companies should inform the Embassy of existing contacts in Switzerland and/or their marketing goals.

After the show, participating companies will be informed of visitor interest in their displays.

Environment Subject of Show in Puerto Rico

San Juan — With a population of 3.6 million consumers and an American-style approach to business, Puerto Rico is Canada's third-largest export market in Latin America, after Mexico and Brazil.

In 1992, the island imported \$500 million worth of goods from Canada — a figure that could rise if Canadian companies participate suc-

cessfully in the upcoming trade show, **Enviro-Pro**, being held here October 26-28, 1993.

The show, at which Canadian companies are invited to submit product literature and/or brochures, attracts purchasers of products, systems and technologies to deal with hazardous chemical waste and

hazardous biotechnology waste.

Companies interested in **Enviro-Pro** or in submitting materials for display at Canada's information booth should contact, for more information, John Alexander, Canadian Consulate General, Atlanta, Georgia. Tel.: (404) 577-6810. Fax: (404) 524-5046.

Milan Hosts Many International Events:

As the exclusive representative in Canada of Italy's **Fiera Milano**, the Montreal-based Italian Chamber of Commerce in Canada provides information and assistance to Canadians interested in exhibiting or visiting any of **Fiera Milano's** exhibitions — there are more than 95 annual events, 75 of which are international in stature. The Chamber also organizes several economic missions a year to specialized **Fiera Milano** trade fairs (both commercial and industrial). Four such missions are planned for this Autumn.

Listed below are some of the more important events in which Canadian companies might be interested.

Such companies, seeking further information, should contact Sandra Bonanni, Commercial Attaché, The Italian Chamber of Commerce in Canada, 550 Sherbrooke Street West, Suite 680, Montreal H3A 1B9. Tel.: (514) 844-4249. Fax: (514) 844-4875.

- **SMAU** — September 30 - October 4, 1993 — Informatics, telematics and telecommunication systems, office machines and office furnishings.
- **Milano Collezioni** — October 2-7, 1993 — Women's wear.
- **IBTS** — October 14-18, 1993 — Broadcasting and telecommunication equipment.
- **MIPEL** — October 15-18, 1993 — Leather goods.
- **INTERSAN** — October 16-18, 1993 — Technical and sanitary orthopaedic, sanitary articles, surgical instruments, physioelectromedical appliances, hospital equipment, corsets and sanitary articles for infants, aids for disabled.
- **Esposizione Internazionale Del Ciclo E Motociclo** — October 18-24, 1993 — Cycles and motor-cycles.

- **MIFED** — October 24-29, 1993 — Cinema and television market.
- **Expo Trade** — November 5-9, 1993 — Equipment, technology and services for the tourist trade; foodstuffs and beverages; non-food products; products, equipment and facilities for high class restaurants.
- **Milan medicina** — November, 1993 — New trends in medicine.

- **Rich & Mac** — November 23-27, 1993 — Chemistry, chemical equipment for analysis, research tests and biotechnology.
- **MOSAN** — November 23-27, 1993 — Sanitary articles.
- **BIAS** — November 23-27, 1993 — Automation, robotics and microelectronics.
- **ESMA** — November 30 - December 2, 1993 — Knitwear.

... So Too Does Singapore!

A number of shows being held in Singapore — and geared primarily to the Asia market — are scheduled to take place during the next few months.

The following events were supplied by the show organizers' Canadian representative (whom interested parties should contact for further information): UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

MachineAsia93 — October 26-30, 1993 — **The 10th Asian International Machine Tool and Industrial Exhibition & Aim 93 Conference.** Machine tools, metalworking and metal-forming machines, tools, accessories and attachments are among the products, pieces of equipment being displayed.

Material HandlingAsia93 — October 26-30, 1993 — **The 2nd Asian International Material Handling & Storage Exhibition.** Conveyors, rollers & belts, cranes & hoists, elevated work platforms, inventory control systems & accessories are only a few of the items that comprise this show.

WeldtechAsia93 — October 26-30, 1993 — **The 2nd Asian International Welding & Surface Treatment Exhibition.** Featured here are welding equipment, machines and accessories; cutting equipment, machines & accessories; testing equipment & accessories; furnaces & burners; related products & services.

Manufacturing Services Asia93 — October 26-30, 1993 — **The Asian International Subcontracting and Industrial Equipment, Materials & Services Exhibition.** Electrical and electronics in manufacturing; subcontracting and support engineering; computers in manufacturing; storage; pneumatics and hydraulics; factory equipment; maintenance and specialised production machinery; plastics and rubber machinery.

WoodmacAsia93 — November 23-27, 1993 — **The 6th Asian International Forestry, Woodworking & Furniture Supplies Exhibition & Conference.** Logging, sawmilling, timber processing and woodworking plant and machinery; furniture-making machinery, furniture components & fittings.

New Program Has Yen for Japan

An innovative program — part of Canada's Action Plan for Japan — has been developed to enhance the export of Canadian value-added products to that country.

Launched by the Japan Trade Development Division of External Affairs and International Trade Canada, the trade commissioners in Japan, and with provincial and private industry input, the program focuses on one of Canada's priority industry sectors in Japan, the agri-food sector.

This sector, together with fisheries, makes up 20 per cent of Canada's exports, mostly primary products, to Japan. Agri-food exports for 1992 totalled \$1.48 billion. Oilseeds and grains accounted for 70 per cent of the total.

By contrast, value-added exports (meat and processed food and beverage products) made up only 19 per cent.

It was determined that the best opportunity to increase the exports of value-added food and beverage products is in the hotel, restaurant and institutional (HRI) sector.

The best way to market to the HRI sector is to reach those who make or influence the buying decision — the chefs. To this end, an innovative three-pronged strategy has been developed.

The strategy includes menu development, visiting chefs, and annual chefs competitions.

As part of menu development, leading restaurants and hotels in Japan host Canada food fairs. Canadian chefs are invited to develop dishes from Canadian ingredients available in Japan. The dishes are added to the menus of the hotel or restaurant for the duration of the fair. The Canadian chef not only develops the dishes but travels to Japan to assist with the fair, overseeing the preparation and presen-

tation of the various dishes and menu items.

As part of the visiting chefs program, Japanese chefs are invited to Canada and introduced to the Canadian food industry.

Next month chefs will travel to Calgary where the Hospitality Careers Department of the Southern Alberta Institute of Technology (SAIT) will demonstrate various dishes with special emphasis on beef and veal. SAIT has organized a visit to a ranch and a tour of a packing plant. Visits to commercial kitchens are also planned.

This will permit the visitors to see the elements of care, attention and concern for food safety that characterize the operations —

a key selling feature in the Japanese market.

This program, begun last year, already has resulted in the regular procurement of milk-fed veal from Alberta by Tokyo's Hotel Okura.

The third element, which is in the planning stage, will be a competition organized by the All Japan Chefs Association. The annual competition will focus on two products; this year, lobster and salmon. This event will culminate in the award of the "Canada Culinary Cup" to the winning chef.

Contact Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, Ottawa. Fax: (613) 943-8286.

BUSINESS AGENDA

Toronto — September 18-19, 1993 — A two-part seminar series (individuals can participate in one or both programs) designed specifically for the entrepreneurial importer/exporter is being organized by the Federal Business Development Bank (FBDB) and Warrington International. Programs and dates are: **Import/Export Finance: Sourcing Capital and Arranging Payments and Collection** (September 18); **Canada Customs, Documentation, Transportation and Insurance** (September 19). Contact Hugh Sheldon, FBDB, Toronto. Tel.: (416) 366-8490/973-1144. Fax: (416) 947-1534/973-5529.

Toronto — September 21, 22, 23; **Vancouver** — September 30, October 1, 2 — **Letters of Credit, Currency Exposure & Culture Challenges** seminars. Topics range from how to interpret a sales con-

tract and methods of payment and risk analysis to fundamentals of currency exposure and cultural customs and business practices. Contact Global Educators in Trade Inc., North York, Ontario. Tel.: (416) 733-8236. Fax: (416) 499-9267.

Toronto — September 23; **Vaughan** — October 13; **Whitby** — October 19; **North Bay** — November 9; **Sault Ste. Marie** — November 10; **Hamilton** — November 24 — **Trade Shows Made Profitable** seminars. Sponsored by the federal government's International Trade Centre in Toronto and the Ontario Ministry of Economic Development and Trade, these workshops are aimed at company show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs. Contact International Training and Management Company, Toronto. Phone or fax: (416) 483-3836.

PUBLICATIONS

New England Markets

Eleven mini market studies that provide an overview of various services sectors in the New England states have been prepared by the Canadian Consulate General in Boston and now are available, quoting the appropriate code number, through Info Export (see box at bottom of this page).

The sectors profiled are: Financial Services (#114UA); Education and Training (#115UA); Consulting Engineering (#116UA); Management Consulting (#117UA); Geographic Information Systems (#118UA); Interior Design (#119UA); Legal Industry (#120UA); Accounting Industry (#121UA); General Business Services (#122UA); Public Relations (#123UA); and Scientific Industry (#124UA).

The overviews provide information on such topics as industry structure, entry barriers, demographics, major projects, events, information sources and channels of distribution.

Multicultural Business

A valuable networking tool in promoting partnerships that are needed for success in an increasingly global economy, *Multiculturalism Means Business: A Directory of Business Contacts* (second edition) was released earlier this year. The directory includes more than 350 contacts in ethnocultural business and professional

associations, bilateral trade associations, ethnic credit unions, and major national media associations. A copy of the ethnocultural business directory is available from Communications Branch, Department of Canadian Heritage, Ottawa, Ontario, K1A 1K5. Tel.: (819) 994-0055. Fax: (819) 994-7687

Russia Directory

Russia 1993: Political and Economic Analysis and Business Directory likely will be of interest to anyone considering doing business in this part of the world.

Researched on site in late 1992, the English-language publication provides an overview of the present socio-economic environment and the organizational structure of the economy of the Russian Federation.

The directory (including phone, fax and telephone numbers) lists the most important private and state-owned businesses and includes information on foreign investment, labour law, industrial structure and Russian Customs regulations.

The 320-page (\$75.00 per copy) publication may be obtained from Canadian German Chamber of Industry and Commerce Inc., 1010 Sherbrooke Street West, Suite 1604, Montreal, Quebec H2A 3R7. Tel.: (514) 844-3051. Fax: (514) 844-1473.

Standards Sell

Business persons wanting to learn more about quality system standards, particularly the ISO 9000 series, are certain to do so with *Standards and Quality*, a 14-page English/French booklet published by the Standards Council of Canada.

Intended as a starter kit for the quality-minded manager, the booklet covers the meaning of good quality, the history of quality system standards, getting registered (certified) to a standard, hiring a consultant, and the nuts and bolts of the ISO 9000 series.

To receive a free copy, contact Communications Branch, Standards Council of Canada, 1200-45 O'Connor Street, Ottawa K1P 6N7. Tel.: (613) 238-3222. Fax: (613) 995-4564.

Venezuela Guide

Venezuela - A Guide for Canadian Exporters has just been published by External Affairs and International Trade Canada. Like others in the popular series, the guide is available in English (8LA) and in French (8LF) and is divided into five sections: the country (basic information); doing business in Venezuela; the business visit; federal export assistance; and useful addresses. It can be ordered from Info Export. See box at the bottom of this page.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) letterhead. Include the publication code (in brackets).

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LATEST ISSUE
DERNIER
NUMERO

October is Trade Month

ExportVision Brings (Trade) World to Doorstep

ExportVision, a major event of October being Canada International Trade Month, offers Canadian exporters the unique opportunity to learn about potential markets in all parts of the world.

Instead of leaving home, export-

ers or would-be exporters can gain valuable market information by scheduling meetings with External Affairs and International Trade Canada's international trade experts — many of whom will be visiting major Canadian centres be-

tween October 18 and October 22.

During these meetings, the focus will be on four major sectors: mining equipment and services; health care products and services; industrial and electrical machinery and technology; and fish. (Trade officers in the agri-food sector will be in Canada November 18-28 for further meetings).

Listed below (by sector, location, and date) are upcoming ExportVision events, together with the home base of the trade experts who will be in attendance:

\$15-Million CIDA Credit Line Enhances Canada-Morocco Trade

A \$15-million Canadian International Development Agency (CIDA) line of credit with Morocco has been reactivated and will be available until March 31, 1996.

The line of credit will further Moroccan economic development by encouraging new trade connections and strengthening existing ones, and by developing a partnership between Canada's private sector and public and private business circles in Morocco.

Investment projects involving Canadian companies can be financed jointly through Canadian, Moroccan or international financial institutions.

To be eligible, bids must fulfil certain criteria. They must involve Canadian goods and services, excluding the military and nuclear fields and foodstuffs. Every bid must be accompanied by a credit statement indicating the financing already obtained and the amount requested from CIDA.

CIDA's contribution will total be-

tween 20 per cent and 40 per cent of the project's value.

Bids must also fulfil the criteria of development and sustainability. CIDA will encourage projects resulting from, or leading to, Canada-Morocco partnerships that are likely to develop and maintain mutually beneficial economic ties.

The bids must also demonstrate that the Canadian

supplier was selected by a process of competition or exclusion, unless the CIDA contribution is requested to complete a credit arrangement supported by an international financial institution.

The bids will be sent to the Canadian Embassy in Rabat which, in turn, will forward them to the Moroccan Finance Ministry. It has been agreed that the requests received by one party will be conveyed immediately to the other.

Contact Ginette Saucier, Development Officer, Africa and Middle East Branch, CIDA, 200 Promenade du Portage, Hull, Quebec, K1A0G4. Tel.: (819) 994-1140.

Canada and the EC Supplement

see pp. 5 - 7

Mining Equipment/Services

Montreal — October 19; **Toronto** — October 20; **Sudbury** — October 21; **Vancouver** — October 22. Lima, Mexico City, Santiago, Caracas, Jakarta, Sydney, Manila, Africa markets, Beijing, Minneapolis.

Health Care Products/Services

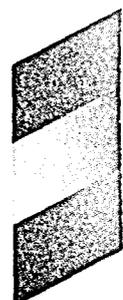
Halifax — October 18; **Montreal** — October 19; **Toronto** — October 20; **Winnipeg** — October 21; **Calgary** — October 22. Munich, Berne, Mexico City, Havana, Kuala Lumpur, Amman, Seoul, Chicago, Boston, New York, Minneapolis.

Continued on page 2 — ExportVision

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External Affairs and
International Trade Canada



Canada

Bound for Business in Zaire? Congo? Canadian Bureau Can Help

Canadian business people going to Zaire or Congo may request assistance from the Canadian Bureau which is housed in the American Embassy. Contact Mr. André Bouthillette, Canadian Bureau, BP 8341, Kinshasa, Zaire. Tel: (011-243) 12-21532/21913/21910/21737 Ext. 2314 or 2313. Fax: (011-243) 88-43805. In case of difficulty, please contact External Affairs and International Trade Canada, Ottawa at (613) 944-6579. Responsibility for Rwanda and Burundi has been transferred to the Canadian High Commission in Nairobi, Kenya. Tel.: (011-254-2) 214-804. Fax: (011-254-2) 226-987/216-485.

Numbers to Note

The main telephone numbers for the Canadian Embassy in Athens, Greece are: (011 30 1) 725-4011/12/13/14/15/16/17/18/19. The facsimile number for the Commercial Section is (011 30 1) 725-3994.

Export Vision Events — from page 1

Industrial/Electrical /Machinery/Technology
Montreal — October 19; Toronto — October 20; Saskatoon — October 21; Vancouver — October 22. Mexico City, Bogota, Sao Paulo, Jakarta, New Delhi, Manila, Taipei, Bangkok, Chicago, Pittsburgh, Cleveland/Detroit, Riyadh, Tel Aviv.

Fish
Vancouver/Halifax — October 18;

St. John's — October 20-21; Charlottetown/Moncton/Bay of Fundy — October 22. London, Paris, Madrid, Bonn, Milan, Oslo, Mexico City, Moscow, Tokyo, Osaka, Hong Kong, Canberra, Boston, Los Angeles, Atlanta, Detroit, Minneapolis.

Exporters can schedule meetings through contacting the International Trade Centre (see below) in their area.

• INTERNATIONAL TRADE CENTRES •

BRITISH COLUMBIA
(includes Yukon Territory)
Vancouver
Tel: 604-666-0434
Fax: 604-666-8330

ALBERTA (includes Northwest Territories)
Edmonton
Tel: 403-495-2944
Fax: 403-495-4507

Calgary
Tel: 403-292-6660
Fax: 403-292-4578

SASKATCHEWAN
Saskatoon
Tel: 306-975-5315
Fax: 306-975-5334

MANITOBA
Winnipeg
Tel: 204-983-6531
Fax: 204-983-2187

ONTARIO
Toronto
Tel: 416-973-5053
Fax: 416-973-8161

QUEBEC
Montreal
Tel: 514-283-8185
Fax: 514-283-8794

NEW BRUNSWICK
Moncton
Tel: 506-851-6452
Fax: 506-851-6429

PRINCE EDWARD ISLAND
Charlottetown
Tel: 902-566-7400
Fax: 902-566-7450

NOVA SCOTIA
Halifax
Tel: 902-426-7540
Fax: 902-426-2624

NEWFOUNDLAND
St. John's
Tel: 709-772-5511
Fax: 709-772-2373

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

The Austrian Trade Commission has provided a list of Austrian firms that are interested in representing Canadian companies in Central and Eastern Europe. The activities of the company, the country/region of its interest and the contacts are provided here. Readers are advised, before entering into a contractual agreement, to verify the bonafides of these companies.

Dealing in **mechanical engineering and industrial components**, a firm will represent companies interested in the Commonwealth of Independent States. Contact TIS Import-Export, Rastbuhelstrasse 27, 8042 Graz. Tel.: (0) 316/464695. Fax: (0) 316/465928.

A **consumer goods/foodstuffs** firm will represent companies interested in Hungary. Contact VTI Handelsgesmbh, Schwedenplatz 2/18, 1010 Vienna. Tel.: 1/5337383. Fax: 1/5338929.

A company dealing in **machinery for the printing, packaging and paper industry** will represent firms interested in Eastern Europe. Contact Brüder Henn, Mommsengasse 5, 1041 Vienna. Tel.: 1/505 7604. Fax: 1/505 3681.

A firm involved in **medical equipment, consumer goods** will represent companies interested in Eastern Europe. Contact Busch Gesmbh, Plösslgasse 6/3, 1040 Vienna. Tel.: 1/505 6134. Fax: 1/505 7214.

A firm dealing in **pharmaceutical raw materials** will represent firms interested in Eastern Europe. Contact Chemex, Export-Import Gesmbh, Endresstrasse 121, 1230 Vienna. Tel.: 1/885591. Fax: 1/882617.

A **medical technology, pharmaceutical, consumer goods** company will represent firms interested in the Czech and Slovak Republic, Hungary, Bulgaria, Romania (Timisoara). Contact Convalexius Trading, Endresstrasse 125, 1230 Vienna. Tel.: 1/885601. Fax: 1/8856015.

A company with an office in Moscow and engaged in **all types of commodities** will represent organizations interested in the Common-

wealth of Independent States. Contact Delta, Industrieberatungs Gesmbh, Auhofstr. 17c, 113 Vienna. Tel.: 1/878 01 0. Fax: 1/878 01 35.

A firm dealing in **software, electronics, electrotechnics, measuring and control technology** will represent firms interested in the Czech and Slovak Republic, Poland, Ukraine, Hungary, Bulgaria. Contact Habatec, Technischer Industriebedarf, Brahmweg 33, 2201 Gerasdorf/Oberlisse. Tel.: (0) 2246/2248 0. Fax: (0) 2246/2248 81.

machinery company will represent firms interested in Eastern Europe. Contact Klein & Klein, International Business, Hietzinger Kai 95, 1130 Vienna. Tel.: 1/877 8618. Fax: 1/877 7441 43.

A firm dealing in **consumer goods, wood products, building materials, manufacturing of earths** will represent firms interested in the Commonwealth of Independent States. Contact Masiwa Import Export, Betei-ligungs-gesmbh, Maria-Theresien-Strasse 1, 6020 Inns-

bruck. Tel.: (0)512/578838. Fax: (0)512/584747.

Involved in **consumer goods, agricultural plant construction, foodstuffs**, a company will represent firms interested in Eastern Europe. Contact Mavim Gesmbh, Alserbachstrasse 18, 1090 Vienna. Tel.: 1/3107295. Fax: 1/3107295 9.

A company engaged in **cosmetic and pharmaceutical powders** will represent Canadian companies interested in Eastern Europe. Contact Micromin Gesmbh, Industriezone West, 4482 Ennsdorf. Tel.: (0)7223 6161. Fax: (0)7223 6164 9.

A **medical technology consumer goods** firm will represent companies interested in Eastern Europe. Contact Dr. Karl J. Pisek, Export-Import-Transit, Gusshausstr. 12, 1040 Vienna. Tel.: 1/505 32 15. Fax: 1/505 13 73.

Dealing in **cigarette paper, cigarette filters, special paper for printing and industrial processing**, a firm will represent Canadian firms interested in Eastern Europe. Contact Pitten Export Office, Steggasse 42, 2823 Pitten. Tel.: (0)2627/2923. Fax: (0)2627/2990.

A **consumer goods, electronics, production technology,**

BUSINESS OPPORTUNITIES

Syria's Recovery Could Reward Canadians

The following article was submitted by the Canadian Embassy, Amman, Jordan.

Syria's centrally-planned economy has been hindered by acute shortages of foreign exchange and scarcity of western credits over the past decade.

This has limited western participation in project activities as well as the supply of products and services. However with a new investment law in place and general market liberalization, Syria is poised to become an important market.

The new Investment Law No. 10, to encourage private capital investment in Syria, has succeeded — mostly by using foreign manufacturers licenses and franchises — in attracting about \$2 billion of investors' money in diversified industries. Furthermore, an influx of cash has been generated by the recent exports of crude oil, agricultural and textile products. As well, the availability of financing from various Arab funds has fuelled the pent-up demand for economic development.

There are definite signs that the government is easing restrictions on the long-subdued private sector. To this end, import restrictions are being lifted and moves toward a unified exchange rate are being considered.

This should lead to an increase in demand for western goods and services to support the growth that different sectors are expected to experience, especially those related to industry and construction.

These developments present an excellent opportunity for Canadian engineering and consulting firms.

With the steady recovery of the Syrian economy, considerable project activities are underway in areas as diverse as water supply and sewage treatment and facilities in urban centres; turnkey steel and fertilizer plants; two textile

plants; oil refineries upgrading and expansion; pipelines; and telecommunications.

In the past year, a number of Canadian companies have won contracts in Syria, most notably in the oil and gas sector.

OPPORTUNE SECTORS Telecommunications

An enormous telecommunications expansion (930,000 subscriber lines) is underway. The international exchange lines are being upgraded and expanded to 10 times their former capacity. Telecommunications systems are required to service heavily populated rural areas. Several other telecom projects are under consideration, including: upgrading of an earth satellite station and the construction of a new earth satellite station for which a contract was awarded recently to STS of the United States.

The Syrian government also is planning to construct a submarine fibre optics cable between Syria and Cyprus, and another fibre optic link to Jordan. A microwave link with Lebanon is included in the plan.

The Syrian Telecommunication Est. (STE) usually carries out these projects using utility in-house labour and services and would purchase the materials through international tenders.

STE has a number of projects/opportunities which could be of interest to Canadian firms:

- Small Digital Rural Exchange Switching (rural microwave) for rural Damascus and rural Aleppo. Tenders will be issued shortly;
- Feasibility study for satellite utilization, portable micro-wave and portable station;
- GSM (cellular) system;
- X-25 Data (ISDN), 32 gates; STE

has an agreement with GANDALF (Canada) for staff training on the X-25;

- A three-stage plan for mobile telephone networks to start with the southern areas, the main cities and the rest of the country.

Power & Energy

The Syrian government is implementing short and medium-term plans for the upgrading and expansion of power generation and distribution systems to cover electric power domestic and industrial needs.

Several diesel-operated power stations are being converted to utilize natural gas as alternate and cheaper fuel. About 750 km of pipe lines were constructed during the last two years to transport gas from the fields to major power stations and refineries.

Opportunities have been identified in project consultancy, inception, design and management, as well as in turnkey supply and erection contracts.

Agriculture

The diverse and historical economy in Syria has always relied on agriculture, based on the vast expanse of arable cultivated land.

As part of its efforts to promote agriculture, the Investment Law No. 10 allows the setting up of mixed sector companies in which the government holds a minimum 25 per cent stake.

Recently, Syria received C\$12 million line of credit from the Opec Fund for International Development to improve the country's food supplies, thereby contributing to self sufficiency in foodstuffs and generating foreign exchange earnings through food import substitution.

Nevertheless, Syria continues to

Continued on page 8 — Syria

Single Market Update:

Canada and the European Community

AT THE BEGINNING OF THIS YEAR the European Community officially established the Single Market following five years of internal negotiations to reduce or eliminate barriers to the free movement of goods, people, capital and services. Specifically, the Single Market legislation covered fifteen different sectors ranging from technical harmonization to financial services, intellectual property and telecommunications.

Standards vary across Member States in many sectors and exporters must still deal with individual markets, different styles of business and different demands. Nevertheless, the Member States have now implemented most of the required Directives, and the Community has made notable progress in reducing physical barriers (border customs and immigration controls), technical barriers (technical standards, health and safety requirements), and fiscal barriers.

All measures designed to facilitate the flow of goods, services, etc., apply equally to the products of exporters from outside the EC. Thus the Single Market is an important development and even more important opportunity for Canadian exporters given that it conditions internal trade for a unified, wealthy market of over 343 million consumers.

It is also important to note that the EC is at the centre of a network of trade and cooperation agreements that is restructuring the economic and commercial map of Europe. In May

1992, the EC and the Member States of the European Free Trade Association (EFTA) established the European Economic Area which extends the freedoms of the Single Market to EC-EFTA trade. EFTA countries will follow EC rules on company law, consumer protection, education, environmental protection, research and development, social policy, mutual recognition of professional qualifications, and, with some restrictions, the free movement of capital. They will also adopt EC competition rules on anti-trust matters, the abuse of dominant position, public procurement, mergers and aid.

The EC has also established new cooperation agreements with Poland, Hungary, the Czech and Slovak Republics, Romania and Bulgaria. These set out timetables leading to the establishment of a broad economic, financial and free trade area with enhanced cultural and political cooperation. The parties will move to free trade in stages, implementing an asymmetric schedule of tariff and quota cuts. Finally, the Community itself is growing. It is currently negotiating the accession of four new members: Sweden, Finland, Norway, and Austria.

Europe must deal with high unemployment levels and slow economic growth, but the wealth, diversity and sophistication of the market, plus the enormous potential that exists in various areas and specific market sectors present excellent opportunities for Canadian exporters.

Europe 1992 Market Studies

External Affairs and International Trade Canada (EAITC) has been monitoring the Europe 1992 Single Market program closely and has kept the public informed through a variety of activities: cross-Canada conferences, publications and consulting services.

Beginning in 1991, EAITC has released reports based on Europe 1992 market research conducted by Canadian and European consultants on a wide range of subjects, including environmental industries, ocean industries, software, telecommunications and value-added wood products. Listed below is an outline of publications available — please quote the bracketed code number — through INFO EXPORT's Toll Free Number 1-800-267-8376:

1992 Implications of a Single European Market

Effects on Europe (1EA)

Reports on the following sectors have been published:

- Overview (2EA)
- Agriculture and Food Products (14EA)
- Automotive Products (15EA)
- Company Law (32EA)
- Defence, Aerospace and Transportation (17EA)
- Financial Services (18EA)
- Fisheries Products (19EA)
- Forest Products (20EA)
- Industrial Products and Services (21EA)
- Minerals and Metals (22EA)
- Professional and Consulting Services: Law and Accounting (23EA)
- Specialty Chemical Products, New Materials, Pharmaceuticals and Biotechnology (24EA)
- Telecommunications and Computers (25EA)

Europe 1992 Working Group Reports

- Agriculture and Food Products (3EA)
- Competition Policy (4EA)
- Defence Products (5EA)
- Economic and Monetary Union (34E)
- Financial Services (33EA)
- Industrial and Transportation Equipment and Services (9EA)
- Intellectual Property (10EA)
- Minerals and Metals (11EA)
- Standards, Certification and Testing (29EA)
- Telecommunications and Computers (13EA)

Specialized Reports

- Moving into Europe (51EA)
- Link '92: The Experience of Successful Canadian Companies in Europe (77EA)
- Europe 1992 and Related Issues (35EA)

Going Global European Initiative Fund (GGEIF) Reports

- The U.K. Food and Drink Packaging Industry (99EA)
- The Belgian Telecommunications Market (100EA)
- The Telecommunications Industry in Portugal (101EA)
- Telecommunications in Sweden (102EA)
- The Norwegian Information Technology Market (103EA)
- Italian Capabilities in Electronic Materials (104EA)
- The Danish Biotechnology Market (108EA)
- Biotechnology Spain-Canada (109EA)
- The U.K. Environmental Industry (110EA)
- The Wastewater Treatment Market in the U.K. (111EA)
- The Market for Industrial Wastewater Products and Services in Italy (112EA)
- The Wastewater Treatment Market in Germany (113EA)
- The Danish Software Market - Strategic Partners for Canada (70EA)
- German Ocean Technology Industry (117EA)

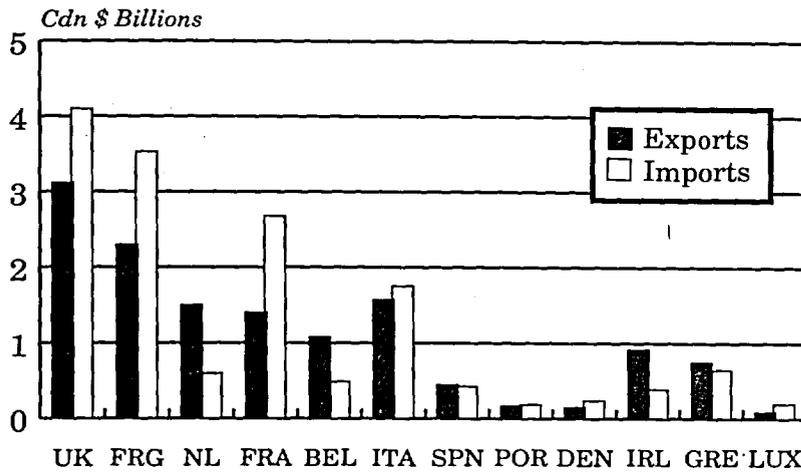
EC Tariffs

Information on European Community duties is accessible to Canadian companies on specially designed computer disks available through Info Export and the International Trade Centres across the country. (48EA)

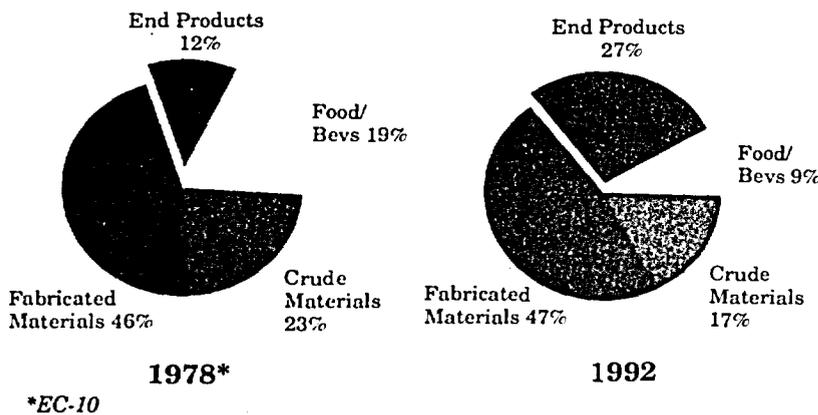
European Standards

We are working with the Standards Council of Canada to facilitate dissemination of facts pertaining to EC standards. An on-line service is now available through the Standards Council (available on Datapac Network and INET, tel. 1-800-267-8220).

Canadian Trade with EC Countries (1992)



Composition of Canadian Exports to the EC



CANADA-EC: Market Facts

The EC is Canada's second largest trading partner, with Canadian exports of \$11.4 billion in 1992 and imports of \$14.7 billion.

Sixteen years ago, Canada exported \$4.5 billion to the EC with imports of \$3.1 billion.

Canadian exports are still largely based on resource sectors (minerals and metals accounted for 33 per cent and forest products 27 per cent in 1992), but the manufacturing sectors of machinery and equipment and high technology goods has increased to almost 22 per cent.

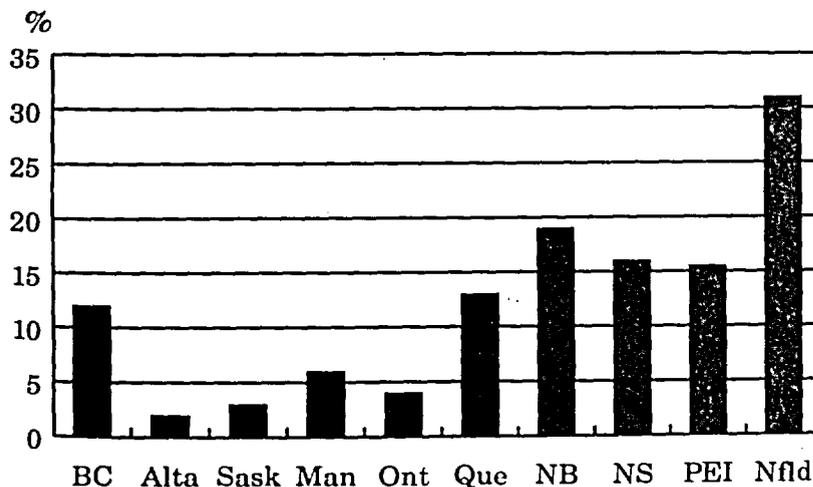
The EC market is of considerable importance to almost all provinces. Ontario with \$3.5 billion, Quebec with \$3.4 billion and B.C. with \$2 billion had the largest absolute volume of exports to the EC in 1992.

However, in terms of the percentage of a province's total exports that go to the EC market, Newfoundland leads with almost 31 per cent, New Brunswick is second with over 19 per cent and Nova Scotia is third with 16 per cent.

Within the EC, the UK, Germany and France are key markets for Canada. The Netherlands also ranks high as a destination for exports but this reflects a high percentage of transshipments.

The stock of Canadian direct investment in the EC has risen from \$4.8 billion in 1983 to \$19.7 billion in 1992. During the same period, EC direct investment in Canada rose from \$13 billion to \$32 billion. This makes the EC Canada's largest source of, and destination for, foreign direct investment, after the U.S.

Exports to EC as Percent of Total Provincial Export (1992)



Source: Statistics Canada (all charts)

Syria Recovery Could Be Rewarding — from page 4

be heavily dependent on food imports, with total annual import requirements for foodstuffs being approximately C\$600 million.

Agro industries (such as cattle breeding, dairy and food processing) hold great promise for Canadian exporters.

According to official estimates, the agriculture sector still accounts for over one-half of private economic activity and employs an equal ratio of the non-government workforce. It, too, has been hampered by chronic shortages of cash with which to import western technology and equipment. However, the government is expected to use increased revenues to undertake a badly needed agri-industrial modernization program.

The acute need for modern equipment, which is required for land reclamation and development plans, was manifested in the summer of 1992 during the Damascus International Fair: hundreds of construction, agricultural and industrial pieces of equipment were sold on site to buyers from the public and private sectors.

The services and product market potential in Syria appears to be favourable and promising. Joint-venture possibilities would seem to be encouraging—especially if associated with already existing local firms which have strong in-house engineering capabilities but limited specific technical know-how. These should normally be in need of foreign international expertise.

Oil and Gas

The oil sector continues its boom, heavily influenced by Royal Dutch Shell which has invested over US\$1 billion in Syria in the past five years.

This sector offers enormous potential for products and services exporters. Several recent discoveries boosted oil production to about

600,000 barrels per day by the end of 1992. A good number of Canadian companies are active and have obtained several considerable services contracts estimated at US\$50 million.

These contracts cover associated areas such as well drilling and servicing, pipeline engineering and construction, plus oil and gas plant design and erection.

This sector requires enormous service inputs in almost every sub-sector, including those in which Canadians have specific expertise, such as the treatment of heavy oil and sour gas.

Transportation

The transportation sector, which is nominated as utilities by the government, involves railways, two

international airports, and the two major ports of Latakia and Tartous on the Mediterranean.

The Syrian Railways' new network lines were built by the Russians and all but 20 of the existing locomotives were bought either from Russia or Eastern Europe. The Syrian Railways' new policy is to opt for Western-made electric and diesel locomotives.

Encouraged by developments, private investors have, in the last two years, invested heavily in private road transport companies to service the urban and inter-city transportation of passengers.

Contact the Commercial Section, Canadian Embassy, P.O. Box 815403 Amman, Hashemite Kingdom of Jordan. Fax: (011-962-6) 689-227.

Tapes to Singapore Subject to Censor

Companies taking or sending video tapes to Singapore are reminded that tapes are subject to Board of Film Censors clearance procedures.

Videos (SECAM format) should be sent three weeks ahead of the time for which they are needed. Screen delays can take up to two weeks. The videos should be sent to the Singapore consignee with the customs sticker indicating the contents. Hand-carried tapes are still subject to screening.

There is a cost of \$15 Singapore per hour for the Board to view the tapes and \$1 Singapore for the certification that the subject matter is for training and industrial use, or promotional or advertising purposes. The addressee is responsible for paying these charges. The Canadian High Commission cannot assume any fees.

The screening and certification charges can be waived if the ad-

dressee (a Singapore entity other than the Canadian High Commission) undertakes to sign a declaration stating that the video is for corporate purposes and follows the guidelines set out by the Board of Film Censors.

For details on importing tapes to Singapore, contact the Board of Film Censors, 4th Storey, Block G, Hill Street Building, 140 Hill Street, Singapore 0617. Fax: (011-65) 339-2264.

The Canadian High Commission can provide market information for exporters. Its address is Robinson Road Post Office Box 845, Singapore 9016. Tel.: (011-65) 225-6363. Fax: (011-65) 225-2450.

For general information on Singapore or Malaysia, contact Ted Weinstein, Desk Officer, Asia Pacific South Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-1248.

Building Markets in Belgium

Constructive Route to Business in Europe

Brussels — In collaboration with the Canadian Embassy in Brussels, Belgium, Interexpo Canada Inc. will be organizing Canada's participation, once again, in **Batibouw 1994 (International Construction, Renovation and Decoration Trade Show)**.

The event will take place in Belgium's capital from February 24 to March 6, 1994.

The Canadian Embassy will be organizing and staffing an information booth and lounge area, while Interexpo will be responsible for the design of the stand and the recruiting of 10 to 12 firms from the private sector.

Belgium is an important market for Canada, with total Canadian annual sales to that country now amounting to over \$1 billion, and with exports including a variety of forest products and construction materials.

With good ports and onward transportation facilities to neighbouring states, Belgium is an excellent entry point to all the European market. In fact, Belgium lies in the centre of a zone which, in a radius of 350 km, represents 75 per cent of the EEC purchasing power.

Batibouw, now in its 35th year, is a major specialized international trade show in the construction sector, with approximately 250,000 visitors expected for the three trade days of the show and a total attendance of 550,000 for the length of the show.

Batibouw covers a wide variety of building and construction materials and components, including: furnishings, doors, windows, staircases, prefabricated buildings, floor and wall coverings, decorative materials, lighting, insulation and plumbing equipment. It also fea-

tures complementary lines such as: alarm and security systems, do-it-yourself products and services, software, furniture, and heating systems.

The Canadian Stand at **Batibouw** will consist of 120 sq. metres, housing 10-12 Canadian companies. The objective of Canadian participation is to expand sales in a variety of building materials and components, including:

- Canadian timber frame construction;
- Log homes;
- Value-added wood building com-

ponents (floorings, staircases, cabinets, doors);

- Furniture stock;
- Lumber, plywood, waferboard and panels;
- Construction materials, products and equipment, including sanitary equipment, hardware, heating and ventilation equipment; and
- Consulting services and building systems.

For more information on **Batibouw 1994**, contact Interexpo Canada Inc., Westmount, Quebec. Tel: (514) 482-6568. Fax: (514) 483-6595.

Canadian Food on Japan Menu

Tokyo — Once again, External Affairs and International Trade Canada will be coordinating a national stand at **Foodex Japan'94**.

This 19th edition of the **International Food and Beverage Exhibition** will be held here March 7-11, 1994.

Foodex Japan'94 is Japan's premier food promotion event and plays an important role in Canada's global strategy for the food and beverage industry.

The exhibition will feature some 1,200 exhibitors drawn from over 40 countries. It will be visited by more than 90,000 executives and buyers representing Japan's (and Asia's) major food and beverage trades.

For more information on this show, contact G. Daniel Caron, tel: (613) 995-1677, or Martine Menard, tel.: (613) 993-8697, Japan Trade Development Division (PNJ), EAITC.

Shows Scheduled for Arab Gulf

The Canadian representative for a number of international trade shows geared to the Arab Gulf market and taking place in Bahrain has provided the following list of events that might be of interest to potential Canadian participants.

Further information on these fairs is available from **UNILINK**, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.:

(416) 291-6359. Fax: (416) 291-0025.

MEDEF 93 — October 16-19, 1993 — **2nd Middle East International Defence and Security Show**. Equipment and technology for the region's defence forces, police, internal and border security services, militia and para-military who will be officially invited from

Continued on page 10 — Arab

Arab Gulf Site of Several Shows — from page 9

throughout the Middle East.

Gulf International Trade Fair 93 — November 1-4, 1993 — Exhibits will cover products, equipment and services across a broad range of sectors relative to the servicing of the region's infrastructure, industrial base and social services sector. Major areas offering extensive opportunities to the world's technology exporters include: security, environmental protection, water and sewerage, healthcare, education, power, telecommunications,

building and construction, civil engineering, transport, production engineering and industry.

Jewellery Arabia 93 — November 11-14, 1993 — **2nd International Exhibition for the Middle East Gold, Jewellery, Clock and Watch Trade.** Covering the spectrum of the jewellery industry, including: gold, fine and gem-set jewellery, clocks, watches, gems, pearls, parts and components. Also attracts bullion dealers and

specialized service suppliers, as well as suppliers of packaging, manufacturing, machinery and equipment.

Autumn Fair 93 — December 9-17, 1993 — **5th Bahrain Consumer Products Fair.** Public fair for the retail and wholesale of consumer products, including electrical goods, furniture, textiles and clothing, fashion jewellery and cosmetics, toys, foodstuffs, boats and leisure craft, and sports goods.

Malaysia-Canada Strengthen Trade Ties

Increasing numbers of Canadian firms have established promising joint ventures in Malaysia thanks, in part, to the initiative and help of Enterprise Malaysia Canada (EMC), set up by the Canadian International Development Agency (CIDA) to promote business collaborations between the two countries.

Among its successes, EMC has:

- Helped a Canadian agribusiness consortium start a joint venture program to improve the healthy management of pig farms throughout Malaysia.
- Played a major role in helping a Canadian manufacturer establish a co-operation agreement with a Malaysian company, resulting in initial oilfield construction contracts totalling US\$6.8 million.
- Assisted a fast-growing firm that re-conditions used toner cartridges for laser printers, photocopiers and fax machines in setting up a Malaysian joint venture from which it will tap into export markets throughout Southeast Asia.
- Advised a leading Canadian firm of environmental and waste management specialists in setting up a joint venture to help control indus-

trial/medical waste and fight pollution in Malaysia.

- Assisted a Canadian firm of environmental consultants in setting up a joint venture with a Malaysian partner to bid for major government and private-sector anti-pollution contracts in Malaysia and elsewhere in Southeast Asia.

Michael Strong, Canadian director of EMC, says he expects a number of other joint ventures to be concluded by year-end.

Strong says EMC's procedures have been improved, and experience has enabled it to identify strong prospects, reduce the risk of failure and speed negotiations.

For more information, contact the following Enterprise Malaysia Canada offices:

- Suite 1002, 10th Floor, Plaza See Hoy Chan, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia. Tel.: (603) 230 2288. Fax: (603) 232 3740.
- Suite 700, 1111 West Hastings Street, Vancouver, British Columbia V6E 2J3. Tel.: (604) 661-5728. Fax: (604) 661-5770.
- 1202 Sussex Centre West, 90 Burnhamthorpe Road West, Mississauga, Ontario L5B3C3. Tel.:

(416) 279-6966. Fax: (416) 279-0137.

Canada's Senior Trade Commissioner is located at the Canadian High Commission, Tingkat 7, Plaza MBf, Jalan Ampang, 50450, Kuala Lumpur, Malaysia. Tel.: (011-60-3) 261-2000. Fax: (011-60-3) 261-1270.

CONTRACTS AWARDED

Atlantis Aerospace Corporation, Brampton, Ontario has received the official go-ahead from McDonnell Douglas Aerospace of St. Louis, Missouri for the development of a Royal Saudi Air Force F-15S aircraft maintenance trainer. The contract is valued in excess of US\$15 million. A contract for a second trainer is a possibility. Atlantis is a specialist supplier of high fidelity aircraft maintenance simulation systems, flight training devices and simulators.

A \$100,000 contract, funded by the Caribbean Development Bank, *Continued on page 12 — Contracts*

BUSINESS AGENDA

Vancouver — October 1; **Ottawa** — October 4; **Moncton** — October 7 — **Exporting to Latin America and Selling to the U.S. Federal Government** are the subjects of these half-day geomatics exporting seminars being presented by the Geomatics Industry Association of Canada in cooperation with External Affairs and International Trade Canada (EAITC), and Industry and Science Canada (ISC). Presentations will be made on the key findings of the recent **Latin America Geomatics Market Report** as well as on the study, **Opportunities for Canadian Geomatics Firms in the U.S. Federal Government**. Also to be introduced is *The Road to Success: Exporting to the United States*, an information kit designed for service exporters and produced jointly by EAITC and the Canadian Exporters' Association. For further seminar information, contact the Geomatics Industry Association of Canada, Ottawa. Tel.: (613) 232-8770. Fax: (613) 232-4908.

Vancouver — October 3, 4, 5, 1993 — **The Canadian Exporters' Association's 50th anniversary** and annual convention will cover topics ranging from **The Competitive Imperative: How To Survive and Thrive Globally to NAFTA and the Latin American Market - Prospects for the Future**. A highlight will be the presentation of the **Canada Export Awards** hosted by External Affairs and International Trade Canada. Contact Micheline Bélanger. Tel.: (613) 238-8888, ext. 225. Fax: (613) 653-9218.

Vaughan — October 13; **Whitby** — October 19 — **Trade Shows Made Profitable** seminars. Sponsored by the federal government's International Trade Centre in Toronto and

the Ontario Ministry of Economic Development and Trade, these workshops are aimed at company show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs. Contact International Training and Management Company, Toronto. Phone or fax: (416) 483-3836.

Markham — October 14, 1993 — **International Trade: Basic Exporting Seminar** — This one-day, hands-on workshop will deal with such topics as how to find your market, how to sell into a foreign market, shipping and transportation issues, and banking and payment procedures. Contact the seminar host, the Markham Board of Trade. Tel.: (416) 474-0730. Fax: (416) 474-0685.

Toronto — October 17-19, 1993 — **Grocery Showcase Canada'93**, Canada's premier event for the grocery industry and featuring more than 700 trade show exhibits and a concurrent conference, celebrates its 31st year, with events that are expected to attract more than 8,500 retailers, manufacturers and distributors. Contact the Canadian Federation of Independent Grocers, Don Mills, Ontario. Tel.: (416) 449-1976. Fax: (416) 449-7188.

Toronto — October 21 — A one-day seminar, **Trans Atlantic Trade Alliances**, will explore how strategic partnerships between Canadian and British companies may unlock doors to increased business within the European Community and North America. Presented jointly by the British Canadian Trade Association and Ernst & Young consultants, the lectures, presentations and workshops also will focus on techniques in search-

ing for strategic partners; building alliances with companies across the Atlantic; sources of finance; and cross-marketing. Contact John Archer at the British Canadian Trade Association, Toronto. Tel.: (416) 475-3896. Fax: (416) 475-0311.

Guatemala-Honduras Shipping Made Easier

The introduction of **direct** scheduled ocean service to Honduras and Guatemala now means Canadian exporters can bypass U.S. ports — a distinct advantage in terms of time and convenience and a move that should facilitate Canadian trade with these two Central American countries.

The service, provided by the Canadian shipping company, Kent Line International Limited, is an extension of Kent's existing Caribbean route.

Cargo is received in Toronto and Montreal for overland shipment to Saint John, New Brunswick, where the ocean service starts. After its current Caribbean island stops, the cargo liner proceeds to Puerto Cortez, Honduras and to Santo Tomas, Guatemala. It then proceeds back to Saint John, where the cycle is repeated.

Effective October, 1993, there will be a scheduled departure every 14 days from Saint John. The service will transport 20-foot and 40-foot dry, reefer and highcube containers.

Contact, in Atlantic Canada: Kent Lines Limited. Tel.: (506) 632-1660. Fax: (506) 648-2757; in Ontario: Westward Shipping. Tel.: (416) 366-0782. Fax: (416) 366-7593; and in Quebec: Westward Shipping. Tel.: (514) 845-0101. Fax: (514) 845-2560.

PUBLICATIONS

U.S. Agents

Selecting and Using Manufacturers' Agents in the United States provides guidelines for the Canadian business manager who is considering entering the United States market by appointing a manufacturers' agent.

The chapters in the publication are organized to help prospective Canadian exporters answer three questions: What are your company's goals in the United States market? How can you locate a U.S. sales agent or agency appropriate for the needs of your manufacturing firm? How can you support the activities of your sales agent or agency after the contract is signed?

The publication (coded 1100UA in English) can be ordered from Info Export. See box at the bottom of this page.

Lobster Markets

Global Market Opportunities Review - Lobster is one of a series of publications produced by the International Marketing Bureau of External Affairs and International Trade Canada. These publications cover a wide range of product sectors and are part of an on-going programme to assist Canadian exporters to expand in new markets.

This particular study reviews the global market for lobster. It also offers an assessment of the Canadian lobster industry, examines its strengths and suggests a coordinated course of action for governments. The review includes, as well,

an assessment by Trade Commissioners in 49 offices abroad of market conditions and trends in their respective countries. So far, the publication has been widely distributed to companies; but if you have been missed, you may order your copy from InfoExport (see box at the bottom of this page), using the coding 145TA.

Business Newsletter

International Business Newsletter (IBM), a new 10-issues-per-year publication that focuses on Asia, the European Economic Community (EEC) and North American Free Trade Agreement (NAFTA) markets is available through a Montreal-based company.

The publication is designed to provide Canadian entrepreneurs with up-to-date information and business leads/opportunities in

these markets. The leads include specific contacts, sources, agents and distributors.

Further information is available from Berba & Associates Inc., 2300 Sherbrooke Street East, Suite 400, Montreal H2K 1E5. Tel.: (514) 528-8210. Fax: (514) 528-8211.

Czech/Slovak Markets

Recent studies covering Czech and Slovak markets now are available from the Central and Eastern Europe Trade Development Division (RBT) of External Affairs and International Trade Canada. Reports offer market intelligence on three sectors: building products; air protection products and services; and waste water treatment products and services. Interested parties may contact RBT by faxing: (613) 995-8783.

Contracts Awarded — from page 10

has been awarded to **Proctor & Redfern International Limited**. The Toronto-based company will conduct — in 10 major industrial buildings — plant safety studies and waste disposal audits for St. Lucia's National Development Corporation. The studies include atmospheric emissions and air quality audits, solid and hazardous waste management, liquid waste discharges, water quality, and occupational health and safety standards.

N.D. Lea International Ltd. (NDLI), Vancouver, B.C. and **DHV Consultants BV** of the Netherlands, in association with eight Indonesian firms, has been retained by Indonesia's Ministry of Public Works to provide 1,800 man-months of consultancy services to implement a World Bank-funded program of rural roadwork in Indonesia.

More than 90 per cent of its assignments are from the transport sector.

InfoExport



Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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October 15, 1993
RETOURNER A LA BUREAU DU MINISTRE

External Affairs and
International Trade Canada

CanadExport Now "On-Line"

Starting with this issue, *CanadExport* will be accessible to Canadian businesses through their own computers! It is being offered through the **OPEN BIDDING SERVICE-OBS Online**.

The **Open Bidding Service Online** is the electronic procurement service launched June 1, 1992 by Information Systems Management (ISM) Corporation under a license with Supply and Services Canada. ISM was awarded the license as a result of the competitive process in the fall of 1991.

The **OBS Online Service** informs its subscribers of the latest business opportunities from a growing number of federal departments, provincial governments and other public sector organizations. *CanadExport*, by volume and number, will be accessible under the International Opportunities Section. Among other advantages, the use of **OBS Online** will allow you to keep the *Canad-Export* issues in your computer files.

To become an **Open Bidding Services** subscriber, you will first have to pay the Annual Subscription Charges to the **On Line** system of \$130.00, plus a pre-payment of \$100.00.

For more information on **OBS**, you can call the Customer Service Hotline, tel.: (613) 737-3374, National Capital Region. Callers from the rest of Canada may dial 1-800-361-4637.

October is Trade Month 7 1993

Export Award Winners Named

Ten top Canadian exporters were presented with the 1993 **Canada Export Award** at a special ceremony on October 4, 1993, in Vancouver, B.C. The awards were presented by the Honourable Tom Hockin, Minister for International Trade, at the 50th annual convention of the Canadian Exporters' Association.

This year's winners are:
Hall & Stavert Ltd. (Charlottetown, Prince Edward Island)—Hall & Stavert's HyTorq line of propellers, produced in 1990, represents the first industry change in stock propeller designs since the late 1950s. Since the introduction of the HyTorq brand, the company's exports have increased by 350 per cent.

Husky Injection Molding Systems Ltd. (Bolton, Ontario)—A repeat winner of the Canada Export Award, Husky's injection molding systems are used in the manufacture of a wide variety of plastic products, including soft drink bottles, yogurt containers and computer disk shells. Husky's largest export markets are the United States, with over \$116 million in sales, and Europe, with over \$33 million.

I.P. Constructors Ltd. (Calgary, Alberta)—designs and manufactures a complete range of oil and gas processing equipment, as well as constructing the plants, installing the equipment, and guiding its clients through the start-up phase. In 1992, exports made up 97.2 per cent of the company's total sales.

Merfin Hygienic Products Ltd. (Delta, British Columbia)—One of

only 16 companies of its kind in the world, Merfin manufactures air-laid paper that is converted into products ranging from sanitary pads and diaper liners to the hot towels distributed on airplanes. Exports make up 79 per cent, or \$24 million, of the company's total sales.

Newbridge Networks Corporation (Kanata, Ontario)—designs and manufactures digital communications networking equipment that connects businesses worldwide. In 1993, exports made up 84.1 per cent of the company's annual revenues of \$308 million, and profits soared by 500 per cent, from almost \$10 million in 1992, to \$60 million. This is the second Canada Export Award for Newbridge, having also won in 1989.

PROCECO Industrial Machinery Ltd. (Montreal, Quebec)—Established in 1975, PROCECO designs and produces large-scale industrial washers for manufacturers of auto and aircraft parts, construction equipment, mass transit and railway systems, as well as for the military. In 1992, exports

Continued on page 8 — Export

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Canada

1993 Survey Synopsis

Profile of *CanadExport* Readers ... (part I)

We were eager to find out about our readers; their jobs, their needs and expectations, what they liked and didn't like about *CanadExport*, and how we could improve our product. At last, our survey figures are coming together and we can share the findings with you. In this first part, we look at the readers' profiles; in the next one, we shall focus on the comments and suggestions we received and how we intend to respond.

The response has been overwhelming and completed questionnaires are still coming in. For the purpose of our research, however, we had to put a cut-off date, which was June 30, 1993 and we based our analysis on the 9,424 completed questionnaires received by that date.

More than half of you (51.9%) work in business organizations with less than 20 employees. An additional 16% work in businesses with 21 to 100 employees, for a total of 67% who work in small organizations of less than 100 employees. Hence, we really are reaching the small business public. The remaining 33% work in bigger businesses, the media, education or various governments.

You are engaged in a wide variety of economic activities: consulting services, 14.6%; forest products, 8.7%; industrial and specialized machinery, 5.1%; equipment/technologies, 5.1%; agriculture, 4.7%. The largest group, 34.8%, is in secondary industries; another 28.3% are in the service sectors. Of our readers, 80.7% want to receive *CanadExport* in English. Some more statistics: the largest single group of respondents, 42.1%, are owners of their businesses; 74.5% are male.

As regards exporting, the population represents a

mix: almost half, 46.5%, are currently exporting; almost one-quarter, 23.5%, are considering exporting; and one-sixth, 15.7%, are neither exporting nor considering exporting at the present time. For those who are exporting, the most frequently-mentioned market is the United States, 39.5%. Also important are Europe, 26.4%; Asia-Pacific 25.9%; Latin America/Caribbean, 20.9%.

When asked how they became aware of *CanadExport*, the largest group, 27%, said that they discovered the publication at their place of work. However, if we combine the various government channels through which *CanadExport* is likely to be offered, we find that it is through these that 34% of respondents became aware of the publication. Respondents in middle and large-sized organizations are more likely to have learned about *CanadExport* at the office, whereas those working in small businesses of 20 employees or less are more likely to discover the publication through *InfoExport* (now *InfoEx*) or an International Trade Centre.

Moving to the usefulness of *CanadExport* to respondents, articles about business opportunities are more likely than any other type to be described as very useful, particularly and not surprisingly among respondents of the private sector. Almost half, 45%, of respondents who work for businesses find articles about business opportunities very useful. This rating for business opportunities is higher than for any other type of article, and goes even higher in the cases of organizations with 1 to 20 employees.

Country or region profiles, special features on NAFTA, FTA, etc., industry and sector profiles are accorded high levels of interest. There appears to be a trend that smaller businesses favour short-term oriented features on business opportunities, fairs, agendas, "how-to" advice. Bigger organizations look for more in-depth assessments and profiles.

In assessing the usefulness of articles, there were no significant differences between French-speaking or English-speaking respondents.

(To be continued.)

Sylvie Bédard
Editor-in-Chief

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Mail to: *CANADEXPORT* (BCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

The Austrian Trade Commission has provided a list of Austrian firms that are interested in representing Canadian companies in Central and Eastern Europe. The activities of the company, the country/region of its interest and the contacts are provided here. Readers are advised, before entering into a contractual agreement, to verify the bona fides of these companies.

An organization involved in **medical equipment, pharmaceutical, equipment for petrochemical industry** will represent firms interested in the Commonwealth of Independent States. Contact Prosystem, Handelgesmbh, Tuchlauben 8, 1010 Vienna. Tel.: 1/5331724. Fax: 1/5336886.

A company engaged in **consumer goods, foodstuffs, textiles, pharmaceutical/medical equipment** will represent firms interested in the Commonwealth of Independent States and the Czech and Slovak Republic. Contact Schillinger Gesmbh, Simmeringer Hauptstr. 36 R6, 1110 Vienna. Tel.: 1/7494590. Fax: 1/7494591.

A company in Moscow involved in **all types of commodities** will represent Canadian companies interested in the Commonwealth of Independent States. Contact Vado International, Import-Export Gesmbh, Mariahilferstrasse 17/11, 1060 Vienna. Tel.: 1/5871786. Fax: 1/569598.

Involved in **consumer goods, machinery, brewery equipment**, a firm will represent companies interested in Eastern Europe. Contact Vienna Trade Gesmbh, Taborstrasse 13, 1020 Vienna. Tel.: 1/216180 0. Fax: 1/216180 4.

A firm engaged in **iron and steel products** will represent firms interested in the Czech and Slovak Republic, Hungary. Contact Voest-Alpine, Stahlhandel CSFR Gesmbh, Lastenstrasse 38, P.O. Box 357, 4021 Linz. Tel.: (0)732/534310. Fax: (0)732/53431 220.

An organization dealing in **lubricants, chemical and pharmaceutical raw materials** will represent firms interested in Slovenia, Croatia, Hungary. Contact Visco, Mineralölhandelsges.m.b.h, Wipplingerstr. 23/23, 1010 Vienna. Tel.: 1/5356653. Fax: 1/5356713.

Involved in **medical and environmental technology, special fittings, machinery**, a company will represent Canadian firms in-

terested in Poland, the Czech and Slovak Republic, Hungary, the Commonwealth of Independent States. Contact Warimpex, Porzellangasse 4, 1090 Vienna. Tel.: 1/3105507 0. Fax: 1/310507 22.

With offices in Moscow, Krasnojarsk an **all types of commodities** company will represent firms interested in Russia. Contact Zema, Handelsgesmbh, Kirchengasse 1, 1070 Vienna. Tel.: 1/5261519. Fax: 1/5261521.

A **consumer goods** company will represent Canadian firms interested in Moscow, the Commonwealth of Independent States. Contact Wiehsböck Kg, P.O. Box 110, 1130 Vienna. Tel.: 1/5056125. Fax: 1/5057476 25.

CONTRACTS AWARDED

A North Vancouver personal computer-oriented company, **PenMagic Software Inc.**, has entered into a product licensing agreement with Apple Computer Inc. One of only a handful of software developers selected to team with Apple, the company will provide software for two financial applications for "Newton" — Apple's Personal Digital Assistant (PDA). "In developing this new market with Apple, the business opportunity for PenMagic is enormous," said PenMagic President Norm Francis.

Babcock & Wilcox, Cambridge, Ontario (in conjunction with its partner, **Black & Veatch International**) has been awarded a contract from Taiwan Power

Company to supply a wet Flue Gas Desulphurization (FGD) system to the utility's Taichung Station, units 5-8. The full scope of the project is valued at US\$ 123 million. This project represents a major milestone as the first FGD award for both companies outside of North America.

SR Telecom Inc. (SRT), St. Laurent, Quebec, has been awarded a \$5.4 million contract for the supply of equipment to Entel, the national telephone company of Bolivia. SRT is a world leader in designing, manufacturing and marketing point-to-point microwave products for the provision and upgrade of telephone systems in remote areas. Its systems are now in use in 70 countries.

*New Program, Courses Offered***NEWMEX Program Promotes Trade With Mexico**

External Affairs and International Trade Canada (EAITC) is introducing a trade promotion program called **NEWMEX** (New Exporters to Mexico).

NEWMEX is a training-based, export-oriented program where experience, skills, knowledge, funds and commitment are essential to its success. These qualifications and requirements are either possessed or developed.

NEWMEX is designed to prepare small and medium size businesses (SMBs) across Canada to enter the Mexican market by offering a two-day training course combined with a practical three-day mission to Mexico. This course will allow each participant to complete his or her "Export Business Plan" for entering the Mexican market. The objective is to prepare participants in deciding whether or not to pursue export business opportunities with Mexican partners.

Participants must meet the following **NEWMEX** criteria:

EXPORT EXPERIENCE: Selected participants should be "export ready" or able to demonstrate a sustained and successful marketing effort and should, ideally, already be exporting to either the United States, Europe and/or Africa/Asia, including developing countries, and that Mexico is their next export market.

TRAINING: Successfully complete the **GeoFITT** Mexico course (see adjacent article).

COST SHARING: Due to the cost recovery nature of **NEWMEX**, each Canadian company will be required to pay up to 50 per cent of the mission expense to Mexico. The exact amount has yet to be determined.

EAITC will cover: the round trip economy airfare, hotel accommoda-

tion, ground transportation costs and expenses related to the program, such as a reception offered by the Canadian Embassy in Mexico

or the Canadian Consulate in Monterrey. Personal expenses and incidentals will be the participant's responsibility.

FITT is the Forum for International Trade Training

FITT, the Forum for International Trade Training, is the national standard for international trade training and has been developed for business by business. It offers a systematic and practical approach to trade training, from entry to advanced levels, to achieve and enhance the export readiness of Canadian business.

GeoFITT focuses on countries and regions of key trade importance to Canada. **GeoFITT**, together with **FITTskills**, **SectorFITT** and **TradeFITT**, constitute an integrated family of training products.

GeoFITT MEXICO is presented by **FITT** in partnership with regional business organizations. **GeoFITT MEXICO** is a prerequisite for businesses applying for **NEWMEX**.

GeoFITT MEXICO, a two-day training course, offers Canadian companies the following: allows you to identify business opportunities in Mexico; provides you the tools to develop a structured business plan

for Mexico; provides you with an overview of distribution channels in Mexico and export costs; shows you how to analyze sectorial opportunities in Mexico; provides you with answers to market entry questions and negotiating strategies; assists you in approaching the market and the logistics involved in promoting your product or service to Mexico and to determine the export readiness of your company.

The weekend courses are scheduled for: **Toronto** — November 6-7; **Calgary** — November 13-14; and **Montreal (in French)** — November 20-21.

Course sponsors are: the Canadian Chamber of Commerce, the Calgary Chamber of Commerce, the Canadian Council for the Americas, the Canadian Exporters' Association and the Federal Business Development Bank.

For registration and **FITT** information, please call 1-800-GeoFITT (436-3488); or Fax your request to (613) 233-9521.

Business Japanese: Language Course

Canadian businesspeople have a unique opportunity to enhance their ability to communicate and improve their business savvy in the Japanese marketplace.

All they need do is register for

Business Japanese — a language course being offered January 25 to April 12, 1994 by The Japan External Trade Organization (JETRO) and the University

Continued on page 7 — Jetro

Global Market Opportunities: *The Untapped Source*

In a recent External Affairs and International Trade Canada (EAITC) survey of companies, Canadian exporters identified their top two sources of international market intelligence and opportunities as "clients and partners" and "agents and distributors".

In most cases, developing these sources requires extensive international travel, time and expense.

Where can you expand this network and identify new export opportunities at a reasonable cost and without leaving the comfort of Canada?

The answer is at the **World Markets at Your Doorstep** series of trade shows and conferences being held across Canada over the next 13 months.

These export networking and trade opportunity events have been specifically designed to introduce Canadian suppliers and manufacturers to leading Canadian and international trading houses in a trade show and seminar format.

Quebec Event

The next show in this cross-Canada series will be held December 1, 1993 at the Palais des Congrès in Montreal for Quebec-based suppliers. Sponsors include: EAITC, the Quebec Association of Export Trading Houses, the Federal Office for Regional Development (Quebec), Industry and Science Canada, the Quebec Department of International Affairs and Department of Agriculture, Fisheries and Food and the Quebec Agri-Food Export Club.

This show will feature more than 100 Canadian and international trading houses that travel the world markets regularly and, combined, are active in all products and virtually all countries around the world.

Participating suppliers should be in any of the following sectors: textiles and clothing, health and medical products, sporting goods, agri-food products, industrial equipment, automotive parts, computer and telecommunications equipment, chemicals, plastics products, building materials and commercial and residential furniture and appliances.

For Canadian suppliers, this and future shows are an excellent opportunity to: learn about how to profit from working with trading houses; get international exposure in Canada for their products; and meet face to face and discuss trade opportunities with a large number of trading houses.

Future Events

Future shows will include: **Edmonton**, April 6-7, 1994, for Prairie-based suppliers; **Toronto**, June 15, 1994, for Ontario suppliers; and **Vancouver**, November 23-24, 1994, for BC suppliers.

Persons interested in the Montreal show should contact Alain Gagnon. Tel.:(514) 286-9615 or 1-800-465-9615. Fax:(514)848-9003.

Suppliers from points west interested in attending future shows (a show was held in Atlantic Canada in April) should send or fax their interest to: Mike Reshitnyk, Services Industries and Transportation Division, EAITC, 125 Sussex Drive, Ottawa, K1A 0G2. Fax:(613)996-1225. Tel.:(613) 996-1862.

Panama "General" Trade Show Door to Latin America Markets

Panama City — For the 12th consecutive year, External Affairs and International Trade Canada will participate in **EXPOCOMER**, an international trade fair that features products and buyers from around the world.

EXPOCOMER'94, being held in this Panamanian capital from March 2 to 7, 1994, will be of particular interest to Canadian companies engaged in: food products, construction and hardware, automotive accessories, informatics and office products supplies, textiles, telecommunications, medical and health care.

One of the largest and most important general trade fairs in Latin America, **EXPOCOMER** is worth participating in for several reasons:

- It is the venue of buyers for the immense markets of the Caribbean, Central and South America;

- Panama's Colon Free Zone, the second most important after Hong Kong, enhances the opportunities for Canadian exporters in the region;

- Previous Canadian participants at **EXPOCOMER** have developed new and lucrative markets and now are well placed in markets throughout Latin America; and

- All merchandise brought to **EXPOCOMER** (maximum of US\$2500) is free of import duties and can be sold during the fair.

For more information on **EXPOCOMER'94**, contact Joseph Cogne, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806; or contact Manuel Ruiz, Commercial Officer, Canadian Embassy, San Jose, Costa Rica. Fax: (506) 23-0609.

*Industry Reports Available***Aviation Mission to India Includes Exhibit, Conference**

India— An External Affairs and International Trade Canada **Civil Aviation and Airport Development Mission** will be flying off to India December 9-18, 1993.

Companies are being invited, on a first-come, first-serve-basis, to participate in this event, a part of which includes attendance at **Avia India 93**, an **International Exhibition and Conference on Aerospace, Aviation and Airports**, being held December 15-18, 1993 in Bangalore.

The mission will focus on airport development, aircraft maintenance and sale of aviation equipment. Also included will be visits to Indian government agencies, Indian airline and aviation companies and airport sites in New Delhi and Bombay.

The aviation industry in India is one of the country's fastest-growing and dynamic sectors. Indeed, since July 1991, the Government of India has pursued a program of economic liberalization which has made the country a more open place to do business — and which has made the aviation sector a primary benefactor.

Avia India 93, the international exhibition and conference, will focus on three distinct segments: aerospace and aviation (from aero engines and sub systems to launch vehicles and missiles that meet the specific requirements of India and the South Asian region); airport equipment and services (from radar, navigation and electronic systems to fuelling/terminal equipment and flight catering systems); and aerospots (from ultralights, hang gliders and parasailing equipment to ballooning equipment and accessories).

Also available to industry are two reports (prepared by the Canadian High Commission in New Delhi) which identify the opportunities

that exist for Canadian exports of goods and services, business collaborations and joint venture projects.

The reports are: **Report on the Civil Aviation Sector in India (airlines/air taxis, flight training, corporate aircraft, aerospace industry)** and **A Report on the Civil Aviation Sector in In-**

dia (Airports).

To confirm your participation in the mission/exhibition, to obtain further information or to request a copy of the reports, contact Robert Grison, Asia Pacific South Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 992-0952. Fax: (613) 996-1248.

Singapore Hosts Food, Hotel Fair

Singapore — A fifth hall has been added to accommodate companies that virtually are lining up to participate in **Food & Hotel Asia 94**, being held here April 12 to 15, 1994.

Despite the addition, space still is at a premium for what has become the region's premier food and drink, catering, hotel and restaurant equipment, supplies and services exhibition and conference.

For this event alone (there also is a concurrent show, **Propak-Asia 94** — specializing in food and packaging machinery), more than 28,000 trade visitors are

expected to establish contact with manufacturers, suppliers and distributors in the food and hospitality industry from all over the world. The combined events are likely to attract 32,000 trade visitors.

This year, **Food & Hotel Asia** has attracted the support of the World Association of Chinese Cuisine and, from April 11 to 14, there will be a **Salon Culinaire**.

Contact the show organizer's Canadian representative, **UNILINK**, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Compute Sales at Chicago Show

Chicago — Presenting unprecedented selling opportunities for information technologies and information services companies, **Enterprise Computing Expo** will be held here July 26-28, 1994.

Attracting senior business and technical specialists and decision-makers, this event will provide a forum for implementing an enterprise-wide computing and communications strategy, including client-servers, distributed databases, network computing, and much more.

Enterprise Computing Expo is organized by The Interface Group, the same people responsible for **COMDEX Spring**, which attracted 75,000 attendees — 43,650 of whom were network computing buyers!

To reserve exhibition space or to obtain more information on **Enterprise Computing Expo**, tel.: (617) 449-6600 ext. 4023 or fax: (617) 444-0165; or write Enterprise Computing Expo, 300 First Avenue, Needham, MA 02194-2722.

BUSINESS AGENDA

Ottawa—October 15 to 26, 1993—
The Japanese External Trade Organization (JETRO) invites exporters to visit and meet with an expert from the Japanese gift products industry. The specialist will select and purchase sample products with the potential to penetrate the Japanese market. The products will then be showcased at trade fairs throughout Japan. Contact Suzanne Montford or Anita Chandam, JETRO. Tel.: (514) 849-5911. Fax: (514) 849-5061.

Montreal—October 19, 1993—
Access North America, a seminar on NAFTA-related markets, is being organized as part of ExportVision 93 by the Canadian Exporters' Association (CEA) in cooperation with External Affairs and International Trade Canada (EAITC) and Industry and Science Canada (ISC). Participants will be able to meet with guest speakers as well as trade commissioners from abroad, who will be in Montreal for ExportVision 93. The event will focus on health and services, mining equipment and related services, technology and electrical/industrial machinery. Contact CEA. Tel.: (514) 499-2162. Fax: (514) 499-2193.

Whitby—October 19; North Bay—November 9; Sault Ste. Marie—November 10; Hamilton—November 24—
Trade Shows Made Profitable seminars. Sponsored by the federal government's International Trade Centre in Toronto and the Ontario Ministry of Economic Development and Trade, these workshops, presented by trade show expert Barry Siskind, are aimed at company show coordinators, sales managers and staff who are involved or plan to become involved in trade fairs. For more information, contact International

Training and Management Company, Toronto. Phone or fax: (416) 483-3836.

Ottawa—October 20, 1993—
Industrial Benefits Association of Canada's fall meeting will deal with subjects relating to Canadian industrial regional benefit policy, international offset and government reorganization. Preregistration is required. Contact Bob Brown, 1538 Featherston Drive, Ottawa, K1H 6P2. Tel/fax: (613) 733-0704.

Toronto—October 21—
A one-day seminar, Trans Atlantic Trade Alliances, will explore how strategic partnerships between Canadian and British companies may unlock doors to increased business within the European Community and North America. Presented jointly by the British Canadian Trade Association and Ernst & Young consultants, the lectures, presentations and workshops also will focus on techniques in searching for strategic partners; building alliances with companies across the Atlantic; sources of finance; cross-marketing; compatibility with partners; and taxation. Contact John Archer at the British Canadian Trade Association, Toronto. Tel.: (416) 475-3896. Fax: (416) 475-0311.

Toronto—October 21-23, 1993—
Marketing Under the Spotlight, the 31st Association of Marketing Educators Conference, features representatives from Canada, the United States and Mexico. Details available from David Walton-Ball, Owen Sound. Voice/Fax: 1-519-371-2397.

Toronto—November 7-9, 1993—
North American Conference will bring together governments, in-

dustries and standardization representatives in a effort to facilitate trade and develop a better understanding of conformity assessment in North America. Conformity assessment procedures are the procedures that businesses (in this case, in Canada, the United States and Mexico) must follow so that they conform to marketplace standards. The trilateral conference is open to all interested parties and is being held jointly by the Standards Council of Canada, the American National Standards Institute, and the Secretaria de Comercio y Formento Industrial. Contact the Canadian General Standards Board, Ottawa. Tel.: 1-800-665-CGSB. Fax: (613) 941-8706.

Ottawa—November 17, 1993—
Faculty of Law, University of Ottawa—Exporting Our Technology: International Protection and Transfer of Innovations is a symposium designed to inform exporters about the development and application of a technology transfer strategy. Special emphasis will be placed on the Americas and Europe. The registration cost is \$200. Participants will receive documentation. Contact Francine Doré, Faculty of Law, University of Ottawa, 57 Louis Pasteur, Ottawa K1N 6N5. Tel.: (613) 564-7047.

JETRO — from page 4

of Toronto School of Continuing Studies.

Contact Y. Uehara, Assistant Director, JETRO, tel.: (416) 962-5055; or Vivian McDonough, Programme Co-ordinator, Language Learning Unit, School of Continuing Studies, University of Toronto, tel.: (416) 978-5680.

PUBLICATIONS

Directories

A few Canadian publishing companies specialize in directories promoting Canadian goods and services in the international market. To the many Canadian exporters who choose to feature their products in these publications, this promotional approach is viewed as both an effective and low-cost way to do business.

Have you been considering using such a marketing tool?

Here are the names and contacts of some Canadian publications that provide this service:

Advantage Canada and Advantage World, published by **Advantage Canada Inc.**, 1262 Old Colony Road, Oakville, Ontario L6M 1J8. Presently recruiting participants for the February edition. Contact Thomas Peters, President. Tel./Fax: (416) 847-7767.

Canexport, published by **Canexport Publications Inc.**, 955 Boulevard St-Jean, Suite 203, Pointe-Claire, Quebec H9R 5K3. Presently recruiting for its third edition, to appear in February 1994. Contact Joseph Vella, President. Tel.: (514) 426-5865. Fax: (514) 426-5864.

Canadian Exporters Catalogue Directory, published by **International Publishing & Development Inc.**, 102-2263 Mason Street, Clearbrook, British Columbia V2S 1M3. Presently recruiting for its second edition of spring 1994. Contact Fouad Tabet, President. Tel.: (604) 855-9115. Fax:

(604) 855-9117. Or phone: 1-800-667-0991.

Marketing Force, i.e. magazine and directories published by **Marketing Force Inc.**, 3407 Peel Street, 20th Floor, Montreal, Quebec H3A 1W7. Contact A. Khoubaba, Director General. Tel.: (514) 844-7413. Fax: (514) 844-6504.

Promotion Overseas

Canadian producers/manufacturers/exporters of new and unique

products have an opportunity to promote them worldwide in a monthly trade magazine which, its publishers say, has been produced in Singapore since 1985.

Companies wishing to take advantage of this free, worldwide publicity may contact or forward material to: Mr. S. H. Lim, Editor, *Today World Trade Opportunities Digest*, Toa Payoh Central P.O. Box 221, Singapore 9131. Fax: 65-4677372.

Export Award Winners — from page 1

reached \$9 million, representing 86 per cent of the company's total sales.

Rescan Consultants Inc. (Vancouver, British Columbia) — Founded in 1981, Rescan offers a variety of environmental consulting services, including audits and site assessments, waste management planning, oceanographic services, and hazardous waste treatment. In 1992, exports made up 83 per cent of the company's total sales and, in the last three years, the number of employees has increased by 75 per cent.

Ritvik Toys Inc. (Dorval, Quebec) — Ritvik's MEGA BLOKS are challenging Denmark's Lego Corporation for a piece of the lucrative building block toy market. Ritvik exports its MEGA BLOKS to over 50 countries, and has offices in the U.S., France, Australia, and the United Kingdom.

Sandylion Sticker Designs

Ltd. (Markham, Ontario) — exports its pressure-sensitive novelty stickers, sticker albums, activity and colouring books to over 50 countries worldwide. From poodles to penguins, and glow-in-the-dark hearts to shiny dinosaurs, Sandylion produces over 700 sticker designs, and exports account for 86.5 per cent of the company's total sales.

The Training Group Inc. (TTG) (Edmonton, Alberta) — designs and implements operations training and information systems for industry clients in areas such as technology transfer, safe work practices, reliability improvement, and job redesign. Its services are used by the world's largest industrial process companies, including BP Exploration, EXXON, Texaco, Phillips, and Marathon Oil. Exports of over \$3 million in 1992 accounted for 71 per cent of the company's total sales.

InfoEx

InfoEx (formerly **Info Export**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoEx** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order EAITC publications, fax (613-996-9709) your request. Include the publication code (in brackets).

Return requested
if undeliverable:
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K1A 0G2



CANADEXPORT

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External Affairs and
International Trade Canada

Sanctions Lifted

South Africa Trade Promotion Program Takes Root

With the lifting of sanctions against South Africa, the Canadian government has initiated a full trade promotion program.

The first activity in Canada will be seminars promoting South Africa's markets and trade opportunities.

External Affairs and International Trade Canada (EAITC) is organiz-

ing the event in conjunction with the Forum Francophone des Affaires, Canadian Exporters' Association, and the World Trade Centre.

(The Moncton and Montreal seminar dates give our readers short notice, but we did not have the authorization to publish them until the sanctions were officially lifted. These two events were, however,

prepublicized in local media outlets.)

The seminars will allow Canadian businesspeople an opportunity to discuss South Africa's potential trade opportunities with business leaders from South Africa. Government officials will also be available to review new government programs available to the private sector for trade promotion in South Africa.

Archie Nkonyeni, President of the National African Federated Chamber of Commerce and Industry, and Les Weil, Deputy President of the South Africa Chamber of Business, will represent South Africa's business community.

Canadian government officials include Bruce Fraser, Senior Commercial Officer from the Canadian Embassy in South Africa, representatives from EAITC, Canadian International Development Agency, the Economic Development Corporation, and regional International Trade Centre representatives.

Representing the South African Government is Paul Pieterse of the South African Consulate General

Continued on page 8 — South

Two Supplements in One Issue

*Access
North America:*

see pp. I - IV

*Australia: Markets
"Down Under"*

see pp. 3 - 6

Aerospace, Defense Firms Can Tap Boeing, Other NATO Contracts

Canadian aerospace/defense companies are being encouraged to participate in the Industrial Benefits (IB) program associated with the modernization of the NATO AWACS fleet.

To date, 70 Canadian companies have contacted Boeing's Industrial Benefits staff. Any Canadian product or service which is unique in technology and/or cost effective is of interest.

The combined obligation to Canada under the NATO modernization program is approximately Cdn\$100 million, with the majority of this IB being fulfilled by work on other Boeing and associated contractors' products and programs.

Canadian companies interested in Direct Industrial Benefits projects with Westinghouse and wanting to

be included in the next NATO RFP bidders list should contact: Bill Prowse, tel.: (613) 992-6810; fax: (613) 995-2305.

Two suggested Industrial Benefits subcontractors are Hazeltine Corp., Greenlawn, NY, contact: John Colombo, tel: (516) 262-8084; fax: (516) 262-8006 and Rockwell International, Arlington VA, contact: Diane Hoppe, tel: (703) 412-6880; fax: (703) 412-6957.

For information regarding Boeing's Industrial Benefits opportunities, contact Rob Foxcurran at Boeing, tel: (206) 657-0411; fax: (206) 657-4211.

Company literature should be mailed to: Industrial Benefits Manager, Boeing Defense and Space Group, PO Box 3999, MS 3F-48, Seattle, WA 98124-2499.

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Canada

*1993 Survey Synopsis***CanadExport Readers Say What They Want**

It can never be said that the readers of *CanadExport* are at a loss for words when it comes to suggesting topics for articles. Below we have summarized some of the comments most frequently made by our thousands of readers. We hope you will find them useful!

1. Trade outlets: the activity sectors most in demand are, in decreasing order, agriculture, environment, data processing and consulting services. Eastern Europe wins the prize for getting the largest number of inquiries about trade outlets.

2. "How do I go about..." is how readers wishing to learn the ABCs of exporting begin many of their questions. These questions cover a wide range of topics. The most frequent one is, How do you choose a representative? Some others: How do you penetrate a new market? How do you set a selling price? Prepare for a trade fair? In short, what are the tricks of the trade and what are the pitfalls? In the same vein, readers appreciate the valuable information in our success stories of small- and medium-size businesses. They would like us to focus on the methods used to overcome obstacles, on adopting winning strategies, and on whatever other lessons might be drawn from these stories. One interesting suggestion was that we select as a success story a transaction made from a trade opportunity published in *CanadExport*. If you have such a story, we would like to hear it!

3. Profiles of geographical markets: We have been asked to provide more in-depth coverage of the

geographical markets, of Canada's trade with various countries, and of laws, customs and tariff restrictions affecting exports to these countries.

4. Heading the list of sector profiles requested by readers are agriculture and food, followed by environment, forestry, tourism, transportation services, data processing, construction and consulting, especially in the field of training.

5. Our readers would also like to have more information on what financing is available and what projects are under way in Canadian agencies such as CIDA and the EDC, and in the World Bank, the Asian Development Bank and other international financial institutions.

6. While they appreciate the information we provide on trade fairs, our readers would like to have these events announced as early as possible, and to receive more frequent follow-ups on the results obtained in terms of volume of sales. They are also requesting even more detailed reports on the new publications of the Department, and on GATT, NAFTA and other trade negotiations in which the Government is involved.

Finally, our readers often get lost— and understandably so— when trying to find out who does what either at EAITC or in other departments that offer export-oriented programs. To make life easier, we will try to publish a few yearly updates of relevant contacts to help our readers through the maze. We shall also keep them posted about the programs and services being set up for exporters.

In sum, your comments and requests will guide us in future issues. Your suggestions have been incorporated even in today's supplements. Keep the letters and calls coming in. More than ever, *CanadExport* is at your service.

Sylvie Bédard
Editor-in-Chief

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Economic Reform Leads to Openness

Once a highly protected, high tariff country, Australia's commitment to economic liberalization, especially tariff reduction, accelerated during the Hawke government in the 1980s.

It has gone further than any other OECD country, with the possible exception of New Zealand, in opening its economy to foreign participation and competition.

The removal of many quantitative trade restrictions, deregulation of financial markets and tax reform make Australia one of the world's most open economies.

Government policy continues to address the need for further structural reforms. Improved global competitiveness for Australian manufacturing, particularly through changes to the industrial relations system, is now being addressed in earnest.

Reductions to corporate tax rates, capital equipment and depreciation allowances, greater emphasis on training programs to improve worker skills, are major micro-economic initiatives being implemented.

Expanded access to foreign investment and technology are also seen as critical to industrial restructuring and increased international competitiveness. Few impediments face foreign firms seeking entry into sectors of emerging opportunity.

Economic forecasts support the assertion that growth rates, while as yet modest, point to sustained recovery in the medium term. This should afford Canadian suppliers excellent prospects for expanded sales.

Australia: A Market Unto Itself; A Gateway to Asia Pacific

Covering a land area of approximately 3 million square kilometres — slightly less than the continental USA — Australia is the world's only continent-country.

Like Canada, it is a land of expansive plains, mountain ranges, and vast, sparsely populated areas. Major urban centres are found on an east-west axis along its southern extremities, from Sydney in the east to Perth in the west, as well as along the north-east coastal plains to Queensland.

A population of 17 million people enjoys one of the highest living standards in the Asia-Pacific region, making Australia a logical market for Canadian exporters of value-added processed and semi-processed goods.

The six states and two territories which comprise the Commonwealth hold an abundance of natural re-

satisfying consumer demand.

It is not uncommon for foreign suppliers to work with a range of agents and sub-agents across the country, each with specific territorial responsibilities in major urban centres.

New South Wales (NSW), Australia's most populous state, is the usual starting point for market development efforts. Sydney, the state's capital, is Australia's international "gateway" and largest city, where most overseas visitors first arrive "down under".

A diverse economic base (tourism, manufacturing, agriculture), and a leading role as Australia's financial and services centre, make Sydney and NSW a key market for Canada. Telecommunications, computer software applications and environmental technologies are all key growth sectors for NSW private-

Promotional Programs — see page 6

sources, which provided the basis for much of Australia's economic development since colonization in the late 1700s.

Agriculture (in particular wool, wheat and beef production), as well as mining and forestry, were major contributing factors to the country's initial economic growth. Australia is now, however, a significant supplier of manufactured products to world markets, especially to Asia but also to Europe and North America.

Be Attuned to Regional Nuances

A marketing strategy for Australia must take into account the country's geographic diversity, specifically its effect on purchasing patterns and distribution systems in

and public-sector customers.

To the Southwest, Victoria and its capital, Melbourne, remain Australia's manufacturing heartland. As the major centre for automotive, food processing, forestry, and textile, clothing and apparel production, the state offers significant export opportunities for Canadian suppliers of industrial machinery and engineering equipment. Victoria is also Australia's premier dairy-producing region, where Canadian genetics has made an important contribution to herd improvement and increased milk production.

The Island of Tasmania, 150 km to the south of Melbourne, is Australia's smallest state. A key agricultural centre, it is an important

Continued on page 4 — Strategies

High Commission, Consulate General at Your Service

Canada's High Commission in Canberra and Consulate General in Sydney are responsible for the delivery of trade promotion and support services to exporters seeking to capitalize on Australian market opportunities.

Since the closure of the Consulate in Melbourne in March 1993, sectoral responsibilities have been redistributed between the two missions.

The High Commission in Canberra is responsible for the management of bilateral commercial and economic relations (including market access, development of industrial and scientific cooperation) and trade promotion in the following industry sectors: agriculture and

food products; genetic material; grains and oilseeds; fisheries and sea products; pulp and paper; government procurement; defence products and related services; aerospace; power and energy equipment; mining, and metals; and oil and gas products.

The Consulate General in Sydney directs Canadian programs in tourism development and maintains principal responsibility for: advanced technologies, systems, and services (including telecommunications, computer software, broadcasting, process control and instrumentation); transportation; forest products and forestry equipment; chemical and petrochemical

products; consumer goods; education, training, medical and health products; industrial machinery, plant and equipment; agricultural machinery; mining and oil and gas equipment; and consulting engineering services.

Enquiries from Canadian firms concerning the Australian market should be directed to the respective missions listed here: Canadian High Commission, Commonwealth Avenue, Canberra, Act 2600. Tel.: (062) 273-3844. Fax: (062) 273-3285. Or: Canadian Consulate General, Quay West, Level S, 111 Harrington Street, Sydney, New South Wales 2000. Tel.: (02) 364-3000. Fax: (02) 364-3098.

Strategies Appropriate to Regions — from page 3

fruit and vegetable producer, particularly for apples and potatoes. Fisheries and aquaculture development expanded rapidly since the 1950s. Tasmanian salmon (originally from Canadian stocks), as well as abalone, squid and ocean perch, are exported worldwide. Forestry and mining also contribute to a large share of the state's industrial production.

At the midpoint of the east-west axis, South Australia, with its capital, Adelaide, offers a diverse market. Adelaide is home to a number of Australia's most advanced high technology firms in electronics, health sciences, marine engineering and agriculture. The state is an important producer and exporter of wheat, as well as the source of premium Australian wines which are rapidly gaining international reputation, not least in Canada. Oil and gas, automotive parts, fisheries (in particular deep-sea tuna and other species), and machine tooling and metallurgy,

also contribute to the local economy.

On the West coast, Perth and Western Australia represent the hub of Australia's mining and oil and gas industries. The Northwest shelf in the Indian Ocean, over 600 km north of Perth, is the source of much of Australia's liquified petroleum gas for export to Asia and Japan. Rig and platform production facilities in the state are important customers for Canadian equipment and service suppliers. Mining, in particular iron, lead, nickel, gold, and manganese, is a major activity in the region. Canadian mining equipment has, in recent years, found particularly receptive ground with local mine operators and agents/representatives.

Queensland, on the Northeast coast, is Australia's fastest-growing state. A traditional agricultural (wool, wheat and sugar) and mining (coal) region, it has seen tourism emerge as a key sector of opportunity. The Great Barrier Reef, seemingly endless beaches, rain

forests and a tropical climate, have made Queensland a holiday and getaway destination not only for Australians, but also for growing numbers of Japanese, Korean and Southeast Asian visitors. Brisbane, the capital and a major high technology centre, offers various opportunities for information and environmental technologies suppliers. Micro-electronics, architectural services and building materials are also key sectors for future growth.

The country's two administrative territories—the Northern Territory (NT) and Australian Capital Territory (Canberra)—offer more limited opportunities to potential exporters. As the federal capital, Canberra is, of course, a key location with respect to government procurement. Darwin, in the far North, like Cairns in Queensland, will likely increase in importance in future as an entrepot and export centre to Southeast Asia, especially Indonesia and Papua, New Guinea.

*Goods and Services***Opportunities Evolve for Exporters to Australia**

Australia is Canada's sixth-largest market in Asia-Pacific, with exports totalling \$725 million in 1992.

In addition to processed and semi-processed goods, forest products, chemicals, and agro-fish and fertilizer products, there are other sectors that contribute substantively to current export flows. These include: aerospace equipment and systems, automotive parts, telecommunications equipment, electrical/electronic components, industrial machinery, and engines.

Australia offers a wide range of opportunities for increased trade in goods and services, such as:

Environmental technologies: major sectoral investments by public and private-sector buyers are expected to result in a market for environmental equipment and services in Australia of over A\$2-\$3 billion per year by 2000.

Environmental awareness is now so pronounced that the investment will be spread over a number of areas, with the lion's share being spent in waste water treatment (industrial and sewage), waste management and disposal (including hazardous substances), air pollution monitoring and control, and in-site remediation.

As an example, clean-up of existing industrial facilities is an urgent challenge for the governments of New South Wales, Victoria and Queensland in particular. Companies are now expected to provide for site remediation in any proposals for future developments and to address rectification of existing contaminated sites. Total clean-up costs across the country have been estimated at over A\$2 billion per state spread over the next 10 to 20 years.

A growing number of Australian firms are specializing in distribu-

tion and/or production of environmental equipment and services leading to opportunities for Canadian suppliers. It is recognized that expertise in the provision of specialised services in design, construction and management of specific projects is more highly developed overseas, and that Canada is a leader in many areas.

Joint venture and/or technology transfer agreements with Australian partners can provide immediate sales prospects within Australia; they may also lead to third-country market opportunities in Southeast Asia and other neighbouring markets. These markets (excluding Japan) are estimated in excess of A\$25 billion per year for environmental products and services.

Transportation systems and services: major upgrading and expansion of Australia's railway network is expected to be a federal and state priority for the balance of the 1990s. New investments of over A\$450 million are planned for 1993-95, with a further five-year program estimated to exceed A\$5 billion.

Emphasis is being placed on upgrading and standardization of existing rail "corridors" between major urban centres, including Melbourne-Sydney, Sydney-Brisbane and Melbourne-Adelaide. Upgrading of Queensland and Western Australian lines, in particular those serving bulk mineral and agricultural commodity shippers, are also planned. New port and handling facilities, the introduction of light rail in the Sydney area and expansion of the Darwin-Alice Springs link in the centre of Australia are also in early planning stages.

Canada is no stranger to the Australian rail market. Recent success includes the sale of diesel locomotives, as well as engineering and

managerial expertise to the National Railway Corporation (NCR). Canada is seen as a world-class supplier of many of the inputs to be required under the rail expansion program. Opportunities will continue in the areas of rolling stock procurement, track and signalling hardware, electronic control equipment, computer programming and services, line and central communications equipment and systems.

Significant prospects exist in Australia for Canadian-built aircraft and aviation products, and complementary opportunities occur for R and D partnerships, aircraft repair and in joint marketing in third countries in Asia. In the defence sector, a current High Commission survey identified over 100 potential market opportunities.

Telecom systems and services: annual spending on telecommunications equipment in Australia is estimated to exceed A\$10 billion per year. It is expected to increase by over 5 per cent per year between now and 1995. Key areas of growth will be software and related services as the two national carriers TELSTRA (formerly Telecom Australia) and Optus vie to improve economies and customer service prior to the entry of a third carrier to the market in 1997. Full network competition, further expansion of cellular and mobile services, as well as the introduction of ever more sophisticated "intelligent switching" products for data transmission, should provide ample market possibilities for Canadian software and service suppliers.

Broadcasting, in particular the introduction of Pay TV to Australia, will represent another substantive opportunity for well-positioned Canadian suppliers. National Pay TV

Continued on page 6 — Goods

Goods, Services Sectors Promising — from page 5

policy is still to be defined fully by the federal government, but it will become a near-term reality. Canadian capability in the provision of services and equipment for transmission, as well as a potential source of programming to be utilized by Pay TV operators, make this market segment a particularly important near-term focus of Canadian trade promotion efforts.

Computer software: requirements for more sophisticated applications solutions has fuelled a surge in demand for specialized software estimated at over 13 per cent per year in Australia.

PC applications have outstripped lap and multi-user computing as sectoral priorities, with growth expected to be sustained up to 1997.

Canada has an established international reputation for high-quality, reliable software. A number of Canadian firms are active in Australia, but so far Canadians have

merely scratched the surface of the market which is slated to be worth over A\$2 billion by 2000.

Specialized applications software for geographic information systems (GIS), health-care, educational products, networking products, unix, CAD/CAM/CAE and many other areas, will grow appreciably in Australia in the coming years. Local software development and marketing capability is well advanced; however, synergies between Canadian and Australian firms in this sector — specifically cross-rep-

resentation prospects in Asia Pacific and North America respectively — have produced excellent sales and market penetration to date for Canadian products and expertise.

Equally promising prospects for Canadian exporters can be found in medical and health sciences; increased domestic sales of medical products since 1990 augur well for innovative, state-of-the-art technologies. While consumables will continue to be sourced from Asia, more advanced diagnostic and electro-medical equipment will be procured from foreign sources, in-

sortia of Canadian and Australian remote sensing companies.

Major opportunities are also expected to arise from government privatization initiatives in a number of state-owned public utilities. Gas pipeline management and transmission, additional electrical grid capacity, water transmission and distribution systems, could all be the object of divestiture by state governments in the coming years. Specialized consulting expertise will be required in the valuation of these assets, as well as in assessment of subsequent offers. Canadian capa-

bility could play a role in a number of states where this process is well advanced.

Other sectors, including distance education and bio-technology, will be the focal point of initial investigation by the Canadian trade offices in Australia. A series of sectoral assessments will be produced for distribution to

1994 Promotional Programs

External Affairs and International Trade Canada (EAITC) will implement a range of promotional projects in Australia in early 1994 intended to assist exporters in their initial market assessment efforts.

A number of trade fairs, trade missions, and seminars will be undertaken by the Canadian missions in Australia across a range of industry sectors.

Some major events planned in the coming year include:

- **Australian Remote Sensing Conference** — Melbourne — February '94;
- **PC 94** — Sydney — March '94 — computers and software;
- **ATUG 94** — Sydney — May '94 — telecommunications products and systems.

Information booths are also being planned for major Australian engineering, building products and agricultural equipment exhibitions taking place in the second half of 1994.

cluding Canada.

Remote sensing and satellite technology, both areas of strong Canadian capability, offer medium-term prospects. A South Australian initiative for the development and launch of small satellites could provide opportunity for Canadian design and component supply. The advent of radarsat is of high interest locally, for possible use in crop, forest management, urban planning and environmental applications. Third-country markets are being pursued in Southeast Asia by con-

interested Canadian firms.

It is our view that these new, emerging opportunities, will result in increased exports to Australia by a growing number of Canadian suppliers in the coming years.

For more information concerning these sectors and specific prospects for your firm, products, or services in Australia, contact the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada, Ottawa. Tel.: (613) 996-1052/995-7652. Fax (613) 996-1248.

BUSINESS OPPORTUNITIES

Before entering into an agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BULGARIA — A Bulgarian-Canadian company, with offices in both countries, would like to represent Canadian firms (no commodities specified) in Central and Eastern Europe, and the Commonwealth of Independent States. Sole agency agreement, commission basis agreements and exclusive agent rights are preferred. Contact Kalin Kolev, 19 Sultan Tepe Str., Sofia 1505, Bulgaria. Tel.: (3592) 464-222 or (3592) 445-717. Fax: (3592) 439-459.

CAMEROON — A manufacturing company is seeking bids for significant quantities of the following raw materials, on an annual basis: light-coloured yarn for pointed tips, lacquered plate, machine wire, galvanized sheet metal, cold and hot rolled sheet iron, and sheet aluminum. Contact Mr. Mondomobe, Commercial Officer, Embassy of Canada, Yaoundé, Cameroon. Fax: 923722-10-90. Telex: 8209 KN DOMCAN YUNDE.

CHINA (People's Republic) — The EST Group, a Canadian company based in China, offers business services to Canadian import and export firms. The Group provides assistance in all phases of joint venture set up and a wide range of training services. The firm specializes in agriculture, automotive, electronics, tool and die, and construction industries. Contact: Tao Jiali, P.R.C. Beijing, Hui Ren Import Export Trading Company, Hai Dian Qu, Dai Xipang Yuan, Xi Li 4-

Mexico Hosts Telecommunications Show

Mexico City — Canadian telecommunications companies interested in exploring prime market opportunities in Mexico might find it worth their while to attend **MexCom'94**, a trade show and conference being held here January 26 to 28, 1994.

Now in its 10th consecutive year, **MexCom** is an effective and proven event at which Canadian participants can present their cutting-edge telecom technology to as many as 5,000 qualified buyers — and to a market whose demand is estimated at US\$13 billion by the year 2000!

Telecommunications, data communications, satellite and VSAT networks, fibre optics, hardware and software are only a few of the high-demand products being procured by the rapidly expanding Mexican information technology sector.

During the conference, international experts and local officials from TelMex and the Mexican telecom sector will provide an overview of recent developments in the Mexican telecom industry as well as indicate where the industry is heading.

At the same time, there is **ENERCON'94**, which will focus on energy policy and technology implementation strategies for utilities. With delegates in attendance from throughout Latin America, **ENERCON** could provide opportunities for telecom suppliers to electrical utilities, oil companies and other energy-related telecom buyers.

For further information on costs or on how to participate in **MexCom'94**, contact Ross A. Cowan, Latcom Canada, 81 Ramsgate, Ottawa K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

Building Business in U.S. Mid-West

Minneapolis — Limited space has been booked for companies interested in participating in the **Northwestern Building Products Expo**, being held here February 2-4, 1994.

Now in its 103rd year, this event is considered the premiere building products show in the upper Midwest and covers all types of building products — from bricks, mortar and sidings to sophisticated software for air control in buildings.

This year will mark Canada's ninth participation in the show, an ideal venue that allows Canadian building products companies to es-

tablish distributorships and to show their new products to architects and engineers.

An improving housing and construction market, as well as holding the event in the new Minneapolis Convention Center, are expected to attract record crowds.

Companies interested in participating in the **Northwestern Building Products Expo** should contact Peter Aikat, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641. Telex: 29-0229.

FITT Number Change

The telephone number for the FITT seminar registration/information article in the October 15 issue has been changed to 1-800-561-FITT (1-800-561-3488). The fax is unchanged: (613) 233-9521.

B-801, 10080. Fax: 011-86-1-257-0458; or The EST Group, 240 Davidson Ave. S., Listowel, Ontario, N4W 2J9. Tel.: (519) 291-5331. Fax: (519) 595-8757.

BUSINESS AGENDA

Toronto—November 7-9, 1993—**Challenges and Opportunities in the New Economy** is a small business finance conference sponsored by the Canadian Bankers Association. Contact: Cathy Frederickson, tel.: (416) 362-6092.

Toronto — November 7-9 — **North American Conference** will bring together governments, industries and standardization people in an effort to facilitate trade and develop a better understanding of conformity assessment in North America. The trilateral conference is open to all interested parties and jointly held by the Standards Council of Canada (SCC), the American National Standards Institute (ANSI) and the Secretaria de Comercio y Fomento Industrial (SECOFI). Contact the Canadian General Standards Board, Ottawa, Ontario, K1A 1G6, tel: 1-800-665-CGSB; fax (613) 941-8706.

North Bay — November 9; **Sault Ste. Marie** — November 10; **Hamilton** — November 24 — **Trade Shows Made Profitable** seminars. Sponsored by the federal government's International Trade Centre in Toronto and the Ontario Ministry of Economic Development and Trade, these workshops, presented by trade show expert Barry Siskind, are aimed at company show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs. For more information, contact International Training and Management

Company, Toronto. Phone or fax: (416) 483-3836.

Ottawa — November 17, 1993 — **Faculty of Law, University of Ottawa—Exporting Our Technology: International Protection and Transfer of Innovations** is a symposium designed to inform exporters about the devel-

opment and application of a technology transfer strategy. Special emphasis will be placed on the Americas and Europe. The registration cost is \$200. Participants will receive documentation. Contact Francine Doré, Faculty of Law, University of Ottawa, 57 Louis Pasteur, Ottawa K1N 6N5. Tel.: (613) 564-7047.

PUBLICATIONS

Making Friends and Doing Business in Mexico is the focus of a supplement in the November issue of Canadian Inflight magazine.

Jointly sponsored by External Affairs and International Trade

Canada, the feature will look at face-to-face business dealings in the unique Mexican business culture.

It's available in November, in limited quantities, from InfoEx. Tel.: 1-800-267-8376. Tel.: (Ottawa area): 944-4000.

South Africa Seminars — from page 1

in Toronto.

Provincial trade officials are also expected to participate.

Seminar locations, dates and registration/information contacts are:

Moncton (October 27): Jean Nadeau, New Brunswick Development Corporation. Tel.: (506) 857-3143. Fax: (506) 857-9906.

Montreal (October 29): Denise Cadieux, Coordinator/Michel Charland, Director General, Forum Francophone des Affaires. Tel.: (514) 849-4572. Fax: (514) 844-8784.

Toronto (November 1) **Calgary** (November 3): Larry Duffield, Canadian Exporters' Association. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Vancouver (November 4): Audrey Vanderweegen, World Trade Centre. Tel.: (604) 641-1262. Fax: (604) 681-0437.

For further information on other upcoming events, contact the Africa Middle East Trade Division (GBT) of EAITC. Tel.: (613) 944-6589. Fax: (613) 944-7437.

In



InfoEx (formerly Info Export) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoEx (toll-free) at 1-800-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs à l.
International Trade Canada

Meetings in Canada

India, Austria Firms Promote Trade Collaboration

• India •

All interested Canadian companies are invited to participate in Phase II of the **Canada-India Joint Venture Program**, a part of which will see a delegation of businesspersons from India attending meetings in selected cities across Canada between November 29-December 7, 1993.

Promoting joint ventures and technical collaboration with India, this phase of the CIDA INC-supported program will feature two-day sessions in **Montreal** (November 29-30); **Toronto** (December 2-3); and **Vancouver** (December 6-7).

A list of Indian companies and their areas of interest has been compiled and organizers now are identifying Canadian companies whose interests match their counterparts from India. This will permit one-on-one meetings between interested parties.

The major features of the sessions, which are open to the public, are seminars on "Doing Business in India", one-on-one meetings and plant or factory visits.

On hand to meet and advise interested Canadian participants will be the Chairman and members of the Board of Directors of the Canada-India Business Council, officials from External Affairs and

International Trade Canada, and CIDA INC.

To obtain a list of the Indian companies or for more information, contact Pan Kanagaretnam, Executive Director, Canada-India Business Council, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

• Austria •

Several Austrian firms will be attending meetings in Montreal, Toronto and Vancouver between November 22-30, 1993.

They are seeking cooperation with Canadian distributors and manufacturers in a number of fields.

These include: electronics and software; forest industry/pulp/paper; materials handling equipment; pumps/hydraulic technologies; construction materials; recycling and transformation of metals; and textiles.

For specific dates and locations and to arrange an appointment call the Austrian Trade Commission, **(in Montreal)**, tel.: (514) 849-3708; fax: (514) 849-9577; **(in Toronto)**, tel.: (416) 967-3348; fax: (416) 967-4101; and, **(in Vancouver)**, tel.: (604) 683-5808; fax: (604) 662-8528.

Canadian Business Travellers Can Claim Tax Refunds

Not all businesspeople who travel to Europe are aware that, in many cases, they are eligible to claim their value added tax (VAT)!

For instance, one organization tells us that business travellers (not tourists) to Germany are eligible to recover VAT (7% or 15%) paid on expenditures in the service sector. This would include, among other services, hotels, taxis, car rentals, gasoline, and trade fair exhibit expenses.

If you want to reduce your costs of trade and technology-related travel to Germany, contact Mrs. Monika Wolf, Canadian German Chamber of Industry and Commerce Inc., 1010 Sherbrooke Street West, Suite 1604, Montreal H3A 2R7. Tel.: (514)

844-3856. Fax: (514) 844-1473.

Another Canadian firm offers VAT refund claims to its business or trade show clients in 15 European countries and says that Finland will start VAT refunds January 1 or July 1, 1994. Austria and Norway are considering doing the same.

This firm, International Sales Tax Refund Corporation, notes that it is even possible, in some European countries, to claim VAT refunds for more than one year retroactively. As well, says the company, some countries grant refunds to industrial associations and foreign government organizations.

For more information on this firm's services and information on VAT

Continued on page 2 — VAT

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Canada

This Company Connects — Successfully!

Connect Tech Inc. of Guelph, Ontario, can be considered one of the pioneers in the manufacturing of intelligent, multi-port serial boards. Founded in 1985, Connect Tech has seen eight years of steady growth, doubled its plant size, and nearly tripled its yearly sales volume.

Connect Tech's success can be attributed to its technical expertise in serial communications. The company's multi-port serial adapters are used for linking computers and terminals compatible with IBMPC, XT and AT, along with MicroChannel. Among Connect Tech's best-known products are the DFLEX series of standard multi-port serial adapters and the INTELLICON series of intelligent multi-port serial adapters. Nearly 20,000 of these boards have been exported.

Connect Tech's President and founder, David Worthen, also attributes his company's success to its ability to respond rapidly to customer requests for product adjustments or developments. According to Mr. Worthen, it is the company's small size and unique in-house systems expertise that allow for this rapid response time. "Our products are very similar to a lot of other products on the market in that they don't always fit perfectly with the

customer's needs," says Mr. Worthen. "You may have to adapt the product to make it fit their application, or adapt the application to make it fit the board. With a little bit of engineering at the manufacturing level the fit will be a lot better." Mr. Worthen further attests, "It's with those customers who have asked us to customize our prod-

Product: software
Employees: 14
% Exported: 73 percent
Markets: North America, South America and Europe.

uct for them that we've had the greatest success".

From the beginning, Connect Tech has aimed to sell its products in the international marketplace. In order to gain entry and market share in other countries, Connect Tech advertises in trade magazines with worldwide distribution, and participates in various international trade shows such as CeBIT (the giant high-technology trade show based in Hannover at which Canada will be featured as partner country in 1994). At present, it is operating in 22 countries and plans

to further develop its European and South American markets. This marketing strategy has made it crucial for Connect Tech to learn how to deal with businesses in many different countries. This has certainly been another key factor in the success of the company, resulting in a number of high-profile contracts. For example, the City of Barcelona used Connect Tech's expertise to help improve its traffic control system during the 1992 Olympics. For the same event, the Australian Television Network Channel 7 used the Connect Tech Intellicon-Flex8 board in its automated video-editing centre.

VAT — from page 1

claims deadlines, contact Dieter F. Kern, Vice President, International Sales Tax Refund Corporation, 2885 Sherwood Heights Drive, Suite 16, Oakville, Ontario L6J 7H1. Tel.: (416) 338-8082. Fax: (416) 338-8988.

A third company which can help Canadian travellers claim VAT refunds incurred on business trips to Europe and the United Kingdom is Vatclaim International.

Providing services similar to the above-mentioned companies, Vatclaim offers a unique twist: With permission, they will help companies bring their lost dollars home and convert them from a tax-deductible business expense to a tax-deductible charitable donation — through an initiative with the United Way of Greater Toronto.

Information on the services provided by this firm is available from Malcolm Watkins, Manager, Vatclaim International, Suite 800, 5090 Explorer Drive, Mississauga, Ontario L4W 4T9. Tel.: (416) 238-5219. Fax: (416) 602-9035.

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Mail to: CANADEXPORT (BCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — Companies in this country's Xinjiang Autonomous Region are seeking **joint venture partners** in a number of areas. They include: beverage manufacturers, barley beer production lines, textile manufacturers, wool-dyeing technologies, fur garment manufacturers, leather shoe-making technologies, tourist services, livestock and poultry industries, food manufacturers. Contact Lily W. L. He, CW International Trade Company, 3920 Robinson Street, Suite 5, Regina, Saskatchewan S4S 3C8. Tel.: (306) 584-5628. Fax: (306) 584-9648.

CHINA (People's Republic) — Companies interested in entering **joint venture/licensing arrangements, product introductions or seeking business services** with the People's Republic of China (PRC) may contact Richard Griffiths, International Sales Director, KENTONGROUP, 160 East Beaver Creek Road, Unit 16, Richmond Hill, Ontario L4B 3L4. Tel.: (416) 882-1808. Fax: (416) 754-8916. With offices as well in Hong Kong and the PRC, this group has been active, since the early 1980s, in promoting Canadian products in the Far East, particularly in China.

INDIA — Companies interested in entering **joint venture/licensing arrangements** or in providing **production technology** may wish to contact the Canadian representative of a well-established industrialist group in India. Contact Asif Vankalwala, 22 Storey Place, Markham, Ontario L3S 3B4. Tel.: (416) 497-4970/472-

5417. Fax: (416) 472-4957.

NEW ZEALAND — A company here wishes to **act as distributor** for Canadian manufacturers of such products as **hearing aids** and accessories and **diagnostic and screening medical instruments**. The firm's customers include industry, government, defence, marine, hospital, education and services organizations throughout New Zealand. Contact Reid Technology Ltd., 3-5 Auburn Street, Takapuna,

Canadian firms that wish to have their **products distributed in Africa**, via Zimbabwe, or that wish to enter **joint ventures** in Zimbabwe. Contact Bethel Salis, Zim-Can Distributors, 99 Bates Way, Markham, Ontario L6C 1R7. Fax: (416) 887-5326.

VENEZUELA — A firm dealing in office machineries and equipment is willing to represent Canadian companies interested in the Venezuelan market. Contact: Gerardo

Viloria, President, Distribuidora Ofamaca,

C.A. Av. FCO. de Miranda, Edif. Galipan, Torre A. Sotano, Caracas, Venezuela. Tel.: 582/951-2239/951-3826. Fax: 582/951-2239.

VENEZUELA — A trading house dealing in **consumer goods** wants to represent Canadian firms in Venezuela and surrounding countries. Contact: Walfredo Hernandez, Evertop Trading, C.A. C/C Los Chaguaramos, Piso 14, Of. 14-01, Urb. Los Chaguaramos, Caracas, Venezuela. Tel.: 582/662-9708. Fax: 582/662-7654.

VENEZUELA — An importer/distributor dealing in **raw materials and machinery for the pharmaceutical industry** is interested in representing Canadian firms in Venezuela. Contact: Begner & Cia., S.R.L., Av. Universidad, Esq. Monroy, Edif. Halven, PISO 4, Caracas, Venezuela. Tel.: 582/572-3497. Fax: 582/571-5629.

VENEZUELA — A **sports goods** importer/distributor wants to contact Canadian companies interested in the Venezuelan market. Contact: Corporacion Ponce & Benzo, Av. La Estancia, CCC Tamanaco, Torre A, PISO 7, Of. 701, Chuao, Caracas, Venezuela. Tel.: 582/959-1282/959-1289. Fax: 582/262-0318.

BUSINESS OPPORTUNITIES

North Shore City, P.O. Box 1898, Auckland, New Zealand. Tel.: 0-9-489-8100. Fax: 0-9-489-8585.

PERU — Companies interested in developing a market in Peru, especially in **high tech voice/data/image/telecommunications** — and having access to the services of an office already established in Lima — may wish to contact Nicolas Salazar, Coronel Portillo 396, Dpt. 112, San Isidro, Lima 27, Peru. Tel.: (5114) 221853. Fax: (5114) 411577.

SLOVENIA — A Canadian-owned, Slovene-based trading company wishes to reach Canadian companies interested in exporting to that country. The firm will also **act as a distributor** to the Slovene market. Contact David Gardner, President, Legend International, Jakceva 39, 61000 Ljubljana, Slovenia. Phone/fax: 38-61-103-364.

TAIWAN — Canadian suppliers of **nepheline syenite** are being sought by Mr. Chang, Wide Channel Co., Ltd., No. 15, Ta-Tun 19 St. W. Area, Taichung, Taiwan, R.O.C. Tel.: 886-4-3280477. Fax: 886-4-3270716.

ZIMBABWE — A number of companies in Zimbabwe are seeking

Medical Equipment, Supplies Manufacturers Invited to Explore Markets in the U.S.

Canadian medical equipment/supplies manufacturers are being recruited by the Canadian Embassy in Washington, DC to meet with local hospital, nursing home and home medical representatives/distributors.

Organizers say participation in the meetings, which are being scheduled for March, 1994, could result in a wider representation/distribution for Canadian manu-

factured products in the Washington, DC-Maryland-Virginia region.

This area has a population of 11 million people. There are approximately 270 hospitals with 37,000 acute care beds, and some 460 nursing homes. The number of doctors and medical personnel in the area is estimated at 35,000.

As well, and making it an even more attractive market, the region is noted for its leading medical

schools and associated hospitals, including Johns Hopkins, Georgetown University, George Washington University, Medical College of Virginia, University of Virginia, and Medical University of the Uniformed Forces.

Organizers also say that, because of the heavy concentration of opinion leaders, products introduced to this area are likely to establish reputations in the national system.

Companies should contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington, DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

U.S. Markets Easier to Enter— And No Need to Leave Canada!

Canadian businesses can expand their markets in the United States — and they don't have to leave Canada to do it.

Help is available from Ultraport Services Ltd., a company with offices in Quebec and Vermont.

Among its many services, Ultraport can:

- provide phone/fax numbers to reach potential U.S. costumers;
- as your company service representative, answer and dispatch telephone calls and faxes;
- receive and forward mail and packages to the Canadian firm's location;

- eliminate border problems and save on response times and brokerage fees by placing a portion of your inventory in warehouse;

- put finishing touches on partly completed Canadian goods; and
- supply office space in the U.S.

Contact Ultraport Services Ltd., 3811, Main Street, Dunham, Quebec J0E 1M0. Tel.: (514) 295-2441. Fax: (514) 295-2174; or Steve Selby, President, Ultraport Services Ltd., Route 78, Airport Road, Swanton, Vermont, 05488. Tel.: (802) 868-7244. Fax: (802) 868-3180.

Canada-Morocco Chamber

The Morocco-Canada Friendship and Economic Cooperation Association has become the Morocco-Canada Chamber of Commerce. The change affords some interesting possibilities for Canadian businesspersons interested in trade with Morocco and active in the various chambers of commerce in this country. Contact Roger Marceau, Counsellor, Commercial Affairs, Embassy of Canada, Rabat, Morocco. Fax: (011-212-7) 77-28-87.

Electronics Manufacturers Take Note

Canadian electronics manufacturers whose customers are primarily in the commercial, military and government fields are being invited to meet with the Chesapeake Chapter of Electronics Representatives Association.

Chapter representatives call on more than 400 U.S. manufacturers in the Virginia, Maryland and Washington, DC area. What is more,

70 firms in the Chapter annually sell more than US\$200 million worth of electronics products!

Companies interested in exploring this potential opportunity and wishing further information should contact Manuel M. Ellenbogen, Commercial Officer, Canadian Embassy, Washington, DC. Tel.: (202) 682-1740. Fax: (202) 682-7619.

1-800 Fair Number

A 1-800 number now gives parties across Canada easy access to information on the more than 90 annual Fiera Milano trade shows. Operated by Fiera Milano's official and exclusive representative in Canada, The Italian Chamber of Commerce in Canada-Montreal, the number is 1-800-26-FIERA. The system is in operation during regular business hours.

Australia Attractive to Canadian Exporters

The November 1, 1993 issue (Vol. 11, No. 18) of *CanadExport* featured a four-page supplement on Australia. Included in that issue were articles on Australia's economic reforms leading to more openness; an overview of the market itself as well as Australia being a gateway to other Asia-Pacific markets; how the trade commissioners in Canberra and Sydney can be of service; sectoral opportunities; and a brief listing of 1994 promotional programs. The following articles conclude the supplement.

Large, Small Firms Find Markets That Matter

Canada is a major supplier of agricultural and industrial commodities, as well as finished goods, to Australia.

A number of important Canadian firms including Alcan, Placer Pacific, Macdonald Dettwiler, MacMillan Bloedel, DMR Associates, Northern Telecom, McCains, Moore Corporation, SNC, and Canadian banks, among many others, maintain a presence in the country.

The market is also tailor-made for small- and medium-sized exporters. Over 200 different products are shipped annually to Australian customers, many of these by small firms from across Canada.

Australia is a particularly important market for value-added products which now account for over 70 per cent of total Canadian exports to that country — a proportion that is surpassed only in Canadian exports to the United States.

Sales of telecom and informatics equipment, computer software, aerospace, and transportation systems are now important contributors to our export trade.

Recent successes by Canadian suppliers of high technology products include locomotives for railway expansion, software systems for the second telecommunications carrier, helicopter landing systems for the Australian navy and light armoured vehicles for the army — all point to the range of market opportunities for export-ready Canadian manufacturers.

Similar to Canada in sophistication and consumer tastes, Australia

holds promise for a growing number of Canadian firms seeking to expand their export horizons beyond continental North America.

This similarity extends to common language, laws and business practices — most importantly banking, finance and payment methods — making Australia a market which Canadian firms will find comfortable in their pursuit of market opportunities.

Australia is also a market where Canadians are well known, re-

spected and viewed as excellent partners for direct sale, joint venture and third-country marketing activities.

Bordering on the growing markets of South and Southeast Asia, and therefore a southern "gateway" to the Asia-Pacific region, Australia (whose exports to Asia are growing by over 6 per cent a year) is emerging as an important platform for foreign firms seeking to tap the wealth of prospects in the region.

Plenty of Scope for High-Quality, Competitively-Priced Canadian Products

New Canadian exporters of high-quality, competitive products required to meet market demand, will find plenty of scope in Australia.

Opportunities abound in a wide range of sectors including railway equipment, bio-technology, building products, environmental technologies, medical equipment, distance education, special applications software and consumer products.

New exporters — in particular export-ready firms with state-of-the-art technologies — encounter few difficulties in establishing commercial links with Australian partners and representatives.

Trade is expected to expand during the balance of the 1990s, with Canadian exports surpassing the \$1.0 billion achieved in 1989.

For the High Commission in Can-

berra and Consulate General in Sydney, trade promotion programs will increasingly focus on new sectors of opportunity for Canada.

Industrial process control and instrumentation, environmental technologies, packaging equipment, specialized engineering services, and transportation equipment and systems have all been identified as key growth sectors in the future.

These emerging sectors, coupled with traditional areas of Canadian activity in agriculture, mining, oil and gas, pulp and paper, forestry equipment and telecommunications, will provide the basis for future trade growth.

For Canadian firms not yet active in Australia, the time is ripe to examine potential sales prospects as the market moves to sustained economic growth.

Continued on page 8 — Good

Major Canadian Exports To Australia ('000s)

Code		1991	1992	(Jan-Jun) 1993
84	Machinery, boilers, mechanical appliances, engines pts	70,806	63,337	44,400
44	Wood & articles of wood; wood charcoal	54,867	67,235	42,484
85	Electrical mchy equip parts thereof; sound recorder	23,667	55,457	36,276
31	Fertilisers	31,447	50,948	24,598
47	Pulp of wood/of other fibrous cellulosic mat; waste	37,544	39,469	20,328
39	Plastics & articles thereof	38,598	35,517	19,526
48	Paper & paperboard; art of paper pulp	37,411	41,059	15,812
87	Vehicles o/t railw/tramw roll-stock, pts & accessories	23,207	24,012	15,254
28	Inorgn chem; compds of prec met, radioact elements	60,988	58,426	10,953
16	Prep of meat, fish or crustaceans, molluscs etc.	23,037	23,614	10,371
27	Mineral fuels, oils & product of their distillation	815	4,477	8,179
90	Optical, photo, cine, meas, checking, precision etc.	9,307	11,466	7,659
54	Man-made filaments	18,160	20,487	7,137
98	Special Classification Provisions	8,697	10,628	6,766
30	Pharmaceutical products	6,225	8,745	5,336
20	Prep of vegetable, fruit, nuts or other parts of plants	8,569	9,853	4,488
57	Carpets & other textile floor coverings	3,511	4,590	3,104
99	Special Transaction - Trade	8,374	6,374	2,932
73	Articles of iron or steel	5,027	3,183	2,595
72	Iron & steel	11,758	6,861	2,576
49	Printed books, newspapers, pictures & other product	1,759	4,601	2,096
05	Products of animal origin, nes or included	3,238	4,069	2,003
02	Meat & edible meat offal	6,148	6,286	1,944
81	Other base metals; cermets; articles thereof	1,460	3,165	1,872
10	Cereals	185	1,189	1,861
59	Impregnated, coated, cover/laminated textile fabric	2,551	2,388	1,839
82	Tool, implement, cutlery, spoon & fork of base met etc	2,735	2,901	1,730
33	Essential oils & resinoids; perf, cosmetic/toilet prep	2,877	3,633	1,544
29	Organic chemicals	4,013	2,090	1,542
88	Aircraft, spacecraft, & parts thereof	72,151	3,035	1,525
94	Furniture; bedding, mattress, matt support, cushion etc	2,307	2,634	1,478
95	Toys, games & sports requisites; pts & access thereof	1,837	2,996	1,331
34	Soap, organic surface-active agents, washing prep, etc	2,145	1,926	1,313
32	Tanning/dyeing extract; tannins & derivs; pigm etc.	2,192	2,822	1,306
75	Nickel & articles thereof	281	2,382	1,283
70	Glass & glassware	1,292	1,417	1,230
68	Art of stone, plaster, cement, asbestos, mica/sim mat	322	540	1,203
40	Rubber & articles thereof	1,716	2,351	1,089
25	Salt; sulphur; earth & ston; plastering mat; lime & cem	5,870	8,372	1,065
21	Miscellaneous edible preparations	1,074	1,565	894
07	Edible vegetables & certain roots & tubers	1,481	1,692	759
03	Fish & crustacean, mollusc & other aquatic inverteb.	4,120	1,247	634
83	Miscellaneous articles of base metal	931	1,205	605
17	Sugars and sugar confectionery	909	1,023	447
19	Prep of cereal, flour, starch/milk; pastrycooks' prod	1,354	1,636	299
76	Aluminium & articles thereof	418	2,318	240
55	Man-made staple fibres	3,772	1,453	197
26	Ores, slag & ash	4,940	3,560	142
	Sub-Total	616,093	620,234	324,245
	of	_____	_____	_____
	Total	627,473	630,200	330,731

Major Canadian Imports From Australia ('000s)

Code	1991	1992	(Jan-Jun) 1993
28 Inorgn chem; compds of prec met, radioact elements	205,260	258,622	207,151
02 Meat & edible meat offal	116,305	148,713	124,545
17 Sugars & sugar confectionery	113,564	90,275	76,767
26 Ores, slag & ash	35,351	56,061	31,177
84 Machinery, boilers, mechanical appliances, engines, pts	18,931	25,820	13,657
38 Miscellaneous chemical products	916	7,948	11,835
20 Prep of vegetable, fruit, nuts or other parts of plants	21,269	22,808	11,232
72 Iron & steel	13,794	16,335	10,468
08 Edible fruit & nuts; peel of citrus fruit or melons	22,532	20,132	8,798
22 Beverages, spirits & vinegar	18,528	16,962	6,797
30 Pharmaceutical products	8,427	11,344	5,899
87 Vehicles o/t railw/tramw roll-stock, pts & accessories	2,901	3,118	5,030
75 Nickel & articles thereof	19,597	8,834	4,050
29 Organic chemicals	5,125	7,112	3,766
90 Optical, photo, cine, meas, checking, precision etc.	4,989	6,337	3,601
85 Electrical mchy equip parts thereof; sound recorder	2,715	4,360	2,729
16 Prep of meat, fish or crustaceans, molluscs etc.	4,030	2,011	1,530
21 Miscellaneous edible preparations	1,282	3,076	1,476
51 Wool, fine/coarse animal hair, horsehair yarn & fabric	2,380	2,588	1,101
03 Fish & crustacean, mollusc & other aquatic invert.	1,475	2,337	1,100
76 Aluminium & articles thereof	387	686	1,083
52 Cotton	1,238	2,067	911
95 Toys, games & sports requisites; pts & access thereof	871	705	896
49 Printed books, newspapers, pictures & other product	1,623	2,078	872
19 Prep of cereal, flour, starch/milk; pastrycooks' prod	981	1,233	748
98 Special Classification - Provisions	731	1,173	641
70 Glass & glassware	1,512	1,287	609
88 Aircraft, spacecraft, & parts thereof	5,538	1,049	591
99 Special Transaction - Trade	790	1,201	555
07 Edible vegetables & certain roots & tubers	1,610	2,036	533
41 Raw hides & skins (other than furskins) & leather	1,757	1,465	353
97 Works of art, collectors' pieces & antiques	55	7,963	262
27 Mineral fuels, oils & product of their distillation	<u>14,381</u>	<u>1,395</u>	<u>54</u>
Sub-Total	650,845	739,131	540,817
of	_____	_____	_____
Total	664,365	750,989	551,566

Out-Going, In-Coming Australia Missions

EAITC, in cooperation with the two Canadian missions in Australia, will be organizing a number of out-going (to Australia) and in-coming (to Canada by Australian buyers) trade missions in sectors of defined opportunity for Canadians.

Participation by qualified Canadian firms is subject to selection and recruitment criteria established by the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, Ottawa.

Specific dates for mission travel are being finalized. Sectors of concentration of the missions program include:

- environmental technologies (to Australia);
- railway technology and equipment (to Australia);
- defence products and systems (to Australia);
- environmental equipment and services (to Canada);
- computer software (to Canada).

Both Canberra (High Commission) and Sydney (Consulate General) maintain a list of key trade shows in the sectors for which they are responsible.

There are, in addition, a number of planned tourism promotion events across Australia directed at local travel agents and other industry professionals to further promote Canada as a destination for Australian tourists.

For more information, contact the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada (EAITC), Ottawa. Tel.: (613) 996-1052/995-7652. Fax: (613) 996-1248.

Trade Tradition Proves Healthy

Canada and Australia have a trade relations tradition dating from the 19th century.

The establishment of a trade commission in Sydney in 1895, one of the first overseas trade offices opened by the Canadian government, ushered in what will soon be a century of extensive bilateral trade.

A market of 17 million people, Australia is an important trading partner for Canada in the Asia-Pacific region, and our two countries share common interests and objectives in the Uruguay Round of Multilateral Trade Negotiations and in Asia-Pacific Economic Cooperation (APEC).

Australia's position in the fastest-growing economic region of the world augurs well for expanded

opportunities for Canadian exporters in the 1990s and beyond.

It is already an important destination for Canadian products and services. Two-way trade totalled almost \$1.5 billion in 1992, making Australia our sixth-largest trading partner in Asia after Japan, China, South Korea, Hong Kong and Taiwan.

Investment relations have also grown through the years. Total Canadian direct investment in Australia is estimated at over \$5 billion, in such sectors as mining, media, agro-industry and manufacturing.

Australia is also a not insignificant source of foreign investment in Canada; around \$2.5 billion in "Aussie" capital is at work in Canada.

Business, Trade Contacts in Canada, Canberra and Sydney

Contacts for business/trade matters pertaining to Australia are:

- Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, Ottawa K1A 0G2. Tel.: (613) 996-1052/995-7652. Fax: (613) 996-1248.

- Canadian High Commission, Commonwealth Avenue, Canberra, Act 2600. Tel.: (062) 273-3844. Fax: (062) 273-3285.

- Canadian Consulate General, Quay West, Level S, 111 Harrington Street, Sydney, New South Wales 2000. Tel.: (02) 364-3000. Fax: (02) 364-3098.

Good Strategy Reaps Rewards

Continued from page 5

Companies already established in Australia should consider expanding further their business linkages with local partners in order to pursue opportunities in third-country markets, such as Southeast Asia.

The approaching centenary of the establishment of official trade re-

lations provides a unique opportunity to revitalize a profitable and valued partnership between "old friends".

A well-planned, sustained, marketing strategy will reap rewards in a market Canadians will find very familiar and comparable to their own.

Puerto Rico Hosts Office, Housewares Shows

San Juan — Canadian companies are being invited to participate in two shows which will be taking place in this Puerto Rico capital in early February.

Being held at the centre of a South America business network, these events could be a golden opportunity for Canadian exporters to enter other lucrative markets like the Caribbean Islands, Venezuela and Central America.

Construction Show Set for China

Fuzhou — Construction industry representatives from all over the People's Republic of China will be attending **The North American Construction Expo'94 China**, being held here May 2 to 7, 1994.

The event, which could open doors to the world's largest market for construction supplies, will feature North American construction equipment, building materials, related manufacturing technology, engineering services and construction management services.

Participation in the show will enable North American suppliers to establish extensive contacts for trading, technology exchange and joint ventures.

Real estate development in China, says a report from the Chinese National Information Centre, reached US\$99.75 billion in 1992, a 15.2 per cent increase over 1991. If the current trend continues, this figure could top US\$114 billion by the end of this year.

For more information on **The North American Construction Expo'94 China**, contact the show organizer's Canadian representative, Hua Executrade Communications, 323-810 West Broadway, Vancouver V5Z 4C9. Tel.: (604) 325-8366. Fax: (604) 325-4729.

With a population of 3.6 million people and an American-style business approach, the island imported \$500 million worth of goods from Canada last year.

The Ready to Assemble Show (February 4-6, 1994) will bring together people from the office furniture/supplies industry and will feature a National Stand organized by the Canadian Consulate General in Atlanta.

Companies interested in participating in this show, should contact — *before December 17, 1993* — William Stolz at the Atlanta Consulate. Tel.: (404) 577-6810, ext.

3357. Fax: (404) 524-5046.

A **Hardware/Housewares Show**, featuring a Canadian information booth, will also take place on the same dates.

Those who cannot attend in person but are interested in exploring the market can send literature for display to Hector Garcia, P.O. Box 29021, San Juan, Puerto Rico, 00929-0021. Tel.: (809) 764-5315. Fax: (809) 751-4952.

For more information on this show, contact Gérald Milot, Canadian Trade Commission, San Juan, Puerto Rico. Tel.: (809) 250-0367. Fax: (809) 250-0369.

Avionics Takes Wing In Chile

Santiago — Participants now are being recruited to participate in the Canadian Pavilion at **FIDEA'94**.

Latin America's largest and best attended avionics trade show, **FIDEA** is being held in this Chilean capital March 20-27, 1994.

The 1992 event attracted buyers delegations from more than 34 countries and national stands from 24 countries. That same year saw Canada's largest participation: 13 companies presented their capabilities and, collectively, identified new contracts worth a potential \$75 million. Canadian on-site sales were \$10 million.

FIDEA has established itself as

one of the world's preeminent avionics trade shows — one that Canadians are encouraged to attend.

The high quality of the air displays, the professionalism of the show organization, the attendance of Latin American military and civilian aviation decision-makers have prompted many previous participants to comment that, in strict business terms, **FIDEA** offers a more attractive forum than many similar shows.

Contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, Ottawa. Tel.: (613) 996-5358. Fax: (613) 944-0479.

Portugal Bee Congress Means Business

Torres Novas — Beekeepers might get a business buzz by attending an up-coming event in this Portugal venue.

Being held February 3-6, 1994, **National Congress on Apiculture and Beekeeping Products** features seminars and exhibitions

on beekeeping and associated products.

For more information, contact: Arnaldo M. Rivotti, ADIRN, Rua José Raimundo Ribeiro, s/n, Apartado 127, 2302 Tomar Codex. Fax: 351-49-321720.

Istanbul the In Spot for Two Shows One Focuses on Construction

Istanbul — Companies producing construction equipment and systems, building materials, heating and plumbing systems, insulation and interior finishes are invited to participate in a trade show taking place here January 13-16, 1994.

Construction-Turkey'94, at which the Canadian Embassy will have an information booth, provides an excellent opportunity for introducing products to authorized Turkish purchasers, distributors and agents.

Specially featured will be security products for buildings, including access control systems, fire detection and fighting systems, and intruder detection and alarm systems.

Embassy staff are willing to display and distribute promotional material of Canadian companies

Food on Japan Menu

Japan — There are three great reasons to go to Japan in March. The Canadian Consulates in Osaka and Fukuoka are each planning **Solo Food Shows** in their specific markets to immediately follow **Foodex Japan '94**.

Featuring Canadian products only, these solo food events will allow exhibitors from the food and beverage industries to fully complement their efforts in Tokyo.

The **Solo Food Shows** are scheduled for March 14-15, 1994 in Osaka, and March 17, 1994 in Fukuoka.

Foodex, Japan's premier international food and beverage show, will be held in Tokyo, March 7-11, 1994.

For more information, contact: Ian Thompson, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada. Tel.: (613) 992-6185.

that produce construction-related equipment and products. The Embassy also is organizing a technical seminar highlighting Canadian technology and products at the show. Canadian firms exhibiting or visiting the show will be able to make presentations at the seminar to an audience of invited Turkish businesspeople.

Companies wishing to have their product literature distributed

should send up to 100 copies of their brochures — for arrival by **December 15, 1993** — to D. MacDonald, Second Secretary (Commercial), Commercial Division, Canadian Embassy, Nenehatun CAD 75, GOP 06700, Ankara, Turkey.

For further information, contact the Canadian Embassy in Ankara. Tel.: 011-90-4-436-1275. Fax: 011-90-4-446-2811/4437.

... The Other on Communications

Istanbul — The **Softex International Fair**, an important event for the business communications industry, will be held here January 26 - 30, 1994.

The fair will be of interest to manufacturers of computers, peripherals and office furniture, and companies involved in telecommunications and data transmission. It will afford Canadian businesspersons an opportunity to find trade outlets and potential customers and partners.

Some Canadian companies, such as Northern Telecom and EDA Telecom, already have found trade outlets in this region.

Bordering on Europe, the Middle East and the Commonwealth

of Independent States, Turkey is an ideal takeoff point for exporting to these countries.

With the assistance of the Canadian Embassy in Ankara and of the Canadian International Development Agency (CIDA), the Canadian delegation will be coordinated by SIRTEC, a private company promoting Canada-Turkey cooperation.

From its liaison office in Istanbul, SIRTEC will assist Canadian companies in making appointments with Turkish companies.

Contact Nedi Sisa, Advisor, SIRTEC, 555 René Lévesque W., 9th floor, Montreal H2Z 1B1. Tel.: (514) 866-1633, local 265. Fax: (514) 875-5004.

Toronto to Host Housewares Event

Toronto — With more than 1,570 displays and more than 200,000 net square feet of space the **Canadian Hardware/Housewares/Home Improvement Show (CHS)** will be held here February 6 - 8, 1994.

Recently named the fifth-largest tradeshow in Canada by *Tradeshow Week*, CHS is the third-largest

combined hardware, housewares, home improvement show in the world.

This event is produced and managed by the Canadian Retail Hardware Association, 6800 Campobello Road, Mississauga, Ontario, L5N 2L8. For information, contact Joe Edwards, Show Manager. Tel.: (416) 821-3470. Fax: (416) 821-8946.

Studies Available

Caribbean Means Business for Canadians

By Chantal Gosselin, Co-Op Student

There's more to the Caribbean than sand, sea and sun.

There's enormous business potential — especially for Canadian companies that "adopt an aggressive approach." With the governments of the region reducing certain trade barriers, there are increasing opportunities for Canadian exporters involved in such sectors as food, paper, data processing, construction, agricultural products, automobile and consumer goods.

Four handbooks to assist Canadian exporters and would-be exporters to this region recently have been published. They are available, quoting the appropriate code number, through InfoEx (see box at the bottom of page 12).

A synopsis of the reports follows.

Jamaica (code 34LA):

For a number of years now, Canada and Jamaica have been engaging in profitable and steadily increasing trade relations. Canada is Jamaica's third-largest trading partner, the largest being the U.S.

Between 1988 and 1992, Canadian exports of wheat, pulp and paper and telecommunications equipment to Jamaica totalled about \$108 million.

Jamaica, traditionally, has depended heavily on imports of capital equipment, food and consumer goods. In 1991, the Jamaican government introduced various measures to eliminate subsidies and price controls and to dismantle the regulatory system in order to create a market economy. With a few exceptions, most commodities now can be imported without constraints.

This situation favours exporters

in construction and related materials, food products, telecommunications, public utilities consulting services, health and education. Tourism, information processing, clothing manufacturing, food products and telephone systems should also continue to develop.

The Bahamas (305LA):

Canada and the Bahamas have enjoyed good trade relations since the nineteenth century. Indications are that this tradition will continue to benefit both countries. In 1992 Canada exported aircraft, telecommunications equipment and food

paper, oil and other products from Canada.

The economy is developing at a moderate pace. Canadian importers will be interested in the improving construction sector and service industries, and in the growing demand for food products. Tourism and manufacturing also hold promise.

Exporters can look for steadily improving prospects in the restructuring of public utilities and the purchase of electricity and electrical production equipment. Belize has plans to build more efficient electrical production and distribution facilities.

The Cayman Islands (307LA):

The economy of the islands has been growing steadily since the 1960s, thanks to improved transportation and telecommunications services. The traditional one-on-one way of doing business has been giving way to a service economy

dominated by tourism and high finance.

The islands depend on imports of capital and merchandise, and so represent an excellent market for Canadian exporters. The main imports include food products, beverages, tobacco, petroleum products, machinery, automobiles and construction materials.

Public-sector projects such as port development and road and sewer system upgrading are under way. Private-sector projects such as a sailing club, golf course and resort are planned for 1993-94. The most promising sectors are tourism, agri-food, construction and data processing training.

Contacts

For further information, contact: David Shearer, First Secretary, Commercial Affairs, the Canadian High Commission, Commercial Division, 30-36 Knutsford Boulevard, Box 1500, Kingston 10, Jamaica. Tel.: (809) 926-1500. Fax: (809) 926-1702. Or contact: Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A0G2. Tel.: (613) 943-8807. Fax: (613) 943-8806.

products having a total value of \$21 million.

The economy of the Bahamas, based mainly on tourism, banking and finance, is sound. Inflation is low, and the government's budget is under control. The gross domestic product is one of the highest in the region.

Canadian exporters will find trade outlets in most goods and services sectors, since the country's economy is based primarily on tourism and banking,

Belize (306LA):

Belize depends on imports to meet its needs.

In 1992 it imported \$2,870,000 worth of food products, pulp and

PUBLICATIONS

Education Directory

Directory of Canadian Suppliers of Commercial Education and Training Services will assist exporters and potential exporters in finding training programs and services about international trade and marketing.

The 1,700 suppliers of education and training services listed in the directory provide a broad range of training services as well as such training-related services as needs assessment, analysis and evaluation.

The directory, from Industry and Science Canada and costing \$29.95, plus GAT, can be obtained, on diskette, from Canada Communications Group Publishing, Ottawa K1A 0S9. Tel.: (819) 956-4802. Fax: (819) 994-1498. Quote catalogue number C2-208-1993-MR1.

Questions may be referred to the Business and Professional Services Industries Directorate of Industry and Science Canada, Ottawa. Tel.: (613) 954-2977.

Canada-Mexico Transportation Data

The Transportation Services Division (EMT) of External Affairs has published a report entitled *Marketing Data for the Canadian Transportation Services Industry: Canada-Mexico Trade 1991*.

This publication is aimed at addressing the needs of the Canadian transportation services industry in light of the opportunities provided by the North American Free Trade

Agreement. It helps identify potential export and import markets by showing the top ten commodities traded with Mexico in 1991, for individual regions as well as all of Canada. It also indicates the means of transportation when crossing Canada's border and the value of each commodity as a percent of total exports or imports.

The data was provided by a special run from Statistics Canada and is not normally available in Statistics Canada publications.

Contact Transportation Services Division (EMT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3490. Fax: (613) 996-1225/996-1267.

Technology Transfer

Technology Transfer Opportunities in America's Pacific Northwest is a recently released resource directory for Canadian companies investigating technology transfer opportunities with selected technology transfer agents, brokers and attorneys—especially those in the states of Washington, Oregon, Idaho and Alaska. This four-state region is rich in transfer opportunities with companies, government agencies and academic institutions. Copies of the directory may be obtained from the Canadian Consulate General, Seattle, Washington. Contact, the Canadian Consulate General in Seattle, Washington. Tel.: (206) 443-1777. Fax: (206) 443-9735.

BUSINESS AGENDA

Ottawa — November 17, 1993 — Faculty of Law, University of Ottawa—Exporting Our Technology: International Protection and Transfer of Innovations is a symposium designed to inform exporters about the development and application of a technology transfer strategy. Special emphasis will be placed on the Americas and Europe. The registration cost is \$200. Participants will receive documentation. Contact Francine Doré, Faculty of Law, University of Ottawa, 57 Louis Pasteur, Ottawa K1N 6N5. Tel.: (613) 564-7047.

Montreal — November 23, 1993 — Sheraton Center: Agri-Vision'93 — Workshop on export certification of agri-food products and individual meetings with Canadian Agri-Food Attachés from 18 Canadian posts around the world. To register, contact Paul-Arthur Huot, Club Export Agro-alimentaire du Québec. Tel.: (514) 349-1521. Fax: (514) 349-6923.

Hamilton — November 24 — Trade Shows Made Profitable seminars. For more information, phone or fax: (416) 483-3836.

InfoEx

InfoEx (formerly **Info Export**) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **InfoEx** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000).

To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Quality Products Mean Business Profits

It is estimated that the production of non-quality merchandise costs the Canadian economy an astounding \$100 billion per annum. The cost alone to individual manufacturers of producing a non-quality item results in an average loss of between 15 per cent and 20 per cent of revenues.

This is coupled with pressure for Canadian businesses to become more competitive — in quality as

well as price. Major corporations worldwide are requesting that their suppliers be ISO 9000 registered. Already, European businesses that have implemented ISO 9000 are prospering in the marketplace.

Europeans are moving quickly: in the UK only, approximately 25,000 businesses are already certified; Canada, so far, has some 500. Clearly, Canada must meet the quality challenge to

RETURN TO DEPARTMENT OF FOREIGN AFFAIRS
BUREAU DE LA COORDINATION DES AFFAIRES INTERNATIONALES

SUPPLEMENTS

AgExport — Green Pullout
ComExport — P.P. I-VIII

HOME AGAIN!

Our new Minister for International Trade, the Honourable Roy MacLaren, started his adult career as a Foreign Service Officer with the Department from 1957 to 1969, with postings in Hanoi, Prague, Geneva and New York City. Before entering politics, he also worked for major international corporations such as Massey-Ferguson and Ogilvy & Mather, where he was, respectively, Vice-President

and President. Since 1977, he has been the publisher of *Canadian Business Magazine*.

First elected in 1979, Mr. MacLaren was appointed to Cabinet in 1983 as Minister of State (Finance) and in 1984 was promoted to Minister of National Revenue. He has served as the Official Opposition Critic for Trade and Chair of the Caucus Committee on Economic Policy. He and his wife have three children.

remain competitive.

To this end, Government Services Canada (GSC) and Industry Canada (IC) have announced the Supplier Quality Initiative (SQI) which will require companies competing for GSC business to comply with ISO 9000 standards. The SQI is designed to ease the transition towards ISO 9000 implementation and to make quality management a priority for doing business in Canada.

The initiative will require suppliers doing business with GSC to be registered to ISO 9000 by an accredited registration organization, where applicable. GSC will be able to purchase goods and services from suppliers with established quality management systems, helping to ensure that it buys what its clients want, at the level of quality they expect, and at a competitive price.

At the same time, the initiative will create the impetus to meet these world-class standards, thus help-

Continued on page 2 -- ISO

Trade Office Opens in Johannesburg

With the lifting of Commonwealth trade, investment and financial sanctions against South Africa, the Department of Foreign Affairs and International Trade has opened a Canadian Trade Office in Johannesburg.

The office is being managed by Randy Harwood, Senior Trade Commissioner. Sylvia Cesaretto is the second Canadian Trade Commissioner. Bruce Fraser, formerly in Pretoria, remains as Commer-

cial Officer, based in the new office. A second Commercial Officer will be on staff shortly.

The office address is: Canadian Embassy (Trade Office), Craddock Place, 5 Craddock Avenue, Rosebank, Johannesburg, South Africa. Tel.: (011) 27-11-442-4184/5/6. Fax: (011) 27-11-442-4187.

The mailing address is: Canadian Embassy (Trade Office), P.O. Box 1394, Parklands, Johannesburg 2121, South Africa.

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ISO — from page 1

ing suppliers become more competitive, nationally and internationally.

Suppliers who adopt the ISO standards will be able to market themselves to potential clients as having met an internationally-established level of quality.

There are many other benefits to suppliers adopting the ISO 9000 standards. These include:

- reduced operating costs;
- consistent standards of quality;
- reduced external client audits;
- increased customer satisfaction; and
- enhanced ability to enter new markets.

ISO 9000 usage will be investigated on a sector-by-sector basis. Assessments of the supplier base will be performed in consultation with the private sector and various government agencies.

To find out more about these quality management practices, telephone: Karen Burke, (613) 954-2344, IC; Ian Gadbois, (613) 954-4974, IC; Jamie Littlejohn, (819)956-7423, GSC.

Survey Shows Agri-Food the Priority Sector for Our Readers

As evidenced in our recent *CanadExport* survey, the agro-food business ranks as the first sector of interest for the majority of our readers.

We hope, then, that many of you will enjoy today's *AgExport* supplement (green pullout), the fourth issue of our quarterly joint supplements launched a year ago with Agriculture Canada.

We are also pleased to introduce to *CanadExport* readers a series of publications under the theme **Global Market Opportunity Review**.

These are produced by DFAIT's Sectoral Liaison Secretariat (TOS). Each paper is based on input received by the following key sources: our foreign Trade Posts, Agriculture Canada, Industry Canada, the Grain Marketing Bureau, and Canadian industry associations.

Again, each paper looks at the challenges and opportunities facing various Canadian agricultural products and proposes elements of a general export strategy. The series cover a wide range of products.

A first study on pork was published in August and the second one — just off the press — reviews the opportunities for primary agricultural products.

An initial mailing has targeted key Canadian businesses in the agro-food sector. If you have not received it and if you think this would be useful to your business, contact InfoEx (see box at bottom of last page) and ask for the document coded 174TA.

Further papers on beef and on bottled water are in the making and will be available shortly.

Input Solicited

Ecuador, Panama and Mongolia Intend to Seek Accession to GATT

The Governments of Ecuador, Panama and Mongolia have announced their intentions to seek accession to the General Agreement on Tariffs and Trade (GATT).

As part of the process of accession to the GATT, bilateral negotiations on tariffs and other concessions will be held with their trading partners, including Canada.

The Canadian government, in preparation for the negotiations, invites Canadian business people to give their views on specific trade barriers they wish to be raised in these upcoming negotiations.

Parties wishing to comment should — *before January 1, 1994* — contact (in the case of Ecuador) Christopher West, tel.: (613) 996-8193, fax: (613) 992-6002; or (in the case of Mongolia and Panama) Susan Harper, tel.: (613) 996-2891, fax: (613) 992-6002.

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Mail to: *CANADEXPORT* (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

Before entering into an agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CAMEROON — A company is looking for suppliers of **steel rerolling billets for concrete iron, band iron for shovels and ploughs, and square and sheet metals.** Contact Honoré Justin Mondomobé, Commercial Officer, Embassy of Canada, Box 5721, Yaoundé. Fax: (011-237) 22-10-90. Telex: (3970) 8209 KN DOMCAN YUNDE.

INDIA — A manufacturer seeks a joint venture partner for the possible setting up of a **cotton yarn spinning or terry towel manufacturing unit.** Contact: GEETA EXPORTS (India), 610 6th Floor Taramandal Complex, Saifabad, Hyderabad-500 004, India. Tel.: 234372 or 234635. Fax: 0091-842-230940.

TAIWAN — A company is seeking Canadian suppliers of **automobile accessories** for use on such autos as Mercedes Benz, BMW, Volvo, Audi and VolksWagen. Contact T. L. Lieu, Towering International Corporation, P.O. Box 42-101, Shihlin, Taipei, Taiwan. Tel.: 886-2-8818277. Fax: 886-2-8812016.

VENEZUELA — An importer/distributor of **films and graphic arts machinery** will represent Canadian firms in Venezuela. Contact: Ej Aleman & Cia., C.A., Calle Ayacucho, Centro Side Park, Urb. La Paz, El Paraiso, Caracas, Venezuela. Tel.: 582/443-0116. Fax: 582/442-9024.

Unique Opportunity Afforded Would-Be Exporters to China

Exporters wanting to promote their products and services in the People's Republic of China now have a unique opportunity to do so.

All they need do is take out ads in a Chinese-language export catalogue, 30,000 copies of which will be distributed freely to Chinese senior managers, decision-makers, private companies and government organizations. Actual readership is estimated at two million people.

What's more, *CanadExport* subscribers — depending on the type of ad they select — could be offered a discount of as much as \$500.

The vehicle to use is *Showcase North America*, published by the Vancouver-based trade consulting firm Global Link Marketing Co. Ltd., in distribution cooperation with the China Council for the Promotion of International Trade (CCPIT).

The CCPIT, whose credibility has been endorsed by the Canadian and U.S. embassies in Beijing, has been strengthening Chinese business ties with foreign countries since 1952. Now it is keying its efforts to help Canadian (and North American) firms to reach markets in China.

Phenomenal growth in China in recent years has created opportunities for exporters and importers of both technical and consumer products. Indeed, with annual imports of US\$71 billion, China has increased its trade 12 per cent per year since 1980.

For complete details on how *Showcase North America* operates, *CanadExport* subscribers and other interested Canadian companies should contact, **before February 28, 1994**, Brian de Wit or Candy Wong, Global Link Marketing. Tel.: (604) 251-3381. Fax: (604) 251-1068/3691/2261.

New "Grand Prix" Awards

Food Sector Companies Eligible

If you are a manufacturer, broker or supplier in the food sector, you may be interested in a recently inaugurated national competition for innovation in food products. The **Canadian Grand Prix New Product Awards** rewards excellence in new products in the food distribution industry. The award, sponsored by the Canadian Council of Grocery Distributors in cooperation with *Canadian Grocer*, will be awarded by an independent national jury composed of consumers, distributors and journalists.

All new food and grocery products marketed in the retail trade between January 1993 and December 1993, anywhere in Canada, are eligible for the award, given in the

following 11 categories: baked and baking products, beverages, dairy and allied foods, dietetic and biological products, edible grocery (biscuits, preserves, desserts, etc.), frozen foods, meats, prepared foods, health and beauty aids, non-food and new products.

The winners will receive a bronze trophy and broad press coverage, and will participate in promotional events.

Interested companies must apply **before January 14, 1994**. For further information, please contact Pierre Gareau, General Manager, 300 rue Léo-Pariseau, Office 2516, Box 1082, Place du Parc, Montreal, Quebec, H2W 2P4. Tel.: (514) 282-9422. Fax: (514) 987-1598.

Right Connections Help

Small Entrepreneur Takes Export Plunge

Today we introduce you to Ms. Paddy Ruby Ormiston, who is typical of many of our CANADEXPORT readers: a small business entrepreneur, eager to enter the global market, but unsure as to how to proceed. The account of her first foray into the U.S. marketplace and how she worked with our Canadian Consulate — through the NEBS (New Exporters to Border States) program might help some of you get started. Paddy's story was first told by Manfred Fast, and appeared this fall in the Port Colborne-Wainfleet Community Futures Newsletter, who graciously gave us permission to reprint.

Exporting can be a scary subject for a small business. Entering the global market involves dealing with new procedures, regulations and people. This seemingly complex process can be made relatively simple if you utilize the right organizations.

The Canadian Consulate (Buffalo) and the Wainfleet Economic Resource Centre (ERC) can assist you in expanding into the U.S. marketplace. Just ask Paddy Ruby Ormiston who has made the transition to the international stage with the help of these two organizations.

Paddy's first major exposure to the international marketplace occurred July 18, 1993 when she loaded up her handblown, glass art products and set up shop at the Rochester Giftware Trade Show. For four days, Paddy's work was exposed to the entire Northeastern U.S. manufacturing network, a market of 24 million people.

How did Paddy become a part of the trade show? "All it took was six or seven phone calls to the Canadian Consulate and my booth was all set up," said Ms. Ormiston.

Paddy contacted Marcia Grove of the Consulate for assistance. "The support was fabulous. They provided step-by-step assistance, supplying contact names, advice on brokers and market data (buying patterns, demographics, etc.), in order to make the transition to the U.S. market easier."

The Consulate purchased a block of booths at the trade show to enable new businesses to infiltrate a new market. As a first time exhibitor, Paddy paid only \$80, or 20 per cent of the actual display booth fee.

The trade show was a major learning experience. Almost 1,300 business representatives toured the display booths to examine and purchase merchandise. "Everyone basically just went about conducting business," said Paddy.

"The connections and contacts were fabulous. I talked with agents, reps, buyers, custom agents and government officials. The networking enabled us to discuss sales trends with similar businesses; the general state of the economy; distribution strategies; marketing plans; and most importantly, the best means for breaking into the international market."

The growth of Paddy's business, from a basic concept to an international marketer, was a progressive learning process which began when she moved to Port Colborne. Business consulting from the Economic Resource Centre and practical business training through the Community Business Network program enabled her to get her business up and running.

In the spring of 1993 Paddy attended an Export Workshop, held in Port Colborne, where speakers from the Canadian Consulate (Buffalo), U.S. Customs, and U.S. Immigration and Naturalization

Service provided information on "doing business in the U.S." It was here she learned of the vast trading opportunities available in the American marketplace and she began to enquire about trade shows being held in the U.S.

The trade show has opened up a number of potential business opportunities for Paddy. She is currently negotiating a possible joint venture with a London, Ontario-based giftware company to share distribution, marketing, sales and product lines. Other businesses at the trade show are also interested in "repping" her work.

Paddy is interested in doing another trade show in Pittsburgh in January 1994. "You have to go back, get your name established and show others your business is alive and doing well," she said.

When asked to compare Canadian and U.S. trade shows, Paddy says Canadians have a lot to learn. "Canadian shows focus on large, spacious displays with a small degree of sharing and cooperation among businesses. American shows are smaller, more intimate, with booths packed full of products. The atmosphere is competitive but the information sharing is excellent. Everyone helps everyone." There seems to be more flexibility in the way business is conducted in the U.S. "At the trade show everyone is dealing on neutral ground. There is always room to negotiate and deal. We need to adopt this philosophy in Canada." Paddy says the experience was well worth it. She recommends it to others.

To learn more about trade shows, exporting to the U.S., or the New Exporters to Border States program, phone the International Trade Centre in your province.

New Zealand Venue for Forestry Show

Rotorua — Canadian firms involved in the forestry sector are invited to participate — primarily through the display of promotional literature — in **Forest Industries 1994**, being held February 23-27, 1994 in one of New Zealand's major forestry regions.

This conference and innovative trade fair features, among other exhibits, machinery for cutting and transporting logs, sawmills, silviculture, and wood processing. There are also lectures, exhibitions and demonstrations on the subject of forestry.

This event will provide an excellent opportunity for those involved in the forestry industry to meet purchasers and entrepreneurs from New Zealand, Australia and other countries: More than \$10 million worth of goods and services were sold as a result of the most recent fair, **Forest Industries 1990**.

New Zealand's forestry industry accounts for six per cent of the country's gross domestic product and employs 28,000 people. A leader in tree plantation, New Zealand exports NZ\$1.8 billion worth of wood per year. It has more than 260 sawmills, most of which are in need of modernization.

The industry is leaning toward a program of rationalization, which could result in the shutting down of between 50 and 70 small- and medium-size sawmills. In order to upgrade, it will need cutting, sawing and automation equipment, along with software. Already, a few Canadian companies such as Madill, Timberjack and Valmet have formed partnerships with local firms.

The Canadian Consulate in Auckland will have an information booth at the fair. To date, 18 companies from British Columbia have confirmed that they will be attending the Rotorua Fair and exhibiting

their products.

Other companies in the forestry and wood processing sector interested in promotional activities in New Zealand are invited to send 50 copies of their catalogues — by *February 1, 1994* — to Brian Emsley, Canadian Consulate, Box 6186, Post

Office, Wellesley St., Auckland, New Zealand.

For more information, contact Patrice Veilleux, Asia Pacific South Trade Development Division, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 995-7662. Fax: (613) 996-1248.

Munich Trade Fair Calendar

Companies seeking new markets might find it worth their while to check out a number of trade-related events taking place next year in Germany.

Presented here, is a partial 1994 trade fairs calendar of the Munich Trade Fair Corporation.

Companies interested in these Munich-based events or seeking further information should contact the Corporation's Canadian representative:

UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Auto '94 & Greger Racing Show — 19-23 January, 1994 — International Motor Show.

21st International Trade Fair — 11-14 February, 1994 — Watches, clocks, jewellery, precious stones, pearls, silverware

and manufacturing equipment.

International Fashion Fair-Spring — 19-22 February, 1994.

ISPO - Spring — 24-27 February, 1994 — 40th International Trade Fair for sports equipment and fashion.

46th International Light Industries and Handicrafts Fair — 12-20 March, 1994 — The fair for small and medium-sized enterprises.

Analytica — 19-22 April, 1994 — 14th International Trade Fair and International Conference for biochemical and instrumental analysis, diagnostics and laboratory technology.

Transport — 7-11 June, 1994 — 5th International Trade Fair for freight and passenger transport and logistics.

Eltec — 23-25 June, 1994 — Exhibition for electrical engineering.

World Trade Fair Set for India

New Delhi — Interested companies have until December 15, 1993 to register to participate in **World Trade Fair India**, being held here February 13-22, 1994.

This international exhibition and conference on foreign collaborations, industrial and business opportunities focuses on engineering; electronics and telecommunications; chemicals and pharmaceu-

tics; petrochemicals and plastics; textiles; agro-food products and packaging; construction and building; and hospitals and healthcare.

For further information, contact the show representatives in Canada:

Protek Consultants, Brossard, Quebec. Tel.: (514) 443-6497. Fax: (514) 678-5398.

Cologne Hardware Fair Three-in-One Deal

Cologne — For the fifth time, Canada will have a National Exhibit at the **International Hardware Fair** being held here March 6-9, 1994.

Actually, there are several events — and all for the price of one!

The **Hardware Fair** is coupled with **World Tools Centre - Security Systems Locks and Fittings**, and **Do-It-Yourself (DIY-TEC) Builders' and DIY Supplies Trade Fair**.

This event is attended by decision-makers from the industry and trade and promotes serious business discussions at a high level. It's an ideal venue at which to make new contacts and to foster existing ones.

In 1993, there were 76,000 visitors from 95 countries. As well, more than 2,800 companies from 48 countries exhibited their products. Moreover, 600 journalists, of whom 200 were from abroad,

covered the fair.

The big news, however, is that the 17 Canadian companies participating in the 1993 Canadian exhibit reported estimated 12-month sales of \$4.5 million!

In 1994, Canada's National Stand will consist of two separate pavilions with 200 square metres in the DIY-TEC Centre and 200 square metres in the World Tools Centre.

For further information, contact Gayle McCallum, Trade Fairs and Missions-Europe, Department of Foreign Affairs and International Trade, Ottawa. Tel.: (613) 996-1530. Fax: (613) 944-1008.

"Building" Markets in Western U.S.

Spokane — An All Canadian Solo Building Products and Hardware Trade Show, under the sponsorship of the Canadian Consulate General in Seattle, will be held here March 1, 1994.

Recruitment is underway.

Participating in this event will give Canadian companies the opportunity to establish new contacts in the rapidly growing residential and commercial housing markets of Eastern Washington and Idaho.

The trade show, with approximately 40 exhibitors, will focus on new construction, remodelling, and the Do-It-Yourself industry. In attendance will be contractors, architects, developers, and distributors specializing in home and apartment construction.

For information, contact Freda Lacey or Fred Babis, Canadian Consulate General, Seattle. Tel.: (206) 443-1777. Fax: (206) 443-9735.

Suppliers to Tourism Industry

Showcase Products, Services in London

London — What is being billed as the first and most comprehensive event of its kind within the United Kingdom will give North American tourism suppliers the opportunity to present their complete range of products in a highly professional business environment.

The **Canada/US Business Exchange (CUBE'94)**, a major tourism trade event being held March 15-17, 1994, will cover travel-related areas such as tour packages, corporate hospitality, special events and product launches.

A Canadian group participa-

tion at **CUBE'94** is being coordinated by Rhéal Leroux and Associates Inc., in collaboration with the Canadian High Commission in London.

The Leroux organization is responsible for providing each delegate with full logistical support, facilitation of workstation reservations, payment, information, hospitality, and site management.

For cost and other information on how to join the Canadian group, contact Rachel Gauthier, Rhéal Leroux and Associates Inc., Ottawa. Tel.: (613) 741-9397. Fax: (613) 741-9906.

BARCELONA HOSTS MAJOR EUROPEAN FOOD FAIR

Barcelona — For the third time, the Department of Foreign Affairs and International Trade will participate at one of the most important food fairs in Europe. Recruitment is under way.

Alimentaria '94, being held March 1 to 6, will feature such sectors as: meat, dairy, dried, canned

and frozen foods, sweets, cakes, pastry, waters, soft drinks and beer as well as wines and spirits. **Alimentaria '94** marks the 10th anniversary of this international event.

In 1992, the show attracted over 350,000 visitors, 25,000 of whom were foreign buyers from 50 differ-

ent countries, representing mainly the European Community and Latin America.

Interested Canadian companies should contact Lorraine Reardon, Trade Fairs and Missions - Europe, Trade Development Division, DFAIT, Ottawa. Tel.: (613) 996-2147. Fax: (613) 944-1008.

January 31, 1994 Deadline**Awards Recognize Contribution to International Development**

Canadian private-sector organizations, both large and small, that have made a contribution to development and industrialization in Africa, Asia, Latin America or the Caribbean have *until January 31, 1994* to submit their applications for the **1994 Canadian Awards for International Development**.

The four 1994 awards will be presented this Spring to companies whose work pertained to:

- a project devoted to the improvement of the physical infrastructure or the development of natural resources;
- a project that has contributed to the creation of long-term business links or the advancement of technical capability;
- a project that was committed to the improvement of social infrastructure or the protection of the environment;
- a project that involved the provision of transport or other capital equipment for the development of an industrial base.

The awards are presented following a nation-wide competition. The entries for each award are first considered by a panel of assessors who produce a short list. The short-listed entries are then examined by an independent jury which makes the final decision.

Winners of the award receive a plaque citing the firm's achievements and, for a period of three years, can use the award logo on their letterhead, advertisements and other promotional material.

Initiated in 1991 by the Canadian Exporters' Association with the support of Northern Telecom, the SNC-Lavalin Group, Babcock and Wilcox, General Motors of Canada Limited (Diesel Division) and the Canadian International Development Agency, the awards have attracted close to 100 entrants. Nine

companies have been honoured during the last two years.

For further information or to obtain an application form, contact Mrs. Paule Charest, Canadian Ex-

porters' Association, 19, Chemin du Ravin, Sainte-Thérèse, Quebec J7E 2T5. Tel.: (514) 434-4196. Fax: (514) 430-5684.

PUBLICATIONS

U.S. Airports

Commissioned by the Canadian Consulate General in Atlanta, *Airport Industry Handbook - Southeast United States* represents a comprehensive data base providing detailed information on the principal 30 airports in the region.

Included in the report are basic facts and figures on the airport facilities, facility lay-outs, airport authority contacts, an indication of the services and technologies required, together with listings of key vendors and consultants.

The report will be of particular interest to Canadian firms seeking new business opportunities, through direct sales or in partnership with local vendors, in the following areas: engineering, maintenance, repair and overhaul; groundwater control, close loop (indoor) systems, urban/regional GIS planning; safety/security; materials handling; informatics, computers, ticketing, landing and automated systems.

Copies of the report may be obtained from InfoEx. Tel.: 1-800-267-8376. Tel.:(Ottawa area): 944-4000.

Korea Telecommunications

A Korean Telecommunications Market Study, prepared by the Canadian Embassy in Seoul, shows there are promising opportunities for Canadian suppliers of equipment and services in areas such as satellite communications,

mobile communications, cable TV and network management.

The market for telecommunications in Korea, the study notes, increased by 15 per cent in 1992 to \$2.8 billion. It is expected to reach \$5.6 billion by 1996 and \$15 billion by 2001.

Companies interested in this sector may obtain a written or a computer disk copy of the study by contacting Dan Murray, Third Secretary, Embassy of Canada, C.P. Box 6299, Seoul 100-662, Korea. Fax: (011-82-2) 755-0686.

U.S. Informatics

Two new guides to marketing informatics to the U.S. federal government now are available.

The Technology Partnership Program Executive Briefing is a comprehensive overview of U.S. federal systems integration contracts — for both subcontractors and primes. The binder covers the procurement process, prime-sub relationships, pre-entry business planning to pursue integration contracts, and sources of contacts for partners.

Winning Strategies for the U.S. Federal Informatics Market, helps firms to consider how they want to approach this market and the kinds of presence that would be most effective for them to capture new business. This guide comprises a workbook as well as details on sole-source contracting, unsolicited

Continued next page

PUBLICATIONS

proposals, schedule contracts (similar to Master Standing Offer), and basic ordering agreements, along with a list of reference publications and where to get them.

To order, contact Mr. W.P. Molson, Trade Commissioner and Marketing Officer, Department of Foreign Affairs and International Trade. Tel: (613) 944-9440. Fax: (613) 944-9119.

Transportation Services

A Guide for Canadian Manufacturers of Transportation Equipment and Services is a new study on the transportation industry in New England, recently completed by the Canadian Consulate General in Boston.

To obtain a copy, contact: Alan McBride, Marketing Officer, U.S. Trade & Investment Development Division (UTI), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 944-9119.

Philippines Food

Based on a recent market brief prepared for the Trade Section of the Canadian Embassy in Manila, there is an increasing demand in the Philippines for imported processed food products, other related products and equipment needed in the food processing industry. What's more, the Philippines can be a good entry point into other markets in the ASEAN region.

Persons wanting a copy of *Sectoral Brief on Food - Philip-*

ines should contact the International Trade Centre in their province, or InfoEx (see box at bottom of this page).

Trade Commissioner Service Directory

Companies seeking trade/business information from trade commissioners in Canada, the United States and, indeed, from around the world (Afghanistan to Zimbabwe), now have a handy reference tool at their disposal.

It's the latest edition of the Department of Foreign Affairs and International Trade's *Directory of the Canadian Trade Commissioner Service* (8XA), now available, quoting code number, through InfoEx (see box below).

In addition to listing the trade contacts worldwide, the directory provides an overview of services, information on how trade commissioners can assist exporters, a listing of honorary consuls and honorary commercial representatives, and instructions on how to work with a trade commissioner.

Korea Construction

The Canadian Embassy in Seoul has completed a detailed market study on the *Korean Construction Market*.

Construction contract awards in Korea have increased at an annual

average rate of 36.9 per cent over the last five years, with awards in 1992 totalling \$56 billion. The Korean government is liberalizing the domestic market to foreign competition.

To obtain a written or a computer disk copy of the study, contact Duane McMullen, Embassy of Canada, C.P. Box 6299, Seoul 100-170, Korea. Fax: (011-82-2) 755-0686.

AGENDA

Montreal — December 1, 1993 — **World Markets at Your Doorstep: The Trading House Connection.** An export opportunity trade show matching Quebec manufacturers/producers and buyers from major Canadian and foreign trading houses. Telephone 1-800-465-9615 or, in Montreal region, call (514) 286-9615.

Toronto — December 1; **Montreal** — December 2; **Vancouver** — December 6; **Calgary** — December 7. The Canadian Ambassador to Brazil, William Dymond, will be the guest speaker at a series of breakfast/lunch seminars organized by the Brazil-Canada Chamber of Commerce (BCCC). Mr. Dymond will talk about measures undertaken by Brazil to liberalize trade and opportunities for Canadian businesses. Contact Beth Wolff, BCCC. Tel.: (905) 822-9115. Fax: (905) 822-9638.

InfoEx

InfoEx (formerly Info Export) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoEx (toll-free 267-8376 (Ottawa area: 944-4000). To order DFAIT publications, fax (613-996-9709) your requests on company. Include the publication code (in brackets).

Return requested
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Ottawa, Ont.
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CANADEXPORT

Vol.11, No. 21

DEC 18 1993

December 15, 1993

Trade Markets Targeted in Middle East

The Middle East is undergoing historic changes as a result of the September 13, 1993 signing of the Israeli-Palestinian peace agreement.

The peace agreement itself makes concrete commitments to economic development and repeatedly states that economic revival is essential for political stability

From the Canadian perspective, the primary goal is to support the actual implementation of the agreement. Canada wants to make sure that the accord is implemented rapidly so that the people of Gaza and the West Bank experience the reality of a peaceful Middle East. This means ensuring that any project Canada undertakes in that region must have tangible and visible effects.

Register Now to WIN Exports!

One of the most direct routes to finding export sales leads is to be registered with WIN Exports.

The Department of Foreign Affairs and International Trade (DFAIT) manages WIN Exports — a computer database of Canadian exporters and their capabilities.

The database is used by 1,200 DFAIT trade staff at its offices around the globe — giving worldwide prospective clients an awareness of Canadian companies.

More than 140,000 requests for export information are received annually by Canada's trade commissioners — who use the WIN Exports computer database to access information on Canadian exporters.

To receive a WIN Exports registration form (50TB), contact Foreign Affairs and International Trade's InfoEx.

The toll-free number is 1-800-267-8376. Ottawa area residents may call 944-4000. Fax: (613) 996-9709.



Season's Greetings!
CANADEXPORT
Returns Jan. 17, 1994

Targeted areas already identified as immediate needs are in the fields of education, health-care, roads, construction and environment.

Canada has pledged \$55 million over the next five years, with the contribution being broken down into a number of projects, some of which could lead to business possibilities:

- \$1.5 million contribution to the World Bank Trust Fund for pre-investment studies;

Continued on page 2 — Peace

Information on Department Now on 24-Hour Fax-Phone Service

Persons with fax equipment who want information on the Department of Foreign Affairs and International Trade (DFAIT) now can access a database whose automated fax delivery system provides such information seven days a week.

All they need do is fax-phone (613-944-4500) the Department's InfoEx Centre to select information documents from a voice menu. Selected information sheets will be sent automatically by fax.

Eventually, documents will cover all areas of departmental activity, including market information, foreign and economic relations, and consular information.

Principal information currently

accessible covers the Access North America program which arose out of the North American Free Trade Agreement (NAFTA).

In addition to the *Access North America Program Overview* brochure, there are:

- sectoral sheets covering everything from aerospace to textiles;
- approximately 30 "issues" sheets (e.g. NAFTA: Removal of Tariffs and Trade Barriers; NAFTA: Textiles and Apparel; NAFTA: Government Procurement; NAFTA: Cultural Industries); and
- a *Guide to Rules of Origin and Customs Procedures for Canadian Exporters to the U.S. Market.*

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Service Assists Agri-Food Exports

The Quebec Agri-Food Export Club is offering to its members a simple and efficient way to obtain commercial information necessary to succeed in their agri-food exports: the 1-800-EXPORTISE number (1-800-563-9767 or 349-0419 for Montreal).

This fast, free and confidential service provides information on all matters relating to the export of agri-food products. Information on hand includes: research on foreign markets, the terms of export transactions, product conformity, government programs, promotional activities, and the services provided by the Club.

Created by the Quebec Food Processors Association, the Club is a non-profit organization. A network of businesspeople, it regroups 175 exporting companies and firms specialized in international trade.

To obtain more information on the Club, contact the Quebec Agri-Food Export Club, De Bleury Building, 200 MacDonald, Suite 304, St-Jean-sur-Richelieu, Quebec J3B 8J6. Tel.: (514) 349-1521. Fax: (514) 349-6923.

SURVEY, ANNIVERSARY CELEBRATED

The Icing on the Cake!

Following the formal presentation to the Department of Foreign Affairs and International Trade of **CanadExport's** highly successful readership survey, a cake was cut to celebrate the publication's 10th anniversary. Participating in the cake-cutting are Deputy Minister for International Trade Allen Kilpatrick (centre); **CanadExport** Editor-in-Chief Sylvie Bédard; and Editor Don Wight.



Peace and Prosperity — from page 1

- \$500,000 to fund local, community-based projects targeted at human resources development and job creation;
- Short-term technical assistance that could reach \$500,000;
- Up to \$500,000 for a pilot project on rainwater catchment, the first phase of the water working group;

Recently, in a bold gesture, the Africa and Middle East Branch of Foreign Affairs and International Trade invited 30 Jewish-Canadian and Arab-Canadian businesspeople, as well as academics and business council representatives, to exchange views on trade develop-

ment and investment priorities in the West Bank and Gaza Strip, and discuss Canada's possible contribution.

The highly successful roundtable focussed on such topics as the opportunities available to Canadian businesses in the new Middle East, particularly in the much-needed areas of construction, water, environment and telecommunications, in which Canada has world-renowned technologies and expertise; how to best help the region rebuild and restructure its economy; the long term Canadian prospects in a peaceful Middle East; and the Government's role in promoting education and training, market studies and bidding for capital projects in the West Bank and the Gaza Strip.

It was the participants' wish to build upon the roundtable by establishing smaller committees on a sectoral or regional basis, to pursue the excellent ideas generated at this initial encounter. **CanadExport** will follow this initiative and report on any leads and developments of interest to its readers.

CANADEXPORT

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Mail to: **CANADEXPORT** (BCT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BELARUS — An independent printing and information agency, Reclamexport Ltd., offers a variety of services for companies wishing to penetrate the Belarussian marketplace. The business provides an extensive network of contacts in Belarus and in other states of the former Soviet Union, as well as good knowledge and ties with prominent local business and governmental organizations. For information, contact, in Canada Randal Eastman, Four One Company, 523 Hamilton Road, London, Ontario, tel.: (519) 433-1351, fax: (519) 433-5903; or Nikolai Sauliak, Recalmexport Ltd., 220030 Republic of Belarus, Minsk, Pervomaiskaya Street 2, tel.: (7-0172) 26-00-42 or 26-00-06, fax: (7-0172) 26-00-43.

BULGARIA — A Bulgarian-Polish commodities trading company, one of Bulgaria's major importers of dry beans, lentils and rice, is interested in contacting Canadian exporters. The company owns warehouses, cold storage and packaging facilities at the biggest Bulgarian port of Varna. Contact Dobrinka Encheva, General Manager, Dowiz Co., 37 Gabrovo St., Varna, Bulgaria. Tel.: (+359 52) 254 043. Fax: (+359 52) 230 174.

BULGARIA — A leader in the design and manufacture of hotel, restaurant, store and office equipment and with a well-established distribution network in Europe and the Commonwealth of Independent States, is seeking joint-venture partners for production

expansion and to increase its exports to third countries. Contact P. Latev, Torgokomplekt Ltd., 45 Vitoshka Blvd., Sofia, Bulgaria. Tel.: (+359 2) 875 509. Fax: (+359 2) 880 857.

CAMEROON — An industrial company is seeking raw materials such as polyol (voranol, volarux), TDI (voranate), plasticizers for the manufacturing of flexible PVC compounds, and polyethylene. Contact Noucti Tchokwago, Batoula, Box 2199, Douala, Cameroon. Tel.: (011-237) 42-24-07 or 42-51-26. Fax: (011-237) 42-47-76.

INDIA — A manufacturer of casing pipes for the oil and gas industry is looking for an experienced partner to provide the latest technology and expertise for the manufacture of granular activated carbon, whose source, primarily, would be coconut shells. The finished product is for use in environmental pollution control, purification of liquids, water treatment and odour removal. Contact: Anil Kumar, Jindal Drilling & Indus-

tries Ltd., 1208 Vikram Tower, 16 Rajendra Place, New Delhi-110008. Tel.: 5751794. Fax: (011)-5754604.

PORTUGAL — An import/export agency is looking for new products in the following lines: fashion clothing and sportswear, shoes, electronic equipment, household and gift ware, car accessories, toys and games, and recreation products. This agency also offers an agent package, which includes sales training of newly recruited agents, along with follow-up and agent replacement. Contact: Erick Jensen, Director, General Discovery Ltd., Avenida General Norton de Matos, 32 - 4º, 4700 Braga, Portugal. Tel/Fax: 351-53-78243.

VENEZUELA — An importer/distributor of films and graphic arts machinery will represent Canadian firms in Venezuela. Contact: Ej Aleman & Cia., C.A., Calle Ayacucho, Centro Side Park, Urb. La Paz, El Paraiso, Caracas, Venezuela. Tel.: 582/443-0116. Fax: 582/442-9024.

CONTRACTS AWARDED

SR Telecom, Inc. (SRT) has signed a supply and development contract with Swedish Telecom (TELIA). The four-year contract, which could be extended to the year 2000, is for the delivery of SR500 systems which will be installed by TELIA. The St. Laurent, Quebec-based company expects the contract to generate \$6 million in revenue over the first 12 months.

The Communications Group of Spar Aerospace Limited has won

five contracts, whose combined total exceeds US\$9 million, to supply a satellite communications network to four oil companies in Nigeria and to the Nigerian Telecommunications Agency. The BIZNET system will provide voice and data communications services to US-owned Chevron Nigeria Limited and Mobil Producing Nigeria Unlimited, French-owned Elf Petroleum Nigeria Limited and Italian-owned Nigerian Agip Oil Company Limited.

Environment "The" Issue at World Trade Events

The annual Waste Expo Fair is a must for those interested in the treatment of non-hazardous wastes.

Waste Expo '93 was held in Chicago last June; the Canadian government was among the participants, along with 19 Canadian companies. As a result of the event, and on the basis of their discussions with potential clients, Canadian exhibitors expected to achieve sales in the vicinity of \$34 million.

Waste Expo '94 will take place in Dallas, Texas from May 3 to 6. Canadian participation will again be coordinated by the Department of Foreign Affairs and International Trade (DFAIT); there will be room for 20 to 25 Canadian participants.

If you are interested in participating, the following are a few observations made by the trade commissioners who attended Waste Expo '93. We hope they will help you to make your decision.

1. Profile of Participants

In 1993, the fair attracted 12,040 participants, compared with 10,300 in 1992; the list for Expo Waste '93 included 527 exhibitors.

These exhibitors represented key sectors of the industry, namely: Recycling, composting—equipment and services (224 exhibitors); Discharges—equipment and services (99 exhibitors); Truck bodies, equipment (99 exhibitors); Balers, compactors, shredders (98 exhibitors); Services (53 exhibitors); Data processing equipment and software (42 exhibitors); Media (35 exhibitors); Hazardous wastes (33 exhibitors); Energy production from waste products (24 exhibitors); Medical wastes (7 exhibitors).

2. Market Trends

The waste industry has experienced the same slowdown as the rest of the U.S. economy, and the

Waste Water Market Study

Canadian environmental companies interested in the American market for waste water should take note of the publication entitled *The Industrial Waste Water Market*.

This study, prepared by the Trade Promotion and Tourism Division of the Department of Foreign Affairs and International Trade (DFAIT), contains information on American environmental legislation and regulations pertaining to industrial waste water and names the main industrial sectors and technological trends involved.

The study also contains market potential and growth projections, along with the main prospects for partnership in the American private sector. A list of the leading American companies involved in water and waste water is presented for the information of those seeking partnership.

The demand for goods and services in the North American environmental market reached \$185.1 billion in 1991, \$130 billion of this in the United States alone. American industries invested \$3.6 billion in the processing of waste water in 1990.

If the three per cent annual growth rate holds, the overall figure will reach \$4.1 billion by 1995. Canadian companies will have business opportunities.

Canadian industry will have to take an aggressive approach toward seeking partnerships, which are said to be the key to the future.

Contact InfoEx (see box at bottom of page 8) and quoting Code 136UF.

same kind of basic restructuring that numerous other activity sectors have undergone in recent years. Companies are cutting back on staff and regrouping, large companies are absorbing small ones, many facilities are expected to be privatized, and tremendous changes are occurring by reason of new regulations, in particular Subtitle D, a new set of federal regulations whereby all discharges must conform to new government environmental guidelines.

3. The Effects of Subtitle D

These regulations are designed to create a framework for cooperation among federal, state and local governments, in order to effectively eliminate non-hazardous solid wastes. The federal government will set minimum standards and will provide technical assistance. Planning and implementation will be the responsibility of state and local governments. The regulations are expected to have some major effects, including the shutting down of nearly half of the country's landfills, new transfer stations and transportation networks, a resurgence of waste-to-energy, and more concentration on recycling.

4. Types of Companies that May Benefit

In addition to Canadian rail and long-haul carriers able to offer integrated transportation solutions to municipalities and waste firms, companies that may benefit include those that:

- specialize in landfill closure and/or bioremediation;
- can design and operate transfer stations and material recovery facilities;
- specialize in balers, sorters, conveyors, shredders, granulators and other equipment used to process recycled materials or prepare waste for long-haul transport;

Continued on page 5 — Environment



Access

• December 1993 •

GETTING YOUR PAPERS IN ORDER

Shipping Documents for Mexico

Mexico is extremely strict in its examination of all documents accompanying the shipments of goods, demanding absolute accuracy and completeness. Discrepancies, even trifling ones, can lead to delays, penalties, even confiscation of the goods being shipped.

Whatever the product you are exporting to Mexico, it will have to be accompanied by a specific set of documents. There are many differences in requirements, depending upon products, and the exporter will have to consult official sources in order to determine what applies. The nearest Mexican Trade Commission will be able to provide accurate advice, or companies could work

with a Mexican customs broker.

All shipments will require at least a commercial invoice, a packing list specifying contents, and a bill of lading or airway bill.

An invoice must contain the following:

- place and date of issuance;
- complete name and address of buyer or importer in Mexico;
- complete name and address of exporter;
- detailed description of the merchandise, including all relevant data, i.e. brand name, model, marks, serial numbers, motor numbers, manufacturer's imprints, product characteristics, material of manufacture, type of use, etc. (Duty rate payable can vary from none to 20 per cent

according to specific characteristics, and if merchandise is not properly classified, it will usually be charged at a higher rate);

- F.O.B. unit value and total value of each item listed on the invoice. (The F.O.B. value will be used to determine tax payments);
- itemized charges making up the C.I.F. value to the Mexican port of entry (trans-

Don't Forget...

With few exceptions, all goods exported from Canada must be reported before leaving the country. The Canadian Export Declaration, Form B-13, must be completed by the exporter and submitted to Canada Customs at the point of exit. The document is normally handed over to the carrier transporting the shipment. Information collected from the B-13 forms will provide Statistics Canada with the data to establish export trade statistics.

portation and insurance);

- in the case of rail and truck transportation, all charges to place the merchandise at the Mexican border;
- signature of seller, name and position; and
- shipper's invoice number and customer's order number.

Documentation must be presented in its original form, with up to 11 copies. A Spanish translation must accompany the English original.

All shipments to Mexico must be insured from departure through their final destination. The Canadian freight forwarder can usually arrange appropriate insurance.

Sanitary certificates in quadruplicate must accompany live animals, seeds, plants and related products.

Continued on Page III

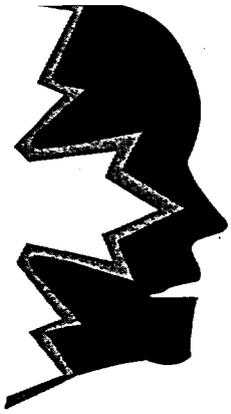
Upcoming Events

ANTAD EXPO '94 (Guadalajara) — 26-28 February 1994 — Mexico's major food products exposition.

COMDEX MEXICO (Mexico City; Info Booth) — 08-11 March 1994 — communications products.

CANADA EXPO '94 (Mexico City) 22-25 March 1994 — Canada's showcase in a full range of products and services.

Details on these and other events may be obtained from Latin American and Caribbean Trade Division, Department of Foreign Affairs and International Trade. Facsimile: (613) 944-0479.



Canadian Exporter Profile

Russel Marcoux, President • N. Yanke Transfer Ltd. • Saskatoon, Saskatchewan

"South of the Rio Grande, there's a big marketplace," said

Russel Marcoux, President of N. Yanke Transfer, shortly before his first business trip to Mexico. "It's virgin territory in a lot of ways, and I suspect there's going to be a lot of trade and commerce between us."

So, having built a small trucking operation into one of the largest transportation firms in Canada, and with a considerable business developed already in the United States, Marcoux began to cast his eye further afield. As a director of the Canadian Trucking Association (CTA), he was more than aware of the opening market in Mexico; he had attended Association meetings in San Diego and Mexico City in which this theme was explored. The CTA had also made representations at the NAFTA hearings, so Marcoux decided to investigate the potential for his company by undertaking a marketing trip to Monterrey.

N. Yanke is a family-owned company based in Saskatoon. Founded in 1968 by Norm Yanke, the firm was bought by Marcoux and his two brothers in 1980. The small, two-truck operation has since grown to a fleet of 240, and now has offices in Toronto, Winnipeg, Calgary, Edmonton and Vancouver as well as its original headquarters.

The dramatic growth of the com-

pany is largely a result of switching the entire fleet to expedited, or express, service five years ago. Previously, Yanke Transfer had concentrated on dry bulk hauling of agricultural commodities across Western Canada. But when an opportunity arose to enter a long-term contract with Canada Post in 1987, the company decided to divest its dry bulk division, selling

"The Mexican people... are very open to us, to our ideas."

it to another western company. Thereafter, Yanke dedicated itself to developing its niche as a long-haul expedited carrier.

In a year, sales rose from \$8 million to \$12 million. The company has a state-of-the-art fleet, the will to take risks, a high-tech satellite tracking system, a commitment to staff training and a sense of teamwork. These attributes have led to incremental growth in sales every year, so that Yanke's sales projection for 1993 is about \$60 million.

This is a leading-edge company. Marcoux says: "We are talking and trying to stay in tune with the need to diversify, spread ourselves out a bit. That's part of our philosophy as a transportation company as opposed to being simply a trucking company."

So, he went off to Monterrey to spy out the prospects of getting Yanke a new market, and came back very optimistic after a week that included a visit to the border

town of Nuevo Laredo (end of the line, until 1997, for Canadian trucks).

"It really highlighted for me the potential, and the willingness of the Mexican people to do business with Canadians," he said after the trip. "They are very open to us, to our ideas."

Marcoux found the Canadian Trade Office in Monterrey willing to assist. "They served as guides to some extent, and provided an interpreter and were generally very helpful."

Was it a successful trip? "I accomplished everything I set out to do," Marcoux said. "I got the feel of the market, I established contact with carriers to partner with. The people I met with are, admittedly, the cream of the crop, very aggressive business people who have more glitz and glamour than we've seen, great computers, glass towers, excellent training facilities for staff. I'm very excited."

"They are sophisticated technologically; their operation is superior to any North American carrier I've ever witnessed," Marcoux added. This, from a CEO whose fleet, systems, administration and training programs are the envy of the industry, is high praise indeed.

Although transportation permits will be restricted until the end of 1995, Marcoux sees plenty of opportunity in a new market he will certainly enter.

"We're pretty excited about the potential of north-south trade," he concluded.

Sectoral Study

The sell-off of government-owned assets by the Salinas administration has transformed telecommunications into a vibrant, innovative and opportunity-laden sector that is thriving on private investment.

The Mexican market has been opened to significant sales of foreign telecommunications equipment. From 10 per cent in 1984, the import share rose to about 20 per cent in 1986, partly as a result of increased investments in conjunction with the 1986 World Cup in soccer. Gradual increases continued, and by 1990, as a result of the decrease of import duties and the elimination of required import licences, imports reached 48 per cent. By 1994, imports are expected to represent 53 per cent of demand in the sector.

Mexico's telecommunications equipment market is expected to

Telecommunications

grow by 10 per cent annually, as one of the country's stated goals is to double the number of its phone lines in the next five years. This will require about \$10 billion in expenditure. Telmex (Teléfonos de Mexico) alone expects to spend about \$2 billion this year to improve service and install new lines.

Northern Telecom has had a plant in Mexico since 1991. Bell Canada and Mitel have interests there. Other Canadian companies are already engaged in the development of a cellular telephone network in Mexico. Over U.S. \$100 million in sales have been realized annually by Canadian firms since 1991.

Provisions in the North American Free Trade Agreement (NAFTA) recognize the importance of trade in the telecommunications sector. All tariffs on telecommunications equipment will be phased out over a ten-year period after implementation. Even in the interim, Canada and the United States will enjoy preferential tariff rates over non-NAFTA suppliers. On July 1, 1995, the market will be fully open for Canadian companies established in Mexico (or on a previously-banned cross-border

basis) to provide enhanced telecommunication and computer services.

Competition for what is perceived to be a lucrative and long-term market will be fierce. As things stand, the United States is the largest single supplier of telecommunications equipment to Mexico, followed, in order, by Japan, Sweden, Germany, France, and Canada. Clearly, companies will have to maintain a strong dedication to research and development in their own fields in order to achieve continuing success in the Mexican market.

The Europeans and Japanese are aggressively pursuing the attractive market opportunities in Mexico. Price and financing are the most important factors affecting Mexican demand. Canadian companies can now take advantage of Export Development Corporation lines of credit: a \$100 million credit line has been established with Telmex.

The climate is welcoming, the need great, and the expertise ours. There can hardly be a better combination for entering or expanding in a new market. Mexico is calling, and there are many Canadian firms well equipped to answer that call.

Shipping - from page 1

These are provided by various Canadian government agencies, and the original must be notarized by a Mexican consulate in Canada prior to shipment.

Weights and measures should be indicated in metric equivalents. Values should be notated in the original currency, as the exchange rate and Mexican peso equivalency are calculated from the date the goods reach Mexico.

A packing list should be sent to the buyer or customs broker as consignee, with the number of copies depending upon the means of trans-

portation. It should include:

- number of packages in shipment;
- detailed list of goods contained in each package, as described on the invoice;
- net, gross and legal weight of each package and of the total shipment; and
- volume of measurements of each package and of total shipment.

The types of bills of lading vary according to the mode of transport. Air shipments should be accompanied by their documentation. In the case of maritime shipments, the commercial invoice, packing list and bill of lading should be sent to the importer through an international messenger service. It is advisable

to send copies to the customs broker; otherwise the importer must do so. The same procedure applies to land shipments. These papers should be sent by expedited service in advance of the shipment of goods, to allow for document revision and special permits. The use of mail is not advised, as there could be a delay of 2-3 weeks.

The most important thing to remember, once the accuracy of documents has been checked, is to make sure that they are all absolutely consistent with one another.

InfoEx distributes an excellent publication on this subject — request "Export Documentation and Foreign Collections."

The Marketing Trip

Mexico: Look Before You Leave

Mexico is an exciting and fast-growing market, happily not far from Canada, and as it opens its borders to liberalized trade, Canadian exporters are moving quickly to capture a share of the new opportunities. To compete effectively in this new market, it will be necessary to go there, make contacts, investigate and assess the situation first hand.

But a marketing trip is an expensive endeavour, and to make it cost-effective, it is worth doing a good deal of homework before you pack your bags. Some valuable sources of information are available at home, and for little or no cost. To make best use of your time in Mexico, it is well worth exploring these channels first.

The local library will be able to provide basic, general information, through periodicals or other publications on business, marketing, and industry. Larger libraries may carry the Economist Intelligence Unit (EIU) reports on specific economies, including Mexico's.

Foreign Affairs and International Trade (DFAIT) produces a number of excellent publications available through InfoEx. These range from market overviews to sector-specific studies. "Partnering for Success," a good overview and analysis, has recently been updated in a second edition. DFAIT has also recently published "Where to Find...? Sources of Info on the Mexican Market," which includes a wide-ranging and comprehensive list of information sources.

For more specific marketing studies, there are some surprising sources. Major accounting firms and banks have, in many cases, representation in Mexico and often produce their own publications offering analysis of subjects including market size, tax and legal issues, labour relations, financing assistance available. Local branches or offices can advise as to what a specific institution can and will offer.

International Trade Centres (ITCs), located across Canada, are an ideal initial point of reference. The ITCs normally have officers specifically responsible for Mexico and Latin America who can direct your research and provide preliminary information and detailed market research. The ITCs serve as guides to the sometimes confusing sources of government assistance, and can tell you where to find things you may only suspect exist.

The InfoEx Centre is the basic entry

point for DFAIT's trade information network. InfoEx has an automated fax-back system to provide companies with information on Access North America programs and initiatives. The system offers a catalogue from which a company can select documents or details it requires. There is a voice menu to provide the caller with the toll-free InfoEx number (see box below) for additional information.

Bancomext, the export bank of Mexico, has three Canadian offices, in Vancouver, Toronto and Montreal. Bancomext produces an importer/exporter directory of Mexican firms, and holds listings of the industry associations in Mexico to which, by law, every Mexican company must belong. Bancomext also has a library in Mexico, with about half its extensive list of titles available in English. (Sectoral studies are available in Spanish only).

The Conference Board of Canada produces a variety of publications on economic conditions in Mexico, and has an alliance with its Mexican counterpart, which ensures up-to-date and accurate findings.

Industry Canada also publishes a wide range of sectoral studies.

Most provincial governments maintain a ministry responsible for international trade and development, which can assist with market information, introductory publications, contacts and networking.

The U.S. Department of Commerce Office of Mexico offers a fax-back service that encompasses sector-specific and overview documents as part of its Trade Data Bank.

These are only a few of the many sources available, and most of them will suggest further avenues of research as you delve deeper into your material. In order to assess whether you and your firm can enter the Mexican market successfully, it is necessary to start at the beginning, doing the basic homework that will help you get your bearings when you finally get off the plane in Mexico.

"Some valuable sources of information are available at home..."

Access

Access, the newsletter of the new Access North America (ANA) program, is published monthly and only in *CanadExport*. Subscribers to *CanadExport* automatically receive **Access**. It examines opportunities for Canadian businesses, introduces some Canadians already operating in the Mexican market, profiles specific sectors, and notifies readers of forthcoming events related to doing business in Mexico.

Your feedback is welcomed; correspondence should be sent to **Access**, BCT, Department of Foreign Affairs and International Trade, Ottawa, Ont., K1A 0G2, or by fax, (613) 992-5791.

For further information on the program, or a copy of a brochure on Access North America, contact InfoEx at 1-800-267-8376 (In Ottawa 944-4000).

Printed in Canada

(Disponible également en français)

Environment "The" Issue: Trade Fairs The Venue

- can help these new facilities to control odours and other public relations issues, and sell equipment to help waste firms meet clean air and water requirements;
- offer new ways to process or use recycled materials. There are major opportunities for secondary manufacturers and companies able to help create a user-to-user loop;
- can help businesses and municipalities to reduce waste at the source

or offer new techniques to reduce volume;

- can provide equipment or methodologies to reduce costs and improve profitability at recycling facilities;
- offer waste-to-energy technology;
- can offer turn-key systems or solutions to municipalities and private owners;
- can help waste firms benefit from automation and data processing;

- offer private industry their own methods to treat hazardous or medical waste on-site, which can then be sent to Subtitle D landfills.

If you would like to register as a participant in **Waste Expo'94**, or to learn more about the opportunities on the American market, contact Donald Marsan, United States Trade, Tourism and Investment Development Bureau. Tel.: (613) 944-9478. Fax: (613) 944-9119.

Calendar Covers U.S. Environmental Trade Fairs

By D. Marsan, *U.S. Trade and Tourism Development Division (DFAIT)*

Preparations are underway for the development of our trade promotional program for 1994/95. This program, as it relates to the environmental sector, is focusing on partnering workshops/seminars, market information and participation at major trade shows because of their excellent cost-benefit ratio. A well-chosen trade show allows for proper displaying of products to a concentrated audience of buyers, end-users, representatives, distributors, decision-makers and all major suppliers, and enables exhibitors to fully assess market trends, prospects, challenges and opportunities for successful penetration of their product in this market.

Our program already includes participation at the **Waste Expo'94**, Dallas Convention Center, Dallas, Texas, May 3 - 6, 1994. The importance and magnitude of this show demand long lead times in preparing for participation, and space for our Canadian stand has already been reserved.

In addition, we intend to participate in the following events with a Canada national stand, in which space would be available, under a cost-sharing formula, to Canadian

companies interested in displaying their goods and services to audiences attracted by the event:

- **NEW ENGLAND ENVIRONMENTAL EXPO** - Boston, Massachusetts - April 26-28, 1994 - National show with 400 exhibitors.

Products: Environmental products and services.

Attendance: 5,000 president's, CEO's environmental managers, federal, state and local officials, environmental engineers.

- **HAZARDOUS MATERIALS MANAGEMENT CONFERENCE** - Philadelphia, Pennsylvania - June 15-17, 1994 - International show with approximately 550 exhibitors.

Products: Equipment for the handling, treatment, storage and transportation of hazardous materials and waste.

Attendance: 12,000 plant engineers, environmental engineers, municipal waste management officials, chemists, technicians, emergency response personnel.

- **AMERICAN WATER WORKS ASSOCIATION** - New York, New York - June 19-23, 1994 - International show with over 750 exhibitors.

Products: Water meters, pipes,

valves and other components for the water works industry.

Attendance: Over 10,000 municipal and state officials, engineers, contractors, environmental professionals.

- **AIR & WASTE MANAGEMENT ASSOCIATION** - Cincinnati, Ohio - June 21-23, 1994 - International show with over 300 exhibitors.

Products: Showcase of products and services for air pollution control and waste management such as instrumentation, control equipment, engineering and consultant services.

Attendance: More than 6,000 engineers, waste management specialists, federal, state and municipal environmental control personnel.

- **SOLID WASTE ASSOCIATION OF NORTH AMERICA** - San Antonio, Texas - August 1-4, 1994 - National show with 250 exhibitors.

Products: Manufacturers and distributors of solid waste handling equipment, trucks and bodies, land fill compactors, incinerators, consulting services.

Attendance: Municipal engi-

Continued on page 6 - U.S.

U.S. Hosts Environment Show — from page 5

neers, waste haulers, city and street engineers.

• **AMERICAN PUBLIC WORKS ASSOCIATION - INTERNATIONAL PUBLIC WORKS CONGRESS & EXPO** - Chicago, Illinois - September 24-29, 1994 - International show with 600 exhibitors.

Products: Asbestos abatement, compactors, solid wastes, computerized management information, dust control equipment, erosion control equipment, geotextiles, leaf loaders, mapping, pipe and pipeline maintenance equipment, recy-

cling equipment, sewer inspection & maintenance, shredders, solid waste collection receptacles, vehicles, transfer, processing equipment and services, waste-water management services, treatment and maintenance equipment.

Attendance: 10,000 public works professionals from local county, state and federal governments.

• **WATER ENVIRONMENTAL FEDERATION** - Chicago, Illinois - October 16-20, 1994 - National show with 300 exhibitors.

Products: Municipal and industrial waste water treatment equip-

ment, hazardous waste handling, treatment and disposal equipment.

Attendance: Engineers, municipal and industrial waste treatment managers, municipal officials, consulting firms, contractors.

Should you be interested in participating in one or some of these events and would like more information, please do not hesitate to contact Donald Marsan, US Trade and Tourism Development Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Fax: (613) 944-9119.

Waste Disposal Focus of Fair in Germany

Cologne — With more than 1,000 exhibitors and over 50,000 visitors expected from around the world, an event taking place here May 18-21, 1994 will be the world's largest show for the waste disposal industry.

It's the 6th International Trade Fair for Environmental Technology, Waste Disposal and Recycling (Entsorga 1994)—and space has been reserved in a prime location for a group exhibit from Canada!

The waste disposal sector is enjoying tremendous growth: in 1990, Western Europe alone had an environmental market of 164.5 billion Deutsch Mark and it is estimated to almost double by the year 2000! In Europe, expenditure is highest in Germany, followed by France, Great Britain, Italy, Spain and the Netherlands—countries which also have the highest growth rates in that sector.

Due to new legislation in Germany (to be copied, at least to an extent, in the other EC countries), high demand exists for the design and construction of sorting plants,

dismantling plants, composting plants, and the like.

Sewage is another area to be considered urgently, since 60,000 kilometres of sewers need to be renewed or repaired in the near future.

Entsorga 1994 provides an excellent opportunity for Canadian

companies to reach the European market.

For further information, contact Edel Wichmann, Cologne International Trade Shows, 480 University Avenue, Suite 1410, Toronto M5G 1V2. Tel.: (416) 598-3343. Fax: (416) 598-1840.

Chicago Show Transmits Power

Chicago — April 10-15, 1994 — **IEEE/PES Transmission and Distribution Conference and Exposition** is the power transmission distribution industry's premier event.

This event is a supplier's golden opportunity to meet and talk with qualified buyers, or profile a company's products and services.

The United States Trade and Investment Development Division of the Department of Foreign Affairs and International Trade (DFAIT) will be participating with a National Stand.

Canadian companies wishing

space in the National Stand, or additional information on the show, can contact Alan D. McBride, Marketing Officer, U.S. Trade & Investment Development Division, (DFAIT), 125 Sussex Drive, Ottawa, K1A 0G2. Tel: (613) 944-5149. Fax: (613) 944-9119.

Offshore in Ottawa

Ottawa — The Canadian Shipbuilding and Offshore Exhibition (CSOE '94), being held here February 14-15, 1994, is the largest technical marine conference and

Continued on page 7 — Offshore

Offshore — from page 6

trade show in Canada.

Space still is available for those interested in virtually all aspects of the marine industry.

Last year's event attracted over 1,000 industry representatives from across Canada and around the world, including international media and government officials.

Parties wanting more information or interested in acquiring booth space may contact Joy MacPherson, The Canadian Maritime Industries Association, Ottawa. Tel.: (613) 232-7127. Fax: (613) 232-2490.

PUBLICATIONS

A Directory of Canadian Export Capability in the Environmental Sector has been completed by Foreign Affairs and International Trade (DFAIT).

This directory is comprised of a listing of Canadian companies; general indices such as air pollution control, hazardous waste, monitoring, noise pollution control, oil spill, recycling, resource management, site reclamation, solid waste, water and wastewater; and a list of individual products/services and the companies which supply them.

This directory can be useful to find companies which produce a product, to do a mailing to a firm in a specific sector and to get a list of firms which are based in various provinces.

A selected distribution of two diskettes (code number T15A) can be made through InfoEx (see box at bottom of page 8).

Philippine Informatics

A market study recently completed for the Canadian Embassy Trade Section in Manila indicates there are promising opportunities in the Philippines for Canadian

Here's What's on the Menu ...

... In Brussels ...

Brussels — European Seafood Exposition, being held here April 19-21, 1994, is a "must attend" for Canadian seafood companies.

Last year, a total of 235 companies representing more than 30 countries, took stands. Twelve national and three regional stands attracted 5,492 industry professionals from more than 85 countries. They were there to locate sources of supply and to meet with their colleagues. This year's event holds as much promise — and Canada will be part of it.

In fact, Department of Foreign Affairs and International Trade (DFAIT) has reserved a National Stand for Canadian participants.

For information, contact Lorraine Reardon, Trade Fairs and Missions - Europe, Trade Development Division, DFAIT, Ottawa. Tel.: (613) 996-2147. Fax: (613) 944-1008.

exporters in the field of informatics. From 1987 to 1990, Philippine hardware imports increased by 115 per cent to US\$50 million.

In 1992, the Philippines Board of Investments designated software development, computer data bases and other computer-related services as priority areas for investment — both by government and private-sector concerns. Good potential exists also for joint ventures involving software development and data encoding.

Canadian companies interested in getting a share of this lucrative market or simply interested in picking up some tips on doing business in this rapidly developing part of the ASEAN can obtain a copy of *Informatics Sector Market Study - Philippines* either from the International Trade Centre in their province, InfoEx (see box page 8) or the trade office in

And ... In Seoul

Seoul — An international exhibition — Seoul Food'94 — featuring food, beverages, additives, processing equipment, packaging materials and machinery/equipment for restaurants and hotels, will be held here April 26-30, 1994.

Last year's show had 271 exhibitors with more than 100 from abroad. In addition, attendance exceeded 41,000 and is expected to be even higher this year. More and more Korean people are adopting Western dietary practices and food-related imports continue to rise significantly.

For assistance in securing space at **Seoul Food '94**, contact the Korea Trade Centre in Toronto. Tel.: (416) 368-3399. Fax: (416) 368-2893.

Manila (Fax: 011-63-2-810-1699).

Export Gazette

Export Gazette is a monthly trade promotion journal whose circulation covers the five continents. Each issue offers a special "Doing Business with Canada" section. What's more, the publishers say that Canadian subscribers can take free advantage of the "Products in the News" section. For further information, contact Ovid Da Silva, *Export Gazette's* North American representative in Montreal. Tel.: (514) 974-0819. Fax: (514) 974-3280.

• Numbers to Note •

The main telephone number for the Consulate General in New York now is: (212) 596-1600. The fax number is: (212) 596-1790.

'Tis The Season to Savour Success!

By Chantal Gosselin, Co-Op Student

When Studio Artéfact of Brossard (near Montreal) sets up a Christmas scene in a shopping centre, the results are outstanding.

Specializing in the preparation of large-scale displays, this company uses an original flexible polyurethane foam process to create life-like scenes and mythical characters.

Villages, castles and dragons come to life, captivating young and old — not only in Canada, but as far away as Australia!

Studio Artéfact attributes much of its growing reputation and success to its ability to offer long-lasting, sculpted and moulded displays that accurately reproduce original conceptual drawings. The company's integrated operations enable it to design all models, install displays and provide customers with after-sales service — while still being able to maintain quality control throughout all aspects of production.

Since 70 per cent of the company's activities occur around Christmas, its payroll triples in early autumn.

In business since 1986, Studio Artéfact has only recently taken an interest in exporting. The firm now is committed to exploring this venue.

In June 1992, while participating in one of the world's largest retail trade fairs in New York (organized by the National Association of Display Industries), the company exhibited its product range — and met with an unexpected degree of success. As a result, prospective clients now include buyers from Australia, Brazil and Europe.

In January 1993, Studio Artéfact was awarded its first foreign contract from the Australian firm Mei & Picchi. With offices in Melbourne and Sydney, Mei & Picchi is a leading distributor of displays to shopping centres throughout Australia.

According to Studio Artéfact president, Alain Lauzon: "One important reason for the com-

Product: large-scale displays

Employees: 25

Sales: \$1.8 million (1993)

Exports: 10 per cent

Markets: Australia

pany's breakthrough in Australia is the similarity between our philosophies and culture."

In an effort to improve its competitive position on the international market, Studio Artéfact now is finding ways to reduce transportation costs and delivery times for its products. Such improvements will help double company revenues by 1995.

"We feel that we must improve our techniques and find more advanced methods of production and distribution. With this in mind, we are investing five per cent of our revenue back into research and development. We are also committed to providing advanced technical training to our employees in order to meet the increasing

challenge of world competition," Lauzon says.

While Studio Artéfact is currently negotiating projects with major shopping centres in the United States, it continues to receive serious inquiries from around the world.

AGENDA

Montreal — February 1, 1994; **Toronto** — February 2; **Winnipeg** — February 3; **Vancouver** — February 4 — A seminar series on **Doing Business in Vietnam** will feature presentations on such key areas as: the current status of projects and lending by international financing institutions; making and sustaining business relationships in Vietnam; and market entry strategies. The East Asia Trade Division of the Department of Foreign Affairs and International Trade will be co-sponsoring the seminars with the Asia Pacific Foundation of Canada. Please check the January 17, 1994 issue of **CanadExport** for contacts, venue, hours and registration details.

Miami Consulate

The Canadian Consulate in Miami, Florida has relocated to: 200 South Biscayne Blvd., Suite 1600, Miami, Florida 33131. Tel.: (305) 372-2352. Fax: (305) 374-6774.

InfoEx

InfoEx (formerly Info Export) is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact InfoEx (t 267-8376 (Ottawa area: 944-4000). To order DFAIT publications, fax (613-996-9709) your requests on com Include the publication code (in brackets).

7926 27

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