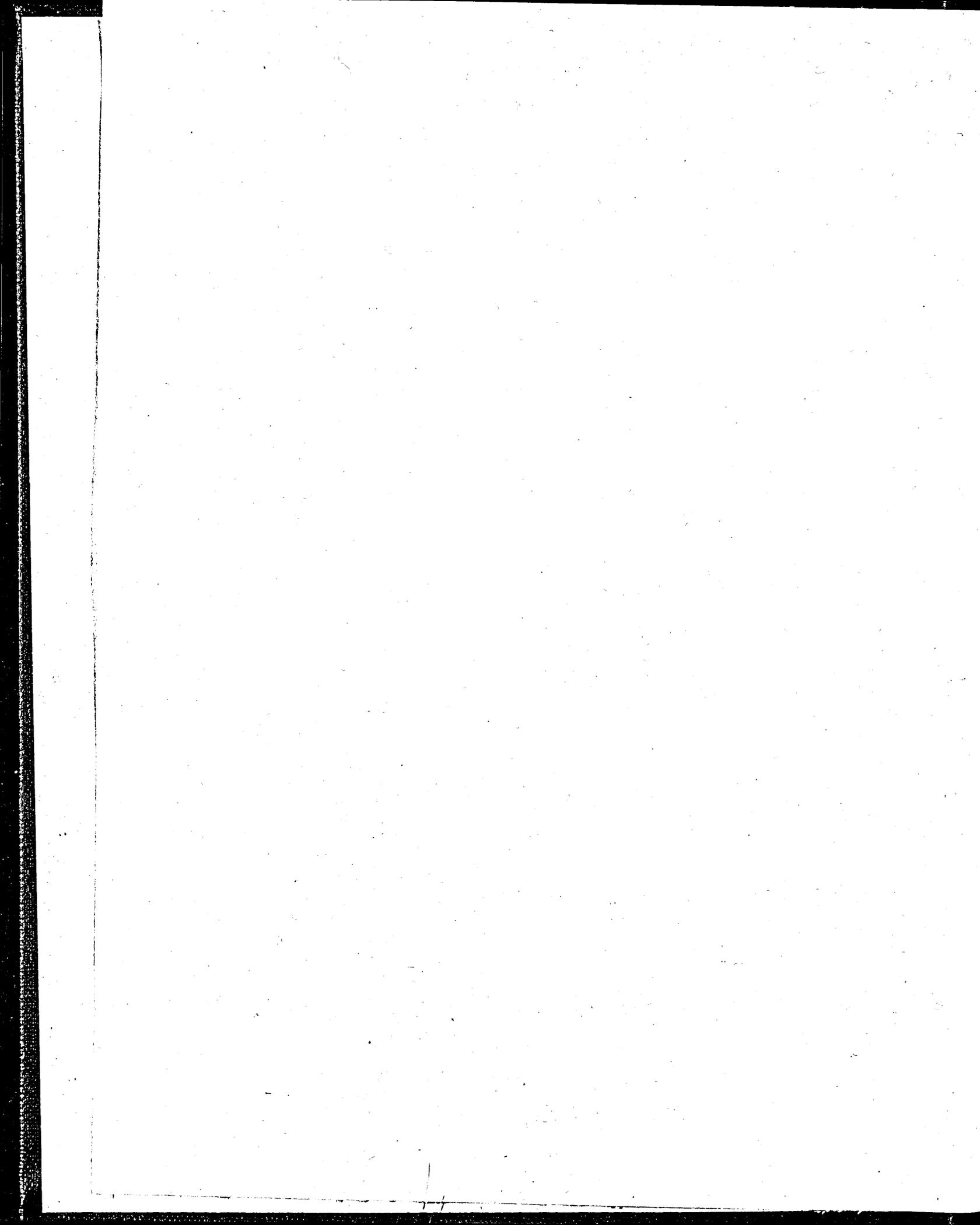


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CanadaExport

Vol. 16, No. 1 — January 12, 1998

Team Canada Makes Headlines in Latin America

Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

JAN 23 1998

by Manon Côté, Project Officer, Planning and Special Projects Centre, DFAIT

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On the eve of the departure of Team Canada's fourth trade mission, the print media in Mexico, Chile, Argentina and Brazil were all astir—and not without reason. "The people of my country don't see a large delegation like this one every day," said Germana Costa Moura, a Brazilian journalist who visited Canada in December. "They will want to know more about what Canada has to offer the Southern hemisphere. As a journalist, it is my job to introduce the people of Canada to the people of Brazil."

It was in this spirit that the Department of Foreign Affairs and International Trade invited eight journalists to come and learn about Canada and its people at

dozens of meetings and cultural events. The guest reporters from some of the leading dailies in Mexico and South America — among them *El*

Financiero (Mexico), *El Mercurio* (Chile), *Clarín* (Argentina) and *Folha de São Paulo* (Brazil) — visited Ottawa, Montreal and Toronto from November 29 to December 9.

PEMD Goes to Work for Canadian Exporters

The Program for Export Market Development (PEMD) is providing the financial stimulus for Canadian companies to get a start as exporters or to explore new markets. Recently, Klöckner Stadler Hurter ltée/Ltd. (KSH) — a Montreal-based engineering contracting firm — won a \$270-million project in Indonesia, and the program contributed to its success by cost-sharing some of the company's initial capital project bid preparation costs.



KSH's Alan Curleigh presents a cheque to Minister Marchi

KSH is responsible for overall technical leadership in the construction of a US\$850-million bleached kraft pulp mill for PT Tanjungenim Lestari Pulp and Paper (PT TEL). KSH is also involved in the project's management, engineering, supply of major equipment, supervision of erection and start-up, and training of mill operators. (KSH's sale of Canadian

Continued on page 3 — PEMD

A common desire to boost North-South relations

The journalists were welcomed by Canada's Minister for International Trade, Sergio Marchi, on their first day in the Canadian capital. Mr. Marchi reminded the press how important the Team Canada missions are for both Canadians and the host communities.

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CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

New Standards Council Web Site Makes Exporting Easier

Canadian companies can now easily and inexpensively determine which standards apply to their products and services in given target markets — thanks to a new Web site launched by the Standards Council of Canada on October 14, World Standards Day.

The new site — SCC.CA — provides an estimated 300,000 pages of standards-related information for companies, whether they are exporting environmental technology to Australia or gaining a foothold for a new building product in Europe.

SCC.CA also features an extranet that will let Canadians use the Internet to collaborate on the development of national and international standards — saving time and travel expenses for the estimated 14,000 Canadians who currently sit on standards development committees and facilitating the participation of others.

Small businesses to benefit most

"The biggest beneficiaries of SCC.CA will be Canada's small businesses," says Industry Minister John Manley. "It will enable them to learn about and influence international standards to ensure that they are competitive in the global marketplace."

Among other services, the site allows users to search, for free, over 5,000 National Standards of Canada; standards referenced in federal regulations such as the Hazardous Products Act and provincial regulations from Ontario (other provinces to be added as their regulations are made available on-line); and over 300,000 international standards and national standards from Germany, France, the United Kingdom and Australia (more countries to be added in the months to come).

Users can also search the accreditation database to discover which of the 237 facilities accredited by the Standards Council is best qualified to assess their product's or service's compliance to Canadian, foreign and international standards.

For more information, visit the SCC.CA Web site at <http://www.scc.ca> or contact the Standards Council, 1200-45 O'Connor St., Ottawa, ON, K1P 6N7, tel.: (613) 238-3222, fax: (613) 995-4564.

NEW PARTNERSHIP GIVES CANADIANS ONE-STOP ACCESS TO STANDARDS OF WORLD MARKETS

Canadian companies will have one quick, efficient source for all the standards they need to compete in global markets, thanks to a strategic partnership formed by the Standards Council of Canada and IHS Canada/Micromedia Limited.

As of April 1, 1998, Micromedia's Global Info Centre in Ottawa will assume responsibility for the Standards Council's standards sales service, becoming the exclusive Canadian distributor for standards of the International Organization for Standardization (ISO) and the International Electrotechnical Com-

mission (IEC), as well as the source of an extensive line of other business information products.

Along with the recent launch of the Standards Council's new Web site (see article above), this partnership will promote the increased use of standards, while ensuring Canadians have fast and easy access to international and foreign national standards.

Micromedia's sales outlet is located at 240 Catherine Street, Suite 305, Ottawa, ON, K2P 2G8, tel.: 1-800-854-7179 or (613) 237-4250, fax: (613) 237-4251, Internet: <http://global.ih.com>

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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Job Creation and Economic Growth Highlight First Annual TPC Report

Technology Partnerships Canada (TPC) created more than 10,000 jobs and leveraged \$1.6 billion in private-sector during its first year, according to the program's first annual report. The program also invested \$414 million in 30 projects across Canada.

In tabling the report in Parliament on December 10, Industry Minister John Manley said, "I am proud that Technology Partnerships Canada has contributed so much to economic growth and the creation of long-term jobs in Canada. These investments are building valuable partnerships with the private sector to ensure that Canada is competitive in the knowledge economy."

Making strategic investments

Technology Partnerships Canada represents an investment approach to technological development, with real risk-and reward-sharing with the private sector. Investments are fully repayable and are intended to help ensure that products with high potential reach the marketplace. Investments are made in the target areas of environmental technologies, enabling technologies, and aerospace and defence industries — areas recognized worldwide as having significant potential for growth in the coming century.

Environmental technologies support sustainable development efforts and build on Canada's expertise in this area. Enabling technologies, which include advanced manufacturing, advance materials, applications of information technology and biotechnology, are improving the ways Canadians live and work. Aerospace and defence industries employ more than 59,000 Canadians and are a major component of the knowledge economy.

Key element in jobs strategy

Technology Partnerships Canada — launched in March 1996 — is a key element in the government's strategy

to promote economic growth and job creation through innovation, positioning Canada to be a leader in the global knowledge economy of the 21st century.

For more information, or for a copy of the annual report, contact Technology Partnerships Canada, 300 Slater Street, 10th Floor, Ottawa, ON, K1A 0C8, tel.: 1-800-266-7531 or (613) 954-0870, fax: (613) 954-9117, e-mail: tpc@ic.gc.ca

PEMD — Continued from page 1

goods and services is being supported by a US\$205-million loan from Canada's Export Development Corporation.)

To express the company's appreciation for the government's contribution to its success, Executive Vice President Alan R. Curleigh came to the Department of Foreign Affairs and International Trade on December 3 to repay its \$99,000 PEMD Capital Project Bidding assistance directly to International Trade Minister Sergio Marchi.

In thanking the Minister, Curleigh pointed out that the assistance, and the government backing it implies, is important not only for financial reasons but also in persuading a company's senior management and board of directors to undertake costly, extended-term activity such as capital project bidding. He noted that the PEMD assistance has benefited not just his company but also over 150 other Canadian companies that will

Continued on page 12 — PEMD

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

An Interview with CYAP Ambassador John Bell



CANADA'S YEAR
OF ASIA PACIFIC
1997 L'ANNÉE
CANADIENNE DE
L'ASIE-PACIFIQUE



This CanadExport interview with John Bell, Ambassador to Canada's Year of Asia Pacific (CYAP), was conducted a few weeks before the Asia-Pacific Economic Cooperation (APEC) Summit in Vancouver, the culminating event in a highly successful CYAP 1997.

CanadExport:
What was the main purpose

behind organizing Canada's Year of Asia Pacific, especially as it pertains to business people?

Ambassador Bell: Canada's Year of Asia Pacific was all about increasing awareness of the fact that Canada is a Pacific nation and refocusing our attention and resources across the Pacific, commensurate with our real and potential interest in the region. And this is something we did from coast to coast.

CanadExport: Could you give us some background?

Ambassador Bell: It is interesting to note that over 30 years ago, Asia Pacific accounted for only 4 per cent of the total global production of goods and services. This year the region accounts for 25 per cent, and the projection is that over the next decade one half to almost two thirds of the increase in global production in goods and services will be in Asia Pacific. And despite the strong readjustments in the currency and stock markets the last few months, indica-

tions are that an overall strong policy framework will bring the Asia-Pacific economies back to a stronger position in the next few years.

Another factor is that we now have two million Canadians of Asian background — that's 62 per cent of new Canadians now coming from Asia. So a lot of what we sought to accomplish this year related to our own economic opportunity and the fact that our linkages with Asia Pacific will create jobs in Canada, and that we will succeed better by working together. We've focused the year on youth, on small business and on working with Asian Canadians in building bridges to Asia, particularly in terms of business, but also culture and other connections.

CanadExport: How has CYAP connected with business people?

Ambassador Bell: The first event was really the Team Canada Mission to South and Southeast Asia, which was about opening doors and creating access for Canadian companies. It was also, coincidentally, about Canadian companies working together

to take advantage of these markets. We have undertaken a series of conferences throughout Canada, building on Team Canada's successes. And we have sought to make the opportunities in Asia Pacific known to small businesses. The Asia-Pacific Leaders' Meeting, for example, is not just about creating special relations, but also about creating greater trade liberalization and trade facilitation through things like customs clearance and common standards, as well as facilitating business travel. All these events have brought information and networking opportunities for a wide variety of small and medium-sized Canadian businesses.

CanadExport: What kind of response has there been to the many CYAP events?

Ambassador Bell: Well, first of all, the attendance of small and medium businesses from both the APEC region and Canada was considerable — more than expected. And a number of groups will be organizing a conference shortly to plan ways to keep the momentum and enthusiasm from dissipating.

Continued on page 5 — An Interview

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



An Interview with John Bell — Continued from page 4

CanadExport: In the meantime, how can businesses that missed out on these events take advantage of some of these opportunities?

Ambassador Bell: They should continue, or begin, to deal with the International Trade Centres in their area, to find all the relevant information about markets. They should be encouraged to participate, selectively, in the international bilateral business associations. Above all, they should focus on one or two markets — visiting those regions and maintaining contact with the trade officers at the Posts. The trick is to find niches, partners and representatives that fit their particular interests.

CanadExport: What do you consider APEC's accomplishments since its creation in 1989?

Ambassador Bell: There has been considerable movement on trade liberalization for the benefit of all APEC members. In 1993, for example, there was an agreement towards fully liberalized trade in Asia Pacific by 2010 for developed countries and 2020 for developing countries. And the development of individual action plans and corporate action plans by APEC economies was instituted to review what they are doing towards meeting that goal. At the Trade Ministerial Meeting in Montreal last March, it was agreed to accelerate the investigation of sectors for voluntary liberalization. Originally this was to have been done by 1999. Now it will happen two years earlier.

We are also working towards streamlining of customs clearances through common databanks and other procedures that would mean that what could take three weeks

will be reduced to five minutes.

A third area APEC is working on is the whole question of economic co-operation in infrastructure, environment, human resource development technology, and so on. What really distinguishes our Canadian chairmanship of APEC this year is our efforts to involve a wider community, beginning with business through the APEC Business Advisory Council and expanding to involve youth, women and other groups in the entire APEC process.

CanadExport: Many of the Asia-Pacific countries could use Canadian products and services to further their economic growth. Do any specific sectors come to mind?

Ambassador Bell: Let's take environment, with the serious problem in Southeast Asia caused by the so-called haze. Canadian companies like Bover — which got involved in Malaysia via the Enterprise Canada-Malaysia program — are right at the forefront of providing air and water-quality analysis. Infrastructure is another area. Take, for example, the well known site of the tallest buildings in the world, Kala Lumpur city centre. A great part of those buildings involved Canadian architects and environmental experts.

Another area that is at the forefront of what we have been doing in Asia Pacific is education. Our institutions of higher learning have a product to market, and there is a tremendous demand for such products and services in many countries of the world, but particularly in Asia-Pacific countries.

So there are tremendous opportunities, and the challenge is to study the market, speak to people who

come from those regions who know the area, get a sense of the best way to proceed, and be selective.

CanadExport: What in your view has been the real impact of Canada's Year of Asia Pacific?

Ambassador Bell: I guess where we really had an impact, from my perspective, was in the numbers of people who got involved. This was really about telling Canadians that we're a Pacific nation and working towards creating opportunities and taking advantage of opportunities in that region. What I found particularly interesting was that there were so many people who got involved in a cultural project.

CanadExport: Are there plans for any follow-up, such as future trade missions, to channel all the energy generated from CYAP?

Ambassador Bell: I think that we have successfully peaked people's interest in the region. You know, it used to be that people went to Europe after they graduated from school. Now, more and more are going to Asia.

P.S. Just before going to press, Ambassador Bell gave CanadExport the following concluding remarks on CYAP and APEC.

Ambassador Bell: The APEC Leaders' Meeting was a great success, both substantively and logistically. The identification of nine sectors for early voluntary liberalization should lead to increased opportunities for Canadian firms in the future.

There will be a follow-up to CYAP at a conference at the University of British Columbia in March, which will coincide with outreach activities in Canada for Heads of Mission from Asia Pacific.

Canada's Year of Asia Pacific Culminates in APEC Summit



CANADA'S YEAR
OF ASIA PACIFIC
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The highly successful Canada's Year of Asia Pacific (CYAP) culminated in the Asia-Pacific Economic Co-operation (APEC) Summit, held in Vancouver last November.

The Vancouver Leaders' Meeting was surrounded by several other key events — including a Business Council on National Issues (BCNI)-sponsored CEO Summit and Business Advisory Council meetings, as well as sector-specific business expositions, networking and on-site company visits — in keeping with all of CYAP 1997 activities organized from coast to coast throughout the year (as regularly reported in *CanadExport*).

In fact, according to a Canadian senior trade official, "Canada's 12-month leadership role as APEC chair constitutes the largest and most complex exercise in multilateral diplomacy and domestic outreach yet undertaken by this country."

Canada gives APEC a boost

Judging from the results achieved and the comments received from leaders and senior officials of the 18 participating countries, this year's APEC activities, including the Vancouver Summit, will be remembered as a model to follow.

According to U.S. President Bill Clinton, the event hosted by Canada provided "the single best discussion in the five years APEC Leaders have been meeting."

It is precisely such discussion that has proved APEC's worth,

showing that despite the Asian financial crisis, APEC's trade liberalization objectives remain strong.

"APEC has also continued to evolve as an institution of relevance," says the senior trade official, "thanks in part to the new directions given by Canada in terms of greater interfacing with the private sector and

This has been a very important year for Canada as a Pacific nation. It has presented an unprecedented opportunity to strengthen our trade, cultural and people-to-people ties in this important region. I am confident that we will reap the benefits for years to come.

Prime Minister Jean Chrétien

non-government organizations, and focusing on sustainable development, climate change, and the involvement of women and youth, as well as instituting a retreat for Ministers.

"APEC has in fact enhanced Canada's position within the Asia-Pacific community," he concludes.

Canada plays leadership role

The final reading of the Leaders' Declaration (see p. 7) by Prime Minister Chrétien, as Chairman, served as a fitting conclusion, underlining the regional leadership exercised by Canada in 1997.

That leadership included establishing a precedent-setting positive engagement with the parallel

Peoples' Summit in Vancouver, and developing consensus among APEC Leaders on three difficult questions: regional financial instability, climate change, and APEC membership.

Building on the success at the Ministerial Meeting in identifying sectors for early voluntary liberalization, Leaders welcomed efforts by Canada to focus APEC attention and activities throughout the year on the important medium-term challenges to growth and stability in the region, in particular the emphasis given to infrastructure and sustainable development issues.

Leaders issued a separate Vancouver Framework for Enhanced Public-Private Partnership for Infrastructure Development to engage the cross-sectoral co-operation required for optimal project planning.

"Canadians can be proud of what we have achieved as chair of APEC this year," concluded Prime Minister Chrétien. "We have advanced freer trade and economic co-operation in ways that will help secure future prosperity and stability in the region. We have also helped create more opportunities to invest in and consolidate partnerships with people, including women, youth, small business, labour and academics."

APEC Summit Brings Results



CANADA'S YEAR
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APEC Summit

Primé Minister Jean Chrétien welcomed the results of the fifth Asia Pacific Economic Co-operation (APEC) Economic Leaders' Meeting, which Canada chaired in Vancouver on November 24-25, 1997.

Major results for 1997 discussed at the APEC Economic Leaders' Meeting include agreement to:

- liberalize trade in 15 sectors, with work beginning in 1998 on nine sectors — including areas of particular interest to Canada, such as environmental goods and services, forestry products and fish — and implementation starting in 1999;

- implement the Manila Framework to enhance co-operation to promote financial stability;

- work toward a successful conclusion of World Trade Organization negotiations on financial services;

- harmonize and simplify customs clearances by the year 2000;

- focus work on developing human resources and harnessing technologies of the future;

- assess the full impacts of trade liberalization, including its positive effects on growth and employment, and assist members in managing associated adjustments;

- implement the Sustainable Cities Program of Action, which includes initiatives to encourage investment in environmentally sound infrastructure and community education;

- endorse the Vancouver Framework for Enhanced Public-Private Partnerships for Infrastructure Development, which will guide efforts to increase investment and partnerships in infrastructure development in the region;

- initiate work on emergency preparedness;

- intensify work on electronic commerce, science and technology, and human resources development;

- work toward a successful outcome of the Third Conference of the Parties in furthering the objectives

of the United Nations Framework Convention on Climate Change;

- broaden APEC engagement with all sectors of society, with particular

Continued on page 9 — APEC Summit

HIGHLIGHTS FROM APEC MINISTERIAL (M) AND LEADERS' (L) MEETINGS

- Agreement was reached to recommend 15 sectors for early voluntary liberalization, with work on nine sectors to begin in 1998 and implementation in 1999, as follows: environmental goods and services, fish, forest products, toys, telecommunications equipment (mutual recognition arrangement), medical equipment and instruments, chemicals, gems and jewellery, and energy. Leaders subsequently agreed to this recommendation, as recorded in their Declaration (see article above). (M)

- The Economic Committee this year published four studies — welcomed by Ministers — that documented the benefits of APEC's trade liberalization initiatives in GDP and trade gains. (M)

- On the trade facilitation front, Ministers were impressed with the work accomplished since last year, particularly the Blueprint for Harmonized Customs Procedures (to be covered in the next issue of *CanadExport*). (M)

- Excellent work on standards, government procurement and dispute mediation also received special mention. This work is particularly important to small businesses; facilitation is widely viewed as one of APEC's best and most immediate contributions to making trade easier and less costly. (M)

- Ministers met with the APEC Business Advisory Council (ABAC), to discuss the ABAC recommendations for 1997 (to be covered in the next issue of *CanadExport*) and their work throughout the year. (Although business is the natural constituency for APEC, governments must take a broader view of how far and how fast they can move on these issues.) (M)

- The second annual dialogue with ABAC was a more informal session than last year, given that Leaders and ABAC members were more familiar with one another's preoccupations. Presentations were given by each of the co-chairs of the ABAC (Review of the 1996 Manila Action Plan for APEC; Cross-Border Flows; Private Investment in Infrastructure and Access to Capital; Economic and Technical Co-operation, and Small and Medium Enterprises). (L)

Canada Signs Mega Deals during and after APEC



CANADA'S YEAR
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There is no doubt that the fundamentals for long-term growth and prospects for the region are exceptionally strong. We remain convinced that open markets bring significant benefits, and we will continue to pursue trade and investment liberalization that fosters further growth." APEC 1997 Leaders' Declaration

The 1997 APEC meetings in Vancouver marked the signing of several Canadian business deals. But it was during the state visits to Canada by leaders from China, the Philippines and Japan that Canadian companies signed deals worth billions of dollars.

Singapore

On November 21, Canada's Minister for International Trade Sergio Marchi and Minister for Trade and Industry and Second Minister for Finance of Singapore, Lee Yock Suan, witnessed the signing of 13 agreements, worth more than \$150 million. The Ministers also signed a memorandum of understanding (MOU) to co-operate in the development of information and telecommunications technology.

The MOU will support the development of technologies, products and services for the benefit of industry, education and research in Canada and Singapore. "This MOU opens a technological gateway between our countries that should act as a catalyst for increased scientific, business, educational and cultural ties," said Minister Marchi. "These agreements are positive proof of the opportunities for co-operation between Canada and Singapore."

The contracts and MOUs involved Canadian private organizations, universities, federal government departments and companies

One company, Morgan Media Inc. of Sydney, B.C., proved how fruitful co-operation between Canada and Singapore can be. Morgan Media signed two deals. The first is a strategic marketing partnership agreement with ST Computer Systems and Services Limited to distribute its product exclusively in Singapore and Malaysia and non-exclusively for the rest of the Asia-Pacific region.

The second agreement established a joint venture company with the Institute of Systems Science (ISS) to carry out the development, commercialization and marketing of on-line communities and virtual environments for education and entertainment.

China

During the annual Canada-China Business Council (CCBC) meeting, in Toronto on November 27, Minister Marchi announced 12 business deals — MOUs, letters of intent, contracts, and joint ventures — worth \$2.3 billion between Canada and China.

The event involved Canadian financial institutions, Crown corporations and large and small companies, as well as members of the Chinese business delegation travelling with President Jiang Zemin of China on an official state visit to Canada.

Minister Marchi told delegates that the Canadian government

consistently seeks to expand business relations between Canada and China. "These business deals reflect the supportive role of the federal government, and the Canadian embassy and consulates in China, in helping our Canadian companies to do business in that country. This successful approach supports economic growth and job creation here at home."

One such deal, between Easy Field Consultants Ltd. of Markham, Ontario, and Shanghai Songnan Real Estate Co. Ltd., is a \$168-million joint venture that will aid in the development of new-generation affordable housing in China. Using the latest Canadian building technology, new homes and facilities will be built for over 7,000 families in the Nanshi District of Shanghai.

The two countries also reached new bilateral agreements on improved management of consular relations, on the opening of a Chinese Consulate General in Calgary and a Canadian Consulate in Chongqing (a city with a population of 30 million), on tourism co-operation, and on improved bilateral air linkage.

Over the past five years, two-way trade between the two countries has increased by 35 per cent.

Continued on page 9 — Canada

Canada Signs Mega Deals — Continued from page 8



CANADA'S YEAR
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APEC Summit

The Philippines

On November 29, Prime Minister Jean Chrétien and President Fidel V. Ramos of the Philippines witnessed the signing of 26 of 30 new business agreements worth \$2.3 billion, which were concluded during the President's five-city state visit to Canada.

The "Team Philippines" delegation included senior ministers and 100 business representatives from the telecommunications, construction, food, transportation, and financial sectors.

"The fact that Mr. Ramos is leading a trade delegation to Canada so soon after the January 1997 Team Canada trade mission to the Philippines clearly demonstrates the impression left by our successful mission and the great enthusiasm to expand trade between our nations," said the Prime Minister.

Over 30 Canadian small and large

companies, educational institutions and organizations took advantage of the visit. Among them, Montreal-based AFCAN Inc., which specializes in the design and construction of hospitals throughout the world, has signed a Project Development Agreement with Primetown Property Group of Manila. The \$61.6-million project calls for the two companies to jointly design, construct, outfit and manage an ambulatory care centre in the National Capital Region of Mandalugang. The 10-employee AFCAN has been working with Primetown for a year and estimates that the project will be functional by early 1998.

Japan

Prime Minister Ryutaro Hashimoto and Prime Minister Chrétien met on November 27 in Ottawa to reaffirm their commitment to strengthening relations between Canada and Japan.

The meeting took place during the first official visit to Canada by a Japanese prime minister since 1989.

The two leaders noted the importance of growing economic co-operation, including trade and mutually beneficial direct and portfolio investment. They also agreed in principle to revisions to the Canada-Japan Double Taxation Convention, which will improve employment and commercial conditions, relieving Canadian businesses in Japan from paying local taxes, and vice-versa, and resulting in millions of dollars of savings.

It was also announced that a senior Canadian business delegation will visit Japan next spring to explore ways of expanding trade and investment.

On November 20, Canadian businesses pursuing trade and investment opportunities with Japanese partners in third countries received another break. The Export Development Corporation (EDC) and the Ministry of International Trade and Industry of Japan reached an agreement that should increase support for joint Japanese and Canadian projects in other countries. (See article on p. 10.)

APEC Summit Brings Results — Continued from page 7

focus on young people, academics, workers and business, especially smaller business;

- establish the APEC Education Foundation, the APEC Youth Skills Camp, and the APEC Youth Science and Technology Festival to be held in 1998, as well as an APEC Education Hub, which will include the granting of scholarships to students;

- hold a Ministerial Meeting on Women in 1998 in Manila and a Ministerial Conference on Education in 1999 in Singapore.

- welcome Peru, Russia and Vietnam as new members, and agree on a 10-year period of consolidation after which membership issues will be considered further.

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

EDC Forecasts Export Growth Will Continue in 1998

Canadian exports will increase 5 per cent in 1998 and grow at an average rate of about 7 per cent annually until 2002, according to the latest Export Development Corporation forecast.

Canada's export growth is expected to be strong in telecommunications, aerospace and textile industries, due in large part to technological innovation, very competitive productivity factors, and a reputation for delivering high-quality products and services.

Among other EDC forecasts:

- exports to the United States are expected to grow 5.6 per cent in 1998, down from 8 per cent recorded in 1997;
- exports to Western Europe are expected to increase 1.7 per cent in 1998 after a decline of 4 per cent in 1997;
- exports to Japan are expected to decline by 1.7 per cent in 1998 after a 0.5 per cent increase in 1997;
- exports to Asia are expected to increase 4 per cent, following a 1.5 per cent increase in 1997; and
- exports to Latin America are expected to increase 5.8 per cent in 1998, following an increase of 1.2 per cent in 1997.

"While there are many trade opportunities abroad for Canadian business, there are also risks," warns EDC chief economist Jim Olts. "This is especially true in emerging markets, where Canadian goods and services are in demand. Exporters need to pay particular attention to these risks and ensure that they are managed prudently."

Exports account for 40 per cent of Canada's output and are a key factor driving economic growth, job creation and prosperity. One of every three Canadian jobs is tied to exports.

EDC LOAN SUPPORTS JOINT CANADA-TURKEY EXPORT SALE TO RUSSIA

Export Development Corporation (EDC) is providing US\$38 million in financing to enable Russia's Vneshprominvest Joint-Stock Company to buy telecommunications equipment and services from Northern Telecom Canada Limited (Nortel) and its Turkish affiliate Northern Electric Telekomunikasyon A.S. (Netas).

This is the first allocation under a US\$50-million facility that EDC established in December 1996 with the Turkish export credit agency Turk Eximbank, to finance the purchase of Canadian goods or services in Turkey and neighbouring markets.

"This partnership helps Canadian exporters gain access to Eastern European and Central Asian markets,

where they've had difficulty doing business and arranging financing," says Michael McLean, EDC vice-president, Americas and Europe.

To qualify for financing, Canadian firms must have Turkish partners involved in the transaction. The financing is available for the Canadian portion of projects identified by Turk Eximbank, subject to EDC approval.

EDC Signs Agreement with Japan to Help Exporters

A new trade and investment insurance co-operation agreement reached between Export Development Corporation and its counterpart in Japan — the Export, Import and Investment Insurance Department of the Ministry of International

Trade and Industry — should increase support for joint Japanese and Canadian projects in third countries.

"By forming strategic alliances and ventures, Canadian companies and their partners gain an advantage when

competing for trade and investment opportunities abroad," says EDC president and CEO A. Ian Gillespie.

This agreement enables the two countries to share risk on large-scale projects such as construction of power plants and manufacturing facilities.

Canadian Wines Poised to Pour into American Wine Country

by Doug McCracken and B. Carl Kuhnke, Canadian Consulate General, Seattle

Canadian wineries stand to gain a share of the U.S. wine market after coming up winners at the Pacific Northwest Enological Society's annual wine and food festival.

While not the Napa Valley, the Pacific Northwest is a prolific producer of quality red and white wines. But this has not stopped Canadian wineries from as far away as Ontario from vying for their share of the market.

Their success can be attributed to several factors: the expanding Pacific Northwest wine market, the competitive Canadian dollar, and — not least — the high-quality wines now being produced in exportable quantities by Canadian wineries.

Providing an impetus for penetrating this market was the first-ever wine New Exporters to Border States (NEBS) visit, co-organized by the Canadian Consulate in Seattle, the Vancouver International Trade Centre, and the B.C. Regional Office of Agriculture and Agri-food Canada. The 18 wineries that took part in the May

event came away with valuable market information, as well as confidence in their ability to compete. Most felt they could quickly profit, with relatively little incremental expense, in comparison with overseas European or Asian markets.

Demonstrating Canadian quality and competitiveness to potential U.S. clients was the next step in the strategy. To this end, the Canadian Consulate approached members of the Pacific Northwest Enological Society, who were intrigued by the idea of including Canadian wines in their festival.

Notwithstanding the Canadian Civic Holiday, 12 Canadian wineries took part — six in the competition and six at the Canadian stand, hosted by the Canadian Consulate, for wines not being judged.

Five of the competing Canadian wineries — Inniskillin Okanagan Vineyards, Gehringer Brothers, Jackson Triggs Vintners, Quail's Gate Estate Winery, and Sumac Ridge Estate Winery — came away with eight medals in the categories for Late/Special Harvest, Other Reds, Other Whites, Pinot Blanc, Pinot Gris and Sparkling.

To put this achievement into perspective, the Canadian wines represented less than 2 per cent of the wines being judged, but won 8 per cent of the medals.

Since the festival, many of the producers have been cultivating the market, dealing directly with importers and distributors. At least half a dozen are expected to be selling in the Pacific Northwest within the next few months.

CANADIAN WINES TAKE TOP AWARDS AT INTERNATIONAL COMPETITION

The Canadian wine industry has once again excelled on the world stage by winning more than 80 awards at the prestigious International Wine and Spirit Competition (IWSC).

Canadian vintners walked away with two international trophies and five gold, 34 silver and 44 bronze medals from the IWSC Awards Dinner, held in the fall in London, England.

The trophies were awarded to Château des Charmes Wines for the "World's Best Icewine" (Vidal Icewine 1995) and to Henry of Pelham Family Estate for the "World's Best Sweet

Riesling" (Select Late Harvest Riesling 1995).

Receiving the trophy for Château des Charmes, vice-president Paul-André Bosc commented, "Our icewines have developed a very strong international reputation for quality, and an IWSC Trophy will not only enhance our image, but also most certainly boost our export opportunities."

Gold medal winners were Vinelands Estates Winery's Merlot Reserve 1995, Colio Estate Wines' Select Late Harvest Vidal 1995, Chateau des Charmes' Vidal Icewine 1995, Calona Vine-

yards' Merlot 1995, and Kittling Ridge Estates Icewine 1995.

The Government of Canada has worked with the grape and wine sector to develop wine quality standards and to create an international marketing plan to increase exports through its Agri-Food Industry Market Strategies (AIMS) initiative.

For more information, contact Rod Ralph, Market and Industry Services Bureau, Agriculture and Agri-Food Canada, Ottawa, ON, tel.: (613) 759-7625.

NAFTA Duty-savings Begin January First

by Jaime Seidner, Coopers & Lybrand

The new year will bring with it the potential for increased sales for Canadian exporters. Effective January 1, 1998, U.S. customs duty on most Canadian merchandise qualifying under the North American Free Trade Agreement (NAFTA) are reduced to zero.

Among other things, the NAFTA provides for customs tariff relief on originating merchandise from each of the three NAFTA members — Canada, the United States and Mexico — entering the customs jurisdiction of another NAFTA member. While exports from Canada to the United States and vice versa will, in most cases, be free of customs duty as of the new year, Mexico is on a tariff reduction schedule that will result in duty being phased out over time, with the complete removal of tariffs by 2009.

How to qualify for NAFTA benefits

To be considered originating for NAFTA purposes, and thereby entitled to tariff benefits, your company's goods must meet certain criteria under the NAFTA. These criteria deal with specific rule of origin tests, such as meeting a tariff change requirement, NAFTA

content requirements and various other tests. The objective of the origin rule is to determine whether sufficient transformation processing has occurred in a NAFTA territory for certain goods, whether or not they are entirely grown, fished or mined in a member country. (Goods purchased in a NAFTA country that were imported and fully manufactured from a non-NAFTA country do not qualify for NAFTA tariff benefits.)

Why use NAFTA if my merchandise is classified as duty free?

There may be instances when merchandise exported to the United States has a duty-free classification without claiming NAFTA benefits. However, when Canadian goods are shipped from Canada into the United States and the goods are not certified as originating under the NAFTA, they are subject to Merchandise Processing Fees (MPF) that can add up to

\$485.00 to the cost of each shipment. This additional charge, although small, increases the cost to a U.S. importer or can lead to lost sales for Canadian exporters if their U.S. customers look for less expensive alternative sources of the product.

Make sure the paperwork is in order

NAFTA benefits require that documentation be prepared and retained in order to support a claim. Incorrect or incomplete documentation and analyses could result in the removal of tariff benefits and possible penalties. Exporters should therefore make sure the paperwork is filled out accurately and claim NAFTA benefits only when entitled.

For more information, contact Jaime Seidner, Tax Manager, Customs and International Trade Practice, Coopers & Lybrand, 145 King St. W., Toronto, ON, M5H 1V8, tel.: (416) 814-5798, fax: (416) 941-8415.

PEMD Goes to Work — Continued from page 3

be participating in the project as subcontractors and suppliers. Many of these are small companies new to exporting and to international capital project activity.

Due to its success in export markets and the resultant sales growth, KSH is no longer eligible for PEMD assistance, which is now reserved for smaller companies that have total annual sales of less than \$10 million.

As well as being used to cost-share bid preparation costs for international capital projects, PEMD assistance can be used to cost-share the implementation of a company's one- or two-year market development strategy in a new market. Companies new to exporting can obtain

assistance to undertake a market investigation trip and/or to participate in an international trade fair.

While repayment of the assistance is required, companies need not repay until they have succeeded in making export sales or won a capital project tender. Non-repayable assistance is also provided to national industry or sector-specific trade associations to do generic promotion or to develop market intelligence on behalf of their member companies and industry.

For more information on PEMD, contact Dennis Gibson, Deputy Director, Export Development Division, DFAIT, tel.: (613) 996-1408, fax: (613) 995-5773.

Team Canada Makes Headlines — Continued from page 1

"These missions show Canadians just how well this country can function when we all pull together in the same direction. To our hosts, they represent something concrete in the way of solid partnerships," he explained.

Mr. Marchi also stressed the federal government's intention to form lasting trade relations with our Latin American partners. "Latin America has begun to captivate the imagination of our business people. The government wishes to help them get even more involved and is using the next Team Canada mission and follow-up team in the four countries visited to do so." While visiting the Lester B. Pearson Building, the journalists also met with senior officials in the Department of Foreign Affairs and International Trade, including Deputy Minister of Foreign Affairs Donald Campbell.

Canada's commitment: free trade for the Americas

During their visit to Ottawa, the journalists were introduced to Canadian economics, history and politics with the assistance of the Conference Board of Canada, the Canadian Council of Business Leaders, the Bank of Canada and the Privy Council Office. The activities culminated in a meeting with Prime Minister Jean Chrétien.

Mr. Chrétien took the opportunity to affirm the Canadian government's determination to press on toward the removal of obstacles to the movement of capital and goods into the countries of Latin America.

"Canada is an integral part of the Americas," said Mr. Chrétien. "The

agreements signed with Mexico and Chile clearly illustrate our desire to become involved in this part of the world. Right now we are working on forming closer ties with the MERCOSUR countries."

Canada already has productive relations with the MERCOSUR group. Canadian exports to this part of the world annually total \$1.5 billion, while our investments are \$6 billion.

During the meeting, Mr. Chrétien



Prime Minister Chrétien meets with eight Latin American journalists on their visit to Canada

also expressed Canada's desire to join with its Southern partners to create a framework for trade within the Americas. "Canada is confident about the creation of a hemispherical free trade zone. However, we also have to consider the special needs of the smaller members, by adopting an approach suited to their interests in the negotiations."

This meeting with the Prime Minister has already resulted in articles in four Latin American dailies.

The attraction for Latin America

The journalists continued their Canadian visit in Montreal, where they met with leaders of Canada's main telecommunications companies, Bell Canada International, Telesystem

and Teleglobe; later, in Toronto, they met with Royal Bank executives.

Mr. Derek Burney, Board Chairman and Chief Executive Officer of Bell Canada International, aptly summarized the interest of Canadian companies in the Latin American market: "We are looking at these markets mainly because of the potential offered by this part of the world," he said. "Of course there are risks, but by affiliating with reliable local partners we will achieve our objectives."

This attraction for Latin America is what most Canadians invited to meet the journalists had in common, regardless of the activity sector in which they were involved.

Also on the program for the journalists were visits to, among others, le Cirque du Soleil, Montreal; the University of Sherbrooke;

Nova Gas International, Calgary; Innova Technologies Corporation, Toronto; and Nortel, Brampton; as well as meetings with various Canadian journalists and the governments of Ontario and Quebec.

The Canadian mission — the stage is set

The Latin American journalists who visited Canada are doubtless taking advantage of Team Canada's visit to their countries to consolidate the relations formed here in December.

In addition the *Buenos Aires Herald*, Argentina's only English-language daily, is publishing a feature on Canada during the mission.

Without a doubt, Canada is making the headlines.

Geomatics Company Maps Winning Strategy in India

PCI Geomatics Group has invested much time and money in the Indian market, where its growth culminated last year in the opening of the company's first full-fledged branch outside North America.

Based in Richmond Hill, Ontario, PCI is one of the world's top 10 suppliers of innovative software for remote sensing, digital photogrammetry, spatial analysis and digital cartography. Its exports account for 70 per cent of revenues, and it has installed systems in 115 countries.

How did the company tap into the Indian market?

The road to success

PCI initiated its presence in India 10 years ago through local representation. According to company associate Dr. Jiten Saha, there are several reasons why a local rep or partner is crucial to success in India.

"The market is large and diverse," he explains, "and the decision-making process complex and long, particularly in government projects."

PCI was originally looking at sales of hardware in India, but soon turned its interest to software — a move that coincided with India's venture into the launching of satellites. When the company won a government of India tender in 1993, it knew it was on the right track.

"It wasn't a huge contract," says Saha, "but it was big in terms of potential for product acceptability in other regions and localities."

The strategy paid off with the sale, the following year, of 42 software licences to the Indian Space Research Organization (ISRO) — a sale that provided the initial impetus to look at the establishment of a local office.

From local rep to local office

The decision for a direct local presence was facilitated by a marketing grant in 1994-95 from the Department of Foreign Affairs and International Trade's Program for Export Market Development (PEMD).

"The marketing results were quite encouraging," Saha recalls. "They helped increase sales and demonstrated that many clients wanted not only sales but also to use our after-sales services, pointing to the need for opening an office."

Calcutta was chosen because of its proximity to major universities that could supply skilled personnel, its air and surface transport links, and its banking facilities, as well as its other amenities and services.

"We also chose Calcutta to cover the emerging market there," explains Saha, "since we already have good coverage by our reseller in other regions of India. Potentially," he adds, "we're developing a regional sales office to expand into Bangladesh and Nepal."

PCI's Director of Sales for Asia, Africa and the Middle East, Isabell MacRae, is enthusiastic about the company's prospects since the office's opening in August 1996. "India now accounts for a significant fraction of our international sales, and with increased interest by the Indian government in improving the country's infrastructure, we see strong potential for growth."

Take it from a pro

Saha speaks highly of the assistance he receives from the Trade Commis-

sioners at the Canadian High Commission and Consulates in India, with whom he is in constant contact.

"They provide us with market intelligence and apprise us of new opportunities," says Saha, who recalls, as an example, the contacts the Trade Commissioners helped him make at the 1994 New Delhi International Conference on Remote Sensing.

"But they can only do so much," he warns, "the rest is up to you."

"To be successful in India," says Saha, "Canadian firms must be willing to show flexibility in adapting products to Indian requirements, and commit to a longer-term business relationship through sharing of expertise."

Adaptability and commitment have indeed been critical factors in the growth of PCI's sales in India.

"We are in the business of selling licensing to end-users," Saha explains, "but in India, the market is different. Indians need technology transfer and want to participate in the business. So stay for the long haul if you want to be accepted."

"And be patient, work at their pace," he advises, "because things move slowly there. But you have to be there to monitor the situation and jump on the opportunities when they arise."

As a matter of fact, Saha is looking for Canadian companies wanting to participate in joint ventures to set up a map production facility in India.

For more information, contact PCI Corporate Communications Manager Jessica Shields, tel.: (905) 764-0614, fax: (905) 764-9604, Internet: <http://www.pci-geomatics.com>

IT COMDEX: an Opportunity to Prepare for Doing Business with Europe

PARIS, FRANCE — February 2-6, 1998 — IT COMDEX, the information technologies forum, has again this year distinguished itself as France's leading technology window in its plans to exhibit a series of computer-related solutions, services and products. This event, which is undoubtedly the best place to meet with future clients and partners, hosted some 70,000 visitors and 510 exhibitors in 1997.

The Canadian Embassy will be participating in the IT COMDEX show with an information booth, around which additional space has been provided for Canadian companies interesting in exhibiting. In co-operation with Industry Canada and the French Industry Ministry, the Canadian Embassy is also organizing

a day-long summit on February 2 between Canadian and French companies. The meetings will focus on tools for creating, managing and exchanging on-line or stand-alone multimedia content. One-on-one interviews will follow.

The French market is experiencing tremendous change. With the liberalization of telecommunications infrastructures and services on January 1, 1998, a considerable decline in communication rates and, accordingly, increased consumption of services will occur. Tremendous investments are being made by new network and services operators, and even the French government is getting involved by encouraging professional users and individuals to join the Internet.

For more information or to register, contact Ms. Ouafaa Douab, Industry Canada, tel.: (613) 990-4216, fax: (613) 990-4215; or François Gauthé, Canadian Embassy in Paris, tel.: (33) 144.43.23.58, fax: (33) 144.43.29.98.

101st Western Mining Conference

COLORADO SPRINGS, COLORADO — April 15-18, 1998 — Canadian mining firms are invited to participate in the 101st Western Mining Conference, Exhibition and Golf Tournament.

The conference is being sponsored by the Colorado Mining Association (CMA), one of the most influential trade associations in the United States.

Attending the conference will be CMA members, including representatives from large and small mining enterprises, mining equipment manufacturers, and organizations that serve and supply the mining industry.

The Canadian Consulate General in Minneapolis will be hosting an afternoon session on Canada. Speakers will present on the following topics: New Canadian Mining Technologies, Exploration Opportunities in Canada, and Toronto — The World's Mining Financing Centre. In addition, five booths have been set aside specifically for Canadian companies that wish to exhibit at the trade show.

For more information or to register, contact Nina Morrone, CMA, tel.: (303) 894-0536, fax: (303) 894-8416, e-mail: Cmamine@aol.com; or Lisa Swenson, Canadian Consulate General, Minneapolis, tel.: (612) 332-7486, ext. 3356, fax: (612) 332-4061.

SaudiCom '98

RIYADH, SAUDI ARABIA — March 1-5, 1998 — Major Canadian participation is planned for the 7th biennial telecommunications trade exhibition, SaudiCom '98, the leading trade event of its kind in the region.

Canadian exporters from the telecommunications sector are invited to join other Canadian participants exhibiting at the Team Canada Pavilion, supported by the Department of Foreign Affairs and International Trade, Industry Canada, and the Canadian Embassy in Riyadh. The Pavilion will be the focus of a number of trade-related events, including seminar presentations, trade meetings and a three-country mission planned for after the show.

Saudi Arabia is in the midst of a US\$4-billion telecommunications upgrading project (TEP-6), which includes adding a further 1.5 million fixed telephone lines and a network of 200,000 mobile lines in major cities. The expansion project means huge opportunities for international suppliers of all types of communications equipment and systems.

For more information, contact Derek Complin, president, UNILINK International Media, 50 Weybright Court, Unit 41, Agincourt, ON, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025, e-mail: unilink@istar.ca; or Mr. Kelly Bradford, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-5984, fax: (613) 944-7431.

Canadian Manufacturing Companies Invited to Join NEBS Mission to Chicago

CHICAGO — March 16-20, 1998 — The Canadian Consulate in Chicago is calling for companies to join a New Exporters to Border States (NEBS) mission, to be led by Minister for International Trade Sergio Marchi and to be built around the huge National Manufacturing Week trade shows in Chicago.

One of the largest trade show events in the world, attracting over 2,200 exhibitors and more than 100,000 attendees, National Manufacturing Week is made up of three separate exhibitions: the National Design Engineering Show — for goods and services to improve product development and process design; the National Industrial Automation Show and Conference — a vital source of information on automated manufacturing processes; and the National Plant Engineering

and Management Show — offering tools and services to plant engineers.

The NEBS mission is designed for small and medium-sized Canadian manufacturing companies seeking new markets in the U.S. Midwest or those interested in entering the export market for the first time. Before attending the trade shows, participants will be offered a morning of training and export information sessions presented by experts on a variety of topics, including design of marketing strategies, customs regulations, finding distributors or agents in the United States, partnering opportunities, industry trends, and advice on financing your entry into international business.

Given his special interest in encouraging the important economic group of small and medium-sized Canadian companies to expand their

sales to the United States and abroad, Minister Marchi will meet mission participants at several points in the Chicago program.

The Canadian Consulate will cover the cost of passes to the National Manufacturing Week shows and hotel accommodation in Chicago for the nights of March 15 and 16. Participants are responsible for their airfare, meals and incidental expenses, plus a fee of US\$75.00, to be paid at the time of registration.

For more information, contact John Lambert, Senior Business Development Officer, Canadian Consulate General, Two Prudential Plaza, 180 North Stetson Avenue, Suite 2400, Chicago, Illinois, 60601, tel.: (312) 616-1870, ext. 3354, fax: (312) 616-1877, e-mail: john.lambert@chcgo01.x400.gc.ca

Invitation to Join Super NEBS Mission to Buffalo

BUFFALO, NEW YORK — March 3-5, 1998 — On the 15th anniversary of the New Exporters to Border States (NEBS) program, a Super NEBS mission is being offered by the Canadian Consulate General to introduce Canadian companies to the U.S. market.

The mission is being hailed as a "Super" NEBS because it will be offered to a larger-than-usual group of companies and will involve the Minister for International Trade, Sergio Marchi.

Training sessions will cover export information ranging from how to

reach U.S. buyers and how to get your goods and services across the border to where to find support for your company's initial steps. The program will begin and end in Toronto, with participants travelling by motor-coach to Buffalo for training sessions.

The Department of Foreign Affairs and International Trade, in conjunction with other Team Canada Inc partners, will cover accommodation in Toronto on March 3 for out-of-towners and accommodation in Buffalo, bus transport and a number of meals for all participants. Participants will be

charged a fee of US\$75.00 and will be responsible for incidental expenses and travel to Toronto. (Both national airlines are offering discount fares.)

Since 1982, the NEBS program has provided export information sessions to more than 8,500 companies. Buffalo is a key NEBS training site, serving as the gateway to the huge northern U.S. market. Two-way trade passing over the Niagara border alone amounts to \$1 billion a week.

For more information, contact your nearest International Trade Centre.

Special Focus on Canada at Trinidad Energy Conference and Exhibition

PORT OF SPAIN, TRINIDAD AND TOBAGO — March 10-13, 1998 — The Canadian High Commission, in conjunction with the Bank of Nova Scotia Trinidad and Tobago Limited and Ernst and Young, is facilitating a

mission to the Society of Petroleum Engineers (SPE)'s 12th Biennial Business and Energy Conference and Exhibition. As an integral part of the conference, there will be a special focus presentation on Canada's oil

and gas capability. The event is positioned to promote Canadian technology, products and services. Canadian companies, supporting organizations and associations, provinces and petroleum professionals are encouraged to attend either as a conference participant, a presenter of technology or an exhibitor.

The energy industry in Trinidad and Tobago (T&T) is growing at an impressive rate, with billions of dollars being invested by multinational companies. Currently, exploration and production activities in Trinidad are expanding offshore, where prospects for hydrocarbon production are attractive (see inset article).

The conference will provide a forum for match-making and a unique opportunity to foster Canadian relations with local and international industry partners. Participants will be able to meet the major local players in business, finance, government and the energy industry, together with participants from Latin America, Canada, the United States and other parts of the world.

For more information or to register, contact David Clendenning, Counsellor (Commercial), or Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port of Spain, Trinidad and Tobago, tel.: (868) 622-6232, ext. 3551, fax: (868) 628-2576, e-mail: commerce@pspan02.x400.gc.ca. The deadline for registration is February 1, 1998.

TRINIDAD AND TOBAGO OFFER PROMISING OPPORTUNITIES IN ENERGY SECTOR

Over the next five years, new phases of onshore and particularly offshore oil and gas exploration are expected to greatly increase the country's production of hydrocarbons. In the absence of new major oil finds, the focus of the energy sector has begun to shift to natural gas — whose proven reserves are estimated at over 16 trillion cubic feet, enough to last at least 50 years.

The gas industry has grown at a rate of 9 per cent per annum, and T&T has emerged as one of the world's top exporters of ammonia and methanol. The country is also poised to become the western hemisphere's second-largest exporter of liquefied natural gas (LNG), with the construction, now underway, of a 450-million-cubic-foot-per-day Atlantic LNG facility.

Much of the country's natural gas is piped to the 2,000-acre Point Lisas Industrial Estate, the largest petrochemical complex in the Caribbean. The complex is in the midst of a major expansion to accommodate new proposed investments in ammonia and methanol, iron and steel and a possible aluminium smelter project. There are opportunities for Canadian firms with capabilities in land reclamation, port development and marine services (heavy dredging and land reclamation equipment) to participate in this expansion.

A number of Canadian firms are already active in Trinidad in exploration and production, formation evaluation, equipment supply, project engineering and gas industry operations. Oil and gas exploration continues to attract strong foreign interest, and potential opportunities exist for Canadian companies to take part in the new offshore frontier drive. (Over \$400 million will be spent on offshore exploration, and a minimum of 12 new well sites will be drilled.) Excellent possibilities exist for Canadian involvement in all aspects of oil and gas operations.

For more information, contact David Clendenning, Counsellor (Commercial), or Ramesh Tiwari, Commercial Officer, Canadian High Commission, Port of Spain, Trinidad and Tobago, tel.: (868) 622-6232, ext. 3551, fax: (868) 628-2676, e-mail: commerce@pspan02.x400.gc.ca

New International Housing and Construction Show Launched in Canada

CALGARY — April 28-30, 1998 — Underscoring the importance of the housing and construction industry to the North American economy and its global market partners, a new international housing and construction show is being launched.

An industry-only event, **interBUILD: the Housing and Construction Show** will feature all the latest products, materials and services related to the home-building and construction industries. As Canada's first major housing industry show, it will attract a national and international audience of builders, architects, designers, specifiers, contractors, and incoming buying groups. It will be a showplace for more than 350 exhibitors and is expected to attract 12,000 delegates from around the world.

Endorsed by the Canadian Home Builders Association, **interBUILD** will feature an important housing symposium presented by the Canadian Overseas Trade Corporation, which will provide delegates and senior industry officials

with primary information on domestic and world housing opportunities, financing and technological advances in products and services.

interBUILD will also provide an International Business and Communications Centre, from which buyers and sellers can privately explore mutual opportunities and access sales and manufacturing centres around the world, through the world-class communications network provided.

An outdoor interactive building site will feature alternative technology building products such as steel, concrete, engineered wood, log and plastic. Three structures will be built during the show, giving participants a first-hand look at the latest building technologies.

For more information, contact Lyle Makus, **interBUILD Expositions Inc.**, tel.: 1-888-922-3600 (North America only), (403) 413-6222 (world wide), fax: (403) 413-6224, Internet: <http://www.interbuild98.com>

CLEAN-UP AT ITS BEST AT LEADING GERMAN WASTE MANAGEMENT SHOW

COLOGNE, GERMANY — May 12-16, 1998 — Every two years, Cologne's **ENTSORGA** provides the platform for innovative products and services in the environmental care sector. A record 100-plus Canadian companies are expected to attend **ENTSORGA '98**, the world's leading trade show for the full spectrum of technologies in the waste management industry.

Participation in this event offers a perfect opportunity for Canada's environmental technology industry to capture a share of Europe's massive \$300-billion-a-year market for environmental protection. German purchases of waste disposal and recycling technology alone have exceeded the \$90-billion mark and continue to grow annually at double digit rates.

The 1996 show attracted over 1,300 exhibiting companies from 18 countries showcasing their expertise to almost 70,000 prospective buyers from 75 countries.

As in previous years, a Canadian Pavilion is planned for **ENTSORGA '98**, to be organized jointly by the Toronto-based office of Cologne International Trade Shows and the Canadian Embassy in Bonn, Germany.

For more information on **ENTSORGA '98**, contact Edel Wichmann, Cologne International Trade Shows, 480 University Avenue, Suite 1410,

Toronto, ON, M5G 1V2, tel.: (416) 598-3343, fax: (416) 598-1840.

To obtain a current market report on Germany's environmental sector, contact **DFAIT's InfoCentre**, tel.: 1-800-267-8376, or 944-4000 in the National Capital Region; or Michel Têtu, Deputy Director, Central Europe Division, **DFAIT**, tel.: (613) 996-3774.

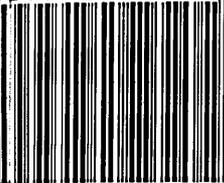
Procurement Opportunities at WorldAid '98

GENEVA, SWITZERLAND — October 6-8, 1998 — Procurement opportunities within the United Nations and other international agencies involved in emergency relief and related activities will be the focus of **WorldAid '98** — considered the essential global trade fair event for all those with a role in aid.

The Canadian presence at the fair is being organized by **DP Expos Services Inc.**, in close collaboration with the Canadian Permanent Mission to the Office of the United Nations in Geneva. The deadline for registering for an exhibition booth is mid-February 1998.

For more information, contact **DP Expos Services Inc.**, tel.: (33-1) 39-73-95-27, e-mail: dpexpos@easynet.fr; or Andrew Griffith, Canadian Mission in Geneva, fax: 4122-919-9233, e-mail: andrew.griffith@genev02.400.gc.ca

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CanadExport

EXPOMIN '98: Latin America's Largest Mining Trade Show

Trade Fairs

SANTIAGO, CHILE — May 12-16, 1998 — Organized by the Canadian Association of Mining Equipment and Services for Export (CAMESE) — with support from the Department of Foreign Affairs and International Trade — EXPOMIN '98 will provide an excellent opportunity for Canadian mining suppliers to expand into the lucrative Chilean market.

Chile's mining sector is particularly attractive to both local and foreign investors, and exploration investment has boomed. Today, Chile is the largest producer and exporter of copper in the world, and gold and silver production is also on the rise.

The expansion of mining activity over the last decade and the wave of

mining projects under preparation have generated a high and continuous demand for mining equipment. Imports represent approximately 80 per cent of the mining equipment market, valued at US\$600 million in 1996.

Canadian producers of machinery and mining equipment and services are respected in Chile for their state-of-the-art technology and leading mining methods and processes. An estimated 150 Canadian mining equipment and service companies are active in Chile, and Canadian authorized investments in the mining sector have reached US\$4 billion.

Canadian exports of machinery increased by 138 per cent from 1993 to 1995. For the near future, import

requirements are expected to increase as more project decisions are made to proceed to the construction stage. With the recent signing of the Canada-Chile Free Trade Agreement, the majority of mining equipment products have entered Chile duty free since July 5, 1997.

These are all good reasons for Canadian mining suppliers to participate in EXPOMIN '98.

For more information, contact Francis Bourqui or Catherine Resentera, CAMESE, Suite 101, 345 Renfrew Drive, Markham, Ontario, L3R 9S9, tel.: (905) 513-0046, fax: (905)513-1834, e-mail: minesupply@camease.org

Opportunities for Canadians at International Aerospace Exhibition

BERLIN, GERMANY — May 18-24, 1998 — Canadian companies in every aspect of the aviation and aerospace industry are encouraged to participate in the International Aerospace Exhibition, ILA '98.

Germany has traditionally been the best market for the Canadian Aerospace industry outside North America. Canadian aircraft sales into Germany are soaring, as are sales of engines, simulators and other aerospace-related equipment and services. ILA '98 will be the best opportunity to improve business relations even further, particularly in the emerging markets of Central and Eastern Europe, which can be easily reached via Germany.

ILA will also provide the best venue to offer airport technologies and equipment for the new Berlin Brandenburg International Airport, to be built at the ILA site in Schoenefeld. Approximately US\$8 billion will be invested in the new airport.

Among the events turning ILA '98 into an outstanding business forum are MRO Europe, a conference and exhibition on maintenance, repair and overhaul; the 1st Unmanned Aerial Vehicle (UAV) Conference and Exhibition; and the 1st World Air Transport Meeting, offering a unique market opportunity for military and commercial air transport.

All business activities at ILA will be accompanied by an outstanding international conference program, as well as an East/West Aerospace Centre, offering valuable information services and workshops for exhibitors.

For more information, contact Heri R. Baum, Baum International Media Service Ind., 203-2323 Boundary Rd, Vancouver, BC, V5M 4V8, tel.: (604) 298-3004/3005, fax: (604) 298-3966, e-mail: hbaum@baumpub.com

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 230 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation (CCC). This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ALGERIA — A notice of a closed competition at the national and international levels has been issued by the Société Nationale des Transports Ferroviaires (SNTF), Material Branch, Ministry of Transportation, Algeria, for the supply of a train-handling simulator for General Motors 3,000 HP electric diesel locomotives, Model GT26 H C W 2A; for a batch of spare parts and tools; and for technical assistance and personnel training. The deadline for submission of bids is March 1, 1998. Contact Guy Chaussé, fax: (613) 996-2635, quoting IBOC case number 971202-02331.

INDIA — The Haryana State Electric Board is issuing an invitation to bid on the following items: 100MVA, 220/66KV transformer 2 Nos., 220KV transformer bays 2 Nos., 220KV line bays 4 Nos., 220KV bus couple bays 1 Nos., 66KV line bays 4 Nos., 66KV bus couplers. The closing date is February 24, 1998. Contact Jane Morisset, fax: (613) 996-2635, quoting IBOC case number 971210-02417.

SYRIA — The General Organization for Cement and Building Materials (GOCBM) invites companies to bid on the setting up of a new cement line on the site of Adra Company for Cement and Building Materials in Adra-Damascus. A bid bond of US\$300,000 is being requested, issued by a first-class foreign bank confirmed by the Commercial Bank of Syria Branch 3 in Damascus. The closing date is April 15, 1998. Contact Sheila Johnson, fax: (613) 996-2635, quoting IBOC case number 971209-02413.

UKRAINE — The State Commission for Testing and Protection of Plant Varieties invites sealed bids for the supply of seed testing laboratory equipment. Bid documents cost US\$100 (non-refundable). The closing date is February 10, 1998. Contact Sean McCabe, fax: (613) 996-2635, quoting IBOC case no. 971128-02289.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

SOUTH AFRICA — The South African Telecommunications Regulatory Authority (SATRA) has indicated that, in 1998, it intends to review the telephone numbering system currently in use in South Africa. A call for consultants is expected by mid year. Interested Canadian firms may wish to submit early proposals that could assist SATRA in shaping its overall terms of reference. SATRA also expects to award, early in 1998, a consultant's study, followed later in the year by a tender for spectrum monitoring equipment. Depending on the outcome of the study, a R40-million (approximately \$12-million) three-year contract could result.

Firms interested in pursuing either opportunity should contact Larissa Pergat, Trade Commissioner, Canadian Trade Office, Johannesburg, tel.: 011-27-11-442-3130, fax: 011-27-11-442-3325.

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 16, No. 2 — February 2, 1998

New WIN Exports Server Room is Ready to Serve

by Bob Lee, Director, Export Development Division, DFAIT

On January 6, 1998, Minister of International Trade Sergio Marchi officially opened the new WIN Exports server room in the Export Development Division of the Trade Commissioner Service at the Department of Foreign Affairs and International Trade (DFAIT).

Kathryn McCallion, Assistant Deputy Minister, International Business, Passport, and Consular Affairs; Roger Ferland, Director General, Overseas Programs and Services; and Bob Lee, Director, Export Development, also participated in the ribbon-cutting ceremony. The Minister signed a certificate in commemoration of this important event.

Nerve centre for WIN Exports

The server room is the nerve centre for all of the systems directly supported by the Division, including WIN Exports and other systems used by Canada's trade commissioners in missions abroad.

In addition to supporting the Division's operating systems, the server room also houses the Division's software development environment and support infrastructure, including local area network (LAN) servers, fax gateways, and systems to support mission data exchange.

Through use of this equipment and upgrades to equipment at missions around the world, WIN is paving the way for better co-ordination among Team Canada partners, enhanced client sharing and the elimination of duplication and overlap in the services provided to Canadian firms — a truly united effort.

Maximizing trade commissioner efforts

The World Information Network for Exports (WIN Exports) — DFAIT's database of Canadian exporters and their capabilities — plays a key role in maximizing the day-to-day efforts of Canada's trade commissioners in the field who assist Canadian companies to realize export sales.

Originally developed for use in the matching of sales leads and foreign buyers with Canadian companies,

the WIN Exports system has come a long way since its inception. It has evolved into an indispensable tool used by trade commissioners for identifying Canadian suppliers who can respond to opportunities in their respective markets worldwide; for communicating with Canadian firms directly from their desktop abroad via the fax capability; for recording services provided to clients; and for sharing client information with Team Canada Inc partners across the country.



Minister Marchi with Director Bob Lee, Assistant Deputy Minister Kathryn McCallion and Director General Roger Ferland



Minister Marchi, WIN Database Manager Mina Pun and Director Bob Lee

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CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Minding our Future: Report on Federal Science and Technology

Federal initiatives are creating leading-edge jobs and encouraging economic growth, moving Canadians into the knowledge economy. That is one of the conclusions of the first report on the implementation of the government's strategy for science and technology (S&T), released on December 22, 1997.

"Minding our Future — A Report on Federal Science and Technology, 1997 demonstrates that the S&T Strategy is strengthening Canada's system of innovation," said Ron Duhamel, Secretary of State (Science, Research and Development), in announcing the release of the report.

After setting the context of Canada's transition into the knowledge-

based society and analyzing the federal investment in science and technology, the report focuses on performance and results. It outlines how the actions of departments and agencies to implement the S&T Strategy have advanced the federal S&T effort and strengthened the national innovation system. The final part of the report deals with innova-

tion and people, two key themes that will shape federal science and technology initiatives in the future.

"By reviewing S&T priorities and strategically reallocating resources, the federal government has been able to maintain a major commitment to science and technology," said Dr. Duhamel. "Still, our collective success

Continued on page 14 — Minding

Survey of Canadian Business Activities in Asia

The Asian Business Consortium is conducting an innovative new survey of the business activities of Canadian firms in Asia. In this nationwide survey, over 8,000 small and medium-sized enterprises will be asked about their business activities in Asia, including how they entered the market, what kind of training needs they have, and what their future plans in the region are. The questionnaires, available in English and French, were mailed out at the end of January; the results will be announced in April at the first national conference of the Consortium.

The Asian market is projected to account for nearly 50 per cent of the world's GDP by 2000. Yet Canada remains a relatively small player in the region — hence the need for a deeper understanding of what Canadian businesses need to be

successful in Asia, and what actual and perceived barriers they face.

The Asian Business Consortium is a collaborative venture among centres for Asian management studies, including the Asian Business Studies Program and the Joint Centre for Asia Pacific Studies at the University of Toronto/York University and the Centre for Canada-Asia Business Relations at Queens University. It offers specialized courses, seminars,

workshops and contract research to Canadian and Asian corporations.

The Consortium is being supported in this project by two principal partners — Hong Kong Telecom (Canada) and the Department of Foreign Affairs and International Trade.

For more information on the survey, contact Michael Hartmann, Asian Business Consortium Secretariat, tel.: (416) 978-0184.

CanadExport

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in both English and French, by the Department of Foreign Affairs and International Trade (DFAIT), in collaboration with the Business Council of Canada (BCF).

Interested exporters and business-to-business card. For address changes, contact the Secretariat. Allow four to six weeks.

Department of Foreign Affairs and International Trade (DFAIT) and the Business Council of Canada (KIA 0G2).

Young Specialty Food Company Gets First Taste of Exporting

New Exporter of the Month

A budding company ready to celebrate its first year in business, Norstar Foods Ltd. has already acquired its initial taste of exporting after a successful entry into the U.S. specialty food market.

The four-person operation based in Concord, just north of Toronto, began exporting to help its cash flow. Its first export success involved a lot of hard work — together with some good government help.

First steps into the market

"We started investigating the U.S. market almost from day one," says Norstar president James Muccilli, "by participating in a New Exporters to Border States (NEBS) mission to Chicago that coincided with the Food Marketing Institute's Grocery Showcase (FMI), also held in that city, in May 1997.

"Our participation in both events allowed us to gain some valuable market information, such as product and pricing comparisons," Muccilli adds. "We were also able to offer samples of our Italian dessert tiramisu to potential U.S. customers at a post-FMI reception organized by the Canadian Consulate General in Chicago." The company received valuable help from Commercial Officer Kam O'Keefe, including an extensive briefing on U.S. market conditions — with American food experts in attendance — and information on food services, brokers, retailers, and private-label companies.

"The government is a good source of help," says Muccilli. "It was Carol Kerley, at Agriculture and Agri-Food Canada in Guelph, who alerted me to the NEBS mission; Canadian Trade Commissioner Service presence was very useful in both Chicago and New York; and Ontario's Minister of Economic Development, Trade and Tourism, Al Palladini, provided good advice."

From leads to solid business

The next step in Norstar's game plan was to participate in the New York Fancy Food Show with both its new lemon-flavour tiramisu and its traditional tiramisu, winner of the 1997 Canadian Grand Prix New Product Award in the All-Canadian Category.

With leads from these shows eventually turning into clients, the company began shipping last fall to customers in New York, Massachusetts, Texas and California, which have bought close to US\$100,000 worth of its products. With leads from the FMI still to follow up on, Muccilli projects his 1998 sales to reach \$1 million.

Advice on tackling the U.S. market

But getting established in the United States is no easy task. "The U.S. ways of doing business are different," says Muccilli. "American retailers and distribution networks are more aggressive because they have a bigger pool of companies and products to choose from in their own backyard. So they might be more reluctant to take a risk with a small foreign company."

Muccilli advises companies to make sure they have hands-on experience before they look for agents, brokers and distributors: "Talk to other companies in a similar line of business to find out whom they deal with, and focus on smaller companies in that huge market."

Success, according to Muccilli, boils down to having a good marketing plan and executing that plan in a specific market, targeting two or three companies, chosen

Continued on page 14 — Norstar



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).

First APEC CEO Summit Great Success in Vancouver

By David Stewart-Patterson, Senior Associate, Policy and Communications, BCNI



CANADA'S YEAR
OF ASIA PACIFIC
1997 L'ANNÉE
CANADIENNE DE
L'ASIE-PACIFIQUE

Canada's hosting of the Asia Pacific Economic Co-operation (APEC) Leaders' Meeting in Vancouver last November was highlighted by several innovations. One of these was a private-sector counterpart to this major political and economic event — the APEC CEO Summit.

The APEC CEO Summit brought together more than 200 Chief Executive Officers (CEOs) of leading enterprises from the Asia-Pacific region.

Held in Vancouver on the eve of the APEC Leaders' Meeting, the CEO Summit gave its participants an unprecedented opportunity for intimate dialogue with political decision-makers and their peers.

Canada's Business Council on National Issues (BCNI) — which is composed of the chief executives of 150 of Canada's leading companies — conceived the idea of the Summit and organized it in partnership with the Pacific Basin Economic Council. Funding came from a group of BCNI member companies, supplemented by participants' fees.

Top-level participation

Held the weekend before the APEC Leaders' Meeting, the CEO Summit — officially opened by Prime Minister Jean Chrétien — included keynote addresses by major political and economic personalities, interactive plenary sessions, and

CEO roundtables on the key strategic issues facing the region's business leaders.

Among the other heads of government, heads of state, and ministers who addressed the Summit were President Jiang Zemin of the People's Republic of China; the Prime Minister of Malaysia, Dato Seri Dr. Mahathir Bin Mohamad; Tung Chee Hwa, Chief Executive of Hong Kong, China; President Ernesto Zedillo Ponce de León of Mexico; U.S. Secretary of State Madeleine K. Albright; and Australian Prime Minister John Howard.

The currency turmoil then just beginning to sweep through much of Asia Pacific gave a sharp edge both to the plenary sessions and to much of the informal discussions.

President Zedillo's remarks were particularly timely as he drew on Mexico's past experience, advising that "you must fight fire with fire."

As for Prime Minister Chrétien, he warned against retrenching into protectionism and isolationism. "Liberalized trade and finance, open borders and open markets

are the key to prosperity for all members of APEC — whatever continent they are on," he said.

Focus on dialogue and networking

Rather than aiming for a policy consensus, the CEO Summit's main purpose was to exchange ideas, learn from the experience of other CEOs, and network through the plenary sessions and especially the roundtables.

"We felt the time had come for corporate leaders to hold their own summit, to talk about what we can do, independently and in partnership with governments, to develop our businesses and to encourage the continuing spread of prosperity throughout the region," said Thomas d'Aquino, BCNI's President and Chief Executive.

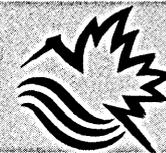
The CEO roundtables focused on several areas, including infrastructure, agri-business and agri-food, technology transfer and intellectual property, energy and natural resources, transportation, and the environment.

Continued on page 5 — First APEC

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page — International Capital Projects."

APEC Means Results



CANADA'S YEAR
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APEC Summit

Retaining its founding philosophy of voluntarism and co-operation, the Asia Pacific Economic Co-operation (APEC) Forum is working toward achieving free and open trade and investment in the region by 2010 for developed members and by 2020 for developing members.

APEC's trade and investment work opens markets and facilitates the movement of goods, services, investment and people across borders, helping all members share in the benefits of global trade.

By building on domestic liberalization and deregulation exercises

and encouraging further action, APEC is contributing to more liberalized and open trading environments, with a view to increasing trade and investment in the region.

Here are some of the key business facilitation results in 1997 in the APEC region, which — with over two

billion people (two fifths of the world's population) — accounts for 55 per cent of world income and 46 per cent of world trade.

Making trade easier and less costly

- Customs processes and procedures will be greatly simplified by 2000 through harmonized rules, systems and electronic commerce, saving traders and consumers time and money by moving goods in minutes instead of weeks — a benefit to small businesses in particular.
- APEC has developed an applied tariff database, providing fast access for producers and traders to trade-related information at minimum cost (now available on the Internet, at <http://www.apectariff.org>).
- A model Mutual Recognition Arrangement (MRA) for automotive products has been developed, offering a mechanism for APEC members to avoid additional testing and inspection costs for motor vehicle exporters and regulatory agencies.
- A model MRA on conformity assessment of foods and food products has been developed and electrical and electronic equipment (safety) standards will be the subject of an APEC

First APEC CEO Summit Great Success

— Continued from page 4

Challenges and opportunities

Some roundtables were particularly lively and well attended, such as the ones on telecommunications and information technology and on capital markets and financing, a topic that also came up during the session on "Infrastructure Requirements in the Pacific Rim: Challenges and Opportunities."

At issue in this session was the combination of rapid economic and population growth in the APEC economies, and the associated phenomenon of rapid urbanization, which together have placed a heavy burden on the region's already inadequate infrastructure.

The demand for new infrastructure spending in East Asia alone has been estimated at US\$1.5 trillion between now and 2004. Since the public sector clearly cannot

come close to meeting the burgeoning demand, discussions focused on how the massive private-sector capital, technology and management skills that will be needed to meet APEC's infrastructure needs can be harnessed to create opportunities.

Judging from some of the comments that the BCNI received from participants, the CEO Summit — described by one Asian participant as an "epoch-making moment in APEC history" — was well worth the effort and may very well be taken as a model for future APEC Leaders' Meetings.

For more information on the CEO Summit, contact David Stewart-Patterson, Senior Associate, Policy and Communications, BCNI, tel.: (613) 238-3727, fax: (613) 236-8679, e-mail: bcni@flexnet.com

Continued on page 6 — APEC

APEC Means Results — Continued from page 5



CANADA'S YEAR
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MRA, saving extra steps in bringing products to market.

- Processes for certification of telecommunications equipment have been streamlined, resulting in the harmonization of conformity assessment procedures. This will decrease transaction costs.
- Three members (up to five in 1998) are in the trial phase of an APEC Business Travel Card to speed up business travel. Other measures are being introduced, including expanded multiple-entry visas and visa waiver programs.

Business environment: improving predictability

APEC now has:

- on-line (<http://www.apecsec.org.sg/sphome.html>) up-to-date information on government procurement regimes and opportunities, applied tariffs, investment regulations, business travel requirements, competition policy legislation and rules of origin, all of which save businesses time and money when they need to know more about the markets in the region;
- produced best-practice guidelines in the energy sector, helping independent power producers, who rely on accurate knowledge of the tendering and regulatory requirements for government procurement contracts;
- just released a guide to arbitration, mediation and conciliation services, available to resolve

private-government and private-private disputes that can hamper trade and investment.

Creating opportunities for networking

- At the second APEC international trade fair last June in Yantai, China, over 20,000 exhibitors and 100,000 visitors made contacts and expanded trade networks. The 1998 trade fair will take place in Kuala Lumpur, in November.
- Business seminars were held throughout Canada last year on trade, environment, transport, energy, and small and medium-sized enterprises (as reported regularly in *CanadExport*). These seminars also served as venues for individual networking and business promotion. The Small and Medium-sized Enterprise Ministerial Meeting in Ottawa (see the October 20, 1997, issue of *CanadExport*) alone drew over 190 exhibitors and 2,500 visitors from around the APEC region.

APEC and small business

Although the region's 40 million small businesses represent up to 90 per cent of private enterprises in the region, they account for only 35 per cent of the region's exports.

APEC's goal is to work on the issues that small businesses have identified as major barriers to their fuller participation in the regional and world economy. These concerns include lack of access to accurate and

timely information, to modern technologies, to adequate financing, to sufficiently skilled human resources, and to markets themselves.

Information services

APEC offers a wide range of information services that are especially helpful to small businesses with limited time and resources. Most of these services are available free through the APEC home page (<http://www.apecsec.org.sg>), including:

- current applied tariff rates for APEC members;
- a guide to investment regimes of APEC members, including laws, policies and incentives for foreign direct investment;
- the APEC Business Travel Handbook, for information on visas and other entry requirements throughout the region;
- the government procurement home page, for information on regulations and policies on government purchases;
- a new home page, APEC Centre for Trade and Investment, to enhance intra-APEC co-operation on trade promotion; and
- a compendium of rules of origin, containing both preferential and non-preferential rules for APEC members.

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Award-winning Computer Animation Studio Captivates Audiences around the World



CANADA'S YEAR
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Sharing Trade Secrets

Growing by leaps and bounds in its short four-year history, Mainframe Entertainment Inc. is constantly innovating and building on its two world-acclaimed animated television series *ReBoot* and *Beasties* (Beast Wars outside Canada).

What makes Vancouver-based Mainframe the world leader in its field is its ability to produce three-dimensional computer-generated imagery (3D CGI) at a speed vastly greater than the industry norm, without compromising its extraordinary visual quality.

Success based on quality and a unique product

As the company's Director of Communications, Mairi Welman, explains, "This expertise can all be attributed to a team of successful television and film producers — they include the original developers of 3D CGI — who are at the helm of a company that has now grown to over 200 employees and nearly outgrown its current facilities."

"We are the only producer of 100 per cent 3D CGI-animated half-hour television programs broadcast worldwide," Welman adds.

As for product quality, *ReBoot*, now in its third season and shown in more than 70 countries, has won three Gemini Awards as Best Animated Television Series, while *Beasties*, in its second season, is rated in the United States as the most popular syndicated program for children aged 2-11 years.

Constant search for new ideas

Another ingredient for Mainframe's huge success is its constant search for new opportunities, such as the

recent co-production with Imax Corporation to create a new movie ride exclusively for presentation on IMAX Ridefilm simulators.

ReBoot—The Ride is projected on a 14-foot high, 180-degree wrap-around screen, while digital surround-sound and an 18-passenger vehicle mounted on an orthogonal motion base combine to send audiences on a highly charged simulation adventure.

"The world premiere was held in Mississauga, Ontario, last October," says an enthusiastic Welman, "followed by locations in the United States, Japan, France, Argentina, China, and the United Kingdom."

Mainframe has also joined forces with a leading interactive entertainment software producer to create advanced computer games; has entered into a joint-venture agreement with a U.S. entertainment company to develop a full-length feature film; and is working with more than 100 licensees for producing a wide range of consumer products, including toys.

Experience helped launch company

"Our big advantage when we started out," Welman says, "was to have on board Christopher Brough — our CEO — who has 25 years experience in the business."

Brough is in charge of Mainframe's North American market thanks to his numerous contacts in Los Angeles.

The company's international marketing outside North America is handled by Canada's leading producer and distributor of television programs and motion pictures, Toronto-based Alliance Communications Corporation.

According to Jeff Rayman, Chairman of Alliance Multimedia — one of Alliance's five related businesses — Canadian film production companies can tap into a number of federal and provincial funds, including the Cable Production Fund, and can benefit from Canadian-content grants and various tax credits and incentives.

"In addition to our numerous contacts," says Rayman, "we participate in specialized trade shows and film festivals, such as Cannes, where we have won several awards."

During the APEC Summit in Vancouver, Mainframe opened its doors to visitors, including *CanadExport*. "Several groups visited our studios," says Welman. "Although these visits didn't translate into immediate business, they gave visitors, from both Canada and abroad, a better appreciation of all the work and dedication that goes into the creation of our world-class animated products."

For more information on Mainframe, contact Director of Communications Mairi Welman, tel.: (604) 681-3595, fax: (604) 681-3517.

Canadian Firm Wins \$1.37-Billion Deal at Middle East and North Africa Economic Conference

Methanex Corporation of Vancouver has entered into a \$1.37-billion memorandum of understanding with Qatar General Petroleum Corporation (QGPC) toward the development of a multiple plant methanol production facility in the state of Qatar, with production to begin in 2002. The deal was reached at the Middle East and North Africa Economic Conference (MENAEC), held November 16-18, in Qatar.

The theme of this year's MENAEC — "creating a new public/private partnership for trade and economic growth beyond the year 2000" — was endorsed by the presence of 850 foreign business participants, officials representing over 65 countries and numerous international organizations.

Better business climate throughout the region

According to the conference Declaration, "Privatization, structural reform and removal of trade barriers have provided for a more business-friendly economic climate throughout the region and will strengthen the ability to attract foreign investment and trade." This, in addition to solid GDP growth, rapid industrialization, and geographical proximity to European and Asian markets, has created new opportunities for investors. In Qatar, for example, the International Monetary Fund (IMF) predicts real economic growth at over 15 per cent this year and 11.5 per cent next year. The IMF expects that the high rates of growth will continue into the next century, with low inflation at around 2.6 per cent.

The Canadian delegation to the conference was led by Minister of Foreign Affairs Lloyd Axworthy and included Canadian business people representing 10 companies, who participated in the conference's 40 sessions. In addition, the Embassy provided matchmaking business facilities and one-on-one business meeting

rooms for Canadian businesses to foster relationships with prominent local business leaders.

Canadian expertise in demand

The strong interest of local companies in Canadian expertise was expressed through numerous commercial inquiries, predominantly in the sectors of oil and gas, heavy machinery and parts, construction materials, electrical equipment, industrial chemicals, consumer products and professional services.

In addition to Methanex Corporation, other Canadian companies benefited from the various matchmaking opportunities offered during the conference. Canadian Ambassador T.W. Colfer congratulated the Canadian companies for their active participation at MENAEC. "Canadian products and services are sought in the Gulf region because of their quality, competitive-

ness and reliability. With the region's significant economic growth, an increasing number of major deals for Canadian companies are presently being negotiated."

The MENAEC initiative was conceived in 1991 as a parallel vehicle to support the Middle East Peace Process. Since the first summit, held in Casablanca, Canada has been a strong supporter of MENAEC, which is co-sponsored by the United States and Russia and organized by the Geneva-based World Economic Forum. The purpose of the MENAEC process is to build common economic interest in the Middle East North Africa region and to extend commerce beyond territorial and regional boundaries.

For more information, contact Katherine Trueman, Middle East Division, DFAIT, tel.: (613) 995-6440, fax: (613) 944-7975.

EDC PARTICIPATION IN QATAR PROJECT HELPS EXPORTERS

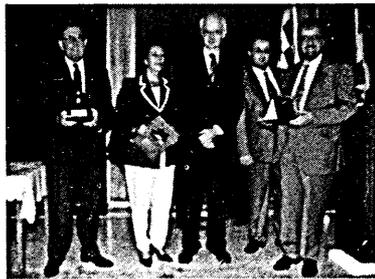
Export Development Corporation is among several major lenders providing a total of US\$350 million in project financing for the construction of a combined methyl tertiary butyl ether and methanol plant in Messaeid, Qatar, for the Qatar Fuel Additives Company Limited.

EDC is providing US\$50 million in limited recourse financing in support of industrial equipment from Calgary-based Foster Wheeler Fired Heaters Ltd., Toronto-based UOP Canada Inc., Foster Wheeler Ltd. of St. Catharines, Ontario, and other Canadian suppliers. This is EDC's first limited recourse financing project in Qatar.

Canadian Business Awards Honour Greek Companies

Canada's Ambassador to Greece, Derek Fraser, honoured Greek firms at the 1997 Canadian Business Awards on September 18. Fraser presented the awards to three companies that have significantly contributed to the trade between Canada and Greece in the past year.

Digital Image Systems Ltd. (DIS) won the gold award for its work — with Montreal-based Forensic Technology Inc. — in providing the Hellenic Police Force with the first integrated ballistics identification system in Europe. The system analyzes and identifies bullets and cartridge cases. Countries from around the world will use the newly established Specialized Ballistics Centre in Athens as a model and training centre.



Ambassador Fraser (centre) poses with award recipients.

McCain Hellas Ltd., a Greek extension of Canadian convenience food giant McCain, was the silver award winner. McCain Hellas, established in 1992, now supplies frozen french fries to almost all major fast food outlets in Greece, including McDonald's, Wendy's and Pita Pan. In 1997, the company also entered the retail market.

Bronze-award-winning Canadian Roof imports asphalt shingles from Northern Globe Building Materials of Toronto. The shingles are light, completely waterproof, earthquake-proof, and economical and are being used by international companies such as McDonald's for their new buildings.

Global Education Network Means Showtime for Canadian Exporters

A new television channel aimed at meeting the educational needs and challenges of Africans is providing creative new exporting and investment opportunities for Canadian companies.

The Global Education Network Africa (GENA), formally launched in October 1997 in Johannesburg, has begun broadcasting from Namibia via satellite to national broadcasters in Kenya, Swaziland, Uganda, Tanzania, and Namibia, with other African countries soon to follow. Broadcasts are in English, initially for two hours per day, five days a week.

The format of the network consists of educational programs, distance-learning courses, educational news items, and sponsorship messages. Currently privately funded, GENA is seeking financial support, as well as programming submissions.

There are various ways Canadian companies and agencies can benefit from publicity opportunities by working with the network. Some suggestions include corporate sponsorship of locally produced programs on related themes, sponsorship of your own training material, or sponsorship of already-produced Canadian material of interest to GENA audiences.

Themes of interest include AIDS prevention, health care and disease prevention, environmental issues, science and technology, first aid and road safety, literacy and skills development, business English, home building and bricklaying, cattle management

and crop farming, and sports coaching skills. While GENA is interested in exploring a variety of options for programming, it is particularly enthusiastic about the literacy and skills potential of the network.

Companies or agencies interested in publicity possibilities through GENA should contact Larissa Pergat, Trade Commissioner, Canadian Trade Office, Johannesburg, South Africa, tel.: 011-27-11-442-3130, fax: 011-27-11-442-3325, e-mail: jburg@pret01.x400.gc.ca or Mr. Kosie de Villiers, Global Education Network Africa, tel.: 011-27-11-783-7189, fax: 011-27-11-783-5858, e-mail: kdwillrs@iafrica.com

Getting your Goods to the Trade Show

by Janet Brown, TWI Global Exhibition Logistics

You are an exhibition representative of a company that is breaking into the international market. You arrive at the exhibition site to set up, only to discover your display materials have not arrived. The on-site handlers tell you your shipment is en route and will hopefully be customs-cleared before the show opening. There are no guarantees. Your worst nightmare is about to come true.

The nightmare might have been avoided if you had used a professional trade show logistics specialist — rather than a general freight forwarder — to transport your goods. Many trade show specialists work with an established network, moving freight from one member to the next, keeping in constant communication to ensure the shipments arrive at the correct booths on time. Ideally the specialist has a representative on site before you arrive, checking your goods onto the floor and then into your booth.

Trade show specialists can also provide assistance with customs documentation and can act on an exhibitor's behalf to ensure that temporary bonds are cancelled and to pay on-site fees, as well as to move

goods from one show to another or even from one country to another. The largest worldwide network of trade show dedicated logistics specialists has been developed by the members of the International Exhibition Logistics Association (IELA).

Choosing the right trade show specialist

In choosing a specialist to handle your exhibition goods, it is important to find one that has experience with the countries you are travelling to and their customs regulations regarding temporary importations and trade show restrictions. A reliable company will be reachable 24 hours a day in the event of an emergency, and will also have staff on site to meet last-minute freight

requirements and assist with the return of the goods to the origin.

Using a trade show logistics specialist may cost more than a general cargo handler, but may, in the long run, be more cost efficient: imagine you have arrived at an exhibition with an anticipated attendance of 10,000 people, and your display materials have not arrived.

For more information about shipping to trade shows, contact Sandi Trotter, Manager-TWI Canada, TWI Global Exhibition Logistics, Plaza 4, 2000 Argentinia Rd., Suite 470, Mississauga, ON, L5N 1W1, tel.: (905) 812-1124, fax: (905) 812-0013, e-mail: strotter@twiglobal.com Internet: <http://www.twiglobal.com>

Join the Trade and Investment Mission to Middle East

MIDDLE EAST — March 19-April 3, 1998 — The Canada-Arab Business Council (CABC) is co-ordinating a Trade and Investment Mission to the United Arab Emirates (Abu Dhabi, Dubai), Yemen (Sanaa), Saudi Arabia (Riyadh, Jeddah) and Egypt (Cairo).

The objective of the mission is to assist small and medium-sized Canadian businesses to expand into or increase their share of the Middle Eastern markets; to strengthen business relationships with business counterparts in the Middle East; to promote Arab investment

into Canada; and to promote trade and investment in general between Canada and the Middle East.

The mission will provide an excellent opportunity for companies new to the market to meet with Canadian companies experienced in the region and with government and business-sector representatives from both Canada and the Middle East.

For more information, contact the CABC Secretariat, tel.: (613) 238-4000, ext. 222, fax: (613) 238-7643.

Calling Software Companies to the Chicago Marketplace

CHICAGO, ILLINOIS — March 11, 1998 — Software companies interested in seeking VARS, resellers or partners in the Chicago marketplace are invited to attend the Chicago Software Association (CSA) Software Partnering Mission.

Chicago is in the heart of the Silicon Prairie, as well as home to top-notch software companies such as Spyglass and Platinum Software and users such as Motorola, Ameritech and US Robotics. With the highest per-capita consumption in all of the United States, Chicago provides one of the best market opportunities for Canadian firms.

The mission, to one of Chicago's premier software events for assisting

Canadian software companies, is being co-sponsored by the Canadian Consulate General in Chicago, KMPG Peat Marwick and the law firm of Freeborn & Peters. The keynote speaker will be Tony Perkins, founder and editor of Red Herring Magazine.

Participating companies will be asked to give a two-minute overview of their company and the type of partner they are seeking. This will be followed by a networking trade show. The morning program, exclusive to Canadian participants, will provide companies with the opportunity to meet with industry experts and answer questions about this market.

Over 300 software professionals

attended the 1997 event, which involved the participation of 10 Canadian software companies.

The Consulate will cover the cost of the conference fee (\$300 per person) for up to 15 qualified Canadian companies on a first-come first-served basis. The deadline for application is February 13.

For more information, contact Ann F. Rosen, Senior Business Development Officer, Canadian Consulate General, Chicago, Illinois, tel.: (312) 616-1860, fax: (312) 616-1877, e-mail: ann.rosen@chcgo01.x400.gc.ca

Exhibition Provides Opportunity to Enter Magic World

DUBAI, UNITED ARAB EMIRATES — March 30-April 1, 1998 — The Magic World International Build and Supply Exhibition is being held exclusively for companies wishing to become involved in the building of Magic World, which promises to be one of the most imaginative and unique theme parks in the world.

During the event, international companies will have the opportunity to exhibit their products, services and technologies. Dubai government officials and project manager International Bechtel Co. Ltd. will review design, construction

and procurement requirements with delegates before final bids are tendered.

The government of Dubai is investing more than US\$600 million to build the Magic World project, which will incorporate an international theme park and Magic World City, a residential and business complex surrounding the theme park.

For more information, contact Streamline Marketing Communications, P.O. Box 62440, Dubai, United Arab Emirates, tel.: (971 4) 329-029, fax: (971 4) 329-648, e-mail: stream@emirates.net.ae, Internet: <http://www.streamline-uae.com>

Information Technology Mission

CHINA — May 5-16, 1998 — Information technology firms and individuals interested in penetrating the Chinese export market for the first time are invited to join an Information Technology Business Mission to Hong Kong, Shanghai and Beijing. The 10-day mission, co-sponsored by Industry Canada and ConnectIT, will be led by ConnectIT's International Business Partner for China, Ron Evans. Airfare, accommodations, relevant trade shows, and meetings with key players in this enormous and growing market are included in the \$6,900 mission price.

For more information, contact Patricia Peel, ConnectIT, tel.: (905) 940-3001, ext. 104, e-mail: ppeel@connect-it.on.ca

Invitation to Join Medical Products NEBS Mission to Boston

BOSTON, MASSACHUSETTS — March 30 - April 1, 1998 — Canadian medical products companies are invited to join a New Exporters to Border States (NEBS) Mission, being organized by the Canadian Consulate General in Boston.

Participants will learn about U.S. immigration and customs regulations, legal aspects of exporting, and Food and Drug Administration rules. An all-day session will concentrate on the medical market in

New England, with discussions on distribution channels, market trends, partnering, dealing with the insurance industry and other specialized aspects of the industry, presented by U.S. experts. The training program will also include a visit to the annual New England Health Care Assembly Exhibition on April 1.

The Government of Canada will cover two nights of accommodation in Boston. Mission participants are responsible for transportation,

meals and incidentals. Participation will be limited to 20 Canadian companies.

Applications should be made via the International Trade Centre nearest you (for a list, visit the DFAIT Web site at <http://www.dfait-maeci.gov.ca>).

For more information about the NEBS mission, contact Christine Sarkisian, Canadian Consulate General, Boston, Massachusetts, tel.: (617) 262-3760, fax: (617) 262-3415.

A TRADE SHOW DESIGNED TO REACH THE NORTHWEST RUSSIAN MARKET

IMATRA, FINLAND — April 1-3, 1998 — Canada will be present at the first International Fair of Russian and European Union Trade, an opportunity to gain access to the northwestern Russian market from a Finnish border town. Organizers expect 100-200 companies to exhibit.

The show will be of particular interest to Canadian companies involved with raw materials, semi-

finished products, machinery and equipment, the food industry and the agricultural sector, including food stuffs, agricultural machinery and forestry. Finnish and Russian logistics firms and firms active in financing, insurance and consulting will also exhibit.

Imatra is 200 km from St. Petersburg, on the Finnish and Russian border. Many importers from North-

west Russia are expected to attend.

Finnish exports and re-exports to Russia reached \$3 billion in 1996 and grew 17 per cent in the first five months of 1997.

For more information, contact John Pearce, Canadian Embassy, P.O. Box 779, FIN-00110 Helsinki, Finland, tel.: 011-358-9-171-141, fax: 011-358-9-601-060, e-mail: john.pearce@paris03.x400.gc.ca

Intertech '98: the Show for Advanced Technology Industry

DAMASCUS, SYRIA — October 1-4, 1998 — Canadian high-technology companies are invited to join hundreds of other exhibitors and thousands of attendees at the International Exhibition for High Technology, Intertech '98.

The Middle East is set for unprecedented expansion in business, manufacturing, communications, and infrastructure. Intertech '98

will provide an important venue for selling computer hardware and software, telecommunications products, storage products, fax and audio-visual products, packaging technology, medical/pharmaceutical products, oil and gas services and equipment, environmental protection equipment, robotics, and electrical equipment — among other advanced technology products and services. The market

for these types of goods has so far been left largely untapped and is now exploding.

For more information, contact Glenn D. Waterman, Show Manager, International Trade Show Services Inc., 20 Butterick Rd., Toronto, ON, M8W 3Z8, tel.: (416) 252-7791, fax: (416) 252-9848, e-mail: glennw@intltradeshows.com

Central European Markets Ready for Canadian Housing Products and Services

PRAGUE, CZECH REPUBLIC — Three housing exhibitions slated to take place during 1998 offer important venues for the Canadian housing industry to gain a foothold in Central

Europe. The 5th international housing, living, houseware and home improvement trade show, FOR HABITAT '98, will take place May 27-31, 1998. The 9th international building exhibition,

FOR ARCH '98, and the 4th construction machinery exhibition, FOR TECH '98, are set to take place September 22-26, 1998.

Great opportunities exist for Canadian housing products in the Central European markets. Each year, 30,000 homes need to be replaced, and 20,000 are needed to improve the housing stock. This year, however, only 14,500 homes were built. The total housing market in the Czech Republic represents between 400,000 and 500,000 new homes or apartments. There is a need for Canadian know-how and expertise — although finding a good local partner is recommended.

Canadian national pavilions at all three exhibitions are being organized by the Canadian Czech Republic Chamber of Commerce, which also offers various services to Canadian companies wishing to enter the Central European markets.

For more information, contact Mirjana Sebek-Heroldova or Lubomir J. Novotny, tel.: (416) 367-3432, fax: (416) 367-3492, e-mail: ccrcc@cpol.com

ABIC '98: The Science of Success

SASKATOON — June 9-12, 1998 — Under the theme "Agbiotech: the Science of Success," the International Conference 1998 Agricultural Biotechnology, ABIC '98, will focus on strategies for the commercialization of agbiotech products.

Being held once again in the centre of one-third of Canada's burgeoning biotechnology industry, ABIC '98 promises to build on the success of the inaugural 1996 conference, which attracted 750 people from 39 countries.

Several plenary sessions are planned to share insights and information on strategies for commercialization of agbiotech products. Among the 50 top speakers from around the world are opening plenary speaker Dr. Anatole Krattiger of Cornell University, who will speak on the importance of agbiotech to global prosperity, and Nobel Laureate Dr. Michael Smith of University of British Columbia, who will speak on the lessons learned from the first stages of human genome sequencing.

More than 30 sessions will address four main topic streams: plant and crop development, animal science, microbial science, and commercial development — each designed by experts in the field, to ensure that the most recent developments and findings are presented.

ABIC '98 will also feature tours highlighting Saskatoon's agbiotech industry, a 60-exhibit trade show, poster presentations and social events. Presentation topics include international patterns and projections in agbiotech development; emerging market opportunities; high impact science; strategies for building agbiotechnology businesses; and tips on entering the international marketplace.

For more information on attending the conference or becoming a corporate sponsor or exhibitor, contact Sharon Murray, ABIC '98 c/o The Signature Group, 608 Duchess Street, Saskatoon, SK, S7K 0R1, tel.: (306) 934-1772, fax: (306) 664-6615, e-mail: siggroup@sk.sympatico.ca, Internet: <http://www.lights.com/abic/>

Software Alliances '98

SAN DIEGO, CALIFORNIA — April 16, 1998 — Canadian information technology companies interested in seeking strategic alliances, investment, or cross marketing with companies in California and Japan will want to attend this year's investment and partnering forum event, Software Alliances '98. Sixty small and medium-sized businesses from across North America will be presenting to 200 investors, distributors and potential partners, including 20 companies from Japan, at the event, which is being sponsored by ConnectIT, the Quebec Software Promotion Centre and the San Diego Software Association.

For more information, contact Patricia Peel, ConnectIT, tel.: (905) 940-3001, ext. 104, e-mail: ppeel@connect-it.on.ca

New WIN Exports Server Room — Continued from page 1

WIN can be accessed only by DFAIT's trade commissioners around the world and by Team Canada Inc partners in Canada (i.e., the International Trade Centres and the government departments involved in international business development). The International Business Opportunities Centre (IBOC) — set up to help trade commissioners respond to business leads — also uses WIN Exports to match Canadian companies to these requests. IBOC contacts companies registered in WIN to advise them of opportunities.

Minding our Future

— Continued from page 2

in the new century will ultimately depend on whether we can link Canadians from all walks of life to the national innovation system."

The report was prepared under the aegis of the Assistant Deputy Ministers' Committee on Science and Technology, made up of members representing all federal departments and agencies that have science and technology activities and interests. The Cabinet Committee on the Economic Union approved the report on December 4.

Released with the report was the newest edition of the *Science and Technology Data 1997* booklet, a recognized source of up-to-date statistical information on Canadian science and technology.

Minding our Future — A Report on Federal Science and Technology, 1997 and Science and Technology Data 1997 are available on the Internet at <http://strategic.gc.ca/STInfo>

Registering your company

Companies that are already exporting or that are export-ready may register with the database. Your request for registration should specify your line of business and whether your company is a manufacturer or services firm, as well as include information concerning your company's export experience and the countries to which you have exported your products/services.

Qualifying companies will be sent a detailed questionnaire, which will serve as the basis for your company's information in the WIN Exports database — including your basic company particulars, exported products and services, current foreign export markets and those of interest.

The questionnaire will also ask for a company marketing profile.

This mandatory profile provides the opportunity to promote your company to potential buyers around the world. It should contain "key-words" describing your products/services, specific expertise and competitive edge.

The information you provide to WIN Exports must be kept current to ensure that you can be contacted by trade commissioners; you may therefore expect to be contacted annually for a review and update of your company information.

To register your company in WIN Exports, fax a request for registration, on your company letterhead, to the Export Development Division (TCE), DFAIT, 125 Sussex Drive, Ottawa, K1A 0G2, fax: 1-800-667-3802 (944-1078 in the National Capital Region).

Norstar Foods Ltd. — Continued from page 3

with the help of the Canadian trade commissioner in the field. Above all, you must have a quality product. ("Our tiramisu is hand made using top-quality fresh products.")

Focus on expansion

Now the largest supplier of tiramisu in Canada — in both retail and food service sectors of the premium quality frozen food industry — Norstar is hoping to expand further in the United States and beyond, through its own brand or private labelling. (The company has made some good British contacts through the Canadian High Commission in the U.K.)

"We have also initiated a joint venture for added-value seafood products with some Newfoundland business people we met at the FMI," says a confident Muccilli, who hopes to get some Program for Export Market Development (PEMD) assistance through his local International Trade Centre to participate in other trade shows.

For more information on Norstar Foods Ltd. — which is registered in the Department's WIN Exports database (see box on p. 3) — contact president James Muccilli, tel.: (905) 669-0975, fax: (905) 669-1687.

Learn Everything You Need to Know to Do Business in the U.S.

OAKVILLE, ONTARIO — February 20, 1998 — Businesses are invited to attend a seminar and workshop on **Doing Business in the United States**, hosted by the International Trade Committee of the Oakville Chamber of Commerce.

The seminar will address such issues as U.S. demographics, North American Free Trade Agreement/transborder issues, export financing, and government support programs. Companies currently doing business in the United States will be available to share their expertise, along with guest speakers such as the Senior Trade Commissioner from the Canadian Consulate in Detroit and representatives of the Export Development

Corporation and International Trade Centres. There will also be opportunities for one-on-one counselling with the guest speakers.

For more information or to register, contact Margaret Vokes, International Trade Committee, Oakville Chamber of Commerce, tel.: (905) 337-2593.

The Practice of International Trade

MONTREAL — The Quebec Association of Export Trading Houses (AMCEQ) is offering a course on the "Practice of International Trade," designed to provide basic training to anyone aspiring to become an international trader. The 63-hour course, being offered in English in two sessions — February 24 to May 5 and October 6 to December 15, 1998 — will introduce participants to the terms and techniques used in both export and import transactions. International trade experts will offer practical presentations, exercises and case studies, and AMCEQ will be available for consultation and technical support. The course is also offered in French.

For more information, contact AMCEQ, 666 Sherbrooke St. West, Suite 201, Montreal, Quebec, H3A 1E7, tel.: (514) 286-1042, fax: (514) 848-9986, e-mail: infocours@amceq.org, Internet: <http://www.amceq.org>

COMMERCER AVEC LE CHILI: A PRACTICAL GUIDE TO THE EXPORT OF SERVICES

Commercer avec le Chili is a useful new reference work for Canadian service and knowledge-based industries interested in Chile as a gateway to the vast Latin American market.

Since it is advisable to know something about a country before entering the market, the guide deals, among other things, with the cultural aspect of business relations in Chile. It also contains important information on the main sectors of activity (mining, forestry, the environment and telecommunications), the opportunities

to be found in this market, and the Canada-Chile Free Trade Agreement.

A concise reference work, *Commercer avec le Chili* is available only in French.

For more information or to order, contact Gaëtane Bélanger, Servimex International, tel.: (418) 834-5395, fax: (418) 834-2140, e-mail: belanger.g@sympatico.ca

New Market Studies Available on Portugal

Two new market studies are now available from the Canadian Embassy in Lisbon — a market intelligence report on the Portuguese Privatization Program for 1997-1999 and a detailed overview of the Portuguese construction sector.

For more information, or to obtain copies, contact Louis Gaetan, Canadian Embassy, Lisbon, Portugal, tel.: (351-1) 347-4892/96, fax: (351-1) 342-5628.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 230 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

BANGLADESH — The Dhaka Electric Supply Company Ltd. (DESCO) invites sealed bids for an 11kV and 400V, 3-phase 4-wire, 3-element programmable consumer metering unit and associated accessories, and 230V, single phase, 2-wire, 10(40)A consumer meter and meter seals. Bid documents are TK (Taka) 5000. Closing date is March 16, 1998. Contact Andrew Mess, fax: (613) 996-2635, quoting IBOC case no. 971223-02509.

BANGLADESH — The Dhaka Public Health Engineering (DPHE) invites sealed bids for the following goods: 1) submersible pumps and accessories for installation in deep tubewells under major works for expansion of water supply; 2) high lift pump units, sluice valves, non-return valves, air release valves and water metering for expansion of water supply; and 3) ductile pipes and fittings for water supply transmission and distribution mains in Paurashavas. Bid documents for each package are TK 1000. Closing date is March 16, 1998. Contact Andrew

Mess, fax: (613) 996-2635, quoting IBOC case no. 971223-02508.

GHANA — The Government of Ghana has been granted a credit facility from the International Development Association toward the cost of the Financial Management Technical Assistance project. The Ministry of Finance now invites Canadian companies to bid for the supply, installation and support of application, software, network operation system software, development tools and other related software and project management services for the implementation of a computer-based Budget and Public Expenditure Management System. The closing date is March 16, 1998. Contact Louise Cardinal, fax: (613) 996-2635, quoting IBOC case no. 980106-02575.

HONG KONG — This Request for Information (RFI) is for the provision of consultancy services to conduct feasibility studies for the case management, cost and resource management and infrastructure pro-

jects of the information systems strategy program of the Legal Aid Department. The studies are expected to commence in April 1998. The closing date is March 16, 1998. Contact Andrew Mess, fax: (613) 996-2635, quoting IBOC case no. 971229-02535.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

IBOC Welcomes New Director

The International Business Opportunities Centre (IBOC) welcomes its new director, Anna Biolik. Ms. Biolik looks forward to working with the business community in promoting and encouraging Canadian export activity. The Centre, a partnership between Industry Canada and the Department of Foreign Affairs and International Trade, helps match small and medium-sized companies with trade leads provided by Canadian trade commissioners and commercial officers posted abroad. If you have any questions about IBOC's services, you can visit the Centre's Internet site at <http://www.dfait-maeci.gc.ca/iboc-coai>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Dept. of External Affairs
Min. des Affaires extérieures
OTTAWA

The Canadian Business Women's Trade Mission to Washington: An American Perspective

FEB 23 1998

by Gail Houch, CEO, Houch & Associates, Alexandria, Virginia, U.S.A.

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The Canadian Business Women's Trade Mission to Washington last November was a productive and inspiring opportunity to meet and network with women-led businesses from a diversity of industry sectors — not only for the Canadian participants, but also for the American business women who attended.

The American participants were impressed by the number and quality of businesses that attended the trade mission, as well as the amount of networking and dialogue among the women.

Mary Helms was one of the Americans who attended the mission to network with Canadian business women in the event that there might be opportunity for her firm to be a resource to them in the greater Washington D.C. area.

"When companies open D.C.-area locations, recruiting is often key to their success," said Ms. Helms, who runs the Helms International Group (Vienna, VA), which does executive searches and consulting around the employment process, particularly in the areas of human resources, communications and marketing.

From the mission, Ms. Helms added to her knowledge of the international workplace and made a couple of contacts that she will pursue.

Opportunity to make valuable contacts
Marsha Cohan also made valuable contacts during the week-long mission. Ms. Cohan, Attorney at Law (Washington D.C.), specializes in domestic and international transactions and advises clients on the structuring of loans, joint ventures and licensing and distribution arrangements.

She attended the mission to meet a potential business partner for a client seeking to expand into Canada, as well as to meet legal counsel who might serve as co-counsel in any Canadian venture that this client may enter into.

"I achieved both of these goals," said a pleased Ms. Cohan. "I met a representative of a company that I believe will potentially be a suitable partner for my client. And I also met several Canadian lawyers who appear to have the skills my client needs, and with whom I believe I can establish a smooth and warm working relationship."

Similarly, the Director of Marketing for TV on the Web_{sm} (Reston, VA) — a full-service Webcasting company — made an "especially good connection" with Pauline Couture of Pauline Couture and Associates, a Toronto-based strategic communications firm. "Pauline and I will hopefully be able to do some significant work together," said Lisa Amore, who explained that

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<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Team Canada '98 Scores Record Number of Deals

At the time of going to press, the Team Canada '98 Mission to Latin America has just returned to Canada. CanadExport will feature more reports on the mission in future issues. The mission concluded with a record 306 deals. More than 140 companies or approximately 27 per cent of Team Canada participants signed deals — most of which were small and medium-sized businesses and educational institutions from all 10 provinces.

"The success of the unprecedented number of small and medium-sized businesses on this year's mission is a tremendous source of pride for Team Canada," said Prime Minister Chrétien. "They have set a powerful example, showing the diversity and breadth of opportunities for other entrepreneurs. It is the kind of momentum we need to get more Canadians involved in international trade and secure more jobs and economic growth."

The total signings are composed of 117 contracts, including supply agreements concluded by the Canadian Wheat Board, as well as 176 agreements in principle and 13 investments. Canada's Export Development Corporation also signed 18 agreements establishing lines of credit and related facilities to help Canadian exporters pursue opportunities in the region.

In Chile, on the last leg of the mission, the Prime Minister and Team Canada witnessed the signing of 66 new business deals. The deals signed included 28 contracts and 38 agreements in principle, including memoranda of understanding and letters of intent.

"Team Canada has clearly demonstrated to our Latin American partners the strength of Canada's commitment to the region," said Prime Minister Chrétien. "The

agreements we have reached here in a variety of sectors, ranging from high technology to educa-

tion and training, are an important investment in our relations in both the short and the long term."

An American Perspective — Continued from page 1

Ms. Couture was also able to put her in contact with some women that she would not otherwise have met.

"I just wish," added Ms. Amore, "that the official one-on-one appointments had lasted a little longer than the dedicated 15 minutes."

Government support appreciated

American participants were particularly impressed by the fact that Canada's International Trade Minister, Sergio Marchi, spent the entire week with the mission. The hope was expressed among the Americans that U.S. Secretary of

Commerce William Daly's presence at the luncheon offered in his honour by Mr. Marchi was a signal of a greater commitment to women-owned businesses in the United States than has been previously experienced.

Expressing their thanks to the Canadian Embassy in Washington for the dedication and time invested in the mission, the Americans also voiced their hope that the U.S. government will take notice of the event and show the same initiative for women-owned businesses in the United States.

Continued on page 11 — An American

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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Montreal Forensic Company Takes First Shot at South African Market

It took Forensic Technology WAI Inc. a solid three years, and a little bit of government help, before breaking into the tough but rewarding South African market.

This was the 100-per-cent export-based company's first contract in this part of the world and its largest contract outside of the United States.

Forensic's unique Integrated Ballistic Identification System (IBIS) captures and analyzes data on bullets and guns used in crimes, allowing law enforcement agencies to quickly and easily match guns with bullets, and crimes with perpetrators.

"Our IBIS has already helped match over 200 cases in New York City, our largest single-city installation," says Forensic Communications Manager Donna McLean. "And we have matched the same number of guns with bullets in Pretoria in the four months we've been there."

A unique product

Forensic's parent engineering consulting company, Walsh Automation, had been active in South Africa 10 years ago, so Forensic had no problem finding a local representative.

"Enlisting such a rep is critical in helping small companies like ours (35 people) navigate through local customs and language difficulties," McLean explains. "At the user level, South Africans speak Afrikaans,

although government officials speak English."

Still, it took Forensic three years of hard work and all the help it could get to beat out its main U.S. rival.

"The South Africans had met us and our competitor at a specialized trade show in the U.S.," McLean recalls. "They requested proposal after proposal, as well as a local testing facility, set up at our expense, which in the end contributed to clinching the deal for us.

"It was an expensive exercise," she recalls, "but that's how the customer found out that our product is superior, although a little pricier. It can match not only cartridge cases but also the bullets themselves."

Some unique help

"The South Africans are technically very savvy," says McLean, "so you have to be well prepared in your submissions and rely on the guidance of your local rep."

In addition, the young company, founded in 1990, received excellent support from the Canadian Trade Office in Johannesburg and the Canadian High Commission in Pretoria.

"Trade Commissioner Ron Hoffman was there to provide official Canadian backing to our bid — which carries much weight in military and police circles in South Africa," says McLean. "Then there was the presence of Ambassador Arthur Perron, who represented the Canadian Commercial Corporation (CCC) at the contract signing ceremony."

The CCC in fact enhanced Forensic's credibility and gave it a competitive advantage, with the guarantee of contract performance and securing better payment terms. With insurance provided by Export Development Corporation, it was a truly Canadian team effort.

"All this help is much appreciated," says McLean, "and it was much needed because most governments don't move quickly, and we had to have extra negotiating sessions to iron out the whole question of taxes, customs and duties, which can be significant."

Future prospects

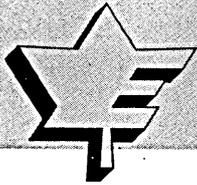
McLean is confident that Forensic's \$4.4-million contract with the South African police service's four existing

Continued on page 7 — Forensic



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



Applications Invited for 1998 Canada Export Awards

Following another successful year, the Canada Export Award Program is accepting applications for the 1998 awards. Minister for International Trade Sergio Marchi will present the awards in Calgary, Alberta, on October 5, 1998.

Each year, 10 to 12 *Canada Export Awards* for overall export achievement are presented. This year, for the first time, the program's corporate sponsors — Canadian Imperial Bank of Commerce and Export Development Corporation — will each recognize one of the winners in the areas of job creation achievement, smaller exporter achievement, and innovation and technology achievement.

Since the program's inception in 1983, 200 Canadian exporters, selected from over 3,200 applications, have received the prestigious *Canada Export Award*.

Who can apply?

Any firm or division of a firm resident in Canada that has been successfully exporting goods or services for at least the past three consecutive years — 1995, 1996, 1997 — can apply.

Trading houses, financial institutions and firms in transportation, market research, packaging and promotion are also eligible.

How are winners chosen?

Winning entries are chosen by the *Canada Export Award Selection Committee*. This group of experienced business people from across Canada considers the following criteria, among others, in choosing the winning companies:

- the extent to which a firm has increased export sales over the last three years,
- a firm's success in breaking into new markets, and

- a firm's success in introducing export products into world markets.

What can the award do for you?

Winning companies can use the award logo on their products, letterhead, advertisements and other promotional material for three years. A national and international publicity and promotion campaign, built around the winners, highlights their accomplishments in the international marketplace. In addition, individual sponsors undertake promotional campaigns on behalf of the winning companies. Included are such activities as conferences and speaking opportunities, dinners and receptions, advertising and promotional material.

Current and past winners report that the recognition they receive from the award has been an effective marketing tool and has helped to raise their profile at home, attract new foreign customers and boost employee morale.

A 1992 winner, Lyne Riese, President of Canadian Lake Wild Rice in La Ronge, Saskatchewan, described his experience as "all positive" because it helped to reassure suppliers in other countries. Riese estimates that exports account for about 90 per cent of the company's sales, which have grown 35 per cent since winning the award.

Applications for the *1998 Canada Export Award Program* must be received by April 15, 1998.

For a Canada Export Award application, send this coupon to:

Canada Export Award Program (TBC)
Department of Foreign Affairs and International Trade
125 Sussex Drive, Tower C, 5th Floor
Ottawa, Ontario
K1A 0G2

Facsimile: (613) 996-8688 Telephone: 1-888-811-1119

Name: _____

Title: _____

Company: _____

Address: _____

City, Province: _____ Postal Code: _____

Telephone: _____ Facsimile: _____

Canada Export Award Sponsors Share in Trade Publicity Spotlight



It cannot be said that the people behind the Canada Export Award Program are resting on their laurels. No sooner had the stage lights gone down on International Trade Minister Sergio Marchi's highly successful debut at the October 6, 1997, presentation ceremony than plans were being made to launch the 1998 campaign.

The priority

The first priority for 1998 is selecting a third official sponsor to lend its support to this high-profile and prestigious award program.

The successful applicant will complement the two other official sponsors — the Canadian Imperial Bank of Commerce (CIBC) and Export Development Corporation (EDC) — which, under the theme *Partners in Trade*, joined the Department of Foreign Affairs International Trade (DFAIT) in 1995.

The program

The goal of the program is to communicate the great many international business opportunities available to Canadian firms and to celebrate Canada's success in the global marketplace.

Through the Canada Export Awards, the Department recognizes the exporting achievements of a select group of Canadian enterprises. These companies are presented with a Canada Export Award by the Minister for International Trade at a special ceremony held annually in October, in conjunction with the Annual Meeting of the Alliance of Manufacturers & Exporters Canada. This year's ceremony, to take place in Calgary, is expected to draw 500-600 business and government leaders from across the country.

The promotion

As official corporate sponsors of the Canada Export Awards, organizations are prominently featured in all aspects of the program, particularly in publicity activities and materials. This gives sponsors valuable exposure to potential clients, customers and partners throughout Canada and abroad.

In 1997, for the first time, sponsor-branded awards were named for each corporate sponsor, reflecting their priority — i.e., the CIBC Job Creation Achievement

and the EDC Smaller Exporter Achievement. The new corporate sponsor will also be given this recognition.

The award's extensive national publicity campaign includes the following elements:

- Over 1,200 press kits are distributed to media representatives in Canada and abroad, including a ministerial press release, success stories on each winner and recognition of the corporate sponsors.
- A special supplement is included in a number of national magazines and newspapers such as *Report on Business*, *Canadian Airlines Inflight*, and *Les Affaires*. Each corporate sponsor is given one panel of the supplement for their message. Copies of the supplement are provided to each winner and to the corporate sponsors, and are sent to all of DFAIT's trade offices across Canada and embassies and consulates around the world.
- The supplement is also provided to DFAIT's Canadian Foreign Service Institute, to be used as part of the Institute's International Business Development Program, emphasizing export promotion for all trade commissioners. Canadian International Business Centres located at nine universities in Canada also use the supplement and video clips as part of their MBA program.
- The supplement is also inserted in *CanadExport* and is available through the bulletin's on-line edition and the DFAIT/Canada Export Awards Internet site. It is hot-linked to each sponsor for inclusion in their Internet sites.
- Complementing the print component of the campaign is a Canada-wide radio campaign. Individualized 30- and 60-second radio spots on each of the winning companies will be broadcast intensively in the winners' immediate listening area over a two-week period in October. Sponsors are acknowledged in each of these spots.

Continued on page 16 — Canada

Israel is Treated to a Taste of Canada

Israel was treated to a "Taste of Canada" during a special event hosted by the Canadian Embassy on November 10, 1997. During the day-long extravaganza, the Israeli public, as well as business people, tourist operators and culinary journalists, were invited to experience a "tour" of Canada from coast to coast, with offerings of Canadian excellence in technology, manufacturing, cuisine and culture.

Designed to promote Canada as a tourist destination, a trading partner and a cultural mosaic, the event was inaugurated by a special dinner held at the Sheraton Tel Aviv the evening before. The five-course meal, featuring Canadian specialities, was prepared by one of Canada's leading Olympic-winning chefs, Theodore Reader, jointly with the Sheraton's executive chef Hans Lelie and his culinary team. Among the courses were Haida cedar-planked Atlantic salmon with fresh tender asparagus and roasted garlic aioli, followed by grilled President's Choice gourmet coffee-crusting Alberta beef tenderloin served with mashed potatoes, confit of root vegetables and a maple lager sauce.

One of Canada's leading quartets, Pride of Canada, rounded out the evening with a musical tribute to Canada.

During his dinner speech, Ambassador David Berger further whetted the appetites of the guests by sharing what was in store for them the next day.

What was in store was a smorgasbord of exhibits displaying the best of Canada's provinces and territories.

The Israeli guests were invited to view exhibits of Bombardier, Canadian Highways International and Nortel and to speak to representatives of TNN Networks and Teleglobe. They were treated to a viewing of the artistry of Haida carver Dick Bellis and Inuit sculptor Sam Pitsiulak. Oonaugh Enright of the Canadian Royal Mounted Police displayed full RCMP regalia from the saddle of a horse on loan from the Israeli police.

Close to 30 Canadian and Israeli companies and organizations sponsored the event, including the Sheraton Tel Aviv, Air Canada, and Greenberg's Supershuk with President's Choice International. The event inaugurated a month-long celebration of President's Choice international products at Greenberg's 20 stores throughout Israel.

As Ambassador Berger pointed out in his speech, Canadian-Israeli ties have strengthened in recent years, thanks in part to the implementation of the Canada-Israel Free Trade Agreement in January 1997. The agreement has already brought about a substantial increase in bilateral trade, with Canadian exports to Israel increasing by 55 per cent in 1997 over the previous year, to US\$294.5 million, while Canadian imports from Israel increased by 20 per cent to US\$151.6 million. During the same time, Israeli imports from its major trading partners, the United States and Europe, decreased.

The Embassy is confident that the "Taste of Canada" event succeeded in further whetting the appetites of Israelis for Canadian culture, products and tourist destinations.

CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

FITT Makes Canadian Companies Fit for Exporting

by Stephen Goban and Josef Jurkovic, FITT Marketing

As any trade commissioner can attest, when international opportunities knock, it is the prepared who are generally more successful. But it's not easy for small and medium-sized companies to obtain the range of knowledge and skills they need to be successful exporters. The apprenticeship approach — learning by doing over time — is for many a too-costly means of building long-term capability. That's why the Forum for International Trade Training (FITT) has launched a series of new programs and other initiatives designed to increase the availability of trade training to Canadian business.

A not-for-profit organization established in the early 1990s and funded by business and Human Resources Development Canada, FITT is Canada's centre for international trade training, providing accessible and comprehensive international trade training to Canadian businesses, particularly small companies.

In the early years, the Forum worked closely with industry to develop a core national program, FITTskills. FITTskills provides a comprehensive, practical and hands-on body of knowledge and skills, delivered in a variety of formats through community colleges, universities and private organizations across Canada by experienced trade professionals. In four and a half years, some 2,500 people have taken more than 5,000 FITTskills courses and workshops.

New specialized training programs

Building on its development phase, FITT recently launched a series of programs and other initiatives. EnterpriseFITT provides training and services customized to the needs of individual companies. AgFITT offers specialized training for the agri-food sector, as does FITTservices for developing skills in exporting services. AgFITT and FITTservices are currently being piloted in several provinces.

In response to calls from industry for a specific professional qualification in international trade — and as part of its mandate to set national standards for trade training — FITT introduced, in October 1997, the Certified International Trade Professional (C.I.T.P.) designation. Certificate holders have met a rigorous set of requirements, including completing the FITTskills program or its equivalent and having a minimum of three years' trade experience. A KPMG industry survey found that 100 per cent of companies interviewed would, other things being equal, give preference to a C.I.T.P. in hiring and promotion decisions. The first C.I.T.P.s, graduates of Carleton University's FITTskills program, received their certificates in January during a ceremony at the Parliament Buildings.

Open to members

Together with introducing C.I.T.P., FITT has moved to become a membership organization open to individuals and organizations involved or interested in international trade. The aim is to provide a focus for the development of trade training and the practice of international trade in Canada. A variety of activities and benefits are available to members, and in June 1998, the

first national FITT conference will be held in Ottawa-Hull.

These initiatives all reflect FITT's focus on meeting industry and individual training needs. FITT's goal is to help make organizations and individuals (whether employee or entrepreneur) more effective — to ensure, in effect, that when international opportunity arrives, it coincides with preparedness.

For more information, contact Stephen Goban, FITT Marketing, tel.: (613) 232-8561, fax: (613) 233-7617, e-mail: ibnav@magi.com

Forensic

— Continued from page 3

forensic labs will lead to other opportunities should the country decide to build other such facilities.

Getting good mileage out of trade shows, Forensic has already delivered in such far-away places as Hong Kong, Thailand, Greece, Turkey, and Venezuela. It also has solid prospects in Germany — which will open up continental Europe — and possibilities in the United Kingdom and Ireland.

For more information on Forensic Technology WAI Inc., contact Communications Manager Donna McLean, tel.: (514) 485-6611, fax: (514) 485-6617.

New Consortium of Women Entrepreneurs in the Technology Sector

During the Canadian business women's trade mission to Washington in November (see the December 15, 1997, issue of *CanadExport*), a group of export-ready entrepreneurs involved in the software and technology business decided to form a consortium to market their services to the United States.

The consortium — Women's Software and Technology Association (WSTA) — is a nationwide effort,

with membership open to any women entrepreneurs in the technology sectors. WSTA currently has representatives in each province but is seeking more members.

Spearheaded by Mary Fote of the Medea Group in Toronto, WSTA will have a U.S. counterpart that will be responsible for making U.S. contacts, qualifying leads, pre-selling products and services and making appoint-

ments. Allison Saunders at the Canadian Embassy in Washington will act as a liaison between the two countries.

For more information, contact Nade Nixon, the Medea Group, tel.: (416) 923-4886, fax: (416) 923-6395, e-mail: nade@medeagroup.com or Linda Plexman, Pro-Image, tel.: (204) 783-8028, fax: (204) 772-1432, e-mail: sales@proimage.mb.ca

Quebec Agri-Food Export Club Lends Support to Atlantic Exporters

Taking inspiration from their colleagues in the Quebec Agri-Food Export Club, a number of Atlantic Canada agri-food exporters have decided to set up an association in their region. Fully 70 per cent of those in the industry in the four Maritime provinces have expressed an interest in the initiative.

The initiative was welcomed

by Paul-Arthur Huot, executive director of the Quebec Export Club, which has been working with the Atlantic Council of Agri-Food Products for more than a year. "From the outset, we were impressed with the serious approach taken by our Atlantic colleagues," said Mr. Huot. "We congratulate them on the great step they are taking toward inte-

grating into the global market."

The Quebec Agri-Food Export Club intends to continue to co-operate with its eastern neighbours, primarily by sharing the experience it has gained over the past seven years.

For more information, contact Paul-Arthur Huot, Quebec Agri-Food Export Club, tel.: (514) 349-1521, fax: (514) 349-6923.

LAVAL TECHNOPOLE Sets its Sights on Exports

LAVAL TECHNOPOLE, the investment promotion agency of the City of Laval, Quebec, recently established a new Export Development Division, which will provide training, guidance and support for Laval firms seeking to expand into foreign markets. Individual firms will have access to such services as planning, foreign market analysis, market penetration

strategy development, solicitation on local markets and searching for financing. LAVAL TECHNOPOLE will also organize trade missions abroad and specialized training sessions for business groups in the region.

Operating in the aviation and aerospace industry of the Greater Montreal area, LAVAL TECHNOPOLE has had the support of,

among others, the Federal Office of Regional Development (FORD-Q) in organizing exports-related activities.

For more information, contact LAVAL TECHNOPOLE, tel.: (514) 978-5959, fax: (514) 978-5970, e-mail: info@lavaltechnopole.qc.ca Web site: <http://www.lavaltechnopole.qc.ca>

Leading Montreal Company on a Roll with Ankara Mega-Transit Project

A stellar example of collaboration between Canadian and Turkish firms is the Ankara Rapid Transit System. The 14.5-km heavy rail system — which opened in the fall of 1997 — is being financed and built by a Canadian-Turkish consortium led by SNC-Lavalin International Inc.

The engineering-construction company of 6,500 employees, which has offices across Canada and in 30 other countries and operations in more than 85, worked with Turkish partners Gama and Guris, who were responsible for the civil and structural works, including stations, and installation of all electrical and mechanical equipment. Vehicles were supplied by Bombardier/UTDC, and financing, set up by SNC-Lavalin, came from Canada and the United Kingdom.

“As Canadians working with our Turkish partners,” recalls SNC-Lavalin’s Group Vice-President Mario Laudadio, “we spent eight years in the bidding and negotiation before the start of work [in 1993]. Patience and persistence were virtues,” he adds. “Long-term relationships take time to build.”

According to Laudadio, who had four years of local involvement on the \$660-million Ankara project, a plus for Canadians working in Turkey is the similarity of management styles and business practices, since

many Turkish executives apply principles learned in studies in North America.

Canadians strong alternative

Canadian suppliers of services and products, who are known for expertise, competitiveness and compatible attitudes, are, according to Laudadio, viewed by Turkish business leaders as a strong alternative to American and European business cultures.

SNC-Lavalin’s own success is ample proof: its other involvements in Turkey have included feasibility studies for the Bosphorus tunnel crossing between the Black Sea and the Sea of Marmara; modernization of the Batman Refinery; realization of the zinc-lead complex in Kayseri; and, most recently, a new contract to upgrade the Bagfas phosphoric acid plant.

For more information, contact Suzanne Lalande, Director of Public Relations, tel.: (514) 393-1000, fax: (514) 875-4877, e-mail: lalas@snc-lavalin.com

Ottawa Company Wins Lucrative Contract in the U.S. through CCC

ActiveSystems of Ottawa has been awarded an order to provide document conversion services to the Naval Regional Contracting Office in Washington D.C., through the Canadian Commercial Corporation (CCC).

The only Canadian company among the three that won the orders (the other two are U.S.-based), ActiveSystems could receive eventual orders totalling US\$67 million — and a potential US\$13 million of that amount in the first year.

The order is related to a U.S. Navy project to convert technical manuals

and other documents into standardized electronic format. ActiveSystems won the business based on best value to the U.S. Navy and its track record with satisfied buyers in both the United States and Canada.

“This contract award underlines the potential for small Canadian companies that partner with the Canadian Commercial Corporation,” said company president J.R. Davies.

Mr. Davies pointed out that the project could mean continuing part-time employment for up to 700 university and college students in Ottawa

and surrounding areas. As well, the facilities to be put in place for the contract will place ActiveSystems in a strategic position to compete for other international contracts.

“Small businesses such as ActiveSystems are ideally positioned to win business in the U.S. market,” commented Paul McKenna, Manager of U.S. Operations for the Canadian Commercial Corporation. “I am pleased that CCC is able to help these firms with superior technologies to expand beyond the domestic marketplace.”

Saudi Arabia Business Opportunities

SAUDI ARABIA — Al-Rushaid Investment Company is looking for a joint-venture partner to manufacture insulated plastic containers for food and drink — thermos bottles, food coolers, etc. The company needs new technology and experience to set up this factory. In return, it can provide financing, knowledge of local business, marketing, human resources, and construction.

Al-Rushaid Investment Company is one of the largest firms in Saudi Arabia, with annual sales of over \$800 million. It is a diversified group, with activities in real estate, manufacturing, construction, and oilfield services, and is the registered Saudi Arabia agent for such international companies as Cooper Oil Tools and Aérospatiale. The chairman, Sheik Abdullah Al-Rushaid, is a well known and well respected figure in Saudi Arabia.

Al-Rushaid is responding to a recent market study that identified a large potential demand for coolers in Saudi Arabia. As a manufacturing project, a joint venture in this field would be eligible for Saudi Industrial Development Fund subsidization of up to half the total cost.

For more information, contact Steven Goodinson, Canadian Embassy, Riyadh, tel.: (966-1) 488-2288 ext. 3353, fax: (966-1) 488-0137; or Dr. Tayseer Al-Khunaizi, Director of Business Development for Al-Rushaid Investment Company, P. O. Box 539, Dhahran Airport 31932, Saudi Arabia, tel.: (966-3) 898-0028, fax: (966-3) 898-3551.

SAUDI ARABIA — Al-Nafjan Trading and Contracting Company is looking for a joint-venture partner to bid on electrical substation contracts in Saudi Arabia.

Al-Nafjan is a medium-sized contractor with annual revenues of about \$30 million. At present the business is confined to power distribution contracts with the Saudi Consolidated Electricity Company of the Eastern province (SCECO-East), where Al-Nafjan has a good, reliable reputation. Al-Nafjan lacks the technology and experience needed to prequalify for higher voltage contracts, but foresees much future demand for substations (including control and network monitoring) and for upgrades to existing facilities.

Al-Nafjan is looking for a Canadian company to provide this technology, design expertise, and project management experience. The Canadian company could be larger or smaller than Al-Nafjan, which is not a manufacturer but would be willing to source in Canada if cost-effective. Al-Nafjan in turn would provide local business and bidding experience, as well as human resources and construction services.

SCECO-East is the largest electric utility in Saudi Arabia, with an installed capacity in 1995 of 7,197 MW (56 per cent generated from steam turbines and 44 per cent from combustion turbines). About 18 per cent of SCECO-East's production is exported to SCECO-Central (up to 1,800 MW in peak periods), where the capital, Riyadh, is located.

SCECO-East's production capacity is growing and will reach an estimated 20,000 MW by 2020.

The business of power generation and transmission in Saudi Arabia is entering a period of massive expansion. An estimated \$162 billion will be spent by 2020 to serve the needs of the country's growing population and industry, including about \$34 billion for high-voltage transmission and subtransmission systems. Various interconnection projects are also planned, including a \$2-billion project for connecting power grids of the six countries of the Gulf Co-operation Council (Saudi Arabia, Bahrain, Kuwait, Oman, United Arab Emirates, and Qatar).

For more information, contact Steven Goodinson, Canadian Embassy, Riyadh, tel.: (966-1) 488-2288 ext. 3353, fax: (966-1) 488-0137; or Mr. Abdullah Abbad, Al-Nafjan Trading and Contracting Company, P. O. Box 6359, Dammam 31442, Saudi Arabia, tel.: (966-3) 834-9436, fax: (966-3) 834-9172 or 826-6515.

SAUDI ARABIA — Al Yamamah Steel Industries Co. Ltd. is looking for a Canadian company for technology transfer or joint venture in the manufacture of steel towers for power transmission lines in Saudi Arabia.

Al Yamamah Steel has an annual turnover of about \$50 million, with a production capacity of 140,000 tons per year, primarily in steel tubes and sheets. It sells mostly to the petroleum and construction industries in Saudi Arabia.

Continued on page 11 — Saudi Arabia

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ETHIOPIA — The Ethiopian Privatization Agency (EPA) invites investors to submit bids for the partial or total acquisition of the following factories: the St. George Brewery and the Dire Dawa Cement Factory. Bid documents cost Birr 100 (non-refundable) each. Closing date: March 27, 1998. Contact Andrew Mess, fax: (613) 996-2635, quoting IBOC case no. 971230-02544.

ETHIOPIA — The Government is looking for a strategic investor or group of investors interested in buying at least 51 per cent of the shares of the Calub Gas Company, and ready and able to develop the Calub gas fields. Closing date: May 4, 1998. Contact Sean McCabe, fax: (613) 996-2635, quoting IBOC case no. 980120-02626.

Saudi Arabia

— Continued from page 10

For more information, contact Steven Goodinson, Canadian Embassy, Riyadh, tel.: (966-1) 488-2288 ext. 3353, fax: (966-1) 488-0137; or Mr. Aly Elchehaly, Business Development Manager, Al Yamamah Steel Industries, tel.: (966-1) 477-0512, fax: (966-1) 479-1943.

INDIA — The West Bengal State Electricity Board (WBSEB) invites sealed bids for 1) an 11 km 400 kV, a 78 km 220 kV, and a 238 km 132 kV transmission line; 2) a 400 km 132 kV transmission line; 3) 4 nos. 220 kV sub-stations, 13 nos. 132 kV sub-stations and PLCC link through transmission lines; 4) 1 no. 400 kV sub-station, 4 nos. 220 kV sub-stations, 10 nos. 132 kV sub-stations and PLCC link through transmission

lines. Cost of tender paper is Rs. 50,000. Date of pre-bid discussion is March 5, 1998. Closing date: March 30, 1998. Contact Andrew Mess, fax: (613) 996-2635, quoting IBOC case no. 971223-02510.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

An American Perspective — Continued from page 2

The dialogue continues

Since the mission, the dialogue has continued with several of the companies, and it is anticipated that business will develop. The day after the trade mission officially ended, four of the Canadian participants were guests at the American Society for Training and Development—Metro Washington D.C. Chapter's Professional Development Day.

Important exposure as women in business

In addition to the connections made and potential business to be done between the two countries, the Canadian trade mission provided critical exposure for all the participants — beyond their nationalities

— as women in the business world.

Ms. Cohan summed it up. "The mission presents to ourselves and to the world the image of strong, dynamic, and capable women who can compete successfully in the marketplace. In so doing, it helps to destroy myths of gender inequity and to make the business environment more accepting of women who have broken out of the mold."

Houck & Associates is an Internet/ Web consulting training, Web site and distance-learning development firm based in Alexandria, Virginia, tel.: (703) 823-5824; fax: (703) 823-2240; e-mail: houck@houckassociates.com

Strong Canadian Presence at Leipzig Construction Fair

Thirty-one participants from across Canada participated in BAUFACH '98, the Leipzig Construction Fair, which took place October 22-26 (See the June 2, 1997, issue of *CanadExport*). The fair attracted nearly 110,000 visitors from 59 countries, who came to view the products and services shown by 1,733 exhibitors from 34 countries. The Canadian exhibitors, many of whom were small and medium-sized companies, shared space with the Canadian Embassy, the Canada Mortgage and Housing Corporation, the governments of New Brunswick and Nova Scotia, the Quebec Wood Export Bureau, the Export Building

Products Initiative of Manitoba, and the Canadian Manufactured Housing Institute.

Visitor response confirmed that Canadian construction technologies are being recognized in Germany and other European markets as innovative and affordable in comparison with conventional building practices.

"This fair has been very valuable in allowing us to introduce our ecologically sound and financially sensible Canadian building methods," said Canadian exhibitor John Reimer, president of Olympic Building Systems. Added David Toews of Newton Homes, "It is shows like

this that allow our Canadian firms to build far-reaching relationships."

The German Building Minister, Professor Klaus Töpfer, paid a special visit to the Canadian exhibitors area and acknowledged the contribution that Canadian technologies and products can make in addressing German market needs, especially in the eastern states.

BAUFACH also provided an excellent platform for the Canadian participants to receive visitors from neighbouring countries in Central and Eastern Europe, as well as housing industry experts from Japan, China, the Middle East and Latin America.

Singapore Hosts Multi-communications Trade Show Event

SINGAPORE — June 2-5, 1998 — Coinciding with the APEC Telecommunications and Information Industry Ministerial Meeting (June 4-5) are a trio of important communications trade shows — CommunicAsia '98, NetworkAsia '98, and BroadcastAsia '98.

CommunicAsia '98 — incorporating Mobile CommAsia '98 — is Asia's leading and largest event for the electronic, cellular, radio and satellite communications and information technology industry. In conjunction with UNILINK, Industry Canada and the High Commission in Singapore are organizing a Canadian national pavilion, along with a series of activities, including briefings, partnering events and trade support, to

assist Canadian companies in their marketing endeavours.

NetworkAsia '98, the premier exhibition for the networking industry, expects to attract international visitors from a variety of industries, including air, land and sea transport, defence and security services, and manufacturing. A special feature of NetworkAsia '98 will be the NetworkAsiaNet — an operational enterprise network that will connect all CommunicAsia and NetworkAsia exhibitors during the show.

BroadcastAsia '98, one of the world's premier trade events for the sound, film and video industry, is being held in conjunction with Professional AudioTechnology '98, the 3rd Asian International Trade

Showcase for professional audio equipment, services and technology, and CableSat '98, the 2nd Asian International Trade Showcase for Cable and Satellite Technology and Services.

For more information on any of these trade shows, contact Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, ON, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025; or Dan Byron, Industry Canada, tel.: (613) 991-4903, fax: (613) 990-3858, e-mail: byron.daniel@ic.gc.ca; or Eric Barker, Trade Commissioner, Industry Canada, Vancouver, tel.: (604) 666-1407, fax: (604) 666-0954, e-mail: barker.eric@ic.gc.ca

TELECOM Middle East '98 and COMPEX '98

BEIRUT, LEBANON — April 29-May 3, 1998 — The 3rd International Telecommunications Exhibition and Conference for the Middle East, TELECOM Middle East '98, being held in conjunction with COMPEX '98 — the 4th Information Technology and Office Equipment Exhibition — will together provide tremendous opportunities for Canadian companies.

Information processing and communications networks are vital to the service economies of Lebanon and the Middle East. The communications and information systems of

the critical banking, tourism and commerce sectors need to be rebuilt and updated; there are also plenty of opportunities in the business, government, and manufacturing sectors.

Lebanon's telecommunications market alone is estimated to be worth around \$4 billion, and 1.7 new lines are planned to be installed by the end of 1998 or early 1999.

Key exhibits at COMPEX '98 will include computer products and accessories and office equipment and accessories. Key exhibits at TELECOM Middle East '98 will include telephone

equipment and accessories; telecommunications networks; mobile, satellite and data communications; infrastructure requirements; security and surveillance systems; wireless local loop; and ISDN services.

Expected to participate in the concurrently held telecommunications conference are industry professionals and government officials from Lebanon, Syria, Jordan, Saudi Arabia and the Gulf states. The conference will focus on the region's needs, upcoming projects, and new products and technologies, and their implications for the Middle East.

For more information, contact Georges S. Berberi, Vice-president, Marketing, al Qantara, 2114 rue St-Denis, Montreal, Quebec, H2X 3K9, tel.: (514) 284-4918, fax: (514) 284-4915. Or visit the organizers' (International Fairs and Promotions) Internet site at: <http://www.ifp.com.lb>

Project Lebanon

BEIRUT, LEBANON — May 19-23, 1998 — Canadian companies will find attractive opportunities at the 4th International Exhibition for Construction Technology, Building Materials and Equipment, and Environmental Technology for Lebanon and the Middle East, Project Lebanon '98, the largest construction exhibition in the region.

Largely as a result of European interest in an estimated \$40 billion worth of Lebanese rebuilding projects, the show was sold out the first three years it was held. Key exhibits include architectural finishes, building materials and equipment, construction tools and technology, engineering services, heavy construction equipment, infrastructure materials, landscape and hardscape, hazardous waste clean-up, marine and coastal protection, recycling

technology, sewerage treatment, and water technology.

For more information, contact International Fairs and Promotions, tel.: (961-1) 582083, fax: (961-1) 582326, e-mail: ifp@ifp.com.lb, Internet: <http://www.ifp.com.lb>

Seoul Food '98

SEOUL, KOREA — April 6-9, 1998 — The 16th Seoul International Food Technology Exhibition, Seoul Food '98 will provide opportunities for participants to increase business; find new distributors, importers or joint venture partners; or introduce new products. Organized by the Korea Trade-Investment Promotion Agency (KOTRA), the exhibition is expected to attract manufacturers and distributors of a comprehensive range of foods, food additives, beverages and liquors, food processing and retaining machinery, food packaging machinery, and hotel and restaurant equipment.

For more information, contact KOTRA, Trade Centre, P.O. Box 123, Seoul, Korea, tel.: (82-2) 551-4181, fax: (82-2) 551-4477/4478; or Michael Danagher, Korea and Oceania Division, DFAIT, tel.: (613) 996-7582, fax: (613) 996-1248.

Asia Show '98 Features New Canada Export Section

TORONTO — June 11-14, 1998 — Canadian companies will have a new opportunity to network, seek out joint-venture and export opportunities, and interact with Asian companies at the new Canada section of Asia Show '98, in its new home at the National Trade Centre.

An international trade show featuring goods and services from the Asia-Pacific region, now in its third year, the Asia Show will this year

diversify to include a consumer products sector, as well as an industry and technology sector featuring light industrial products, home and office appliances, electrical and electronic products, computers, software and telecommunications.

With the substantial growth being experienced in the retail sector, the Asia Show allows wholesalers, importers and retailers the opportunity to access the Asia-Pacific market to source new products without

the high cost of overseas travel.

Approximately US\$78.9 million worth of business was finalized on the spot at the 1997 show, with US\$48.8 million under negotiation.

Deadline for registering is April 30, 1998.

For more information, contact North American Expositions Inc., Toronto, tel.: (416) 499-9532, fax: (416) 499-9527, e-mail: nae@nobelmed.com, Internet: <http://www.asiashow.com>

NETWORK+INTEROP: Preparing for New Opportunities in Europe

PARIS, FRANCE — November 4-6, 1998 — Purchasers and suppliers of technologies and solutions will have an excellent opportunity to establish contacts at NETWORK+INTEROP, the major European event for

networks, telecommunications and the Intranet. Some 50,000 qualified visitors, 6,000 retailers and distributors, and 700 journalists are expected to attend.

This year will be a decisive one

for Canadian telecommunications companies seeking to increase their activities in France and Europe, in part because of the deregulation of telecommunications in Europe and France effective January 1, 1998, the high demand for high-yield technologies and solutions, the development and deployment of Java tools, the explosion of internet/intranet solutions, and the growing needs of companies in this field.

The Canadian Embassy will have an information booth surrounded by additional space for Canadian companies interested in exhibiting.

For more information or to reserve space in the Canada booth, contact immediately François Gauthé, Canadian Embassy in Paris, tel.: (33) 144.43.23.58, fax: (33) 144.43.29.98, e-mail: francois.gauthé@paris02.x400.gc.ca

Pollutec '98 — The French Environment Fair

LYON, FRANCE — November 3 to 6, 1998 — Pollutec, the French environment fair, will be celebrating its 14th edition in 1998. Equipment, technologies and environmental services for local industry and communities will be featured. Pollutec '98 is being organized by Miller Freeman in partnership with France's Environment and Energy Control Agency.

Again this year, Canada will have an information booth at the fair, through the Embassy in Paris. Interested Canadian companies are invited to exhibit.

For more information or to make exhibiting arrangements, contact Musto Mitha, sectoral officer, Canadian Embassy, Paris, tel.: (33) 1 44.43.23.56, fax: (33) 1 44.43.29.98; or Marie-France Bérard, Environment Canada, tel.: (514) 496-6674, fax: (514) 496-2901.



New CD-ROM Helps Canadian Exporters

Publications

Exporting Canada Online has launched a new CD-ROM this month that provides sales leads and resources to help Canadian companies improve their export business.

"In co-operation with Industry Canada, we have incorporated a database, multimedia presentations, and thousands of Internet pages

that can be easily accessed without being on-line," says publisher Bob Potter.

Available in English and French, the CD-ROM features Trade Bytes, a powerful trade database that compiles U.S. government documents showing, on a trade-by-trade basis, what American buyers are purchasing.

Trade Bytes market intelligence (normally \$5,000 per year) includes the name and address of each buyer and seller, plus a detailed product description. With over one million transactions, Trade Bytes can identify the U.S. buyers of almost any product.

Continued on page 16 — New CD-ROM

Listing in the 1998 Edition of *Bottin international du Québec*

The fifth edition of *Bottin international du Québec*, an Internet-accessible directory millions of copies of which are distributed in Quebec, Canada and abroad, will soon be available. This practical reference provides complete listings for a number of international players in Québec and for foreign partners, indicating countries and areas of activity.

Businesses and organizations interested in being listed in the 1998 edition of *Bottin international du Québec* can register now, at a cost of \$52 plus tax. The 1998 edition is expected to be published in the spring.

For listing or for more information, contact *Québec dans le monde*, tel.: (418) 659-5540, fax: (418) 659-4143, e-mail: quebecmonde@total.net

Directory Makes Finding Right Trade Show Easy

The 1998 edition of the *International Trade Fairs and Conferences Directory* contains essential information on 5,300 events taking place in over 75 countries worldwide, making it easy for companies to target the right shows. The Directory includes over 100 industrial classifications, from accounting to woodworking. Covered are annual

shows in 1998, biennial shows in 1999, and selected shows to 2002. Shows are indexed by name, date, location and product area.

For information, or to order, contact International Press Publications Inc., 90 Nolan Court, Unit 21, Markham, ON, L3R 4L9, tel.: (905) 946-9588, fax: (905) 946-9590, e-mail: ipp@interlog.com

Opportunities in After-market Automobile Parts

There are interesting opportunities available in the Mexican market for after-market automobile parts. The Canadian Consulate in Guadalajara has therefore prepared profiles of Western Mexican companies active in the import and distribution of after-market automobile parts.

To obtain a copy of the profiles, contact the Canadian Consulate, Hotel Fiesta Americana, Local 31 C.P. 44100, Aurelio Aceves 225, Guadalajara, Jalisco, Mexico, tel.: (52 3) 615-6270/6215, fax: (52 3) 615-8665, e-mail: ccguad01@infosel.net.mx

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 230 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Seminar Demonstrates How to Do Business in Japan

TORONTO — February 26, 1998 — The Canada-Japan Industrial Co-operation Forum (ICF) is offering a half-day seminar on "Doing Business in Japan." The seminar will feature addresses on "FOODEX '98 and Canadian Government Services," "Legalities of Exporting to Japan," and "Japanese

Processed Food Market," given by representatives of Agriculture and Agri-Food Canada, Price Waterhouse, and the Japan External Trade Organization (JETRO), among other organizations. The speakers will be available to answer questions at the end of the morning. The ICF comprises the Alliance of Manufacturers & Exporters Canada, the Canadian Chamber of Commerce,

the Toronto Japanese Association of Commerce & Industry, and JETRO.

For more information, or to register, contact Catherine Morgan, tel.: (416) 861-0000 ext. 229, fax: (416) 861-9666.

New CD-ROM

— Continued from page 15

Other content on the CD-ROM includes The Red & White Pages — a directory of leading export service providers in 11 categories; Government Services, which includes presentations from Industry Canada and the *Strategis* and *ExportSource* Web sites; profiles of trade associations and publications that provide support to Canadian exporters; and a variety of exporting tips on everything from cross-border research to finance and logistics.

For more information, contact Bob Potter, tel.: (604) 601-8246, fax: (604) 608-2611; e-mail: info@exportingcanadaonline.com Web site: <http://www.exportingcanadaonline.com>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Canada Export Award Sponsors

— Continued from page 5

- At the presentation ceremony, sponsors are given the opportunity to address the audience. In addition, sponsors' names and corporate logos or identities are prominently featured on the stage and throughout the Alliance convention.

The 1997 campaign reached an audience of over 11 million people in Canada and abroad, through publicity and coverage in print, radio and television outlets.

In 1998, its sixteenth year, the Canada Export Award Program is guaranteed to generate even more applications and attention. The sponsors, or course, share in the spotlight.

The proposal

Sponsorship proposals for the 1998 Canada Export Award Program will be accepted until March 31, 1998. For more information on this sponsorship opportunity, contact Beverly Hexter, Trade Officer, Canada Export Award Program, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, tel.: (613) 996-2274, fax: (613) 996-8688.

CanadExport On-Line

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vol. 16, no. 4 — March 2, 1998

Strategic Alliance: It May Be Your Gateway to the U.S.

When it comes to exporting, your company may be in a better position to find clients and fulfil contracts in tandem with another firm, either Canadian or American, rather than attempting to go it alone. For the small to mid-sized company, co-operative ventures or strategic partnerships may be the only way to beat the competition on a global scale.

A strategic alliance, or strategic partnership, is a formal relationship established between two companies that have common goals and economic interests. While remaining distinctly separate businesses, the partners pool their resources, promoting growth through options such as licensing agreements, technology transfer, increased investment

in equipment, more funding for research and development, sales or service support or shared distribution channels.

The greatest number of opportunities for this matchmaking activity in the United States are in the biotechnology and information technology (IT) areas, although demand is by no means limited to these sectors.

How the Canadian trade offices can help
Officers at the Canadian posts in the United States are aware of the potential for partnerships in many industries. They can provide names of U.S. companies looking for alliances and recommend approaches and follow-up techniques.

Before approaching a post, however, you should have as complete a picture as possible of your area of interest; make sure you do your research and check the DFAIT *ExportSource* Web site for trade information such as sector reports and market studies.

Continued on page 3 — Strategic

What Would You Like to Ask Canadian Ambassadors about Asian Markets?

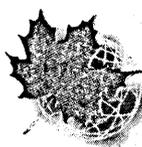
The Canadian business community is being given a timely opportunity to question Canadian heads of missions about market opportunities in Asia Pacific.

As many as 25 Canadian heads of missions from the Asia-Pacific region will be participating in the Cross-Canada Outreach Program, March 9-17, 1998.

Building on the links made through Canada's Year of Asia Pacific and the Asia Pacific Economic Co-operation (APEC), the program will play a crucial role in disseminating information about the Asia-Pacific markets.

The ambassadors will be meeting with business people, non-governmental and academic groups, the media and government representatives at a variety of events and forums, including roundtables, "Night of the Ambassadors" evenings, and a University of British Columbia conference entitled "Building on Canada's Year of Asia Pacific: Evaluation and Strategic Directions."

Continued on page 6 — Outreach

 **Info Export**
<http://www.infoexport.gc.ca>

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CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

New Partnership between FFA-CNC and CRIC-Consult

The Canadian National Committee of the *Forum francophone des affaires* (FFA-CNC) recently signed a partnership agreement with CRIC-Consult, an African firm in Benin. Established 15 years ago, CRIC-Consult provides commercial information services in 12 African countries: Benin, Burkina Faso, Cameroon, the Central African Republic, the Congo, Côte d'Ivoire, Gabon, Mali, Niger, Senegal, Togo and Ghana.

The various services available under this new partnership include

assistance to firms having identified a potential partner on the African continent and assistance to firms seeking to identify suitable partners in the region.

Depending on the case and for a fee, CRIC-Consult can either identify possible partners or conduct extensive research, for instance into the history of a potential partner, its financial performance during the last three years, its suppliers, and its overall situation. Management of debts and their amicable recovery, as well

as organizing the logistics for business or prospecting missions, are also offered by CRIC-Consult, on request.

FFA-CNC is CRIC-Consult's only link in Canada, apart from the Export Development Corporation, which deals directly with the African firm on behalf of its clients.

For more information, contact Yvette Cogne, Director General, Canadian National Committee of the *Forum francophone des affaires*, tel.: (514) 849-4572, fax: (514) 844-8784, e-mail: info@ffacnc.qc.ca

EDC Loan Supports Small Canadian Exporter to U.S.

Keramchemie, a custom designer and supplier of cleaning and coating processes for the steel industry, is one of several Canadian suppliers benefiting from a US\$6.3-million loan from Export Development Corporation (EDC). The loan will be used to partially fund the construction of a state-of-the-art, automated rod-and-wire cleaning and coating facility and annealing furnace in Newnan, Georgia.

The facility will be built at the existing plant of Sivaco Georgia, a division of Atlantic Steel Industries, which is a subsidiary of Ivaco Inc. of Montreal.

"I can't emphasize how important export financing is for companies like ours to win jobs like this," says Robert Plachkes, general manager of

Keramchemie, a division of Duncan Mills Engineering, Inc., of Don Mills, Ontario. "In addition to our continuing technical improvements, this type of financing makes us competitive and helps us win new contracts."

EDC has specialized programs in place to help even the smallest Canadian business realize its export potential.

For more information, contact EDC through its regional offices in Vancouver, Edmonton, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal, Moncton and Halifax. Companies with annual export sales under \$1 million can call EDC's Emerging Exporters Team at 1-800-850-9626.

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InfoShop: a New Door to World Bank Resources

by Ross Wallace, Canadian Embassy, Washington

The World Bank's new InfoShop — launched on January 20 in Washington D.C. — is providing a single point of contact that will make it easier for businesses to access the wealth of World Bank documents and publications.

The initiative is one of a series of Bank efforts to reduce or eliminate the obstacles to effective communication with the business public posed by the size and complexity of this important institution. Obstacles have included the physical layout of the Bank itself (spread out in a score of different buildings in downtown Washington D.C.); the existence of both a bookstore and a Public Information Centre (operated as separate and distinct entities in different locations); and the sheer volume of information published by the Bank (making it difficult for anyone to ascertain not only what they want but how they should get it).

Under one roof

Combining the old Bookstore and the Public Information Centre (PIC) under one roof, the InfoShop contains essentially everything the Bank publishes — from economic and sector reports and project information documents to staff appraisal reports and environmental assessments. The InfoShop also boasts a team of information specialists who can provide directions to the appropriate Bank publication, as well as to the best contact within the Bank itself.

For Canadians interested in doing business with the Bank, the new

InfoShop is an invaluable resource, providing a comprehensive overview of the Bank's work in different sectors around the globe — from development and finance to agriculture and trade.

InfoShop on-line

Every document or publication present in the InfoShop can also be obtained through the Internet. Visitors can scan abstracts from over 1,100 publications, and a full array of journal articles can be downloaded and printed out using key word searches or simply by browsing the catalogue. Canadians

can now access the entire catalogue of Bank publications while sitting at their desks, and then order and pay for them electronically. In fact, the InfoShop has such an extensive array of on-line resources that making a trip to the shop itself may never be needed.

The InfoShop is located at 701 18th Street N.W. in Washington D.C. To access the InfoShop from the Internet, visit the World Bank's site at www.worldbank.org and click on "Publications." You can then choose to search "Books," "Journals" or "PIC Documents."

Strategic Alliance — Continued from page 1

The posts also host partnering events that allow you to meet a number of prospective colleagues. Most of these events are directed at the high-technology sectors such as biotechnology, medical devices and health care, and are arranged in association with industry councils, such as the Massachusetts Biotech Council and the Chicago Software Association.

There are also multi-sector events focusing on regional relationships — for example, partnering between New England firms and Quebec and Atlantic Canada companies, and city-to-city partnering events involving companies from, for example, Woodstock, Ontario and Toledo, Ohio.

Consulate matchmaking successes

The Consulate in Boston was instrumental in finding a U.S. partner, Hallum Associates of Burlington, Vermont, for a Montreal engineering

Continued on page 8 — Strategic

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Young Vancouver Craft Company Launches into Exports ... with a Bang

With hardly a year of business under its belt, *Made By Humans Arts and Crafts* is soaring from success to success in the U.S. market, following its participation in some well chosen trade shows south of the border.

Launching into the world of exports was no accident for the five-person company, which specializes in highly innovative and contemporary-looking giftwares — mainly flower vases — made from a variety of materials, including thermoplastic rubber, glass, wire, laminated paper, rock and foam.

First few steps

"It all started at the February 1997 Vancouver Gift Show," recalls company president Carry Heijman. "A show organizer encouraged us to look at similar events south of the border, and to contact the International Trade Centre (ITC) in Vancouver and the Canadian consulates in the U.S."

From the ITC, Heijman got connected with the Canadian Consulate General in Minneapolis.

"Commercial Officer Dana Boyle advised us to participate in a small show that was slated for Portland, Oregon, in July," says Heijman. "There we not only met many prospective customers but also concluded our first sale."

"In addition," he says, "Boyle provided us with very useful agency contacts, advice on customs procedures, and information on other upcoming trade shows — as well as reminding us not to overdo it," he laughs.

But after the first taste of success, Heijman was eager for more. He added three more feathers to his cap — shows in Seattle, Chicago and San Francisco — in the same year.

As a matter of fact, the enterprising company just came back from another four U.S. shows (in Atlanta, Los Angeles, Seattle and San Francisco), all in the month of January.

Export rationale

What motivated the young company — which already exports over 50 per cent of its products to the United States — to sell internationally?

"The Canadian market is not big enough," explains Heijman. "Besides, we're so close to the U.S. border, and with our relatively low dollar making our products more attractive to the American buyer, the urge to export was that more intense."

That doesn't mean though that it was all smooth sailing, according to Heijman: "There were many 16-hour days and much hard work before we became familiarized with the time-consuming export paperwork — such as U.S. customs and freight forwarding — which we did mostly on our own."

But the work has paid off. The company now has close to 600 cus-

tomers in the U.S. and is negotiating with Disney in Florida — in addition to having a few big customers in Austria, Germany, Japan, Australia and New Zealand.

From this quick rise to fame — the company has had products featured in *The New York Times* and *Chicago Tribune* — Heijman has learned a few lessons and has some advice.

"Get in touch with trade commissioners at your local ITC who can recommend appropriate trade shows. Double-check everything when preparing and shipping your products to those shows. Get a good customs broker and freight forwarder (test-ship a few products first). And be prepared for a lot of paperwork."

In fact, Heijman has been so busy that he hasn't even had time to take advantage of all the export assistance available through the ITCs — missions to border states, the Program for Export Market Development (PEMD), registering in the WIN Exports database (see box below).

"But rest assured that I will follow up on all these programs," says a tired but happy Heijman.

For more information, contact president Carry Heijman, tel./fax: (604) 733-8828.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



Focus on the United States



Minister for International Trade

Ministre du Commerce International

Ottawa, Canada K1A 0G2

Message from the Minister

It is no secret that Canada and the United States have a great deal in common. We share a free and open border that stretches some 8,000 kilometres from the Atlantic Ocean to the Pacific Ocean; we share similar cultural tastes and lifestyles, and common political, economic and business practices; and we share our scientific and industrial technologies, and our products and services. We are each other's best customers and closest allies.

The majority of Canadians know that our economies are inextricably linked. Our longstanding and substantial trading relationship is the largest in the world. In fact, a staggering 80 per cent of all the products and services we sell outside of Canada go to the United States.

In today's highly competitive global business environment, Canadian exporters must continue to look to new and emerging world markets for their products and services. But in our efforts to reach out to all parts of the world, we should not forget that just a few kilometres away — for many Canadians — lies the world's largest and most open market. It is a market that holds Canadians and their products and services in high regard, as well as one that is easily accessible by Canadian exporters and investors.

Because of its proximity and similar business environment, the United States is the logical first choice for new exporters, especially small and medium-sized companies, to embark on their journey into the world of international trade.

Another important characteristic of this market is that it is not just one market but a multiplicity of different regions, each of which offers unique and diverse opportunities for Canadian companies in all sectors.

There is no other market in the world that holds such a broad range of opportunities for Canadian business. From the automotive giants of Michigan and the industrial conglomerates of the Midwest to the leading-edge information technology centres of Silicon Valley and New England and the world-leading entertainment meccas of Los Angeles and New York, the United States is by far the most lucrative market for Canadian exports.

I am confident that the information contained in this supplement on the United States will be of great value to Canadian companies, small and large, new and experienced, that are looking for a receptive destination for their products and services.

Yours sincerely,

Hon. Sergio Marchi

Stars and Stripes Forever

Canada and the United States share the largest and most comprehensive trading relationship in the world. Two-way trade in goods and services reached \$445.4 billion in 1996 — over \$1.2 billion a day.

The United States buys 80 per cent of our exports. We buy 22 per cent of their exports. Canada-U.S. trade supports about 2.4 million jobs in Canada and directly generates 28 per cent of our gross domestic product. In a nutshell, we are each other's best customers.

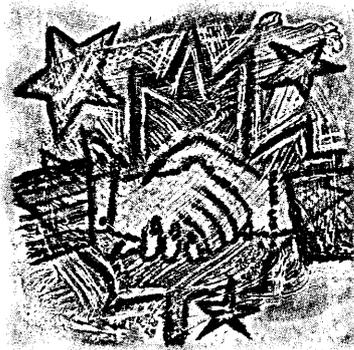
The value of this unique commercial relationship cannot be overestimated. Without the strength of our export trade, and increased investment since the North American Free Trade Agreement (NAFTA) came into effect, Canada could have easily slipped into a recession. Exports have been our strongest economic stimulant throughout the 1990s. And almost all of those exports are heading south of the border.

Star-spangled boom

Nine years after the Canada-U.S. Free Trade Agreement (FTA) took effect on January 1, 1989,

business between the two countries is booming. Canadian merchandise exports to the United States surged by a remarkable 77 per cent. We not only buy each other's products and services, we enjoy visiting one another — good news for Canada's tourism industry. In 1996, 13 million Americans visited Canada, generating \$4.8 billion in revenue, and Canadians made 15.3 million trips to the United States.

Canada is the world's seventh-largest exporter of goods. In 1996, merchandise exports to the United States were up 7.4 per cent, and export of services increased by 8.9 per cent. Overall, Canada recorded a \$17.1-billion surplus in trade with the United States.



As each other's closest ally and trading partner, Canada and the United States are inextricably tied to events and conditions north and south of the border. Our exports depend on our southern neighbour's economic stability and prosperity, just as their exports rely on our economic fitness.

Relationships as closely knit and substantial as those between Canada and the United States are complex and far-reaching. For the two countries, maintaining open and beneficial bilateral ties is not a luxury but a necessity.

From the signing of the FTA in 1989 and the NAFTA in 1994 to some 239 side agreements covering everything from defence cooperation and access to commercial airways to Great Lakes water quality, Canada and the United States have been very successful at working out the dos and don'ts of their partnership.

Most tariffs between the United States and Canada were phased out by January 1998.

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Good news for Canada: U.S. economy in good shape

The U.S. economy is in remarkably good shape. For six straight years, it has shown growth and durability. In 1997, economic growth averaged a healthy 3.5 per cent, and this is good news for Canada.

In 1996, Canadians sold almost twice as much to the United States as we did to Japan, and more than to all 15 members of the European Union combined. The province of Ontario alone sells more to the United States than does Japan.

Maintaining these ties, however, is not something that is easily accomplished. This fact quickly becomes apparent when you consider the breadth and diversity of the issues that face our respective governments every day — whether it is

the monitoring of cross-border movement of people and commerce,

Continued on page XVIII — Stars

Opportunities...Opportunities...Opportunities Just a Stone's Throw Away

One of the world's largest and most open markets — and right next door (three quarters of Canadians live within 300 kilometres of the U.S. border) — the United States is the logical first choice for both new and experienced Canadian exporters.

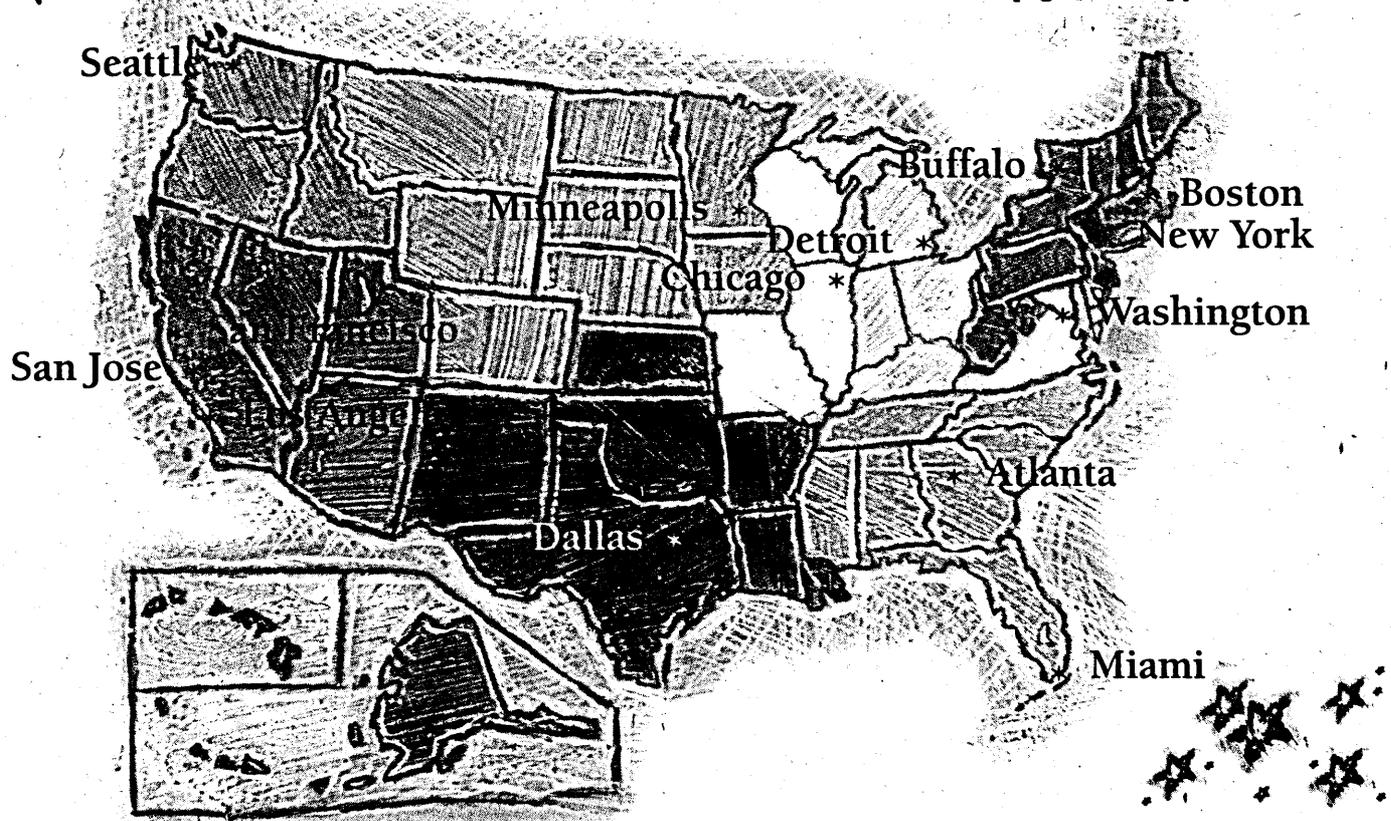
Its proximity, relative ease of access, similarity of language, culture and legal systems, and demand for virtually every type of product or service produced by Canadian companies make the United States the most accessible and practical market for most Canadian exporters.

Spurred by the globalization of markets and the technological revolution, U.S. industries are repositioning themselves to face ever-increasing competition. American companies are seeking new products, technologies and services and, now more than ever, are looking beyond their borders for strategic partners to help expand sales in the United States and beyond. The end result: new opportunities for Canadian companies.

The shift toward knowledge-based industries has put a whole new perspective on Canadian exports to the United States. While exports of manufactured products, particularly in the automotive sector, continue to top the export list, there has been explosive growth in recent years in such areas as information technology, telecommunications, environment, biotechnology, cultural industries, and business and professional services.

While it is tempting to think of the United States as one market, in fact it is many markets. Different geographic regions have developed different industry strengths that require a targeted approach to ensure successful export development.

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Opportunities — Continued from page III

Regions

The Northeast region covers a market of nearly 3.5 million people and is home to 33 of the Fortune 500 industrial companies, including eight in Upstate New York. The Niagara and Champlain corridors form a vital economic link between Canada and the United States. The Upstate New York region is often the first entry point into the U.S. market for new Canadian exporters. Approximately \$125 billion in two-way trade crosses the Ontario-New York border each year. It is a natural first sales target for consumer products, and there are attractive opportunities in the information technology, environmental, tourism, biotechnology and medical products and service sectors.

For more information, contact the Canadian Consulate General in Buffalo.

The New England market encompasses 13 million people. Buying power is excellent; wages are 16 per cent above the national average. The economic revival of the region is evident, with an employment rate one point below the national average and an upswing in bilateral merchandise trade with Canada to the tune of \$15.9 billion in goods sold last year. With its sophisticated university and research infrastructure, New England continues to be at the forefront of many emerging technologies. Boston boasts a rapidly growing community of software and biotechnology firms, and as a result of this innovation, the city has acquired the second-largest concentration of venture capital in the United States.

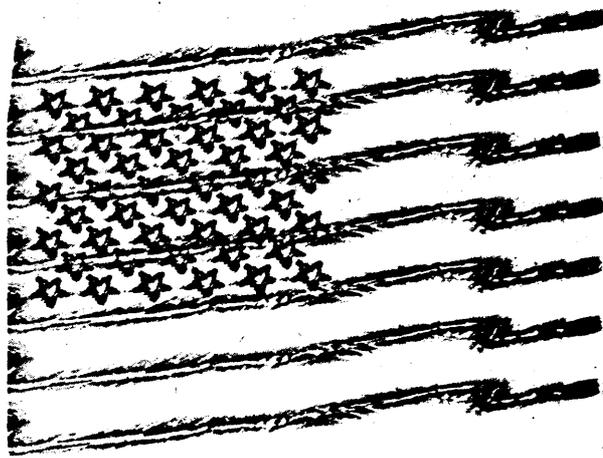
New England is the principal point of entry and major market for Eastern Canadian fisheries products; 50 per cent of the U.S. seafood business passes through the Boston area. The sophistication of the American seafood consumer and the demand for greater variety make this an attractive market for Canadian fish, seafood and aquaculture companies.

Contact: Canadian Consulate General, Boston

The Tri-State area of New York, New Jersey and Connecticut, with a population roughly equivalent to Canada's but a GDP 38 per cent greater, accounts for \$25 billion of Canada's \$206-billion annual merchandise exports to the United States. Almost 25 per cent of major U.S. corporate headquarters are based in the area (115

of the Fortune 500 companies), including the North American headquarters of many European and Japanese multinationals.

New York City, the country's international business and financial centre, is home to three major U.S. television networks and several large media-entertainment conglomerates, as well as leading academic and



cultural institutions. The emergence of a new multimedia cluster known as "Silicon Alley," which specializes in the development of on-line products, services and content, presents real opportunities for Canadian information-technology (IT) firms seeking strategic partners. More than 2,000 new media companies are located in lower Manhattan alone.

The recent passage of the \$1.75-billion New York Clean Water/Clean Air Bond Act, and the \$300-million Port of New Jersey Revitalization, Dredging and Environmental Clean-up Bond Act, is evidence of the region's commitment to the environment, which also spells "sales" for Canadian environmental firms.

Contact: Canadian Consulate General, New York

The Mid-Atlantic region, which includes Washington D.C., Maryland, Virginia and eastern Pennsylvania, represents the second-largest technology cluster in the United States. A high per capita income sustains a strong retail sector, and many of the region's 60 Fortune 500 companies are world leaders in telecommunications, information technology, aerospace and the environment. The National Institutes of Health, plus a concentration of renowned universities, form the core of a flourishing life sciences

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Opportunities — Continued from page IV

sector. Washington is the entry point for the \$50-billion U.S.-government procurement market and is also headquarters to the World Bank Group and the Inter-American Development Bank, of interest to Canadian firms seeking access to projects in developing countries.

Contact: Canadian Embassy, Washington

The Midwest, manufacturing heartland of America, has undergone a dramatic turnaround in the last 10 years. Its transformation from "rust belt" to "growth belt" has made the region particularly attractive for Canadian exporters. Last year two-way trade reached \$37 billion, making the region one of the largest world markets for Canadian products. In addition to the traditional agricultural and processed food industries, which continue to expand, Chicago is now home to 61 of the Fortune 500 companies. It is the second financial centre of the United States; the transportation hub for rail, air and sea, with huge inland seaports; and the leader in trade fair facilities, including three year-round exhibition centres for apparel, merchandise and franchising.

The region offers promising strategic partnering opportunities in a variety of fields, among them telecommunications industries, which have grown in a cluster around major IT corporations, including the headquarters of Motorola. Future openings for export sales are significant; annual purchasing requirements of the 23,000 manufacturing firms in Illinois alone exceed \$125 billion

annually, and there are a substantial number of aerospace contracts available through Boeing McDonnell in St. Louis, Missouri.

Contact: Canadian Consulate General, Chicago

The Upper Midwest region, a block of states bordering on western Canadian provinces, makes up 20 per cent of the total area of the United States. Minnesota, home to 32 of the Fortune 500 compa-

nies and the region's most populous state, has an affinity with Canada; Minneapolis is a sister city to Winnipeg. The history, geography and "good neighbourliness" of this area create a high acceptance of Canadian products. In 1996 the region accounted for \$21.8 billion in bilateral trade.

High-technology and knowledge-based enterprises, including medical technology, have joined traditional areas of agriculture, food processing and manufacturing as drivers of the regional economy. Rising oil and gas exports continue to be important to Western Canada. Some of the United States' leading high-tech firms such as Honeywell and Unisys are based here, along with most of the major agri-food giants, including General Mills and International Multifoods.

Contact: Canadian Consulate General, Minneapolis

The Great Lakes States area (Michigan, Ohio, Indiana and Kentucky) — considered by Americans as the "Mid-West market" — has a population of 31 million and a combined GDP of \$660 billion. It is the gateway for Canada's vital automotive trade — a sector that accounts for 32 per cent of Canadian exports to the United States as a whole. Headquartered here are 54 of the Fortune 500 companies, which have combined sales of US\$726 billion.

There are large U.S. and Japanese transportation-sector manufacturing and assembly facilities in all four states, but the region is also well diversified economically, providing opportunities for the Canadian exporter in almost every industrial sector, including agri-food, primary metals, rubber/plastics, chemicals/pharmaceuticals, building products, and information technologies. Industrial research facilities operated by institutes such as Edison, Battelle, the National

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Opportunities — Continued from page V

Center for Manufacturing Sciences, and major universities are also growing rapidly in importance.

Contact: Canadian Consulate General, Detroit

The Southeastern United States, with Atlanta at the hub and a population of over 47 million, has been the fastest-growing region in the United States over the past six years.

Forty-three of the Fortune 500 companies are headquartered in the region, and it now leads other regions in the six major retail segments — food, apparel, automotive, furnishings, pharmaceuticals, and leisure. There has been a rapid expansion of professional service industries, particularly in health care, transportation and communications — sectors that have made the region a prime target for investment promotion and technology transfer. Atlanta is a leading test market for business-to-business services, including software and telecommunications applications. It has a flourishing high-tech industry and offers opportunities for strategic alliances in specialized niches such as biotechnology and site remediation.

Contact: Canadian Consulate General, Atlanta

The Southwest region, revolving around Dallas and Houston, is a boom area of 33 million people. It has a GDP higher than Canada's, is home to 50 Fortune 500 companies (up from 37 just 10 years ago) and is taking on new prominence as the NAFTA gateway to Mexico's market of 90 million. Interest in Canadian products is growing rapidly, and trade with Canada exceeds the area's trade with the United Kingdom, France and Germany combined.

Opportunities for Canadian firms can be found in the information technology, environment, energy, medical/health care, agri-food and consumer product/service sectors. Texas's IT sector is second only to California's in employment and exports, and is first in job growth, capital investment and semiconductor production. Houston is the world centre for major oil and gas project decisions, and the resurgence of Gulf

of Mexico offshore activity is creating demand for equipment and services and providing opportunities in the environmental sector. Promising consumer-product and agri-food opportunities are based on the projected, higher-than-national-average growth in retail sales and personal income to 2001.

Contact: Canadian Consulate General, Dallas

The State of California, with a population of 32 million, constitutes the world's seventh-largest economy. California is Canada's biggest market for natural gas and is a prime target for a range of Canadian

aerospace, defence, biotechnology and, in particular, information-technology products. The San Francisco Bay/Silicon Valley area is home to 7,000 high-tech companies, representing a combined market value of \$450 billion. California is the acknowledged world leader in the field of multimedia applications in a U.S. market, expected to reach US\$24 billion by the year 2000. Los Angeles is, of course, vitally important to the Canadian entertainment industries, providing ever-expanding opportunities for companies interested in the production, distribution and financing of film, commercials and television programs. California is also a principal export point for the United States to trade with the Orient.

Contacts: Canadian Consulate General, Los Angeles; Canadian Trade Offices, San Francisco and San Jose

The Pacific Northwest corner of the United States, a market of 11 million people, accounted for bilateral trade of \$18.4 billion in 1996.

With the steady movement of business from California and other parts of the United States to the Seattle and Portland areas, annual growth rates in the region have been well above the U.S. average.

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Companies such as Microsoft and Boeing dominate the region's high-tech economy. Computer components and software, biomedical equipment, biotechnology research and aerospace-related industries are all growing rapidly.

Companies in the Pacific Northwest have close ties with firms in Western Canada, which has resulted in joint promotional activity in several industry sectors, most notably biotechnology and computer software.

Contact: Canadian Consulate General, Seattle

Sectors

Following are notes on a few industry sectors offering business opportunities for new Canadian exporters. For more information, refer to the market studies on the relevant sectors, available from the DFAIT InfoCentre or on the *ExportSource* Web site.

Aerospace and defence

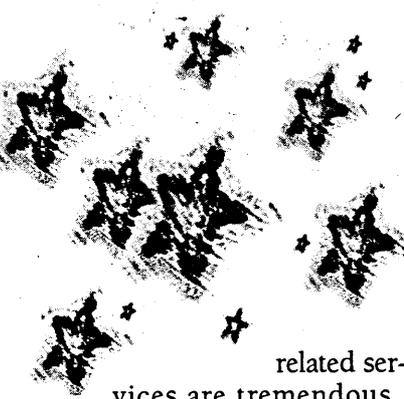
Over the next 10-20 years, the demand for new commercial aircraft is estimated at close to 16,000 planes, equivalent to \$1.1 trillion, and an additional 1,500 intermediate-sized planes, many of which will emerge from the Boeing plant in Seattle, built with a high degree of Canadian product and expertise.

On the defence side, the recent \$100-million modernization of the early warning system, the Regional Operations Control Center (ROCC) program, between Canada and the United States means that Canadian defence and aerospace firms can anticipate exciting opportunities.

Information technology and telecommunications

There is no industry in the United States that moves at the speed of the information technologies, which account for about 51 per cent, or US\$250 billion, of the global market for computer hardware and software.

Opportunities for Canadian suppliers of computer hardware, software, telecommunications equipment and



related services are tremendous.

With 2 million new cable TV subscribers and 8 million new cellular telephone subscribers every year, plus the popularity of the Internet, there are "hot" markets waiting for innovative Canadian products.

The gradual deregulation of the telephone industry country-wide is opening new avenues, and Canada is already well established in the United States as a favoured supplier of telecommunications equipment and services. With a 20-per-cent share of the US\$12-billion telecommunications import market, Canada is the United States' second-largest supplier, after Japan.

The need for telecommunications management software alone generates US\$1 billion in sales and is anticipated to grow an average of 30 per cent annually.

Biotechnology and medical/health care

The life sciences sectors of health care and bio-industries, covering pharmaceutical and medical devices, as well as applications to agriculture and environment technology, continue to be subject to rapid development. The United States' biotechnology industry is made up of some 1,300 companies, and the estimated growth potential in this area is enormous.

Also of note to Canadian biotechnology firms is the emerging trend of U.S. medical, biotechnology and pharmaceutical industries to partner with foreign companies and with academic and specialty research groups. Canadian companies are highly regarded for expertise in areas such as cancer and AIDS therapy, gene mapping and identification, clinical trials, drug development, and agricultural and environmental biotechnology. This respect is evident in the strength of foreign investment in Canadian biotechnology companies, which has averaged between \$75 and \$100 million annually since 1994.

The U.S. health care market, approaching \$1 trillion and accounting for 40 per cent of world demand, is the largest in the world. Pressure on government and health care providers to contain costs has encouraged the growth of options outside of hospitals and clinics. As a result, demand for home health care and outpatient goods and services is growing rapidly.

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Opportunities

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Environment

The large U.S. market for environmental products and services, valued at over US\$180 billion and expected to grow to US\$207 billion in the near future, offers unprecedented opportunities for Canadian firms. Canadian penetration of the environmental products and services market averages between \$15 and \$20 billion a year.

Water and waste management, environmental energy sources, process prevention technology, site remediation, risk assessment and cost/benefit analysis are all areas in which Canadian firms have demonstrated considerable expertise and innovation.

Business and professional services

The business and professional services market continues to be the fastest-growing segment of the services sector in the United States. Historically, small Canadian firms have done well in the United States because of their innovative approaches and ability to move quickly into niche markets. Canadian management consultants and professional trainers have responded to the U.S. business need to restructure and adapt to new business conditions. Many consultants draw on their cultural and linguistic heritage to build up international networks in partnership with U.S. companies.

Cultural industries

The U.S. market is a natural extension of Canada's domestic arts and culture market. Proximity and shared cultural tastes have meant considerable success for Canada in exporting its cultural products and services to the United States, as well as in attracting investment, particularly

The United States is still our most important market for traditional exports such as natural resources, manufactured products and agricultural and consumer goods.

from the American entertainment sector. In 1996, Canada exported some \$3 billion of cultural goods and services to the United States, led by the Canadian publishing industry, which had book exports to the United States totalling \$9 million (sales to Western Europe were second at \$2 million). American television and film producers frequently use Canada as a film production location, with features shot in Vancouver, Toronto and Montreal in recent years. Foreign film producers in Canada generate work for a range of Canadian companies, from video editors to catering.

Agriculture and food

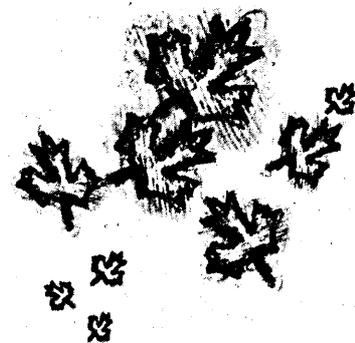
The appetite for processed food and beverages is huge in the United States. Each year, over 250 million American consumers spend more than \$400 billion in this sector, making the United States the world's largest processed food importer and Canada's largest export market.

Consumers in the United States tend to have a high level of disposable income and are willing to try new products. Canadian exporters will find many opportunities for specialty and gourmet food items, products aimed at ethnic markets, and natural, nutritious and fresh food and seafood that are healthy, tasty and safe, as well as convenience foods.

Energy products and technology

The export of oil, natural gas, electricity, coal and products made from petroleum and coal still represent a major proportion of Canada's total exports.

Canadian firms have developed specialized techniques and equipment for secondary oil-well recovery and unique subsurface mining machinery for oil-sands extraction. Canada is also recognized as a world leader in sour-gas gathering and treatment facilities. Δ



First-time Exporter's Guide to U.S. Markets

Anyone with the right product, price, delivery and marketing strategy can sell in the United States.

For most new exporters, the United States is the logical place to start selling their products and services outside of Canada. This section will help new exporters get the information and assistance they need to successfully prepare for the vast and lucrative market south of the border.

How do I prepare for exporting and who is there to help me?

Preparing yourself for entry into the U.S. market requires some diligent homework, but there is a wealth of information available.

Your first stop should be one of the 12 **Canada Business Service Centres (CBSCs)** located across Canada. The primary source of information for small businesses, these centres combine the services of federal and provincial governments and, in some cases, the private sector together under one roof. Your first point of access to the full range of government services and sources of information, CBSCs have experienced staff on

hand to help you cut through red tape, research your export questions and direct you to the best sources of additional information.

For the CBSC nearest you, refer to the listing in the Blue Pages of the phone book, or visit the CBSC Web site at www.cbsc.org.

Available from these offices and on the Internet are three invaluable guides:

- *Your Guide to Government of Canada Services and Support for Small Business* and
- *10 Steps to Export Success* (both on strategis.ic.gc.ca) and
- *Guide to Export Services* (www.infoexport.gc.ca).

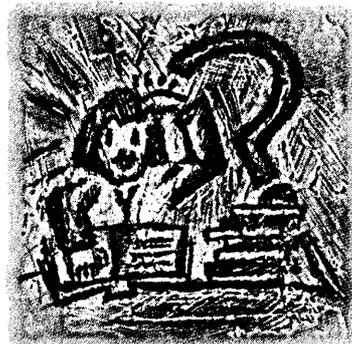
Topics covered include financing, accessing new markets, export information, tax requirements and services, export training programs and services, and a variety of other useful notes about how to start your exploration of the export market.

The Government's *InfoExport* and *Strategis* Web sites offer additional advice and information on getting ready to export to

the United States. *InfoExport's* "On the Road to Exporting" is particularly useful. The *ExportSource* Web site (exportsource.gc.ca) offers an export preparation tool to assist small and medium-sized companies become "export-ready."

I've heard that the NEBS program can help new exporters. What is NEBS?

The New Exporters to Border States (NEBS) program provides vital practical orientation for Canadian companies interested in selling to the United States.



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Toll-free Team Canada Inc Export Information Service

The new toll-free Team Canada Inc Export Information Service connects businesses to the full range of government export services and expertise. Whether you are currently exporting, or are new to the opportunities of global markets, this service will make it easier to find the right program, service or expert to consult. Your call is answered by a trained information officer ready to provide answers to your questions and transfer your call directly to the many export services available. The service is available Monday to Friday, 9 a.m. to 5 p.m., in every time zone in Canada.

1-888-811-1119

First-time Exporter's Guide — Continued from page IX

NEBS introduces companies to the essentials of exporting via training sessions and first-hand exposure to contacts and market information on U.S. border states. NEBS Plus is a recent expansion of the program, designed to help more experienced exporters investigate markets in other U.S. regions.

NEBS and NEBS Plus missions are often planned around trade shows to give participants an in-depth look at a specific business sector. Missions last from one to three days and include:

- pre-mission briefing on export services and programs available from the Canadian and provincial governments;
- travel to a Canadian post in the United States;
- briefing on border procedures;
- presentation by U.S. manufacturers' representatives, sales agents or distributors;
- tour of a relevant trade fair;
- visits to local wholesalers or retailers;
- briefing on local U.S. markets;
- meetings with Canadian Consulate trade officers and potential agents or distributors; and
- distribution of export information guides and kits.

A fee of US\$75 applies to each company representative. The government may cover up to two nights' hotel accommodations and/or trade-show entrance fees. Air fare, transportation and personal expenses are the responsibility of the participant.

Who qualifies?

Canadian companies incorporated and operating in Canada that have an interest in but are not yet exporting to the United States on a regular basis are eligible for NEBS programs.

Canadian companies currently exporting to the United States that have sales of less than \$2.3 million are eligible for NEBS Plus missions to other U.S. regions.

How do I apply?

Contact your nearest International Trade Centre.

What can International Trade Centres in Canada and Canadian posts in the United States do for me?

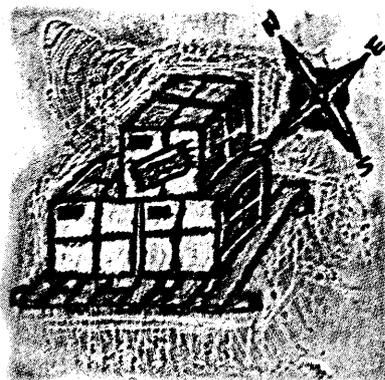
If your market research is complete and you have a well thought-out business plan, the next step is to approach your local International Trade Centre (ITC). These Centres, located across Canada, help Canadian exporters plan appropriate export strategies and take advantage of opportunities in foreign markets. Trade officers can provide current information on international markets, joint ventures and technology-transfer opportunities, trade fairs and missions, and trade-related conferences and seminars.

ITCs can also assist export-ready companies prepare a marketing plan, a key element before considering entering any export market and especially important when dealing with highly competitive U.S. markets. With a detailed marketing plan in hand, you are better positioned to take advantage of the services offered by

trade commissioners at the Canadian offices in the United States.

Trade commissioners and business development officers at Canadian consulates in the United States know local business environments and can help you penetrate regional markets. Trade commissioners can promote your company to local customers; screen local industry contacts; advise on market channels; identify opportunities; advise on local competition; recommend appropriate trade fairs; identify suitable foreign firms to act as agents; help you find credit and business information on potential foreign partners; intercede to help solve problems with duties, taxes or foreign exchange; and advise and assist you with foreign joint ventures and licensing.

The Canadian consulates are best able to assist you if you are *export-ready* and have provided them with complete information about your business, including contact information, detailed description of products and their competitive advantages, "sales pitch," business goals, marketing plans, activities in the market and supply capabilities.



Continued on page XI — First-time

First-time Exporter's Guide — Continued from page X

What is WIN Exports and how do I register?

The World information network for Exports — WIN Exports — is the Department of Foreign Affairs and International Trade (DFAIT)'s computerized database of Canadian exporters and their capabilities. Accessed by DFAIT's trade commissioners and by Team Canada Inc partners (the federal and provincial government departments involved in international business development) and the

International Trade Centres, the system is used to share information, record services provided and match Canadian sources to foreign purchase requirements.

Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (944-4WIN from the National Capital Region).

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Canadian Trade Commissioners in the United States

Washington - Embassy

Tel.: (202) 682-1740
Fax: (202) 682-7726/7795
Internet:
www.cdnemb-washdc.org/

Atlanta - Consulate General

Tel.: (404) 532-2000
Fax: (404) 532-2050
Internet (also covering Miami):
www.sesoft.org/directry/members/canad-en.htm
[canamtrade.badm.sc.edu.](http://canamtrade.badm.sc.edu/)

Miami - Consulate Trade Office

Tel.: (305) 579-1600
Fax: (305) 374-6774

Boston - Consulate General

Tel.: (617) 262-3760
Fax: (617) 262-3415
Internet:
www.dfait-maeci.gc.ca/~boston/

Buffalo - Consulate General

Tel.: (716) 858-9500
Fax: (716) 852-4340
Internet:
www.canadianconsulatebuf.org

Chicago - Consulate General

Tel.: (312) 616-1860
Fax: (312) 616-1877/1878 (Trade)
Internet:
www.canadaonlinechicago.net

Dallas - Consulate General

Tel.: (214) 922-9806
Fax: (214) 922-9815
Internet: www.canada-dallas.org

Detroit - Consulate General

Tel.: (313) 567-2340
Fax: (313) 567-2164
Internet:
www.dfait-maeci.gc.ca/~detroit/

Los Angeles - Consulate General

Tel.: (213) 346-2700
Fax: (213) 346-2767
e-mail: congen@ix.netcom.com
Internet:
www.cdnconsulate-la.com/

San Francisco - Consulate Trade Office

Tel.: (415) 543-2550
Fax: (415) 512-7671
e-mail: general@cdntradesf.com
Internet: www.cdntrade.com
www.cdnnewmediasf.com/

San Jose - Consulate Trade Office

Tel.: (408) 289-1157
Fax: (408) 289-1168
e-mail:
canadian@best.com

Minneapolis - Consulate General

Tel.: (612) 332-7486
Fax: (612) 332-4061
e-mail:
td.mnpls@mnpls01.x400.gc.ca

New York - Consulate General

Tel.: (212) 596-1628
Fax: (212) 596-1793
(Commercial)
e-mail:
cngny@cngny01.x400.gc.ca
Internet:
www.canada-ny.org

Seattle - Consulate General

Tel.: (206) 443-1777
Fax: (206) 443-9662/9735
e-mail:
seacons@seattle-consulate.org
Internet:
www.canadian.consulate-seattle.org/

Crossing the 49th



How do I get my product across the border hassle-free?

Although the duties on most Mexican, Canadian and U.S. goods have been effectively eliminated as of January 1, 1998, duties on third-country goods still apply. All sovereign countries monitor what crosses their borders, and all merchandise coming into the United States must still clear U.S. Customs. Exporters must take this into account when developing a marketing plan.

Currently, the Customs Border Services Branch of Revenue Canada holds one-day seminars on cross-border issues, called Customs Information Days.

For more information on the seminars, call (613) 957-7256. For general information, contact Wendy McCauley, Revenue Canada, tel.: (613) 954-6820.

For details on U.S. Customs — regulations, information required on imported goods and other information — follow the links to the U.S. Customs site indicated in *ExportSource*.

To stimulate cross-border trade, efforts have been made to free up the flow of goods and people between the two countries via the Canada-United States of America Accord on our Shared Border, signed in February 1995. The Accord aims to reduce costs for government and business by sharing resources, streamlining border-crossing processes, introducing electronic customs declaration, and undertaking more effective inspection.

What can a Customs broker do for me?

Customs clearance is a complex

process that can give rise to frustrating and expensive delays if proper advance preparation has not been carried out.

A reputable, full-service Customs broker will act as a trade facilitator, providing the information necessary to help your company negotiate the various steps involved in Customs clearance. Brokers will also advise regarding tariff classifications, duty rates and other fees collected by Customs, valuation rules, FTA rules of origin, Customs country-of-origin marking requirements, labelling requirements and current modernization/automation programs.

Customs brokers are listed in the Yellow Pages. For further advice contact your nearest ITC office or the Canadian consulate located in your target export region of the United States.

How do I cross the border on business?

The system for crossing the border on business is not perfect, but here are some tips to help you.

To enter the United States under the NAFTA, you must be a Canadian (or Mexican) citizen. You must prove admissibility under all existing U.S. immigration laws. You must also establish that you fall into one of four categories of business travellers: Business Visitor, Professional, Trader and Investor, or Inter-company Transferee.

Business Visitors are persons who are engaged in international business activities related to research and design, growth, manufacture and production, marketing, sales, distribution and after-sales service,

but who will not receive remuneration from a U.S. source.

To qualify you must be a Canadian citizen travelling for business purposes, be conducting business that is international in scope, have a principal place of business with your "salary base" in Canada, and present a letter stating the purpose of the business trip — preferably a letter of invitation from the company or companies you will be visiting. You should also have your Canadian passport.

Professionals are persons who seek to enter the United States to engage in business activities at a professional level. This is especially necessary for people selling their services or skills as a consultant, trainer or designer.

To qualify you must be a Canadian citizen engaged in an occupation listed in Section D of Annex 1603 of the NAFTA (this list is included in the *ExportSource* Web site), be qualified to work in the occupation in which you will be engaged (you may need to bring a copy of your professional certification), and have a contractual agreement with a U.S. client or a pre-arranged employment agreement.

Traders are business people who conduct substantial trade in goods or services. To qualify you must be a Canadian citizen acting as an executive or supervisor for an enterprise that is either Canadian, American or Mexican, and whose

Continued on page XIII — Crossing

Crossing the 49th — Continued from page XII

predominant activity is the substantial trade of goods between Canada and the United States.

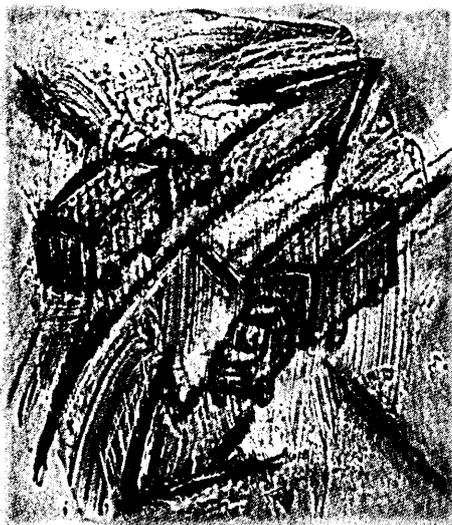
Investors are business people seeking to establish, develop, administer, or provide advice or key technical services to the operation of an investment to which they or their enterprise has committed or are about to commit a substantial amount of capital. Employees of traders and investors whose job duties are supervisory or executive in nature may also qualify.

To qualify you must be a Canadian citizen who has invested or is about to invest substantially in an operating commercial U.S. enterprise.

Traders and Investors must apply for a U.S. non-immigration visa at a U.S. consulate before leaving, and must provide proof of citizenship and identity.

Intra-company Transferees are business people employed by an enterprise that is seeking to render services to a branch, parent, subsidiary or affiliate of that enterprise, in a managerial or executive capacity or in a manner that involves specialized knowledge. To qualify you must be a Canadian citizen in an executive or managerial capacity, engaged in a similar position within the enterprise for at least one year, and transferring to an enterprise that has a clear relationship with the enterprise in which you are currently employed. If the position is one that involves specialized knowledge, you will need to provide evidence that you possess such knowledge and that it is required for the proposed employment.

Every Canadian service provider must obtain an I-94 form from U.S. immigration authorities to conduct business in the United States. Depending on the purpose of your visit, you may qualify for a Business Visitor Status Visa (no fee), a Professional Status Visa (\$50), a Trader and Investor Status Visa (\$75), or an Intra-company Transferee Visa (\$75).



Performing Artists are Canadian entertainers in a creative field such as music, opera, dance, theatre or the circus who have a signed contract with an enterprise in the United States for single or multiple performances. Such artists require a temporary employment visa.

For more information, consult the pamphlet entitled *Guide for Canadian Performing Artists Entering the United States* (available on the *ExportSource* Web site).

Some practical advice

Tell the truth — that you are there for business purposes. Border officials have access to databanks and are entitled to ensure that you are not contravening U.S. labour regulations. If in doubt, call the border point in advance to find out what documentation you need to take with you.

Make sure that accompanying spouses and dependants meet existing immigration requirements for temporary entry.

Where to find information

For more detailed information on the cross-border movement of business persons under the NAFTA, visit the *InfoExport* Web site (www.infoexport.gc.ca/nafta/cross-border/16006-e.asp) or the United States Immigration and Naturalization Service Web site (www.ins.usdoj.gov).

DFAIT also publishes the following booklets — available at the Department's InfoCentre or under "Publications" on the DFAIT Web site:

- *Cross-Border Movement of Business Persons and the North American Free Trade Agreement* (under "NAFTA" on the DFAIT Web site);
- *The Guide for Canadian Performing Artists Entering the United States*;
- *Crossing the 49th: A Compendium of the Bumps on the Road for Canadians Going South*;
- *Mexico — Tips for Business and Travel*;
- *Working Abroad: Tips for Young Canadians*; and
- *Travel Reports*. Δ



Guide to Web Sites

Federal government

Department of Foreign Affairs and International Trade (DFAIT):

www.dfait-maeci.gc.ca

This is the motherlode for exporters — 11,723,667 hits in 1997 alone. The site contains a broad spectrum of information on international trade, exporting, export services and statistics. You will find market information by region and sector; *Canada's International Business Strategy* (CIBS); *Directory of Canada's Trade Commissioner Service*; information on the Program for Export Market Development (PEMD); and Frequently Asked Trade Questions.

InfoExport: www.infoexport.gc.ca

Team Canada Inc, a partnership of federal and provincial government departments and regional trade organizations, has created a Web site to help you prepare an export plan, develop a market entry strategy, and guide you through the implementation of your strategy.

ExportSource: exportsource.gc.ca

Team Canada Inc's on-line resource for export information, *ExportSource* brings together information on market research, export financing, trade statistics, export contacts, trade shows and missions, and export regulations/logistics.

Strategis: strategis.ic.gc.ca

Another gold mine of advice. Industry Canada's business data storehouse on the Web has a wealth of information on international business opportunities and business information arranged by sector.

Canadian posts in the United States

Information about U.S. markets is available to Canadian exporters from Web sites created by the Canadian Embassy and most of the Canadian consulates located in the United States. You will find data on trade and investment promotion services, market studies, regulatory requirements, industry analyses and links to other business sites in Canada and the United States. These sites can be found via the DFAIT site or through the following individual addresses:

Atlanta: www.sesoft.org/directry/members/canad_en.htm

Boston: www.dfait-maeci.gc.ca/~boston/

Buffalo: www.canadianconsulatebuf.org

Dallas: www.canada-dallas.org

Detroit: www.dfait-maeci.gc.ca/~detroit/

Chicago: www.canadaonlinechicago.net

Los Angeles: www.cdnconsulat-la.com/

New York: www.canada-ny.org

San Francisco: www.cdntrade.com/

Seattle: www.canadian.consulate-seattle.org/

Washington Embassy: www.cdnemb-washdc.org/

Provincial government

British Columbia — BC Trade and Investment Office (BCTIO):

www.ei.gov.bc.ca/directory/bctio/default.htm

Alberta — International Business Information Service (IBIS):

www.edt.gov.ab.ca/ibis/index.htm

Saskatchewan — Saskatchewan Trade and Export Partnership (STEP):

www.sasktrade.sk.ca/about/index.html and

Trade Team Saskatchewan: www.tradeteam.sk.ca

Ontario — Open Network Trade Resource

Access, Inc. (onTRAC): www.ontrac.yorku.ca/

Quebec — Quebec Association of Export Trading Houses/Association des Maisons de Commerce

Exterieur du Quebec (AMCEQ):

www.amceq.org/index.html

Newfoundland — Trade Team Newfoundland:

www.netfx.iom.net/ttn/

Banks

Business Development Bank of Canada (BDC):

www.bdc.ca

"Canada's Small Business Bank," BDC offers financial and management services for small and medium-sized exporters preparing to enter foreign markets and for those already active in the export field.

Continued on page XV — Guide to Web Sites

Guide to Web Sites — Continued from page XIV

Northstar Trade Finance Inc.: www.northstar.ca/
Owned by the Bank of Montreal, the British Columbia Trade Development Corporation, the Ontario Ministry of Economic Development and Trade, and the Dalhousie Financial Corporation, Northstar offers export financing for small to medium-sized Canadian companies looking to expand sales into international markets.

Export Development Corporation (EDC):
www.edc.ca/
EDC is a Crown corporation that operates as a commercial financial institution providing risk management services to small and medium-sized exporters.

Royal Bank of Canada Trade Services:
www.royalbank.com/english/trade/index.html
The Royal Bank offers a catalogue of trade products and services, including letters of credit, export documentary collections, and advance payment guarantees.

Scotiabank Foreign Exchange/Trade Services:
www.scotiabank.ca/
The Scotiabank provides a range of banking services and assistance for new and experienced exporters.

Other useful sites

U.S. Trade Center: ustradecenter.com/
Designed to offer trade assistance to Canadian companies exporting to the United States, this site, sponsored by the U.S. Trade Center in Buffalo, includes information on U.S. Customs, law, taxes, immigration, banking, freight forwarding, and market advice services.

International Center for Canadian-American Trade (ICCAT):
members.aol.com/intlcenter/icpr.htm
With four major components — a training centre, a research centre, the North American Trade Center, and a 21st century resource centre — the ICCAT site provides trade services to small and medium-sized businesses on both sides of the border.

Canadian Exporters' Catalogue:
www.worldexport.com/cecd.html

Thomas Register of American Manufacturers:
www.thomasregister.com

U.S. Fedworld (one-stop shopping to U.S. government information): www.fedworld.gov/

U.S. Customs: www.customs.ustras.gov/

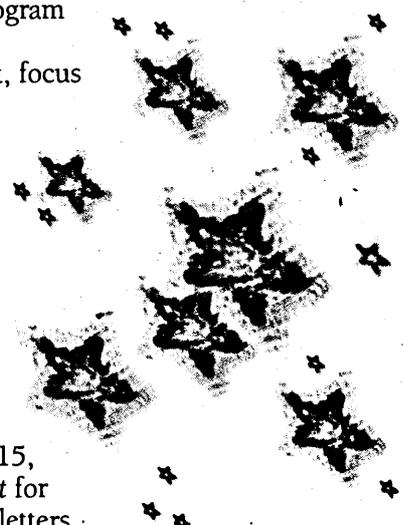
U.S. Food and Drug Administration:
www.fda.gov/

U.S. Immigration and Naturalization Service:
www.ins.usdoj.gov/

NAFTA regulations
Everything and anything you ever needed or wanted to know about cross-border shipping.
Department of Foreign Affairs-NAFTA:
www.dfait-maeci.gc/english/trade
NAFTAnet: www.nafta.net/
NAFTA Resources Directory:
www.hiline.net/hiline/gate/nafta.shtml
Guide to North American Free Trade Agreement:
www.tradingfloor.com/nafta.htm
NAFTAConnect: www.naftaconnect.com/

Other information sources

Newsletters for Canadian businesses on U.S. market opportunities
Newsletters, supported by the United States Business Development Program and catering to the North American business market, focus on individual industry sectors and encourage Canadian businesses to seek new markets in the United States. Among the newsletters are *InfoTech News*, *New Directions*, *ServExport*, *U.S. Environmental Market*, *U.S. Transportation Market*, and *Washington Notes* (see the September 15, 1997 issue of *CanadaExport* for descriptions). These newsletters will soon be available on the Internet. Δ



Selected 1998 Trade and Investment Activities

Below is a partial list of upcoming trade and investment activities in the United States. Some of these events are still in the planning stages. To confirm details, and for information about other activities, contact your nearest International Trade Centre.

*NEBS = New Exporters to Border States seminar

Date	Event	Location
April 12-17	Furniture NEBS* to High Point Exhibition Center	High Point, NC
April 14-17	Recycling Mission and NEBS	Puerto Rico
April 15-18	Presentation on Canadian mining technology to Colorado Mining Association	Colorado Springs
April 17-19	Kitchen and Bath Show '98	Chicago
April 20-24	Semiconductor/Chip Design Mission	Montreal and Ottawa/Waterloo
April 22	Canadian Simulation Industry Day	Orlando, FL
April 22-23	Minneapolis Suppliers' Expo and NEBS	Minneapolis
April 25-28	Canadian Automotive Show Mission	Toronto
April 28-29	New England Dairy & Deli Show	Boston
April 28-30	International Welding & Fabrication Expo	Detroit
April 29-30	Infotech Expo '98	Chicago
April 29-May 1	Colloquium on Science and Technology Policy	Washington
April 30-May 3	National Machinery Dealers Association	Seattle
May	Systems Integration NEBS	Boston
May	Private Food Label Mission	New England
May	Aboriginal Arts NEBS	Seattle
May	Offshore Technology Conference	Houston
May	Energy NEBS to Texas Natural Resources Conservation Council Environmental Trade Fair	Austin
May 4-7	Food and Marketing Institute '98	Chicago
May 5	Minnesota World Trade Association — World Trade Expo	Minneapolis
May 5-7	NEBS: Environment	Boston
May 13-14	Multisector NEBS	Buffalo
May 13-15	Multimedia Partnering Initiative Mission	Montreal
May 14-15	Great Lakes Venture Capital Conference	Chicago
May 14-16	Telecommunications NEBS and Corridor Business Council Meeting	Dallas
May 16-19	National Restaurant Association Exposition	Chicago
May 17-20	American Gas Association Operations Conference	Seattle
May 18-20	Canada Week at Major Grocer Exhibit	Atlanta
May 19-21	CleanTech '98 Expo	Rosemont, Ill
May 19-23	World Trade Week	St. Louis
May 20-21	Information Technology NEBS to Rocky Mountain Expo	Denver
May 20-24	Environment Expo	Orlando, Fl

Continued on page XVII — Trade and Investment Activities

Trade and Investment Activities — Continued from page XVI

Date	Event	Location
May 25-28	Electronics Industries Association Electronic Components and Tech Conference	Seattle
May 26	Medical Partnering Event	Buffalo
May 26-29	Furniture Market Mission	Montreal
May 26-30	World Trade Week	Chicago
June	Apparel NEBS	Seattle
June	Human Genome Partnering Seminar	Seattle
June	Ag-Bio Partnering & Investment Mission	Sask/Ont
June	Construction Industry After-sales Service/ Business Immigration Summit Meeting	Detroit
June	Ontario Furniture Association NEBS	Detroit
June	Packaging NEBS	Boston
June 2-4	Food NEBS and Southwest Food Services & Supermarket Expo	Houston
June 2-4	High-tech Dealmaker Seminar at Canadian Advanced Technology Association Conference	Ottawa
June 3-4	Annual International Electrical Exposition & Conference	Chicago
June 9-11	National Petroleum Show and 16th World Petroleum Congress (export seminar)	Calgary
June 11-12	Waste Expo	Chicago
June 14-16	Environment Mission	Oakridge, TN
June 14-18	BIO '98 — Biotechnology Exhibition	New York
June 15-16	Apparel NEBS to Minneapolis Apparel Mart	Minneapolis
June 15-18	Building Products Mission	Quebec City
June 22-25	International Food Technologists Convention	Atlanta
June 28-30	Southwest Food Service and Supermarket Expo	Houston
June 29	Canadian Institute for Scientific & Technical Information (NRC) to American Library Association Conference	Washington
June-July	Food Produce NEBS	Boston
July	Lawn, Garden and Power Equipment NEBS	Louisville, KY
July	Technology Transfer/Partnering Mission	Chicago
July	Sporting Goods NEBS and National Sporting Goods Association	Chicago
July 7-11	AmericasMart Giftshow NEBS	Atlanta
July 18-20	National Food Distributors Association Show—Canadian exhibitors and NEBS for speciality foods manufacturers	Minneapolis
July 27-30	Building Products Buyers Mission	Maritimes
August	Hardware NEBS and National Hardware Show	Chicago
August	Export Seminar at Edmonton Gift Show	Edmonton
August	Giftware NEBS	Seattle
August	Life Sciences Technology Transfer Conference	Seattle
August	Medical Investments Northwest Conference	Seattle
August 17-20	Building Products Buyers Mission	Man., Alta., B.C.
August 21-23	Horticultural NEBS to Farwest Show	Portland
August 28-30	Foodservice Industry Show	Orlando
Aug. 29-Sept. 2	National Association of Electrical Distributors West	Seattle

Planning for Trade Shows

Trade shows are an excellent way to meet potential clients and to identify business opportunities.

Despite the increase of electronic commerce, the trade show remains an important way to cement a business relationship by personal contact — vitally important in the U.S. context.

How do I plan for a trade show?

To get the most out of trade shows, you need to:

- match events with your market strategy;
- know your industry in the United States;
- develop clear targets for business development and specific events;
- notify clients and business associates two to three months in advance that you are coming;
- work with trade commissioners in Canada and at the post. Inform them of your product, your marketing plans, and your objectives;
- plan your itinerary carefully, allowing appropriate time between appointments;



- make sure that you don't run short of professional material (company literature and business cards);
- plan your follow-up campaign before you leave Canada.

How do I find out about trade shows?

You can find information on trade shows and missions on the Internet at *Strategis* (strategis.ic.gc.ca), *Trade Show Central* (www.TSCENTRAL.com), the *Meeting Planner's Trade Show Directory* (www.mmmaweb.com) and *Expoguide* (www.expoguide.com).

Trade show information is also available on the Web sites designed by Canadian consulates in Boston, Buffalo, Dallas, and Washington. (See Guide to Web Sites on p. XIV for addresses.) Δ

Stars and Stripes Forever

— Continued from page II

managing shared fisheries resources, establishing energy policies or working to protect and conserve our environment. The business of doing business together is in itself monumental.

Not only trade but investment too

As it is with trade, the United States is Canada's most important source of investment, and Canada invests more in the United States than in any other country. In 1996, U.S. business invested \$113 billion in Canada — about 67 per cent of our total stock of foreign investment.

Not only has the NAFTA made it easier for our goods and services to enter the U.S. and Mexican markets, it has also enhanced the attractiveness of Canada in the eyes of foreign investors.

Three jobs out of ten in Canada are a result of foreign direct investment in Canada.

Much of this investor confidence in Canada is a direct result of the Agreement's provisions that ensure greater certainty and stability for investment through the fair, transparent and non-discriminatory treatment of both investors and their investments.

Add to these facts the findings of a recent study by the international consulting firm KPMG (see the November 3, 1997, issue of *CanadExport*), and Canada is looking better and better to foreign investors every day. The study, which compared the cost of doing business in Canada, the United States and five European countries, found Canada to be the most cost-effective country in which to establish a business. Δ

How to be a Successful David to their Goliath: Tips for Doing Business in the United States

1. Know your market

Focus is the key. The United States is not just one market, but five or six different regions where connections and distribution channels can vary widely. Find out how your sector works in the region, take time to do a thorough market assessment and develop a precisely targeted marketing strategy.

2. Obtain market studies

Getting information on foreign markets is integral to your successful market entry. Market information on sector opportunities for a wide variety of goods and services is available on the *InfoExport* Web site at www.infoexport.gc.ca

3. Know the rules and regulations

Become familiar with the marketing and merchandising requirements at all levels of government affecting your product. There are important differences in how business is done, and notwithstanding NAFTA and a more liberalized trading environment, there are still barriers, such as the "Buy American" factor, that may limit your access to the market.

4. Know how to quote prices

Firms must quote in U.S. dollars on a "delivered" basis to U.S. customers. FOB ex-Canada is not an option. U.S. buyers and distributors want goods delivered to their door, with Customs clearances and other ancillaries taken care of by supplier. Develop the transportation/Customs expertise needed to quote and supply successfully.

5. Adapt your product to local preferences

The U.S. market is so large that offering a product without supporting merchandising and marketing materials is not enough. Companies must develop product literature, promotional information and advertising to distinguish themselves from the competition.

6. Understand the importance of salesmanship

Pricing and the ability to supply in volumes often much larger than your entire Canadian market are critical to your export success. The lower Canadian dollar does not necessarily guarantee competitiveness. Be ready to spend money in order to make money, as part of your market strategy.

7. Include media relations in your marketing plan

Press reports of your company in the Canadian and U.S. media can influence sales of your product to consumers and of your company stock to investors. An article in a reputable business publication is considered to be objective and therefore more credible than advertising. It will pay to work with a professional communicator.

8. Adapt to a different system of sales networks

Distributors and manufacturers representatives play an important role in making business happen in the United States. The notion of the "middleman" is unfamiliar in Canada, but

Canadian businesses need to identify and work with these networks if they are to move ahead successfully.

9. Form a strategic alliance with another firm

A formal relationship between two entities that have shared goals and economic interests, a strategic alliance with another firm (Canadian or U.S.) can put your company in a better position to find clients, fulfil contracts, and compete in the international market.

The Canadian trade offices in the United States can help you find a partner.



10. Be ready to provide local after-sales service and technical support

Your company is often better served by linking up with U.S.-based counterparts (through partnering, licensing, or franchising), rather than trying to service the market directly from Canada.

11. Follow up follow up follow up

Notwithstanding the Internet and the "The Shopping Channel," Americans prefer doing business face to face. To achieve a preferred supplier status, you must visit customers/clients so that they feel they are being given good service. Δ

First-time Exporter's Guide — Continued from page XI

Who can help me find a manufacturers representative?

Canadian trade commissioner

The Canadian trade commissioner in your chosen region may be able to supply you with a list of distributors or manufacturers representatives in your market and area.

Commercial lists

Published lists of manufacturers representatives are available, including:

Verified Directory of Manufacturers' Representatives
(from MacRae's Industrial Directories)
87 Terminal Drive
Plainview, NY 11803

National Directory of Manufacturers' Representatives
(from McGraw-Hill Book Co.)
1221 Avenue of the Americas
New York, NY 10020

Manufacturers' Agents National Association
23016 Mill Creek Road, P.O. Box 3467
Laguna Hills, CA 92654

Trade and professional associations

The following major trade and professional associations have membership directories that may help you find a representative.



Agricultural and Industrial
Manufacturers Representatives
Association
5818 Reeds Rd, Suite 201
Shawnee Mission, KS 66202-2704
Tel.: (913) 262-4511

Association of Industry Manufacturers
Representatives
222 Merchandise Mart, Suite 1360
Chicago, IL 60654
Tel.: (312) 464-0092

Business Products Industry Association
301 North Fairfax Street
Alexandria, VA 22314
Tel.: (703) 549-9040

Electronics Representatives Association
20 East Huron
Chicago, IL 60611
Tel.: (312) 649-1333

National Association of General Merchandise
Representatives
111 East Wacker Drive, Suite 600
Chicago, IL 60601
Tel.: (312) 644-6610

National Electrical Manufacturers Representatives
Association
200 Business Park Drive, Suite 301
Armonk, NY 10504
Tel.: (914) 273-6780

Other ways to find manufacturers representatives

Agents often circulate at trade shows and may express their interest in locating product lines. You can also find agents through search organizations; by advertising in the *Wall Street Journal*, local newspapers, or industry trade publications; or by word of mouth from recommendations.

The NEBS training program includes a component on how to find and manage a producer/distributor relationship. Δ

Additional copies of this supplement are available — in both English and French — from the U.S. Business Development Program, Department of Foreign Affairs and International Trade. If you would like to obtain extra copies, please fax your request to (613) 944-9119. We also welcome your comments and feedback.

CANADIAN COMPANIES TRAVEL ROAD TO SUCCESS IN ISRAEL

by Elaine Butcher, Middle East Division, DFAIT

One year after the implementation of the Canada-Israel Free Trade Agreement (CIFTA), bilateral trade has risen significantly, and Canadian firms are making a major impact in Israel in several sectors — most notably transportation and telecommunications.

A multinational consortium led by Canadian Highways International Corporation (CHIC) has won a two-year, worldwide competition to develop the \$1.1-billion all-electronic Cross Israel Highway.

The 86-kilometre toll route will run through the heart of Israel, creating a four-lane, north-south link in the busy Tel Aviv corridor. Construction is expected to begin in July 1998, with the first section of the highway to be completed in 2000 and the total project by late 2002. The consortium, Derech Eretz Ltd., of which CHIC is a 30 per cent owner, is a partnership of Canadian, Israeli, French and U.S. concerns.

Positive approach to partnerships

A press release issued by CHIC credits the big win to the consortium's positive approach to private-public partnerships, primarily its flexibility in meeting the needs of its government client.

Founded in 1993, CHIC is a Canadian-owned development company, which was responsible for the design, construction, operation and maintenance of Highway 407 near Toronto, the world's first open-road, all-electronic toll highway.

Ambitious efforts pay off

Air transportation has also been a lucrative sector for Canadian expertise. Bombardier Aerospace has made an important sale to continue its ambitious efforts in the region — signing a \$30-million contract with one of Israel's largest privately owned multinational firms to deliver a Challenger aircraft in mid-March.

Another priority sector for Canadian interests in Israel is telecommunications. Recent successes include the winning by Nortel (Northern Telecom) of Brampton, Ontario, of one of Israel's largest telecommunications tenders (valued at approximately \$70 million) to replace the communications infrastructure of the Israeli Air Force.

Nortel's local partner Telrad was a key factor in this win, and the two companies' close relationship (Nortel owns 20 per cent of Telrad) has contributed to securing public switching contracts worth more than \$15 million.

Nortel is also in a position to supply the network infrastructure equipment to one of the two consortiums that are bidding to become Israel's fourth-largest cellular provider. If successful, Nortel would provide more than \$20 million in switching and exchanges.

Embassy support

The Canadian Embassy in Tel Aviv, led by Ambassador David Berger and the Embassy's Commercial Section, worked very closely with these firms during the bidding process and the lengthy assessment periods. Local representation, frequent visits, competitive prices, and a willingness to meet local needs were all important factors in these companies' successes.

The Free Trade Agreement has removed tariffs on most products and created a level-playing field for Canadian goods to compete in this growing and dynamic market.

For more information on export opportunities in Israel, contact Elaine Butcher, Trade Commissioner, Middle East Division, Department of Foreign Affairs and International Trade (DFAIT), tel.: (613) 944-6994, fax: (613) 944-7975; or explore the DFAIT Internet site at <http://www.dfait-maeci.gc.ca>

The Embassy in Israel also has a Web site (<http://www.canada-embassy.org.il>), which contains useful information on market opportunities and local conditions. The DFAIT InfoCentre FaxLink service (call (613) 944-4500 from a fax machine) offers hard copies of guides for the agri-food, construction materials, information technology, and pharmaceuticals sectors, among others.

Small Ottawa Business Intelligence Company Teams up to Go South

One way to enter the U.S. market is through a larger Canadian partner that is already active south of the border. This is an avenue that has been working quite well for Ottawa's New Systems Solutions Inc. (NSS).

Incorporated in 1990, the small information technology firm — which specializes in data warehousing for specific financial environments and software development — had already acquired a solid base of clients in Canada. These come from both the private sector (45 per cent — Bell Canada, Stentor, Digital, Mitel) and the public sector (55 per cent — mostly federal government).

"About two years ago we decided to tap the U.S. market as a business partner to Cognos, which made a lot of introductions for us south of the border," recalls New Systems CEO Mark Quigg.

As a result, the company of 125 (including about 110 subcontractors) now earns about \$1.5 million of its annual \$10 million in revenues from the U.S. market.

Adapting to U.S. practices

With a satellite office in Denver and contracts in New York City, Boston and Houston, NSS is adapting well to U.S. business practices.

"Our product is focused on people," says Quigg, "so we always try to put forward our best people and to exceed the prospective client's expectations, because it's always the first impression that counts."

To give his company a local presence, Quigg also tries to hire some of his staff locally. "These locals have lots of contacts," he explains, "so our business is growing through word

of mouth and referrals, as well as from repeat customers, who are obviously satisfied with our service."

It was through referrals that a major New York broker in commodities trading, as well as Sylvania in Boston, became NSS clients.

According to Quigg, there is room for further expansion in this market. "We are interested in working with the Trade Commissioner Service at the Canadian Consulate General in New York City and elsewhere in the United States," he says, "and to get on the Department of Foreign Affairs and International Trade's WIN Exports database.

"There are subtle differences between American and Canadian ways of doing business — watch out for payment terms," he warns. "There are also lots of things we can learn from the Americans, especially through local contacts."

Success breeds success

New Systems' success led to the creation last year of Bizkids, a company specializing in CD ROMs targeted at Aboriginal markets.

"It's a niche that has been totally ignored in terms of products," explains Bizkids president and NSS shareholder Francine Whiteduck.

Company revenues for 1998 are projected at \$500,000 in Canada alone, and Whiteduck has established some good leads in the U.S., following her participation in the Canadian

business women's trade mission to Washington last November, led by International Trade Minister Sergio Marchi (see the December 15, 1997, issue of *CanadExport*), who recently appointed Whiteduck to the Team Canada Inc Advisory Board.

For more information, contact president Peter Hall, tel.: (613) 761-9436, fax: (613) 722-8756.

Outreach Program

— Continued from page 1

The events will provide an opportunity for the ambassadors to communicate Canada's foreign and trade policy in Asia, to raise awareness of business development opportunities for Canadian companies in Asia, to promote advantageous linkages between Canada and the region, and to relate information about the current economic situation in Asia. The ambassadors will be able to share analyses with the business community and discuss how best to protect and promote Canadian interest in the current Asian context.

Members of the business community are invited to submit questions they would like *CanadExport* to raise with the ambassadors during their visit. *CanadExport* will provide coverage of the Outreach program in an upcoming issue.

Please send your suggestions for questions for the ambassadors to *CanadExport*, fax: (613) 996-9276.

Excellent Opportunities at Exposanità/Hospital

BOLOGNA, ITALY — May 21-24, 1998 — Canadian medical products and services will be promoted at Exposanità/Hospital, Italy's International Health Care Exhibition. Now in its 11th edition, Exposanità/Hospital is the most important sectoral event in Italy. The show will feature hospital devices and products and services, and, new this year, important side exhibitions on emergency and home care, aids for the disabled, and health system quality projects.

The reform of the Italian public health care system, launched in 1993, has opened up great prospects for companies that can offer innovative

products at competitive prices and are willing to make an effort to adapt to European regulations. There are excellent opportunities for Canadians to gain a share of this lucrative market (valued at US\$16 billion), 80 per cent of which is supplied by imports — largely from Japan, Israel and the United States. The Canadian Consulate General in Milan will be present with a Canada stand and will assist Canadian companies interested in exploring the market.

For more information, contact Gayle McCallum, Project Officer, European Tourism, Trade Fairs and Missions Division, DFAIT, tel.: (613)

996-1530, fax: (613) 995-5568; or Sandra Marchesi, Canadian Consulate General, Milan, tel.: (011-39-2) 6758-3351, fax: (011-39-2) 6758-3900, e-mail: sandra.marchesi@milan01.x400.gc.ca. Deadline for registration is March 31, 1998.

CONSTRUMA '98

BUDAPEST, HUNGARY — April 21-25, 1998 — An annual international trade show covering the entire spectrum of building products, technologies and services, CONSTRUMA '98 is an excellent way for companies to introduce their products to the markets in the region or to reinforce their presence there. The show, which has two satellite events — DECORSTONE for the marble and stone industries and AQUATHERM for the HVAC industry — has become one of the leading trade shows in the construction sector in Central and Eastern Europe. Nearly 600 exhibitors and 45,000 trade visitors took part in the 1997 show.

This year's show is already fully booked for exhibitors, evidence of the potential of the market. However, Canadians are encouraged to attend as visitors.

For more information, contact Zsuzsanna Szigeti, Executive Director, Canadian Chamber of Commerce in Hungary, tel.: 36-1118-4152, fax: 36-1-118-4712; or Ilona Horvath, Commercial Officer, Canadian Embassy, Budapest, tel.: 36-1-275-1200; fax: 36-1-275-1215.

AUSTRALIA'S PREMIER COMMUNICATIONS FAIR

MELBOURNE, AUSTRALIA — May 4-8, 1998 — Canadian companies will have an important opportunity to network with representatives of the Australian telecommunications industry at ATUG '98.

Recognized as the Asia-Pacific region's largest communications event, ATUG offers a once-a-year opportunity to keep abreast of the latest equipment and services the telecommunications industry has to offer.

With the deregulation of the Australian telecommunications industry in July 1997, telecommunications products and services are now available from numerous suppliers. The ATUG exhibition — a trade-only event — is the perfect venue to compare traditional services and new products.

The Canadian Consulate General in Australia strongly encourages Canadian companies interested in doing business in this part of the world to take part in the exhibition, and to use the Canada information booth, organized by the Consulate, as a vehicle for displaying promotional material and as a liaison point for networking with potential partners and clients.

For more information, contact Cadia Maestri, Commercial Officer, Canadian Consulate General, Level 5, Quay West, 111 Harrington St., Sydney NSW 2000, Australia, tel.: (61-2) 9364-3042, fax: (61-2) 9364-3097, e-mail: cadia.maestri@sydney01.x400.gc.ca. Companies have until April 15, 1998 to send product literature for inclusion in the Canada booth.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 260 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Strategic Alliance — Continued from page 3

consulting firm, Techsult. The firms provide complementary services and have worked together on a semiconductor facility.

Chicago's Strategic Alliance Centre brought together Polymer Asphalt Products of St. Louis, which was looking for new technology to improve the condition of U.S. highways, with Toronto-based Polyphalt Inc., which licensed its state-of-the-art process for polymer modified asphalt to the U.S. company.

Interest from a number of software developers has resulted from the New York Consulate's "Canapple" series of IT events, featuring presentations, tours and briefings to introduce Canadian multimedia talent and technology to prospective clients and partners in the "Silicon Alley" community.

Tips on finding the best partner

- Don't go it alone. Help is available from Canadian posts in the United

States or from private consultants experienced in establishing effective partnerships. Check out the booklet *Building Successful Strategic Alliances*, available from the DFAIT InfoCentre.

- Define goals and objectives and evaluate your strengths and weaknesses, as well as those of your prospective partner. Know their track record.
- Initiate your approach by letter and remind the company of your interest through periodic notes.
- Add profile to reinforce your pitch. Develop a story for a trade publication and send clippings to the companies you want to attract.
- Build relationships with key people at all levels. Make sure there is commitment on both sides, and find a "champion" in the other company's senior management who will promote partnership with your firm.
- Be flexible and have a contingency plan. This is a fast-moving business world: managers leave, companies are sold, new competitors appear.
- Once you have signed on with a partner, set milestones and checkpoints to evaluate progress.
- Maintain a co-operative spirit, based on having a problem-solving attitude.

Business Agenda

Global Training and Education Forum

TORONTO — March 27-28, 1998 — Senior human resources professionals, corporate executives with international responsibilities, and researchers and educators involved in international management training and executive development are invited to join a two-day Global Training and Education Forum, hosted by the Asian Business Consortium.

Structured in a series of workshops, presentations, and roundtable discussions, the Forum will provide an opportunity to exchange views with leading North American specialists on how companies can best develop their global management expertise and business skills.

The Forum will cover three critical areas for international training:
1) assessment of management training

and development needs of Canadian companies doing global business, 2) best practices in matching training and development needs to the design and delivery of training programs, and 3) best practices in evaluating the design, delivery and results of training programs.

The Asian Business Consortium is a collaborative venture among centres for Asian management studies, including those at the University of Toronto/York University and Queen's University. The consortium offers customized courses, seminars, workshops, and contract research to Canadian and Asian corporations.

For more information on the Forum, contact Michael Hartmann, Asian Business Consortium Secretariat, tel.: (416) 978-0184.

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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CanadExport

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Team Canada '98:

CanadExport Talks with International Trade Minister Sergio Marchi

RETURN TO DEPARTMENTAL LIBRARY

Following the Team Canada trade mission to Latin America this January, CanadExport spoke with International Trade Minister Sergio Marchi for an inside view of the mission's accomplishments.

CanadExport: First of all, perhaps you can outline what the government's objectives were for this latest Team Canada mission.



Minister Marchi: The first objective was obviously to position our business community in this emerging market, to help facilitate contracts, joint ventures, memorandums of understanding [MOUs], and partnerships with their counterparts in Latin America. The second objective was to try to bring our government closer to the governments of the four countries we visited — Mexico, Brazil, Argentina and Chile — by engaging in a political dialogue on the issues of the day, both trade and beyond trade. The third objective was to try to address Canada's role within this hemisphere from the perspective of Canada-MERCOSUR [Southern Cone Common Market] and the FTAA [Free Trade Area of the Americas], which is being launched in Santiago in April.

CanadExport: How would you rate your success in meeting these objectives?

Minister Marchi: I would say on all three counts it was a mission accomplished. On the first, particularly, the mission was a tremendous success. We signed somewhere in the area of \$1.8 billion in contracts and MOUs. It's difficult to compare the numbers with the first three missions because the markets are so different. Also, 75 per cent of the participants on this mission came from small and medium-sized

businesses, and 80 per cent of the deals signed were by these smaller firms.

The government has been urging more international engagement by the small business community, and they've responded with flying colours. This Team Canada mission certainly broke or shattered any myth perpetuating the idea that you have to be big to be successful internationally.

Continued on page 8 — CanadExport Talks



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CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Launch of Export i Mexico: One-Stop Shopping for Market Information on Mexico

During the Team Canada visit to Mexico in January, International Trade Minister Sergio Marchi announced the launch of *Export i Mexico*, a powerful new on-line knowledge base that will give Canadian exporters the information they need to succeed in the Mexican market.

The comprehensive Web site will be particularly useful to small and medium-sized enterprises, many of which don't have the resources to find and keep abreast of high-quality, up-to-date market information. Although this knowledge base was previously available to exporters, its availability on the Internet should increase its accessibility for the Canadian business community.

Comprehensive source of information

Canada's access to the Mexican market has increased enormously since the North American Free Trade Agreement (NAFTA) came into force in 1994. *Export i Mexico* is a comprehensive, well organized source of information that can help companies take full advantage of this burgeoning trade relationship.

The existence of *Export i Mexico* also frees up Canadian trade commissioners in Mexico to focus on the more detailed, strategic market intelligence that is necessary in such a large, varied and rapidly evolving market.

Canadian businesses will be able to access *Export i* after registering at the Web site (<http://www.dfait-maeci.gc.ca/exporti/>).

The knowledge base is divided into four sections for ease of use:

- **Market Summaries:** 4-10-page overviews of 45 industry sectors or sub-sectors. Each summary includes a brief contact list

- **Market Profiles:** 50-60-page detailed profiles of 26 industry sectors, as well as regional profiles for the cities of Guadalajara and Monterrey.
- **Business Guides:** handbooks explaining a series of issues that exporters must know to avoid duplication or delays when doing business in a foreign market (such as local rules and regulations, documents, distribution and local partners).
- **Business Tools:** tools to guide exporters through the export process and to explain key reference material, such as the NAFTA, tariffs, legal issues, and promotional opportunities.

Lucrative market opportunities

Mexico is Canada's largest trading partner in Latin America. From 1994 through 1996, two-way trade grew by 30 per cent, reaching \$7.3 billion, and 1997 estimates are expected reach \$7.9 billion.

Canadian firms now have increasingly barrier-free access to a market

of over 90 million consumers, and are expanding sales in the automotive, financial services, trucking, energy, advanced manufacturing, telecommunications and agri-food sectors.

Accumulated Canadian direct investment in Mexico in 1996 totalled almost \$1.3 billion, up from \$530 million in 1993. Further privatization in Mexico is creating new opportunities for Canadian businesses in transportation (ports, airports, highways), hydroelectric power stations, the storage and transmission of natural gas, and many other sectors.

Other sources of Export i info

Some *Export i* information will still be available from other sources at the Department of Foreign Affairs and International Trade (DFAIT). The *Export i* Market Information Catalogue and Market Summaries are

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For more information, contact: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Canada-France Action Plan: Links for Business Growth

As part of Canada's international trade promotion strategy, the Department of Foreign Affairs and International Trade (DFAIT) has recently published the Canada-France Action Plan, which will familiarize Canadian exporters and investors with the French market and its most promising sectors.

Trade relations between Canada and France have experienced healthy growth in recent years. Canadian exports to France increased 40 per cent from 1994 to 1995, and reached \$1.67 billion in 1996, making France Canada's third-largest European market and sixth most important worldwide. Investment on both sides of the Atlantic has also increased significantly in the past decade.

Strengthening the commercial partnership

The second-largest economy in the European Union (EU) and the fourth largest in the world, France is an excellent base from which Canadian companies can tap the benefits and opportunities of Europe's expanding economic and political union. Globalization and the move toward a single European market are also making France a more open and accessible market.

To support this beneficial trade relationship, Canada and France have agreed to enhance their co-operation and joint activities. In fact, doubling the volume of trade between the two countries by the

year 2000 is one of the objectives established in the "Declaration of Enhanced Partnership," signed by the two prime ministers in January 1997.

Key sectors in strategy to increase trade

The *Canada-France Action Plan* identifies seven strategic sectors that offer the best growth potential for Canadian businesses and investors and the greatest opportunities for partnership in the period 1997-2002. The plan also outlines the Government of Canada's objectives for each of these seven sectors.

Telecommunications and information technology. A world leader in liberalizing the telecommunications sector, France remains a highly competitive, high-end market for Canadian products and services. The French market offers considerable investment opportunities and potential for strategic partnerships, technology transfers, and co-operation in research and development (R&D).

Among the sectors offering promising opportunities are mobile communications, computer-telephony

integration, information highway infrastructure and applications, and Internet hardware and software.

Canada plans to double the value of its telecommunications exports (currently at \$30 million a year), to increase its current share of the software market from 1 per cent to about 5 per cent, and to encourage strategic partnerships, especially in the development of new products and services.

Agriculture and agri-food industries. France is the world's second-largest producer and exporter of agricultural and agri-food products (after the United States), and the global leader in food processing. As such, the French economy complements the Canadian economy, itself a major producer and exporter of agricultural ingredients.

Canadian and French agri-food companies increasingly appreciate the complementarity of their production systems and the attractiveness of their respective markets. This awareness is encouraging the development of strategic alliances and joint ventures, including

Continued on page 11 — Canada-France



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).

Intercultural Preparation Paves Way to Global Success

by Gregoire Jodouin, Centre for Intercultural Learning Canadian Foreign Service Institute

Few tasks undertaken by the 1,500 staff and volunteers of the APEC '97 Canadian Co-ordinating Office (ACCO) during the APEC Summit in Vancouver last November did not involve interacting with a very large and culturally varied group of delegates. Realizing the vast potential for miscommunication, ACCO management turned to the Canadian Foreign Service Institute's Centre for Intercultural Learning (CIL) to develop its staff's intercultural competencies.

ACCO's staff and volunteers required intercultural preparation to effectively carry out their planning, co-ordinating, and liaison functions, while remaining sensitive to the numerous and varied cultural differences among APEC delegates.

The CIL was faced with the difficult task — ACCO had very little time (no more than an afternoon), as well as limited finances — of meeting these requirements to ensure that this large group was prepared for the APEC Leaders' Meeting.

The performance solution

"In a multicultural setting like APEC, we needed to assess what ACCO was trying to achieve and what challenges they might be facing," explains CIL performance consultant Ian Markwick. "In consultation with ACCO, we assessed their desired performance versus their actual performance so we could identify their intercultural performance gap and assemble an expert team to respond with the appropriate learning opportunities, products and services. In this case, we determined that ACCO required a session in intercultural communication."

The assessment led ACCO management and the CIL to conclude that the most cost-effective and engaging solution for training the 1,500 staff and volunteers was the combination of a distance-learning session, delivered via video, and an in-class session facilitated by one of the Centre's experts in

intercultural communication. The customized program focused on teaching about the communication barriers that exist between members of different cultures and providing strategies for overcoming these barriers.

Intercultural learning solutions

"We were challenged," explains CIL deputy director Thomas Vulpe, "because one afternoon is very little time to develop some very complex skills. There is much more to effective intercultural performance than learning the dos and don'ts of a culture, because these generalizations don't apply to every member of a culture. It's much more effective to develop strategies for intercultural communication that apply in any cultural setting."

The difference between strategies and generalizations," he explains, "might be compared to the old adage 'Give a person a fish and you feed them for a day. Teach a person to fish, and they'll eat forever.' You have to avoid rules that apply in a particular context one day but that are completely ineffective, or inappropriate, the next."

One of the objectives of the program was therefore to provide ACCO staff and volunteers with a clear understanding of what culture is. More than a collection of shared history, experiences, traditions, values, and norms, culture is the common thread that exists

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IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Opportunity to Find Local Reps at Great Lakes Industrial Show

The following is a report by the Canadian Consulate General in Detroit on the success of the 1997 Great Lakes Industrial Show, as well as an invitation to Canadian companies with industrial products sold through commercial distribution networks to participate in the 1998 show.

For several years the Canadian Consulate General, Detroit, has co-ordinated an exhibit of Canadian industrial product and service companies at the Great Lakes Industrial Show, held annually in Cleveland, Ohio. The shows have provided excellent opportunities for Canadian manufacturers of industrial products to meet many of the distributors and representatives in northern Ohio. Canadian participants have reported excellent results.

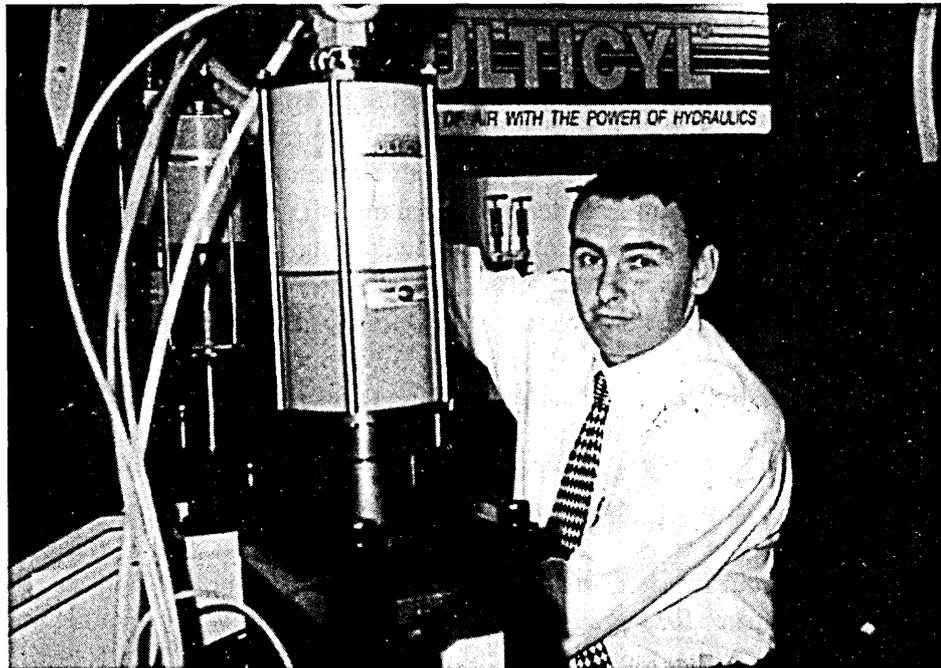
Opportunities for industrial product manufacturers

The show, jointly sponsored by the Industrial Distributors Association and the Purchasing Management Association of Cleveland, features diversified industrial products such as machine tools, safety products, material handling equipment, hydraulics, pneumatics, plant engineering and maintenance supplies, industrial rubber and plastic products, packaging, and various industrial services.

As well as drawing local distributors and manufacturers' representatives, the show also draws a large number of product end-users from purchasing, engineering and maintenance departments of prominent local companies. The show is particularly well suited to companies that have a full line of products sold through industrial distribu-

tors of all types, such as tooling, safety and construction equipment and janitorial supply dealers.

ported making good contacts and holding productive, but relaxed meetings at the Consulate reception.



Gareth Brennan, of Multicyl Inc., Bolton, Ontario, demonstrates one of the firm's pneumatic presses at the Great Lakes Industrial Show in Cleveland, Ohio.

Success of 1997 show

For the 1997 show, the Consulate rented 12 spaces, featuring 12 Canadian companies — double the number of spaces and more than double the number of companies from the previous year. The 1997 show featured a great mix of Canadian companies specializing in, among other things, cutting tools, safety products, industrial gloves, temporary heaters, pressure washers and packaging. Participants re-

Recruiting for 1998 show

The Consulate wholeheartedly recommends exhibiting in future shows, including the 1998 edition, set to take place November 10-12, 1998. The Consulate will again be reserving 10 spaces and will add more as demand requires.

Canadian companies that produce any type of industrial or commercial product that is sold through some type of commercial

Continued on page 6 — Great Lakes

Quebec Students on a Mission

Canadian companies wishing to take the plunge into overseas trading are increasingly benefiting from participation in Team Canada or business-organized trade missions. Now the business community can also gain from missions organized and undertaken by Quebec students learning the business of scouting out new markets.

Ingénierie sans frontières takes off to Argentina

The most experienced of these students are found at the University of Sherbrooke's Applied Science Faculty, where, for the past five years, future engineers have arranged scientific and trade study missions to China, Mexico, Vietnam and Chile.

This year Argentina is where they will be going, equipped with mandates from companies wishing to gain a better idea of their chances for success in this country.

As part of the non-profit, student-managed organization *Ingénierie sans frontières* ("engineering without borders"), the participants in the 1998 edition will offer a number of technical and administrative services to the businesses wishing to support their project, including engaging in meetings and research, promoting the companies to various Argentine stakeholders, and submitting a report describing the business opportunities in the region.

"We had many reasons for choosing Argentina as the destination for our mission," explains David Racine, the general co-ordinator for *Ingénierie sans frontières* 1998, "including the fact that more than ever, Argentina looks to be a port of entry to the Latin American market."

From Quebec City to Santiago

Laval University's International Association of Economics and Business Students (AIESEC) has also initiated student-led trade missions.

Having witnessed the success of the first trade mission to Argentina in 1997, the members of the 1998 edition — consisting of undergraduate- and graduate-level business administration students — are eagerly preparing for their visit to Chile this May.

"We now know Chile very well, thanks in part to our specialized training which highlighted the various aspects of doing business there," says participant Bianca Dufour. "We are now ready to respond to the needs of companies that wish to survey the Chilean market but are unable to

invest in all of the travel costs involved in this type of market prospecting."

Among the services provided by these future professionals to the companies mandating them are individualized evaluation of the Chilean market, study of the competitive environment, and analysis of possible modes of entry.

For more information about the Argentine mission, contact David Racine, *Ingénierie sans frontières* 1998, tel.: (819) 821-7127, fax: (819) 569-4114, e-mail: isf98@gel.usherb.ca, Web site: <http://www.gel.usherb.ca/grpetudiants/ISF98>

For more information about the trade mission to Chile, contact Bianca Dufour, AIESEC-Laval, tel.: (418) 656-2131, ext. 8824, fax: (418) 651-3384, e-mail: bianca@videotron.ca

Great Lakes Industrial Show

— Continued from page 5

distribution network would be appropriate for this show. The Consulate has noted repeated requests from manufacturers' representatives in the region for Canadian producers of "cold-headed" parts, such as industrial fasteners, screws and bolts, and for steel forgings of up to 5 pounds. The requirement is for manufacturers capable of producing in quantities and quality sufficient for the automotive industry.

Companies desiring specific information about these and other opportunities in northern Ohio, as well as companies wishing to exhibit at the 1998 show, should contact Tom Quinn (ext. 3364) or Ralph Reich (ext. 3356) at the Canadian Consulate, Detroit, tel.: (313) 567-2208, fax: (313) 567-2164.

New Network for Building and Infrastructures Industry

Expo-Rencontre Contech ltée, an organization that seeks to promote business interaction among construction industry

stakeholders, recently set up a network bringing together suppliers from all industry sectors under the same roof. The primary

goal of the *Réseau des grands partenaires et des grands exportateurs* (Major Partners and Exporters Network) is to give the main contractors in international projects rapid, efficient access to small and medium-size exporters.

Primarily through the agency of a specialized information system, the Network aims, among other things, to maximize subcontracting activities in the building and infrastructures industry and to contribute to the growth of new business opportunities among Canadian small businesses, individuals and major corporations already present on the international scene.

The Canadian government became associated with the Network by way of a financial contribution made by the Federal Office of Regional Development (FORD-Q) in the context of the IDEA-SME program. Among the other partners affiliated with the project are the Quebec Department of Industry, Trade, Science and Technology, the *Fonds de solidarité des travailleurs du Québec* and the *Caisse de dépôt et de placement du Québec*.

For more information on the Major Partners and Exporters Network, contact Mr. Jasmin Girard, Project Manager, *Expo-Rencontre Contech*, tel. (514) 646-1833, fax: (514) 646-3918, e-mail: girard@contech.qc.ca

EDC Boasts Record Year in 1997

Export Development Corporation (EDC) supported \$28.6 billion in sales and foreign investment by Canadian exporters in 1997, exceeding virtually all of its performance targets, according to its year-end results, released in early February.

The Corporation, which provides financial and risk-management services to exporters, served more than 3,700 customers, an 18 per cent increase from the previous year. Business volume grew 30 per cent in 1997, to \$28.6 billion, while net income rose by \$16 million to \$128 million.

"EDC's results show that it was successful in helping Canadian business grow and prosper through international trade, while enhancing its financial capacity to support future risk-taking on behalf of its customers," said EDC president and CEO A. Ian Gillespie.

The number of small and medium-sized businesses supported by EDC increased 20 per cent in 1997, and the value of exports by these businesses grew 23 per cent from the previous year, to \$4.8 billion. More than 85 per cent of EDC customers are small businesses.

Many of EDC's smaller clients have grown their annual business beyond the \$1-million mark since becoming EDC customers — including 136 customers last year. "We view this as evidence of the growth that small companies can achieve once they start to tackle export markets," added Gillespie.

Other key results include a \$2.1 billion increase in assets to \$11.8 billion; an increase in contingent liabilities to \$8.7 billion from \$7.4 billion; and a 51 per cent increase in the number of claims paid (bringing the total to 1,416), although the dollar value of these claims decreased from \$60 million in 1996 to \$43 million.

"The recent economic turmoil in Asia underscores the important role EDC plays in helping Canadian companies mitigate foreign financial risks," said Gillespie. "As an import maximizer, EDC must be able to assess the risks and uncover the opportunities of doing business under uncertain conditions. In light of the deterioration in credit conditions in Asia, we have set aside additional prudential reserves."

CanadExport Talks with Minister Marchi — Continued from page 1

I also thought the dialogue with the four countries was first-class. Regrettably, because of the ice storm in eastern Canada, the Prime Minister missed the Mexican and the first half of the Brazilian portions of the trip. But when he arrived he connected very well with his counterparts, as did the premiers and I with our counterparts. There was a real engagement on the issues and a real sense of friendship and alignment.

On Canada-MERCOSUR, frankly we hoped it could have gone better and that we would have signed a trade and investment co-operation agreement. But we were heartened by Argentina's President Carlos Menem — who is chairing MERCOSUR for the next six months — saying that he is going to make it his objective during his leadership to ensure that Canada and MERCOSUR sign an agreement.

As for the FTAA, the Prime Minister had a very positive discussion with Chile's President Eduardo Frei, who said that he is prepared to do whatever he can to ensure the success of the launch at the Santiago Summit in April. And we assured him — and the leaders of the other countries — of Canada's commitment to the FTAA. We believe it is time that this hemispheric community came together.

CanadExport: What will be done to follow up on the deals and agreements signed?

Minister Marchi: Follow up is extremely important. It's one thing to go there and make deals; it's another to have them come to fruition. That's why we're planning to put six trade commissioners in the region to follow up on the deals and opportunities. And we're planning to have better co-ordination between federal and provincial ministers travelling in the region, so that our efforts are synchronized.

CanadExport: Do you see any changes being made for future missions in terms of logistics, size of delegation, and so on?

Minister Marchi: This mission was about plumbing and poetry. The poetry was right, but you can always improve the plumbing. That's why, after each mission, we ask the business community to tell us how we can do things differently or better for the next mission.

For instance, on the last mission, the provinces said they'd like a little more time for the premiers to do programs with delegates from their provinces, so we gave the premiers more time on this trip.

On this mission, some people felt the media and the delegation should not have been on separate planes. It might be a better idea next time to have the whole team on one plane, connecting with each other.

You could also argue that there should have been more time for the Prime Minister and the premiers to be together with our business people.

We held forums in two of the countries; maybe there should have been forums in all four countries.

The business people told us they would have liked briefings from our ambassadors in each of the countries, and not just economic briefings but also political, so next time we're going to make sure that this happens.

CanadExport: What was the feeling of the business community about future relations between Canada and Latin America?

Minister Marchi: I thought they were very enthusiastic. They came away from the mission feeling that there is something very special between Canada and Latin America, and that this hemisphere is going to be our next identity rendez-vous. We're in the same time zone, and our business cultures are closer and more adaptable than, say, Asia Pacific. I think we're seen in Latin America as a counterbalance to the United States. We proved that we can sell and we proved that there are buyers there for our products and services. I think we've got all the elements we need to really make a mark in Latin America.

Latin Americans are interested in Canada, in how we educate, how we manage health care, how we run social programs and governments, and how we relate to the U.S. and protect our own identity, despite living right next door. This mission

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CanadExport Talks with Minister Marchi — Continued from page 8

was a confirmation of our mutual interests, and I think the best years are clearly ahead of us.

CanadExport: Apart from Team Canada missions — which are necessarily limited in the number of participants — what else is being done to help the business community succeed internationally?

Minister Marchi: We have put in place a number of new initiatives in the past year, particularly to help small and medium-sized businesses. We have a new SME unit in the Department of Foreign Affairs and International Trade, and a new Team Canada Inc network, which brings together the different departments involved in international business development.

We are encouraging the marketing of educational institutions as smart business, and we're trying to adopt a more aggressive stance of selling Canada — a Canada of 1998, not a mythical 1948 version. That means we have to be more aggressive on investment. We want to promote Canada not only as a good marketplace, but also as an ideal place to invest and as a gateway to North America and Asia Pacific.

We are pushing our financial institutions to take note of this trade revolution, so that exporters can get the financing they need. When you look at the results of the Export Development Corporation and the attention it has been giving to small business, as well as the growing interest in exports

by the major banks, what you see is a financial community that now believes in our exporting community.

There is still room for improvement, but I think Canada is coming of age, and we are probably surprising ourselves as to how successful we truly can be on the world stage.

CanadExport: What advice can you offer to businesses that may be interested in participating on the next Team Canada mission or in exporting in general?

Minister Marchi: Preparation is the key. Businesses need to know the marketplace and the culture, as well as to know in advance the players that they are going to meet. They also need to know what kind of export assistance is available from the embassies and the trade commissioners.

Of course, you can go on the fly to a country to check things out, but I would recommend doing your homework before you go.

CanadExport: Where will the next Team Canada mission be?

Minister Marchi: That hasn't been decided yet, although the Prime Minister has speculated publicly that he would like to take a Team Canada mission to Russia. It's up to the Prime Minister — along with the premiers — to decide where the next stop for Team Canada is. It really has been a successful experiment, not only in assisting our business

community to connect internationally, but also in the attention it generates in the public mind of the positive role trade has for a country like Canada. We can't afford to run away; we need to reach out and find a place for ourselves in the world community.

CanadExport: Do you have a favourite moment from the mission?

Minister Marchi: One of the things I really appreciated was the opportunity to get to know the premiers. When the Prime Minister said these missions are the best thing for federal-provincial relations, he was absolutely right. The kind of bonding that takes place on these trips is felt long beyond the 12 days. Hopefully now we can work more collaboratively rather than in the partisan way that sometimes enters the political arena.

And as with the premiers, it was really great to get to meet the hundreds of business people travelling with us. It truly is incredible how vibrant and innovative our small business community is.

The third thing for me, personally, was going back to the country where I was born. I don't think my parents dreamed 40 years ago when they left Argentina that their kid would return as a chief cheerleader for Canadian trade. At the same time that I felt sentimental about returning to Argentina, I felt a sense of pride in belonging to the best country in the world and having the opportunity to be part of a mission selling Canada to my birthplace.

Consulate Helps Ontario Company Ease into U.S. Furniture Market

Spec Furniture had no real intention of getting into the export business — at least so soon — but the encouragement the small Concord-based firm received from the Canadian Trade Commissioner Service was so convincing that it decided to take the plunge.

In the six short years since its inception in 1992, the manufacturer of institutional metal furniture has not only doubled its revenues but witnessed a six-fold increase in the number of employees.

"Approximately half of our \$5.5-million annual revenues now come from the U.S. market," says Spec principal Ken Slaney, who currently employs 18 people full time.

Exporting to the U.S. was not completely foreign to Slaney, who had some experience south of the border when he worked for another company before forming his own.

Strong DFAIT support

"We were encouraged by the Department of Foreign Affairs and International Trade (DFAIT) to participate in a specialized trade show, Designfest, in Florida, in 1994, with the help of a DFAIT Program for Export Market Development [PEMD] loan," Slaney recalls. "That's where I met Bill Stolz, Commercial Officer at the Canadian Consulate General in Atlanta.

"As a result of our participation in that show, we signed up three representatives for our products — tables and chairs designed for the institutional market."

Slaney has never looked back.

Spec now has 16 representatives across the United States, starting from the east coast up to the mid west, where many of his representa-

tives were established in the last year.

"We listened to Bill and used his list of contacts," says Slaney, "and now we have reps in areas where we didn't have any before. Our next step is to expand our reach to the west coast."

A happy exporter

Slaney participates in half a dozen trade shows a year and makes numerous sales trips to the United States, with the encouragement of Bill Stolz still ringing in his ears.

"The incentive provided by DFAIT, both at home and through the Trade Commissioner Service abroad, gave us the means to market seriously outside of Canada," says a thankful Slaney.

Although he is still learning the tricks of the trade, he nevertheless has a few pointers to pass along to other small Canadian companies interested in making a go south of the border.

"You must deal with your American customers in U.S. dollars," he advises, "and make it your responsibility to see that your products clear the U.S. border, because the customer doesn't want that extra hassle."

As far as exporting to other parts of the world, Slaney is starting to follow up some good leads coming in as a result of his being registered on DFAIT's WIN Exports database (see box on p. 3).

For more information on Spec Furniture, contact company principal Ken Slaney, tel.: (905) 761-7900, fax: (905) 761-8100.

i Mexico:

— Continued from page 2

available free of charge by calling the DFAIT InfoCentre's Faxlink at (613) 944-4500, using your fax phone handset and punching in the code for each summary (the catalogue's order number is 81186 and it lists all the codes for the Market Summaries). The catalogue is also available at International Trade Centres across Canada.

Market Profiles (\$10 for hard copy and \$7 for a diskette), Business Guides, and Business Tools (\$10-20 for hard copy and \$7 for a diskette) are available from Prospectus Inc., tel: (613) 231-2727, fax: (613) 237-7666, Internet: <http://www.prospectus.com>

For more information, contact the Mexico and Inter-American Division (LMR), Latin America and Caribbean Bureau, DFAIT, tel.: (613) 992-0385, fax: (613) 996-6241.

This document is also available on the Department's Internet site at <http://www.dfait-maeci.gc.ca>

Canada-France Action Plan — Continued from page 3

“promotional partnerships” with, for example, restaurant and supermarket chains.

The Government of Canada aims to double its exports in this sector, increasing their value to \$300 million per annum by 2002.

Aeronautics and defence industries. Current reforms designed to restructure and consolidate France's aeronautics and defence industries will open up new opportunities for Canadian companies. Indeed, fierce competition and the emphasis on cost considerations are encouraging French industries to seek new partners and suppliers of high-technology products and services.

Canada hopes to increase its annual sales to these industries by 15 per cent, or \$50 million. Emphasis will be placed on expanding the Canadian equipment and services content in French aeronautics and defence industry programs, including those involving third-country projects.

Environment. This sector offers growing potential for expansion in France as new environmental protection regulations are implemented. France is thus increasingly seeking partners to help its industries to develop new environmental technologies and services.

Canadians currently control 1 per cent of this market. The Government of Canada would like to increase this share to 5 per cent, with particular emphasis on promoting Canadian expertise in waste management, site rehabilitation and

soil decontamination. The Government of Canada also wants to increase the market share for equipment suppliers in the field of water and waste treatment from 1 per cent to 5 per cent.

Consumer products. France is a major market for consumer goods, with emphasis on top-of-the-line and quality products. Sectors that offer the best prospects for Canadian exporters are toys, cultural products, Aboriginal arts and crafts, sporting goods (especially for winter sports), fragrances and perfumes, furniture and fashion accessories.

Canada aims to increase the value of our consumer goods exports to France from current levels of \$80 million to \$150 million per year.

Tourism. The number of French tourists visiting Canada increased from 110,000 per year in 1986 to 465,000 in 1996. In meeting competition in France's tourism industry, Canada's image as a “nature destination” is a key asset, as is the favourable attitude among the French, who increasingly view Canada as an alternative to their European ski vacations.

The Government of Canada aims to increase the annual number of French tourists visiting Canada to 750,000, which would generate \$850 million in revenues and create some 23,000 jobs here.

Space, science and technology. France leads the G-7 countries in terms of the relative size of its R&D spending. It is also a world leader in sectors such as telecommunications, medical research, biotechnology,

agriculture and space, and continues to offer Canadian companies real opportunities to acquire key technologies in these areas.

In this key sector, Canada seeks to establish new bilateral co-operation with researchers in the public sector. It also seeks to promote the establishment of 20 bilateral R&D partnerships within the context of the EU's R&D programs. Canada aims to help create 10 technology partnerships between Canadian firms (especially small businesses) and French companies. It also hopes to strengthen the co-operative and supplier relationships between Canadian space companies and French prime contractors, especially on major European and global commercial projects.

France: a source of foreign investment

As well as being a key trading partner for Canada, France also plays an important role in investment as Canada's fifth-largest foreign investor. Six hundred French firms and their subsidiaries are established in Canada, helping to create some 40,000 jobs here.

A new program of activities will be proposed in connection with the federal strategy to attract and maintain foreign investment. The program will focus on:

- Ministerial involvement through a program of annual high-level visits to France, implemented by DFAIT and designed to promote investment.

Continued on page 12 — Canada-France

Intercultural Preparation Paves the Way — Continued from page 4

among a people. It provides a way for people to behave with or without conscious thought, and therefore impacts on and influences all facets of social interaction.

This impact is demonstrated by the many intercultural misunderstandings that may occur when members of two or more cultures converse. Misunderstandings may result from the usage of culturally loaded language that is prone to misinterpretations, such as jargon and slang. Misunderstandings may also be the result of the much more subtle protocol that a culture applies to language. For example, North Americans and Europeans tend to “front-load” their speech — providing important information first, then

information of lesser value intended to “fill in” conversation. Other cultures begin with statements of lesser importance, making their point only at the end of their communiqué.

Many protocols of conversation will depend on the social context. For example, some cultures will not state important points during a meeting, because they view meetings as ceremonial, not as a venue for discussion or conflict. With such cultures, it is likely more appropriate to discuss matters of importance in private.

Open-mindedness key to intercultural understanding

A key to working and living in an intercultural setting, says CIL direc-

tor Robin Henderson, is to remain non-judgmental.

“Everyone is acting rationally within his or her own context and framework. In a gathering like this one [APEC], people are our job.”

Henderson emphasizes that since we won't understand all of our guests' patterns, it is important to tolerate ambiguity and react positively to new, different and unpredictable situations. As well, international guests may be jet-lagged and under stress in an environment that is not their own. Empathy, patience, and persistence might be the most effective tools for dealing with them.

On a final note Henderson adds, “As more and more professionals engage in international activities, a critical indicator of their success will be whether they have added intercultural preparation to their planning checklist. Without a higher level of awareness and skill, you may never realize what it is you should do — or, perhaps more importantly, not do — to maximize your performance in a different cultural setting.”

For more information about the Centre for Intercultural Learning, contact Gregoire Jodouin, Canadian Foreign Service Institute, 15, rue Bisson, Hull, Quebec, J8Y 5M2, tel.: (819) 997-5681, fax: (819) 997-5409, e-mail: gjodouin@lscomm.com

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Canada-France Action Plan

— Continued from page 11

- Increased contacts between French and Canadian business associations, which could be facilitated by, among other things, visits by high-level dignitaries and a more sustained program of corporate liaison.
- Renewed sales and marketing efforts, supported by strategic visits to French firms, Canadian participation in national and international fairs and shows, and a solid advertising campaign aimed at the French market.
- Strengthened strategic alliances with French high-technology firms, particularly through mak-

ing maximum use of Canadian and local consultants.

- Partnerships with the provinces and municipalities, promoted through business missions, round tables or presentations highlighting the sectoral expertise of Canada's provinces and municipalities.

The *Canada-France Action Plan* is available from DFAIT's InfoCentre or on the Departmental Web site at <http://www.dfait-maeci.gc.ca/english/geo/europe/e-france.htm>. Note that action plans have been or are in the process of being prepared for most of Canada's key markets.

Doing Business in the U.S.A. ... the GSA Way

The General Services Administration (GSA) negotiates with vendors to create open-ended contracts called "schedules," which U.S. federal government departments may use for easy and efficient procurement. It takes between four and six months to negotiate a schedule contract with GSA.

The information listed below was current at the time of going to press; changes may have occurred in the interim.

Schedule Identification: 2320-Truck and Truck Tractors, Wheeled

Description: Trucks
 Estimated value: US\$15,000,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998
 Procurement method: Negotiated
 Contact: D. McIntosh
 Tel.: (703) 308-4385
 Fax: (703) 305-3034

Schedule Identification: 2310-Passenger Motor Vehicles

Description: Light Trucks,
 June consolidation
 Estimated value: US\$5,000,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998
 Procurement method: Negotiated
 Contact: John Klement
 Tel.: (703) 308-4174
 Fax: (703) 305-3034

Schedule Identification: 7310-Food Cooking, Baking, and Serving Equipment

Description: Flatware, Kings pattern
 Estimated value: US\$60,000-\$66,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998
 Procurement method: Indefinite delivery contract
 Contact: Frank Lioce
 Tel.: (817) 978-4544
 Fax: (817) 978-8661

Schedule Identification: 62-Lighting Fixtures and Lamps, Household and Quarters Use

Description: Emergency and Auxiliary
 Light Sets
 Estimated value: US\$540,000-\$660,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998
 Procurement method: Indefinite delivery contract
 Contact: Evelyn Auberry
 Tel.: (817) 978-8379

Schedule Identification: 6805

Description: Sodium Hypochlorite
 (Liquid bleach)
 Estimated value: US\$25,000-\$1,000,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998-FY 2003
 Procurement method: Indefinite delivery contract
 Contact: Debbi Ginther
 Tel.: (206) 931-7484
 Fax: (206) 931-7174

Schedule Identification: N/A

Description: Cleaners/Degreasers
 Estimated value: US\$25,000-\$18,000,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998-FY 2003
 Procurement method: Multiple award schedule
 Contact: Tom Westerlund
 Tel.: (206) 931-7937
 Fax: (206) 931-7174

Schedule Identification: 8027

Description: Primer Coating
 Estimated value: US\$100,000-\$400,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998-FY 2000
 Procurement method: Indefinite delivery contract
 Contact: Yvonne J. Salas
 Tel.: (206) 931-7082
 Fax: (206) 931-7174

Schedule Identification: 8351

Description: Sealants and Adhesives
 Estimated value: US\$100,000-\$1,000,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998-FY 2000
 Procurement method: Indefinite delivery contract
 Contact: Ken Spevacek
 Tel.: (206) 931-7938
 Fax: (206) 931-7174

Continued on page 15 — Doing Business in the U.S.A.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

EGYPT — A consulting firm seeks to represent a Canadian company that is internationally accredited as third party auditor in ISO9000/QS9000 (Quality Management Systems) and ISO14001 (Environmental Management Systems). Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02659.

INDIA — A newsprint and paper company seeks a Canadian joint venture partner to upgrade the technology of its paper machine, which has 90,000 PTA newsprint and W/P paper-making capacity. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980115-02622.

INDIA — A paper mill seeks a Canadian joint venture partner to revive an 80 TPD capacity paper mill, which is currently manufacturing 50 TPD bagasse-based paper and 30 TPD writing/printing paper from waste paper. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02640.

INDIA — A newsprint company seeks a Canadian joint venture partner to upgrade its pulping technology. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980115-02612.

INDIA — An educational institution seeks a Canadian joint venture partner for the development of an eco-friendly bus, using available systems, with the eventual goal of reducing the cost of trolley infrastructure. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980126-02705.

MOZAMBIQUE — The Government seeks a Canadian joint venture partner in a rail and port restructuring project, with potential funding from the International Development Agency (IDA). Consultancy experience with corporate restructuring, staff redundancy, pension programs, and environmental impact assessment is required. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02625.

SAUDI ARABIA — A trading and contracting company with experience in power distribution seeks a joint venture partner with experience in the technology, design expertise, and project management of higher voltage contracts to bid on electrical substation contracts in Saudi Arabia. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02662.

SAUDI ARABIA — A steel company seeks a Canadian company to transfer technology or to partner in a joint venture in the manufacture of steel towers for power transmission lines in Saudi Arabia. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02658.

SAUDI ARABIA — An investment company seeks a Canadian joint venture partner for the manufacture of insulated plastic food and drink containers (thermos bottles, food coolers, etc.). Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02660.

UGANDA — The Electricity Board seeks expressions of interest from Canadian companies for an upcoming tender to supply low-voltage line conductors, earth wires, insulators (including hardware), cables, transformers, energy metres, and hardware for substations. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980204-02812.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

New Exporters Mission to South America (NEXSA)

VENEZUELA AND COLOMBIA — March 23-27, 1998 — The South America Division of the Department of Foreign Affairs and International

Trade will sponsor a trade mission to Venezuela and Colombia aimed at export-ready firms that are new to the market.

Participants will receive preparatory group and individual training in Canada before the mission. The program in South America will include networking conferences with local associations and trade media, followed by site tours and private visits by mission participants to potential buyers, agents and/or partners, tailored to meet the specific interests of companies looking for new opportunities in these markets.

The mission will focus on oil and gas, telecommunications, and the environment.

For more information, contact your nearest International Trade Centre or the South America Division (Chile Desk), DFAIT, fax: (613) 943-8806.

Plumbing, Heating, Cooling and Piping Trade Show

TORONTO — October 16-17, 1998 — Over 500 exhibitors and several thousand visitors will be attending NEX '98, sponsored by the American Supply Association (ASA), the Canadian Institute of Plumbing and Heating (CIPH), and the National Association of Plumbing, Heating, Cooling Contractors (NAPHCC).

NEX '98 will provide a premier international networking and selling opportunity for Canadian and U.S. industry members. Participants will have the opportunity to discuss installation concerns or challenges with technical experts, compare products from the leading manufacturers, and obtain new products or suppliers.

For more information or to register, contact NEX '98 at fax: (416) 695-0450.

Doing Business in the U.S.A. ... the GSA Way — Continued from page 13

Schedule Identification: 8095

Description: Paint, Unicoat
 Estimated value: US\$500,000-\$1,700,000
 Forecast initial procurement: July 1998
 Contract period: FY 1998-FY 2000
 Procurement method: Indefinite delivery contract
 Contact: Yvonne J. Salas
 Tel.: (206) 931-7082
 Fax: (206) 931-7174

For more information on these upcoming procurements, contact the corresponding contracting officer.

For other forecasted procurements, visit http://w3.gsa.gov/web/iion/con_opp.nsf For general information on the GSA, visit its Web site at <http://www.gsa.gov>; or contact Allison J. Saunders at the Canadian Embassy in Washington D.C., fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

The Canadian Commercial Corporation (CCC) offers a number of services for Canadian companies wishing to do business with the U.S. federal government. For more information, contact Sue Davis, fax: (613) 995-2121, e-mail: suedavis@ccc.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 260 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

New NEXPRO for Ottawa-area High-tech Companies

The Business Development Bank of Canada is launching a New Exporters Program (NEXPRO) tailored to the high-technology sector (and supporting services) in the National Capital Region. The program will help companies, particularly small and medium-sized firms, save time and money by showing them the

steps to developing successful international trade strategies before they leave Ottawa. While much of the focus will be on exporting to the United States, there will also be a global component.

The 10-month program consists of over 100 hours with international trade experts and over 40 hours of

trade counselling with an export advisor on your premises.

Limited space is available.

For more information, contact Maggie L. Maier, Export Advisor, Business Development Bank, tel.: (613) 995-9494, e-mail: maggie.maier@bdc.x400.gc.ca

Pathways to Success ... to Africa

The second edition of *Pathways to Success — Canadian Business in Eastern and Southern Africa* — is a valuable guidebook offering

the perspective of Canadian companies that have tried new things, developed new markets and created new partnerships in Eastern

and Southern Africa. Funded in part by and published on behalf of the Department of Foreign Affairs and International Trade (DFAIT) and the diplomatic/trade offices of Kenya, Malawi, Namibia, Tanzania and Zambia, *Pathways to Success II* offers profiles of the five countries and briefing notes on the New Africa and Canadian business, regional economic organizations, mining in Africa, and contacts in Canada and Africa, as well as a briefing note on Mozambique and Angola. *Pathways to Success II* — along with its predecessor *Pathways to Success: Canadian Business in the New South Africa* — is available, in English and French, from DFAIT's InfoCentre.

How to Win the Export Race

A new practical guide has just been published, in French, for Canadian small and medium-sized businesses interested in getting into exporting. *Comment gagner la course à l'exportation* ("How to Win the Export Race"), by Georges Vigny, is a joint publication of the *Fondation de l'Entrepreneurship* and *Les Éditions Transcontinental*.

The book provides much useful information, including a planning kit for the first business trip

abroad and information on the best market opportunities and key sectors in world markets, as well as a comprehensive directory of resources to assist exporters. A list of Web sites is also included.

For more information, or for orders, contact *Les Éditions Transcontinental*, tel.: 1-888-933-9884 or (514) 925-4993 (Montreal area), fax: (514) 933-8823, Web site: <http://www.gvigny.com>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maecti.gc.ca>

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CanadaExport

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Team Canada:

A Winning Formula for Canadian Industry

by Carol Nadon, Publisher and Editor-in-Chief, Le Journal Commerce International (<http://journalci.infinet.net>)

Team Canada missions are generating tremendous interest across the country among Canadian business people, who are virtually unanimous in supporting and even insisting on these kinds of missions.

The results of the recent Team Canada trade mission to Latin America speak for themselves. Like previous missions, it has triggered a chain reaction throughout Canadian industry.

The value of the contracts signed during the mission attest to its value. More than \$1.7 billion in firm contracts, distribution and partnership agreements and agreements in princi-

ple were concluded, opening the way to business development between Canadian companies and those in the southern hemisphere. New client and distributor networks will open the way for additional markets in the longer term.

Answering the critics

Despite the results, criticism and scepticism have been expressed in some quarters of the general press. Commerce International disagrees with the arguments that challenge the validity of the missions.

Continued on page 6 — Team Canada

The Time — and Price — are Right to Invest in Korea

by David Collins, Minister-Counsellor, Canadian Embassy in Seoul

While investment in Korea is sure to guarantee a roller-coaster ride through 1998, there has never been a better time to establish a long-term presence in this Asian country, especially in portfolio and existing corporate investments. The price is right.

The low value of the Korean stock market and the depreciated won, combined with the modest confidence being restored through the International Monetary Fund (IMF) and the robust commitment to reform being exhibited by incoming president Kim DJ, are making Korea worthy of consideration for investment.

Encouraging investor confidence

With strong support from the IMF, Korean officials are moving quickly to establish the kind of market-driven regime necessary to encourage foreign investor confidence. Foreigners are now allowed to hold up to 50 per cent of listed companies on the Korean stock exchange (to rise to 55 per cent this year) and to buy up to 30 per cent of short-term corporate and other bonds.

Continued on page 7 — The Time

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>



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A Look Back at the Canada Export Awards: Not Just Another Awards Ceremony

Something happened on the way to the Canada Export Awards ceremony last October in Quebec City, which was held in conjunction with the annual meeting of the Alliance of Manufacturers & Exporters Canada. The 600 or so people in the audience were expecting a typical awards show: step up to the podium, accept the award, give a short thank-you speech, exit stage left. That's not what they got.

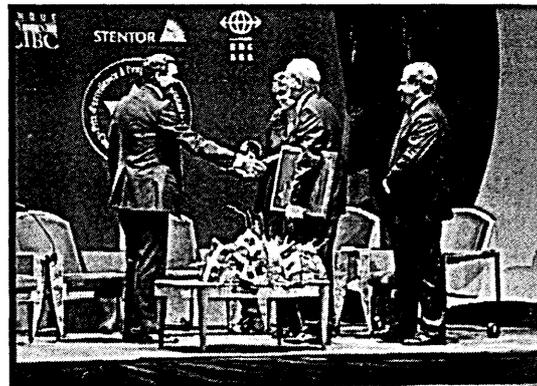
The first hint that this show was going to be different was the venue — not a hotel conference room but a grand old-style theatre, Le Capitole, in the heart of Quebec City.

Clue number two: the stage. No podiums, but five comfortable arm chairs set in a semi-circle around a low coffee table. And the backdrop — colourful billowy sails draped from the ceiling.

The stage itself, designed by Montreal-based Enigma Communications, evoked images of the world's first traders, the Venetians,

introduction of the MC for the ceremony — popular Quebec television talk show celebrity and former host of *Musique Plus*, Sonia Benezra — a novel choice to host a government- and corporate-sponsored awards ceremony.

After her opening remarks, Sonia welcomed her co-host: "I'd like to introduce the person who will be presenting the 1997 Canada Export Awards. Please welcome



From left to right: Ian Gillespie, president of EDC; Sonia Benezra; Lorne Berggren, chairman and CEO of Berg Chilling Systems; Minister Marchi

I've seen enough award ceremonies to know what to expect. However, this one was unconventional to say the least. The interview format was unprecedented in that it allowed absolutely everyone to be at ease; you know — "just be yourself."

Let me "wrap it up" by saying, it was a bundle of fun.

[Wulftec exports stretch-wrapping machinery and equipment.]

Alec Van Zuiden, Wulftec International

Portuguese and Turks, who sailed from port to port selling their wares and returned home with precious commodities. What better setting than Quebec City, with its central port on the St. Lawrence River and the site of Canada's first forays into the world of international trade?

Relaxed atmosphere

As they took in their surroundings, the audience was starting to sense that this ceremony would be different from previous years. Then came the

my co-host, Sergio Marchi, Minister for International Trade." The show had begun.

As the ceremony unfolded, the hosts won the audience over with their charm and wit. It was obvious they were equally at home on stage. This made the evening's recipients and guests also feel comfortable and relaxed — many of whom had expressed concern about this new format and the fact that they would not have prepared speeches to deliver.

Continued on page 8 — Export Awards

CanadExport

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Export (BCFE), Department of Foreign Affairs and International Trade, 25 Sussex Drive, Ottawa K1A 0G2.

Canadian Education Centres Open in Latin America

On the Team Canada Trade Mission to Latin America in January, four new Canadian Education Centres (CECs) were officially opened in Mexico, Brazil, Argentina and Chile.

"Canadians know that a highly educated and trained work force is one of the most important resources in making a country competitive," said International Trade Minister Sergio Marchi at the opening in Mexico City. "Canadian schools have much to offer international students — high educational standards, relatively low tuition fees and an attractive environment in which to study and live."

Enormous potential for Canadian education

The Mexico City CEC first opened its doors to the public in April 1997 and has already proven to be extremely popular, according to CEC Network president Rodney Briggs. Through the remainder of 1997, the Centre received close to 9,300 inquiries from Mexican students interested in pursuing studies in Canada, and the number

of student authorizations issued by Canada to Mexican students in 1997 increased by 675 from the previous year, to 2,175.

"In Brazil, the potential for Canadian education is enormous and growing," says Mr. Briggs. Currently, 30,000 Brazilians study abroad — among them 20,000 in the United States and 6,000 in Europe. "The presence of Brazilian communities in Canada, along with low tuition fees in a safe yet cosmopolitan environment, holds appeal for Brazilian students."

The same can be said for students in Argentina and Chile, where Canada and Canadian education have an extremely positive image.

Boosting Canada's profile

All in all, the new centres — located in Mexico City, São Paulo, Buenos

Aires, and Santiago — will do much to boost the profile of Canadian education in Latin America.

The CEC Network is designed to attract international students to Canada by helping Canadian public and private education providers market their products and services abroad. As subscribers to the Network, Canadian schools and education companies (230 to date) are promoted at the Centres and at education fairs held throughout the host country. The openings in Latin America bring the number of CECs around the world to 14.

For more information, contact David Lysne, International Academic Relations Division, DFAIT, tel.: (613) 996-2041, fax: (613) 992-5965.

Increase in Consular Fees for Specialized Services

As of April 1, 1998, the consular fees associated with certain specialized services have been increased.

The increased fees relate to consular services for legal and notary acts and financial transfers on behalf of individual Canadians. The legal and notary acts involve such activities as administering oaths, authenticating signatures, certifying documents and other services, as detailed in the Schedule to the Consular Fees (Specialized Services) Regulations. The financial transfers are for Canadians in circumstances in which commercial transfer facilities may not be available or appropriate. These fees do not apply to Canadians who are in emergency or other life-threatening situations.

More information on these fees can be found in the January 3, 1998, edition of the *Canada Gazette*, Part I, available from the Department of Foreign Affairs and International Trade (DFAIT) InfoCentre, tel.: 1-800-267-8376. The *Gazette* is also published on the departmental Web site at <http://www.dfait-maeci.gc.ca>

Interested persons and organizations are encouraged to provide their views on the matter. Comments should be sent to the Director General, Consular Affairs Bureau, DFAIT, 125 Sussex Drive, Ottawa, ON K1A 0G2.

Team Canada Inc: A Current Affair

Centre Provides Unique Tool for Food Industry

by Steve Bittner, FRDC, Agriculture and Agri-food Canada

With the globalization of trade and the rapid acceleration of technology, food- and beverage-processing industries more than ever need assistance in order to remain competitive. That is why a number of them look to the Food Research and Development Centre (FRDC) in Saint-Hyacinthe, Quebec, when developing new products and technologies.

A government agency linked with Agriculture and Agri-Food Canada, the Centre has been an essential and unique tool for the Canadian food industry for over 10 years. Its projects, proposed and carried out by the manufacturers, are successful primarily because of its strategic research activities.

Communicating needs and expectations

Composed of industry and business association representatives and created to establish direct contact with business, the FRDC Board of Governors is a place where manufacturers can express their needs, priorities and expectations to the Centre. The Board has provided funds to the FRDC to develop transfer of knowledge activities.

Simple access to R&D environment

Businesses seek the assistance of the FRDC primarily for its industrial program, which gives them a unique opportunity to carry out research and development projects either on their own or in co-operation with technical and scientific personnel at the Centre.

The Centre provides access to its pilot plants, its professionals and its specialized services in fields as advanced as analysis of the permeability of packaging material gases or sensory analysis. The process is supervised from start to finish by the industry.

Judging by its popularity, the Centre's industrial program — certified ISO 9002 in 1996 — appears to be meeting a need: some 400 companies have carried out more than 1,200 high-technology projects since its inception.

Geomar International: successful partner

Geomar International, a multinational company specializing in financial architecture, technology adaptation and international trade, has availed itself of the FRDC's expertise and is now considered to be a partner on international research and innovation projects. Company president Jean Pierre Mathieu believes this industry-government partnership is a major asset both for the partners and for the community as a whole.

"I believe this type of partnership makes it easier to apply discoveries made in government laboratories and

to dovetail research priorities with those of industry," he explains. "It is an effective way of replacing previous subsidy structures and benefits society nationally in our ability to take advantage of the qualified personnel and ultramodern research infrastructures of government laboratories."

Geomar, 70 per cent of whose activities are connected with agri-food, has benefited from this partnership even at the international level. A project carried out in co-operation with the FRDC, the World Bank, the Canadian International Development Agency and the European Union has enabled GEOMAR to contribute scientific and technical expertise to producers of certain products in the Côte d'Ivoire.

"Although the project mainly benefits the Ivorian companies developing their markets, it also helps us to continue perfecting our expertise. The FRDC can take advantage of it to consolidate its international network," says Mr. Mathieu.

For more information, contact Steve Bittner, FRDC, tel.: (514) 773-1105, fax: (514) 773-8461, e-mail: bittner@em.agr.ca. Internet: <http://res.agr.ca/sthya/index.htm>

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

FBC Programs Help Generate \$19 Million in Export Sales

Two dynamic export programs delivered by Food Beverage Canada (FBC) are assisting western Canadian food and beverage companies to generate significant sales in the United States.

In a survey of the 42 companies that have participated in the FBC's Export Packaging Enhancement and Export Regulatory Assistance programs, 12 reported new U.S. export sales of over \$19 million. (The 30 remaining companies are completing their projects before reporting results.) At the same time, 81 full, part-time or seasonal employees were hired by these companies.

Programs enhance export readiness

The underlying objective of the two programs is to enhance a company's ability to meet the challenges of a new market.

The Export Packaging Enhancement Program provides direction and financial assistance in developing packaging, point of sale and related materials for products exported to the United States. The program also increases awareness of the importance of quality packaging and labelling. Assistance is provided for design or redesign of labels, packages and introductory promotional materials, printing plates and tooling costs, as well as the cost of consultations on packaging methodology and technologies.

The Export Regulatory Assistance Program is designed to provide direct financial assistance, as well as direction and advice on means and methods of obtaining product and package approval in the target market. The program encompasses the various elements of the regulatory approval process, including all aspects of food sciences technology and regulatory documentation.

Assistance is provided for food analysis services, product optimization, nutritional labelling, food product development/reformulation, food engineering and process development, sensory evaluation, technical consultations, professional regulatory advice, and costs associated with preparing, processing and expediting documentation.

Repositioning products for the U.S.

Yves Veggie Cuisine, a Vancouver-based manufacturer of healthy fast-food products, took advantage of both programs. According to president Yves Potvin, the programs put the company a year ahead of schedule in exporting into the U.S. market. "The programs forced us to focus on the requirements necessary to export to the U.S.," explains Mr. Potvin. "We were able to reposition our product properly and professionally, which, in the end, moved us along more quickly."

Steady increase in participants

Paul Murphy, president of FBC, has seen a steady increase in the number of companies taking advantage of the programs since their inception three years ago. "This increase, coupled with the positive survey results, indicates the validity and value of the programs to participating companies," says Mr. Murphy.

The FBC offers a number of workshops and seminars to assist companies approaching export readiness. Mr. Murphy points to the networking and building of relationships with relevant agencies in the United States and other target countries as integral components of the programs and workshops.

The FBC's programs are open to companies in Manitoba, Saskatchewan, Alberta and British Columbia. All programs and services reflect the association's mandate to develop and implement export strategies and programs that strengthen and increase its members' share of global markets.

For more information on these or other FBC programs, contact Paul Murphy, tel.: 1-800-493-9767 or 486-9679 (Edmonton area).

CanadExport-On-Line

<http://www.dfait-maeci.gc.ca/english/news/newslet/canex>

EDC Support for Smaller Exporters Jumps Again

More small Canadian companies are doing more export business in more international markets while benefiting from Export Development Corporation (EDC) services, according to the corporation's year-end results.

In 1997, the number of smaller exporters using EDC services rose 20 per cent from the previous year, to a record 3,243, and the value of their

exports grew 23 per cent, to \$4.8 billion. Smaller exporters now account for 87 per cent of EDC's customers.

"In the three years since we introduced dedicated services for smaller exporters, we've seen that part of our customer base expand by 80 per cent and the value of their exports double," says John Hutchison, EDC vice-president of SME (small and medium-sized enterprise) Services.

"And the growth isn't all in the United States. Smaller exporters closed deals in more than 130 countries with EDC backing last year.

"Every year, thousands of small and medium-sized exporters prove to themselves, to the Canadian economy and to foreign buyers that no company is too small to export," adds Hutchison. "We want them to know that no exporter is too small for EDC."

Team Canada: A Winning Formula — *Continued from page 1*

One criticism is that the contracts signed in the presence of political leaders were merely the end of a lengthy procedure begun outside the framework of the mission, with the actual signing simply being a public relations exercise. This attitude betrays a misunderstanding of the nature of negotiations and the sometimes tortuous route one must take to reach a final agreement.

A visit by such a high-level trade mission creates tremendous momentum in the host country and can sweep away any pockets of resistance in the decision-making chain, making it easier to close a deal. This is especially true in Latin countries, where perception and prestige are very important.

Team Canada trade missions also have a definite impact on the conclusion and follow-up of trade representation agreements by distributors.

Concrete proof

The successes possible under the auspices of Team Canada missions often transcend the very concept of

international trade. Apart from the agreements made between foreign and Canadian partners, Canadian corporations may form partnerships or complement one another's areas of expertise.

Such was the case on the recent mission for Simon Reids Collins. In partnership with Tecslut International Limited of Montreal, the Vancouver company won an implementation agreement for two World Bank projects, valued at \$9 million. The companies will be joining forces as forestry consultants in the Argentinean government's reforestation program.

The Team Canada missions also provide an opportunity to establish solid interprovincial trade. Proof of this lies in the latest achievements of International Publishing and Development (IPD), headquartered in Abbotsford, BC. This producer of print, multilingual CD-ROM, and Internet versions of a catalogue advertising Canadian companies obtained advertising contracts from 126 Canadian companies it met on

the Team Canada visit, not to mention two catalogue production contracts — with an Argentinean firm and a Chilean government agency.

Promising market for Canadian exporters

Latin America is seeing an increase in population and number of young households, as well as a rise in per capita GDP. This in turn is increasing the demand for consumer goods and housing.

Against aggressive European and U.S. competitors, Canada has major advantages in South America, in particular product quality and the dollar's favourable exchange rate. From all the evidence, the Team Canada missions can help link Canadian companies with those of Latin America and even accelerate the conclusion of an agreement with the MERCOSUR countries.

There will undoubtedly be other Team Canada initiatives in the southern hemisphere following April's Summit of the Americas in Santiago — they will be worth keeping an eye out for.

EDC Continues to Support Exports to Asia

Canadian companies doing business in Southeast Asia are being reassured that Export Development Corporation (EDC) continues to support their export sales and investments with specialized financing and risk management expertise.

Despite recent declines in investor confidence in Southeast Asia as a result of the current financial crisis, EDC is increasing its business activity in the region and is well positioned to help Canadian exporters maintain their long-standing presence in many key markets.

"While there is no question that risk of doing business in Asia has increased, thus posing significant selling and financing challenges for exporters, EDC is there to help shoulder the risks and convert challenges into opportunities. We are in there for the long haul," says EDC president and CEO A. Ian Gillespie.

Export credit insurance (both for the short and the medium term), financing, guarantees and bonding programs are all available. EDC's insurance policies can protect exporters against various losses due to com-

mercial and political risks. Buyer insolvency, repudiation of goods, contract termination, foreign exchange and transfer difficulties are just some of the risks that may be covered.

For more information, contact one of EDC's regional offices in Vancouver, Calgary, Edmonton, Winnipeg, London, Toronto, Ottawa, Montreal, Moncton and Halifax, or call 1-888-332-3320. Companies with annual sales under \$1 million can call EDC's Emerging Exporters Team at 1-800-850-9626.

The Time — and Price — are Right — *Continued from page 1*

These new rules have led to sufficient confidence among Korean banks to talk about offering new bond issues — plans that were shelved in early December 1997.

Recently passed laws allowing foreign mergers and acquisitions in the financial sector have also spurred interest in possible acquisitions and strategic investments on the part of large international banks such as Citibank.

Investors returning to the stock market

Both foreign and domestic investors are returning to the stock market, buying up shares at often bargain-basement prices. While the primary focus has been on so-called blue-chip firms such as the Pohang Steel Company (POSCO) and the Korea Electric Power Company (KEPCO), the overall stock market has benefitted from strong buying activity. Some firms report that their holdings are now already at the maximum 50-per-cent foreign ownership allowed.

Joint ventures the recommended route

Many Korean firms are looking for fresh capital, and, with the low value of the won, the price to buy in is very affordable. Recommended buys for Canadians are joint-venture firms in which the opportunity

exists for the Canadian company to increase its share in the business.

Representatives of many multinational firms are combing Korea for bargain opportunities in industrial sectors such as information technology and automotive. Ford is reportedly looking closely with Samsung at buying into Kia, an automotive company currently in receivership.

Several large Canadian firms have also expressed interest in corporate investment/joint ventures in Korea. Much of this is being worked through healthy foreign merchant banks established in the country, such as Chase and Schroeders. Not surprisingly, a large number of U.S. and European executives are now in Korea on these investment quests.

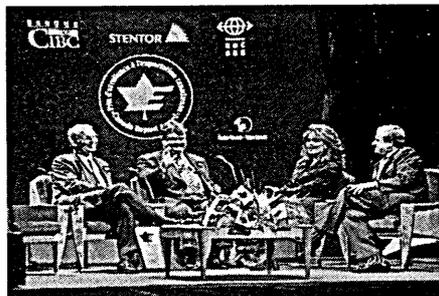
Caveat emptor rule still applies

It should be noted that the opportunities now being offered will appeal mainly to investors who are not adverse to taking risks; it is also true that many existing investors are reviewing their exposure.

However, not only will investors benefit from the regained health of corporate Korea over time, but there is also the possibility that such an investment will be

Continued on page 11 — The Time

Canada Export Awards Ceremony — Continued from page 2



From left to right: David Morrison, vice-president and Terry Graham, president of Image Processing Systems; Sonia Benezra; Minister Marchi

Pride and professionalism

But throughout the ceremony, along with the humour, the sincerity and pride, the professionalism and dedication of all the participants was obvious.

As Minister Marchi noted, "Our winners and others have helped Canada come of age. We're finally feeling confident about who we are and what we can do, and the momentum is tremendous. The challenge for all of us is to keep it going."

Asked by the Minister for advice for companies that haven't tried exporting, Berg Chilling Systems' Lorne Berggren didn't hesitate in his response: "Don't be afraid."

The ceremony was great. Sonia Benezra and Minister Marchi were the perfect hosts. This wasn't your typical show where everyone gets up, gives his or her speech and leaves. There was some chemistry on stage, where people actually talked to each other and to the audience. It was a breath of fresh air and we had a wonderful time.

Terry Graham,
Image Processing Systems

Step right in. It's not as hard as it seems. It's formidable, but you can do it." Added Terry Graham of Image Processing Systems, "Get to the foreign market. You're not doing any good sitting behind a desk in your office."

Repeat performance?

After the show, everyone approached by *CanadExport* was unanimous in their opinion: it was the best awards show yet, and it was fun.

All things being equal, there may be a repeat performance this October in Calgary where the 16th annual Canada Export Awards will be presented.



Reminder!

Applications Invited for 1998 Canada Export Awards

On March 9, International Trade Minister Sergio Marchi formally launched the call for applications for the 1998 Canada Export Awards.

Each year, 10 to 12 Canada Export Awards for overall export achievement are selected. Minister Marchi will present the awards in Calgary, Alberta, on October 5, 1998.

"Now, more than ever, exports, which account for 40 per cent of Canada's GDP, are vital to our economic growth and to job creation for Canadians," said Mr. Marchi. "The Canada Export Award is one of the highest tributes exporters can receive. It recognizes the tremendous contribution that Canadian exporters are making to our livelihood and prosperity. I strongly encourage

exporters from all parts of the country to apply for this special award."

Again this year, the program's corporate sponsors — CIBC, Export Development Corporation, and Teleglobe Inc. — will each recognize one of the winners in the areas of job creation achievement, smaller exporter achievement, and innovation and technology achievement.

Since the program's inception in 1983, 190 Canadian exporters, selected from over 3,200 applications, have received the prestigious Canada Export Award.

The deadline for receipt of applications is April 15, 1998. For information, contact Beverly Hexter, tel.: (613) 996-2274, fax: (613) 996-8688, internet: <http://www.infoexport.gc.ca>



Focus on Multilateral Agreement on Investment



The Right Deal at the Right Time

Canada is currently negotiating a Multilateral Agreement on Investment (MAI) with the 29-member Organization for Economic Cooperation and Development (OECD) and the European Community.*

Canada is a trading nation. It relies heavily on international trade to secure its economic livelihood and to create jobs for Canadians.

The two key components of international trade — exports and investment — go hand in hand; together they are the engines that drive the Canadian economy.

Exports account for over 40 per cent of our gross domestic product and for one of three Canadian jobs. It is estimated that every \$1 billion of exports sustains about 11,000 jobs in Canada. Likewise, it is estimated that every \$1 billion of foreign investment in Canada sustains 45,000 jobs for Canadians over five years.

For the past 50 years Canada has been at the forefront of negotiating multilateral agreements in trade and investment. With the signing of the General Agreement on Tariffs and Trade (GATT) and the creation of the World Trade Organization (WTO), there now exist clear, accountable and transparent international rules for trade in goods and services.

When the International Monetary Fund and the World Bank were created, when the General Agreement on Tariffs and Trade was created, when the General Agreement on Trade in Services was created — in fact, every time an important multilateral agreement of any kind was created — Canada was there at the table.

Minister for International Trade Sergio Marchi

Yet there exists no similar framework for global rules on investment despite the fact that world investment is growing twice as fast as world trade.

From 1991 to 1997, average annual export growth worldwide

was 7 per cent, while foreign direct investment (FDI) reached 17 per cent. Similar figures apply also to Canada, which has seen investment coming into the country almost double to \$180 billion in the last 10 years and Canadian investment abroad soar to \$171 billion, a 164-per-cent increase in 10 years.

As a medium power, Canada fares much better when there are transparent rules to guide nations' behaviour.

This is why an internationally accepted set of rules for the treatment of foreign investment is highly desirable in today's global economy.

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* Australia, Austria, Belgium, Canada, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Japan, Korea, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States.

Focus on
**Multilateral Agreement
on Investment**

The Right Deal at the Right Time — Continued from page I

The current negotiations are limited to the members of the OECD. But the game plan for Canada, and perhaps the true value of the negotiations, is to develop an agreement that would eventually serve as the foundation for a worldwide treaty negotiated through the WTO, whose membership is 130 countries strong.

"The treatment of foreign investment remains unpredictable in many countries," says Minister for International Trade Sergio Marchi, "particularly in developing countries outside the OECD.

"And these are countries that represent the emerging markets in which Canadian exporters need to be able to confidently invest and expand if they are to succeed in the international marketplace."

The Canadian government has been strongly encouraging Canadian business to continue to diversify its markets beyond the United States. To do this, Canadian investors have to feel confident that they will be treated fairly in other countries, just as foreign investors are treated in Canada.

In a nutshell, this is exactly what the MAI proposes to do.

"We already have clear, transparent and fair rules for foreign investment in Canada," says Minister Marchi. "The right kind of MAI would ensure the same kind of treatment for Canadians abroad, without requiring us to substantially change what we are already doing."

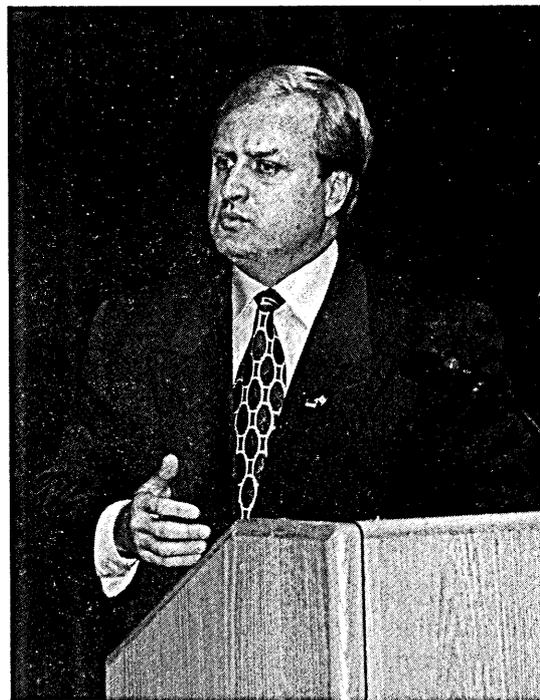
The MAI rules would not be new, according to Marchi. They would be consistent with Canada's existing legislation and policy as contained in the North American Free Trade Agreement (NAFTA) with the United States and Mexico, namely:

- non-discriminatory treatment between foreign and domestic investors;
- the expropriation of investment property would be for a public purpose, be done fairly, and be accompanied by prompt and equitable compensation; and
- access to effective dispute settlement.

The right deal at the right time, not any deal, any time

However, Minister Marchi has made it clear that Canada will not consent to become part of the proposed MAI unless certain conditions are met.

"Participating in negotiations does not commit us in advance to signing whatever deal happens to result from the process," he says. "A deal that meets Canada's interests and requirements would be a good thing for Canada. But if these negotiations don't produce such a deal, we can live without it, for however long it takes. Canada wants the right deal at the right time, not any deal, any time."



At the end of the day, a deal is worth accepting only if it supports our Canadian values and advances Canadian interests.

Minister for International Trade
Sergio Marchi

The MAI must contain the following provisions for Canada to become a signatory.

It must include ironclad reservations — at both the national and provincial levels — that completely preserve Canada's freedom of action in health care, social programs, education, culture, programs for Aboriginal peoples and programs for minority groups.

"In other words," Marchi states, "we will not accept any restriction on our freedom to

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Right Deal*

Focus on
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The Right Deal at the Right Time — *Continued from page II*

pass future laws in these areas, or any commitment to gradually move our policies into conformity with MAI requirements.”

Anyone who played hockey as a kid or who has children playing hockey now will remember what all good coaches tell their young players: "You can't score if you don't shoot." The same is true of international trade negotiations: You can't score a good deal if you don't take your best shot at negotiating it.

Minister Marchi

With regard to Canadian culture, it is simply not negotiable. The Government will not accept an MAI unless Canada's cultural industries are exempted from any potential agreement. As well, Canada will safeguard its supply management regime and management of its natural resources.

Furthermore, there are important questions as to how the MAI approaches broader issues such as labour and environmental standards. Given that environment is a shared jurisdiction and labour is 90 per cent provincial, the Government wants to take all the time necessary to consult fully with the provinces and territories, as well as other interested parties.

On this issue, however, Minister Marchi is clear that the Government will not accept any limitation on Canada's ability to protect the environment or to maintain high labour standards.

“Canada is also pushing for provisions that will not allow other countries to lower their labour standards to attract investment,” adds Marchi.

As well, Canada is firmly committed to pressing for clear provisions in the MAI that address extraterritorial applications of laws on investment, such as the U.S. Helms-Burton Act.

The Government will take the time to consult fully with Canadians

These are issues that will require extensive consultations

Being afraid to participate in trying to shape progress is not the Canadian way. I assure you that even less will we ever fear to stand up for and protect Canada's interests and values.

Minister Marchi

with all interested parties in Canada, from governments to citizens. This is why Canada intends to take as much time as it needs to carry out these consultations.

To this end, the federal government continues to consult widely with provincial and territorial governments, non-governmental organizations and

Canadian businesses to seek their input. To date, a great many organizations have been consulted through correspondence or meetings, including the Canadian Environmental Law Association, the Canadian Labour Congress, the Canadian Chamber of Commerce, the Council of Canadians, the Canadian Council on International Business, the Business Council on National Issues, the Canadian Federation of Agriculture, the Dairy Farmers of Canada and the Information Technology Association of Canada, among many others.

The Government is also engaged in consultations with Sectoral Advisory Groups on International Trade, which are made up of representatives of small and medium-sized enterprises, financial institutions, business associations and the academic community.

The House of Commons Sub-Committee on International Trade has also held hearings on the MAI to give Canadians from coast to coast an opportunity to express their views on the MAI. The all-party Sub-Committee's report recommended that Canada continue to participate in the negotiations

*Continued on page V —
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Focus on
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The Facts

Open and Extensive Consultations

- The start of the MAI negotiations three years ago was publicly announced, and the Government has openly outlined its objectives and bottom lines, and is consulting extensively with the provinces and territories, the private sector and other organizations.
- The House of Commons Sub-Committee on International Trade has held public hearings on the MAI at the request of the Minister for International Trade, and parliamentarians have received briefs and information on the issue.

The Negotiation Process

- Participating in the negotiations does not commit Canada to signing any kind of deal that happens to result from the process. Canada will sign only a deal that meets its national interests and requirements.
- Canada is at the negotiating table to try to shape an agreement that reflects Canadian interests and values.
- If the negotiations don't produce such a deal, Canada will not sign.

Sovereignty

- Central to the MAI is the principle of equitable treatment of foreign and domestic investors. Foreign firms, like domestic firms, would still be required to comply with all Canadian laws and regulations that affect businesses operating in Canada. The MAI would in no way be a charter of special rights for multinationals.
- Canada will retain its foreign ownership limits in sectors such as transportation, energy, broadcasting, telecommunications and financial services. Canada will retain the right to set foreign ownership limits when privatizing Crown corporations.

- The vast majority of other Canadian laws and regulations do not distinguish between foreign and domestic companies, and therefore are already consistent with the principles of the MAI.
- The MAI would allow Canada to withdraw from the agreement after five years. Provisions of the MAI would continue to apply only to investments that are in place at the time of withdrawal for a further 15 years.
- This provision provides essential security and protection for Canadian investors making considerable capital commitments abroad. It also helps to alleviate the risks faced by small and medium-sized businesses when they invest abroad.

Health Care, Education and Social Programs

- The Government will not accept an MAI unless it contains ironclad reservations, with no standstill or rollback, at both the national and provincial levels, that completely preserve Canada's freedom to act in key areas, including health care, social programs, education, culture, programs for Aboriginal peoples and programs for minority groups. Canada will retain its ability to maintain existing measures and to introduce new ones. These areas are not negotiable.

Culture

- The Government will not accept an MAI unless Canada's cultural industries are exempted from any potential agreement. Canada's culture is not negotiable.

Treatment of Foreign Investors

- Foreign companies, like domestic companies, would remain subject to all Canadian laws and regulations applicable to businesses operating in Canada. This is fully compatible with the non-discrimination principle of the MAI.

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The Facts

— Continued from page IV

- Foreign companies failing to comply with Canada's laws and regulations would be subject to the same fines and penalties that domestic companies face.
- Under current Canadian law, companies — whether domestic or foreign-owned — can already submit claims to Canadian courts if they believe that they have been unfairly treated by the Government.
- As proposed in the MAI, an investor-state arbitration provision would ensure that foreign investors have recourse to fair, transparent arbitration. This is especially important for the protection of Canadian investors abroad, but it would not limit Canada's freedom of action in key areas such as health care, social programs, education, culture, and programs for Aboriginal peoples and minority groups.
- Canada will accept only an MAI that has a narrow interpretation of "expropriation" whereby legislative or regulatory action by government in the public interest is not expropriation requiring compensation, even if it has adverse profitability consequences for companies or investors.

Labour

- All corporations, both domestic and foreign, are currently required to look first to the Canadian labour market when hiring employees. This will not change.

Investment Incentives

- Canada already respects existing international rules that limit performance requirements on either domestic or foreign investors. But the MAI would still allow governments to set conditions, such as job creation or research and development, when granting incentives to domestic and foreign companies.

Extraterritoriality

- Canada continues to push for provisions in the MAI against the extraterritorial application of laws on investment, such as the U.S. Helms-Burton Act. The Government believes that an effective set of rules for international investment should address this issue. Δ



The Right Deal at the Right Time

— Continued from page III

and has offered valuable advice on the objectives Canada should seek.

The bottom line: a good deal for Canada

The final outcome of the negotiations, and whether or not Canada agrees to sign the agreement, is at this time still unknown.

"The one thing I foresee is a happy ending for Canada, whatever happens," says Minister Marchi. "If there is an agreement that meets all our requirements, we will sign it and welcome another step forward in the development of the world's trading system. If our requirements are not met, we will not sign — and we will still

continue to attract investment as a country known for openness and fairness."

For more information on the MAI, contact the DFAIT Info-Centre, tel.: 1-800-267-8876 or 944-4000 from the National Capital Region. Δ

Focus on
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on Investment**

Why Foreign Investment is Important to Canada

Canada's economic performance is increasingly linked to international trade and investment. Over the past 25 years, the liberalizing of the world trading system and the opening of global markets to Canadian goods and services have helped make export performance a key engine for the Canadian economy. Along with these developments, over the past decade foreign direct investment (FDI) in Canada has become one of the principal sources of economic growth and job creation.

FDI in action

Foreign direct investment is capital that a company puts into another country in a plant, a local company, a property or other entity. A foreign auto maker, for instance, may decide to locate or expand one of its plants in Canada. To do so, it invests in the construction or expansion of the plant. This creates temporary construction jobs, as well as permanent, highly specialized jobs. The company invests in Canada in the expectation of a profitable return down the road. Its investment in turn generates benefits to the community through taxes and the purchase of goods and services from local business. This is FDI in action.

Canada has much to offer foreign investors. Our labour force is one of the most highly skilled and best educated in the

the cost of doing business in 42 cities in North America and Europe, Canada is the most cost-competitive country in which to invest.

10 Reasons to Invest in Canada

- Gateway to the world's richest market — the NAFTA
- G7 leader in economic growth (OECD Report)
- Educated, skilled and cost-effective workforce
- Healthy labour relations
- Most generous G7 R&D incentives
- World-class business skills and services and business costs lower than the United States and Europe
- Superior transportation and telecommunications infrastructures
- Abundant raw materials and low-cost energy
- Supportive government policies
- Best country to live in (UN Report)

A positive and secure environment for investment, both foreign and domestic, is crucial to continued economic growth. Investment in plant equipment and processes is fundamental to Canada's long-term competitiveness. Foreign direct investment brings not only immediate benefits but also access to global technology and management expertise.

Investment in research and development creates new products and processes that will increase our productivity and make Canada more competitive internationally.

Investment creates jobs

Foreign investment benefits all regions of Canada. Investments by Toyota in 1995 led to 2,400 new jobs in Ontario; Sweden's Ericsson Communications helped create 700 jobs in Quebec; the U.S. pharmaceutical giant Merck-Frosst established an R&D centre that created 200 jobs in British Columbia; and another U.S. company, Greenbrier Rail

*Continued on page VIII
— Why Foreign Investment*

world. Canadian infrastructure — roads, airports, ports, plants, equipment — is among the most sophisticated in the world. The Canadian private sector is competitive and knowledge-intensive, especially in telecommunications, biotechnology, computer software, medical devices, pharmaceuticals and ocean technologies. With excellent health care and education systems, our quality of life is among the best in the world.

In fact, for the past four years, the United Nations Human Development Index has ranked Canada as the best country in which to live. And according to a recent KPMG study comparing

Focus on
Multilateral Agreement
on Investment

Canada's Investment Agreements and Negotiations

For decades, Canada has pressed to develop agreed rules on international trade and investment, having successfully negotiated investment rights and obligations with many countries.

North American Free Trade Agreement

The investment provisions of the North American Free Trade Agreement (NAFTA) have furnished a blueprint for the Multilateral Agreement on Investment. The NAFTA, based on the earlier Canada-U.S. Free Trade Agreement, provides for comprehensive rules governing both inward and outward investment.

Central to the NAFTA obligations is the principle of non-discrimination. A NAFTA country must treat investors from another NAFTA country as it would its own investors. This requirement ensures that a Canadian firm has the right to establish an investment in Mexico on the same terms and conditions as Mexican investors. The NAFTA also guarantees that investors receive equitable access to prompt compensation in instances of expropriation.

The principles of non-discrimination and assured protection are strengthened by effective provisions for the international arbitration of investment disputes, including those that may arise between investors and NAFTA government signatories. The arbitration of investor-state disputes ensures that investors have recourse to fair and transparent proceedings, something that is particularly relevant in expropriations. Under Canadian law, the principle already exists that companies, whether domestic or foreign-owned, may submit claims to Canadian courts if they perceive unfair or illegal treatment by the Government.

NAFTA disciplines require monopolies and state enterprises to behave in a non-discriminatory manner. Rules in the agreement govern the circumstances under which investors, executives and specialists may work in other NAFTA countries on a temporary basis. Governments in Canada retain their right to regulate, the only condition being that they cannot discriminate between domestic and foreign investors while doing so.

By being on an equal footing with their Canadian counterparts, investors from NAFTA partners are required to comply with the environmental, labour, health and safety, municipal zoning, and all other laws and regulations that affect businesses in Canada. Canada negotiated exceptions to the NAFTA's general principles to maintain certain foreign investment restrictions in sectors such as air and marine transport, telecommunications, social and health services, and cultural industries. Canada also retained its ability to review major mergers and acquisitions under the Investment Canada Act.

Foreign Investment Protection Agreements

Canada's Foreign Investment Protection Agreements (FIPAs) are bilateral, reciprocal treaties that promote and protect foreign investment through legally binding rights and obligations based on the same principles found in the NAFTA. These agreements protect Canadian investors and their investments by securing non-discriminatory treatment, transparency, unfettered transfer of funds, restrictions against trade-related investment measures, equitable compensation in the case of expropriation, and recourse to state-to-state and investor-to-state dispute settlement.

Within Canada's overall foreign investment strategy, FIPAs complement both the NAFTA and the MAI negotiations. Since 1989, Canada has negotiated 24 FIPAs with countries in Central Europe, Latin America, Africa and Asia. Canada is currently negotiating some 33 other investment agreements with other countries, notably China and India.

World Trade Organization

The conclusion of the Uruguay Round and the inauguration of the World Trade Organization (WTO) in 1994 have given rise to new multilateral rules governing trade and investment.

The WTO Agreement on Trade-Related Investment Measures (TRIMs) prohibits members from imposing

Continued on page VIII — Canada's

Focus on
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on Investment**

Canada's Investment Agreements and Negotiations — *Continued from page VII*

or maintaining certain investment-related measures that adversely affect trade in goods. Examples of such measures are requirements on local content, trade balancing, import substitution, foreign exchange and export limitation.

The General Agreement on Trade in Services (GATS) also contains provisions affecting investment. Providing services in a foreign country often requires the establishment of a commercial presence (branch, subsidiary, representative office, etc.) and the making of an investment.

Subject to certain exemptions (such as those for telecommunications, transportation and financial services), the GATS eliminates discrimination between foreign and domestic service providers. The GATS also establishes requirements on transparency and provides a framework for negotiating specific commitments on market access.

As with other WTO commitments, general dispute settlement provisions apply to the investment rights and obligations of the Agreement on TRIMs and the GATS. Δ

Investment and MAI Highlights

- Canada already provides the highest standard of investment protection in the world. Under the MAI, Canadian investors would get the same standard of treatment abroad.
- There are two underlying principles to the MAI: equal treatment of investors and protection of foreign investment.
- At the core of the MAI is national treatment — governments must treat all investors the same, whether they are domestic or foreign.
- Under the MAI, Canadian investors would get a basic level of protection for their investments in foreign countries.
- For Canada, culture simply is not negotiable.
- Canada would accept only an MAI that allows it full freedom of action to shape and advance its policies and practices regarding health, education and social services.
- A dispute settlement process that provides for a fair and impartial hearing would ensure that signatories to the MAI live up to agreed standards of treatment.

Why Foreign Investment is Important to Canada — *Continued from page VI*

Cars, helped create 900 jobs in Nova Scotia. Last year Stora, a Swedish pulp and paper company, made the biggest single investment in Nova Scotia's history; its \$750-million investment in Port Hawksbury is creating more than 1,000 new

construction jobs and will provide several hundred full-time jobs after completion of the plant and installation of machinery.

The contribution of foreign investors to Canada's economic

strength is significant, in terms of both job creation and economic activity. These benefits are achieved by laying the foundations for a stable and fair foreign investment climate at home and abroad. Δ

Doing Business in the U.S.A. ... the GSA Way

The General Services Administration (GSA) negotiates with vendors to create open-ended contracts called "schedules," which U.S. federal government departments may use for easy and efficient procurement. It takes between four and six months to negotiate a schedule contract with the GSA.

The information listed below was current at the time of going to press; changes may have occurred in the interim.

Schedule Identification: 81-Containers, Packaging, and Packing Supplies

Description: Plastic bags and plastic sheets
Estimated Value: US\$3,000,000
Forecast initial procurement: August 1998
Contract period: FY 1998
Procurement method: Negotiated
Contact: Lonnie Cummings
 Tel.: (212) 264-2497
 Fax: (212) 264-1780

Schedule Identification: N/A

Description: Sealing compounds,
 Brand name (8374)
Estimated value: US\$500,000-\$600,000
Forecast initial procurement: August 1998
Contract period: FY 1998
Procurement method: Indefinite delivery contract
Contact: LaRaine Rosenow
 Tel.: (206) 931-7095
 Fax: (206) 931-7174

Schedule Identification: V-Transportation, Travel and Relocation Services

Description: Travel management centre for the Far East
Estimated value: US\$2,500,000
Forecast initial procurement: August 1998
Contract period: FY 1998
Procurement method: N/A
Contact: Jacqueline Sullo
 Tel.: (415) 522-2838

For information on these upcoming procurements, contact the corresponding contracting officer. For more forecasted procurements, visit http://w3.gsa.gov/web/iion/con_opp.nsf. For general information on the GSA, visit its Web site at <http://www.gsa.gov>; or contact Allison J. Saunders at the Canadian Embassy in Washington D.C., fax: (202) 682-7619; e-mail: allison.saunders@wshdc01.x400.gc.ca. The Canadian Commercial Corporation (CCC) offers a number of services for Canadian companies wishing to do business with the U.S. federal government. For more information, contact Sue Davis, fax: (613) 995-2121, e-mail: suedavis@ccc.ca

Opportunities, Opportunities, Opportunities

UNITED KINGDOM — An importer and distributor of angling products and country and game wear is interested in buying from Canadian manufacturers and exporters. Contact M. Jenner or F. Jenner, Proprietors, Fishing Tackle Importer & Distributor, 23 St. John St., Lord Mayors

Walk, York YO3 7QR, England, tel.: 0044(0) 1904 634344, fax: 0044 (0) 1904 673510.

UNITED STATES — A minority-owned U.S. construction company is seeking a potential Canadian construction company partner to jointly explore

business opportunities in Canada, the U.S. and overseas markets. Contact Manuel M. Ellenbogen, Business Development Officer, Canadian Embassy, 501 Pennsylvania Ave. NW, Washington, DC 20001, fax: (202) 682-7619, e-mail: manuel.ellenbogen@wshdc01.x400.gc.ca

Fledgling Quebec Company Makes its Debut ... in Cuba

Cuba affords all kinds of opportunities for small and medium-sized Canadian businesses, as Morency Consultants, a new Sainte-Foy, Quebec, company that has chosen this market to get into exporting, recently discovered.

It was during his Cuban vacation in 1995 that future company president Jean Morency discovered the many tourism and business opportunities afforded by the island.

"We began with market studies in Cuba's tourism sector," says his sister and country vice-president Edith Morency, "and found that the country afforded many opportunities for Canadian products."

It was in this way, on the strength of their many contacts in Cuba, that the two young partners launched into the exporting business.

First sales

Morency, which negotiates sales contracts for Canadian suppliers with Cuban clients, made its first sale on the island last November.

"We sold about US\$400,000 worth of 'snack packs' [small packages of dried fruits and mixed nuts]," says Ms. Morency — about one container per month over a one-year period."

The negotiations, which took nearly six months, were all the more difficult because the partners had to go door-to-door giving samples

to each store in the island-wide distribution chain. In return, Morency obtained outlets throughout the country.

Says Ms. Morency, "You have to be very patient to do business in Cuba. It's a painstaking procedure. Communications are difficult, and products must conform to the modest purchasing power of the Cubans. One trick is to sell your product in small packages, making it more affordable."

Tricks of the trade

Even though Mr. Morency made his debut alone, he nevertheless found that the Canadian Embassy in Havana could be of great help.

"The Embassy is highly involved and offers first-class services," says Ms. Morency. "From Trade Commissioner Roberta Cross to officers Tino Romaguera and Gloria Rodriguez, all were very helpful in doing research on the expertise and reliability of the Cuban companies."

Morency, which specializes in the Cuban market, has already derived benefit from its many efforts, with the recent shipment of a number of

containers and negotiations under way for food, plastic and chemicals.

Says Ms. Morency, "It's a long-term market — one that requires constant on-site follow-up. Personal contact is very important. And you must speak Spanish."

Local representation

Morency, which actively represents a dozen or so Canadian companies in Cuba, is working to establish a group of companies with common permanent representation there, at a very affordable rate.

"Since business does not advance at the same pace as here, the key to success in Cuba is to follow up constantly and to develop a relationship of trust; that's what we offer Canadian companies wishing to export there."

For more information on Morency Consultants (which is registered with the WIN Exports network — see box below) and its large network of contacts in Cuba, contact its vice-president Edith Morency, tel.: (418) 651-7989; fax: (418) 651-5427, e-mail: jmorency@qbc.clic.net

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



New Brunswick Company Makes Strategic Sale in Brazil

Exporter to New Market

Universal Systems Ltd. has just added another hydrographic office to the list of users of its CARIS Geographic Information System (GIS), after signing a contract in Brazil during the recent Team Canada trade mission to Latin America.

The Fredericton company of 75 people came up the winner for a tender to provide a data production/information system for the Brazilian Hydrographic Office.

Four other competitors — from the United States, the United Kingdom and Germany — were vying for the initial contract, which Universal won on the merits of its superior technology.

Contract clincher

“One of the keys to the sale,” says Universal’s Account Executive for Latin and South America

Levin Rodriguez, “was the ability of our software CARIS to cover the day-to-day operational workflow of a hydrographic office.”

In addition, with CARIS being used in over 40 hydrographic offices around the world, the Brazilians had no shortage of references to contact.

“They quickly realized the benefits being enjoyed by all those users,” says Rodriguez, “and they took the advanced implementation of CARIS at the Canadian Hydrographic Service as a model for their future system.”

Universal first heard about the opportunity through Rodriguez, who spends much of his time in the region.

Understanding the market

“The business culture in Brazil is slightly different from ours,” Rodriguez says, “so the best way to do business there is by teaming up with a local partner or forming an alliance.”

He also recommends checking with the trade commissioner at the local Canadian embassy or consulate, who can offer guidance on local marketing procedures.

“Our participation in the Team Canada mission was a real plus,” Rodriguez adds, “even though it represented the icing on the cake for our contract in Brazil, which was finalized last November — after a year-long tendering process.”

Universal came back from the mission with lots of contacts, as well as a partnership agreement in Argentina to further promote and support the company’s CARIS software.

“Going down to Latin America with the Prime Minister means that a lot of doors are opening up,” says Rodriguez. “That’s what we also experienced during last year’s mission to Southeast Asia.”

Universal now does business on every continent (except Antarctica), with its flagship product being used in fields

such as mining and geology, hydrography, port management, topography, transportation and forestry.

For more information on Universal Systems Ltd., contact company Marketing Communications Co-ordinator Craig Young, tel.: (506) 458-8533, fax: (506) 459-3849.



Lt. Commander Pimenta (Brazilian Navy), Prime Minister Jean Chrétien, Premier Ray Frenette, and Dr. Salem Masry, president and CEO of Universal Systems Ltd.

The Time and Price — Continued from page 7

repaid on the expected stabilization of the won in coming months. Now trading in the 1700-1800 range to the U.S. dollar, the won is expected to settle back to 1300-1400 in due course.

Economic recovery will depend on the ultimate commitment of the government to reform and the management of what is shaping up to be a contentious labour situation in 1998. Certain sectors, particularly the newer service and non-traditional sectors, will respond more effectively to reform than the older heavy and medium industrial sectors.

The Embassy will continue to work with selected Canadian firms interested in current investment opportunities. For those who believe in the long-term future of the Asian market and the continuing rise, if temporarily abated, in the prosperity of this huge market, the time to invest in Korea is here.

A Chance to Explore Multimedia Opportunities in Germany

BERLIN, MUNICH, STUTTGART — April 22-29, 1998 — Canadian companies are invited to explore the dynamic multimedia market in Germany by participating in a multimedia delegation to these three German cities.

The activities in Berlin (April 22 and 23) will include a "Doing Business in Germany" briefing and a tour of the renowned Babelsberg

High Tech Centre and Film Studio, as well as other partnering events.

The Munich program (April 24) will also include partnering events and one-on-one meetings between Canadian and leading multimedia companies in Bavaria.

The German Multimedia Marketplace Exhibition in Stuttgart, Baden-Württemberg (April 26-29) will provide an opportunity for Cana-

dian multimedia companies to promote their exports and make strategic alliances with German firms. The event is expected to attract 230 exhibitors and 14,000 trade visitors. More than 1,200 leading German industry experts are expected at the parallel Congress. A partnering seminar will provide an excellent venue for Canadian firms to market themselves as potential partners to important German companies in the field.

Germany is the largest market in Europe, the second-largest trader in the world and an excellent base from which to venture into neighbouring markets. Many opportunities exist in the German multimedia market, including film, animation, advertising and Internet.

For more information, contact Deborah Peterson, Central Europe Division, DFAIT, tel.: (613) 943-0909, fax: (613) 995-8756.

Airports Middle East '98

MANAMA, BAHRAIN — May 11-13, 1998 — The second Middle East International Airport Technology Exhibition and Conference will provide a forum for international manufacturers and suppliers of airport equipment and services to demonstrate their technology to key decision makers drawn from the region's airports and aviation authorities.

Air passenger and cargo traffic throughout the Middle East is rising at a rate of 10 per cent per year, making it one of the world's fastest-growing air transport regions. This rapid growth is stimulating huge government investment programs in airport development, estimated to be worth more than US\$25 billion over the coming decade.

The exhibition portion of Airports Middle East '98 will feature systems, equipment, products and services for airport design and construction; passenger baggage and cargo handling; aircraft handling; airport security; air traffic control; safety and main-

tenance and associated services.

The conference will focus on issues of vital interest to senior officials and managers from civil aviation authorities, international and domestic airports, airlines and related industries.

For more information, contact Gerry Dobson, Overseas Exhibition Services, 11 Manchester Square, London, U.K., W1M 5AB, tel.: (44-171) 486-1951, fax: (44-171) 935-8625.

Opportunities for Building Professionals at Mécanexpo '98

MONTREAL — April 23 and 24, 1998 — The 11th edition of Mécanexpo, Eastern Canada's largest building mechanics show, will feature over 150 companies in the housing sector displaying their products and services in 300 stands.

Among the activities planned for Mécanexpo '98 are technical lectures delivered by the exhibitors, an industrial area with product displays,

and a competition featuring industry innovations.

Under the theme "environment-conscious building mechanics," Mécanexpo '98 will give the 8,000 building industry professionals expected to visit an opportunity to obtain information on the various ways of protecting the environment, both by way of recovery and by

Continued on page 13 — Mécanexpo '98

Eurosatory '98: The French Land-Based Defence Fair

PARIS (LE BOURGET), FRANCE — June 2-6, 1998 — Under the sponsorship of the French Defence Ministry, and organized by the General Commissariat of Exhibitions and Fairs (COGES), Eurosatory is the only fair in the world dedicated exclusively to land and air defence activities. This biennial event provides an exhaustive

view of major market trends and the needs of land-based armies, as well as an opportunity for those involved in the sector to meet and discuss business. Interaction will be assisted this year by Eurosat' Contacts '98, an international business convention designed to develop business and technology

exchange in the highly competitive defence market.

The 1996 show boasted over 700 exhibitors from 33 countries, some 40,000 professional visitors and hundreds of journalists from national and international trade publications. The 1998 edition promises even more, especially for Canadian manufacturers, who will be able to exhibit in a Canadian pavillion.

For more information, contact Guy Ladequis, Commercial Officer, Canadian Embassy, Paris, tel.: 331-44.43. 23.59, fax: 331-44.43.29.98, e-mail: guy.ladequis@paris02.x400.gc.ca; or Jean-Michel Ruault, COGES, tel.: 331-44.14.58.10, fax: 331-42.30.70.88, e-mail: coges@salon-eurosatory.fr Internet: [http:// www.salon-eurosatory.fr](http://www.salon-eurosatory.fr)

Gourmet International: A Taste for Exporting

MONTREAL — June 9, 1998 — Gourmet Québec has put on a new face for its 8th season and is now called Gourmet International, the only Canadian agri-food show dedicated entirely to exporting. More than ever, Gourmet International is a meeting-place for Canadian companies in the food business wishing to display their products and services to a national and international clientele and guest buyers selected in accordance with their interest in the products displayed.

With its new outlook, Gourmet International has expanded its traditional field of activities to offer a greater business potential to its exhibitors, thanks primarily to a greater volume and diversity of buyers; it has also been able to present a more eclectic range of products to its professional visitors. Among the main sectors represented are meat, fish and seafood, maple

products, jams and condiments, dairy products, and beverages.

Over the years, Gourmet International has attracted a broad-based, targeted clientele seeking different products, new business contacts and companies prepared to export. In fact, the interest of buyers in the products exhibited is amazing: Gourmet International generates over US\$1 million per hour in sales while in progress.

Exhibitors have until May 15 and buyers until April 30 to register.

For more information or to register, contact Carole Lechasseur, Quebec Department of Agriculture, Fisheries and Food, tel.: (514) 872-4410, fax: (514) 873-2364, e-mail: carole.lechasseur@agr.gouv.qc.ca; or Marc Chénier, Agriculture and Agri-Food Canada, tel.: (514) 283-3815, ext. 510, fax: (514) 283-3143, e-mail: chenierm@em.agr.ca

Mécanexpo '98

— Continued from page 12

energy efficiency in mechanical equipment.

Mécanexpo '98 is organized by the Corporation des maîtres mécaniciens en tuyauterie du Québec (CMMTQ) — Quebec Corporation of Master Pipe Mechanics — composed of plumbing, heating, air conditioning and refrigeration contractors.

For more information, contact Josée Dallaire, Co-ordinator, CMMTQ, tel.: (514) 382-2668.

CanadExport On-Line

<http://www.dfait-mqeci.gc.ca/english/news/newslett/canex>

Workshop Demonstrates Selling to the United Nations

CALGARY — April 27, 1998 — The United Nations Association in Canada (UNA-Canada) is organizing a workshop on "How to Sell to the United Nations," to be held in collaboration with the interBUILD Housing and Construction Show, April 28-30, 1998.

An authority on educating Canadians about UN programs and issues and a long-standing supporter of Canadian interests within the UN, UNA-Canada is eager to help the Canadian business community access the estimated US\$3-billion market of goods and services that the UN

purchases from companies around the world every year.

The procurement seminar will outline the opportunities available, particularly for companies engaged in selling temporary housing, construction and related services, environmental products and health-care facilities.

Representatives of the provincial and federal governments, as well as of UNA-Canada, will be available to assist companies interested in taking advantage of these business opportunities. Participants will also meet with important senior UN procurement representatives from agencies headquartered in New York, Geneva and Copenhagen.

Participating companies will receive a procurement manual providing valuable information on the UN, including, among other things, current procurement statistics, contact names and profiles of the various UN agencies, and a breakdown of equipment and services purchased by the different agencies.

For more information or to register, contact Nectaria Skokos, UNA-Canada, 130 Slater Street, Suite 900, Ottawa, ON, K1P 6E2, tel.: (613) 232-5751, ext. 251, fax: (613) 563-2455, e-mail: business@unac.org, Web site: www.unac.org; or Marta Zieba, interBUILD Expositions Inc., 10237, 104 Street, Suite 200, Edmonton, Alberta, T5J 1B1, tel.: (403) 413-6222, fax: (403) 426-7862, e-mail: marta@interbuild98.com, Internet: www.interbuild98.com

Making Trade Shows Work: 10th-anniversary Workshop

EDMONTON, WINNIPEG — April 22 and 23 — Back by popular demand, Barry Siskind, North America's foremost trade and consumer show expert, and author of *The Power of Exhibit Marketing*, will deliver his highly acclaimed workshop Making Trade Shows Work. Now in its 10th year, the workshop has helped more than 12,000 Canadian companies improve their bottom line at trade and consumer shows. Managers and staff of small and medium-sized companies will benefit from Mr. Siskind's practical advice concerning local, national and international show opportunities.

For more information or to register, contact International Training and Management, tel.: 1-800-358-6079.

Is your Company Looking for Second-stage Venture Capital?

CHICAGO, ILLINOIS — May 15, 1998 — Companies looking for second-stage venture capital that have sales of at least \$2 million and a technology or service of investment interest to U.S. venture capitalists may qualify for the Great Lakes Venture Capital Conference, co-sponsored by the Canadian Consulate General and KPMG.

The full-day event will give qualified and panel-screened participants the opportunity to give a 12-minute presentation of their business plan to the U.S. venture capital community,

as well as to meet with individual members during one-on-one sessions. Participation in a trade show will follow.

Companies whose plan is not selected for presentation will still have the opportunity to participate in the day's events, including the trade show.

To qualify, submit 12 copies of your company business plan as soon as possible to Alissa Schwarz, KPMG, 303 E. Wacker Dr., Chicago, Ill., 60601, e-mail: aschwarz@kpmg.com, Internet: glvcc.com

Meet Potential Partners at Global Venture Forum

OSAKA, JAPAN — October 22-23, 1998 — Export-ready Canadian firms looking for business partners, licensing arrangements, joint venture partners or investors in Japan and other countries are invited to apply to be a presenter at the Global Venture Forum (GVF).

About 60 firms (20 Japanese and 40 from other participating countries) will be selected to present business plans to a pre-qualified audience of companies drawn mainly from Japan's high-technology industries, venture capital and financial communities. After the presentations, business executives will hold private discussions with interested parties. In addition, one-on-one matchmaking sessions will be set up between presenting firms and Japanese organizations.

Focus will be on the sectors of information and communications technologies; biotechnology, medical

and health care; environment and energy; and advanced materials.

Formerly Asia Pacific Ventures, GVF is a non-profit business development event designed to help Canadian and foreign firms establish a beachhead in the Japanese market and in each other's country. The new name reflects the event's official recognition by the G-8 and European Union member countries' labour and industry ministers.

The event is organized by the

Osaka Chamber of Commerce and Industry and the Osaka prefectural and municipal governments, and is supported by the Japanese Ministry of International Trade and Industry and numerous organizations, including the Japan Keirin Association.

For more information, contact the GVF North American Secretariat (Washington International Business Ventures), tel.: 1-800-281-9899, fax: (202) 467-4413, Internet: www.osaka-cci.go.jp/gvf/

CanAsian Businesswomen's Network Conference Sets Sail from Vancouver

VANCOUVER — May 17-25, 1998 — Canadian business women seeking new business partners, new contacts, and new ideas are invited to join the International Conference of the CanAsian Businesswomen's Network.

Entitled "Exchanging Global Strategies," the conference will take place in Vancouver and on board the Princess cruise ship *Love Boat* to Alaska. A seminar/workshop program will focus on information technology, international business, women in leadership, and the next generation of women entrepreneurs. Business-matching services will allow participants to meet Asian counterparts and potential partners, and there will be site tours of Vancouver companies following the cruise.

As part of the Network's commitment to building a better future for the next generation, a select group of young aspiring women entrepreneurs will be matched, as "protégés," with experienced business women willing to share their insights and knowledge.

The CanAsian Businesswomen's Network acts as a link between individual business women and business women's associations in both Canada and the ASEAN, bringing them new and exciting business opportunities.

For more information, or to register, contact Annette O'Shea-Roche, CanAsian Businesswomen's Network, Vancouver, tel.: (604) 684-5986, fax: (604) 681-1370, e-mail: annette@apfc.apfnet.org

Erratum

The Semiconductor/Chip Design Mission should not have been included in the "Selected 1998 Trade and Investment Activities" listed in the U.S. Supplement (page XVI of the March 2, 1998 issue of *CanadExport*). Note that this listing of activities was intended to provide a general overview; some of the events are still in the planning stages, and all are subject to change. For details, contact your nearest International Trade Centre.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 300 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Missions, Trade Shows, CD-ROM Promote Canada's Ocean Technologies

As part of the International Year of the Oceans, Industry Canada and International Publishing and Development Inc. are co-sponsoring a series of international ocean-related trade shows and missions to promote Canada's ocean technologies and marine-related companies.

At each of the shows and missions throughout the year, Canadian product and service capabilities will be promoted through the distribution of a Canadian Exporters Catalogue (CEC) CD-ROM to prospective buyers.

Among the trade shows and missions are Outgoing Mission

to Indonesia (Jakarta); Canadian Hydrographic Conference (Victoria); Oceanology '98 (Brighton, U.K.); Middle East Oil Show '98 (Dubai); Globe '98 (Vancouver); Coastal Zone Canada (Victoria); Oceans '98 (Nice, France); Ocean Community Conference (Baltimore, U.S.); and OceansTec Canada (on board the *Louis St. Laurent* in four ports in Europe — see the October 6, 1997, issue of *CanadExport*).

Canada's ocean technology firms have built a solid international reputation for producing quality custom products such as underwater vehicles for marine tourism,

hydrographic services and products, coastal zone management technology, water column measuring devices, and remote sensing and satellite data analysis.

To have your corporate information included on the CEC CD-ROM, or for more information, contact Kirk Rafuse, tel.: 1-888-729-0113.

Reference Guide to North America Now in Third Edition

The *USA and Canada 1998* is a comprehensive reference guide to the political, economic and social affairs of the United States and Canada, their relationship with each other and their importance in today's world. The updated and revised third edition contains an introduction to the region as a whole; information on each country, including specially commissioned articles written by leading observers on each country's public affairs, economy and social

affairs; statistics and directory of government and public institutions; and a geographical and historical introduction to each state/province, data on economies, and a comprehensive governmental and legislative directory section.

For more information, or to order (US\$410), contact International Press Publications, 90 Nolan Court, #21, Markham, ON, L3R 4L9, tel.: 1-800-679-2514 or (905) 946-9588, fax: (905) 946-9590.

Blue Book of Canadian Business Now On-line

Representatives of corporations, government agencies, foreign trade missions, financial institutions, consulting firms, executive recruiters, and other interested organizations can now subscribe to *The Blue Book of Canadian Business* on-line. *The Blue Book* — now available in its 1997 edition — contains listings of more than 2,500 companies, detailing company and financial information, as well as in-depth profiles of key Canadian companies and the top 400 stocks.

For more information or to order, contact International Press Publications Inc., 90 Nolan Court, #21, Markham, ON, L3R 4L9, tel.: 1-800-679-2514 or (905) 946-9588, fax: (905) 946-9590.

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maect.gc.ca>

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Team Canada '98:

Records Fall in Team Canada's Wake

by Vincent Chetcuti

Canada staked its claim as a nation of the Americas with its largest-ever trade delegation — 532 Canadian business men and women accompanied by the Prime Minister, provincial premiers and territorial leaders — which visited Mexico, Brazil, Argentina and Chile for 12 days in January.



Diane Richler (middle), executive vice-president of the Canadian Association for Community Living, signed agreements in all four countries to promote the participation of people with disabilities in education and in the workplace.

zations (56); the largest group of students and young entrepreneurs (38); and the largest contingent of small and medium-sized companies (those with fewer than 500 employees) — constituting approximately 80 per cent of the entire mission, compared with only 20 per cent on the first Team Canada mission to China in 1994. The mission also recorded the most deals ever signed

“I’m very proud of our smaller companies. We have been encouraging them to become more active in the export arena and they have responded enthusiastically. For them, the best years lie ahead. It marks the beginning of a new era, a new culture, from large to small. The message is: ‘You don’t have to be big to export; you have to be good.’ And these companies are. They have made all Canadians proud.”

Continued on page 6 — Team Canada '98

Team Canada '98 was different from previous missions. Not only was it the largest, it was the most diverse and, in many ways, unique. It was more than just about signing contracts. It was also about exploring mutual ties and social values.

by a Team Canada trade mission — or any trade mission for that matter — 306, including 91 in Mexico City alone, the most on a single stop in Team Canada's history.

Among its many firsts, the trade mission boasted the largest-ever delegation of business women (63); the largest number of educational organi-

For Minister for International Trade Sergio Marchi, the success of Team Canada '98 was not in the \$1.78 billion in signings but in the strong participation of smaller Canadian companies.

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Minister for International Trade Awards Challenge Cup to Students

A team of six international trade students at the University of Ottawa has been awarded the "Minister for International Trade Challenge Cup" in recognition of their demonstration of the high level of knowledge and aptitude that are vital to meet the challenges of international trade.

Each year teams from a number of Canadian and foreign universities take part in the DFAIT-sponsored contest, which takes the form of a case-study competition held by videoconference at Dalhousie University, Halifax. This year's Cup was presented by International Trade Minister Sergio Marchi in a ceremony in his office on March 10.



Winning team members from the University of Ottawa pose with Minister Marchi. From left to right: Armand de Vasselot, Jason Shane, Manon Abud, Robert Mariani, Minister Marchi, John Di Schiavi and Banu Ozlem Unal.

Mission to Gulf Region Promotes Canadian Exports



Ambassador Terry Colfer, Trade Commissioner Joanne Legault, and Director of Alberta's Ministry of Economic Development Greg Jardine, with mission participants and representatives of the Gulf region government.

was an opportunity for companies to promote their products and services, meet with key contacts and appoint agents. The mission also provided an excellent opportunity to follow up on the Organization of Petroleum Exporting Countries (OPEC) president's visit to Canada last September.

Among the companies participating were Calvalley Petroleum Inc., Teknica Overseas Ltd., Canadian Petroleum International Resources Ltd., Kos International, and Chauvco Resources Ltd.

As in any other part of the world, effective representation, long-term commitment and persistence are the key elements for Canadian companies' successes in the Gulf region.

Canadian companies are creating a presence in the Gulf region, as a result of their participation in a Canadian mission to the region October 14-27, 1997. A Department of Foreign Affairs and International Trade and Alberta government joint venture the mission

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CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

OPEC Fund Approves \$US107 Million in New Loans

At its December 1997 session in Vienna, the Governing Board of the Organization of Petroleum Exporting Countries (OPEC) Fund for International Development approved US\$107.7 million in new loans to aid developing countries.

The 16 loans are for operations in the transportation, agriculture and agro-industry, water supply and sanitation, health, education, and telecommunications sectors. Beneficiaries are Albania, Cameroon, Cape Verde, Chad, Egypt, Guatemala, Guyana, Jordan, Madagascar, Malawi, Mauritania, Nepal, Niger, Tajikistan, Tanzania and Zambia.

The operations will be co-financed with the governments of the beneficiary countries and with other donors, including two OPEC aid institutions — the Islamic Development Bank and the Arab Fund for Economic and Social Development. Among other contributors are the African Development Fund, the International Development Association, and the Overseas Economic Co-operation Fund (Japan).

The Board also approved three new grants totalling US\$500,000 aimed at financing activities in the water supply and sanitation, health and education sectors respectively in Guinea, Palestine and Pakistan.

As of November 1997, the Fund had cumulatively approved US\$3,542.6 million in loans, of which US\$2,481.3 million had been disbursed. The loans, 702 in number, were distributed

for all the major and economic and social sectors. The Fund has also approved 429 grants, in support of various activities in the areas of technical assistance, food aid, emergency relief and research. The cumulative grant commitments to November 1997 totalled US\$234.6 million, of which US\$153.4 million had been disbursed. In addition, the Fund has contributed grants totalling US\$971.8 million to the resources of other international development

institutions benefiting the South.

So far the Fund has provided development assistance in loans and grants to 103 developing countries in Africa, Asia, Latin America and the Caribbean, and Europe.

For more information, contact Leopold Battel, Export Finance Division, tel.: (613) 996-0705, fax: (613) 943-1100, or Gerda Rehling, Canadian Embassy in Vienna, Austria, tel.: (43-1) 531-38-3000, fax: (43-1) 531-38-3906.

1997 a Good Year for Canadian Tourism

It was a good year for tourism in Canada in 1997, according to the most recent estimates released by Statistics Canada. The number of foreign tourists increased to 17.6 million, up 1.6 per cent from the previous year. The total number of international overnight visitors to Canada was up by 281,000 from 1996, with increased visits from U.S. (3.4 per cent higher than in 1996) and U.K. residents.

"Targeted marketing efforts by the Canadian tourism industry continue to raise awareness of Canada as an international destination," said Doug Fyfe, president of the Canadian Tourism Commission (CTC). The resulting increased interest in Canada "is a benefit for all industry sectors across the country," added Fyfe.

The Canadian Tourism Commission, a working relationship between tourism industry businesses and associations and the federal, provincial and territorial governments, actively promotes the growth and profitability of Canada's tourism industry.

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with the IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Opportunities Under the Mediterranean Sun

by David Cohen, Counsellor (Commercial), Canadian Embassy, Athens

While Greece is often thought of as a tourist destination, it is also a country trying to find its way in an increasingly competitive world. A member of the European Union since 1981, it is a point of stability in the otherwise chaotic Balkans. Its limited size and differences in doing business notwithstanding, there are opportunities for Canadian exporters in this Mediterranean country.

The Greek government is pursuing tough economic policies to ensure the country meets the requirements for entry into the European Monetary Union in January 2001. Inflation and the deficit to GDP ratio are falling, and the currency is stable. Although slow to comply with EU standards, the government has now embarked on restructuring the public service and the myriad public companies, as well as encouraging investment and reforming the tax system. Services, primarily in shipping, insurance and tourism, are the largest and fastest-growing sector of the Greek economy.

Canada-Greece relations

Trade between Canada and Greece has historically been volatile. Estimates for two-way trade for 1997 are \$197.5 million, a 4.6 per cent increase over 1996.

Canadian firms that have European subsidiaries are able to compete on an equal footing with EU suppliers for contracts funded by EU-assistance programs.

In principle, with one set of EU standards and certificates to comply with, Canadian products can enter both the European market and Greece with

relative ease. Companies will find access to this market easier once the EU directives are implemented more fully.

Opportunities in niche markets

Greece is a market of niche opportunities. Sectors offering the best prospects are renewable energy equipment, building products, electrical power systems, construction equipment, medical equipment, telecommunications services and equipment, computers and peripherals, transportation, tourism, and environmental protection.

With some 35,000 Greeks studying abroad in 1997, the country also offers considerable potential for the promotion of Canadian education programs. The recent establishment of an Education Resource Centre within the Canadian Embassy (see the September 15, 1997, issue of *CanadExport*) and an education fair being planned for the fall of 1998 in Athens are two venues where Canadian institutions can promote their programs.

Investment welcomed but barriers exist

The government officially welcomes investment, but companies may encounter barriers, including opposition

from local groups and authorities, who are not always in tune with objectives established at the national level.

In an effort to improve perceptions, attract more foreign investment, and simplify the approval processes for setting up operations, the government established the Hellenic Centre for Investment in 1996.

Succeeding in the Greek market

To increase your chances of gaining access to the Greek market, register in the Win Exports database (see box below). Send company information relevant to foreign buyers to the Canadian Embassy in Athens, including your export successes to date. Be prepared to exercise patience and invest resources, both personal and financial, in cultivating the market. It could well be a year or two before you reap the results of your efforts. Persistence will pay off.

For more information, contact David Cohen, Canadian Embassy, Athens, Greece, tel.: (30-1) 725-4011, fax: (30-1) 725-3994.

For more information on opportunities in education, contact Kathy Angelopoulou at the Embassy.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



Four Steps to Doing Business in Japan

by Jason Krausert, Assistant Director, Research and Investment, JETRO

Although Japan has traditionally been seen as a difficult market to enter, the exporting success of numerous Canadian companies — large and small — demonstrates the opportunities and potential that exist for a wide range of Canadian products. The following are four steps to overcoming the obstacles companies may encounter in trying to enter a market that is the world's second-largest economy and Canada's second-largest trading partner.

First, it is necessary to determine if your product has the potential to sell in Japan. The Japanese market is very competitive. The country has more than 120 million affluent and well educated people who demand quality and good service. Ask yourself how successful your product has been in other export markets. If your product cannot compete with the best, or be adapted to the distinctive tastes and needs of Japanese consumers, then Japan may not be the market for you.

Understand the market

The second step is understanding your target market. Who is buying your type of product and why? What are they looking for? What are the distribution routes? What is the business environment? There are social and structural changes currently taking place in Japan that may affect the kinds of products that consumers want to buy and the kinds of distribution and marketing techniques that are most effective for manufacturers and retailers.

Introductions are vital

The third step is finding the right partner. "Cold-calling" is not usually successful. Relationships are of primary importance, and introductions are vital. These may be made through trade fairs, customers, Japanese branch offices, government missions and events, and even friends and acquaintances. Introductions to potential Japanese partners can also be made by participating in the trade promotion programs offered by the Japan External Trade Organization (JETRO).

Commit to the long term

Finally, you must maintain and build on the business relationships that you have established. This is the most important but often overlooked step. Japanese business operates on the basis of long-term relationships. Your Japanese partners want to know that you will be interested in the market next year, and the year after that. Maintain regular contact and communication. Demonstrate your commitment to the market and customer services by ensuring that you address the needs and requests of the Japanese customer. Be persistent and patient since Japanese companies often have very slow decision-making processes. Despite the delays, if you have a world-class product, you will succeed.

Assistance is available

The Japan External Trade Organization offers a wide variety of services and programs to help you carry out each of the above steps. Through JETRO's offices in Vancouver, Toronto and Montreal, you can access the organization's public libraries, market studies, trade directories, and other business information sources, as well as its Business Japanese Language Proficiency Test and "Doing Business in Japan" seminars. JETRO programs can help you determine the viability of your product in the Japanese market and link your company with potential Japanese partners. Headquartered in Tokyo, JETRO is a non-profit Japanese-government-related organization dedicated to promoting mutually beneficial trade and economic relationships between Japan and other nations.

For more information on JETRO's services and programs, contact Jason Krausert, 181 University Avenue, Suite 1600, Toronto, Ontario, M5H 3M7, tel.: (416) 861-0000, fax: (416) 861-9665.

Team Canada '98 — Continued from page 1

A mission with a conscience

Often overlooked amidst the pomp and circumstance of the contract signings is the human side of international trade. This year's mission was unique in the attention paid to social and political issues and in the diversity of the delegations, which included the largest-ever group of educational, non-governmental and voluntary organizations — 56 in total.

Perhaps the most visible example of Team Canada's human side came from the participation of the Canadian Association for Community Living (CACL), a national voluntary organization working with and on behalf of persons with a disability and their families.

According to CACL's executive vice-president, Diane Richler, "There are 85 million persons with a disability in the Americas alone. When they don't work, don't go to school, don't participate in their communities, we all pay a price."

Richler says that the value of the Team Canada format should not be underestimated, because without it many organizations like hers would not have access to political decision makers. "It opens the doors to the people who are likely to pay for these kinds of services and it shows that Canada places a high value on this type of activity."

The relationship between education and social and economic policy was also evident in the nature of some of the educational institutions that signed on — for example, the

Saskatchewan Indian Federated College (SIFC) of Regina.

The focus of the SIFC's participation on the mission was to work toward the creation of an international indigenous university, which SIFC president Dr. Eber Hampton hopes will be endorsed by the United Nations.



Dr. Eber Hampton (second from left), president of the Saskatchewan Indian Federated College, joined the trade mission to garner support for the creation of an international indigenous university.

During the mission SIFC signed agreements with Latin American universities that will give Aboriginal students access to courses from participating universities via the Internet and other forms of distance-learning technology.

Other education-related organizations joined Team Canada to obtain the contacts and agreements that will allow them to continue their work at home and abroad.

For Albert Gerow, a school trustee in the Burns Lake district of British Columbia, the mission was "a wonderful opportunity to market our distance education program. There is a vast need for education in the basic and primary levels, and there is great interest in English-language instruction and in Canadian culture."

In addition to making a number of valuable contacts with educational facilities in Latin America, Gerow was pleasantly surprised by a chance meeting with two people from a mining corporation in Argentina. "They asked me what I did and when I told them, they became very interested. They have many families that live in remote mining communities with little or no access to educational tools. So now we are discussing linking their facility in Argentina to our site in B.C., and then applying it to other areas and countries where they have mining camps.

"This was totally unexpected, and it opens up a whole new area for our services that I didn't even know existed."

Government presence key to deals

When Prime Minister Chrétien launched the first Team Canada mission in 1994, it was largely seen as more show than substance. Critics said that Canadian business people were just along for the ride — to raise the government's profile. Four trade missions later, few question the value of having the Prime Minister and the premiers leading the mission.

Continued on page 7 — Team Canada '98



Arab and Islamic Development Funds and Financial Institutions

An Untapped Market

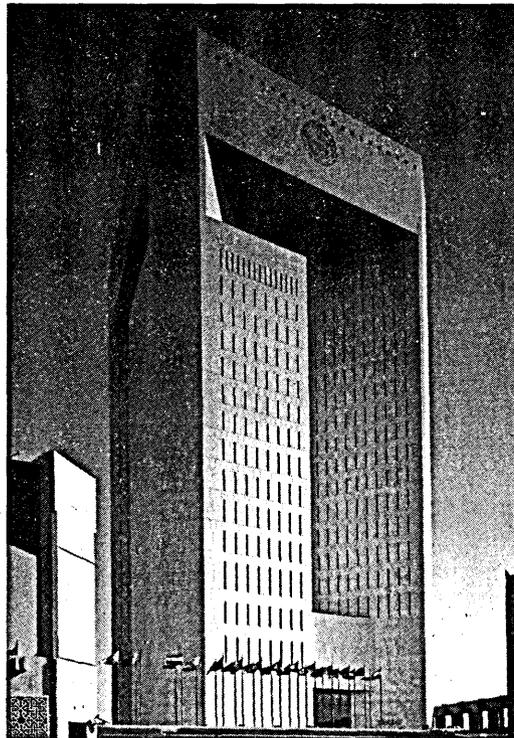
by Leopold Battel, Deputy Director, Export Financing Division, Department of Foreign Affairs and International Trade

The various development funds and financial institutions in the Gulf region are a source of millions of dollars worth of commercial opportunities for Canadian businesses — particularly if they are armed with a thorough understanding of the mechanisms, structure and procedures inherent in each institution.

The majority of Arab and Islamic development funds and regional financial institutions are based in three Gulf countries — Saudi Arabia, Kuwait and the United Arab Emirates (UAE) — with the exception of the *Banque arabe pour le développement économique en Afrique* and the Arab Authority for Agricultural Investment and Development, both based in Sudan.

The institutions take the form of both funds (bilateral and multilateral), which are a source of development assistance, and regional financial institutions, which are a source of export, project and trade finance. A potential source of private funding for investment in infrastructure projects also exists in the commercial banks of the region (see p. VI).

The good news for Canadian business is that these funds and institutions are not restricted to local suppliers. Canadian businesses that adapt to the particularities of Arab and Islamic financial institutions will be well placed to take advantage of a market expected to reach \$100 billion by 2000.



Islamic Development Bank — Jeddah

Trade and investment high on the agenda

The Gulf countries, whose oil revenues make up 40 per cent of their gross domestic product, have made considerable efforts in recent years to diversify their economies away from oil.

As the region recovers from the aftershock of the Gulf War,

its nations, especially Bahrain, Kuwait, Qatar, Oman, Saudi Arabia and the UAE — the six member nations of the Gulf Co-operation Council (GCC) — are aggressively promoting trade and investment.

To this end, GCC members have begun to harmonize trade tariffs and promote economic co-operation among member states, and the Arab League has called for the creation of a free trade zone by 2008.

Together, these nations are working toward a common goal of financing development projects both regionally and abroad that are open to execution by foreign contractors and suppliers.

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Untapped Market

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Focus on
**Arab and Islamic
Development Funds and Financial Institutions**

Bilateral Arab Development Funds

The following institutions provide development assistance to least-developed and emerging countries.

Abu Dhabi Fund for Development (ADFD) — United Arab Emirates

The ADFD was established in 1971 as the autonomous national development institution of the Government of Abu Dhabi. The fund helps least-developed countries develop their economies by extending project loans, guarantees, technical assistance grants, and equity participation.

The Fund's activities have expanded in recent years and now include 47 countries, notably in Arab countries, Africa and Asia. Although the ADFD has no sectoral preference, its activities usually emphasize infrastructure, agriculture and industry. Nearly half of total commitments support extractive and manufacturing industries. Electricity and water supply, transport, communications, fisheries and rural development also benefit from the Fund's interventions.

The Fund's loan maturities range from 10 to 25 years, depending on the recipient country and the type of project. There is a grace period of three to ten years. Interest rates, including a fee of 0.5 per cent, vary from 2 to 6 per cent.

While Asian and European Union consultants and firms are aggressive, the ADFD would like to see more Canadian firms approach it. In particular, the fund needs expertise from French-speaking firms to work in Francophone West Africa.

To register with the Fund, complete the forms of the *Fédération internationale des ingénieurs-conseils*, and contact P.O. Box 814, Abu Dhabi, United Arab Emirates (UAE), tel.: (971)-2 725800, fax: (971)-2 728890.

Kuwait Fund for Arab Economic Development (KFAED) — Kuwait

The KFAED assists developing countries by extending loans, guarantees and grants, and providing technical assistance grants for implementation of development plans.

From 1992 to 1996, the KFAED extended a total of \$11.5 billion in financing for 490 loans in 86 countries, including in Arab states, Africa, Asia, Europe, Latin America and the Caribbean.

The Fund concentrates on the transport and communications sectors, followed by energy, industry, agriculture, and water and sewerage. The KFAED has also contributed US\$25 million to the World Bank's Palestine Fund for projects in the social sector.

As a rule, this Fund does not finance local costs, and its shares in financing projects generally do not exceed 50 per cent. Maturity of loans ranges from 12 to 55 years, and there is a grace period of three to six years. Interest rates range from between 0.5 and 7 per cent.

In addition to project financing, the KFAED provides funding for pre-investment and feasibility studies under its technical assistance mandate. There is considerable scope for increased participation by Canadian firms.

Interested businesses must register directly with the Fund by contacting P.O. Box 2921, 13030 Safat, Kuwait, tel.: (965) 246-8800/241-8980, fax: (965) 241-9060/90/91/92.

Saudi Fund for Development (SFD) — Saudi Arabia

The SFD extends concessional loans for development projects in all developing countries, although priority is given to least-developed — especially low-income — countries.

SFD assistance is only in the form of soft loans with a 2-2.5 per cent average interest rate, representing a 65-70 per cent grant element. The Fund will finance up to 50 per cent of the total cost of a project, and its overall financial assistance to any country will not exceed 10 per cent of the Fund's capital, which currently stands at US\$10 billion.

The Fund focuses on energy, agriculture and irrigation, and social infrastructure, mostly in Africa and Asia. Arab countries are due to receive a larger share of its assistance.

The SFD co-finances most of its projects with other Arab or Islamic funds, but also with the World Bank, the African Development Bank, and the Canadian International Development Agency (CIDA).

Continued on page V — Bilateral Funds

Focus on
**Arab and Islamic
Development Funds and Financial Institutions**

Multilateral Arab-Islamic Development Institutions

These institutions deal with aid.

Arab Authority for Agriculture Investment and Development (AAAID) — Sudan

The AAAID, an investment organization of 15 Arab countries, is geared toward securing food supply in Arab countries and developing agricultural resources in member states.

The organization is involved in projects in Iraq, Kuwait, Qatar, Tunisia, Mauritania, Morocco, Saudi Arabia and the United Arab Emirates.

In April 1994, the AAAID shifted its focus to agricultural development in other member states. Its mandate includes investing in all forms of agricultural production, particularly land reclamation, plant, animal and fish production, pastures, forestry and agricultural produce.

Authorized capital at the end of 1996 was US\$500 million, of which US\$333 million is paid up. Cumulative commitments amounted to US\$358.7 million and disbursements US\$291 million.

For information, contact P.O. Box 2102, Khartoum, Sudan; tel.: (249-11) 773-752/3, 780-777; fax: (249-11) 770-600.

Arab Fund for Economic and Social Development (AFESD) — Kuwait

The AFESD is an Arab regional financial organization that finances projects through loans and technical assistance of development programs of Arab countries.

Membership consists of all 22 members of the League of Arab States.

Paid-up capital is over \$3 billion, and total loan commitments are approximately \$10 billion, with the largest shareholders being Saudi Arabia, Kuwait and the United Arab Emirates. Palestine and Jordan are also active members and are eligible for loans.

The Arab Fund extends loans to governments and public and private organizations, giving preference to projects of importance to the Arab world and to joint projects involving Arab co-operation.

Loans are long term, with grace periods of one year. Interest rates are 3 per cent for the poorest countries and up to 4.5 per cent for others, including a maximum reimbursement period of 22 to 25 years. Loan commitments in 1996 were approximately \$1.2 billion. The majority of loans were for infrastructure projects.

In 1996, the Fund focussed on sustained support for projects in electricity, agriculture and rural development, water and sewerage, transport and telecommunications.

With emphasis on the electricity sector, which received 57 per cent of approved loans in 1996, Canadian technology and expertise are well known and favourably perceived.

The project cycle is similar to that of the World Bank but is

simpler and much faster, usually taking about six months. The Fund rarely takes up more than 40 per cent of the financing and depends on outside contracting for appraisals. Canadian firms should direct host countries to approach the AFESD as an additional source of funding for projects.

In 1998, the Arab Fund initiated a private-sector department, and the Board has approved US\$500 million to its start-up. The fund will hold equity in private-sector projects, encourage loan syndication and provide guarantees. This financial vehicle should hold interesting prospects for equity funding, and Canadian companies involved in infrastructure privatization projects in an Arab beneficiary country should explore avenues with local partners.

Registration is recommended for consultants and suppliers by writing directly to the Fund's technical department.

For information, contact P.O. Box 21923, Safat 13080, Kuwait; tel.: (965) 484-4500, fax: (965) 481-57150/60/70.

Arab Gulf Fund for United Nations Development Organizations (AGFUND) — Saudi Arabia

The AGFUND co-ordinates assistance from Arab Gulf member states to 17 UN agencies and provides assistance to a number

*Continued on page IV —
Multilateral*

Focus on
Arab and Islamic
Development Funds and Financial Institutions

Multilateral Institutions

— Continued from page III

of Arab non-governmental organizations. Financial assistance is provided in the form of grants, which must not exceed 50 per cent of the cost of a project. Grants are given for projects in education, health, water sanitation and the environment.

Consultants with expertise and an academic background in the health and basic education sectors are often needed. Canadian consultants who wish to register with AGFUND can contact P.O. Box 18371, Riyadh 11415, Saudi Arabia, tel.: (966-1) 441-6240/441-3235, fax: (966-1) 4412963.

Banque arabe pour le développement économique en Afrique (BADEA) — Sudan

The BADEA seeks to promote economic, financial and technical co-operation between African and Arab countries. It dispenses and co-ordinates Arab aid to non-Arab Africa, as well as serving as a forum for co-operation between African and Arab countries.

The Bank finances economic development in African countries, stimulates the contribution of Arab capital to African development, and helps provide technical assistance. Forty-one member states of the Organization of African Unity that are not members of the League of Arab States are eligible for aid from the BADEA.

Its lending terms vary according to the nature of the project and the economy of the recipient country. The weighted average

of its loans indicates an interest rate of 3.26 per cent and a maturity of 18.5 years, including a 4.4-year grace period.

The BADEA's share in financing a project must not exceed 50 per cent of its total cost or a ceiling of US\$15 million. In exceptional cases, however, BADEA's share can be raised to 80 per cent as long as the total cost does not exceed US\$10 million.

For information, contact Abdel Rahman El-Mahdi Street, P.O. Box 2640, Khartoum, Sudan; tel.: (249-11) 770498, 773709; fax: (249-11) 770600.

Organization of Petroleum Exporting Countries (OPEC) Fund for International Development — Austria

This Fund promotes co-operation between OPEC countries and other developing nations, particularly in the area of education.

The Fund was established by the 13 member countries of OPEC, which include Arab oil exporting countries and Gabon, Nigeria, Ecuador, Venezuela, Indonesia and Iran.

The OPEC Fund extends loans on concessionary terms for projects, programs and balance of payments. It also provides grants for technical assistance, food aid, research and other activities. Loans carry a 1 per cent interest rate, and maturity is 17 years, with a grace period of 5 years.

All non-OPEC developing countries are eligible for assistance, with priority going to least-developed and low-income countries. International institutes whose

projects aid developing countries are also eligible.

The OPEC Fund occasionally hires consultants to help with its projects. To register, Canadian consultants can contact the Director of Research and Information at Parkring 8, Vienna A-1010, Austria, tel.: (43-1) 51564-0, fax: (43-1) 513 92 38.

Islamic Development Bank (IsDB) — Saudi Arabia

The IsDB finances development projects in both its member countries and Muslim communities throughout the world, in accordance with the principles of the Islamic *Shariah* (see box on p. VI).

Its membership consists of 51 countries, which are also members of the Organization of the Islamic Conference (OIC). Some Commonwealth of Independent States (CIS) countries as well as Albania, Uganda, Gabon, Mozambique and Surinam are members.

The IsDB has placed special emphasis on the promotion of the private sector and small and medium-sized enterprises, and financing is expected to gradually move from individual project to a country-specific approach.

The Bank recently established a Department of Business Development to assist and support the private sector.

Total IsDB approvals were US\$1.5 million in 1995-96, with projects in public utilities, transport, communications, health and education, agriculture and mining.

Continued on page V —
Multilateral

Focus on
Arab and Islamic
Development Funds and Financial Institutions

Multilateral Institutions

— Continued from page IV

Loans for infrastructure development up to US\$10-12 million are provided interest free and are subject to a service charge ranging from 0.75 to 2.5 per cent per year. They are repayable over a period of 15-25 years with a 3-7-year grace period for ordinary loans and 25-30 years for least-developed member country loans.

Technical assistance for feasibility studies, tender documents and supervision of projects is extended through a loan or grant or both. Repayment is over a period of 16 years, with a four-year grace period and a 1.5 per cent service fee. Canadian consultants seeking IsDB contracts should register with the Bank and consider forming an alliance or joint venture with a local firm in the beneficiary member country to capitalize on the

preferential treatment given to local consultants.

A list of approved projects, which can be obtained through the Bank, is released every seventh week. Canadian firms should pay close attention to this list as a way of monitoring leads for potential projects.

Because expertise in member countries is not sufficient in some fields, there are opportunities available for Canadian consultants. Interested parties must apply for the Bank's registration forms. Completed forms should be sent to the Head of Marketing and Consultancy Services.

It is recommended that Canadian firms explore partnering possibilities with the Technical Assistance Association of Islamic Consultants based in Cairo and, for enterprises, a similar association based in Rabat.

For more information, contact P.O. Box 5925, Jeddah 21432, Saudi Arabia, tel.: (966-2) 636-1400, fax: (966-2) 636-6871.

International Islamic Relief Organization (IIRO) — Saudi Arabia

The IIRO is a humanitarian, non-governmental organization that provides assistance to victims of natural disasters and wars throughout the world.

The Organization's relief programs are directed toward the provision of medical, educational and social support for those in desperate need.

The IIRO sponsors economic projects and small businesses that can help victims find employment.

For more information, contact P.O. Box 1285, Jeddah 21431, Saudi Arabia, tel.: (966-2) 651-5411/7170, fax: (966-2) 651-8491. Δ

Bilateral Funds

— Continued from page II

Rather than approaching the SFD directly, interested Canadian firms should promote their qualifications and secure an invitation to bid from the executing agency of the recipient country. Information on projects may be obtained through the list published twice a year by the Secretariat of the Co-ordination Group of Arab National and Regional Development Institutions (see box on p. VII).

Registration is necessary for consultants; contractors need only send brochures. Forms for registration can be obtained by contacting the Technical Department at P.O. Box 50483, Riyadh 11523, Saudi Arabia; tel.: (966) 1 464-0292; fax: (966) 1 464-7450.

Zayed bin Sultan al Nahyan Charitable and Humanitarian Foundation — United Arab Emirates

The Zayed Foundation finances humanitarian projects such as mosques, cultural centres, food aid, medicine and equipment for the handicapped.

Currently, there are few direct business opportunities for Canadians. However, because the Foundation is only four years old, it may be receptive to adopting new approaches.

Project proposals should be directed to P.O. Box 41355, Abu Dhabi, UAE, tel.: (971-2) 66-0004, fax: (971-2) 65-7567. Δ

Focus on
**Arab and Islamic
Development Funds and Financial Institutions**

Regional Arab-Islamic Financial Institutions

These organizations deal with trade finance.

Arab Investment Company S.A.A. (TAIC) — Saudi Arabia

The TAIC is a Pan-Arab joint stock company owned by governments of 15 Arab states with paid-up capital of US\$360 million. Its prime objective is to invest in Arab funds to develop Arab resources in different economic sectors. Assets can be transferred but cannot be nationalized or expropriated.

The TAIC pursues two main activities: project equity investment and banking services.

The Company sometimes hires independent consultants for some projects and proposals. Canadian consultants should send their résumés directly to the TAIC. Companies with a long-term approach and business plan should explore partnering with Arab companies.

For more information, contact P.O. Box 4009, Riyadh 11491, Saudi Arabia, tel.: (966) 1 476-0601, fax: (966) 1 476-0514.

Arab Trade Financing Program (ATFP) — United Arab Emirates.

The ATFP is a specialized financial institution equivalent to Canada's Export Development Corporation. The Program promotes trade among Arab countries by providing credit for re-financing for export, import and re-export, as well as buyer credits through national agencies appointed by monetary authorities in 18 Arab countries.

Eligible goods are those with at least 40 per cent originating from primary sources and/or other domestic factors of production of an Arab country. Only inter-Arab transactions are eligible. Crude oil, used goods, and re-exported goods are not eligible for refinancing. Financing is provided for up to 85 per cent of the value of the goods exported.

Canadian firms considering exporting goods to the region may structure deals by providing the remaining 60 per cent of the value added.

For more information, contact Arab Monetary Fund Building, 7th Floor, Corniche Road, P.O. Box 26799, Abu Dhabi, UAE, tel.: (971-2) 316-999, fax: (971-2) 316-793.

Continued on page VII — Regional

Financing is Available from Islamic Commercial Banks

Islamic banks are playing an increasing role as providers of capital in the economic development of the region and even in other countries with important Islamic populations. Canadian sponsors of privatized infrastructure projects should be aware of these banks as an important source of financing.

Globalization of the economy, liberalization of capital movements and privatization have paved the way for the expansion of Islamic finance. The mushrooming capital requirements for infrastructure projects in the Middle East and Asia have increased the need for project sponsors to tap private-sector funding. Islamic banking and finance provide original financial instruments for various types of projects and for exports.

There are an estimated 140 Islamic financial institutions with total assets of more than US\$101 billion and capital of US\$5 billion offering some form of Islamic finance in more than 40 countries. Many are located in Sudan, Pakistan and Indonesia, but the largest, in terms of assets, are concentrated in Bahrain, Kuwait, Saudi Arabia and Iran.

The Islamic financial system is founded on a set of rules and laws collectively referred to as *Shariah*. *Shariah* calls for absolute prohibition of the payment or receipt of any predetermined, guaranteed rate of return; thus there are no interest charges or debt-based instruments. The system promotes risk sharing and entrepreneurship and places great emphasis on the sanctity of contracts. Δ

Focus on
Arab and Islamic
Development Funds and Financial Institutions

Institutions Consult for Efficient Use of Funds

Aiming for efficient use of Arab resources, development fund representatives meet twice a year as the Co-ordination Group of Arab National and Regional Development Institutions. The Group comprises the Kuwait, Abu Dhabi, Saudi and Arab Funds, and BADEA, as well as the OPEC Fund for International Development (based in Vienna) and the Islamic Development Bank.

The Group meets to consult on matters of common interest, to discuss co-financing strategies, to co-ordinate projects, to set up joint missions, to follow up on co-financed projects, and to exchange information and views on various financial issues. They even compare lists of projects submitted by beneficiary countries to discuss which Fund is more suitable for a given type of project.

The Kuwait Fund for Arab Economic Development (KFAED), the longest established member of the Group, often takes a lead role in

the consultations. It would therefore be advantageous for Canadians seeking joint regional financing to attempt to interest the KFAED in seeking co-financing from the other member institutions.

However, the pivotal player in this process is the Arab Fund for Economic and Social Development (AFESD). Even though the AFESD lends only to Arab countries, it plays a key role in its capacity as the Secretariat of the Group. It is therefore strongly recommended that Canadian firms and individuals register with all Arab and Islamic financial institutions, but particularly with the AFESD, since this Fund is developing a standardized form and roster for the registration of suppliers and consultants. Manufacturers and suppliers should send brochures and references.

Furthermore, twice a year, the AFESD publishes the list of projects approved by the participating funds following consultations. Δ

Regional Institutions

— Continued from page VI

Inter-Arab Investment Guarantee Corporation (IAIGC) — Kuwait

The IAIGC provides export credit guarantees against both political and commercial risks, investment guarantees and insurance coverage for Arab investments and inter-Arab trade transactions. The Corporation also undertakes investment promotion activities among Arab countries.

To be eligible, investors must be nationals of an Arab country. Firms that are substantially owned by Arab nationals with offices in Arab countries are also eligible.

Only new projects exceeding three years are covered.

Canadian firms contemplating selling equipment to a customer seeking to invest in a plant or project in a third Arab country may direct inquiries to the IAIGC at P.O. Box 23568, Safat 13096 Kuwait, tel.: (965) 484-4500, fax: (965) 481-5741/42.

Organization of Arab Petroleum Exporting Countries (OAPEC) — Kuwait

The OAPEC, which should not be confused with Vienna-based OPEC, fosters co-operation among its

members in the development of the petroleum industry. Unlike international financial institutions, it supports member states and deals only in the petroleum and gas sector.

The OAPEC is not directly involved in sponsoring projects, but it can assist Canadian firms that wish to carry out networking activities. Apicorp, a company created by OAPEC, offers financial assistance for petroleum projects.

For more information, contact P.O. Box 20501, Safat 13066, Kuwait, tel.: (965) 484-4500, fax: (965) 481-5747. Δ

Focus on
Arab and Islamic
Development Funds and Financial Institutions

An Untapped Market

— Continued from page 1

Diversify, liberalize, privatize

Reforms have also been undertaken to develop and link Arab financial markets, which should improve investment codes and incentives, diversify revenue bases, liberalize interest and exchange rate policies, and help initiate privatization programs.

These developments illustrate a regional commitment to liberalizing inter-Arab trade, fostering growth and accelerating some degree of Pan-Arab economic integration. There is a growing awareness of the Arab regional group's financial clout and its determination to use revenues as investments to develop their respective economies, as well as its desire to look ahead to a future with a more solid and diversified investment base and source of income.

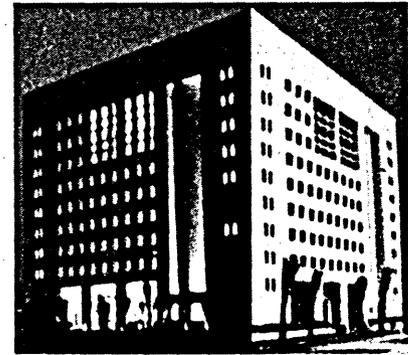
Good news for Canadian firms

The collective developmental and financial activities of Arab financial institutions represent substantial sources of financing, which in turn can translate into major business opportunities for Canadian firms, suppliers and consultants.

Since procurement preferences are often given to recipient and donor nationals, Canadian businesses should not forget the importance of networking, partnering, and forming strategic alliances with local firms or individuals. Personal contact and long-term relationships are the key to developing a solid business base in the region.

Although priority is often given to recipient and donor nationals, the lack of a diversified industrial base means that there are still many doors open to foreign suppliers and manufacturers. Designing of Canadian specifications by consultants in tender documents has not met with any resistance from donors and can be of great advantage to Canadian suppliers.

Generally, qualified staff of these funds and institutions are spread thin, and expertise is not readily available in every sector; thus a substantial amount of work is passed on to the recipient countries and to consultants. Canadians should therefore also concentrate their efforts on lobbying local executing agencies of recipient countries, particu-



Arab Organizations Headquarters
Building – Kuwait

larly in Francophone Africa and the Caribbean, where Canadian presence and expertise are well established and recognized.

Private-sector partnerships

Arab institutions are also beginning to turn their attention to the private sector as an important development engine, as witnessed by the recent creation of business development departments or funds. Still in their infancy, these activities are likely to evolve quickly. Canadian companies are encouraged to take advantage of this emerging trend by creating and sponsoring their own projects in conjunction with local private-sector partners. Δ

For Information and Assistance....

For more information on each institution, visit DFAIT's IFInet (www.dfait-maeci.gc.ca/ifinet), under "Business Guides."

For additional assistance, contact Leopold Battel, Deputy Director, Export Financing Division, DFAIT, tel.: (613) 996-0705; fax: (613) 943-1100. Δ

Team Canada '98 — Continued from page 6

John Selwyn, president of CrossKeys Systems Corporation in Kanata, Ontario, gives a down-to-earth example of how the presence of Canada's top officials can pay off. He invited one of his Brazilian partners to a business luncheon hosted by Prime Minister Chrétien and President Cardoso. "My partner told me his son would be thrilled to have Cardoso's signature," Selwyn recounts, "but he was too shy to ask." So Selwyn led him up to the head table and the two leaders signed a menu for his son. "He was in heaven. It's that kind of experience that will make him work very hard for our company."

Lee McDonald, CEO of Southmedic Incorporated in Barrie, Ontario, and Canada's Woman Entrepreneur of the Year in 1997, says her contacts were in awe to be with their presidents. "The signing ceremonies mean so much to them. And because of that they will be committed to our partnership. Now I'm not just another business associate, I'm someone special. You need that. You need every advantage that you can get."

More than signing contracts

For many of the 532 business delegates, Team Canada '98 meant more than just signing contracts.

For Ashraf Dimitri, it was about letting his employees know that he is working hard for them and their jobs.

North York, Ontario-based Oasis Technology Ltd. develops software for automated teller machines and other bank information systems in 65

countries. With 150 employees and \$22 million in annual sales, Oasis already has a substantial presence in Mexico, Brazil and Argentina. So why did president and CEO Ashraf Dimitri take two weeks out of his busy schedule to join Team Canada '98?

"We wanted to meet our customers and contacts in the context of the Team Canada mission because it greatly enhances our image in these countries, as well as back in Canada," he says. But, more importantly, "It was our way of letting our employees know that we're taking care of business and of their jobs and livelihoods. We send home daily reports about what we've accomplished down here and what we can expect to bring back."

For young entrepreneur Greg Liburd of Intravenous Communications, a new Vancouver company that develops state-of-the-art Internet and Intranet applications, Team Canada '98 was a tremendous experience for learning the tricks of international trade. It was one that proved fruitful as well. "The contacts we made were incredible. We already have five companies that have asked for specifications for a system," says Liburd.

Liburd also met a network lobbyist who is putting him in touch with a number of companies that he represents in Latin America. This is amazing news for Intravenous, which has yet to sell outside Canada—and great news for a number of Vancouver-area people that will likely be hired as a result of the company's new Latin American connections.

Real work of Team Canada lies ahead

Although Team Canada '98 ended on January 23, the real work of the trade mission lies ahead.

"Now the challenge is to follow up, which is as important as the start-up," says Minister Marchi. "We have to ensure that the deals we signed and the MOUs and letters of intent that we penned come to fruition. It's now time for a Team Canada effort in Canada to co-ordinate more visits and dialogue with Latin America in the weeks and months to come, to take advantage of the momentum that we've gained on this trip."

To this end, the Department of Foreign Affairs and International Trade has already assigned six trade commissioners to the region to help the businesses delegates follow up on the contacts they made. And for the delegates, it means keeping in touch with those contacts in order to realize solid gains from their initial discussions in Latin America. All of this means continued growth for Canadian exporters and more jobs for Canadians. And, when all is said and done, that's what Team Canada '98 was all about.

Vincent Chetcuti, a regular contributor to CanadExport, is the author of a special supplement on the January Team Canada trade mission entitled "Small is Big News in Exporting," which appeared in a number of national magazines. At CanadExport's request, Mr. Chetcuti prepared this article based on his participation on the mission.

Canadian Company Has Foot in the Door of British Footwear Market

Tender Tootsies Ltd. of London, Ontario, has successfully opened the door to the British women's footwear market in an efficient, yet cost-effective way. The secret: help from Canadian trade commissioners in London and good follow-up back home.

Last fall was notable for the 53-year-old, 600-worker manufacturer of women's footwear: it received its first order from Britain.

"The order was small, but it's significant, because it opened the door," explains company vice president Balfour Noble.

Indeed, more orders have since come through. The company received its second U.K. order for this spring and is expecting a bigger one for the fall.

For Tender Tootsies, which specializes in slippers and winter boots, exporting was something virtually unexplored until eight years ago when it bought a U.S. company. Now 55 per cent of its products go to the United States. It also exports to Germany.

But, according to Noble, the company entered the British market a special way.

A helpful source

"To enter a foreign market, there are several choices: advertising, local agents, or trade shows," explains Noble. "But for Britain we contacted the Canadian High Commission in London because the trade commissioners know both markets and how to adapt to the overseas one. Plus, this way was not only much cheaper but more efficient."

The company was especially grateful to trade commissioner Simon

Smith in London. Before visiting Britain, Noble talked with Smith about company goals. Then, based on the results of market research undertaken by Smith, followed by direct company visits and targeting of specific stores, Noble picked out prospective clients.

"Smith did the liaison work between the two sides and made actual arrangements for all the appointments," explains Noble. "He also participated in those meetings just like a team member from the company."

This saved Tender Tootsies much money in blind investment. More importantly, it enabled the company to have a kind of partner in Britain — and, says Noble, a reliable one too.

Good follow up

Noble maintains that feedback from the trade commissioner would be useless if not appropriately followed up by feeding all the critical details — such as shipping, pricing, sample packaging — back to the customer. "We have a staff member who is an expert in all the intricacies of exporting to Europe — which is absolutely critical in such a demanding market — to make sure no detail is ignored."

This has allowed the company to establish growing contacts in the British women's footwear market. Major department store House of

Fraser has offered orders, and half a dozen other major British department stores are currently considering placing orders.

Tricks of the trade

Based on his U.K. market experience, Noble offers the following pointers.

"First, investigate your targeted market with the trade commissioner at your local International Trade Centre, or at the Department of Foreign Affairs and International Trade, as we did.

"Second, use the trade commissioners abroad as much as possible as a source of information, especially in the early stages, because they are right there in the target market.

"Third, never assume. Even in those countries that appear similar to Canada, as in the case of the U.K., there are differences: colour, textile, ways of marketing ... Always check out the market yourself.

"Fourth, follow up on the feedback and never overlook a small detail. It may have a big story behind it.

"Finally, meet only with people with real decision-making power. Otherwise, you are wasting your time and money — as can be the case with some agents."

For more information on Tender Tootsies, contact company vice president Balfour Noble, tel.: (519) 652-0080, fax: (519) 652-3394.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ALGERIA — A steel industry company invites bids for the supply of two boilers (2 x 15 tonnes/hour) and a water softener (65 m³/h) for the distillation of ammonia. Closing date for bids: May 17, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980302-03007.

ALGERIA — A gas company invites bids for the supply and maintenance of a financial management system, as well as the training of its users. Closing date for bids: May 21, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980302-03012.

ALGERIA — A gas company has issued a call for tenders for renovation of turbo-alternator unit drive shaft vibration monitoring systems. The deadline for receipt of tenders is May 23, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case number 980302-03009.

BANGLADESH — A power company invites bids for the supply of a number of items, including: 230 kV double circuit vertical formation lattice towers/foundations; 28 km of 230 kV double circuit three phase transmission lines; restringing approxi-

mately 42 km of one existing steel earthwire; mallard ACSR phase conductors, earthwire, and associated fittings; 230 kV suspension, tension, and low duty insulator sets; substation extension; and relevant reference engineering and design standards. Closing dates for bids range from May 15, 1998 to June 15, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980227-03000.

ETHIOPIA — The Ethiopian Privatization Agency invites bids for the partial or total acquisition of government-owned tanneries and shoe factories. Closing date for bids: June 1, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980226-02991.

GUINEA — A company seeks a Canadian joint venture partner for the development of a water and electricity distribution system. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980226-02977.

INDIA — A water supply and sewerage board invites bids for the construction, operation, and maintenance of a 100 mld-permeate capacity sewage renovation plant (ter-

tiary treatment and reverse osmosis). A pre-bid meeting will be held on April 6, 1998. Closing date for bids: June 4, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980309-03070.

INDONESIA — The government, through a loan from the Asian Development Bank, invites bids for the design, fabrication, delivery, installation, testing, and commissioning of a diesel waste heat recovery plant with a capacity in the range of 2.5 MW to 3.5 MW, including all required materials, equipment, services, and labour. Closing date for bids: May 15, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980309-03072.

SINGAPORE — A company invites bids for the design, supply, installation, testing, and commissioning of a digital trunked radio communication system. Closing date for bids: May 22, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980309-03073.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maectl.gc.ca/english/news/newslettr/canex>

Technology and Industrial Techniques Highlighted at Poznan International Fair

POZNAN, POLAND — June 15-19, 1998 — The 70th Poznan International Fair, highlighting technology and industrial techniques, is the largest investment goods fair in Poland, the largest of its kind in Europe and the only one with such a wide spectrum of products exhibited.

The scope of the fair includes machine industry, electrical engineering, electronics, industrial control engineering, laboratory equipment and apparatus, transport, power in-

dustry engineering machines and equipment, metallurgical machines and equipment, machines for founding and steel industry, machines and equipment for earth works, construction industry and road building, coal mining, ore mining, oil and gas industry, raw materials and semi-products, refrigeration and cooling industry, ventilation and air conditioning, and equipment used in eco-systems for gas exploitation, as well as services and intangible goods.

This year, for the first time, a conference — "Poland on its Way to a Membership in the European Union" — and a Capital Fair for presenting financing opportunities for investment projects will be held concurrently with the fair.

For more information, contact North American organizer J.C. Exhibitions, Inc., 14652 Quail Trail Circle, Orlando, FL, 32837, tel./fax: (407) 857-6450.

New Venue for Showing Medical Equipment in China

GUANGZHOU, CHINA — A year-round medical equipment exhibition hall will be set up this May in the largest and most advanced city in Southern China. Manufacturers interested in entering the lucrative Chinese market are invited to show their products with the help of local experts.

The Medical Equipment Exhibition Hall, which is jointly established by Lily Corp. Ltd. of Verdun, Quebec, and Guangzhou Liu Hua Qiao Hospital, is located inside the hospital. Registered with the World Health Organization, the 1,050-bed hospital has a medical staff of 1,200. It receives 350,000 outpatients and 12,000 inpatients annually.

The hospital hosts a series of national and international events throughout the year, ranging from academic conferences to vocational studies for interns. It also provides demonstrations of its advanced med-

ical equipment to purchasing delegations from all over China.

The exhibition hall will facilitate the efforts of foreign medical equipment manufacturers interested in sharing the Chinese market by directly introducing products to medical professionals and collecting timely feedback on the products. Moreover, Lily Corp. will provide comprehen-

sive services such as product marketing and representation, translation and export procedure briefing.

For more information on the exhibition hall and the numerous services offered, contact Ying Zhu, Director, Lily Corporation, 316 Galt, Verdun, Quebec, H4G 2P4, tel.: (514) 362-1860, fax: (514) 362-1847.

Premier Syrian International Oil and Gas Exhibition

DAMASCUS, SYRIA — June 7-11, 1998 — Canadian oil and gas professionals and business people will find lucrative opportunities at Syroil '98, the First Syrian International Oil and Gas Exhibition.

The exhibition will showcase the latest technologies, exchange of data and opportunities in Syria and neighbouring countries.

For more information, contact organizer Allied Trading Enterprises, P.O. Box 3993, Damascus, Syria, tel.: (963-11) 331-92-0, fax: (963-11) 331-92-10/20, e-mail: cgt dx b@emirates.net.ae

WorldAid '98: Still time to participate

GENEVA — October 6-8, 1998 — There is still time for Canadian companies to participate in WorldAid '98 — considered the essential global trade fair event for all those with a role in humanitarian aid.

The show will focus on procurement opportunities within the United

Nations and other international agencies involved in emergency relief and related activities.

The Canadian presence at the fair is being organized by DP Expos Services Inc., in close collaboration with the Canadian Permanent Mission to the Office of the United Nations in Geneva.

For more information, contact DP Expos Services Inc., tel.: (33-1) 39-73-95-27, e-mail: dpexpos@easynet.fr; or Andrew Griffith, Canadian Mission in Geneva, fax: 4122-919-9233, e-mail: andrew.griffith@genev02.400.gc.ca

Discover Biotechnology Opportunities in the Pacific Rim

HONG KONG — June 3-5, 1998 — The 6th Pacific Rim Biotechnology Conference and BioExpo '98 will provide an opportunity for Canadian companies to showcase their biotechnology strengths and promote business alliances. The conference will focus on "Biotechnology and Quality of Life" in the areas of agriculture, medicine, and the envi-

ronment, while the exposition will cover a wide range of biotechnology products, equipment and services and promote interaction between countries of the Pacific Rim.

BioExpo '98 will provide an excellent opportunity to share cutting-edge research outcomes and industrial developments in specific fields of biotechnology, as well as to dis-

cuss how academia and industry can team up to further the biotechnology industry.

For more information, or to register, contact Fatima Lai, Commercial Officer, Consulate General of Canada, Hong Kong, tel.: (852) 2847-7441, fax: (852) 2847-7441, Internet: www.canada.org.hk

The Science of Success at ABIC '98

SASKATOON — June 9-12, 1998 — The Agricultural Biotechnology International Conference (ABIC) '98 is the world's leading-edge scientific convention on agbiotech, the place to learn about strategies for product commercialization and the science of success.

ABIC '98 will feature more than 60 speakers who are internationally recognized experts in agbiotech. While focusing on commercialization strategies, the conference will also include

numerous special-interest presentations, covering plant science and crop development, animal science, microbial and food science, and commercial development. In addition, there will be networking opportunities and tours of agbiotech companies and agencies.

For more information, contact Sharon Murray, The Signature Group, 608 Duchess St., Saskatoon, SK, S7K 0R1, tel.: (306) 934-1772, fax: (306) 664-6615, e-mail: siggroup@sk.sympatico.ca

International AID & TRADE '98

NEW YORK CITY — September 16-17, 1998 — The fifth annual International Aid and Trade Conference and Exhibition — AID & TRADE '98 — is an opportunity for Canadian exporters to showcase their products and services to senior United Nations and humanitarian aid procurement officials from around the world, as well as to discuss specific requirements and contracts.

Continued on page 12 — AID & TRADE '98

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 300 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Montreal Conference Looks at New Europe

MONTREAL — May 25-27, 1998 — The *Conférence de Montréal* is an opportunity for leaders and senior managers of large and medium exporting or export-ready enterprises to learn about the building of the new Europe.

Speakers from the European private sector and governments will share their insights on the state of Europe today and on what its evolution implies for the world economy. Other speakers from Canada and the United States will speak about economic relations with Europe from a North American perspective.

The conference will also tackle more specific topics, including the Euro and international trade, telecommunications and the struggle for markets, the clash of management cultures, the building of the pan European market, the development of the social and economic union, and new business opportunities in Central and Western Europe. The impact of the Asia crisis on Europe and North America will also be examined.

The popular sessions on "Doing Business" with various countries of the region will continue again this

year, with ministerial delegations from the Czech Republic, Hungary, Poland, Romania, Russia and Ukraine discussing investment and other business opportunities for Canadian companies in their countries.

Government of Canada representatives will also be on hand to acquaint Canadian participants with the services available to help exporters.

For more information, contact *Conférence de Montréal*, 2055 rue de la Montagne, suite 101, Montreal, QC, H3G 1Z8, tel.: 1-888-772-5142 or (514) 283-5142, fax: (514) 283-6680.

First-ever Canadian Landing of International Air Cargo Event

OTTAWA — May 14-15, 1998 — For the first time ever, the annual International Air Cargo Conference and Exhibits and Air Cargo Product Expo (IACC) will be held in Canada.

Thousands of delegates, exhibitors and visitors from around the world are expected to attend what is slated to be the largest IACC in participants and visitors.

During the conference, industry leaders will discuss issues such as shipping dangerous goods by air-freight, cargo security, importing and

exporting opportunities, claims procedures and computerized systems for package shippers.

Sessions include "Expanding Global Trade: The Role of International Traders in the Development of World Commerce" and "Importers and Exporters: What We Require of Airlines and Forwarders."

For more information, contact the Air Transportation Marketing Association, P.O. Box 520935, Miami, FL 33152 U.S.A., tel.: (305) 591-9475, fax: (305) 591-9575.

AID & TRADE '98

— Continued from page 11

The United Nations and international humanitarian agencies spend over \$12 billion each year on goods and services to support peacekeeping, emergency aid, and medical and economic development around the world.

Due to the fall of the Canadian dollar, the organizers are giving Canadian companies that register before April 30 the opportunity to participate at par value.

For more information, contact International AID & TRADE '98, tel.: (416) 968-7252, fax: (416) 968-7569, e-mail: aidtrade@baxter.net Internet: <http://baxter.net>

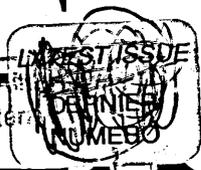
Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Canada Report



Trade Mission to China and Hong Kong Reaps a Harvest of Contracts for Canadian Firms

International Trade Minister Sergio Marchi, accompanied by 84 representatives of Canadian businesses and organizations, visited China and Hong Kong from March 27 to April 5, 1998. During the nine-day tour, new trade contracts valued at almost \$800 million were signed in Beijing, Shanghai and Hong Kong.

Mr. Marchi expressed deep satisfaction at being able to help Canadian companies make inroads into this part of the world and gain a head start

on their foreign competitors. Members of the business delegation enjoyed the added advantage of taking part in various meetings with senior Chinese

leaders throughout the mission. "This mission has been about helping Canadian businesses make a name for themselves in China and Hong Kong and exploring the exceptional opportunities that exist here," the Minister said. "Canadian companies are competitive, export-ready and dedicated to this crucial market. The results have exceeded our expectations and show Canada's determination to be a significant player in this region."

Continued on page 2 — Trade Mission

Second WTO Ministerial Conference to Deal with Implementation and Future Work

The second World Trade Organization (WTO) Ministerial Conference will take place in Geneva, Switzerland, from May 18-20, 1998. The agenda will consist of two broad areas of discussion: the implementation of the WTO work program, and future activities, which include new negotiations in agriculture and services.

The conference, which will be chaired by the Swiss Minister of the Economy, Pascal Couchepin, brings together ministers from the 132 WTO member countries. Geneva will also play host to ministerial delegations, members of the press and a variety of non-governmental organizations from many different countries.

WTO agenda shifting

According to John Weekes, Canada's Permanent Representative to the Office of the United Nations in Geneva and the World Trade Organization, the focus of the WTO is shifting. "It is moving somewhat away from tariffs and quotas to other matters such as regulatory and competition policy issues and investment," said Weekes.

Continued on page 4 — Second WTO



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Two New Federal Guides Benefit Small Businesses

For many small businesses, information about available government services and programs can be extremely valuable. That's why Industry Canada has published two new guides, designed to help small businesses access the tools they need to grow.

The first publication, *Small Business Guide to Federal Incorporation*, is a step-by-step "how-to" guide designed to help Canadians incorporate and operate a company in compliance with federal corporate law without incurring expensive professional fees. The guide contains incorporation forms, by-laws, minutes of meetings, and other documents that users can easily adapt to their business needs. It also describes the relevant legislation in easy-to-understand terms.

Government programs and services

The second publication, *Your Guide to Government of Canada Services and Support for Small Business (2nd edition)* outlines the programs and services offered to small businesses by the federal government and explains how to apply them. Included are key contact addresses, phone and fax numbers, and Internet sites for each program.

Guides available on Strategis

Both guides are available on *Strategis*,

Industry Canada's business information Web site.

For the *Small Business Guide to Federal Incorporation*, visit http://strategis.ic.gc.ca/sc_mrksv/corpdirengdoc/homepage.html

For *Your Guide to Government of Canada Services and Support for Small Business*, visit <http://strategis.ic.gc.ca/smeguide>

Hard copies are available by calling the Industry Canada Distribution Centre, tel.: (613) 947-7466.

Trade Mission to China and Hong Kong

— Continued from page 1

From Beijing to Hong Kong

The Canadian trade delegation's first stop was in Beijing, where over \$300 million worth of trade contracts were signed and \$48 million in investments were announced. The business deals involved such sectors as energy, construction, aerospace, medical supplies and education. SLM Software of Toronto, W.J. Stelmaschuck and Associates Limited of Vancouver, law offices Blake, Cassels & Graydon of Toronto and Remedios and Company of Vancouver also took advantage of this major Canadian thrust in the Chinese capital to announce their intention to open offices there, joining the ranks of over 300 Canadian companies permanently established in China.

While in Beijing, Minister Marchi officially inaugurated the new Cana-

dian Education Office, which will promote Canadian educational services between Chinese businesses and organizations. Following a series of bilateral meetings with Chinese leaders, Mr. Marchi announced the establishment of a Canada-China Interparliamentary Group. This body will promote greater dialogue between Canadian parliamentari-

ans and members of the National People's Congress.

Mr. Marchi then led the Canadian delegation to Shanghai, where the 90th anniversary of Canada's commercial involvement in this city was marked by the signature of new contracts valued at over \$480 million. Three Canadian companies, Canadian Aerospace Group

Continued on page 5 — Trade Mission

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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Asia's Infrastructure Market Offers Plenty of Opportunities

Infrastructure development continues to be needed and will continue to be built during and after the current crisis in Asia. That's the combined opinion of the Asian Development Bank (AsDB), the World Bank (WB) and leading commercial lenders. And according to senior executives of major Asian, North American and European infrastructure firms, this means plenty of opportunities for Canadian companies.

The forecasted needs of Asia's infrastructure fall within much of Canada's traditional sectors of expertise and competitiveness, including energy, telecommunications, transportation, agriculture and urban development.

Asia's infrastructure needs

In the short term, most of the infrastructure projects in the works that have a strong, economically viable focus will likely be built with the private sector playing an even greater role in their development, including financing.

Less than commercially feasible public infrastructure projects in countries that do not have ready access to commercial capital will continue to be largely financed by international financial institutions such as the AsDB and WB.

The People's Republic of China alone will offer many opportunities as a result of its recent announcement of a massive infrastructure drive worth US\$750 billion to US\$1.3 trillion over the next three years. While some of these projects will be funded by the AsDB and WB, most will be funded through commercial markets.

Consulting the experts

To show Canadian firms how they can benefit from Asia's infrastructure market, senior executives representing 25 major Asian, North American and European infrastructure firms were interviewed. Foreign companies (European and Asian) often establish a base in Manila, which is also the headquarters of the AsDB.

These types of firms will dominate the commercially funded Asian projects, which will mostly be Build-Own-Operate (BOO) and Build-Own-Transfer (BOT) schemes. These projects are more profitable and attract less competition.

According to the executives interviewed, by 2005 the local Asian infrastructure firms will dominate the AsDB and WB market in Asia. Projects in this market are very price competitive and attract a great deal of competition.

Canadian involvement welcomed

Now is an excellent time for Canadian firms to link up with these local infrastructure firms, say the executives, who believe that joint partnerships with Western firms will give the AsDB and WB the assurance that

local firms will deliver projects on time and with the desired quality.

The executives of these major infrastructure firms all say that they would welcome more enquiries about their projects from Canadians, who have to date rarely contacted them. In fact, many indicated that their firms have offices in Canada, which would be a good starting point for Canadians who are unable to visit their offices in Asia. They noted that there is a specific approach to successfully selling to their firms, and that in all cases they need only value-added Canadian products and services.

According to the executives, the favourable Canadian dollar will average down all the bids on infrastructure projects — something that is critical for price-sensitive AsDB and WB projects. Price is also important for commercially funded projects, although financing is just as important.

These interviews were conducted by the Canadian Embassy's Office of Liaison with the International Financial Institutions (OLIFI) in Manila. Foreign companies (European and Asian) often establish a presence

Continued on page 12 — Asia's

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Second WTO Ministerial Conference — Continued from page 1

The WTO, established on January 1, 1995, is the international forum where rules are made for global multilateral trade. Based in Geneva, the WTO was born out of the Uruguay Round of Multilateral Trade Negotiations, replacing the Secretariat of the General Agreement on Tariffs and Trade (GATT). The WTO oversees the administration and functioning of multilateral trade agreements, including the international trade dispute settlement system. It also serves as a forum for international trade negotiations and rule making.

Trade and investment drive Canada's economy

In the 1990s, international trade and investment are of unparalleled importance to Canadians. Together, they are the engines that drive the Canadian economy and create jobs. Canada's economic well-being is inextricably linked to keeping foreign markets open in a fair and predictable fashion.

Fifty years of rules-based trade since the GATT was created in 1947 have brought great benefits to Canada. The results of more liberal and more effective trade rules in North America and globally are impressive, having contributed to the dramatic expansion of Canadian trade in recent years. From 1990 to 1997, Canada's merchandise exports rose from \$148.9 billion to \$296.9 billion. Exports of goods and services now account for more than 40 per cent of gross domestic product (GDP), up from 26 per cent in 1992. In fact, international trade accounts for a greater share of GDP in Canada than in any other G-7 country.

Investment is also a force in today's global economy. Since 1986, world investment flows have risen from

close to US\$60 billion to US\$300 billion. The accumulated stock of foreign direct investment in Canada has almost doubled to \$180 billion in the last 10 years. Investor confidence in Canada is at its highest level in 15 years with more and more international companies establishing operations across the country.

Trade means jobs

Trade is critical to Canada's economy. One in three jobs depends on exports and it is estimated that every \$1 billion of exports creates or sustains 11,000 jobs in Canada. Although Canada is a successful trading nation, only about 100 companies account

Continued on page 11 — WTO

World Trade System Celebrates 50 Years

On May 20, 1998, the WTO will celebrate the 50th anniversary of the world's multilateral trading system, providing a unique opportunity to reflect on the achievements of the past and the challenges and opportunities of the future.

World trade milestones

- *October 30, 1947:* The GATT, containing tariff concessions and a set of rules preventing certain trade restrictions, was signed by 23 countries.
- *January 1, 1948:* The GATT was implemented.
- *April - August 1949:* Second Round of negotiations held in Annecy, France.
- *September 1950 - April 1951:* Third Round held in Torquay, England. Four more countries joined the GATT.
- *May 1956:* Completion of the fourth Round held in Geneva, Switzerland, produced close to \$2.5 billion worth of tariff reductions.
- *September 1960:* The fifth Round, the Dillon Round, began in September and concluded in July 1962.
- *May 1964:* The Kennedy Round began. The Final Act was signed in June 1967 by 50 participating countries, with concessions covering nearly \$40 billion worth of trade.
- *September 1973:* The Tokyo Round, the seventh Round, began in 1973 and concluded in November 1979, with tariff reductions of more than \$300 billion.
- *November 1982:* Meeting of GATT ministers in Geneva led to the Uruguay Round.
- *September 20, 1986:* The eighth Round of trade negotiations, the Uruguay Round, covered trade in both goods and services.
- *April 15, 1994:* Ministers from 120 countries signed the Final Act, creating the World Trade Organization.
- *January 1, 1995:* The WTO was implemented.
- *December 9-13, 1996:* The first regular biennial meeting of the WTO at the ministerial level was held in Singapore.

Further information on the WTO Ministerial Conference and the 50th anniversary celebration is available from the WTO Web site (www.wto.org) and the DFAIT Web site (www.dfait-maeci.gc.ca).

Trade Mission to China and Hong Kong Reaps a Harvest of Contracts for Canadian Firms

— Continued from page 2

of Burlington, Ontario, Easy Field Consultants (Canada) Limited of Markham, Ontario and Raytheon Canada Limited of Waterloo, Ontario, were particularly active in these construction and aerospace industry initiatives.

The final stage of the mission took place in Hong Kong, where over 150 meetings were arranged for members of the business delegation to assist with their business needs. Mr. Marchi also took part in the official opening of the office of the Canadian Tourism Commission, which will promote Canada as a tourist destination. In Hong Kong, new trade contracts and letters of intent were also signed covering a wide range of products and services including waste water treatment equipment, Internet recruiting services and windows for a new high-rise building.

While in Asia, Mr. Marchi also discussed China's efforts to prepare its accession to the World Trade Organization and helped advance the business action program, designed to ease access to the Chinese market and improve transparency of business transactions.

Productive export markets

China is Canada's fifth-largest export market and together, Hong Kong and China are Canada's third-largest trading partner. Canadian companies have been enjoying remarkable success there since

1994, when the Team Canada mission led by the Prime Minister resulted in commercial agreements valued at \$8.6 billion. Canadian companies have since signed additional deals totalling \$3 billion. Traditionally, Canadian exports to China have been mostly commodities such as wheat, potash and wood pulp. In latter years, manufactured items such as electrical products, mechanical and telecommunications equipment have grown in importance, and now account for 44 per cent of Canada's exports to China. Canada's priority exporting sectors complement the current needs of China in goods, services and imported technology, especially in agriculture and agri-food, infrastructure (energy, transportation and telecommunications) and environmental protection.

On its part, Hong Kong has become an increasingly important trading partner and business centre for Canadian companies, primarily because of its strategic location in the Pacific Basin, which makes it a port of entry to the dynamic Chinese market.

Canada has always been a major exporter of minerals to Hong Kong, especially aluminum, potassium, gold and zinc, along with pulp and paper, petrochemicals, soya, tobacco, canola and seafood. Canadian exports have nonetheless become quite diversified over the years, with Canada becoming a major

supplier of telecommunications equipment. In fact, over 55 per cent of Canada's exports to Hong Kong now consist of manufactured and semi-finished products.

Other promising sectors for Canadians in Hong Kong include construction, data processing, transportation, energy, furniture, consumer goods and processed food products. To this end, Minister Marchi launched the President's Choice line of products with a major Hong Kong grocery chain, Park'n'Shop.

As the trade mission drew to a close in Hong Kong, it was clear that its impact would extend beyond immediate product sales and deals signed. Long-term investments and new joint ventures promise to create an impressive future for Canadian companies in these dynamic markets.

For further information on the trade potential of the Chinese market, contact the China Division, Department of Foreign Affairs and International Trade, tel.: (613) 992-6129, fax: (613) 943-1068, or consult the InfoExport Web Site at <http://www.infoexport.gc.ca>

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

New Exporters Training Sessions Calendar Now On Line

Canadian businesses considering expanding sales into the United States can now consult the Department of Foreign Affairs and International Trade's Internet site for listings of New Exporters to Border States (NEBS) training sessions on U.S. marketing.

NEBS courses provide market intelligence and practical information about getting goods and services over the border. Since they are often planned around trade shows in the United States, they also give a first-hand look at the competition in their industry sector.

The Internet site includes information on more than 80 NEBS training programs scheduled for 1998-1999, including a NEBS on the apparel industry in Seattle in June; a sporting goods session in conjunction with the July National Sporting Goods Show in Chicago; an environmental NEBS in Oakridge, Tennessee, in September; a session on Aboriginal arts and crafts in

Mesa, Arizona, in October; a November session on the automotive trade in Detroit; and a toys mission to New York next January. The on-line schedule also includes listings of export information sessions held in Canada, where experts on U.S. markets are brought in to deliver part of the training.

Visit the Internet site at www.dfait-maeci.gc.ca/english/GEO/USA/nebs.htm (English) or www.dfait-maeci.gc.ca/francais/GEO/USA/nebs.htm (French).

Airfare bargains for NEBS participants

Special airfares for Canadian companies taking part in NEBS sessions in the United States have been negotiated with Air Canada. These special rates include 35 per cent off full economy fare, 40 per cent off bookings made seven days in advance, and 5 per cent off any published excursion fare.

Canadian Airlines offers 15 per cent off the full economy fare and 10 per cent off any published excursion fare. Please note that some restrictions apply.

Depending on the event, the Department of Foreign Affairs and International Trade may cover up to two nights of hotel accommodation and, in some cases, may pay a portion of the entry fee to the trade show. Participants pay a non-refundable fee of US\$100 for training sessions taking place in the United States, and must cover all their own travel and personal expenses.

For booking instructions, or to register for a NEBS session, contact the International Trade Centre nearest you or the Canadian trade officer in the United States indicated in the on-line NEBS listing.

Having Market Access Problems in the United States?

The Canadian Embassy in Washington, DC, would like to hear from Canadian companies about any difficulties they may have faced with the United States' "Buy American" policy. The Embassy is also interested in hearing about problems relating to small business set asides, or other restrictive provisions encountered while trying to sell to U.S. governments at the federal, state or local level.

Were you able to sell? Did you decide not to pursue the sale? What would have made it easier? Your views will help Canada set priorities in its efforts to remove barriers faced in selling to the U.S. government and help keep you informed about procurement regulation changes and practical solutions.

To register your comments, contact, by May 31, 1998, Allison J. Saunders, Second Secretary (Commercial), Cana-

dian Embassy, 501 Pennsylvania Avenue NW, Washington, DC 20001, tel.: (202) 682-7746, fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

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Focus on South Africa



South Africa Unlocks Its Potential

From the depths of recession, increasing budgetary deficits and high inflation up to the last days of apartheid in the early 1990s, South Africa today boasts strong economic growth, a shrinking deficit, and its lowest inflation rate in decades. It has emerged as a sophisticated and growing market for Canadian firms, offering opportunities in fields as diverse as aviation, telecommunications, information technology, engineering and mining. Indeed, South Africa now embodies an exciting and unique array of mature and developing market characteristics.

With a gross domestic product (GDP) of approximately \$170 billion in 1997, South Africa's open and outward-looking economy remains the largest and most dynamic in Africa.

South African companies are becoming increasingly active throughout Africa and internationally as foreign exchange restrictions are lifted at home. Growth of non-gold exports peaked at 14 per cent in 1995 and remains strong — since 1994 exports have increased from 27.6 per cent of GDP to nearly 33 per cent.

Although overall economic growth slowed slightly to 1.7 per cent in 1997, due partially to low gold prices and weakening Asian export markets, it is expected to return to 3-4 per cent over the next year or two.

Great strides in access to services

Internally, great strides have been made in ensuring that previously disadvantaged communities have access to South Africa's infrastructure, particularly in the fields of electricity and telecommunica-

tions. Since 1994, over 1.5 million homes have been equipped with electricity and over 420,000 new phone lines were installed in 1997 alone.

On other fronts — including housing, health care and education — the strains of massive reorganization and years of underfunding for large segments of the population still pose obstacles. Nevertheless, there are many visible signs of progress.

For instance, although the housing target set in 1994 of 500,000 new homes annually for five years has never been reached, the housing sector has been allocated \$1 billion for each of the next two years. Nearly 1 million new housing grants or loans have already been approved, and 400,000 new homes have been built.

A country in transition

Given its history, it is no surprise that South Africa remains a country in transition four years after its historic April 1994

elections. Despite the economic challenges facing South Africa, political transformation continues. A new, permanent and progressive constitution has replaced the previous interim version in time for the next elections in 1999. Federal-provincial relations are still being developed; in some instances with technical assistance from Canada. The efforts of local government to amalgamate richer enclaves with poorer townships in order to broaden the tax and service base continue.

South Africa's transition has, however, successfully passed through the critical initial phase, allowing the country to begin to unlock its true potential. Δ

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Special Relationship Opens Doors for Canadian Business

Across a broad range of sectors and activities, Canada is enhancing its special commercial relationship with South Africa. From TV co-productions and closer defence linkages to provincial twinning arrangements and constitutional and technical exchanges, these two Commonwealth partners are continuing to strengthen their relationship, and that holds promise of increased opportunities for Canadian business.

The benefits of this special relationship are readily apparent. In 1997, two-way trade exceeded \$850 million with exports at \$361 million and imports at \$494 million.

Exports of goods have shown a steady upward trend since 1993 (except for 1996 when the rand was sharply devalued). Canadian companies are increasingly active in service exports, joint ventures and direct investment.

For example, SNC-Lavalin has been involved in a number of significant engineering projects, including the Alusaf aluminum smelter and the new La Mercy airport in Durban. Toronto-listed SouthernEra Resources, now estimated to be the fourth-largest diamond mining company in the world, has operations in South Africa and Angola, and Telesat Canada, Canadair and Bell Helicopter are among the many high-tech exporters that are making significant sales to South African customers.

Canadian firms are also part of several international consortia that are bidding on opportunities in television broadcasting, a new cellular network and airport privatization. In addition, the signing of an Audio-visual Co-production Agreement in 1997 should further strengthen the developing links in TV and film co-productions.

Economic ties

Economic ties between Canada and South Africa are stronger than ever — thanks to a number of bilateral agreements that have made it easier and more profitable for commercial exchange. A Double Taxation Convention, signed in 1995, came into force in April 1997 and a Foreign Investment Protection Agreement was signed in 1995.

There are many examples of the deepening relationship between Canada and South Africa. Both are Commonwealth members who are developing stronger defence and security ties, as evidenced by Minister of Defence Art Eggleton's March 1998 visit. Secretary of State (Latin America and Africa) David Kilgour also recently completed a six-nation trip to Africa, which included a visit to South Africa. Mr. Kilgour and his accompanying business delegation met with key interlocutors in the public and private sectors in an effort to strengthen the already substantial economic linkages between the Canadian and South African business communities.

Five Canadian provinces have formal twinning relationships with South African counterparts, and South African non-governmental organizations and academic institutions have close affiliations with new and old overseas partners. Δ

South Africa: Key Statistics

General Description

Population: 37.9 million (1996 census est.)

Capitals: Pretoria (administrative), Cape Town (legislative)

Total Area: 1,223,201 km²

Provinces: 9

Official Languages: 11 (including English, Zulu, Afrikaans, Sotho and Xhosa)

Economic Data (1997)

GDP: \$170 billion

GDP Growth Rate: 1.7%

Inflation Rate: 6-7%

Unemployment Rate: 29-40%

Cdn. FDI: \$172 million

Cdn. Visitors Per Year: 30,000

Currency: rand; \$ = R3.5; US\$ = R5

(March 1998)

New Economic Climate Attracts Trade and Investment

In many ways South Africa offers the best of two worlds: a sophisticated, outward-looking economy that requires high-value imports, and an emerging economy whose needs range from transportation and public infrastructure development to investment and technology transfer.

As noted in the Finance Minister's budget speech last year, the South African government remains committed to both the Reconstruction and Development Program (RDP), which was the major policy platform of the African National Congress during the 1994 election, and the more recent macro-economic strategy encompassed in the Growth, Employment and Redistribution program (GEAR).

GEAR's objective is to revitalize the South African economy through a series of fiscal and commercial measures such as privatization, tax incentives and tariff reductions.

President Mandela's new government has wrestled a deficit of 10.2 per cent of GDP, which it inherited in 1993-94, to 4.3 per cent in 1997-98, a projected 3.5 per cent in 1998-99, and 3 per cent for the next two years.

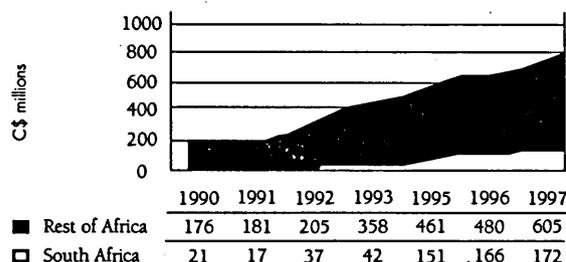
With a declining budget deficit and inflation in single digits, the South African Reserve Bank is gradually easing its tight monetary policy. Significantly, this comes at a time when South Africa is dismantling its once strict foreign exchange control regime. Although foreign investment is already free to enter and leave

the country, South African companies and individuals can now invest abroad more easily, increasing the prospects of Canadian firms to find suitable South African business partners.

The gradual privatization of state enterprises should also open up new opportunities in such areas as airports, broadcasting, forest management and delivery services.

Canadian Direct Investment in Africa

Source: Statistics Canada



Continued on page IV — New Economic

Canada's Increasing Investment in Africa

Canadian direct investment in Africa has nearly doubled since 1993, reaching \$777 million in 1997, \$172 million in South Africa alone. This is primarily due to the impressive measures taken by many African economies to attract foreign direct investment (FDI), including the easing of foreign ownership restrictions, sweeping privatization, favourable tax and regulatory regimes, and better over-

all fiscal and monetary policy management.

Canadian FDI outside of South Africa is mostly in the mining and energy sectors, with gradual diversification into other sectors.

In South Africa, the Canadian focus is in the areas of mining, engineering, telecommunications, pharmaceuticals, manufacturing, transportation and broadcasting.

South Africa's mature, diversified economy and its openness

to FDI — as well as specific cost factors such as inexpensive office and industrial rents, competitive labour rates, and affordable electricity — has created a climate conducive to international investment.

According to a recent survey by the Economist Intelligence Unit, South Africa offers the most favourable business operating costs of the 27 developed and developing countries surveyed. Δ

Gateway to an Emerging Continent

South Africa's dominant economic position in Africa, combined with its interest in regional and continental development, makes it a natural launching pad for penetrating other African markets.

Many Canadian companies have established regional offices in South Africa, while others have entered into joint ventures with or acquired South African firms to take advantage of opportunities in fields as diverse as mining, engineering, chemicals and pharmaceuticals. For example, in places like Tanzania and Mali, smaller Canadian mining companies have teamed up with giant South African corporations to undertake mining and exploration activities. South African companies also are looking for Canadian partners with experience in Francophone Africa for joint projects.

Most Canadian companies new to African markets see South Africa as a logical first step due to similarities in business culture and the widespread use of English in business and official circles. Its superior transportation and telecommunications infrastructure makes it the natural hub for business activity in the region.

South Africa is a leading member of both the African Development Bank (ADB) and the Southern African Development Community (SADC). Recently liberalized exchange controls allow South African

companies to invest up to R250 million in new ventures within SADC, up from R50 million last year.

Johannesburg hosts offices from a number of important international agencies and financial institutions such as the World Bank, the ADB, the European Union, and a number of United Nations agencies, including purchasing offices.

SEARAP initiative

Recognizing the benefits of a co-ordinated regional approach, the Department of Foreign Affairs and International Trade (DFAIT), the Canadian International Development Agency (CIDA), Agriculture and Agri-Food Canada, and other federal agencies and provincial governments have developed a Southern and Eastern Africa Regional Action Plan (SEARAP).

The recent annual SEARAP meeting (Harare, March 1998) highlighted the opportunities offered across SADC's emerging economies, especially in transportation, power and agriculture/animal husbandry. Under this framework, a major power sector trade mission is planned for late 1998. Δ

New Economic Climate — Continued from page III

New opportunities emerging for Canadian firms

Telecommunications — With the sale of 30 per cent of Telkom SA, the country's national service provider, to Malaysian interests, there are growing opportunities in this sector for Canadian participation in value-added niches such as data services, rural and wireless systems, the Internet and cellular services.

Mining — Canada is already highly regarded in South Africa as the leading source for mining venture capital, and many Canadian firms have a strong history throughout the continent. Canadian technology, support services and equipment are areas of significant potential co-operation.

Agriculture and agri-food — Canadian expertise in animal genetics, agri-food technology and regulatory frameworks is of considerable interest to South Africa, as noted by South Africa's Deputy Minister of Agriculture during a 1997 visit to Canada.

Transportation — This is the single largest component of Canada's exports to South Africa, and there has been considerable recent activity, specifically in sales of regional jets, helicopters, boats and motor vehicle parts.

Other areas in which Canadian firms have been successful in the South African market include machinery, both mechanical and electrical, cereals and base chemicals. Δ

Mining Supplier Concentrates on Sophisticated South African Market

A mining renaissance is sweeping across Africa, and mining equipment manufacturer Knelson Concentrators is set to increase its market share by establishing a stronger presence in South Africa.

With headquarters in Langley, British Columbia, this 18-year-old company specializes in enhanced gravity separation technology geared for gold and other precious metals.

"Our centrifugal mechanism utilizes a fluid bed process," explains Doug Corsan, Vice-President, Sales and Marketing, "that has been recognized internationally, with over 60 patents issued or pending."

A Canada Export Award winner in 1987, when the company was exporting less than \$1 million annually (today it exports close to \$9 million), Knelson knows what it takes to penetrate far-flung markets.

"In 1997, 89 per cent of our business was outside North America," says Corsan, "and while Australia, Russia and Latin America remain important markets, we view Africa, and South Africa in particular, as a significant growth area."

Choosing the right partner

"South Africa's mining sector is the most sophisticated and competitive in the world," explains Corsan, "a market that mining equipment exporters worldwide see as a potential gold mine of opportunity."

A few years ago, to increase its chances of succeeding in this crowded but lucrative market, Knelson found, through personal reference, a local agent with intimate knowledge of the main players. But after some initial success in 1994 and 1995, sales dried up.

"We discovered that the agent was not interested enough in after-sales and customer service — which are crucial in such a sophisticated market," says Corsan. "So we reconsidered our approach and decided to establish our own office in Johannesburg earlier this year."

To do this, the company called on its agent in Zimbabwe to set up Knelson Concentrators Africa, a joint venture between Knelson and its Zimbabwe agent.

While Knelson contributed most of the initial equity requirements, the partner moved staff to Johannesburg, hired others locally, and will be

responsible for managing sales — expected to reach \$1 million this year — and a new local laboratory.

Canadian help makes a difference

Knelson's commitment to exporting received considerable government assistance, especially in the early days. As a matter of fact, that's how the company found its rep in Zimbabwe.

"It goes back some eight years," recalls Corsan, "at a mining conference in Val d'Or, Quebec. The Department of Foreign Affairs and International Trade had brought in a delegation of mining people from Africa, including this representative of a Harare-based metallurgical engineering firm, who was also acting as an agent for other product lines.

"He saw our product, was impressed, and offered to represent us back home," Corsan adds.

Knelson has also used DFAIT's Program for Export Market Development (PEMD) to participate in trade shows or investigate new markets.

"This proved to be an excellent way of marketing our products," he says, "by taking away the financial risk for a small company like ours."

With typical installation costs running in the \$250,000-\$500,000 range, creative selling and financing techniques are increasingly important. To this end, Knelson is currently working on a package of financing options that includes the Export Development Corporation.

"We have also worked with the Canadian International Development Agency, which offers good project sponsorship," Corsan adds.

Exporting is everything to Knelson, so it actively taps the expertise of Canadian Trade Commissioners.

"We make a point of contacting them in any new territory. Even for a company like ours with very specialized products, they can boost our visibility and credibility," explains Corsan. "And you must renew your contacts, because Trade Commissioners change every few years."

Continued on page VIII — Mining Supplier

Interested in Doing Business in South Africa?

Several Canadian Crown corporations and government departments, including the Department of Foreign Affairs and International Trade (DFAIT), have specific experience and services available to assist with entry into the South African market.

Export Development Corporation

The Export Development Corporation (EDC) provides risk management services, including insurance, financing and guarantees, to Canadian exporters and their customers. EDC understands South Africa and has active lines of credit there.

For more information, contact toll-free the Emerging Exporters Team, 1-800-850-9626 (for companies under \$1 million in annual sales), Small Business Team, 1-800-575-4422, General, 1-888-332-3320, Internet: <http://www.edc.ca>

CIDA-INC

Of potential use to businesses seeking to penetrate the South African market is the CIDA Industrial Cooperation Program (inc). This program encourages long-term, mutually beneficial business relations between the Canadian private sector and developing country partners by sharing costs unique to doing business in a developing country.

A number of Canadian companies have received CIDA-INC support for South African initiatives via its two distinct funding mechanisms related to investment (joint ventures) and professional services (consulting and engineering).

For more information, contact Louis Verret, Program Manager, Africa and Middle East, CIDA, tel.: (819) 997-2069, fax: (819) 953-5024, e-mail: louis_verret@

acdi-cida.gc.ca, Internet: <http://www.acdi-cida.gc.ca>

Canadian Alliance for Business in Southern Africa (CABSA)

CABSA is an initiative funded by CIDA-INC and managed by the Alliance of Manufacturers & Exporters Canada to transfer Canadian technology, expertise and capital to South Africa through long-term strategic business alliances (joint ventures, licensing, franchising, training, or technical assistance agreements). CABSA has offices in four countries (South Africa, Zimbabwe, Namibia and Botswana) and over 40 active projects in the region.

To receive a copy of its recent *Investing in South Africa* overview, or to access CABSA's services, contact Paule Charest, Project Manager, 19 Chemin du Ravin, Ste-Therese (Quebec) J7E 2T5, tel.: (514) 434-4196, fax: (514) 430-5684, e-mail: paule.charest@sympatico.ca, and in South Africa, Susan Stewart, Executive Director, tel.: (011-27) 11-325-4053/4559, fax: (011-27) 11-325-4560, e-mail: cabsa@iafrica.com, Internet: <http://www.the-alliance.org/>

Chambers of Business

There are a number of Canada-South Africa Chambers of Business across Canada, with the largest in Toronto.

For more information, contact your nearest Chamber representative: Toronto - Sue Rakusin,

tel.: (905) 764-5982, Ottawa - Richard Stern, tel.: (613) 733-8237, Vancouver - Ben Lamprecht, tel.: (604) 739-5800.

Canadian on-line resources

DFAIT produces a number of market opportunity guides and other publications related to doing business in South Africa.

Many of these are available on-line via the DFAIT Africa Web site at <http://www.dfait-maeci.gc.ca> or through the InfoCentre help-line at 1-800-267-8376.

There are a number of other Web sites produced by federal government departments or agencies designed to assist exporters:

- DFAIT's international trade site **InfoExport**: <http://www.infoexport.gc.ca>
- Industry Canada's **Strategis**: <http://strategis.ic.gc.ca>
- Agriculture and Agri-Food Canada's **Agri-Food Trade Network**: <http://atn-riae.gr.ca>
- Team Canada Inc's **Export-Source**: <http://exportsource.gc.ca>

South African on-line resources

Before taking the crucial and costly step of sending someone overseas to investigate potential export markets, the Internet should be part of your initial market research.

In terms of Internet accessibility and utilization, South Africa

Continued on page VII —
Interested in Doing Business

Key Trade Fairs and Events

South Africa hosts a wide range of trade shows, many of which attract international exhibitors and delegates. As well, DFAIT occasionally co-ordinates a Canadian presence at key events. For information about upcoming trade shows and possible DFAIT participation, visit the Canadian Trade Office Web site (see below). The Johannesburg office also produces a bulletin entitled *This Month in South and Southern Africa*, which includes information on upcoming trade shows.

The following is a sample of some of the more important trade shows planned for the coming months.

Aerospace Africa will be held at Waterkloof Airforce Base outside Pretoria, April 28 to May 2, 1998. This is the only air show of note held in Africa and it draws many visitors from across the continent. Companies should contact Kapil Madan at DFAIT, tel.: (613) 944-8134, fax: (613) 944-7487.

South Africa has been chosen to host **Africa Telecom '98**, a major conference and exhibition organized by the International Telecommunications Union, which is expected to draw up to 6,000 foreign visitors. The conference will be held at the National Exhibition Centre in Johannesburg, May 4-10, 1998. The event is expected to attract industry leaders at the highest level from all over the world. Issues under discussion include regulatory frameworks, privatization policies, trade agreements on telecommunications services, and

infrastructure development. DFAIT and Industry Canada are co-ordinating participation at this event. For more details, contact Ohannes Keuylian at Industry Canada, tel.: (613) 998-0416, fax: (613) 990-4215.

South Africa's Mpumalanga Province is organizing the **Lowveld International Trade Expo**, which will be held in May 1998. One hundred national and international exhibitors will be given the opportunity to establish business relationships in the context of the planned Maputo Corridor Development scheme.

For more information, contact SMP International, tel.: (27-11) 793-4278, fax: (27-11) 793-5060.

The Rural Development Technology 98 trade fair will take place at Nasrec, outside of Johannesburg, May 27-30, 1998. This exhibition, which has been endorsed by SADC, will focus on the business opportunities presented by rural areas of the SADC countries. It will introduce prospective businesspeople to a wide spectrum of potentially lucrative new markets in a variety of fields, including health, education, agriculture, transport, communications and energy.

For more information, contact the Canadian Trade Office in Johannesburg, tel.: (27-11) 442-3130, fax: (27-11) 442-3325. Prime space has been reserved for Canadian companies interested in exhibiting. Δ

Interested in Doing Business in South Africa? — Continued from page VI

ranks in the top 20 countries worldwide. This means a wealth of information is at your fingertips, from government agencies and regulations to prospective business partners and customers.

Some of the most useful sites for Canadians interested in South Africa are:

- the comprehensive *South African High Commission to Canada* site: <http://www.docuweb.ca/SouthAfrica>
- *iAfrica*, a leading South African site with extensive news, business information and links: <http://www.iafrica.com>
- **ZA*NOW**, one of many daily updated sites produced by

South African newspapers: <http://www.mg.co.za/mg/za/new.html>

- **Canadian Trade Office** in Johannesburg, now available on the DFAIT site: <http://www.dfait-maeci.gc.ca> Δ

Tips for Doing Business in South Africa

It is highly recommended that Canadian companies fully investigate the business prospects of the entire Southern Africa region. South Africa is a strong target market for many sectors, but it should also be viewed as an excellent beachhead for penetrating other SADC member markets. The region is generally characterized by strong growth rates, political stability and economic regimes that promote trade and investment.

South Africa offers exciting ex-

port and joint venture possibilities, as well as a relatively comfortable business environment for Canadians, but it remains a highly competitive economy. In addition to the diversified local economy, countries from Europe and Asia have a historical presence in the market, and companies from the United States are increasingly active.

It is important, as well as economically sound, to do your homework before leaving Canada.

Both DFAIT and the Canadian

Trade Office in Johannesburg offer a wealth of information on the South African marketplace, which will allow you to do as much advance planning and research as possible. It can also assist in your firm's search for potential local representation.

When the time comes for you to make a visit to South Africa, the Canadian Trade Office will be able to help you with advice, as well as to set up meetings and make logistical arrangements. Δ

Mining Supplier — Continued from page V

Tricks of the trade

Maintaining constant contact with representatives in the field is imperative, according to Corsan.

"First of all, you must choose them carefully," he recommends, "making sure they'll provide the high-calibre service that customers have come to expect, by paying close attention to them and visiting regularly."

Cultural differences are also important. "In a continent like Africa," he says, "don't paint all the countries with the same brush, because what works in Ghana may not work in South Africa. There is tremendous cultural and economic diversity throughout the continent. Make sure you know your target market."

Knelson also invests considerably in research and development, not only to ensure that it remains globally competitive but also to meet the changing requirements of its customers.

"We are in the final development phase of testing a new device which will enable our products to enter into a much broader range of metallic and non-metallic operations. This will fuel our next stage of export growth," says Corsan.

For more information on the 55-employee Knelson Concentrators, contact Doug Corsan, tel.: (604) 888-4015, fax: (604) 888-4013, e-mail: knelson@knelson.com, Internet: www.knelson.com Δ

Contacts

Canada

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E-mail: kapil.madan@extott02.x400.gc.ca

South Africa

Canadian High Commission Trade Office
Street Address: Craddock Place, 1st Floor
10 Arnold St., Rosebank, Johannesburg, South Africa.
Mailing Address: P.O. Box 1394, Parklands, 2121
Johannesburg, South Africa
Tel.: (011-27) 11-442-3130
Fax: (011-27) 11-442-3325
E-mail: canada@iafrica.com

Joint Ventures in Mexico Mean Opportunities for Canadians

by Arden R. Furlotte, Attorney, Stikeman Elliott Attorneys, Montreal (condensed from an article in Commerce International)

Business opportunities have proliferated for Canadian businesspeople in Mexico as a result of the North American Free Trade Agreement (NAFTA) and the major economic reforms initiated by the Mexican government in recent years.

More and more, Canadians seeking business opportunities in Mexico are looking at joint ventures, and so they should. After all, who would not welcome the contribution of a partner familiar with the Mexican market, culture and customs, to help penetrate the country's markets?

There is no particular legal structure for a joint venture. Partners wishing to form one may create their own structure, primarily by means of a statutory entity, a contract, a corporation or a company. In practice, most joint ventures use the corporation formula.

Mexico's experience

A variety of legal forms are available to foreign and Mexican companies wishing to operate together in a joint venture.

Contractual joint ventures, with the creation of a legal entity, are designed for partners wishing to set up major business projects with a long life span. This means that a corporation or a company independent of the companies owned by the existing partners must be formed. Each partner usually contributes capital, goods or services and in turn obtains portions of, or shares, in the joint company. Partners receive a share of the profits according to the percentage of portions or shares they own in the legal entity.

Many types of corporations or companies similar to Canadian companies are common under Mexican mercantile law. But corporations are the most common legal entity. Mexican corporations therefore occur under two entities, namely the open company (*sociedad anonima*) and the variable capital corporation (*sociedad de capital variable*).

Although similar to Canadian corporations in terms of structure, these two types of corporation have distinct legal personalities. They entail limited responsibility on the part of shareholders and indefinite corporate life.

Additional benefits are afforded by the variable capital corporation, since capital can be increased or diminished without requiring an amendment or government authorization. In fact, a simple resolution by the board of directors, if allowed under the corporation's statutes, will suffice. At the present time, this is the preferred type of corporation in Mexico for joint ventures.

Purely contractual joint ventures are used by small companies uniting for research and development projects over a brief period of time and small-scale projects, especially in the fields of construction, public bidding and service agreements. This type of joint venture, known as the undeclared partnership (*asociacion en participacion*) consists simply of a written contract based on an agreement between the parties. The contract sets out the objectives, obligations and contributions of each partner, along with a scheme for sharing profits and losses. The advantages of the purely contractual joint venture are flexibility and informality.

By itself, the undeclared partnership has no independent legal entity. The Mexican partner or *asociante* controls the operations under the name and through the agency of its own legal entity; it alone is responsible to third parties. The foreign partner in the joint venture is called the *asociado* and contributes to the capital, goods and services, in return for a percentage of the profits.

Problem areas

Culture and business customs are the most common problem areas with joint ventures in Mexico. Thus, it is essential to work with a professional familiar with the business environment, the language and the cultural subtleties of the country. Canadians must be prepared to work within the Mexican culture with respect and trust.

Other problems might include misunderstandings through a lack of information about the partner, markets and culture; inadequate business planning; incompatibility between partners; power struggles within the joint venture; contrasting management styles and unexpected changes in the laws and regulations of the country in which the joint venture is located.

To avoid common problems in joint ventures, it is advisable to negotiate a 50-50 participation, thereby reflecting the equilibrium between the parties. But even if a 50-50 agreement is established, one partner must maintain control over the most important aspects of management, since roadblocks at this level can often mean the demise of the joint venture.

Montreal Architecture Firm Builds on Joint Venture in the United States

Linking up with U.S. firms can lead to new opportunities, both at home and in the United States. Just ask Miguel Escobar Architect + Urbaniste (MEAU).

It was back in 1994 that MEAU's president, Miguel Escobar, met the person who was to become his joint venture partner, Richard Lindenberg, president of Interprise Ltd. of Chicago.

"I was participating at an interior design show in Montreal," Escobar recalls, "where I was introduced to Lindenberg by Bill Stolz and Ann Rosen, Commercial Officers at the Canadian Consulates General in Atlanta and Chicago, who had brought U.S. business people from their respective territories to the show."

From this introduction, an alliance developed between the two companies, which translated, one year later, into a full joint venture.

Specializing in architecture, management construction and town planning, the three-employee MEAU complements its U.S. partner's facility planning and design capabilities.

Team work leads to opportunities

Together, the two companies are engaged in sizable real estate portfolio management in Montreal, and they are ready to develop the northeastern U.S. market.

"Our computer-aided facility management (CAFM) system helps keep track of space utilization in large

buildings," says Escobar, "thereby reducing the enormous costs associated with real estate management.

"One of our major clients in Montreal for the last two years," he adds, "is Citibank Corp, the real estate arm of U.S. Citibank. Thanks to CAFM, we can advise on revenue potential and optimize the possible rental area of our client."

In the United States, the partners are targeting the large banking institutions and real estate management companies, offering services such as physical due diligence reports — evaluating existing conditions of buildings and real estate properties, as well as cost of repairs and maintenance.

"We are confident that there is a huge market out there for our services," says Escobar.

Making the right connections

Even with a joint venture partner who speaks the same language, there are still details to be worked out for a lasting relationship based on mutual trust — including deciding who will take the lead on each project, what to do about currency fluctuations, how to split contracts, and how to maintain the relationship

from a distance. "Once these questions have been settled," Escobar comments, "it is much easier to bid successfully on each contract, without any time loss."

Another must, according to Escobar, is consulting Canada's Trade Commissioners.

"They know the local business people in their territory and have the right contacts. But you still have to do your homework. And when you're given a lead, make sure you give them some feedback — help them to help you," he advises.

"Above all," he says, "stay in touch. Four years later I'm still in regular contact with Bill Stolz — a hurricane of energy and information for leads and follow-ups — at the Consulate General in Atlanta. As a matter of fact," says Escobar, "my joint venture partner is Bill Stolz and the Canadian government."

For more information on Miguel Escobar Architect + Urbaniste — which also works independently in the United States and in environmental partnerships in Mexico and El Salvador — contact president Miguel Escobar, tel.: (514) 876-9797, fax: (514) 876-9898.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



Elenex Philippines Back Again in 1998

MANILA, PHILIPPINES — June 24-27, 1998 — Elenex Philippines, the 2nd international power generation, transmission, distribution, installation, electrical engineering and equipment exhibition, will take place again this year, rather than waiting until 1999. The decision follows the success of the inaugural event in 1997, which attracted 199 exhibitors from 14 countries and 4,500 visitors from throughout the Philippines. The show is the best venue for Canadian companies interested in showcasing their products and services to the Filipino business community as well as to Filipino

electrical engineers, who constituted almost 30 per cent of last year's visitors.

As in 1997, the exhibition will incorporate Building Services Philippines '98, the international air-conditioning, lighting, security and intelligent building exhibition. New this year will be a section dedicated to power generation — Powergen Philippines '98 — reflecting the government's commitment to increasing the country's power supply, which is now high on the infrastructural development agenda: US\$26 billion will be spent on power projects by 2005.

The recent economic turmoil has left the Philippines relatively unscathed, and the economy continues to progress in accordance with International Monetary Fund guidelines. The Filipino government announced export growth of 23 per cent in 1997. With such positive news, the medium to long-term prospects for the Philippines remain as good as ever.

For more information or to register, contact Philip McKean, Overseas Exhibition Services Ltd, tel.: 44 (0) 171 486-1951, fax: 44 (0) 171 935-8625, e-mail: pmckean@montnet.com

Canadian Building Materials Companies Invited to Join NEBS Mission

SAN FRANCISCO, CALIFORNIA — June 25-26, 1998 — Canadian building materials companies are invited to join a New Exporters to Border States (NEBS) Mission, being organized by the Canadian Consulate General in Los Angeles.

The mission will focus on marketing building products in the southwestern United States. The program will also include admission to the Western Building Show, the pre-eminent conference for Western home builders. The Canadian government will cover the cost of two nights accommodation in San Francisco, admission to the Building Show exhibit area, and a networking reception. Mission participants are responsible for their own transportation, meals and incidentals. Arrangements have been made for NEBS participants to receive discounts on air travel for this mission.

Applications should be made via the International Trade Centre nearest you. (For a list, visit the DFAIT Web site at <http://www.dfait-maeci.gov.ca>) For more information about the Western Building Show, visit [\[www.wbs.org\]\(http://www.wbs.org\) For more information about the NEBS Mission, contact Brantley Haigh, Canadian Consulate General, Los Angeles, California, tel.: \(213\) 346-2761, fax: \(213\) 346-2767.](http://</p></div><div data-bbox=)

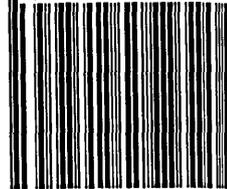
Leading Showcase for Information and Communications Technology

MILAN, ITALY — October 22-26, 1998 — In 1998, Smau, the leading international exhibition of information and communications technology, will focus on business users, offering them the key to a new way of doing business. From organizational solutions to electronic commerce, Smau presents a global overview of the latest and most innovative applications and products.

Last year's show attracted 2,800 companies, 357,000 visitors and

1,800 accredited journalists. In 1998, Smau will introduce a new exhibiting layout, divided into four sectors, SmauBUSINESS, SmauCOMM, SmauHOME and Internet World, to better meet the needs of the market.

For more information, contact Smau International Marketing Office, Via Merano 18, 20127 Milan, Italy, tel.: +39 2 283 13454, fax: +39 2 283 13470, e-mail: international.mktg@sm.au.it, Internet: www.smau.it/magellano



Trade Fairs

Opportunities at Philippines Building Shows

MANILA, PHILIPPINES — June 24-27, 1998 — Two concurrent shows will provide important venues for Canadians in the building and construction industry to showcase their products and services. Building Materials Philippines '98 — the international exhibition for building materials, products and interiors — and Construction Equipment Philippines '98 — the international exhibition for plant, heavy machinery and equipment for the construction industry — reflect the need for imported goods and services to fuel an economy that is currently registering growth rates of around 7 per cent. Infrastructure projects are at the heart of President Fidel Ramos' development

plans for the Philippines, and the National Economic Development Authority (NEDA) has lined up 37 major infrastructure projects worth some US\$8 billion over the next four years.

All of these projects have significant implications for companies involved in the building sector. The liberal attitude to foreign investment and an APEC-agreed commitment to reduce import tariffs to zero have made exporting to the Philippines an attractive proposition.

For more information, contact Philip McKean, Overseas Exhibition Services Ltd, tel.: 44 (0) 171 486-1951, fax: 44 (0) 171 935-8625, e-mail: pmckean@montnet.com

Publications

Minister Releases Market Access Report

On April 15, 1998, in Ottawa, Minister for International Trade Sergio Marchi released the government's report on Canada's priorities for improving access to foreign markets.

"Trade is crucial to the prosperity and well-being of Canadians. One in three jobs depends on trade with the rest of the world and every \$1 billion in exports sustains an estimated 11,000 jobs in Canada," Minister Marchi said.

"This report shows how hard the Department of Foreign Affairs and International Trade and other government departments and agencies have been working to open the doors to the global market for Canadian companies," said Marchi. "Better access to foreign markets means more opportunities for Canadian exporters and investors, and more jobs for Canadians."

The report, *Opening Doors to the World: Canada's International Market*

Access Priorities - 1998, describes the government's key market access results in 1997 and its priorities for 1998 with respect to improving access for Canadian goods, services and investment to foreign markets, including the United States.

Important market access successes for Canada include the Financial Services Agreement negotiated at the World Trade Organization, the Information Technology Agreement and the Agreement on Basic Telecommunications, all of which give Canadian companies important new opportunities in world markets.

To obtain a copy of the report, visit DFAIT's Web sites: (www.dfait-maeci.gc.ca) or (www.exportsource.gc.ca). The report may also be obtained by contacting the Department's Info-Centre at 1-800-267-8376 (toll-free), or in the Ottawa area, 944-4000.

First-time Exporters Guide to U.S. Markets

The *First-time Exporters Guide to U.S. Markets* — originally included in the *Focus on the United States* supplement of the March 2, 1998, issue of *CanadExport* — is now available as a separate publication.

To obtain copies, in English or French, send your order by fax to the U.S. Business Development Division, DFAIT, (613) 944-9119.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

AZERBAIJAN — The civil aviation authority, through a loan from the European Bank for Reconstruction and Development, invites bids for the supply of goods and services towards the Air Navigation System Upgrading Project (including radar and flight data processing systems, ATC consoles, VHF direction finder systems, voice communication control systems, equipment installation, training, and other goods and services). Closing date for bids: June 12, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980318-03178.

BANGLADESH — A gas company, through a loan from the Asian Development Bank, invites bids for the design-build of 18 new, upgraded, and/or replacement gas metering and regulating stations, the modification of four gas regulating stations, and the establishment of a high-and low-pressure meter calibration facility, with a workshop for calibration, testing and repair of meters, regulators, and related instruments and control equipment. Closing date for bids: July 28, 1998. Contact Betsy

Chaly, fax: (613) 996-2635, quoting IBOC case no. 980324-03229.

ETHIOPIA — The Ethiopian Privatization Agency invites bids for the partial or total acquisition of government-owned tanneries and shoe factories. Closing date for bids: June 1, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980226-02991.

INDIA — A water supply and sewerage board invites bids for the construction, operation, and maintenance of a 100-mld-permeate capacity sewage renovation plant (tertiary treatment and reverse osmosis).

Closing date for bids: June 4, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980309-03070.

SYRIA — A chemical industries organization invites bids for setting up a turn key project for the production of nitrogenic (azotic) fertilizer (ammonia-urea). Closing date for bids: June 15, 1998. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980226-02988.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

WTO Ministerial Conference — Continued from page 4

for 50 per cent of Canada's total exports. The government's goal is to double the number of active Canadian exporters by the year 2000.

For Canada, which relies heavily on trade, as for all countries, secure access to world markets is critical. Not only is it important for Canada to have secure access for its exports, but Canadian companies also rely on access to competitively priced inputs for production. Canada needs an effective system of trade rules so Canadian firms can compete on equal terms in foreign markets. And it needs strong institutions like the World Trade Organization to enforce these rules fairly and effectively.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 300 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Opportunity to Meet with Decision Makers from Taiwan

OTTAWA — May 30-June 2, 1998 — Canadian businesses will have a special opportunity to meet and exchange ideas with a large delegation of Taiwan business and government officials at the 12th Joint Meeting of the Canada-Taiwan Business Association (CTBA).

Among the delegation will be members of the Taiwanese Semiconductor Industry Association, the Electronics Research and Service Organization of

the Industrial Technology Research Institute, and the Venture Capital Association.

Special sessions focusing on the semiconductor industry, information technology/telecommunications, biotechnology, environment, transportation/aerospace, and venture capital investment will be of interest to those considering Taiwan as an export market.

Taiwan is Canada's ninth-largest trading partner, and Canada-Taiwan bilateral trade in 1997 was more than \$4.5 billion; there is certainly room for increased co-operation.

For more information, contact Elsie Lee, Events Co-ordinator, Canadian Chamber of Commerce, tel.: (613) 238-4000, ext. 240, e-mail: elee@chamber.ca

Philippine Import and Export Business Forum

TORONTO — May 23, 1998 — Canadian companies interested in or already active in the Philippines are invited to take part in an Import and

Export Business Forum, co-sponsored by the Philippine Chamber of Commerce — Toronto (PCCT) and the Bank of Nova Scotia.

Speakers will include Philippine trade commissioner Cynthia Ricafort, Mila Nabor-Lee of Palma Brava Inc., Robert Armstrong of the Canadian

Export-Import Association, and former trade commissioner Forte Gerardo. A representative from the Bank of Nova Scotia will discuss financing available to small and medium-sized businesses.

For more information, contact PCCT chairman Ben Ponce, tel.: (416) 867-6787, fax: (905) 472-3924.

ABIC '98

SASKATOON — June 9-12, 1998 — Under the theme "Agbiotech: the Science of Success," ABIC '98 (Agricultural Biotechnology International Conference) will focus on strategies for the commercialization of agbiotech products.

More than 30 sessions will address four main topic streams: plant and crop development; animal science; microbial science; and commercial development.

For more information, contact Sharon Murray, ABIC '98 c/o The Signature Group, 608 Duchess Street, Saskatoon, SK, S7K 0R1, tel.: (306) 934-1772, fax: (306) 664-6615, e-mail: siggroup@sk.sympatico.ca Web site: <http://www.lights.com/abic/>

Asia's Infrastructure Market — Continued from page 3

in Manila, which is the headquarters of the AsDB.

The complete findings of these interviews are contained in a new report, *How Canadian Firms Can Profit in Asia's Infrastructure Market*, which will be available in the coming weeks. To receive a copy, contact the Export Financing Division, DFAIT, tel.: (613) 995-7251, fax: (613) 943-1100.

For information on how to do business with the AsDB, consult

"IFInet Business Guides" on the DFAIT Web site (<http://www.dfait-maeci.gc.ca/ifinet>).

For other information or advice, contact the International Trade Centre nearest you or the Office of Liaison with the AsDB, Canadian Embassy, P.O. Box 2168, 1261 Makati Post Office, Metro Manila, Philippines, tel.: (011-632) 815-9536, fax: (011-632) 810-5142, Internet: manil@manil01.x400.gc.ca

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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CanadaExport

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MAY 24 1998

Prime Minister Leads Delegation of Canadian MPs and Business People to Italy

Some 70 business people from the areas of aerospace, telecommunications, information technology and tourism, culture and financial and medical services are currently accompanying Prime Minister Chrétien, International Trade Minister Sergio Marchi and 15 Italian-Canadian MPs on a mission to Italy, May 17-23.

Strengthening existing ties

The delegation members will be meeting with their Italian government counterparts, business people and

potential customers to demonstrate the importance attached by Canada to the relationship between our two countries and to identify business

opportunities for increasing bilateral trade. This visit to Italy is one of the largest Canadian business missions to Europe.

New DFAIT Division Helps Women Business Owners

Women are challenging the traditions of the workplace and playing an increasingly significant role as owners of small businesses in Canada, says the Director of the Department of Foreign Affairs and International Trade (DFAIT)'s new Export Services – Small and Medium-sized Enterprises Division. JoAnna Townsend was delivering her remarks in honour of the 87th International Women's Day, and taking the opportunity to outline how the new Division is helping women entrepreneurs and small-business owners in general.

Today, women make up 45 per cent of the Canadian workforce. This is in stark contrast to the status quo of only 70 years ago when, as Ms. Townsend pointed out, women in Canada were not even considered "persons" for the purpose of being appointed to the Senate under Canadian law.

Ms. Townsend outlined the progress that has been made — and the accomplishments of notable women — in those 70 years.

Closing the gap

She quoted a January 1998 study by the Conference Board of Canada, entitled "Closing the Gap," which revealed that women have made significant gains in management generally. Statistics Canada data show that the percentage of

Continued on page 6 — New Division

On the program are, among other things, discussions and information exchanges between Italians and Canadians, emphasizing the sectors represented by the delegation, and meetings with Italian President Oscar Luigi Scalfaro, Prime Minister Romano Prodi, Foreign Trade Minister Augusto

Continued on page 3 — Prime Minister



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Crossing the Pond: Your Gateway to the European Market

Expanding Canadian business links — trade, investment, strategic alliances, technological and scientific collaboration — with Europe is a priority for Canada. To do this, Canadian companies need to know the best strategies for accessing opportunities that exist in Europe for their particular products and services. A great place to start is at Crossing the Pond (CTP), a participatory seminar being held in Ottawa, June 4, 1998.

Private-sector experts and executives from companies that have successfully entered the European market will discuss their approaches with companies that are ready to do business in Europe.

Crossing the Pond is a partnership involving government — the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada — and private-sector organizations — CIBC, KPMG, Grasset-Fleisher Solicitors, and the Canadian Advanced Technology Association (CATA), among others. Together these partners will offer solutions to help Canadian companies expand trade, alliances and investment opportunities in Europe, including the best ways to enter and compete in the market and to attract European investment into Canada.

Crossing the Pond also draws upon the knowledge and expertise of a number of European market experts, including Sir Michael Marshall, former U.K. Industry Minister and Chairman of the U.K. Parliamentary Committee on Information Technology. Based on his experience as a director of Canadian companies such as SHL Systemhouse and Lava Software, Mr. Marshall believes "there is a natural synergy for Canadian companies looking to use the U.K. as their base for European-wide activity and the British companies that see Canada as a natural springboard for North and inter-American trade."

Another objective of the seminar is to acquire a knowledge base from

which to enhance services and support that can successfully bring Canadian companies to Europe for trade, alliances and investment. At the same time, the intention is to establish a European equivalent of CTP to make it easier for European companies to strengthen their business links in Canada.

June 4 is your chance to attend this seminar at the Ottawa Congress Centre, in conjunction with the CATA annual conference. Discuss your con-

cerns, learn from successful companies and experts, listen to potential solutions and meet the people who can foster your leap across the pond, including Canada's European trade commissioners and CTP partners from the private sector.

For more information on *Crossing the Pond*, or to register, visit www.cata.ca/pond (menu #664), or fax this form to 1-800-387-CATA (2282).

Faxback Form

Yes, I would like to receive information about the Crossing the Pond seminar in Ottawa, June 4, 1998.

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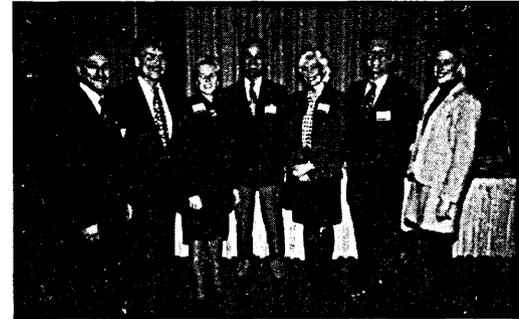
Senior Trade Commissioners Meet with Ottawa Business Community

Senior trade commissioners from posts in the United States visited Ottawa in February to meet with members of the Ottawa-Hull business community in order to get an overview of the high-technology industry in the region.

The Ottawa-Carleton Economic Development Corporation (OCEDC) and the *Société de diversification économique de l'Outaouais* (SDÉO) arranged visits to key companies in the "Silicon North" community, and set up meetings with 50 local businesses to provide a sense of the vitality of the local economy and the exportability of products and services from this region. They hosted a reception to introduce the government trade officers to local companies.

The trade commissioners also met with colleagues from the Department of Foreign Affairs and International Trade, Industry Canada, Investment Partnerships Canada and the Inter-

national Trade Centres across Canada to evaluate the past business year and to look at priorities for 1998-99 — including promoting the flow of trade and investment along the north-south business corridors (east coast, central region and western sector of the continent). Also discussed were the various facets of the work of a trade commissioner — introducing new exporters into the U.S. market and promoting investment in Canada — plus the challenges of delivering these programs in a creative, but cost-efficient way.



Left to right: Claude Lacasse, president, SDÉO; Brian Cox, trade commissioner, San Francisco; Astrid Pregel, senior trade commissioner, Washington; Dwayne Wright, senior trade commissioner, New York; Alison Tait, investment counsellor, Boston; Michael Darch, president, OCEDC, and Marie-Christine Girouard, SDÉO.

Photo courtesy of Le Journal Outaouais Affaires, Mario Saint-Jean, photographer

Prime Minister Leads Canadian Delegation to Italy

— Continued from page 1

Fantozzi and the mayors of major Italian cities.

A trade tradition

Italy is currently Canada's ninth-largest trading partner and the eleventh largest market for Canadian exports. In 1997, Canadian exports

to Italy rose to \$1.5 billion, while imports reached \$3 billion.

There has been a long tradition of trade between Canada and Italy, with Canada exporting wheat, ores and wood and importing Italian footwear, wine, machinery, digital circuits and olive oil. This mission

will be seeking to diversify the trade between our two countries and exploring opportunities for future investment.

CanadExport will be publishing a report on this mission in an upcoming issue.

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Businesses Invited to Participate in Uniquely Canadian Program for the Global Marketplace

by Ian Lee, Ph.D. Supervisor, International Programs, Carleton University School of Business

The ability to speak the language of your business counterparts abroad — who do not always speak English — combined with an ability to adapt quickly to other cultures and a solid grounding in business fundamentals, is a distinct advantage for any international manager. That's why the School of Business at Carleton University created, in 1994, a new degree program — the Bachelor of International Business (BIB). Canadian businesses are now being invited to participate in the program as Friends of the BIB.

Two hundred students — the top performers in their high school programs — are currently enrolled in the demanding four-year program, created in response to Canada's pressing need for increased effectiveness in the current global busi-

ness environment and in consultation with a wide range of business leaders.

The BIB program combines a broad-based business education with a specialization in international business and intensive study of a selected lan-

guage — Spanish, French, Japanese, German and Russian are currently offered.

In their third year, students must continue their business education at a foreign university in their selected language. Forty-four BIB students are currently studying abroad, in Mexico, Spain, Argentina, France, Japan and Germany. These students are increasing their language fluency, studying international business and acquiring the skills of competent cross-cultural communicators — not to mention assimilating first-hand the culture of the country. This international experience and exposure will serve these students well in their future careers in the global arena.

Businesses are invited to become members of *Friends of the BIB*, an informal network created by students at the School of Business. As members they have the opportunity to speak about growing opportunities within their firm, to share their international experiences and to attend career fairs and receptions.

The first class of BIB students — graduating this spring and fall — will be ideally qualified either for assignments abroad or for employment in Canada with organizations

Canadian Showhouse Trade Centre Opens in Beirut

Canadian businesses now have increased support in Lebanon. Last October, the Canadian Showhouse Trade Centre was officially opened in Beirut.

As a 400-square-metre exhibition space — with an option to double its size — the Centre represents the largest display of Canadian building technology in Lebanon. It is run by the Canadian Showhouse Consortium, which has been very active in negotiations for some major projects in Lebanon.

The Trade Centre provides Consortium members with an opportunity to promote their products and services to the Lebanese. To those involved in future projects in Lebanon, it offers a more comprehensive presentation venue of the Canadian products and technologies available.

To further assist the efforts of Consortium members, the Canadian Showhouse Consortium, in a joint venture with the Lebanese company Philka, is establishing the Canadian Technology Transfer Centre, dedicated to the transfer of Canadian building technologies to the local industry in Lebanon. Arrangements are being made for the first Lebanese trainees to begin their training in Canada within the next few months.

Canadian companies interested in joining the Consortium, or in receiving more information on its activities in Lebanon and the Middle East, can contact the Canadian Showhouse Consortium, 2628 Granville Street, Vancouver, BC, V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652.

Continued on page 9 — Business

Canada and U.S. Pledge Co-operation in Energy Research

Canada and the United States have signed a memorandum of understanding (MOU) on Collaboration in Energy Research and Development.

The MOU will provide a framework for carrying out joint projects in energy conservation, energy efficiency, renewable energy, alternative transportation fuels, fossil energy and environmental protection and health.

The 10-year agreement was signed on March 18 by Minister of Natural Resources Ralph Goodale and U.S. Secretary of Energy Federico F. Peña, with the Department of Foreign Affairs and International Trade also taking part in the meetings and signing ceremony in Washington.

The agreement covers all fields of energy research and development, including cleaner, more efficient energy technologies and the impact of energy technologies on environmental protection and health. Under the agreement, the types of collaboration can range from exchange-

ing information to sharing the work and costs on joint projects. Several joint projects in heat pumps, combustion, bioenergy and transportation are expected to be finalized now that the MOU has been signed.

An important area for collaboration is the reduction of greenhouse gas emissions and other measures to combat climate change. Another area of collaborative effort is to develop technology to overcome the hazards and problems caused by natural gas hydrates; this research is expected to provide major scientific, economic and safety-related benefits both nationally and internationally.

Canada and the United States have a long history of information collaboration in energy-related R&D.

Canadian Inventors Honoured at Geneva Exhibition

Seven Canadian inventors received well deserved honours at the 26th International Exhibition of Inventions, held in Geneva, March 27 to April 5, and attended by 650 exhibitors from 44 countries. Especially noteworthy was the recognition extended to Teb-Mar Inc. of Gatineau, Quebec, which received both the Prize of the State of Geneva and a gold medal. Jury members felt that its Drilijack, with its easy-to-use design, provided a modern solution in the drilling of concrete platforms of up to four meters high. Jardibac Inc. of Nicolet, Quebec, won the Industrial Design Prize for

its new generation of self-watering window boxes.

Three of the gold medals also went to Canadians. Denis Tousignant of Top Secur Inc. in St-Grégoire, Quebec, won for his anti-theft system for semi-trailers; Pro-Duke Ligne Inc. of Lorraine, Quebec, for its durable, easy-to-assemble toy house; and T.F. Jeux Inc. of Sainte-Foy, Quebec, for its Hockeyboard Challenge game.

Silver medals were received by Canadians André Ouellet of Glace Énergie, in Magog, Quebec, who exhibited an insulated covering for indoor skating rinks, and to Gilles Villandre of Val Bélair, Quebec, who

has developed a piece of equipment for cleaning up heavy oil spills on water. The international jury also awarded some 34 prestigious prizes for the Exhibition's best inventions.

The exhibits come from businesses, laboratories, private researchers and inventors, and universities and government organizations. Each edition of the Exhibition attracts over 650 journalists and nearly 100,000 visitors from all over the world.

Continued on page 12 —
Canadian Inventors



New Division Helps Women Business Owners — Continued from page 1

managers and administrators who are women has increased to 49 per cent from 29 per cent in 1982; however, only 2 per cent of chief executives of medium and large organizations in Canada are women. The study found that 56 per cent of women versus 74 per cent of CEOs said that "opportunities for advancement had improved greatly or somewhat." The study therefore concludes that a significant male/female perception gap remains. Women mentioned out-of-date stereotypes and preconceptions as barriers to advancement within corporations. Male CEOs mentioned lack of time within the corporation and general lack of management experience.

Boom in women-owned businesses

In contrast to the situation within larger corporations is the dynamic role being assumed by women owners of small and medium-sized businesses, which are recognized as the basis of growth in today's economy.

A 1997 study commissioned by the Bank of Montreal reported that 30 per cent of all firms in Canada are owned or operated by women; that women-owned firms are increasing at twice the national average; and that they are creating jobs at four times the national average. These firms — spanning every business sector — employ more people than the 100 largest Canadian companies. They are at no greater risk of going out of business than the average commercially active Canadian firm.

New division focuses on small business

"Women business owners with vision, hard work and energy are redesigning corporate Canada," said Ms. Townsend.

"With statistics like these, it's easy to understand why DFAIT has decided to put increased emphasis on the needs of this market segment within the small business community."

While the Department has always worked with small and medium-sized businesses, the new Export Services — Small and Medium-sized Enterprises Division, created in October 1997, is mandated, among other things, to ensure that the Department's export programs and services are focused on the needs of small business in general, and on the needs of specific segments within this market, including companies owned by women, Aboriginals, people from different ethnic backgrounds, and young entrepreneurs.

Progress report

Ms. Townsend outlined a few of the projects that have been undertaken in support of women business owners in the Division's first four months.

The Division has established a national, multi-sectoral Trade Research Coalition (TRC) to review existing research and data on women business owners and to undertake new research to better understand who exports, why they export, how they export and how they grow in the export market.

A sponsorship campaign was launched May 1, 1998, to raise \$250,000 to fund the work of the Coalition.

The TRC has an Advisory Board of 16 women across Canada. The research findings of the TRC will guide the policy forum to take place at the Canada-U.S. Women's Trade Summit scheduled for May 1999 in Toronto.

The Division has also created a new Web site on the DFAIT and *InfoExport* Web sites that provides specific and general trade information and success stories relevant to women-owned businesses. The site has links to other sites on women entrepreneurs and research internationally. (Visit the site at www.infoexport.gc.ca/washington/menu-e.asp)

Record-high participation

DFAIT is taking an active role to include more women business owners in its programs. Ms. Townsend noted the record-high participation (30 per cent) of women business owners on the Super New Exporters to Border States (NEBS) mission to Buffalo last March and the success of the Women's Trade Mission to Washington last November (see the December 15, 1997, issue of *CanadExport*).

Partly as a result of this latter mission, and partly through scanning the Department's WIN Exports database, the Division has been able to build a database specifically of women-owned businesses and networks, which means that more women business owners will be able to be contacted for participation in all DFAIT programs and services.

In response to a question at the end of her remarks, Ms. Townsend expressed her conviction that the time will come when a natural presence will evolve for women in the business world and there will no longer be a need for special programs. When asked for a forecast of when this would happen, Ms. Townsend responded without hesitation: "No doubt, in less than 70 years."

A Top Canadian Cheese Slices into U.S. Market

New Exporter of the Month

One of western Canada's best known cheese companies, Bothwell Cooperative Dairy Society Ltd. has made its international debut in the United States, with some expert help from marketing specialist The Liaison Group Incorporated.

With a solid domestic reputation for its award-winning specialty cheeses, the 60-year-old Winnipeg dairy was approached last summer by The Liaison Group. "They convinced us that with such a quality product, we should also be looking at exporting," explains Bothwell CEO George Doan.

The closest market, of course, lies just south of the border.

Testing the waters with expert advice

Russ Hanson, Manager of Market Development for The Liaison Group, knew that it would be no easy task to break into the Minneapolis area, in the heart of the U.S. dairy industry — where the price of milk is cheaper than in Canada. But he also knew that it is one of the most sophisticated U.S. markets, where Canadian food products enjoy favourable perception.

"People thought we were crazy going into Minnesota," recalls Hanson, "but all the hard work paid off, thanks to our good marketing plan and the top-notch officers at the Canadian Consulate General in Minneapolis — who are very supportive of getting Canadian business into the region."

Hanson's first call was to Commercial Officer Margaret Mearns, who gave him a list of the most prestigious and prominent cheese retailers in the Minneapolis area.

"We targeted key stores with sample products of Bothwell's traditionally made Mennonite cheese," explains Hanson. "It's ISO 9002-certified, yet free of rennet, pepsin, preservatives and growth hormones, with the curds still rotated by hand."

By Christmas, the first shipment was made to Roots and Fruits Cooperative Produce in Minneapolis. (Hanson credits Mearns with going beyond the call of duty, to make sure the products get from the airport to their retailer or broker.)

"Bothwell's goat feta and marble cheese are now the biggest sellers with Roots and Fruits customers, who are accustomed to Wisconsin feta and cojack [Colby cheddar and Monterey Jack]," says Hanson. "We expect larger orders now that we have a foot in the door."

Think big, start small

"Bothwell was originally a little sceptical about going into the U.S.A.," recalls Doan, "because of all kinds of protective measures."

But The Liaison Group, whose mandate is to look for Canadian products that can do well in foreign markets, decided to go for the high-tariff entry because it wouldn't influence the pricing.

Hanson advises small companies to be on the conservative side and to take it slowly when entering a new export market — and to concentrate on the retailers and end-users. "If you can convince them that they can sell your products and still make money, then you're in."

"Doing your own groundwork is a lot cheaper than attending expensive trade shows," he adds, "especially if you work with Canadian trade commissioners in the field. And stay in touch with them. I talk to Mearns almost every week, finding out what's hot, what works."

As for Doan, he is pleased with the results of his first foray into foreign markets — and his association with such a reputable and hard-working group as The Liaison Group.

Doan is also elated at having his plant recently become the first dairy plant in western Canada to be Hazardous Analysis Critical Control Point (HACCP)-certified by the federal government.

"This award reinforces our mission to offer the best food quality assurance possible, both at home and abroad," says Doan proudly.

For more information on Bothwell Cooperative Dairy Society Ltd., contact CEO George Doan, tel. (204) 388-4666, fax: (204) 388-4172.

For more information on The Liaison Group Incorporated, contact Russ Hanson, manager, Market Development, tel.: (204) 945-9025, fax: (204) 945-9023.

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Newfoundland Company Makes Waves in Saint-Pierre and Miquelon ... Thanks to Canadian Consulate Help

Only 12 miles off the coast of Newfoundland, the French islands of Saint-Pierre and Miquelon have not been the site of much Canadian business ... until EDM Consultants Limited's recent breakthrough, offering their expertise in the area of water purification.

Some four years after its initial inquiries to the town of Saint-Pierre, this 65-employee engineering design and architectural firm has landed two contracts.

The first (awarded in March 1997) was for the initial engineering studies to develop a \$6-million raw water treatment facility and an \$8-million waste water treatment system. The second (finalized one year later) — for engineering design and construction management services related to the first project — is a contract that EDM president Brad Chaulk says will result in the sale of millions of dollars worth of Canadian services and equipment for the project.

The road to success

It was two years after the company's initial inquiries that things really started happening — thanks to a visit to the islands by the Deputy Consul General and Senior Trade Commissioner at the Canadian Consulate General in Boston, Paul Desbiens.

During the visit, Desbiens met with Canada's Honourary Consul, Dr. Felix Park, encouraging him to investigate opportunities for Canadian compa-

nies in what appeared to be the most promising sector, water purification.

But it turned out that the Saint-Pierre project was reserved for a French firm.

Undeterred, the two Canadian senior officials pursued their quest for Canadian participation, eventually identifying the very receptive Mayor of Saint-Pierre as the lead person for the project.

Park, in turn, brought the project to the attention of Newfoundland's Minister of Fisheries, John Efford, who, during one of his visits to the islands, confirmed EDM as one of the best companies for the Saint-Pierre job.

"It didn't take long for us to invite the mayor and his officials to our facilities at Deer Lake," says an enthusiastic Chaulk, "to show them similar projects we have done in Newfoundland.

"They were pleased with the solutions they saw," he adds, "as well as with the fees."

It was within a few months of this milestone visit, while participating in the Team Canada Trade Mission to South and Southeast Asia, that EDM received its initial call from Saint-Pierre.

Client satisfaction key to further success

"We took a hands-on approach to our negotiations," comments Chaulk, "setting up a pilot project treatment plant on Saint-Pierre, which offered the islanders savings of 50 per cent in capital work and 70 per cent in operational costs."

With a foot in the door, EDM hopes that its presence will be long lasting on the islands since there are other infrastructure needs to be met.

"We are extremely pleased to be acting as ambassadors for Canadian projects and products," says Chaulk, "and grateful to both Desbiens and Park for their instrumental role in bringing the project together — and in bringing Canadian technology to the attention of the islands.

"Our two contracts represent a milestone as the first Canadian consulting presence on the islands," adds Chaulk, "and a breakthrough in Canada-France relations in terms of Saint-Pierre and Miquelon."

For more information on EDM, contact president Brad Chaulk, tel.: (709) 635-8271, fax: (709) 635-5334.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



P.E.I. Aerospace Company Spreads its Wings in the U.S.

Competing for contracts south of the border is not the easiest undertaking, especially when it comes to tenders issued by giants like Boeing. That's where a little government plug can come in handy — as it did for Maritime company Wiebel Aerospace (1995) Inc.

The Summerside firm has grown from 12 to 25 employees since its inception in 1995, thanks to an over-80-per-cent export base.

"As a manufacturer of hydraulic assemblies, landing-gear components and other high-precision machined parts for the aerospace industry, our firm relies heavily on exports," explains Wiebel president Lindo Lapegna.

The latest \$1.5-million plant expansion, which created 20 new jobs, was spearheaded in part by a \$1-million contract to supply machined aluminum wing structure components for Boeing's newest and largest transport jet, the 777.

The one-year Boeing contract, which has a further two-year option that Wiebel has just been quoting on, went to tender about a year ago.

Invaluable help from government

"We were up against three or four other Maritime companies," Lapegna says, "which were also short-listed by Boeing.

"As a matter of fact," he adds, "we would probably never have heard of the Boeing tender were it not for the provincial government, which referred our name to the American giant."

The International Trade Centre in Charlottetown was also quite supportive in Wiebel's bid.

"Trade officers, including Senior Trade Commissioner Fraser Dickson, who helped bring in investment,

accompanied Boeing officials when they visited our plant during contract bidding and made a strong pitch for our products," Lapegna recalls. "This helped create a favourable impression with the Americans."

Wiebel also regularly attends trade shows such as the huge Paris Air Show every two years, where essential contacts are made with the industry.

"Staying in close touch with your provincial and federal trade offices is a good way to get wind of upcoming opportunities in your field," Lapegna advises, "as well as to find out how you can benefit from business support programs."

Exports lead to expansion

Soon after Wiebel won the Boeing contract last spring, it started the expansion process, buying two new machines, including a specialized

and very expensive CMM machine for measurement that will help fill the Boeing order, as well as other sales to the United States, Israel, the United Kingdom and Italy.

"Along with the quality control procedures that set Wiebel apart in the field and helped win the Boeing contract, this contract has been greatly facilitated by two loans — \$774,500 from the federal Atlantic Canada Opportunities Agency (ACOA) and \$400,000 from Enterprise P.E.I., the investment arm of the province," says a thankful Lapegna.

For more information on Wiebel Aerospace Inc., contact company president Lindo Lapegna, tel.: (902) 888-1615, fax: (902) 436-4456.

CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Businesses Invited to Participate in University Program

— Continued from page 4

that have operational links in foreign countries. Several students in the graduating class have already secured positions in leading organizations such as Anderson Consulting and the Royal Bank, where they look forward to building on their international business expertise and contributing in vital ways to Canada's growing involvement in the global marketplace.

For more information on becoming a member of the Friends of the BIB, contact the Carleton University School of Business, tel. (613) 520-2388.



Trade Fairs

Giftware Rep Locator Helps Exporters Penetrate U.S. Upper Midwest

MINNEAPOLIS, MINNESOTA — June 22-24, 1998 — Canadian giftware manufacturers and production craftspeople are invited to meet with and appoint sales agents to cover the Upper Midwest territory (Minnesota, Iowa, North Dakota, South Dakota, and western Wisconsin) at the 1998 Giftware Rep Locator. If your firm is considering expansion into the United States, entering the market via the friendly and economically stable Upper Midwest region might be just the right move.

Previous participants have called this three-day event one of Canada's best kept secrets for the giftware and production craft industry. The Canadian Consulate General (Minneapolis)-sponsored event begins with a full-day tour of local giftware retailers, followed by a dynamic marketing seminar and a tour of the Minneapolis Gift Mart during a market week — all in preparation for a mini-trade show held the second evening for agents only. During the show, participants display their samples and meet with over 100 interested representatives. On the final day, manufacturers return to the Mart to conduct follow-up meetings and select the best agent for their lines.

For many current exporters, the Giftware Rep Locator was their first step into the U.S. market. In fact, over 50 Canadian giftware lines are already represented in this territory — which is a conservative and moderate market, made up primarily of independent specialty stores. Graduates of this educational and highly effective

program have pronounced the Locator well worth the \$100 participation fee.

For more information or to participate, contact Commercial Officer Dana Boyle, or assistant Gayle Mohrbacker, at the Canadian Consulate

in Minneapolis, tel.: (612) 332-7486, ext. 3358, fax: (612) 332-4061 for a qualification questionnaire. You must also send a brief overview of your company with photographs, wholesale prices and a description of your marketing plans for the United States.

Southwestern Ontario Site of Soybean Conference and Outdoor Farm Show

LONDON, ONTARIO — September 10-11, 1998 — Co-sponsored by the Canadian Soybean Export Association and the Ontario Soybean Growers' Marketing Board, the Canadian International Food Soybean Conference and Trade Show — Delivering Quality to the World — will feature international speakers discussing export trade in food-grade soybeans and how Canada can deliver soybeans that meet the customer's needs. With the global trend toward healthier lifestyles and the increased interest in the benefits of soyfoods, it is important to be placing Canadian soybeans front and centre on the world stage.

Visitors to the conference and trade show are invited to arrive in the area early to tour the University of Guelph's Research Station in Woodstock to see ongoing research plots and to attend Canada's Outdoor Farm Show (September 8-10).

For more information, contact Lorie Jocius, conference co-ordinator, tel.: (519) 822-2880, e-mail: ginty@sentex.net, Internet: www.soybean.on.ca

Opportunity to Participate in Big 5 Show

DUBAI, U.A.E. — October, 18-22, 1998 — The Big 5 Show, the largest annual trade event of its kind in the Arabian Gulf, will allow Canadian companies in the building, water technology and environment, air conditioning and refrigeration, cleaning and maintenance, and glass and metal industries to make connections in the Gulf during a time of reliable economic conditions.

For the past three years there has been a well received Canadian pavilion, which fosters collaboration between the various Canadian organizations.

Continued on page 12 — Big 5 Show

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

CHINA — Hong Kong based Cancorp International Limited is looking for a joint venture partnership with an engineering firm capable of assisting with the setup of a flexible graphite sheet and rolling mill in the northern part of China. Contact Isabel Lavictoire, fax: (613) 996-2635, quoting IBOC case no. 980416-00093.

GUINEA — A company seeks a Canadian joint venture partner for the development of a water and electricity distribution system. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980226-02977.

INDIA — Indian Railways Diesel Locomotive Works invites tenders for the single row supercharger and taper roller BRG. Bid documents can be obtained by submitting the non-refundable fee of US\$10; the bid guarantee is US\$100. Closing date for bids: August 9, 1998. Contact Isabel Lavictoire, fax: (613) 996-2635, quoting IBOC case no. 980408-00048.

KAZAKSTAN — An industrial company seeks a Canadian joint venture partner to explore a rare-earth deposit. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980218-02916.

KENYA — There is a joint venture partnering opportunity with Free-trade Enterprises Limited for the manufacture of school books in Kenya. The project is estimated at US\$3-5 million. Companies and/or individuals already in the paper or printing industry would be preferred. Contact Isabel Lavictoire, fax: (613) 996-2635, quoting IBOC case no. 9800402-00011.

SINGAPORE — On behalf of a local company, the Canadian High Commission in Singapore is seeking Canadian companies interested in supplying one automatic message switching system — functioning like a telex switch and able to print out in real time when messages are received. The system will be utilized by airport operations to monitor aeronautical information such as

weather and/or air traffic movements. Contact Louise Cardinal, fax: (613) 996-2635, quoting IBOC case no. 980324-03232.

SWEDEN — A leading manufacturer of instruments made from titanium, aluminium, and composites seeks a Canadian joint venture partner for precision manufacturing and sales of medical devices and prostheses into Sweden and Europe, as well as instruments for use in the defence and telecommunications industries. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980120-02651.

SWITZERLAND — A bid has been issued for intermodal accompanied North-South/South-North traffic on the Lotschberg-Simplon axis, to transfer from road to rail, involving trucks 4 m in height at corners and 2.5m maximum width. Closing date: July 31, 1998. Contact Isabel Lavictoire, fax: (613) 996-2635, quoting IBOC case no. 980408-00051.

Continued on page 12 — IBOC

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 350 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

International Business Opportunities Centre — Continued from page 11

URUGUAY — A company seeks a Canadian joint venture or transfer of technology partner with expertise in making frozen, partially pre-cooked, microwavable products, such as croissants, frozen biscuits, etc. Contact Betsy Chaly, fax: (613) 996-2635, quoting IBOC case no. 980305-03026.

ZAMBIA — The Lusaka Water and Sewerage Company invites bids for the procurement of plant, tools and equipment for the Lusaka rehabilitation project. The government of

Zambia has been granted a loan from the African Development Bank towards the payments under the contract. The cost of the bid documents is US\$200. Closing date for bids: August 13, 1998. Contact Isabel Lavictoire, fax: (613) 996-2635, quoting IBOC case no. 980408-00047.

ZAMBIA — Energy Consult of Zambia is seeking a technical partner

with a strong brand name in lubricants. Contact Isabel Lavictoire, fax: (613) 996-2635, quoting IBOC case no. 980402-00005.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Canadian Inventors Honoured at Geneva Exhibition

— Continued from page 5

For more information on the International Exhibition of Inventions or this year's Canadian prizewinners, contact José Tenenbaum, Canadian representative, International Exhibition of Inventions, Geneva, Switzerland, tel.: (022) 761-22-05, fax: (022) 761-22-06, Web site: <http://www.inventions-geneva.ch>; or Werner Naef, Trade Commissioner, Canadian Embassy, Berne, Switzerland, tel.: (41-31) 357-32-00, fax: (41-31) 357-32-10.

Canadian interest in this region is steadily growing, as evidenced by the rise in Canadian participation from 15 companies in 1996 to 20 in 1997 and a projected 30 this fall. Companies have found the event essential for meeting local agents and forming alliances for tenders and other marketing activities.

The focus of the Canadian delegation will continue to be in the building construction sector, with companies involved in concrete/steel repairs, office and home furniture, and building supplies of windows, rollshutters, kitchens and bathrooms.

As well as organizing Canadian participation, the Canadian Showhouse Consortium has established a base in Dubai and Abu Dhabi to assist Canadian companies in locating local agents interested in representing their products.

Thanks to an upturn in construction activities, opportunities in the United Arab Emirates have increased in recent years. Opportunities include areas such as telecommunications, hospitals, schools, universities, airports, hotels, shopping malls, supermarkets, luxury homes and residential housing.

For more information or to register, contact George S. Chrysomilides, Chairman and CEO, Canadian Showhouse Consortium, tel.: (604) 731-9663, fax: (604) 263-1652.

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Interview with Ian Gillespie

EDC: Less of a Secret, More of a Trade Weapon

Ian Gillespie is the first president and CEO of Export Development Corporation (EDC) to be chosen from within the Corporation. Appointed in fall 1997, Mr. Gillespie talked with CanadExport about the workings of the Corporation and his vision for its future.



EDC president and CEO Ian Gillespie

CanadExport: As someone who has been in the Corporation for 20 years, you are obviously bringing a great deal of experience and expertise to this position. How will this translate into better service for the export community?

Gillespie: As both a Crown corporation and a commercial financial institution, EDC is unique. We have been growing very significantly the last number of years, and our essential corporate plan, if you like, is to do more business with more customers — especially small businesses — on a financially self-sustaining basis. I think the knowledge I have of the organiza-

tion is going to allow us to continue on that path without disruption.

CanadExport: You have been quoted as saying that EDC is not a profit maximizer but an export maximizer. How does EDC find the balance between maximizing exports and having the healthy bottom line that a corporation needs?

Gillespie: It is a juggling act; both are important. Therefore, we need to find a mechanism whereby we achieve an adequate return in order to provide the growth capital that will support future business. There's no magic formula, but I think we have a good balance at present, and I think exporters have come to realize that the income that we do generate is being recycled to their benefit — it's not being paid back to the shareholder by way of dividends. It's there to enhance our risk capacity in the 200-some countries in which we can help exporters.

CanadExport: The fact that you are a self-funding organization — does this

prevent you from being more aggressive in certain risky markets?

Gillespie: No, but we have to manage our risks very carefully. However, it's important to distinguish between types of risk. We are taking risks right across the portfolio. Last year we did more than half of our business in Organization for Economic Co-operation and Development (OECD) countries. That's obviously not as risky

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Global Vision Helps Prepare Young Canadians for Global Economy

by Terry Clifford, Chairman, Global Vision

"In order to become a trading nation, we must first build a nation of traders." The statement was made by International Trade Minister Sergio Marchi in his opening remarks at the launch of the Global Vision Training Centre at York University in May. Global Vision is a non-profit organization dedicated to preparing young Canadians for the global marketplace.

More than 100 high school and university students had the opportunity to hear the Minister speak about the importance of exports for Canada's economy and our ability to compete as a trading nation. Minister Marchi noted that more than one in three Canadian jobs are dependent on export-related activities.

Minister commends Global Vision

The Minister was joined by members of previous senior Team Canada missions, including AGRA Inc., Corel, Glaxo-Wellcome, Oasis Technology and York University. Representatives from each company spoke to participants about the impact of globalization on the future of Canada.

Minister Marchi commended Global Vision and its corporate partners for helping young Canadians to get a head start in the world.

The session Minister Marchi spoke at was the first of 13 Regional Training Sessions held by Global Vision in universities and colleges across Canada. A total of 1,600 high school, college and university students participated. The Training Centres are an opportunity for students to learn more about the challenging world of international business and to identify career opportunities in the global marketplace.

Students chosen to participate in mission

From the participants in the Regional Training Centres, 44 young Canadians have been chosen by Global Vision for its eighth Junior Team Canada Trade Mission to Malaysia, Thailand and the Philippines. To qualify, each student



Minister Marchi with members of the eighth Junior Team Canada Trade Mission.

researches and prepares a market report on an industry sector they would like to represent.

Junior Team Canada members are responsible for raising money for the expenses of the trip by forming

partnerships with companies in their sector. In exchange for financial support, each student becomes the sponsor's representative on the mission.

The mission is an excellent opportunity for students to learn more about international opportunities, and for sponsoring companies to meet promising young people and contribute to Canada's future competitiveness.

Briefings prepare mission members

The young people selected for this year's Junior Team Canada Trade Mission will be in Ottawa from August 1 for a week of intensive briefings on the culture, language and business opportunities in Southeast Asia.

The team will then embark on the three-week trade mission, where they will meet with government and industry leaders to identify business

Continued on page 3 — Global Vision

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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

IPAnet: A "Shopping Mall" for International Investment

by Barbara Cooper, Office of Liaison with International Financial Institutions, Canadian Embassy, Washington D.C.

Canadians interested in international investment can find a wealth of investment data and information on IPAnet, a self-proclaimed on-line "shopping mall" for international investment, sponsored by the Multilateral Insurance Guarantee Agency (MIGA).

MIGA, an affiliate of the World Bank Group, was established in 1988 to encourage the flow of foreign direct investment into developing countries. Through IPAnet, MIGA hopes to promote foreign investment in emerging markets by creating a forum where potential investors and developing countries can share important investment data and information.

A wealth of information

The IPAnet Web site contains thousands of documents and reference materials on international investment, as well as a directory of key contacts in the investment community.

The IPAnet's extensive database includes documents ranging from project summaries to government and non-governmental organization reports on investment conditions. Users can browse reports on market conditions (trends and data); areas of high potential investment opportunities; legal, policy and regulatory framework for international investment; business conditions, including economic and social data; and development issues. IPAnet also allows users to search for potential investment partners for projects they are pursuing abroad.

An easy-to-use search engine with thorough search categories makes browsing documents simple.

Links to other sites

Although IPAnet is administered by MIGA and contains numerous documents from the World Bank and emerging countries, many of the materials included on the site have been contributed by external organizations, such as the United Nations Industrial Development Organization (UNIDO). IPAnet also includes a "reference desk" that can connect users to external sources of information, including Web sites of the World Bank Group and other multilateral organizations, and virtual libraries such as the Central & Eastern Europe Business Information Centre (CEEBC).

Entry into the Web site is free but requires registration. Registered visitors can access the general databases, directories and calendar of events. Registrants also have the option of buying an IPAnet membership, which carries a greater range of benefits, including the establishment of a company billboard on the IPAnet site. Membership costs \$2,000 per annum or \$10,000 for lifetime registration.

For more information, visit the Web site at www.ipanet.net

Global Vision — Continued from page 2

opportunities for their sponsoring company and industrial sector.

Sponsorship and send-off reception

Members of the business community are invited to meet the members of the Junior Team Canada Trade Mission at an official send-off reception, to be held at the House

of Commons on August 5, 1998.

To attend the reception, or for more information on the program and how your company can become a sponsor, contact the Global Vision office, tel.: 1-888-829-2838 or (819) 827-2838 from the National Capital Region, fax: (819) 827-2571, Internet: www.globalvision.ca

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Minister Manley's Visit to Sweden and China Promotes Trade, Technology and Investment

Industry Minister John Manley visited Sweden and China in May to promote Canada's strengths in, among other sectors, telecommunications and information technology, to a host of key business people and senior politicians.

Growing trade ties with Sweden

Mr. Manley's first stop was Sweden, where he addressed the Canada Sweden Business Association, which encompasses 80 member companies in Sweden and 40 in Canada. He highlighted the growing economic ties between our two countries, noting that over the past two years Canada-Sweden trade and investment has doubled to reach more than \$2.5 billion. A number of Canadians doing business in Sweden joined Minister Manley for meetings and discussions, among them Mitel president and CEO John Millard, Lionel Hurtubise, Ericsson Communications Inc. chairman Lionel Hurtubise, and Alis Technologies CEO Claude Lemay.



Minister Manley and Minister of Information Industry Wu Jichuan renew a Canada-China Telecommunications MOU.

Even more co-operation between China and Canada

Minister Manley's visit to China promoted increased co-operation between the two countries in telecommunications and information technologies. While in Beijing, Minister Manley renewed a Memorandum of Understanding (MOU) on Telecommunications with the Chinese Minister of Information Industry Minister, Wu Jichuan, to foster expanded co-operation in these two key sectors under the framework of the World Trade Organization (WTO) and Asia Pacific Economic Co-operation (APEC).

Mr. Manley also signed an MOU in Hong Kong, under which China and Canada will develop co-

operation and conduct exchanges in the areas of multimedia and software applications and products, and communications infrastructure.

During Mr. Manley's visit to China, Northern Telecom signed two contracts totalling US\$10 million with China Unicom, one of the country's largest telecommunications groups. Chinese and Canadian companies also signed three contracts valued at more than US\$9 million for technology exchanges in radio conference equipment, a flood-alarm network and a microwave system.

Among other highlights of this Chinese visit were Mr. Manley's meetings with representatives of Canadian companies currently working in Chongqing, including the Bank of Nova Scotia, Newbridge Networks Ltd.,

Nortel China, Harris Communications and Panda North American Ventures Ltd. In addition, a SchoolNet Virtual Campus was launched at Beijing's Sino-Canada Concord College. The Sino-Canada Virtual Campus operates by means of software provided by Calgary's Zi Corporation.

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Canadian Delegation Visits European Airbus Consortium

From March 23 to 28, accompanied by representatives of Industry Canada, the Canadian Embassy in Paris, and the Aerospace Industries Association of Canada, some 25 representatives of Canadian aerospace companies visited Airbus Industrie, a consortium of four major commercial aircraft producers in France, Germany, Spain and the United Kingdom.

Headquartered near Toulouse, France, Airbus Industrie manages the operations of the consortium in developing, marketing and selling its aircraft. With some \$11 billion in annual revenues, more than 1,500 suppliers in 27 countries, and co-operative agreements with aerospace industries in 19 countries, the consortium is a lucrative source of opportunities for Canadian suppliers. In 1997, trade between Airbus Industrie and Canadian companies totalled \$118 million.

The recent mission to Europe followed a visit to Canada in April 1996 by Airbus representatives, who met with about 60 small and medium-sized Canadian companies individually and during seminars.

Among the Canadian companies taking part on the March mission were Bombardier Aérospatiale, Avcorp Industries, IMP Aerospace, NMP, Magellan Aerospace and Aerotech.

Agenda of meetings and discussions

Participants visited Toulouse, Bristol, and Hamburg, meeting with consortium members to discuss the possibility of co-operating on the Airbus Industrie's new

A340/500-600 long-range aircraft and the A3XXX wide-body aircraft. Such co-operation would facilitate the entry, by some of Canada's 400 small and medium-sized aerospace companies, into this major market.

Other topics of discussion included the current restructuring of the aerospace industry in Europe, especially where procurement procedures are concerned.

Also on the agenda were tours of Airbus Industrie's European production lines and a workshop that included individual meetings with a dozen French aerospace equipment manufacturers.

At a round table discussion, Canadian companies, the Aerospace Industries Association of Canada, and the Groupement des industries françaises de l'aéronautique et du spatial [French aeronautics and space group] exchanged views and the latest developments in the aerospace industry.

These events were marked by a reception, attended by Canada's Ambassador in Paris, Jacques Roy, and hosted by Air Canada, an important partner in this mission and one of Airbus's key clients.

Possible co-operation opportunities for Canadian companies

The warm welcome that Airbus and its suppliers extended to the Canadian delegation could well open the door to co-operation projects. The restructuring of the Airbus consortium as a private company should also offer new opportunities for collaboration between European and Canadian companies in the aerospace industry.

For more information on opportunities for collaboration with Airbus, or on an upcoming mission scheduled for fall 1998 to England and Germany, contact Guy Ladequis, Canadian Embassy in Paris, tel.: (33-1) 44-43-29-00, fax: (33-1) 44-43-29-98; or Lucie A. Boily, Aerospace and Defence Branch, Industry Canada, tel.: (613) 957-9417, fax: (613) 998-6703.

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EDC: Less of a Secret, More of a Trade Weapon

— Continued from page 1

from a political point of view as it would be in emerging markets, but it is more risky from a commercial perspective. It's just a different kind of risk — technology risk, or project-finance risk.

CanadExport: With the globalization of markets, more and more Canadians are exporting to more and more countries. Eighty-seven per cent of your customers are now small and medium-sized businesses. How is EDC going to meet the increasing demands of this export community?

Gillespie: EDC has the largest pool of trade finance skills under one roof in this country. We are continuing to develop this expertise, which allows us to find innovative solutions for companies of all sizes in all industrial sectors, and appeal to their individual needs.

Part of that innovation is employing technology in ways that reduce the cost of doing business and yet enhance our ability to grow our risk management or risk capacity in various countries of the world.

For example, we're using technology to offer small and medium-sized businesses services that would otherwise be difficult or expensive. Our Emerging Exporters Team, with its toll-free call centre [1-800-850-9626] is one example of this. Our customer satisfaction surveys tell us we've had very good success in delivering expanded services to these exporters, including some direct technology that allows them to reach EDC wherever they are in this country.

CanadExport: You undertook a major reorganization at EDC a couple of years ago. What has been the reaction of the business community?

Gillespie: Customers have reacted very positively. What we did was to reorganize so that our focus was on the customer, not just on geographics. By having our teams focused on individual sectors — they each have slightly different and unique needs — we think we can better design the products and solutions that companies need to grow their export business. The customer satisfaction scores that we have received over the last few years have been a strong testament to the success of those changes.

CanadExport: How does EDC cooperate with other Team Canada Inc players in supporting Canadian exporters?

Gillespie: The Team Canada Inc concept is one of networking, door-opening, building some strategic relationships with other countries, and marshalling all the resources that Canada can offer. Being successful at the end of the day means that Canadian companies have commercial contracts to show for their efforts. That's where EDC has a very strong role to play — to provide those financial solutions that can help to fulfil the opportunities that have been realized inside the Team Canada Inc. concept.

CanadExport: Last October, EDC appointed a former trade commissioner — Anne Whetham — as its permanent representative in China. And we heard this might become a trend in other parts of the world. How do you see this service evolving in relation to the Trade Commissioner Service?

Gillespie: The Beijing arrangement is an experiment. It's one that's working very well, and that obviously raises the question of expanding the model elsewhere around the world. At the same time, we are not trying to replicate the Trade Commissioner Service. I think the roles of EDC and the Trade Commissioner Service are quite distinct. EDC has a very specific mandate of developing financial solutions for the export customer. The role and responsibilities of the Trade Commissioner Service are more broadly based, and the ultimate goal is not a financial arrangement.

EDC's purpose of having people in the field is to be able not only to expedite the conclusion of financial arrangements, but also to understand the specific risks involved in a given transaction. Canadian companies value EDC highly for providing information about the risks of doing business in a given market. But obtaining that kind of information is not something you can easily achieve by visiting the country every few months. So the role of the EDC representative is very targeted, very specific.

Continued on page 7 — EDC

State Visit of Romanian President to Canada Canada Strengthens Ties with Romania

In May 1998, Romanian president Emil Constantinescu made a state visit to Canada, at the same time that a delegation of Romanian business people was in the country exploring business and investment opportunities. During the visit, President Constantinescu and Prime Minister Jean Chrétien discussed major trade and economic co-operation issues.

On his stops in Ottawa, Toronto, Montréal, Québec and Edmonton, the Romanian president also met with Governor General Roméo LeBlanc, federal and provincial ministers, and Canadian business leaders who export to or invest in Romania (including Atomic Energy of Canada Ltd. and Teleglobe Inc.), as well as businesses that have developed partnership projects with Romania (such as TrizecHahn and TransCanada Pipelines).

Canada supports economic reform

In his meeting with President Constantinescu, Prime Minister Chrétien took the opportunity to reiterate our support for the economic reform process that is well under way in Romania. Canada's support for this country's transition to a market economy is expressed in a very tangible way through, among other things, the technical assistance programs that the Canadian International Development

Agency (CIDA) has implemented in Romania.

The two leaders also witnessed the signing of agreements highlighting the co-operation between Canada and Romania, including a Memorandum of Understanding (MOU) on research and development co-operation in energy and nuclear technology and an MOU between Export Development Corporation (EDC) and Eximbank of Romania. The latter agreement will promote the sale of Canadian goods and services to Romania by strengthening trade contacts, establishing an ongoing relationship between both organizations that includes the exchange of information about potential projects and programs, and providing guidelines for entering into specific financing transactions.

Increasing trade partnership

Romania offers major business opportunities for Canadian companies. Our strengths in sectors such as

nuclear energy, telecommunications, oil and gas, transportation, construction, environmental technologies, and agricultural and agri-food technologies can help Romania meet its infrastructure needs.

Romania was Canada's fourth-largest trading partner in Central and Eastern Europe in 1997. Our exports to Romania totalled \$66 million, and included printed matter, computer equipment, leathers, machinery, textiles, food products, and electrical and transportation equipment. Imports from Romania totalled over \$68 million.

A growing number of Canadian companies are displaying growing confidence in Romania's future, as evidenced by the nearly \$580 million they have invested in Romania.

For more information, contact the Southern Europe Division, DFAIT, tel.: (613) 992-6902, fax: (613) 995-8783.

EDC: Less of a Secret, More of a Trade Weapon — Continued from

CanadExport: Is there anything more you would like the business community to know about EDC?

Gillespie: EDC is Canada's secret trade weapon, and my goal is to make it less of a secret and more of a weapon. The exciting aspect is that

there are so many opportunities globally, and Canada is in an extraordinarily strong position to realize those opportunities. Customers come to us looking for financial solutions, and we are trying continually to enhance the ability of the organization to respond to their needs.

I think — at least I hope — that EDC is becoming increasingly relevant to our export community, not only in traditional terms, but also in having world-class skills that can give Canada that competitive edge.

Getting into Singapore a Real Blast for Young Edmonton Company

Already doing business in the United States and Europe, Poly-Pacific International Inc. obtained its first major contract in Singapore earlier this year, with a helping hand from the Canadian High Commission and other government agencies.

The small company of 15 employees, founded in 1989, manufactures multicut plastic blasting abrasives (also called plastic blasting media) used to strip paint and coatings from aluminum, fibreglass, brass, copper, thin steel, and engineered plastics.

Used primarily in automotive, electronic, military and commercial aircraft markets, multicut has become a fast, efficient and environmentally safe alternative to the toxic chemicals traditionally used in stripping applications.

From small beginnings to major contract

Poly-Pacific has been distributing multicut products to the United States and United Kingdom for a number of years, and has received approvals for aerospace applications in the Canadian and U.S. militaries and the U.K. Ministry of Defence.

But it was only a few years ago that it began exporting — on a small scale — to the Asian market, following up on leads from Canadian trade commissioners in the region. (Thanks to government help, the company also made a Department of Foreign Affairs and International Trade Program for Export Market Development [PEMD]-supported trip to Korea.)

The company's current multi-million dollar deal with Pan Abrasive (Pte) Ltd. is the result of one such High Commission lead, which initially spawned smaller contracts with the Singapore company.

"It takes time to establish company name and product reputation in those countries," says Poly-Pacific president Thomas Lam, who is understandably pleased with the US\$3.25-million, five-year exclusive contract with Pan Abrasive — a distributor for a major computer manufacturer.

"What we have accomplished with this contract," Lam explains, "is to displace the company's previous supplier. Our multicut will now be used to clean, or 'deflash,' the Singaporean manufacturer's computer chips."

Help for the asking

Lam has made good use of the Canadian Trade Commissioner Service in various countries.

"Trade Commissioners can help you search for databases of companies in your field," he says, "and help you find prospective customers, saving you time and money in a country that is very expensive.

"They can also help legitimize your company," he adds, "simply by introducing you to your prospective customers."

To obtain the best service from the trade commissioners, Lam advises: "Educate them about your products, making sure they understand them well."

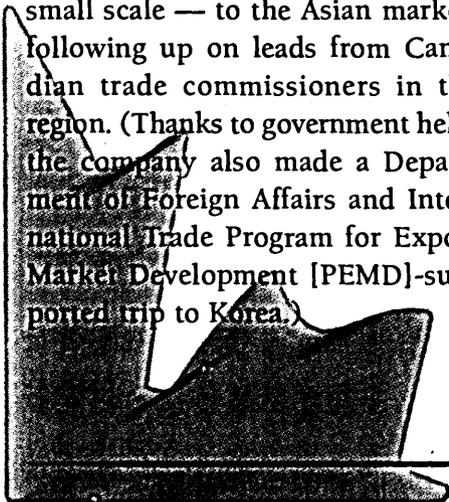
Poly-Pacific has also benefitted from joint research ventures with the National Research Council (NRC) and the Alberta government, as well as export marketing assistance from Western Economic Diversification Canada.

In one NRC joint venture, Poly-Pacific has come up with a unique recycling process whereby the company will take back used plastic media (spent material) contaminated with paint chips and use it as ingredients for the production of agricultural fence posts.

"These plastic fence posts will last for at least 300 years," boasts Lam.

Poly-Pacific is registered on DFAIT's WIN Exports database (see box on p. 9) and anticipates that this exposure will help expand its distribution network to other countries of interest, such as Germany, France, Italy, Sweden, Russia, Brazil, Chile and Argentina.

For more information on the almost entirely export-based Poly-Pacific International Inc., contact company president Thomas Lam, tel.: (403) 467-3612, fax: (403) 464-1852, Internet: www.poly-pacific.com



Focus on

Investment

CanadExport
Supplement

Canadian Industry Leads the Way in Investment Potential

This country is a great place in which to do business. The recent independent KPMG study, The Competitive Alternative: A Comparison of Business Costs in Canada, the United States, and Europe, shows Canada delivering lower business costs than the United States and Europe.

"Canada is developing a global brand name for quality and low costs in international business. It's a message I hope all Canadian business and political people will repeat within Canada and abroad. The time for modesty is past," says Minister for International Trade Sergio Marchi.

"Canada's economic house is in order, and this study demonstrates that future investment will find a profitable home in Canada."

Canada competes internationally for investment, and we need all Canadian business people to help spread the word.

WHY INVEST IN CANADA? CONSIDER THE HARD FACTS

ACCESS

Canada and the United States are partners in the North American Free Trade Agreement (NAFTA), which has turned the continent into one large marketplace. Foreign firms that manufacture in Canada have guaranteed access to this marketplace.

LOCATION

Canadian production sites are located close to the Canada-U.S. border; in fact they are often closer than American producers to large U.S. markets.

FIRST-CLASS RESEARCH FACILITIES

Canada is home to an expansive research network in which universities, companies and governments work as partners to produce exciting new technologies and products.

TAX BREAKS

Generous Canadian tax advantages permit more leveraging of R&D investments than are offered anywhere else in the G-7.

EASY EXPORTS

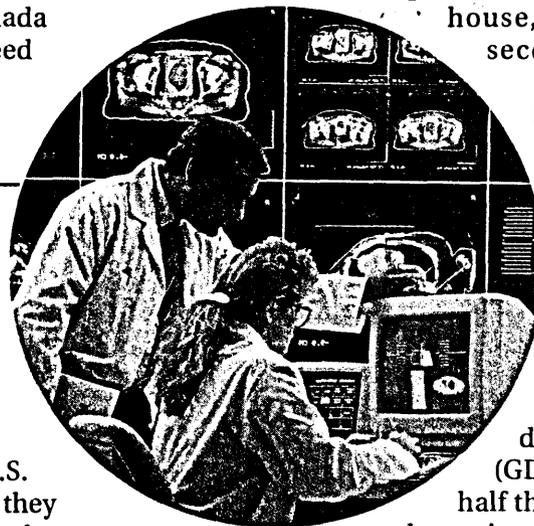
Canada exports more to the United States than any other country. Japan, the exporting powerhouse, is a distant second.

LOW COURT COSTS

Canada is not a litigious country. Court costs have traditionally been less than 1 per cent of gross domestic product (GDP), well under half the U.S. rate. No law suits on commission are allowed.

INTELLECTUAL PROPERTY PROTECTION

Canadian patent protection laws are in line with, or beyond, world standards.



ISG's viewing/reading software analyzes medical images.

Continued on page II — Industry

Canadian Industry Leads the Way

EMPLOYER BENEFITS SAVINGS

Canada's national health-care system pays for medical coverage that U.S. employers have to provide through private plans. One recent study showed that General Motors pays its U.S. workers an average of US\$772 per car in health-care costs, compared with US\$200 per car in Canada.

EDUCATION

Canada has the highest rate of post-secondary enrolment in the world and outpaces all other G-7 countries in per-capita expenditures on training and education.

SMART, LOYAL, AFFORDABLE WORKERS

Studies show that Canadian employees are the most reliable and loyal workers in North America. Lower turnover rates in Canada mean reduced training, hiring and separation costs and increased security. Next to the United Kingdom, Canada has the lowest manufacturing wages in the G-7.

POTENTIAL FOR THE FUTURE

The federal government is delivering on its commitment to make Canada the most connected country in the world by hooking up 5,000 rural communities to the Internet and putting 16,500 Canadian schools and 3,400 libraries on line. Canada has the highest level of computer literacy among G-7 countries.

LOWER BUSINESS COSTS: THE BOTTOM LINE

A Case Study:

Software Firm - 100 Staff

Initial Investment Costs (US \$)

	Canada	France	Germany	Italy	Sweden	United Kingdom	United States
Land	534	916	4,182	838	634	1,298	382
Buildings	2,092	5,513	4,220	3,090	3,791	4,715	2,638
Total	2,527	6,429	9,033	3,928	4,484	6,015	3,020

Operating Costs

Location-sensitive Costs (US \$)

	Canada	France	Germany	Italy	Sweden	United Kingdom	United States
Labour and Benefits	4,231	6,015	5,647	4,916	4,484	3,994	4,772
Electricity	119	165	221	198	87	158	168
Land Transport	28	20	17	26	26	19	23
Marine Transport	30	40	32	33	33	29	42
Telecommunications	108	424	476	480	346	202	116
Interest	234	322	396	420	315	519	350
Depreciation	577	805	719	643	690	752	613
Income Taxes	487	416	1,089	1,545	1,041	1,257	1,165
Other Taxes	320	289	260	81	13	271	580
Total	6,134	8,476	8,857	8,342	7,035	7,201	7,829

Non-location-sensitive Costs (US \$)

	Canada	France	Germany	Italy	Sweden	United Kingdom	United States
Other Direct Costs	756	756	756	756	756	756	756
Other Indirect Costs	8,505	8,505	8,505	8,505	8,505	8,505	8,505
Total	9,261	9,261	9,261	9,261	9,261	9,261	9,261

Total Annual Costs (US \$)

	Canada	France	Germany	Italy	Sweden	United Kingdom	United States
Total Annual Cost	15,395	17,757	18,118	17,603	16,296	16,462	17,090

Source: KPMG Study - The Competitive Alternative

Note: The November 3, 1997, issue of CanadExport (Vol. 15, No. 18) featured a special supplement on the KPMG study. This follow-up supplement examines five of the eight industries evaluated by KPMG, as well as Canada's research and development capability.

Focus on Investment was produced by CanadExport in collaboration with the European Investment Division of the Department of Foreign Affairs and International Trade.

Canada Has the Smarts: Information Technologies

Focus on
Investment

Canadian firms offer a wide variety of products and processes, with recognized strengths in:

- **Network Applications and Connectivity:** messaging, electronic commerce, Internet publishing, security and encryption;
- **Document and Database Management:** forms and workflow automation, reporting tools, text search and retrieval tools, data warehousing;
- **Industry-specific Software:** for the telecommunications, petroleum, manufacturing, tele-health, banking, forestry and other industries;
- **Information Technology Services:** outsourcing, network services, financial information services and systems, and systems integration;
- **Graphics and Multimedia Tools:** authoring tools, animation, special effects, learning, entertainment and corporate multimedia applications.

Canada's top 100 independent software companies generated over US\$1.75 billion in revenues in 1997.

Four of these companies came in with revenues of more than US\$100 million:

- Geac Computer Corp. Ltd., Markham (mission-critical client/server applications);
- Corel Corp., Ottawa (graphics, business applications, Java products);
- Cognos Inc., Ottawa (business intelligence, enterprise application development); and
- Hummingbird Communications, Toronto (enterprise software solutions).

THE HUMAN ADVANTAGE...

Canadian universities such as the University of Toronto, McGill University, McMaster University, Queen's University, University of Waterloo and the

University of British Columbia rank with the best universities in the world in providing information technology (IT) training.

Canadians are in the process of translating the highest post-secondary graduation rate in the world into widespread entrepreneurial innovation, aided by reasonable labour costs, great R&D incentives, non-stop networking and a dedication to quality.

Canada's IT industry isn't huge by world standards, but it's one of the best. The high-tech innovation emerging from Canada's software producers proves that the new spectrum of niche IT markets can be lucrative targets for any country committed to optimizing its brain power.

The United States consumes about 51 per cent of the world's information services production. Here is a market worth more than \$500 billion in annual sales, snuggled up to the all-but-invisible Canadian border. Two-thirds of Canadian software production was exported in 1997, most of it to the United States. Some foreign firms have already begun to

choose Canada as a North American base. UbiSoft Entertainment S.A. of France, for example, Europe's second-largest manufacturer of CD-ROM-based computer games, has chosen Montreal for a multimedia studio that will be its production base for U.S. and Canadian markets.



Newbridge Networks Corp. of Kanata has forged a strategic alliance with 3Com Corporation to develop next-generation, end-to-end networks supporting converged voice, video and data applications.

PARTNERSHIP OPPORTUNITIES

Alliances — in areas such as marketing, technology licensing and distribution — are key to profitability in any high-tech sector. More than 70 per cent of Canadian information technology CEOs interviewed in a recent survey saw partnership arrangements as important to the future of their businesses.

Alliances are particularly important to small and medium-sized companies that have valuable technology but limited marketing experience. With Canada's reputation for developing innovative products, outside investors should look to Canada for a host of exciting opportunities.

Canada has assets that make it a preferred investment location in the information technology industry. They include a high level of technological development and competence and a critical mass in telecommunications, as well as a loyal, qualified and flexible workforce.

**Jerry Shatner,
President, Hitachi Data
Systems**

Super ^{Efficient} and Cost Efficient: Canada's Advanced Manufacturing Technologies Industry

Canada is the world's fourth-largest producer of advanced manufacturing technologies (AMT). Canadian companies are becoming well known for the kinds of efficient technological solutions that create profits in a hurry. The most recent figures show an average industry return of 37.9 per cent on equity.

Canadian AMT shipments doubled over the first half of the '90s, largely because of huge demand from the United States. The U.S. consumes 53 per cent of the world's AMT production and is expected to be a US\$100-billion market by 2000. Half of Canada's production goes to the U.S. and another 20 per cent to manufacturers in other parts of the world. Hundreds of American-based companies are using Canadian systems and technology to streamline production. The biggest AMT market in the world is clustered around Chicago, just a stone's throw from Canadian producers.

Canada's top 10 engineering schools are as good as the top 25 in the United States. That's based on studies by an independent research firm, National Educational Standards, Los Angeles.
Rick Schwartz, Business Development Director, Hewlett-Packard Canada

TIME-TO-MARKET

Time-to-market has become crucial as manufacturers shift from mass to customized production. There is a premium to being first to market; AMTs shorten design and production cycles, improve timeliness, flexibility and quality, and slash manufacturers' costs.

There are no longer two separate Canadian and U.S. marketplaces on this continent. It has become one North American market, and Canada is an ideal base from which to serve it.

Jim Miller,
Senior Vice-President,
Sales and Marketing,
Honda Canada

Canadian-based companies have developed special strengths that serve multinationals in the automotive, plastics, aerospace, electrical and resource sectors. Noteworthy growth areas include the design of integration systems and plastics manufacturing technology. The annual growth rate of the overall industry has been 17.4 per cent in the '90s, more than double the growth rate in traditional machinery and equipment subsectors. Productivity increases in the industry have also been dramatic, growing 56 per cent in the first half of the decade.

NAFTA IS THE MARKET, CANADA IS THE LOCATION

Partners or no partners, opportunities for foreign AMT firms abound in Canada. For instance, Composites Atlantique, a Canadian subsidiary of France's Aerospatiale, is investing heavily in new machinery and transfer technology at its advanced materials manufacturing plant in Lunenburg, Nova Scotia.

KNOWLEDGE WORKERS

A good supply of knowledge is as important as cost savings to AMT producers. Canada has built up by far the strongest community college system in North America, a system that graduates students with the kinds of hands-on technical skills demanded by AMT suppliers.

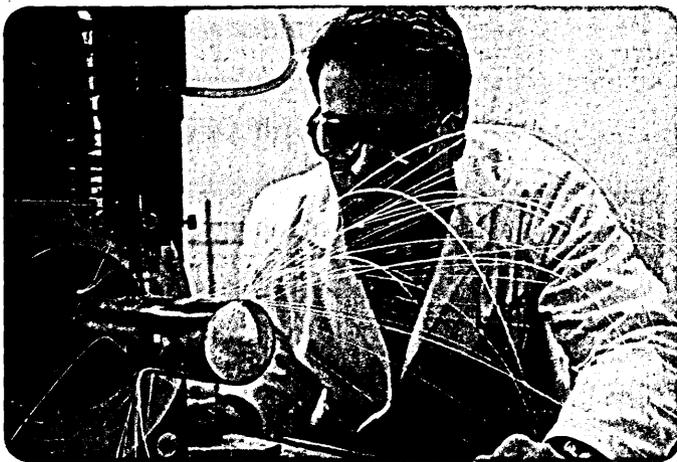


Photo courtesy of National Research Council, Canada

A good supply of sought-after, hands-on knowledge workers, a great R&D environment, and low production costs make Canada the perfect AMT springboard to American markets. And companies setting up in Canada enjoy a 5.4-per-cent cost advantage over U.S. production sites.

Winner A Winner from Wire to Wireless: Canada's Telecommunications Industry

Focus on
Investment

In a world in which quick, accurate knowledge has become the most vital element of commerce, Canada boasts one of the best telecommunications infrastructures of any country on the planet.

That infrastructure, and the technology that created it, are being exported all over the world, most notably to lucrative markets in the United States.

As one of the world's largest countries, Canada has had to learn to communicate over vast distances. Canada's innovative responses to its own communications challenges have kept it at the forefront of telecommunications. Canada is a great place from which to capture a bigger slice of the sophisticated North American telecommunications market.

TELECOMPETITIVE CANADA: INNOVATION AND PROFITS

Canadians have invented some of the world's most sophisticated telecommunications technology, from advanced fibre-optic networks to the V-chips mandatory in U.S. television sets.

Conducting tests on Nortel's new 10-GBIT/S transport system.

Among Canada's telecommunications firsts are: the world's first national commercial microwave network; first digital microwave network; first coast-to-coast fibre-optics network; first geostationary satellite telecommunications network. Not to mention the world's largest geostationary mobile communications satellite MSAT, which makes digital services available in all parts of the country, from downtown Toronto to the forests of the Far North. Canadian cable and telephone penetration rates are also the highest in the world.

Canada's telecommunications infrastructure, already a world leader, is getting even better. For example, Stentor, the association of Canada's provincial telephone systems, is developing a network that will offer all Canadians unmatched access to fast, efficient and inexpensive computer networks.

TOTAL SOLUTIONS

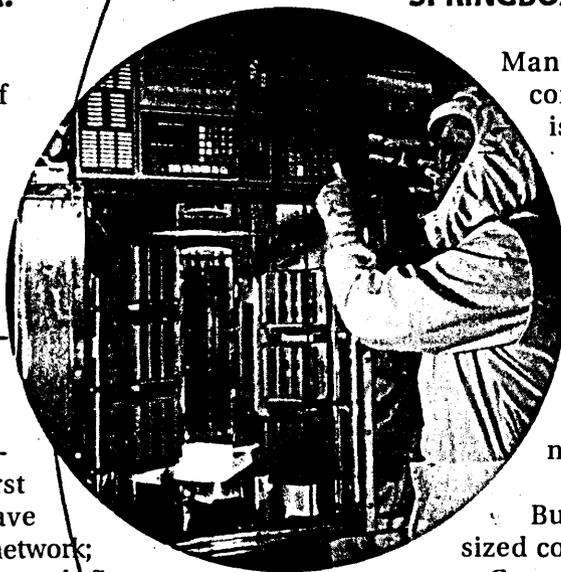
How deep is Canada's capacity in the telecommunications field? The Canadian telecommunications industry is expanding so quickly that numbers quickly become outdated, but in 1996 the sector added US\$15.8 billion to Canada's GDP.

If the rest of the world were somehow to lose all telecommunications capability, Canadian companies could supply every facet of a complete telecom infrastructure, from equipment design and manufacture, through advanced networking technology, to the software and services needed to run and maintain the infrastructure. And the best news is Canada's 4.6-per-cent cost advantage over U.S. production sites.

SPRINGBOARD FOR EXPORTS

Many of Canada's telecom exports come from larger companies. Nortel is one of the world's most diversified suppliers of telecommunications products, systems and networks, with applications for entertainment, education and business. Newbridge Networks is the world's leading distributor of fully digital wide-area networks. Bell Sygma Inc. is the leading provider of telecommunications systems worldwide.

But innovative small and medium-sized companies are also popping up all across Canada. The niche areas in which they have done well are endless. For example, Research In Motion, of Waterloo, Ontario, has come up with the *Inter@ctive Pager*, a hand-held wireless device that provides Internet and Intranet connectivity.



On the ~~Move~~ Canada's Medical Devices Industry

The North American market is home to more than 365 million consumers and has a GDP of some US\$9 trillion. Nearly half of the money spent on medical devices worldwide each year is spent in North America.

The strong growth in Canada's medical devices industry is being fuelled by low set-up and operating costs (\$1 million less per year than comparable U.S.-based plants), first-class R&D support, innovative technologies, and an ample supply of well educated, disciplined workers.

Private and public R&D expenditures on medical devices in Canada have more than quadrupled in the past 15 years. Revenues in this

US\$3-billion-a-year industry tripled during the first half of the 1990s, and they continue to climb. Domestic demand remains healthy, primarily because medical devices constitute a key ingredient of Canada's comprehensive national health-care system.

Winning Canadian products include cardiovascular devices, in-vitro diagnostics, radiation therapy, medical imaging, and dental implants.

Canada is internationally renowned for its research expertise in:

- molecular biology,
- immunology,
- cancer,
- neuroscience,
- diabetes,
- cardiology, and
- genetics.

GROWING EXPORTS KEY TO PROFITABILITY

Canada ranks in the top 10 countries in the world in purchases of medical devices, accounting for 3.7 per cent of the international market. What is even more enticing to outside investors, beyond Canadian cost and other production advantages, is clear access to U.S. markets. The United States accounts for more than 41 per cent of the annual consumption of medical devices, and Canadian companies, unencumbered by tariffs under the NAFTA, have taken aim at those markets.

Innovation + Production Advantages = Profits Canada's Pharmaceutical Industry

North America is the world's leading pharmaceutical market, accounting for more than 38 per cent of annual worldwide consumption.

Canada is the perfect production springboard to all North American markets. Canada's low-cost, high-quality production facilities are solid evidence that this is true not only for European- and Asian-based companies, but for U.S. companies as well.

BIOPHARM BREAKTHROUGHS LEAD THE WAY

This decade has seen a worldwide shift away from chemistry-based drugs toward biology-based therapies, and Canadian firms are at the leading edge of this revolution. While brand-name and generic companies

continue to expand their presence in Canada, it is the host of new Canadian biopharmaceutical firms that are the focus of investors these days.

There are now more than 225 biotech firms in Canada, over half of which specialize in biopharmaceuticals. Several Canadian biopharm companies have already made an international name for themselves, and others, with more than 100 Canadian products in the pipeline, are on the verge. Biopharmaceutical revenues in Canada were up 45 per cent in 1996, and continue to climb.

Merck Frost Canada of Montreal, for instance, supplies Astra Merck in the U.S. with Prilosec. Pfizer Canada

Continued on page VII — Innovation

Innovation + Production Advantages = Profits

Focus on
Investment

has just expanded its production facilities in Arnprior, Ontario, to produce Visine for the world market. Glaxo Wellcome Canada has also expanded its facilities in Mississauga to fill international product mandates for Mepron and Maladrone.

that US\$350-billion-worth of top-selling drugs are coming off patent in traditional international markets in the next five years.

The highly efficient generic subsector has continued to prosper due to increasing international demand for low-cost drugs and the alliances that have sprung up with brand-name firms. Generic companies now export over 40 per cent of production. The immediate future of Canadian generics is bolstered by the fact

Previously limited to servicing domestic demand, Astra Pharma Inc. is now a primary supply point for key international markets. Our headquarters continue to be impressed by the level of affordable, quality production available in Canada.
Gerry McDole,
President and CEO,
Astra Pharma Inc.



A National Research Council scientist plates on blood agar in a containment facility ventilated through hepa filters and negative pressure.

Smart and State-of-the-Art: Canada's Research and Development

Private-sector R&D has shot up dramatically in Canada in recent years. Encouraged by some of the most generous tax credits in the world, both domestic and foreign firms have been increasing their R&D spending in Canada at a faster pace than in any of the major Organization for Economic Co-operation and Development (OECD) nations.

- Lower cost for research, development and production
- Superior R&D tax credits
- Greater accessibility to educated, reliable and affordable workers

CANADA IS A COST-EFFECTIVE INCUBATOR FOR QUALITY R&D

The KPMG study offers specific evidence that Canada now delivers lower business costs than the United States and Europe. Of 42 cities surveyed in North America and Europe, every one of the 14 lowest-cost cities was Canadian.

Our special advantage is the lowest-cost R&D in the G-7. The bottom line is that R&D dollars spent by firms in Canada cost those firms only between 41 cents and 50 cents, depending on the province in which the research is conducted.

Most foreign-funded R&D is performed by affiliates of U.S. companies, which account for 70 per cent of all foreign research spending in Canada. The firms that spend all this money clearly appreciate lower costs. But saving money isn't enough. In the world of R&D, results are what count. And you don't get exciting results without first-class people and first-class technology thrown into the mix. According to the 1997 *Global Competitiveness Report*, Canada stood first in the world in technological potential, which takes into account the combined people + technology production capacity of nations.

EDUCATED WORKERS PRODUCE SUCCESSFUL R&D

The 1997 *Global Competitiveness Report* also ranked Canada first in the world at developing knowledge

Continued on page VIII — Smart

Smart and State-of-the-Art:

Canada-U.S. — R&D Cost Comparison

	Ontario	Quebec	Other Cdn. Provinces	U.S. Base Spending Only	U.S. Incremental R&D Credit
R&D Expenditure					
Provincial/State R&D Credit	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
		(200,000)	(150,000)		(60,000)
Federal Tax Credit	(200,000)				R&D Credit
Tax Saving on Deduction	(352,000)	(160,000)	(170,000)		(200,000)
Ontario Super Allowance	(47,000)	(258,000)	(299,000)	(410,000)	(303,000)
After-tax Cost	\$401,000	\$382,000	\$381,000	\$590,000	\$437,000

Source: Deloitte and Touche Chartered Accountants

workers. The United States ranked seventh; no European country was rated higher than twentieth. The 1998 *Gourman Report*, prepared by U.S.-based analyses, rated all

North American university-level electrical engineering programs. Eighteen Canadian-based universities made it to the top-40 continental ratings list.

The superior universities and availability of highly skilled workers, along with excellent tax incentives for research and development, make Canada an ideal investment location.

Aldo Baumgartner,
President and CEO,
Wyeth-Ayerst
Canada

Contacts

Among your key suppliers, preferred clients and business contacts, are any of them thinking of expanding their capacity to service North America? They may want to invest in Canada — and we can help.

Contact the Department of Foreign Affairs and International Trade, Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario, Canada K1A 0G2

Internet: <http://www.dfait-maeci.gc.ca>

Europe: (613) 996-3298 U.S.A.: (613) 944-5849 Asia: (613) 996-0749

INTERNATIONAL TRADE CENTRES

	Phone	Fax		Phone	Fax
BRITISH COLUMBIA			ONTARIO		
Vancouver	(604) 666-0434	(604) 666-0954	Toronto	(416) 973-5053	(416) 973-8161
Northwest Territories	(403) 495-2176	(403) 495-2176	QUEBEC		
ALBERTA			Montréal	(514) 283-6328	(514) 283-8794
Edmonton	(403) 495-2944	(403) 495-4507	NEW BRUNSWICK		
Calgary	(403) 292-4575	(403) 292-4578	Moncton	(506) 851-6452	(506) 851-6429
SASKATCHEWAN			PRINCE EDWARD ISLAND		
Saskatoon	(306) 975-5315	(306) 975-5334	Charlottetown	(902) 566-7443	(902) 566-7450
Regina	(306) 780-6325	(306) 780-8797	NOVA SCOTIA		
MANITOBA			Halifax	(902) 426-7540	(902) 426-5218
Winnipeg	(204) 983-5851	(204) 983-3182	NEWFOUNDLAND		
			St. John's	(709) 772-5511	(709) 772-5093

Calgary Company Wins Contract in Chile for Innovative Mine Conveyor

Extensive experience in the Alberta oil sands was a key factor in making the difference for Krupp Canada Inc. when it was chosen to supply the coarse ore conveyor system for the Los Pelambres mine expansion project in the mountains of northern Chile.

The nearly \$100-million contract, awarded earlier this year, calls for the design and supply of a 12.7-km-long conveyor system, which will make it "the world's largest conveyor system to be installed in recent years," says Krupp Canada president Ramsis Shehata.

"In addition to its sheer size," he adds, "the contract features many innovative features, such as the ability to produce regenerative power."

Innovative, world-class design

The main component of the contract is the design of the conveyor from the open-pit copper mine site 3,200 m above sea level to the concentrator site 1,600 m below.

The conveyor — most of which will run through a tunnel to guard against avalanches — will also feature the strongest belt with the largest pulleys ever manufactured in the world.

According to Shehata, the conveyor — to be designed at the 60-employee office in Calgary — stretches the limits of what has been done in the past, both in mechanical and electrical components.

Contract based on quality and experience

The worldwide competition, which started in 1997, pitted Krupp Canada against major competitors, mostly from Europe.

"It was a very intense process," recalls Shehata, "involving studies, bid packages and a bid evaluation by the client that took a whole year, not to mention lots of engineering studies, which brought the total bidding costs to more than half a million dollars."

In the end, Krupp Canada won the contract based on its superior technology and price package, as well as what Shehata describes as "extensive experience with high-capacity belt and conveyor systems gained at Canadian oil sand mines."

In addition, Krupp Canada's active participation in South America makes it familiar with local market conditions — a definite advantage when it comes to competition.

"We have a local representative in Chile," explains Shehata, "and we read specialized newsletters that keep us apprised of upcoming projects."

He considers Chile to be an excellent, growing market in the mining sector. "Canada has lots to offer in this

field. Our experienced companies, with their top products and designs, are ready to tap the numerous opportunities in Chile and other countries in the region."

Risk insurance from EDC

As Krupp found out, Export Development Corporation (EDC) can also help by providing either financing or risk insurance. "For this project, we went to EDC and negotiated a specific risk transaction insurance against commercial and political risk," says Shehata.

Such insurance covers Canadian companies against things such as buyer insolvency, non-payment or default by the buyer, and termination or cancellation of the contract by the buyer, as well as non-conversion of currency or inability to transfer funds, political upheaval and cancellation of permits.

For more information on the contract and Krupp Canada Inc. — which specializes in overland conveyors, as well as shiploaders, stackers, crushing systems and reclaim systems — contact company president Ramsis Shehata, tel.: (403) 245-2866, fax: (403) 245-5625, e-mail: kruppca@cadvision.com



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ETHIOPIA — Ethiopian Electric Power Corporation invites contractors to rebid on the Finchaa Hydro Electric Project, for the fabrication, supply and erection of a 1.2-m-diameter penstock; expansion of the existing powerhouse; installation of owner furnished turbine, generator, transformer and auxiliary electromechanical equipment; and installation of owner furnished breakers and switchgear. Closing date: August 3, 1998. Contact Isabel Lavictoire by July 27, 1998, fax: (613) 996-2635, quoting IBOC case no. 980529-00431.

GREECE — The Hellenic Centre for Investment (ELKE), a semi-governmental agency that provides advice and assistance to investors, offers the following investment opportunities in the tourist sector.

The Greek National Tourist Organization (EOT) has issued the following tenders:

- An upgrade and development project for a 1,400-bed hotel complex in Lagonissi (40 km east of Athens), to include a thalassotherapy centre, conference centre, hotel port and sports facilities.
- A project to develop the Anavissos site (50 km southeast of Athens), including construction of a 1,200-

bed hotel, golf course, thalassotherapy centre and sports facilities.

- A project to upgrade and develop Alimos Marina (in the greater Athens area) with related support facilities.

ELKE is preparing information packages in support of the Athens 2004 Olympic Games, including:

- investment opportunities for property development in the greater Athens area and Attica, specifically for hotels, conference centres, recreational areas and theme parks.
- Other attractive alternatives for tourism development, such as Kavala (northern Greece), Samos and Lesvos islands, traditional villages, golf courses, marinas, and historic areas for theme parks.

Joint venture with EOT

EOT has approved the development of the first Integrated Tourist Development Area (POTA) in Messinia, Peloponnese. This \$125,000 project — which is open to investors — involves the development of 1,730 acres to include a luxury hotel, golf courses, thalassotherapy centres, conference centres, sports facilities, shopping centres, recreational areas, and other support facilities.

Closing date for bids for the above projects is September 1, 1998.

Interested companies should contact Loukas Valetopoulos, general manager, ELKE, 3 Mitropoleos St., GR-105.57 Athens, Greece, tel.: (01) 32-42-070, fax: (01) 32-42-079, e-mail: admin@elke.gr

KUWAIT — The National Environmental Services Company (NESCO) is looking for firms, institutes or consultants in public health in order to pursue the following projects: maintenance of database and monitoring of hospital discharge data; long-term public health monitoring program; monitoring of respiratory illness in school children; follow-up of Post-Traumatic Stress Disorder (PTSD) rehabilitation program; support of the air quality monitoring program. Contact Isabel Lavictoire by August 31, 1998, fax: (613) 996-2635, quoting IBOC case no. 980604-00475.

MADAGASCAR — SEIMAD, a parastatal organization responsible for provision of housing facilities (houses, apartments, etc.) is looking for private partners to invest in the construction of these housing facilities. Contact Isabel Lavictoire by September 3, 1998, fax: (613) 996-2635, quoting IBOC case no. 980520-00363.

Continued on page 16 — Business



Canada's Premier International Software Event

SoftWorld '98:

Trade Fairs

ST. JOHN'S, NEWFOUNDLAND — September 20-23, 1993 — Prime Minister Jean Chrétien is scheduled to be a guest speaker at SoftWorld '98, marking the first time a Canadian prime minister has attended this premier international deal-making event.

Sponsored by the Information Technology Association of Canada (ITAC), this annual event — neither a trade show nor a traditional conference — provides a unique forum for bringing buyers and sellers together for the sole purpose of exploring, discussing and concluding new business relationships.

For the first time this year, SoftWorld will be co-hosted with the Scottish Software Association and the City Council of Aberdeen, Scotland, ensuring a record number of European delegates.

More than 750 senior information technology (IT) executives are expected to attend from more than 30 countries around the world, prepared to make deals and to form strategic

alliances and partnerships in the areas of software development, distribution, manufacturing, marketing, research investment, and acquisitions and mergers. Eighty per cent of the delegates will be at the senior management level or above.

Other key speakers at the conference will include Newfoundland Premier Brian Tobin, CIO Magazine publisher Gary Beach, British Telecommunications head of operations Lewis Lyell, and IBM Software Solutions Division general manager John Swainson.

Keynote panel sessions will focus on learning the business of international trade and how to tap into IT financing.

Representatives from Microsoft, Corel, Silicon Graphics, IBM and British Telecommunications will be among the companies presenting business opportunities within their companies at the Buyers' Forum.

At the Sellers Forum, companies will be given the opportunity to present their products and services to buyers. An on-line directory of delegates — Cyber Showcase — will allow participants to find potential partners by company type or keyword search.

At the Software Marketplace, software exhibitors, large and small, can present their products on a tabletop display.

Registrants will be provided with a password so they can make pre-show contacts using SoftWorld's on-line directory.

SoftWorld '98 is expected to contribute more than \$1.5 million to Newfoundland's provincial economy.

For more information, contact Nancy Daly, SoftWorld '98 Inc., Box 76, Suite 370, Cabot Place, St. John's, NF, A1C 6K3, tel.: 1-888-563-5999 or (709) 754-4532, fax: (709) 754-2443, e-mail: ndaly@softworld98.com

Canadian Companies Invited to Participate in 22nd Bogota International Trade Fair

BOGOTA, COLOMBIA — September 25-October 4, 1998 — Canadian companies will once again be represented under an independent national pavilion at the Bogota International Trade Fair, held every two years. The Canadian Embassy in Bogota, in collaboration with the Consejo Empresarial Colombia-Canada, will facilitate the participation of Canadian firms, as well as assist their representatives.

The largest trade fair in Colombia has received worldwide recognition for its professionalism. The 1996 fair attracted 2,700 exhibitors from 21 countries and more than 200,000 visitors — half of whom were buyers and many of whom were from Latin American countries, Europe and Far East. Among the sectors represented were industrial machinery and equipment, construction machinery, mining

equipment, transportation equipment, telecommunications equipment and services, and food and beverage equipment and products.

For more information or to reserve space, contact the Canadian Embassy in Bogota, Colombia, tel.: (571) 313-1335, fax: (571) 313-3046; or Patricia Filteau, Latin American Trade Division, DFAIT, tel.: (613) 995-7529, fax: (613) 996-6142.



U.K. Medical Innovation Showcase Offers Trade Opportunities

DURHAM, UNITED KINGDOM — October 12-13, 1998 — Canadian companies interested in the transfer of medical and scientific innovation technology should consider participating in Interprise '98 — the Medical Devices and Scientific Innovation Fair (MDISF).

Not a trade fair in the usual sense, the event aims to showcase a number of innovations that are developed within the National Health Service (NHS) and academe and available to manufacturers for commercial exploitation.

MDISF is organized by the County Durham Development Company, together with the NHS and a net-

work of universities in the U.K.'s north east.

This year there will be some 40 innovations, including cardiac stimulators, an innovative asthma inhaler, electrical impedance equipment, and a range of anaesthesia monitoring equipment.

Each innovation or device will be presented by its creator or the relevant NHS Trust hospital, and all are ready for commercial development by interested companies or agents.

The event offers companies a number of opportunities for developing their business by acquiring new technologies and products, develop-

ing partnerships, and networking with like-minded companies and other organizations through structured meetings and seminars.

For more information or to participate, contact Alison Best, Commercial Development Executive, County Durham Development Company Limited, County Hall, Durham DH1 5UT, U.K., tel.: (44-191) 383-2000, fax: (44-191) 386-2974, e-mail: enquiries@cddc.co.uk Internet: <http://www.cddc.co.uk>

Electrifying Opportunities in Vietnam

HO CHI MINH CITY (SAIGON), VIETNAM — September 22-25, 1998 — Saigon Electricity Expo '98 offers a chance for Canadian companies in the construction, electrical and power generation sectors to gain first-hand knowledge of major opportunities in Vietnam.

Vietnam is planning to build 15 new power stations by 2010 to meet the expanding demand. The plans for electric power development have been ratified by the country's Prime Minister and reflect investment opportunities for new power plants equipped with modern technology.

Demand for electrical power is expected to grow by at least 11.6 per cent per year between now and 2010. The short term target is to add

3,000 MW to the existing capacity by 2000, at an estimated cost of US\$1-1.5 billion.

Plans also call for major renovations to the 12 existing power sources, which generate a total of 4,400 MW annually, 67 per cent of which comes from hydroelectric plants. A target of 30 billion kWh by 2000 is set for national power production.

Private and foreign-invested power plants constructed under build-operate-transfer (BOT) agreements will be encouraged.

For more information, contact Doug Paterson, Southeast Asia Division, DFAIT, tel.: (613) 995-7662, fax: (613) 944-1604; or the Senior Trade Commissioner, Canadian Embassy in Hanoi, fax: (84-42) 823-5351.

New Themes Herald New Era for Imega '98

MUNICH, GERMANY — October 4-7, 1998 — Imega '98, the 5th International Trade Fair for the Restaurant, Hotel and Catering Industries, is launching a new era this year with the creation of four new themes: young catering; regional presentations; food, drinks, technology trend forum; and technology equipment fittings.

Among the product lines to be exhibited at Imega '98 are meats, fruits and vegetables, bakery products, confectionery, frozen products, dietetic foods, and pet food, as well as hotel and restaurant fittings.

For more information, contact Messe München GmbH, Messagelände, D-81823 Munich, Germany, tel.: (0-89) 9-49-01, fax: (0-89) 9-49-09, e-mail: info@messe-muenchen.de Internet: <http://www.imega.de>

World Trade '98

Trade Fairs

TORONTO — October 29, 1998 — Celebrating its eighth anniversary, World Trade '98 will take place in conjunction with "October — Canada's Export Month/International Trade Month." Last year's edition of this Agents Distributor Locator & Recruiter Show attracted 300 exhibitors from 53 countries, states and provinces.

World Trade '98 will be of interest to Canadian and international manufacturers interested or involved in exporting or in developing domestic markets via agents and distributors. Manufacturers are given the opportunity to pro-

spect for U.S. and Canadian agents and distributors during the show in order to penetrate markets in which they are not yet represented. World Trade '98 is also an ideal venue at which to explore more than 1,000 new product lines from Canada and around the world.

World Trade '98 provides a unique opportunity for the participation of out-of-town manufacturers and exporters who cannot physically attend the show. Interested companies are invited to send two product catalogues — along with a covering letter and \$100 cheque

made payable to "Canadian International Trade Association" — for inclusion in the international product catalogue showcase. The showcase will be attended by experienced representatives, and leads generated will be forwarded to clients immediately after the show.

For more information, contact the Canadian International Trade Association, 2 Carlton St., Suite 611, Toronto, Ontario, M5B 1J3, tel.: (416) 351-9728, fax: (416) 351-9911, e-mail: lpm@istar.ca Internet: <http://home.istar.ca/~lpm>

Time to register for SYSTEMS '98

MUNICH, GERMANY — October 19-23, 1998 — The success of last year's International Trade Fair and Congress for Information Technology and Telecommunications (SYSTEMS '97) is being reflected by the registration statistics for SYSTEMS '98, for which more than half of available space is already reserved.

Aiming to be an important marketing instrument that provides the information technology and telecommunications industry with structured information, SYSTEMS '98 will feature "fairs within the fair" — including SYSTEMS Telecommunications (for telecommunications hardware and software, information highway and ISDN), SYSTEMS Computers (for computer manufacturers, universal suppliers and system integration), and SYSTEMS Online (for Internet, Intranet, Extranet and WorldWide Web). The fair will also include various forums on the latest topics — for example, Online Forum,

BVB Forum on Networking and the Software Development Forum.

Among the products and services to be exhibited at SYSTEMS '98 are basic, systems and integrated software, applications software, services on-line, peripherals, OEMs, CAD/CAM, and computer technology and systems.

For more information, contact Messe München GmbH, Messengelände, D-81823 Munich, Germany, tel.: (0-89) 9-49-01, fax: (0-89) 9-49-09 e-mail: info@messe-muenchen.de Internet: <http://www.systems.de>

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newslet/canex>

Canadian IT and Communications Capabilities Seminars

TEL AVIV, ISRAEL — November 8-9, 1998 — The Department of Foreign Affairs and International Trade and Industry Canada are organizing Canadian capabilities seminars for companies in the telecommunications, Internet, electronic communications, software, multimedia and computer telephony integration (CTI) sectors. The seminars will coincide with Israel Telecom '98, November 9-12, 1998.

The seminars provide a chance for the companies to present their products and services to a targeted group. Presentations will be followed by

one-on-one meetings with parties identified before or during the seminars. Participants in previous seminars have indicated that this kind of event provides the best results at minimum cost for participating companies.

Israel Telecom '98 will showcase not only telecommunications, but also information technology. The trade event will also showcase about 110 'incubators' — the small Israeli companies with state-of-the-art technologies. Israel has developed strong information and communications capabilities. The trade show will

provide an opportunity for Canadian companies to network and establish partnerships.

For more information, or to register — deadline is September 4 — contact Elaine Butcher, trade commissioner, Middle East Division, DFAIT, tel.: (613) 944-6994, fax: (613) 944-7975, e-mail: elaine.butcher@extott02.x400.gc.ca; or Ohannes Keuylian, Marketing Manager, Middle East and Africa, Industry Canada, tel.: (613) 998-0416, fax: (613) 990-4215, e-mail: keuylian.ohannes@ic.gc.ca

Recruiting for Cultural NEBS to Cleveland...

CLEVELAND, OHIO — September 18 and 19, 1998 — Canadian agents representing dance or theatre troupes or classical musicians can get a sense of the opportunities in a key U.S. regional market through a New Exporters to Border States (NEBS) mission to the Midwest Arts Conference.

The annual conference is one of the largest performing arts booking and education conferences in the United States, serving presenters in 15 Midwestern states, as well as concert bookers from another 30-35 states.

Canadian agents will have the opportunity to see how the showcases might serve to introduce their own artists, as well as to network with U.S. buyers. They will also receive additional export infor-

mation in sessions on U.S. customs and immigration, marketing methods, and other advice on successful entry into the U.S. market. The training session is being organized by the Canadian Consulates General in Detroit and Minneapolis.

For more information, contact your nearest International Trade Centre. Deadline for registration is September 11, 1998. Early application is recommended since space is limited.

Canada Open House Meeting Scheduled for Dubai

DUBAI, UNITED ARAB EMIRATES — October 17, 1998 — Canadian companies who will be exhibiting at the Big 5 Show in October are being given the opportunity to meet selected potential clients from the United Arab Emirates at a special Canada Open House Meeting at the residence of the Canadian Consul and Senior Trade Commissioner Rick Winter.

Continued on page 16 — Canada Open House Meeting

Doig's Digest Releases Fifth Annual Canadian Energy Ventures Abroad Report

The fifth annual *Doig's Digest Canadian Energy Ventures Abroad Report* is now available. The 240-page report provides key details regarding 200 Canadian exploration and production, pipeline, drilling and service companies that had operations, made sales and held land in 121 countries around the world. The new edition reveals that 138 Canadian exploration and production companies had land holdings in

73 countries worldwide; 40 Canadian companies produced nearly 480,000 barrels per day of crude oil and liquids in 31 countries — an increase of approximately 150,000 barrels per day over 1996 production levels; and 16 Canadian companies produced almost 600 million cubic feet per day of natural gas in 11 countries — an increase of 21 million cubic feet per day over 1996 production levels.

For more information, contact Ian M. Doig, Doig's Digest, tel.: (403) 254-8057, fax: (403) 254-6044.

Guide Helps Businesses Plan for Trade Events

The expanded revised edition of the *Canadian Business Events Guide 1998-1999* is now available to help companies plan for participation in trade shows, exhibitions and meetings from fall 1998 to spring 2000.

The bilingual guide lists nearly 2,000 shows and exhibitions in Canada, covering all sectors of economic activity; over 1,500 selected trade shows in the United States, Mexico and other countries; show producers, event organizers and meeting planners in Canada; exhibition facilities, convention centres and business hotels; and specialized service suppliers.

For information or to order, contact International Press Publications Inc., tel.: 1-800-679-2514 or (905) 946-9588, fax: (905) 946-9590, e-mail: ipp@interlog.com

CanadExport On-Line
<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

New Guide for Canadian Building Materials Manufacturers

The Canadian Embassy in Washington D.C. has published a new guide, *Business Opportunities — For Canadian Building Materials Manufacturers in the Mid-Atlantic States*.

To obtain this free publication, contact Manuel Ellenbogen, Business Development Officer, Canadian Embassy, Washington D.C., fax: (202) 682-7619, e-mail: manuel.ellenbogen@wshdc01.x400.gc.ca

New Canadian Trade Directory Available

The four-volume 1998 *Fraser's Canadian Trade Directory*, containing up-to-date listings of 263,000 suppliers of Canadian products and services, is now available. While the first three volumes provide specific listings, volume four contains company profiles, catalogues of detailed product information, trade marks and brand names, and a listing of non-Canadian companies that have distributors or agents in Canada.

For more information or to order, contact Fraser's Canadian Trade Directory, tel.: 1-888-297-7195 or (416) 496-5086, fax: (416) 593-3201.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 350 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

New Directory Helps Marketing of Documentary Films

Everything you always wanted to know about who buys documentaries and how much they pay has been captured in *The Guide to Canadian & U.S. Documentary Buyers*, produced by the Canadian Independent Film Caucus (CIFIC).

The 120-page booklet, the first comprehensive guide of the North American documentary market, includes information on more than 60 U.S. and Canadian broadcasters, with corporate profiles, names, and phone and fax numbers of buyers

and commissioning editors, plus selected distributors, festivals, Web sites and much more.

Research funds for this directory were provided by the U.S. Business Development Program of the Department of Foreign Affairs and International Trade to assist with development of this marketing tool for the documentary film industry.

To order copies, contact Canadian Independent Film Caucus, 344 Dupont St., Suite 206, Toronto,

Ontario, M59 1V9, tel.: (416) 920-9989, fax: (416) 968-9092, e-mail: cific@tvo.org

Canadian orders are \$25 for CIFIC members and \$40 for non-members; add \$4.00 for shipping and handling, in cheque or money order. For U.S. orders send US\$35.00; for international orders, send C\$50 (shipping and handling costs are included).

Canada Open House Meeting

— Continued from page 14

Jointly sponsored by the Canadian Showhouse Consortium and the Canadian Consulate in Dubai, this unique Canada Open House Meeting will provide a small group of Canadian companies the opportunity to assess clients, network with competent local contacts and identify potential agents. Each participating Canadian company will be furnished with a private meeting space for table-top display and discussion.

Participation in this event will be limited to companies exhibiting

at the Big 5 Show, October 18-22, 1998. Interested companies are urged to contact the Canadian Showhouse Consortium, as soon as possible, at Suite #209-2628, Granville St., Vancouver, B.C., V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospacific.bc.ca

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Business Opportunities

— Continued from page 10

SYRIA — The General Administration of Syrian Railways has announced a tender call to supply material for a signaling and communication system. The bid bond costs US\$500,000 and must be presented according to a bank guarantee accepted and issued by a Syrian bank. Contact Isabel Lavictoire by August 7, 1998, fax: (613) 996-2635, quoting IBOC case no. 980526-00415.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Canada Export

Vol. 16, No. 11 — June 15, 1998

Canada House: Celebrating a National Treasure

Canada has now been fortunate to secure what may well be regarded as the finest site in London and, being London, the finest in the world.

The Rt. Honourable Mackenzie King, 1925

For over seven decades, Canada House, on the west side of Trafalgar Square, has been a symbol of our rich and dynamic history and our ongoing valued partnership with Britain. After an 18-month refurbishing program, Canada House — one of London's great historic buildings — was officially reopened on May 13 by Her Majesty the Queen and Prime Minister Jean Chrétien. Canada House will now again become a home away from home for Canadians abroad and an introduction to Canada for thousands of visitors.

Through its history, Canada House has served many functions — as a diplomatic, public affairs and academic centre and as one of the Canadian military headquarters during

the Second World War. More recently, Canada House has been the home for the Canadian High Commission's exciting program of cultural events.

A window on Canada in Britain

With its reopening, the Government of Canada is continuing the traditions of Canada House, highlighting Canada's

Continued on page 6 — Canada House

Mission to Washington Helps Canadian Women Pursue IFI Opportunities

by Marie Stamp, Office of Liaison with International Financial Institutions, Canadian Embassy, Washington D.C.

As part of the Canadian Embassy in Washington's Canadian Women's International Business Initiative and following the highly successful Canadian Business Women's Mission to Washington last November, another special trade promotion mission — the Canadian Women's Mission to the International Financial Institutions (IFIs) — visited the Canadian Embassy in Washington, March 30-31.

The Office of Liaison with International Financial Institutions (OLIFI), a specialized group within the International Business Development Division of the Washington Embassy, initiated the mission to address the vast discrepancy

in the success rates of Canadian women versus men consultants in pursuing business opportunities financed by the World Bank and the Inter-American Development Bank (IDB).

Continued on page 8 — Mission



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CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Our Team in Asia Comes Home to Meet with Business People Across Canada

From March 8 to 17, 25 Canadian Heads of Mission (HOMs) from Asia Pacific made a special visit to 15 cities across Canada as part of a National Outreach Program. Thanks to the many partners who helped to organize their itineraries, the HOMs were able to meet with more than 4,500 people, including 2,500 from the Canadian business community and the balance from academic, non-government, ethnic and media organizations, and federal and provincial government.

In the wake of Canada's Year of Asia Pacific (CYAP) and Canada's hosting of the Asia Pacific Economic Co-operation (APEC), the Heads of Mission visit was a timely opportunity to maintain the momentum and emphasize the importance of Canada-Asia relations. The HOMs were able to share first-hand information concerning business opportunities in individual Asia-Pacific countries, as well as to stimulate a comprehensive discussion about Canada's foreign policy and the many current issues facing Canada in the region, including the socio-political and economic impacts of the evolving Asian financial turmoil.

Special events highlight trade opportunities

The Heads of Mission visited Vancouver, Toronto, Montreal, Quebec City, Halifax, Ottawa, Winnipeg, Edmonton, Calgary, Sherbrooke, Sudbury, Kitchener-Waterloo, Hamilton, Victoria, and Richmond, B.C., meeting with representatives of business and bilateral associations in a series of meetings, seminars and special events, such as the "Nights of the Ambassadors."

Funded entirely by the local Boards of Trade or Chambers of Commerce through ticket sales, the Nights of the Ambassadors dinners drew more than 750 business people — most of them senior executives. Table seating was

arranged so that company representatives could sit with the Head of Mission of a country of export interest.

Similarly structured events were hosted by Export Development Corporation (EDC) and the Canadian Committee of the Pacific Basin Economic Council (PBEC), resulting in numerous informal opportunities for the exchange of valuable information about market and business potential in specific Asia-Pacific economies.

Time was also set aside for the Heads of Mission to meet individually with more than 215 company representatives, to discuss specific trade issues and prospects.

The Canadian International Development Agency (CIDA) hosted a series of five meetings across the country, leading the way on discussions concerning non-trade issues such as official development assistance, human rights, peace and security, protection of ocean resources, and food security.



Consul Mary Boyd discusses opportunities in China with Canadian business people.

A team effort

Among those who participated in or sponsored the various meetings, lunches, breakfasts and workshops were financial institutions such as banks; business development organizations, including local Boards of Trade and Chambers of Commerce;

Continued on page 7 — Our Team in Asia

CanadExport

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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Asia-Pacific Heads of Mission Appreciate Opportunity to Connect with Canadian Businesses

Heads of Mission (HOMs) from Asia-Pacific countries were given an unprecedented opportunity to meet with Canadian business people and exchange valuable information about Asia-Pacific markets during the National Outreach Program, March 8 to 17. During the Ottawa portion of the visit, CanadExport spoke with individual Heads of Mission about their impressions of the program and the response of the business community.

As Nicholas Etheridge, Canada's High Commissioner in Bangladesh, explained, there were two kinds of business people that the HOMs met with — the companies already doing business in Asia Pacific — “who were checking in to see where they stand and to see what their chances are in other projects” — and companies that are interested in the market, “who wanted to know what the prospects are.”

Positive response to messages

Collectively, the Heads of Mission found the Canadian business community very receptive to their messages.

“I found a very receptive audience among small and medium-sized businesses looking to expand exports beyond the United States, but who had never considered the New Zealand market,” said High Commissioner Valerie Raymond. “I'm going back to New Zealand with a long list of companies interested in pursuing opportunities in a whole range of sectors.”

Among the highlights of the 10-day visit were the Nights of the Ambassadors evenings, sponsored by local Boards of Trade or Chambers of Commerce.

“The Nights of the Ambassadors dinners were fabulous,” said Sara Hradecky, Consul General in Ho

This Outreach Program has been a great opportunity to bring Canadian Business people up to date with what's happening around the world. They can read the newspapers and watch T.V., but all of us Heads of Mission are right in the area; we can provide an informed perspective on things that are happening in Southeast Asia.

Gardiner J. Wilson

Canadian High Commissioner in Brunei

Chi Minh City, Vietnam. “We had two and a half hours to chat with people who are already in or who are interested in our market and who had serious questions about the opportunities or potential. Over four dinners, I was able to have quality time with at least 35 exporters or interested exporters.”

Opportunity to dispel the myths

The discussions — both formal and informal — allowed the HOMs not only to share market information, but also to dispel misinformation about certain markets.

“Many of the business people I met with were astonished by what I told them,” said Brian Schumacher, Canada's High Commissioner in Australia. “I felt I dispelled some of the myths. I think most people came away with a different perspective on Australia. And I found there was a remarkable amount of interest in this market.”

Canada's High Commissioner in Brunei, Gardiner J. Wilson, had an important message: “Canadian businesses have done quite well in the region — the export statistics show that. Developing new market opportunities at the current time may be more challenging because of the economic downturn. However, my advice to Canadian businesses is that now is not the time to cut and run. You have to look at things from

Continued on page 7 — Opportunity

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, “International Capital Projects.”

Minister Marchi Participates in NEBS Missions in Chicago and Buffalo

March was a busy month for prospective exporters taking part in the Department of Foreign Affairs and International Trade (DFAIT)'s New Exporters to Border States (NEBS) program. And they benefited from the participation of International Trade Minister Sergio Marchi, who launched the "Super NEBS" to Buffalo, March 3-5, and led the 70-member NEBS mission to Chicago, March 15-17, for National Manufacturing Week '98, the premier manufacturing sector exhibition and conference in the United States.

The Buffalo program took on "super" quality because, in honour of the 15th anniversary of the NEBS program, it was designed to accommodate three times the traditional number of participants. Eighty-five new exporters from every sector joined Minister Marchi — from jam makers to jewellers, from mining engineers to music educators. Because of the proximity of the Upstate New York market, the mission attracted companies primarily from Ontario (56), although there were also representatives from Quebec (16), the Atlantic provinces (12), Western Canada (4) and the Northwest Territories (1). One third of the participants were business women.

Networking opportunities

Highlights of the Buffalo program included networking opportunities over lunch with 400 members of the Buffalo business community and an evening reception with local companies, as well as briefings on exporting by U.S. experts, DFAIT officers, and trade officers from six Canadian posts in the United States, who provided a comprehensive view of the

regional markets. Four Canadian business students accompanied the mission and gave presentations on use of the Internet for market research.

The vast majority of participants in the Buffalo program reported that the mission was successful in providing



At the National Manufacturing Week Exhibition in Chicago, from left to right: Doug Driscoll and Dave Wawrykow of Fisher Cast Ltd., Peterborough, Ontario; Chris Poole, Canadian Consul General in Chicago, and Minister Sergio Marchi.

information of immediate relevance and felt their expectations had been exceeded. Almost three-quarters developed new business with Canadian companies on the mission, and all indicated that they would be attempting to get into the U.S. market within the next year.

Minister's activities underline government support

In briefing the members of the Chicago program, Minister Marchi underlined the government's commitment to support the efforts of small and medium-sized businesses in the U.S. market. During its 15 years, NEBS has assisted more than 8,500 new exporters nationally, and remains a key tool in broadening Canadian corporate participation in the U.S. market.

The Minister took advantage of his visit to Chicago to attend a session at the MidWest Forum on Canada-U.S. Relations for discussion on Canada-U.S. interests in bilateral, regional and multilateral trade, and on our investment agenda with senior corporate executives of major U.S. multinationals headquartered in Chicago.

The Minister was also guest speaker at Chicago's prestigious Mid-American Committee at a St. Patrick's Day Luncheon, attended by over 200 local business representatives.

In addition, the Minister engaged in dialogue with members of Chicago's

Continued on page 5 — NEBS Missions

Untying Aid to the Least Developed Countries

by Denise Jacques, Economic Relations with Developing Countries, DFAIT

International pressure to liberalize (or "untie") aid to developing countries, particularly the poorest, is increasing. To this end, a working party of the Organization for Economic Co-operation and Development (OECD) Development Assistance Committee (DAC) is now drafting a Recommendation (having the effect of an agreement) to untie development assistance to the least developed countries, for presentation in 1999. While supporting this initiative, Canada wishes to ensure that any commitment to untie aid to least developed countries must provide for satisfactory rules and surveillance.

Many of the goods and services provided through Canadian bilateral assistance programs are purchased from (or "tied to") Canadian suppliers through domestic bidding, rather than being put out to international tender.

Current Canadian rules provide for untying of bilateral aid of up to 50 per cent to least developed countries and sub-Saharan Africa. In practice, approximately 47-64 per cent is tied to Canadian suppliers. The balance largely goes for local financing, which means that a number of goods and services related to a project are furnished locally.

Need for satisfactory rules and surveillance

The OECD/DAC is urging Canada to further untie its aid policy and practices. So far, Canada has stressed in international discussions on aid liberalization that any commitment to untie aid to least developed countries must also provide for satisfactory rules and surveillance.

Among the issues still needing to be resolved are safeguards against corruption, exclusions to aid untying, reporting and transparency in contract procurement, and monitoring and peer review. Finally, there must be resolution on how a Recommendation of the DAC would be enforceable, since there is no precedent for remedy within the OECD/DAC context.

Canada's concerns are shared by several other donor countries. Canadian representatives working on this issue at the OECD will collaborate with other OECD member-countries to develop an approach addressing Canadian concerns.

Potential gains for Canada

Opening the aid procurement process to international competitive bidding is consistent with the worldwide trend towards market liberalization and competition in government procurement.

As a trading nation, Canada can potentially gain from more open procurement markets. Canadian companies would be able to bid on contracts to supply goods and services for projects funded by other countries. Such liberalization should benefit the most competitive of Canada's exporters, since they would have access to a larger aid pool, much in excess of Canada's small aid budget.

For more information on liberalizing development aid, or to provide comments, contact Denise Jacques, Economic Relations with Developing Countries, DFAIT, 125 Sussex Drive, Ottawa, K1A 0G2, fax: (613) 944-0076, e-mail: denise.jacques@extott15x400.gc.ca

NEBS Missions — Continued from page 4

vibrant cultural community, to encourage their continued support of Canadian artists performing in the MidWest, and with members of the investment site selection industry — consultants who influence an estimated one-third of new investment placement by U.S. multinationals abroad.

Throughout the visit, Minister Marchi took the opportunity to underscore the positive changes that have taken place in Canada's fiscal environment. Important bilateral issues, including Helms-Burton, Section 110 of the Immigration Reform Act and U.S. commitment to expanding further global trade and investment liberalization, featured prominently in discussions.

Agreements facilitate business

While in Chicago, Minister Marchi witnessed the signing of seven agreements between Canadian and U.S. organizations/firms, including financing agreements

Continued on page 8 — NEBS Missions

Canada House: Celebrating a National Treasure — Continued from page 1

modern image as an innovator in science and technology, and presenting Canada as a diverse, rich multicultural country with a vast array of visual, literary and performing artists. Canada House will enhance opportunities to promote trade and investment between Canada and Britain and draw attention to Canada's role on the international stage.

Each of the newly restored public rooms combines the grandeur and stately atmosphere of the 1920s with contemporary standards and features necessary in the next century. The multi-purpose room, auditorium and film screening room are each fully equipped for audio-visual multimedia presentations. The music of Canadian recording artists is featured at three CD listening posts. Canada House has also reopened its public reading room and its reference library, offering a selection of Canadian publications.

As well as providing the full range of diplomatic activities, Canada House showcases Canada's innovative technologies in the Bell Canada Information Exchange, a state-of-the-art resource centre offering public access to the Internet, e-mail services; information kiosks and CD-ROM library.

Canadian talent and expertise on display

The inaugural season of exhibitions includes Celebrating Canadian Innovation in Science and Technology, a display of Canada's achievements in space, telecommunications, transport, software and multimedia, by leading corporations such as Spar Aerospace, Nortel, CMC Electronics, Bombardier, the Discovery Channel

(Canada), Softimage Microsoft, Discreet Logic and Alias|Wavefront.

Canada House is also re-launching its visual arts program, starting with five major historic and contemporary arts exhibits: *Karsh in London*; *Masks* — west-coast Indian and Inuit; *The Shenkman Collection* — 40 Inuit sculptures (permanent); *The Days Before Yesterday: Canada House 1925-1975*; and *An Architectural History of Canada House*.

Canada Month

The ceremonial reopening of the building is being marked in May and June by Canada Month, a nationwide celebration of Canadian culture, featuring a series of concerts, readings, exhibitions and screenings at Canada House. These include performances by East Coast Music Award winners Lenny Gallant, Laura Smith and Mary Jane Lamond; a production by Edmonton's Catalyst Theatre of *Elephant Wake*; and a screening of the 1998 Oscar-nominated animated film *The Old Lady & the Pigeons*.

Other key cultural events include the world premiers of productions by Robert Lepage (*Kindertotenlieder* — at Lyric Hammersmith) and Atom Egoyan (*Doctor Ox's Experiment* — at the London Coliseum), and a season of films by Canadian directors at London's Lux Cinema.

The academic relations program has scheduled three major events: *The Canada House Lecture on Architecture*; the Canada-U.K. Colloquium June Seminar on our transatlantic relationship; and the *Work in Progress*

Seminar by Queen's University in Belfast — "Community Economic Development in the Maritime Provinces and Northern Ireland."

A special display of Canadian food and wines at Canada House — *Taste of Canada* — officially launched Canada Month in May, along with the Wines of Canada Annual Tasting. (CanadExport will feature an article on this event in an upcoming issue.) Several prominent British hotels and food outlets are featuring Canadian food and beverages throughout the month.

The Canadian military was also in Britain to perform public duties in addition to their role at the reopening of Canada House. For the first time since 1953, Canadian soldiers mounted guard at Buckingham Palace.

Sponsors make reopening possible

Canada House could not have been reopened without the outstanding contribution of its leading companies. "Double Gold" sponsors included Air Canada, Bell Canada and Bell Sygma, and Citytv/MuchMusic/Bravo!. In the "Gold" category were Alcan Aluminium plc, Bank of Montreal, CAE Inc., Canadian National Railway Company, Canadian Pacific Hotels, CIBC/World Markets, *The Daily Telegraph*, Nortel, Royal Bank of Canada, Sun Life Assurance Company of Canada, and Wines of Canada. "Silver" sponsors included Canada Life Assurance Company, Computing Devices Canada, Discovery Channel Canada, Mitel Semiconductor, Roots,

Continued on page 7 — Canada House

Our Team in Asia Comes Home — *Continued from page 2*

12 bilateral business associations, several non-government organizations; and 23 academic institutions.

Stronger relationships were also built with key domestic partners such as the International Trade Centres, provincial governments, and other federal departments, as HOMs and stakeholders met to share information about opportunities and priorities.

Media played a big role in helping the HOMs share information with the Canadian business community. Heads of Mission were interviewed for newspapers and television and radio programs across the country in five different languages. They offered information about the business environment in Asia and the market sectors where potential exists. They emphasized that our embassies, consulates general and high commissions are

active in helping Canadian business representatives obtain information, arrange meetings and promote products in the country of their accreditation.

High level of interest

The numbers alone attest to the success of the National Outreach Program. Responses by individual Canadian business people to the program were very positive. While there was evidence of caution with respect to the economic uncertainty in the region — manifested in tempered expectations with regard to short-term export potential — many executives indicated that they are not taking their business out of Asia, but are trying to

hold firm while the economic situation resolves itself. Following this lead, Canadian businesses are encouraged to look for opportunities in Asia Pacific and continue to build relationships that will pay off in the long-term.

The Heads of Mission reported a high level of interest in their specific regions among the business people with whom they met. They were pleased to be able to communicate the opportunities in their regions and to get the message out that Asia Pacific continues to be a viable market for Canadian businesses, both large and small. They were also pleased to be able to check in with companies already doing business in their region.

Opportunity to Connect — *Continued from page 3*

Canada House

— *Continued from page 6*

Teleglobe, and Toronto Dominion Bank. Canadian Petroleum International Ltd., Cirque du Soleil, Corel, Four Seasons Hotel and SNC Lavalin were "Bronze" sponsors. Other contributors were Canadian Marconi and The Molson Group. As corporate sponsors, these companies have helped to continue valued traditions and promote Canadian talent in Britain.

Additional information can be found on the departmental Web site: www.dfait-maeci.gc.ca/london or www.dfait-maeci.gc.ca/english/geo/europe/e-unking.htm

a long-term perspective: the people are still there, the thirst for goods and services is still there. And it's going to be there when Asia has sorted itself out — which is not going to take too much longer — perhaps a couple of years. So people have got to be in it for the longer haul."

"What we've seen so far is that it's still pretty much business as usual," added Marius Grinius, Canada's Ambassador to Vietnam, about his country. "We haven't seen a decline in interest or in opportunities."

Sending a clear signal to Canadians

Canada's High Commissioner to India, Peter Walker, summed up the general response of the business community to the Outreach Program.

"My clear impression was that the groups with whom we've met — and the groups who have sponsored events for us — have been highly appreciative. The program has given them access to the HOMs in a way that has been done on a much smaller scale before, but nothing like this in size. From the sheer size of the process, it registers a very clear signal — that there's a receptiveness on the part of the Department of Foreign Affairs and International Trade to making its senior people abroad available to Canadians and Canadian groups and institutions."

It is that availability, and the information exchange that it engenders, that is ultimately helping Canadian exporters to pursue and succeed in world markets.

Mission to Washington — Continued from page 1

Because a solid track record in developing countries is key to a successful approach to IFI consulting opportunities, recruitment for the 25-member mission was aided by the Canadian International Development Agency (CIDA)'s Women in Development Division. All participants in the mission had extensive track-records executing assignments for CIDA or as sub-contractors on projects in developing countries. In addition to expertise in gender analysis, the participants had experience in the areas of agriculture, energy, micro-enterprise, health, housing and reform

of government services.

Following several weeks of extensive research, preparatory work, and consultations with the participants, the mission included a full day of workshops and group meetings focusing on trends and operations of IFIs, as well as more than 50 individual and group appointments with specialists at the World Bank and the IDB. The program left the participants with a clear idea of how to translate their considerable experience into concrete business opportunities. As one participant commented, "This mission forced me to look at my expertise and to prepare

to communicate that expertise in language that suited this context."

For information and advice, consultants with solid international experience interested in pursuing opportunities financed by the Banks should consult the Embassy's Web site at www.cdnemb-washdc.org. From the the Business Development option, select the World Bank and IDB page, and view The World Bank Group and the Inter-American Development Bank: A Canadian Business Guide. Further detailed project information is available through IFInet, a database also accessible from this site.

NEBS Missions in Chicago and Buffalo

— Continued from page 5

between the National Bank of Canada and Northstar — demonstrating to the NEBS delegation that tools are already in place to support sales to U.S. customers.

For the Minister and the Chicago NEBS participants, National Manufacturing Week, with its 2,200 exhibitors and 100,000 visitors, provided an excellent vantage point from which to assess the strengths of the U.S. manufacturing sector and to appreciate the preeminent position of the MidWest as the U.S. manufacturing heartland and an important source of business opportunities for Canada; the region accounts for nearly 40 per cent of U.S. trade with Canada.

The Minister's assertive presentation of Canada's "case" to major MidWest business leaders and the range of activities generated to get Canada onto the radar screens of U.S. business as an effective and valued business partner attest to the unqualified success of the Chicago mission.

For information on upcoming NEBS programs, contact your regional International Trade Centre; or check the calendar by sector and date via the DFAIT Web site: [www.dfait-maeci.gc.ca/United States/Business Development/New Exporters](http://www.dfait-maeci.gc.ca/United%20States/Business%20Development/New%20Exporters); or contact the NEBS program manager, John Kern, United States Business Development Division, DFAIT, tel.: (613) 944-8823, fax: (613) 944-9119.



The Minister with participants and sponsors in the Super NEBS to Buffalo.

Left to right: George Van Vliet, TD Bank; John Jarman, Wine Art Inc. (Markham, Ontario); Kathryn From, Business Development Bank (BDC); Simone M.A. Desjardins, BDC (Toronto); Minister Sergio Marchi; Sherrie Leeder, Bravado Design; Maureen Bulley, Champlain Entertainment; Dick Oliver, BDC; Drew Allen, Champlain Entertainment (Toronto).

Royal Canadian Mint Strikes it Big in the United Arab Emirates

Earlier this year, the Royal Canadian Mint won its largest contract ever in the Middle East, with the Central Bank of the United Arab Emirates.

As with all contracts in this field, there was no shortage of competition, with many other countries vying for a share of this very exclusive market.

"After years of hard work, we were able to displace the traditional supplier and win the contract," says the Mint's regional sales director, Fayez F. Barsoum. The United Kingdom, France, Germany and Australia were among the Mint's major competitors for this contract.

"We won out over such renowned competitors because of our credibility, high-quality product, and incomparable after-sales service," notes Barsoum. Indeed, the Crown corporation's reputation is unassailable, and its gold coins and commemorative coins are known worldwide.

The over \$7-million contract is for the production of circulating coins of 1 dirham, 50 fils and 25 fils.

Banking on experience

Barsoum is no stranger to this market, having negotiated several contracts with the Central Bank, in 1988 and 1996.

"We have also been producing all of the circulating coins in Lebanon, since hostilities in that country ended in 1995," he notes proudly. Cyprus, Jordan, Syria and Tunisia are some of the other countries for which the Mint has been producing circulating coins in recent years.

Special ties with the embassy

Not content to rest on his laurels (16 years of service in the field), Barsoum does not hesitate to do the rounds of Canada's embassies in potential client countries.

"I have good relations with Canadian representatives abroad," he notes. "They support me in a variety of ways, accompanying me if possible to meetings with potential clients and providing complete logistic assistance. And the reopening of our embassy in Abu Dhabi and the presence of our ambassador, Stuart McDowall, certainly tipped the balance in Canada's favour, in the face of stiff foreign competition in this field."

Barsoum also made a point of inviting the trade officer at the Canadian consulate in Dubai, Fouad Soueid,

to accompany him on his visits to major jewellers in the United Arab Emirates, when he presented them with Gold Maple Leaf coins.

Know your clients well

In Arab countries, as in Canada, personal relations with clients are important, indeed essential.

"It's not enough to offer a good price and a high-quality product," notes Barsoum. "You also have to establish personal ties with potential clients and visit them regularly, to establish the trust and credibility needed between the two parties."

Knowledge of the language and culture is also an important asset.

"Now that we have an embassy in the Emirates, it is easier for Canadian business people to consult with our trade officers, who can provide information about the country's habits and customs."

For more information on this contract or the Royal Canadian Mint's activities in this region, contact director of communications Diane Plouffe Reardon, tel.: (613) 993-2239, fax: (613) 991-2628.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).

MILIA '99: Opening Doors to the International Multimedia Market



CANNES, FRANCE — February 9 to 12, 1999 — Producers, publishers, designers and distributors of on-line or CD-ROM multimedia applications for gaming, teaching and exploring will be exhibiting at the sixth edition of MILIA, the world's largest multimedia event. More than 7,000 visitors attended MILIA '98 to meet with the 1,088 exhibitors from 41 countries.

Over the past two years, the spectacular growth of the Internet worldwide has been the main element shaping the multimedia market. For example, Europe accounts for 52 per cent of global Internet traffic, and 23 per cent of French households now have a computer, a high percentage of which have direct Internet access. The growing number of workplace hook-ups and well established computer communications culture in France through

Minitel also testify to French computer literacy and point to increased interest in direct Internet access.

Under French government planning for the information society, public and private initiatives have multiplied, and the French leisure software and CD-ROM market is booming. In fact, sales of 8.7 million units are forecast for France in 1998, up 71 per cent from sales in 1997.

The Department of Foreign Affairs and International Trade (DFAIT) and Telefilm Canada are organizing a Canadian pavilion at MILIA '99, in close co-operation with Heritage Canada, Industry Canada and the Canadian Embassy in Paris.

For more information on MILIA '99, or to register, contact immediately Gayle McCallum, European Tourism, Trade Fairs and Missions Division, DFAIT, tel.: (613) 996-1530.

For more information on the French multimedia market, contact François Gauthé at the Canadian Embassy in Paris, tel.: (33-1) 44-43-23-58, e-mail: francois.gauthé@paris02.x400.gc.ca

Discover the Argentine Health Care Market

BUENOS AIRES, ARGENTINA — November 4-7, 1998 — The Canadian Embassy in Argentina will be mounting a Canada Stand at Hospitalaria '98. This annual event, now gearing up for its fourth edition, is a key regional showcase for products, equipment and services for the health care sector. The show has grown quickly, reflecting the increasing importance of the sector in Argentina, as well as the country's position as a gateway to Mercosur, a market of almost 200 million people in Argentina, Brazil, Uruguay and Paraguay.

Interested Canadians are invited to participate by sending brochures to be displayed at the Canada Stand or by mounting their own booths.

For more information, contact the Commercial Section of the Canadian Embassy in Argentina, fax: (54-1) 806-1209, e-mail: commerce@bairs01.x400.gc.ca

Canada Will Be Exhibiting at Expolangues 1999

PARIS, FRANCE — January 27-31, 1999 — Representatives of public and private schools, tour-operators, teaching-method publishers and representatives of translation companies are invited to attend Expolangues 1999, celebrating its 17th year as a European leader in language instruction. Various Canadian schools and universities will participate in the Canadian pavilion, which will be managed by DP Expos Services Inc. under the auspices of the Canadian Embassy, in

close collaboration with the Canadian Commission of Tourism and with the support of Heritage Canada.

In 1998, Expolangues hosted 300 exhibitors and attracted over 35,000 visitors, including 12,000 professionals. This year's theme is "the French language and the French-speaking community."

For more information, contact immediately DP Expos Services Inc., tel./fax: (33-1) 39-73-95-27, e-mail: dpexpos@easynet.fr

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

International Agri-Industrial Fair Set for October

Trade Fairs

POZNAN, POLAND — October 1-6, 1998 — Canadian agri-food companies interested in the European food market should not miss the opportunity to attend POLAGRA '98.

Attracting 200,000 visitors every year, POLAGRA covers all areas of the agri-food industry and is the largest trade fair in Poland and the third largest in Europe. Through

POLAGRA, companies can reach not only the Polish market of over 38 million consumers, but also the huge neighbouring markets of Central and Eastern Europe.

With an annual growth rate of 10-12 per cent, the Polish agri-food sector is one of the most dynamic elements of this emerging economy. Poland has been traditionally a net

importer of food products (approximately US\$4 billion worth in 1997). The sector still needs new Western technologies, equipment, products and expertise to reshape and become competitive. Canada is well recognized in Poland for its high quality, innovative food products.

Thirty-five Canadian companies attended POLAGRA '97, and are expecting \$10-15 million worth of annual sales as a direct result of their participation.

The Canadian Embassy will again have an embassy stand, supporting Canadian exhibitors located in branch pavilions. Since space is limited, companies are encouraged to book immediately.

For more information, contact the Canadian Embassy, Commercial Division, Warsaw, Poland, tel.: (48-22) 629-8051, fax: (48-22) 629-6457.

BATIMAT '99: World's Window on Innovation in Construction

PARIS, FRANCE — November 8 to 13, 1999 — The Canadian Embassy in Paris and DP Expos Services Inc. are collaborating to provide a Canada pavilion at Batimat '99, the only trade fair covering all aspects of the building industry. Presented every two years, this show attracts some 4,000 exhibitors from 42 countries. In conjunction with the Interclima Fair, Batimat '99 is expected to receive over 700,000 visitors, including 150,000 from other countries.

For more information, contact immediately DP Expos Services Inc., tel/fax: (33-1) 39-73-95-27, e-mail: dpexpos@easynet.fr

Soybean Conference Set for September

LONDON, ONTARIO — September 10-11, 1998 — The Canadian International Food Soybean Conference and Trade Show — Delivering Quality to the World — will feature international speakers discussing export trade in food-

grade soybeans and how Canada can deliver soybeans that meet the customer's needs. The conference is being held in conjunction with Canada's Outdoor Farm Show (September 8-10, 1998).

For more information, contact Lorie Jocius, conference co-ordinator, tel.: (519) 822-2880, e-mail: gjinty@sentex.net, Internet: www.soybean.on.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 350 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Business Agenda

Learn How to Export Your Know-How at IIR Conference

MONTREAL — September 23 and 24, 1998 — You want to export your know-how abroad, but you're not sure how to go about doing it? The Institute for International Research (IIR) is organizing a conference on how to export intellectual expertise. The conference is aimed at business people operating in such service sectors as the environment, telecommunications, information technologies, engineering, construction, education and health.

The speakers, from organizations already engaged in the export of know-how, will address a variety of themes, including strategic planning for expansion pro-

jects, assistance programs for businesses, strategic alliances with overseas partners, technological transfer and the preparation of a formal contract.

Conference participants can also take advantage of practical workshops covering themes such as export financing and markets that have good potential for Canadian businesses wishing to export their intellectual expertise.

For more information, or to register, contact the International Institute for Research, tel.: 1-800-447-7785, or (514) 393-8130 from the Montreal region.

Business Opportunities in Saudi Arabia

SAUDI ARABIA — A well known company in Riyadh is looking for a joint-venture partner to provide technical expertise and capital investment in a diesel generator repair shop, to be located in Riyadh. Services to be provided through this business venture include: diesel motor side overhaul and repair; generator side overhaul and repair; mobile, on-site generator preventive maintenance service; associated switch gear overhaul and repair; motor rewinding up to 20-ton motors; calibration shop; critical plant management contracts; repair service for associated equipment; vocational training.

Contact: Kevin A. Fallon, Manager of Business Development, Samama Company for Operation and Management, P. O. Box 2781, Riyadh 11461, Saudi Arabia, tel.: (966-1) 460-2545, fax: (966-1) 460-2631, e-mail: kevinfallon@compuserve.com

SAUDI ARABIA — A reputable company in Riyadh is looking for the supply of materiel for a large electricity distribution contract. Requirements include: 35,000 wooden poles, 120,000 pieces of 33 kV disc insulators, 40,000 pieces of 33 kV post insulators, and 10,000 metering boxes with accessories and related fittings. Contact: Ahmed T. Tayeb,

General Manager, A. Rajab and Silsilah Company, P. O. Box 2815, Riyadh 11461, Saudi Arabia, tel.: (966-1) 476-1092 or 478-1320, fax: (966-1) 477-4626.

For general information or assistance, contact Steven Goodinson, Third Secretary (Commercial), Canadian Embassy, Riyadh, Saudi Arabia, tel.: (966-1) 488-2288, ext. 3353, fax: (966-1) 488-0137. (A more detailed description of this business opportunity can be found on CanadExport On-line.)

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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CanadaExport

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Second Summit of the Americas: Paving the Way for Free Trade Area of the Americas

Prime Minister Jean Chrétien, accompanied by International Trade Minister Sergio Marchi and Foreign Affairs Minister Lloyd Axworthy, joined the democratically elected heads of state and government of the other 33 countries of the Western Hemisphere at the Second Summit of the Americas in Santiago, Chile, April 18-19.

Continuing the dialogue begun in Miami in 1994, the leaders discussed a number of key issues affecting the region, including education; democracy, justice and human rights; economic integration and free trade; and eradication of poverty and discrimination.

Canada to host next Summit

Prime Minister Chrétien announced at the Summit that Canada will host the next Summit, planned for 2000 or 2001.

"Canada is very proud to have been selected to host the next Summit of the Americas," said Mr. Chrétien.

"This announcement culminates many years of hard work in the region to liberalize trade and advance social issues. The influence that we will exert at the next Summit attests to our leading role in the developing community of the Americas, on the eve of a new century in which common values and progress will prevail."

Continued on page 6 — Paving the Way

Secretary of State David Kilgour on a business development mission to Africa

Mission Focuses on Diversifying Canada-Africa Relations

In April, Secretary of State (Latin America and Africa) David Kilgour and Member of Parliament for Etobicoke-Lakeshore, Jean Augustine, led a 16-day business development mission to Africa. Accompanied by about 20 representatives of Canadian firms in the mining, transportation, telecommunications, energy and service sectors, Kilgour and Augustine visited Guinea, Côte d'Ivoire, Togo, Ghana, Mali and South Africa.

"The African continent currently has 700 million inhabitants living in more than 50 countries," noted Mr. Kilgour. "The positive evolution of African markets, coupled with the

growing purchasing power of African consumers, offers increasing opportunities for Canadian companies.

Continued on page 5 — Mission

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ON-SITE Helps Employers Hunt for Export Markets

Representatives of the federally funded ON-SITE job creation program (see the December 15, 1998, issue of CanadExport) are pleased to note an increase in the number of export placements over the last few years — including an export marketer for Alberta-based Hog Wild Specialties, whose international business is growing as a result.

“Since 1996, the proportion of ON-SITE’s export development placements has risen to 12 per cent,” says Bill Armstrong, president of Energy Pathways Inc. (EPI), the company that manages the program, and creator of the program itself. “Establishing marketing links outside of Canada is an expensive undertaking, and ON-SITE has proven itself of value by allowing employers a grace period to get export projects off the ground.”

Program makes the unaffordable affordable

Such was the case for Hog Wild Specialties. Located in Mayerthorpe, just north of Edmonton, Hog Wild offers federally inspected wild boar meat to individual purchasers and meat suppliers, and provides wild boar hunting expeditions for those so inclined.

In 1997, seven years after they began bringing European-style wild boar products to the North American market, Earl and Deb Hagman realized their offerings were ready for a wider audience. They even had someone in mind to investigate the export opportunities on behalf of the company — Jim Hunter, an old sales colleague, then unemployed. However, the Hagmans weren’t sure the company could afford to financially support a serious export marketing effort.

That’s where ON-SITE came into the picture. Hunter had received some information about ON-SITE in the mail, and after meeting with the Hagmans and program staff, he began an ON-SITE placement with the company.

Positive results within months

In his capacity as export marketer, Hunter attended international marketing workshops and food shows, developed marketing materials, contacted potential customers, and attended food service association meetings. He also used his sales and computer expertise to develop an automated pricing list for domestic and international markets, set up a database of customers and their different market classifications to assist mail-outs and telemarketing efforts, and produced an automated invoicing system.

Seeing Hunter’s efforts obviously paying off within just a few months of beginning his placement, the

Hagmans were pleased to hire the export marketer full time. Hunter is now concentrating on supporting and training domestic and international distributors of Hog Wild’s products.

Earl Hagman has nothing but praise for the ON-SITE program. “Administratively, it’s very easy to manage, and staff are excellent. All in all, it was a positive experience. I’m excited about the opportunities we’re mapping out for the next few years.”

Sponsored by the Alliance of Manufacturers & Exporters Canada and managed by EPI, with program worker salaries paid by Human Resources Development Canada, ON-SITE provides job experience for trained professionals who are matched with public- and private-sector employers.

For more information, call 1-800-565-2427, or access the program Web site at: <http://www.epi.ca>

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Innova Technologies Benefits from Team Canada Mission

by Michael Kehoe, President and Chief Executive Officer, Innova Technologies Corporation

Innova Technologies Corporation was one of many Canadian businesses to join the Team Canada trade mission to Latin America in January 1998.

The 10-year old company develops, manufactures and markets proprietary medical devices for the oral and maxillofacial surgery market. Its inclusion in the mission underlines the important role to be played by relatively young companies that have made their presence — and their potential — known to international business leaders.

New products and services are vital to emerging markets, which, in turn, hold the key to success in the growth of Canadian exports.

The atmosphere throughout the Team Canada mission was charged with optimism on the part of both the Canadian and the Latin American business people.

It is not surprising that local business leaders were impressed with the strength, size and diversity of the Team Canada delegation. Offering all the benefits of good teamwork, the group fostered the achievement of individual goals even as it presented a strong and united front — bolstered by a high level of credibility and confidence — to the host countries.

That this year's trade mission was to Latin America was particularly fortuitous for Innova. Latin America is among the world's largest importers of dental restorative products, and the trip offered the chance for importers to learn more about Innova's products within the context of a major international trade mission.

For Innova, the mission provided substantial returns — including accelerating the time needed to consummate a long-term distribution agreement with its Brazilian partner in São Paulo. If not for the Team Canada mission, completion of this agreement would have taken much longer. The collegiality of the trip also provided many valuable potential contacts for future business.

In fact, the rewards of participating in the mission have already begun to accrue. Since January, the company's International Sales Director has returned to Latin America, finalizing long-term agreements in Argentina and Chile and solidifying the relationship between Innova and its Brazilian distributor.

Without question, taking part in the Team Canada trade mission was time well spent. Gains were made at all levels, as current and future relationships — both domestic and international — were forged and strengthened.

For more information about Innova Technologies Corporation, contact president and CEO Michael Kehoe, 525 University Avenue, Suite 777, Toronto, Ontario, M5G 2L3, tel.: (416) 340-8818 ext. 225, fax: (416) 340-0415.



Michael Kehoe, president and CEO of Innova Technologies (right), and Luiz Fernando Buratto, president of CNG in São Paulo, Brazil (left), sign a letter of agreement for CNG to distribute Innova's dental restorative products in Brazil.

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Canadian Heads of Mission Promote Business Opportunities in Africa

The business development mission led by Secretary of State (Latin America and Africa) David Kilgour (see p. 1) followed the visit to Canada in February by 15 Canadian heads of mission posted in Africa.

While in Ottawa, the heads of mission held their annual meeting, which was also attended by parliamentarians, business organizations, the Alliance of Manufacturers & Exporters Canada and the Canada-South Africa Chamber of Commerce. The meeting allowed for a discussion of Canada's role on the African continent with respect to developing trade ties in the region.

The heads of mission also participated in a national outreach program, which provided an arena for meeting with Canadian business people interested in the possible business opportunities available for firms contemplating breaking into African markets.

Promoting Africa

Also during the Ottawa portion of visit, Mr. Kilgour, along with five of heads of mission, were invited to speak at a breakfast conference at the National Press Club.

The diplomats touched on several issues, including Canada's long-standing relationship with the African continent.

Canada's Ambassador to Côte d'Ivoire, Suzanne Laporte, highlighted the ties being forged between Canada and Africa. "African countries are moving away from donor-recipient relations, in favour of partnerships relating to the development of the economy, institu-

tions and companies," she noted. "Canada is seen as a good alternative to other nations with respect to development incentives, thanks to its knowledge and technology, which it can offer in both English and French."

Verona Edelstein, the Canadian Ambassador to the Democratic Republic of Congo, provided information about that country. "Congo is emerging from 37 years of dictatorship, during which the country's infrastructure was eroded. Along with South Africa, Congo has the potential to become an engine of economic development on the continent."

The Canadian High Commissioner to South Africa, Arthur Perron, stressed that the need for foreign investment is critical because South Africa must now create a structure to serve 40 million people, instead of the 5 million privileged under apartheid.

Booming trade relations

The African continent is in a period of transition, both politically and economically. Canada recognizes more than ever the importance of establishing good relations with the region.

Trade between Canada and various African regions has grown significantly in recent years. Canadian exports to sub-Saharan Africa totalled \$750 million in 1997, up

some \$100 million from the previous year.

The potential of the African market is also growing. For instance, the sub-Saharan market for goods and services is now estimated at \$96 billion a year. In addition, major economic reforms by a number of governments in the region point to a prosperous future.

Good opportunities for Canadian exporters lie in sectors that generate foreign currency revenue, such as oil and gas, telecommunications and mining. Canadian companies that have broken into the market include Hélicoptères canadiens Ltée, CRC Sogema Ltd., MDS Aero Support Corporation, Canac International, SR Telecom Inc., and Berocan & Terra Surveys Inc.

For more information on the African market's business potential, contact the Africa Branch, Department of Foreign Affairs and International Trade, tel.: (613) 944-8133, fax: (613) 944-7432; or consult the *InfoExport* Web site at <http://www.infoexport.gc.ca>

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Mission Focuses on Diversifying Canada-Africa Relations — *Continued from page 1*

This mission allows Canadians to diversify relations with Africa and promote expanded economic partnerships.”

Canadian firms break into African market

The proof of more diversified trade is reflected in the growing success of Canadian companies that have set up business on the African continent.

Some of these companies took part in the mission, including Calgary's Ranger Oil, which recently signed an exploration and production contract with the Côte d'Ivoire government regarding a deep-sea offshore oil deposit; Canarail Consultant International Inc. of Montreal, which was appointed purchasing agent in 1997 for Sitrail, the Côte d'Ivoire railway network operator; and Ottawa's SR Telecom Inc., which has just completed construction of a US\$4.2-million rural telecommunications network in northern Ghana.

Other companies that joined the recent mission include SNC-Lavalin International Inc. of Montreal and Ottawa's Nortel.

Canada lends its support

During the mission, Mr. Kilgour offered Canada's support for bilateral projects, particularly in Mali, where he signed two memorandums of understanding.

The first, worth \$5.5 million, supports the regulation of savings and credit unions, which will give small investors in West Africa access to high-security

financial services. The second, worth \$4.8 million, supports grain marketing in Mali.

Mr. Kilgour also signed an agreement in Côte d'Ivoire, under which the Canadian International Development Agency will contribute \$4 million in technical assistance to the Central Bank of the West African States (CBWAS) to set up and operate the regional stock exchange in Côte d'Ivoire and West Africa.



Members of the Canadian delegation meet with government representatives from Côte d'Ivoire.

From left to right: Côte d'Ivoire's Ambassador to Canada, Jean Obéo Coulibaly; Deputy Director for West and Central Africa Division, DFAIT, Robert Elliott; Secretary of State David Kilgour; M.P. Jean Augustine; Canada's Ambassador to Côte d'Ivoire, Suzanne Laporte; Côte d'Ivoire's Foreign Minister, Essy Amara; Clémentine Viera Kalasa, Berocan International Inc.; and Political Counsellor for Canadian Embassy to Côte d'Ivoire, Georges Paquet.

the United Nations Security Council, and the situation in Sierra Leone and Nigeria.

The signing ceremony featured a simulation of stock transactions using software provided by EFA Software Services Ltd. of Alberta, which also participated in the mission.

Beyond trade links

Accompanied by Canadian businesspeople, Kilgour met a full range of government representatives, including heads of state. These meetings demonstrated the African leaders' interest in expanding relations between Canada and many of their countries.

Kilgour also took the opportunity to discuss human rights, peace building, ratification of the Convention on Antipersonnel Mines, Canada's candidacy for a seat on

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Paving the Way for the FTAA — Continued from page 1

Other Summit highlights for Canada included agreement for the establishment of a Ministerial Drug Action Group, the Prime Minister's lead on discussion of indigenous peoples, and Canada's pre-Summit consensus-shaping discussion in Nassau with CARICOM leaders.

Clear indication of support

The Summit also marked the launch of negotiations for the Free Trade Area of the Americas (FTAA) and gave recognition to Canada's leadership on the FTAA file, as the first chair of the newly created FTAA Trade Negotiations Committee, which manages the negotiation process. The choice of Canada as chair was made at the Trade Minister's Meeting in San José, Costa Rica, in March.

Prime Minister Chrétien sees the decision as a solid vote of confidence on the part of Western Hemisphere leaders in Canada's ability to launch productive talks. Moreover, Canada has been selected to host the next FTAA trade ministerial meeting, planned for October 1999.

Negotiations will lead to FTAA

The 34 leaders, including Prime Minister Chrétien, agreed that the negotiations for the FTAA must be concluded no later than 2005 and that significant progress should be achieved by 2000. Miami will be the site of negotiations for the next three years, until February 2001.

Canada will chair the first meeting of the Trade Negotiations Committee in Buenos Aires this June. The committee will supervise the negotiating groups, which must begin work no later than the end of September 1998. Nine such groups have been established for market access, investment, services, government contracts, dispute settlement, agriculture, intellectual property rights, subsidies, anti-dumping

We are becoming una gran familia ... with shared values and goals — a family aware that its territory is the hemisphere from Yukon to Tierra del Fuego, and its community the global village.

Prime Minister Jean Chrétien

measures and countervailing duty, along with competition policy. The negotiations will be carried out simultaneously in all key areas.

Ministers also established a Consultative Committee on Smaller Economies, as well as a committee of experts on electronic commerce. Canada was instrumental in establishing a committee of government representatives who will gather and analyze input from civil society (business, labour, environmental and academic groups) for presentation to Ministers.

Canada's overall objective for its chairmanship is to keep the FTAA process on track by successfully engaging negotiations in all subject areas, and by defining collectively, as well as achieving, con-

crete progress by 2000. A particular challenge will be the development of a collective process of consultation with civil society in the Americas.

The Americas: a big family

The next Summit will be the culmination of many years of intense activity on the part of Canada in the hemisphere. Among the achievements have been the latest Team Canada mission to Latin America in January, Canada's commitment to host the General Assembly of the Organization of American States in 2000, and Winnipeg's participation as host city for the next Pan-American Games in the summer of 1999. These activities demonstrate the growing integration of the hemisphere and Canada's increasing engagement in the process.

Indeed, as the Prime Minister said at the closing of the Summit: "We are becoming *una gran familia*, a family with various languages, cultures and races, but a family nonetheless, with shared values and goals — a family aware that its territory is the hemisphere from Yukon to Tierra del Fuego, and its community the global village."

Indeed, as the Prime Minister said at the closing of the Summit: "We are becoming *una gran familia*, a family with various languages, cultures and races, but a family nonetheless, with shared values and goals — a family aware that its territory is the hemisphere from Yukon to Tierra del Fuego, and its community the global village."

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Canadian Exporters Should Plan for Overseas Security

by Tim Richardson, Professor, International Business, Centennial College, Toronto

One consequence of government-private sector alliances' stimulating exporting is that many Canadian companies are doing business in farther reaches of the globe. However, some of the newer areas that are being opened to international business are not as safe and free from risk as are more familiar markets and regions. Canadian companies should therefore plan for overseas security.

This was one of the messages participants heard at the Prospectors and Developers Association of Canada (PDAC) March conference in Toronto. Speaker Alan Bell, president of Globe Risk Holdings Inc., explained that many countries that Canadian companies are exploring have severe internal problems, and, consequently, risks can be high.

Caution is key to exploring unfamiliar markets

Nevertheless, these newer areas can be rewarding for exporters, but Canadian companies need to exercise caution. The peace and security we enjoy in Canada make it difficult to believe that extreme security measures are necessary in certain regions of the world. Recent unfortunate incidents worldwide, however, have shown that Canadians, despite their favoured passports, can be at risk.

Often, international security problems cannot be dealt with by a company on its own. Protecting a team of geologists in hostile territory, for example, is much more complex than posting a patrol person to watch the company's head office. Just as companies now contract professional services such as legal, accounting and human resources, alert Canadian exporters are also recognizing the need for international security professionals.

Contingency plan one way to address risks

At the PDAC conference, Mr. Bell described the three main categories of risk as unstable ethnic, religious and military conflicts; climatic extremes that threaten the health and safety of nonresident travellers; and topographical extremes that endanger personal safety, communications and transportation. According to Mr. Bell, one way that a company can address these security risks is by developing a comprehensive contingency plan.

Contingency plans can cover such situations as:

- medical trauma in remote areas and the subsequent evacuation and treatment;

- theft of expensive equipment and recovery of important corporate data;
- kidnapping situations;
- violent robbery and assault of executives;
- extortion and threats against company operations, offices and facilities;
- security of communications and electronic counter-measures;
- natural disasters, evacuation of personnel and recovery of equipment and property.

All companies, including exporters, have a moral and legal responsibility to protect personnel and facilities from incidents of threat and risk, whether in Canada or overseas. Unfortunately, the approach most companies take concentrates on facilities and hardware. Protecting people is more complicated and often requires an adjustment to the corporate culture.

Prevention reduces risk

There are some preventive measures that can be taken to reduce the effect of threat and risk.

- Register with the local Canadian embassy or consulate in the region.
- Ensure that all at-risk personnel, and their support staff and team members, understand the action items they need to follow in contingency plans.
- Invest in access to international security consultants and treat their services as part of your core resources.
- Incorporate security considerations into your initial plans.
- Identify security resources within your existing staff, including medical and first aid knowledge, language abilities, logistical and transportation expertise and so on.

Continued on page 8 — Overseas Security

EDC Agreement Promotes Canadian Exports to Russia

Canadian companies selling goods and services to Russia will benefit from a new agreement between Export Development Corporation (EDC) and United Export-Import Bank (UNEXIM BANK), one of Russia's leading private-sector banks.

Under the agreement, EDC can provide a full range of trade finance services, including short- and medium-term credit insurance, medium- and long-term financing, political risk insurance and guarantees.

"EDC views Russia as one of its key strategic markets in Central and Eastern Europe," says Michael McLean, EDC Vice-President, Americas and Europe. "We believe this agreement with UNEXIM BANK will enable Canadian exporters to access the trade finance services they need to do business in Russia."

Canada's trade with Russia has been growing significantly in the past few years, and there are many

business opportunities for Canadian exporters, especially in the telecommunications and oil and gas sectors.

For more information, contact EDC at 1-888-332-3777. Companies with annual export sales under \$1 million can call EDC's Emerging Exporters Team at 1-800-850-9626.

EDC Financing for Peruvian Zinc Project Supports Canadian Companies

Export Development Corporation (EDC) is among several major lenders providing project financing towards a US\$500-million expansion of the Cajamarquilla zinc refinery in Peru.

EDC is a Co-lead Arranger and is providing US\$80 million in long-term financing for a US\$250-million limited recourse facility.

The EDC financing will support services provided by the refinery's majority owner Cominco Ltd., as well as procurement from other Canadian firms, such as H.A. Simons Ltd.,

Wm. R. Perrin Co. Limited, Buhler (Canada) Inc., Kvaerner Chemetics Inc., Asea Brown Boveri Inc., and Hayward Gordon Ltd. It is estimated that up to 2,200 person-years of work will be created or sustained in Canada as a result.

According to Cominco's treasurer, Doug Margerm, EDC played a key role in the transaction. "EDC not only was instrumental in developing the overall financing structure, but also underpinned Canada's involvement in the project through its overall support and steadfast commitment."

Overseas Security for Canadian Exporters — Continued from page 7

- Develop security strategies with other Canadian companies operating in similar regions and situations of risk, including strategies for joint evacuation, medical assistance, terrorism incidents and perimeter security.

Overseas government personnel are important contacts

Contact with the relevant Canadian diplomatic representatives is a key part of contingency planning and current assessments of risk. While Mr. Bell has 22 years of experience with the Royal Marine Commandos and the British Special Air Service (SAS), his company always contacts the Canadian embassy or consulate whenever it

does a project in a particular region. Mr. Bell says that it is not only what the embassy staff know but also who they know that makes them such valuable contacts.

Most Canadian embassies and consulates have e-mail addresses to specific Canadian diplomats and trade commissioners, and readers are encouraged to avail themselves of this valuable resource.

For more information about Globe Risk Holdings Inc., contact the company at tel.: (416) 368-4118, fax: (416) 214-2043, e-mail: glbrsk@pathcom.com, Internet: www.camese.org

Canadian Bank Wins Prestigious U.K. International Multimedia Award

Bank of Montreal's Institute for Learning (IFL) was a big winner at the 14th annual British Interactive Multimedia Association (BIMA) Awards, held at the Hilton Hotel in London, England.

The prestigious award was presented to Bank of Montreal in the Business, Commissioned Training section, for its interactive training CD-ROM, *The Quest*.

Designed and developed by a team at the IFL, *The Quest* was produced jointly with the innovative Toronto-based multimedia firm ICE. (A French version, *Le Savoir*, was also created.)

Anne Natale, project manager at the IFL in Scarborough, Ontario, travelled to London to collect the prize at the March 30 awards ceremony — attended by some 600 industry professionals.

World-class competition

Bank of Montreal and ICE were judged by a panel of industry experts against competitive entries from around the world — including the three other short-listed entries, from Shell Film & Video Unit, British Airways and Lloyds TSB Bank. There was another Canadian entry (not short listed) — IQ Media, for its *Canada Explorer*.

As the citation for the award stated: "This entry stood out because of its ability to engage its users in an interactive learning experience. Its innovative and interactive approach applies wit, imagination, pace and storytelling to engage and challenge the learner in an 'experiential learning' event."

Winning qualities

This fast-paced and lively digital training tool was created to help Bank of Montreal retail employees build their sales and customer service skills. It was introduced to the bank in 1997.

Using a mix of animation, graphics and video-based scenarios, users shadow experienced financial services managers as they demonstrate active listening, questioning techniques and effective presentation strategies.

"Feedback on *The Quest*, which is being used by both new and experienced bank employees, has been very positive," says IFL Senior Manager Malcolm Roberts.

An innovative feature of the CD-ROM is the *Action Plan*, which prompts users to reflect on their learning experience and then create a personalized plan for further self-development.

To win you have to enter

BIMA is the U.K.'s premier multimedia industry body. Established in 1985, it has more than 200 members drawn from all sectors of the market. The awards celebrate the best in interactive media.

This year's competition presented 16 awards in the categories of advertising and entertainment, education, training, retail and reference.

According to Commercial Officer George Edwards at the Canadian High Commission in London, the success of Bank of Montreal and ICE shows that Canadian companies can win prestigious new media awards outside Canada.

"But to win you have to enter," adds Edwards, who has been a strong supporter and promoter of Canadian companies in the U.K. "I encourage any Canadian companies to enter the BIMA awards, especially if they have an interest in the U.K. market."

For more information on the awards, consult BIMA's Web site at <http://www.bima.co.uk>

For information on the award-winning training program, contact project manager Anne Natale, Bank of Montreal Institute for Learning, tel.: (416) 490-4339, fax: (416) 490-4431, e-mail: anatale@ifl.bmo.ca

For information on ICE, contact president and CEO Doug Keeley, tel.: (416) 868-3285, fax: (416) 367-8996, Web site: www.iceinc.com. George Edwards can be reached at the Canadian High Commission in London, tel.: (44-171) 258-6680, fax: (44-171) 258-6384, e-mail: george.edwards@ldn02.x400.gc.ca

Leader in Mobile Computer Connections Connects South of the Border ... and Beyond

Getting launched in the United States came naturally for Ositech Communications Inc. after attending one of the top computer shows in that country — under the wings of the Canadian pavilion.

That was back in 1994 after the five-year-old Guelph company, a leader in the design and development of innovative connectivity solutions for mobile computers, made its first government contact.

Participating in trade shows

"Trade Commissioner George Willows, then in the U.S. Trade Development Division at the Department of Foreign Affairs and International Trade (DFAIT), recommended that we take out a small booth in the Canadian pavilion of Comdex '94 in Las Vegas," recalls Ositech's vice president Zakir Akram.

For a small company such as Ositech was then — it has since expanded to 60 people — being part of the DFAIT presence offered many advantages.

"For one, it helped take care of all the logistics of participating in a major show," says Akram. "At the same time, it gave us all the visibility, with the added bonus of official Canadian presence.

"It's an excellent way for a small company with limited sales and marketing facilities to make a presence on the international scene," he adds,

"and then to slowly wean itself into participating independently."

Ositech still attends every Comdex show in the fall — now that it has graduated to its own booth — as well as other shows in the United States, such as NetCom in Boston and PC Expo in New York.

A pioneer and inventor of the first all-internal high performance network and modem multiple-function adapters for laptops, Ositech is now creating a strong push to other markets in Asia Pacific, South America and Europe.

"We are considering attending other major shows in Europe and elsewhere — such as CeBit in Hannover," says Akram. "We're hoping to tap into DFAIT's Program for Export Market Development."

Selling in the U.S. the U.S. way

With 50 per cent of its exports going south of the border, the 90 per cent export-based Ositech relies on representatives and distributors to sell its products in the United States.

"It's a huge market, but the competition is also fierce," Akram warns, "from the local as well as international industry."

What's the secret of Ositech's success?

"In addition to going to trade shows," he explains, "you have to create product awareness, which can be done by faxing, focused mailing, and customer referrals. The Internet has also become a tremendous source of information for information technology companies. It is well worth investing in your own site."

Akram also recommends being as "transparent" as possible with U.S. customers and prospective clients.

"Set up an 1-800 number," he says, "and have a local shipping point in the U.S. so as not to burden the customer with the border paper work that still has to be done (preferably by you), despite the tremendous advantages of Canada-U.S. free trade."

Ositech's success in the United States has already spread to some 30 other countries, as the innovative designer of Digital Phone Interface (DPI) TRUMPCARD PC cards for the laptop connectivity market finds an increasing number of happy customers around the world.

For more information, contact vice president Zakir Akram, tel.: (519) 836-8063, fax: (519) 836-6156, Internet: www.ositech.com

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



Innovative B.C. Brewery Hops into U.S. Niche Market

Already the third largest exporter of beer to Japan, Pacific Western Brewing Company (PWBC) is now working hard at conquering the beer — and eventually natural water — market south of the border.

Although he knows that the task won't be easy, the Prince George company's operations manager Harry Mayor is banking on his products' exclusive qualities.

A quality product

"Our organic beer, 'NatureLand', could be described as ultra organic," says Mayor. "PWBC was the first brewery in North America to be certified to International Organization for Standardization (ISO) 9002 Quality Assurance Standards. When you combine ISO 9002 with our internationally recognized Organic Crop Improvement Association certification, we have a 100 per cent certified organic beer.

"In addition," he adds, "we brew all our beers with our own naturally pure water from a spring beneath the brewery."

According to Mayor, this certification should give him an edge over the four or five organic beers currently sold south of the border. "We believe that American organic products will soon require such certification," says Mayor, "so we are taking steps to position our products in that market."

Mayor has already hired a prominent company that has just recently conducted tasting presentations in the United States, where, according to Mayor, the natural food market is worth over US\$10 billion annually — and is growing.

The marketing strategy has two prongs, Washington and Oregon,

"because of proximity," and California, "where the population alone equals that of Canada, not to mention its great diversity in tastes."

Contacts and research essential

The 100-employee PWBC seeks expert advice when it comes to market research.

"When we go into a new territory," says Mayor, "we first tap into the wealth of information of the Canadian trade commissioners, obtaining market studies, statistics, and contacts."

It was during a visit to the Consulate General in Los Angeles in 1994 that he met trade commissioner Carl Light, "who has 20 years of experience in the beverage industry, and who gave me good information on retailers, wholesalers and distributors both for natural water and beer."

PWBC has already made inroads into the United States, where it exports its dry beer (a first in North America) into Iowa and Idaho.

The U.S. is no easy market

From these various experiences, Mayor knows that the U.S. market can be as tough as any other.

"Because rules and regulations can be very restrictive, with each state having its own rules, such as for labelling, you almost have to treat each state as a different country."

Mayor advises supplementing the help of trade commissioners with your own market research, "which can be expensive, but is necessary."

He also advises developing products that people want and would buy. "Be flexible. Go and show your products at trade shows and missions — let people taste them, then modify and package them accordingly," says Mayor, who attributes PWBC's success in Japan to these simple rules.

Innovation and quality

It was company president and CEO Kazuko Komatsu who took over the "ailing" company in 1991 and took it to new heights, winning national and international recognition for PWBC's unique, top-quality products.

The 40-year-old company's newfound strength and success are based on innovation (13 types of beer), teamwork, quality, and community involvement and support, which have earned Komatsu numerous honours, including a medal from the Queen.

"Komatsu is a strong believer in trade shows and Team Canada missions," adds Mayor, "having participated in two of them last year, as well as in the Canadian Business Women's Trade Mission to Washington last November." (See *CanadExport*, vol. 15, No. 21.) Komatsu was recently appointed to the new 20-member Team Canada Inc Advisory Board by Minister for International Trade Sergio Marchi.

For more information on Pacific Western Brewing Company, contact operations manager Harry Mayor tel: (604) 421-2119, fax: (604) 421-0090.

IT Gateway to Markets in the Gulf, Middle East and Beyond...

DUBAI UNITED ARAB EMIRATES (U.A.E.) — October 29-November 2, 1998 — For the past 17 years, the Gulf Information Technology Exhibition (GITEX) has been the preferred forum for the Information Technology industry in the Gulf/Middle East. The most significant Gulf/Middle Eastern exhibition in the information technology sector, GITEX benefits from an international influence that is potent both in the region and well beyond (extending to Africa, the Indian sub-continent, CIS countries and Central Asia).

The product range on display includes recent innovations in multimedia, video conferencing systems, graphic processors, network equipment, multilingual applications, on-line information and services, portable computers, CAD systems, and telecommunications software and equipment.

The 1997 show hosted over 400 exhibitors from 32 countries and more than 40,000 professional visitors, 85 per cent of which were from outside the U.A.E.

For more information, contact Dubai World Trade Centre, P.O. Box 9292, Dubai, U.A.E., tel.: (971) 4-321000, fax: (971) 4-318034, e-mail: dwtcc@emirates.net.ae Web site: <http://www.dwtc.com>

Exchange Ideas at Cairo Food Technology Exhibition

NASR CITY, EGYPT — August 27-30, 1998 — The Cairo International Food and Food Technology Exhibition '98 (TechnoFood '98) is considered a golden opportunity for the exchange of ideas in the field of food technology and a favourable venue for concluding contracts and deals. A high level of participation is expected from leading food and food technology companies from around the world.

The exhibition will feature food products of every kind, as well as food technology such as bakery machines, beverage dispensing equipment, ovens, hotel supplies, and catering equipment.

With its growth as a consumer market, and reputation as a premier tourist destination, Egypt has witnessed a unique prosperity in its food and food technology market during the last few years.

For more information, contact Sherif Yehva, operations manager, World Promotion Trade Centre, 51 Beirut Str., 9th Fl., Heliopolis, Cairo, Egypt, tel.: (202) 415-8747, fax: (202) 415-8744.

Canadians Find Buyers at Food and Beverage Exhibition in Eastern Caribbean

Twenty-five Canadian companies — most of them small and medium-sized companies penetrating the Eastern Caribbean market for the first time — discovered opportunities at the first Canadian Food, Beverage and Food Processing Equipment Exhibition, held February 26-28 in Barbados.

Without exception, company representatives voiced their satisfaction with the level of interest from the approximately 240 buyers that attended from as far away as Jamaica, Guyana and Trinidad, as well as from all Eastern Caribbean countries. Many of the buyers commented on the excellent quality and variety of Canadian products.

Although it will take some time for most participants to firm up orders, one company recorded a sale of three container loads of groceries, while another sold a container of smoked salmon worth \$250,000. Six other companies reported combined sales of \$3.5 million. Several distribution and agency alliances were also formed.

Proximity and absence of language problems provide easy access to the Eastern Caribbean market for small businesses and first-time exporters.

For more information about the Caribbean food and beverage market, or about next year's show (to be held in February 1999), contact Thomas Bears, Caribbean and Central America Division, DFAIT, tel.: (613) 943-8807, fax: (613) 944-0760.

Philippines Mega Infrastructural Show '98

Trade Fairs

MANILA, PHILIPPINES — November 18-21, 1998 — Philconstruct '98, the 8th International Trade Fair for Construction, Building Materials and Equipment, will this year be part of the Philippines Mega Infrastructural Show '98, which will also feature Infra Trans '98 (International Trade Fair for Transportation and Logistics), Infra Energy '98 (International Trade Fair for Energy Utilization), and

Infra Com '98 (International Trade Fair for Telecommunications and Information Technology).

Philconstruct '98 will cover architectural, planning and engineering services; construction and house building; building trades, technologies, materials and products; prefabricated parts and construction; technical appliances in buildings; building machineries and construction equip-

ment; machinery for the production of building materials and products; measuring and surveying instruments, standardization, testing; and computer technology in the building industry.

For more information or to register, contact Philip McKean, Overseas Exhibition Services Ltd., tel.: 44 (0) 171 486-1951, fax: 44 (0) 171 935-8625, e-mail: pmckean@montnet.com

Make Connections at Electronics Trade Fair

MUNICH, GERMANY — November 10-13, 1998 — Electronica '98, the 18th biannual international trade fair for electronic professionals, is an excellent opportunity for businesses to make connections and gain information about the market on a global scale. The event, which will focus on telecommunications, industrial electronics, information processing, automotive electronics and entertainment electronics, will attract manufacturers and users from all of the major markets.

With 2,305 exhibitors and 558 additionally represented organizations from over 40 countries, the 1996 forum was the largest event of its kind, and the 1998 event is projected to be even larger. This year there will also be a special pavilion for Canadian companies, sponsored by the Canadian Consulate in Munich and Industry Canada.

For more information or to register, contact UNILINK, tel: (416) 291-6359; fax: (416) 291-0025.

New Guide for Promoting Investment in Canada

The 1997 edition of *Investing and Doing Business with Canada*, a comprehensive guide for foreign investors, was recently released and is currently being used by Canada's trade commissioners worldwide.

Published jointly by the Department of Foreign Affairs and International Trade and Prospectus Inc., this updated edition is a content-rich tool for both officials and business people to promote Canada internationally.

Used for everything from Team Canada missions and trade commissioner training to daily interactions with potential foreign investors at posts abroad, this book provides quick, expert answers to questions about Canadian markets, business services, taxation, legal issues and regulatory environments.

Through a combination of introductory investment material, detailed analysis and specific industry pro-

files, *Investing and Doing Business with Canada's* 150 pages reveal why it pays to do business with Canada.

To order, contact Nicola Bill, Prospectus Inc., tel.: (613) 580-2200 ext. 2238, e-mail: publications@prospectus.com

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<http://www.dfait-maeci.gc.ca/english/news/newslet/canex>

Publications

Business Opportunities in Germany



The following trade opportunities have been received from the Canadian Consulate in Düsseldorf.

GERMANY — An importer is looking for price quotations and product information on Canadian sweets (chocolate bars, cookies, etc.). Contact Mr. Munch, Bartime's International Corporation, Königinstr. 83, D-80539 Munich, tel.: 011-49-89/230 89 2-0, fax: 011-49-89/230 89 2-32.

GERMANY — An importer-wholesaler is looking for price quotations and product information on evening primrose seed. Contact Ms. A. Jendrzejek, A. Jendrzejek Import-Grosshandel, Riedstr. 104, D-60388 Frankfurt/Main, tel.: 011-49-6109/35-444, fax: 011-49-6109/32-277.

GERMANY — An import service is looking for price quotations and product information on organic certified coffee, flavoured hot chocolates, herbal and flavoured tea, various maple products. All products should be in gift sets, decorative wooden boxes or decorative canisters. The company is also looking for price quotations and product information on cranberry, blueberry and other Canadian berry sauces, jams and toppings, honey (e.g., clover, buckwheat) typical Canadian beverages and spring water in 0.35 l-1.5 l bottles. Contact Ms. Bettina Hahn-Skowronek, CANIS Import Service, P.O. Box 92 01 33 D-21131 Hamburg, tel.: 011-49-40/70-10-15-20, fax: 011-49-40/70-10-15-15.

GERMANY — An importer-wholesaler is looking for price quotations and product information on organic certified alfalfa seed. Contact Ms. Ute Janssen, Handelsspeicher & Gärtnerhof GmbH, Fichtenweg 10, D-29553 Bienenbuttel; tel.: 011-49-5823/98-11-0, fax: 011-49-5823/78-08.

GERMANY — An importer-exporter is looking for price quotations and product information on Canadian beer. It is also interested in producing Canadian draft beer under licence in Germany. Contact Mr. Wolfgang Stärk, Getränke-Import-Export Stärk, Karlsröhe 27, D-22175 Hamburg, tel.: 011-49-40/640 72 99, fax: 011-49-40/640 20 71.

GERMANY — An importer-distributor is looking for price quotations and product information on Canadian pork, especially pork filet and other cuts. Beef will also be of interest as

soon as the EU regulations permit the import from Canada. Contact Mr. Hans-Georg Welle, Seeve Fleisch Vertriebs GmbH, Import-Export-Vertrieb, Vor dem Hassel 19, D-21438 Brackel, tel.: 011-49-4185/58-22-0, fax: 011-49-4185/58-22-58.

GERMANY — An importer-wholesaler is looking for price quotations and product information on various organic certified seeds and grains. Contact Mr. Frank Bode, Horst Bode GmbH, Naturkost/Naturwaren, Havighorster Weg 6 f, D-21031 Hamburg, tel.: 011-49-40/739-332-0, fax: 011-49-40/739-70-35.

GERMANY — An importer-distributor is looking for price quotations and product information on organic certified pulses and oilseeds. Contact Mr. Thomas Munzer, Speilberger KG, Burgenmuhle, D-74336 Brackenheim, tel.: 011-49-7135/98-15-0, fax: 011-49-7135/98-15-32.

On-line Information from Provincial Governments

Are you looking for export information from your provincial government? You can quick click onto the provincial Internet sites via the Department of Foreign Affairs and International Trade's site, at www.dfait-maeci.gc.ca. Simply scroll down to "The World" and click on "Canada" to reach links to all the provinces and territories.

Venture Capital Conference for High-Tech and Biotech Companies

ATLANTA, GEORGIA — October 8, 1998 — Canadian hi-tech and biotech companies seeking at least US\$3.5 million in equity funding are invited to attend a venture capital conference to meet southeastern U.S. venture capital funds and investment bankers.

Co-sponsored by the Canadian Consulate General in Atlanta and Ambassador Capital, Atlanta's leading IT venture capital firm, the conference will allow each company approximately 15 minutes for a presentation. A luncheon and breakout sessions will follow the presentations.

A limited number of slots are available for presenting companies (for a fee of US\$200); a committee will decide the most appropriate companies. Non-presenting companies may attend for a fee of US\$50.

Interested companies should forward to the Consulate an executive summary, for the purpose of interesting the venture capitalist in requesting your full business plan, rather than for obtaining funding.

The executive summary should be no more than two typewritten pages and should include descriptions of your corporate profile/history, product/technology, market, mini-marketing plan, management profile, competitive advantage, intended use of funds. No proprietary information should be included. Com-

panies are advised to ask for no less than US\$3.5 million.

If you wish the Consulate to distribute your executive summary at its discretion, enclose a separate release signed by your company president or chairman.

For more information, contact Steve Adger Flamm, Business Dev-

elopment Officer, Canadian Consulate General, 1175 Peachtree Street NE, Suite 1700 (100 Colony Square), Atlanta, Georgia, 30361-6205, tel.: (404) 532-2018, fax: (404) 532-2050, e-mail: steve.flamm@ATNTA01.x400.gc.ca, Internet: <http://www.sesoft.org/directry/members/canadian.htm>

Canadian IT Companies Benefit from Partnering Event

Representatives from 16 Canadian information technology (IT) companies and related organizations were introduced to the Chicago marketplace and given the opportunity to network with local companies at the second annual Chicago Software Association (CSA) partnering event, held on March 11 and co-sponsored by the Canadian Consulate General in Chicago, the CSA, KPMG, and Freeborn and Peters.

A morning educational session for the Canadian participants, complete with local guest speakers, was followed by a networking luncheon, attended by almost 40 local software executives and 3 members of the press. The afternoon session — with more than 400 participants — began with a key-

note address by *Red Herring* magazine editor-in-chief Tony Perkins. Following the address, the 40 participating companies were each given two minutes to present their business opportunities to the local IT community in order to seek business partners, vars and resellers. Each company had a trade booth for networking with the audience after the presentations.

The 12 Canadian IT companies — from New Brunswick, Ontario, Quebec, British Columbia, and Alberta — were unanimous in their assessment of the event as a valuable introduction to the Chicago market and a low-cost way to gain initial entry. At least two of the participating companies

*Continued on page 16 —
Canadian IT Companies*

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 350 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Contracts Awarded

Poly-Pacific International Inc. (Edmonton) — This 97 per cent export-based company has entered into a five-year, \$3.2-million exclusive contract with Pan Abrasive (Pte) Ltd. of Singapore for the supply of multicut plastic blasting media. Through a unique process, the innovative Canadian company recycles the used plastic and

uses it for the production of agricultural fence posts.

Jaro Industries Inc. (St-Charles-Drummond, Quebec) — This contract, worth nearly \$1 million, is for the sale of 700 telephone booths, manufactured by Jaro, to the Office des postes et télécommunications (OPT) in Benin. This

contract is a direct result of Jaro's registration in the WIN Exports network database (see box, p. 10).

Hydrogeo Canada (subsidiary of SNC-Lavalin) — The firm has secured a contract, estimated at 1,943 billion CFA francs (\$4.5 million) over a 26-month period, for the construction of 150 large-diameter wells (connected to a borehole) and the repair of 50 hand pumps in Mali. The project is financed by the West African Development Bank (WADB).

New Contact Information for Canadian Embassy in Caracas

The Commercial Section of the Canadian Embassy in Caracas can now be contacted at: Centro Gerencial Mohedano PH, Av. Los Chaguaramos, La Castellana, Caracas, Venezuela, tel.: (582) 263-4666, fax: (582) 263-5349.

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Canadian IT Companies Benefit from Partnering Event

— Continued from page 15

indicated their intention to open local offices as a result, and many met potential partners for future business.

A week after the partnering event, during International Trade Minister Sergio Marchi's visit to Chicago, a memorandum of understanding was

signed between the Canadian Consulate and the CSA — highlighting the importance both organizations attach to facilitating potential partnerships and alliances between Canadian IT firms and their Chicago-area counterparts.

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre-FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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CanadaExport

Canadian Cost of Living Competitive with U.S.

A recent private-sector analysis clearly shows that despite higher personal income-tax rates, Canadians enjoy a high standard of living at similar cost to or lower cost than U.S. residents. Executives considering running a subsidiary in Canada may want to read this analysis about their net costs when considering setting up a subsidiary in the North American Free Trade Agreement (NAFTA) market. They may just have more money in their personal and corporate pocket if they choose Canada.

The analysis, conducted by Matthew Fischer & Assoc. Inc., used standard industry sources cost-of-living data for six Canadian and four U.S. cities for a family of four with a single income of \$100,000 (US\$69,910), a typical management salary in Canada. The analysis is based on data supplied by Runzheimer International, a man-

agement consulting firm specializing in executive compensation comparisons, as well as in transportation, travel and cost-of-living analyses.

Canada's lower house prices and lower mortgage rates are a significant factor offsetting the higher income-tax costs. As well, the cost of goods and services (based on a standard mix

of 150 items) in Canada is lower than anywhere in the United States.

Cost of living consideration for investors

When competing for investment internationally, the focus of attention is generally on business costs. The KPMG Study, *The Competitive Alternative - A Comparison of Business Costs in Canada, Europe and the United States*, demonstrates a Canadian after-tax cost advantage of between

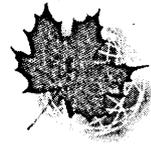
Continued on page 11 — Canadian Cost

Canada and Italy: Towards an Expanded Partnership

International Trade Minister Sergio Marchi headed a 72-member private-sector trade promotion mission to Italy on the occasion of Prime Minister Jean Chrétien's visit to that country from May 18 to 23, 1998. Minister of Public Works and Government Services Alfonso Gagliano and 12 other Canadian parliamentarians also participated in the Prime Minister's visit.

The business mission visited Rome and Milan, where the Canadian participants — largely from the aerospace and information and communications technologies (ICT) sectors — attended a number of business seminars and working groups along with their Italian counterparts. They also made site visits and met with representatives of Italian companies for individual discussions.

Continued on page 12 — Canada and Italy



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Canada's Power Industry Reaches Out to the World

The power industry is undergoing extensive restructuring, as a result of the trend toward privatization and deregulation being experienced in this important sector of activity. And Canada has definite advantages to offer to international projects being undertaken by the independent power producers (IPPs). These were among the conclusions reached at a two-day IPP workshop held in Washington D.C. in January.

Co-hosted by the Canadian Embassy in Washington and Industry Canada, in co-operation with the National Electricity Round Table of Canada, the workshop brought together representatives of the Canadian electrical power industry and the main U.S. and European power developers and engineering contractors to discuss the Canadian capability to participate in projects undertaken by the IPPs.

Canada offers real benefits

From workshop sessions and exchanges, it became clear that Canada has a well rounded capability in the power industry, thanks to its own advanced electrical power infrastructure. This capability extends from engineering and engineer-procure-construct activities to hydro, thermal and nuclear generation and transmission, as well as distribution equipment and services. Canada's highly specialized work force, innovative export financing, favourable exchange rate, adaptable companies and proven international experience also create a definite advantage for international IPP developers.

The IPP market: a world of possibilities

The IPP market is demonstrating enormous growth potential. Workshop speaker, Wido Hoville, vice-president of international sales for

Asea Brown Boveri (ABB) Canada, reminded participants that currently known build-own-transfer/build-own/operate-transfer (BOT/BOOT) projects are only the "tip of the iceberg." The growing trend towards infrastructure privatization is definitely leading to the development of large-scale projects that will require private capital.

A stronger worldwide presence on the part of IPPs could also result, but not without difficulties — particularly in developing countries, where regulatory and currency risks change constantly and are extremely difficult to evaluate.

Project financing: the Canadian connection

The workshop highlighted the increasingly crucial role that the international financial institutions will play by providing equity financing and risk assumption in emerging markets.

A key catalytic force behind Canadian export success has been the financial support provided by Export Development Corporation (EDC), which has provided some US\$2.3 billion in limited or non-recourse financing since 1995. EDC's services are complemented by those of a number of Canadian bank and non-bank lenders, which provide project financing for large-scale projects worldwide.

From power production to power facilities

Canada has an installed capacity of 116,000 MW, making it the sixth-largest generator of electrical power in the world. Canada is also the largest producer of hydroelectrical power. Canadian firms have been involved for many years in worldwide power developments as owners of foreign utilities, exporters of equipment and services, engineers

Continued on page 11 — Canada's Power

CanadExport

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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Canada-U.S. Science and Technology Collaboration Surges

Recent developments and ongoing projects are paving the way for Canada to forge an even stronger relationship with the United States for a leading edge in the global community in the science and technology (S&T) sector.

Industry Canada has an essential role to play in nurturing and fostering the exciting ongoing developments between the two countries. A new Industry Canada publication, *Partners for Progress: The Canada-U.S. Science, Technology and Innovation Relationship*, outlines the advancements and progress being made between our two countries in the S&T sector.

Partnerships stimulate scientific and economic activity

Canada and the United States currently have more than 100 distinct arrangements that oversee nearly 500 collaborative research ventures. Opportunities available in the fields of bacterial and genetic diseases, robotics, protein engineering, microelectronics and robotics only scratch the surface of the S&T picture in Canada-U.S. partnerships.

Some of the more exciting partnerships include the 1997 RADARSAT mission to map Antarctica by satellite; the research and development of Arctic Gas Hydrates; and an international project to build two 8-m telescopes — one in Chile and one in Hawaii.

Closer to home, collaboration between Canadian and U.S. researchers

has helped find a likely candidate for the hereditary breast cancer gene; the Geological Survey of Canada has teamed up with the U.S. Geological Survey to continue earthquake research on the west coast; and the Canadian Forest Service is working with the U.S. Department of Agriculture Forest Service to increase the longevity of sugar maple trees.

Combined efforts in the environment and in the North, and numerous partnerships in the knowledge-based economy, are helping to fuel each country's economy. Trade in the high-technology sector represents an ever-expanding part of the more-than \$1 billion in bilateral trade that Canada does with the United States every day.

Minister hears message of scientific community

On March 26, Industry Minister John Manley was invited to Yale to give a talk for the Dean's Distinguished Lecture, and to promote Canada as a growing leader in science and technology. Accompanied by Reform MP Werner Schmidt and NDP MP Chris Axworthy, the Minister made a well attended presentation.

The audience left him with a clear message: Canada's S&T community is making waves in many areas, and efforts are being made to stem the "brain drain" to the United States. Indeed, one of the more interesting issues raised in the discussion with students was the general sense that several of these expatriates have a genuine interest in returning to Canada to do their research or to teach here.

The *Partners for Progress* booklet is available for distribution to schools and universities, private-sector businesses and government organizations. It includes Internet addresses and information on how to get in touch with various S&T organizations in both countries.

For a copy, contact Distribution Services, Communications Branch, Industry Canada, tel.: (613) 947-7466, fax: (613) 954-6436. The publication is also available electronically at <http://strategis.ic.gc.ca/ist>

For more information, contact Paul Dufour, International Science and Technology Policy, Industry Canada, tel.: (613) 952-0929, fax: (613) 952-5381, e-mail: dufour.paul@ic.gc.ca

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."



Trade Commissioner Service: New Assignments Abroad

Each summer and fall since the beginnings of the Trade Commissioner Service in 1894, many of Canada's trade commissioners head off to new assignments in the commercial sections of our embassies and consulates around the world. Today, over 300 trade commissioners work abroad alongside an equally large number of locally engaged commercial officers.

Many of our readers have expressed interest in being quickly informed of the changes in personnel. Starting with this issue, CanadExport will publish the names of officers going out on new assignments. Details of individual assignments will be highlighted in upcoming issues.

Abou Guendia, Maher Counsellor (Commercial)	Abu Dhabi	Charland, Claude Counsellor (Commercial)	Bucharest
Alexander, Arun Third Secretary (Commercial)	Singapore	Charron, Martin Trade Commissioner	Tapei
Bale, Richard First Secretary (Commercial)	Islamabad	Christie, Bruce First Secretary (Commercial)	Stockholm
Bearss, Thomas Counsellor (Commercial)	Port of Spain	Cronin, Patricia First Secretary (Commercial)	Tokyo
Behboodi, Rambod Third Secretary (Trade Policy)	Brussels - EU	Desbiens, Paul Counsellor (Commercial and Economic)	Brussels
Berger, Bonny Vice-Consul and Assistant Trade Commissioner	Ho Chi Minh City	Desjardins, Jacques Counsellor (Commercial)	Caracas
Bertram, Eric Third Secretary (Commercial)	Manila	Doyon, Simon Counsellor (Commercial and Economic)	The Hague
Bhaneja, Balwant Counsellor (Science and Technology)	Bonn	Ewasechko, Ann First Secretary (Commercial/Agriculture and Fisheries)	Washington, D.C.
Bingeman, Douglas Second Secretary (Commercial)	Kuwait	Feir, Jim Minister-Counsellor (Commercial) and Consul	Seoul
Bogden, Jacqueline First Secretary (Commercial)	Kuala Lumpur	Fontaine, Claude Consul and Senior Trade Commissioner	São Paulo
Boies, Celine First Secretary (Commercial)	Havana	Giacomin, Barbara Counsellor (Commercial)	Warsaw
Bollman, Ronald Consul and Trade Commissioner	Mumbai	Goldhawk, Gregory Consul and Senior Trade Commissioner	Sydney
Bostwick, David Third Secretary (Commercial)	Tokyo	Goulet, Roland Minister-Counsellor (Commercial)	Mexico City
Boyd, Mary Consul	Chonqing	Grantham, John Counsellor (Commercial)	Guadalajara
Broadbent, John Counsellor (Commercial)	Paris	Greenberg, Terry Consul and Trade Commissioner	Tokyo
Brophy, Terry Counsellor (Commercial)	Peking	Guindi, Amir Counsellor (Commercial)	Ankara
Burkell, Kathryn Vice-Council and Assistant Trade Commissioner	Seattle		

Continued on page 5 —
Trade Commissioner Service

Trade Commissioner Service: New Assignments Abroad

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Hamel, Bruno <i>Vice-Consul and Assistant Trade Commissioner</i>	Milan	Reynolds, Tracy <i>Third Secretary (Commercial)</i>	Moscow
Hay, Pamela <i>Third Secretary (Commercial)</i>	Tokyo	Robinson, Eric <i>Third Secretary (Commercial)</i>	Tehran
Howard, Bruce <i>Counsellor (Commercial)</i>	Peking	Robson, Wayne <i>First Secretary (Commercial)</i>	Canberra
Johnson, Rodney <i>Consul and Senior Trade Commissioner</i>	Seattle	Rust, Gregory <i>First Secretary (Commercial)</i>	Washington, D.C.
Johnston, William <i>Counsellor (Commercial)</i>	New Delhi	Scazighino, Jan <i>Vice-Consul and Assistant Trade Commissioner</i>	Shanghai
Kalisch, Norbert <i>Counsellor (Investment)</i>	Bonn	Schofield, John <i>Consul and Senior Trade Commissioner</i>	Düsseldorf
Langlois, Robert <i>Vice-Consul and Assistant Trade Commissioner</i>	Rio de Janeiro	Scott, Jon <i>Consul and Senior Trade Commissioner</i>	Munich
Linteau, Jean-Philippe <i>Third Secretary (Commercial)</i>	Seoul	Sherman, Goldie <i>First Secretary (Commercial)</i>	Tel-Aviv
Lomow, Norman <i>Consul and Trade Commissioner</i>	Los Angeles	Sinclair, Robert <i>Third Secretary (Commercial)</i>	Moscow
MacNab, Robin <i>Deputy Consul General and Senior Trade Commissioner</i>	Atlanta	Sotvedt, James <i>Deputy Consul General and Senior Trade Commissioner</i>	Boston
Manuge, Grant <i>Consul and Trade Commissioner</i>	Milan	Séguin, Rick <i>Consul and Trade Commissioner</i>	Dubai
McFarlane, Keith <i>Counsellor (Commercial)</i>	Lisbon	Tassé, Gilles <i>Consul (Investment)</i>	Boston
McKenzie, David <i>Third Secretary (Commercial)</i>	Caracas	Thomson, Ian <i>Counsellor (Commercial)</i>	London
McKenzie, Wayne <i>Counsellor (Commercial)</i>	Guatemala	Vary, Andrée <i>First Secretary (Commercial)</i>	Abidjan
McNairnay, Harold <i>Consul and Senior Trade Commissioner</i>	Hamburg	Veilleux, Patrice <i>Counsellor (Commercial)</i>	Lima
Merrick, Ronald <i>Consul and Trade Commissioner</i>	Los Angeles	Von Finckenstein, Otfried <i>Counsellor (Commercial)</i>	Kuala Lumpur
Parisien, Marc <i>Third Secretary (Commercial)</i>	Peking	Webb, Robert <i>Counsellor (Science and Technology)</i>	Washington, D.C.
Pearson, Murray <i>Counsellor (Agriculture and Food)</i>	Seoul	Wedick, Shaun <i>Consul and Trade Commissioner</i>	Los Angeles
Peterson, Deborah <i>Vice-Consul and Assistant Trade Commissioner</i>	Munich	Winterhalt, Todd <i>Vice-Consul and Assistant Trade Commissioner</i>	São Paulo
Pound, William <i>Minister-Counsellor (Economic and Commercial)</i>	Rome		
Reissner, Leslie <i>First Secretary (Commercial)</i>	Berlin		

CanadExport On-Line

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First Canadian Food Festival in Poland: A Celebration of Canada

For the first time, in March of this year, Canada was truly showcased in Poland through a festival of food and culture, tourism and friendship. The "First Canadian Food Festival in Poland," held March 18-31 in Warsaw, was an outstanding success — judging from the enthusiastic response of participants, the extensive media coverage, and the continuing dialogue with guests who were pleasantly surprised by the size and variety of this multi-faceted "Celebration of Canada."

Organized by the Canadian Embassy in Warsaw, with financial and other support from the Department of Foreign Affairs and International Trade and Agri-Food Canada and almost US\$100,000 in corporate sponsorships, the Food Festival combined food-product promotion with Canadian cultural performances and tourism promotion to enhance Canadian visibility in the growing Polish market.

by approximately 150 business representatives from the Polish food sector, including importers and distributors, major retail chains,

Events highlight Canadian culture and tourism

On the culture side of things, the Gryphon Trio, the Oliver Jones Jazz Trio, the Rolling River Ojibway First Nation Tribe dance troop, and theatre performance trio Shaky Grounds were among the groups that provided a taste of Canadian entertainment.

The Festival's Tourism Canada seminar presentation was attended by well over 100 representatives of Polish travel agencies and tour operators. As the first Polish seminar on tourism opportunities in Canada, this event pioneered the creation of Canadian tourism as



A Rolling River Ojibway First Nation dancer entertains guests.

Wined and dined, Canadian style

While Warsaw's public tasted Canadian cuisine and food products in the various restaurants of the Sheraton Hotel & Towers, over 3,000 guests of the Canadian Embassy, including participating food companies and corporate sponsors, were wined, dined and entertained during a week of Embassy-organized special events.

Over 25 Canadian food-product exporters were showcased during the Festival, some achieving immediate export sales through product sales to the Sheraton for Festival use. Many were new to Poland, with preliminary indications of a very successful introduction and acceptance by representatives of the Polish food sector. The Festival Food Showcase seminar was attended

and hotel and restaurant buyers. Guest Canadian chef, Ottawa-based Jacques Chauvet, was successful in ensuring Canadian-style preparation and presentation of the special menus throughout the various Festival events. In addition, Canadian wines and beer were introduced for the first time to this market.

Royal Europa, Polimex Travel/Alfa Forwarding, and Yogen Fruz were among a number of Canadian companies that held special company events and benefited from Festival exposure to market their products.



A Sheraton chef serves up fish, Canadian style.

a new and growing export to Poland.

Continued on page 8 — Canadian Food

"If You're Selling, Speak their Language"

by J.G. Redmond, Centre for Language Training

With major export markets in 40 countries and exports now accounting for almost 40 per cent of our GDP, Canada is increasingly relying on its foreign service officers to communicate the country's business interests to the world. Many of these officers obtain their language proficiency through the Department of Foreign Affairs and International Trade's Centre for Language Training at the Canadian Foreign Service Institute.

The ability to do business in a target country's language is reported by exporters as a major factor contributing to their success. For company representatives who cannot speak the local language, using the services of a trade commissioner who can is a definite advantage. This is particularly true for small and medium-sized businesses that may not have the resources to invest in language-training as they explore market opportunities and begin to establish contacts.

Thanks in part to the courses offered at the Centre for Language Training, Canadian businesses can be confident in the ability of trade commissioners and business development officers abroad to help them find partners and negotiate contracts around the world.

Training offered in over 40 languages

Over 300 government employees per year receive a total of nearly 17,000 days of training at the Centre, which offers tutoring in more than 40 foreign languages — most commonly German, Arabic, Russian, Mandarin, Spanish, Italian, Portuguese, Korean and Japanese.

Courses are designed to give trade officers the earliest communicative ability across a range of tasks associated with international activi-

ties. Each course also integrates authentic documentation, satellite broadcasts, multimedia programs, outside activities, and a component of culture and customs geared to the host country and marketplace.

Beyond teaching, the Centre provides a unique proficiency testing service to certify an individual's competency in a foreign language.

Speaking for Canada's exporters

The ability to communicate in the local language provides trade commissioners in missions abroad with valuable access to primary source materials, and makes it easier for them to meet with trade associations, organize participation in trade fairs, review import and export regulations, seek reductions in tariff rates, and promote Canada's opportunities for joint venturing and investment.

While these activities can often be undertaken in English or French, or through interpreters, there is a decided advantage in opening up the lines of communication at formal and informal levels, showing respect and interest for the host country, initiating local contacts, and understanding nuances, which can lead to a better analysis of certain situations.

Courses open to business people

Individual companies or trade promotion organizations may wish to make use of the services of the Centre for Language Training for providing language training to executives, regional representatives or resident managers and their families, either to the level of social integration (giving personal information, making small talk, obtaining information, giving instructions, handling emergencies) or to the level of professional proficiency across a wide range of tasks.

The Centre's proficiency testing service can be used to assess the foreign-language skills of potential company recruits or representatives assigned to export market development.

For more information, contact the Centre for Language Training, tel.: (819) 844-7183, fax: (819) 953-3632, Internet: <http://www.cfsi-icse.gc.ca/english/langschool/index.html>

CanadExport On-Line

<http://www.dfait-maed.gc.ca/english/news/newsletr/canex>

Unique Business Award Recognizes Innovative Canadian-U.S. Alliances

Two Canadian-U.S. alliances have been recognized by the Foundation for Canadian-American Business Achievement for the business growth and innovation they have demonstrated and the community contribution they have made in the past year.

RADARSAT International (RSI) of Richmond, B.C., and industry partner Earth Satellite Corporation (EarthSat) of Rockville, Maryland, were chosen winners of the 1998 Canadian-American Business Achievement Award for their alliance, which

pioneers the use of satellite remote sensing for commercial applications, particularly marine oil seep detection for petroleum exploration.

This year, the Foundation chose to recognize a second alliance. Wood Lake Books Incorporated of Kelowna, B.C., and Logos Products of Inver Grove Heights, Minnesota, were presented with a 1998 Citation for their innovation in product, procedures and operations, which enabled them to have an impact on the national market while positioning them for global markets through an Australian alliance.

The companies were presented with their awards at a ceremony at the Canadian Embassy in Washington D.C. on June 2.

The Award for Canadian-American Business Achievement was created in 1994 by the Washington-based Foundation for Canadian-American Business Achievement to recognize and promote the positive contribution that innovative business alliances and partnerships

make to both the United States and Canada.

The winning alliances consistently show how what they learned through their partnership provided each partner with a competitive advantage in the marketplace that transcends the initial joint project, or positioned them to open new markets that would otherwise have been inaccessible.

The business and trade relationship between Canada and the United States is one of the largest in the world. An increasing proportion of that business is driven by entrepreneurial firms that seek the advantages of partnership with companies of similar interests across the border.

Nominations for the 1999 Award open in November.

For more information, contact Stanley L. Krejci, President, Foundation for Canadian-American Business Achievement, 2445 M St. N.W., Washington D.C., 200037-1435, tel.: (202) 342-7201, fax: (202) 342-7221, e-mail: StanKrejci@aol.com

Canadian Food Festival

— Continued from page 6

Great appreciation was also expressed for the support and participation of the Royal Canadian Mounted Police, who added pomp and ceremony to Festival events.

All in all, the First Canadian Food Festival in Poland was a successful promotion for Canadian food-product firms already active in the Polish market and an ideal introduction for those new to the market. The Commercial Section of the Embassy is already contacting Canadian food exporters regarding their interest in Polagra '98, the major annual food products trade show, set for Poznan, Poland, October 1-6, 1998.

For more information on opportunities in the Polish food-products sector or on Polagra '98, contact Hanna Mroz, Commercial Officer, Commercial Section, Canadian Embassy, ul. Matejki 1/5, 00-481 Warsaw, Poland, tel.: (48-22) 629-8051, ext. 3241, fax: (48-22) 622-9803, e-mail: commerce@wsaw01.y100.gc.ca

Notice to Travellers ... New Fee to Enter Chile

Effective July 1, 1998, a new entry fee of US\$50 will be imposed on all Canadian travellers to Chile. The entry fee must be paid in cash on arrival at Chilean Customs and Immigration ports. Once paid, the entry fee will be valid until expiry of the traveller's passport. There is still no requirement for a visa for Canadian tourists or business travellers.



Focus on
Russia

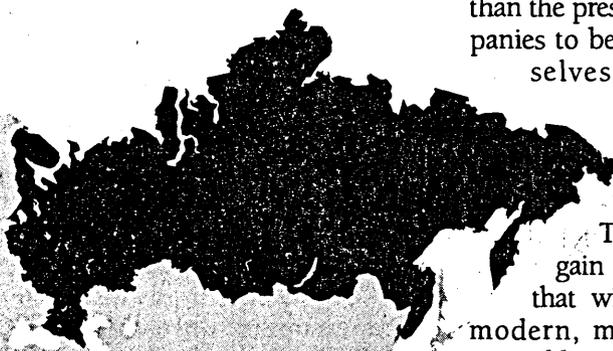


Moving into the Modern Age

The Russia of today is very different from the Russia of eight years ago. It is a huge and resource-rich country, spanning 11 time zones and home to 150-million highly educated citizens. Close to 70 per cent of the enormous state sector has been privatized, central planning has been largely eliminated, prices have stabilized, foreign trade has been liberalized, and a modern banking system is developing quietly. It hasn't been easy and problems still exist, but the world's largest country has firmly set its sights on becoming a modern market economy.

Notwithstanding the difficulties of doing business in a country still in a period of transition, Russia is too important to be ignored by Canadian exporters and investors. A 19-per-cent growth rate in exports in the first three months of 1998 is a reflection of its importance, particularly when exports to Asian markets are dropping. The country needs what every modern economy needs: oil and gas equipment, food products, commercial

services, construction materials, training and technology.



Despite enormous challenges, there has never been a better time than the present for Canadian companies to begin positioning themselves in these and other sectors, just as U.S., European and Asian companies have been doing for several years.

This is the ideal time to gain a foothold in a market that will only become more modern, more open and more accessible in the near future. From an investment standpoint, companies the world over are becoming increasingly interested in Russia, knowing that in 20 years it will be a world economic leader.

It is no secret that the Russian business environment is still complex and often difficult to understand. But the long-term benefits that can be gained from an investment of time and energy now are potentially staggering. Δ

Front and Centre in Canada's Business Mirror

The Russian economy turned the corner in 1997, posting positive growth that should continue in 1998. For Canada, the time is ripe for a closer look at a country that mirrors our own in climate, geology, industrial profile and regional landscape. Many Canadian companies are discovering that they have a special role to play and are seeking opportunities all across Russia.

With a gross domestic product of \$847 billion in 1997, Russia's export-oriented economy is lean after years of recession, but it is still by far the largest in Eastern Europe. Russia's government is focused on instituting basic reforms of its economic, tax and investment structures, all of which remain tough issues.

The government is poised to drive these reforms in order to secure the level of global integration that Russia's trading economy needs.

Continued on page II — Front and Centre

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Northern Giants: Canada-Russia Commercial Relations

After years of large-scale trade in the late 1980s and early 1990s, supported largely by massive Canadian grain sales, Canada-Russia trade fell to a low of \$571 million in 1994. Since that time, bilateral trade has grown back to over \$1 billion in 1997, with Canadian exporters diversifying from traditional sectors into value-added sectors such as agrifood, construction, oil and gas equipment, telecommunications, aerospace and consumer products, as well as investment.

During Prime Minister Chrétien's official visit to Moscow and St. Petersburg in October 1997, President Yeltsin remarked that Canada and Russia had a relationship that was a "special partnership of northern countries." It is special because of the many physical and economic similarities that the two countries share, and northern because of our direct link and dominant positions in the Arctic. This partnership flows from the fact that our bilateral relations have never been so filled with economic content.

There are many reasons that the Russian market continues to attract exporter and investor interest. Its population of 150 million is the largest in Europe. Its Eurasian position makes it an easy location from which to ship products to Asian and European markets. Low labour costs and an educated work force offer very competitive price structures. And Russia's natural resource base is second to none.

There has been very strong Canadian interest recently in Russia's burgeoning market for telecom-

munications equipment, with such companies as Northern Telecom, Newbridge Networks, Mitel and SR Telecom pursuing business. Canadian aerospace companies are also active in Russia, in partnerships ranging from research and space technology to component production and corporate aircraft sales and service. Biotechnology, pharmaceutical, and environmental technologies are also areas of strong growing interest.

Canada is working actively with Russia to facilitate trade and investment in all sectors. The bilateral Canada-Russia Intergovernmental Economic Commission (IEC) is stronger than ever. A Double Taxation Agreement came into force on January 1, 1998. New agreements are being pursued in a variety of sectoral and institutional fields. Negotiations on a new Foreign Investment Protection Agreement (FIPA) began in January 1998, and Canada is also actively involved in the Working Party on Russia's accession to the World Trade Organization. Δ

Front and Centre — Continued from page I

Russia's desire to join the World Trade Organization (WTO) and the Organization for Economic Cooperation and Development (OECD), as well as its incremental acceptance into the Group of Seven (now Eight) industrialized nations, has imposed new disciplines on its businesses and its people. Integration with the Asia-Pacific Economic Cooperation forum (APEC) and the European Community (EC) will exact even more demands.

Entrepreneurship on the upswing

With Russia's political transition mostly completed, the domestic focus is clearly on business challenges. Some results are already evident. Russia's oil and gas giants, led by Gazprom and Lukoil, have become

leading global players. Several Russian regions — Moscow, St. Petersburg, Nizhny Novgorod, the Volga basin, Western Siberia and Urals — are already posting high growth rates of between 5 and 10 per cent. And a construction boom spans the country.

For Canadian exporters and investors, Russia now represents even greater opportunities than exist in most Asian and Latin American markets. Canadian builders and suppliers are riding the Russian construction wave; Canadian agri-food exporters are doing very well in the meat, dairy, poultry and genetic sub-sectors; and Canadian mining companies are leading foreign investment in exploration and development in Russia. Δ

Long-term Potential Key to Opportunities in Russia

Russia is a country where many Canadian companies can have, and have had, considerable success. Canada has the products, services, technology and expertise that Russia needs as it prepares to enter internationally competitive markets. But the key to capitalizing on the opportunities available in the Russian market is patience. This is not a place to make money quickly. Canadian businesses must adopt a long-term approach in their pursuit of sales and contracts in Russia. Those companies that commit to a long-term investment will be the ones that reap the benefits in the years ahead.

Oil and gas

The oil and gas sector is the focal point of the Russian economy, with oil reserves estimated at approximately 2,500 billion barrels.

Today, with current extraction volume of about 6 million barrels of crude per day (over 300 million tonnes annually), Russia is the world's third-largest oil producer and accounts for about 10 per cent of world output. Although oil production has dropped by 50 per cent since 1987, the decline levelled off in 1996, and now the industry seems to be recovering. According to 1997 results, Russia posted a 1.34-per-cent increase over the previous year.

In 1997, 62 per cent of oil extraction and 95 per cent of gas extraction were concentrated in the Tyumen Oblast in West Siberia. There are also major offshore deposits north of the Arctic Circle and in the Russian Far East. Future production requires large capital investments to improve productivity and develop less accessible fields.

Russia's main operating oil fields are located in Siberia, where some two thirds of total output is extracted in the Tyumen region. Recently, however, both Russian and foreign oil producers have been shifting their attention to the tremendous deposits in the Timan-Pechora basin (Northern territories) and, particularly, offshore the Sakhalin Island. Several international consortia have been set up to explore

and develop these areas under production-sharing agreements.

Natural gas continues to occupy a dominant position in Russia's energy sector; in 1996 it accounted for 50 per cent of primary energy output and 33 per cent of energy consumption.

The Russian government is trying to revitalize the sector through such measures as the recent removal of oil export ceilings. As well, the government has abolished export customs duties for oil and natural gas condensate.

The main problem for the industry's further development, however, continues to be obsolete equipment and lack of investment. Oil companies continue to look abroad for funding and strategic partners.

Mining

Russia's territory includes mineral-rich regions in the Ural Mountains, Siberia and the Russian Far East.

But there have been significant decreases in production and export of minerals since the collapse of the Soviet Union — with the exception of Russian exports of aluminum, which have increased by 26 per cent since 1992. Many mineral deposits remain undeveloped and large regions unexplored.

Russia ranks seventh in the world in gold extraction volumes. Approximately 1,500 gold deposits are currently scattered throughout low population areas in the Yakutia, Krasnoyarsk, Kamchatka, Amur, Irkutsk and Magadan regions.

The country has a massive 55 billion tonnes of iron ore reserves, most of which are in central Russia, where the world's largest iron ore field, Kursk Magnetic Anomaly, is located. Outside central Russia, iron ore deposits have been developed in northern Russia, Urals, Siberia and the Russian Far East.

Continued on page IV — Long-term



Canadians are taking advantage of business opportunities in Russia through missions and trade fairs such as this 1997 forestry mission.

Long-term Potential Key to Opportunities

— Continued from page III —

Aluminum production is one of Russia's most stable industries, ensuring solid demand for bauxite, the raw material required for aluminum production.

The fact that many Russian mines use outdated equipment and are inefficient presents opportunities for Canadian expertise, technology and equipment, particularly in gold and coal mining. In addition, blast furnaces at many Russian steel works date from the 1930s, creating a potential market for metallurgical equipment and services.

Forestry

Opportunities in the forestry sector can be found primarily in the Russian Far East, which has a total land mass of 6.2 million square kilometres, 67 per cent of Canada's total area. Within this area are 12.3 billion cubic metres of mature timber, compared with British Columbia's 8.6 billion cubic metres. However, the remoteness of much of this timber makes access for commercial forestry a challenge.

The forestry sector needs strategic investments. However, it has been slow to privatize, and to date foreign investors have not been eager to put their money into the sector, despite its substantial export potential. Outdated equipment, coupled with inefficient management and a generally poor financial situation, have weakened investment interest.

Construction

Construction is in a period of transition following a sharp decline that began in the early 1990s. The sector is undergoing structural reforms, as giant construction companies split into smaller, more

flexible units that are able to undertake a wide range of construction projects. Large-scale privatization in the industry began in 1992, and as of mid-1997, 9,914 companies had been privatized.

Most construction activity is concentrated in urban areas and business centres such as Moscow, St. Petersburg, Novosibirsk, Nizhny Novgorod and Vladivostok.

In the last few years, there has been much activity in single-family housing construction. However, the sector is greatly hindered by the lack of a well developed system of mortgaging, and private individual investment is gradually being exhausted.

An overwhelming number of contracts for construction of quality housing complexes, modern office buildings, and repair and reconstruction works are fulfilled in collaboration with foreign companies. Russian companies were previously oriented toward massive industrial or standard social complexes, and now lack the appropriate experience for these types of projects. There are currently about 1,000 joint ventures and foreign construction companies in Russia.

This sector offers tremendous opportunities for developers and exporters of prefabricated houses and building materials.

Pharmaceutical

According to experts, Russia's high population and current low per-capita rate of medicine consumption are creating enormous growth potential for the medicinal drug market.

Almost all Russian pharmaceutical producers reprocess materials supplied by foreign producers, as a result of the high prices of domestically produced materials.

According to some forecasts, by 2000, vitamin sales are estimated to grow by 80 per cent, sales of non-prescription cough and cold medicines by 60 per cent, painkillers by 25 per cent and gastric medicines by 20 per cent from 1995 levels.

Environmental products

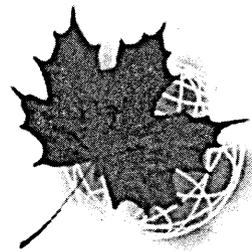
Current ecological conditions continue to force governments to make investments in environmental

Continued on page V — Long-term



Timber frame homes being built in Tver, north of Moscow, are using Canadian technology and finishing products.

Canadian Trade Review



A QUARTERLY REVIEW OF CANADA'S TRADE PERFORMANCE

FIRST QUARTER 1998

This trade and investment quarterly reports on Canada's economic growth in the first three months of 1998, and highlights our trade and investment performance in key sectors and markets.

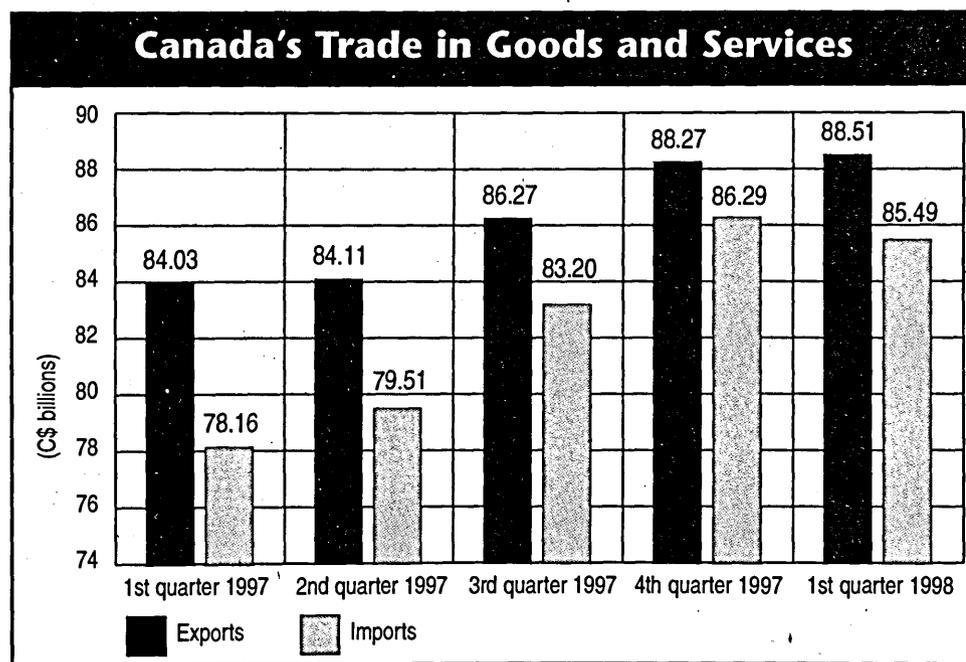
OVERVIEW

Slower growth and an unsettled international economy

During the first quarter of 1998, Canada's international trade continued to contribute, albeit at a slower pace, to ongoing growth in the economy and to job creation. This growth was highlighted by our trade performance in the United States, Canada's major export market.

The impact on Canada of the current turbulence in the international economy became clearer in the first quarter but has yet to be fully felt. The Asian financial crisis, the soaring U.S. dollar, and a dramatic weakening in international commodity prices have all contributed to this unsettled international economic environment. As well, the anticipated moderation of the U.S. economy will influence the performance of Canadian exports in the months ahead.

It cannot be taken for granted that Canada's impressive growth in exports of recent years will continue. Risks in the external environment are rising, and competition for the key U.S. market can only get tougher as our Asian competitors take advantage of their significant exchange-rate devaluations. These potential strains in an already turbulent international economy pose challenges to Canadian exporters and policy makers alike, who wish to ensure that the momentum of Canada's trade performance is sustained in our key markets, including Asia.



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

TRADE & INVESTMENT HIGHLIGHTS

Canada's trade continues to fuel jobs and growth

The Canadian economy grew in the first quarter — in real terms — by 0.9 per cent over the previous quarter and by 3.8 per cent over the same quarter in 1997. Over 100,000 jobs were created in Canada between January and March of this year. The trade sector continued to grow, with the value of goods and services exports up 5.3 per cent (or \$4 billion) and the value of goods and services imports up 9.4 per cent (\$7.5 billion) over the same quarter last year. These developments caused the merchandise trade surplus to shrink by 30 per cent from a year earlier, reflecting in part rapidly declining commodity prices. Vigorous export promotion measures and continued efforts to expand Canada's access to foreign markets will help ensure further economic growth and jobs in Canada.

Export growth highest in the United States and the European Union

The growth of merchandise exports in the first quarter of 1998 was driven mainly by increased exports to the United States (up 8.4 per cent or \$4.7 billion from a year earlier) and the European Union (up 8 per cent or \$0.3 billion). Healthy U.S. growth, improved and more secure market access resulting from the Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA), and the lower Canadian dollar were central contributors to our strong performance in the United States. These inroads were made especially in higher-value-added manufactured goods. Over 82 per cent of Canada's total exports are now sold in the United States.

Exports to Asia plummet

By contrast, exports to Asia plummeted 35 per cent from a year earlier. This included a 38-per-cent decline in exports to Japan, Canada's second-largest trading partner, and still steeper declines to South Korea (55 per cent) and Thailand (51 per cent), two of the countries hardest hit by the crisis. Exports were down 36 per cent to Indonesia, but the full effects of the instability in that country are yet to be fully reflected



in the two-way trade figures. Canadian exports to China and Hong Kong, which to date have been less affected by the financial and economic crisis than most other Asian economies, were down by almost 20 per cent in the first quarter.

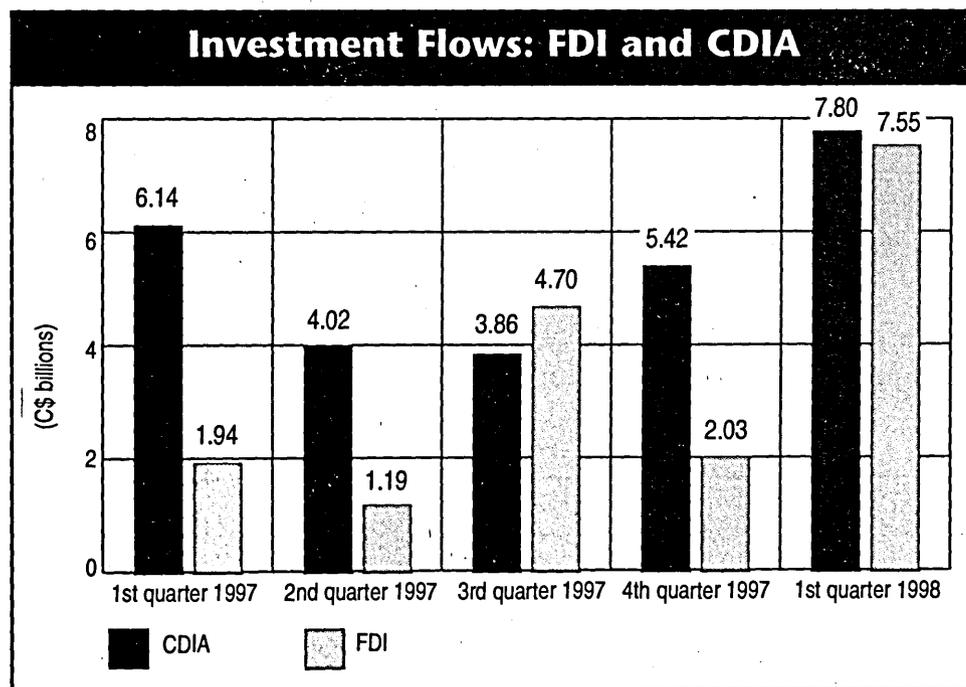
Imports from Asia rise sharply

Meanwhile, the sharply increased price advantage spurred by significant currency devaluations in many of Canada's trading partners in Asia was reflected in growth in imports from that region of almost 21 per cent year over the same quarter in 1997. Combined imports from Japan, China and Hong Kong rose 22 per cent.

These developments are an important step toward the recovery of the Asian economies and are thus in Canada's long-term global interest.

Investment

Both Foreign Direct Investment in Canada (FDI) and Canadian Direct Investment Abroad (CDIA) continued to grow strongly during the first quarter of 1998, recording their strongest quarterly growth in over four years. While FDI continued to come mainly from the United States, CDIA was divided almost evenly between U.S. and non-U.S. destinations.

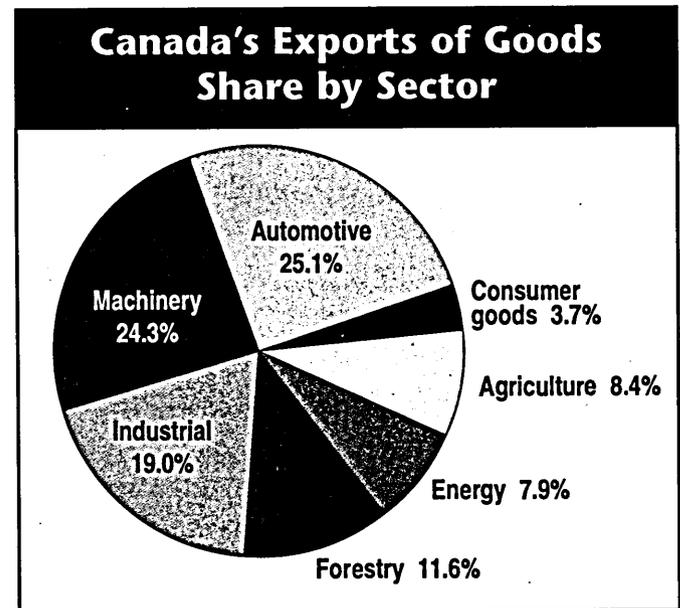


FEATURES SECTION

Canadian exports continue to shift to higher-value-added products

Machinery and equipment and consumer goods led Canadian export growth in the first quarter by a wide margin, reflecting more and more Canada's role as an export-driven manufacturer. This positive development for the manufacturing sector contrasts with weakening commodity prices. In particular prices fell for energy and, to some extent, forestry products, which resulted in a drop of 8.9 per cent in the value of exports in the energy and forestry sectors. With these developments, the share of merchandise exports accounted for by

primary products (agriculture, fishery, energy and forestry products) fell below 29 per cent, reflecting the ongoing transformation of the Canadian economy.



MORE INFORMATION

For more information, visit the DFAIT Web site at <http://www.dfait-maeci.gc.ca>
Canadian exporters may also call 1-888-811-1119 or visit <http://exportsource.gc.ca>

The Department of Foreign Affairs and International Trade has 130 offices and 828 trade officers around the world to help Canadian companies in their trade and investment efforts. In 1997, the Department assisted Canadian companies on 151,000 separate occasions. The Department also negotiates and administers a broad range of trade and investment agreements for Canada and helps resolve trade disputes on behalf of Canadian industries. Our market access initiatives open doors abroad for Canadian companies, and our trade promotion initiatives help Canadian firms take advantage of these commercial opportunities.

Main source of data: Statistics Canada

Disponible également en français

Calgary Institute Finds Fertile Training Ground in Russia

For four years, the South Alberta Institute of Technology (SAIT) — a huge polytechnical school with a staff of 1,650, founded in 1916 — has been providing training to Russian students eager to learn technical and other skills from Canadian experts.

It all started in 1994 after a partnership was struck between the Ukhta Industrial Institute of Komi (a region in northern Russia) and SAIT.

A couple of years later, a Russian-Canadian Training Centre was set up jointly between SAIT and the Russian Ministry of Fuel and Energy (RMFE), in Moscow.

"People affiliated with the oil and gas industry came to Calgary in 1996 for technical training," says the project manager for the Training Centre, Renee Chernecki, "and they have been coming ever since from the Ukhta Institute.

"They come to study business administration," she explains, "including courses such as accounting, public relations, and human resources, in addition to being offered short-term technical seminars."

CIDA-funded project

SAIT's current contractual arrangement is for a joint training program in business management — financial, human resources — with the RMFE.

"The program starts with a 16-week training session in Moscow at the Russian-Canadian Training Centre, which is funded by the Canadian International Development Agency [CIDA]," says Chernecki. "The Moscow session is followed by a 16-week session in Canada."

The program, which has been running for two years in Moscow, also involves training Russian instructors, giving Russian clients some long-term benefits.

"That's an important element," Chernecki explains, "since CIDA-funded projects normally are geared toward helping local populations help themselves."

Having the right connections

SAIT, which is a member of the Association of Canadian Community Colleges (ACCC) and is active in many other countries, got involved with Russia, as with any other country, through ACCC's institutional strengthening program. It also received support in 1992-93 from the Canadian Technical Assistance Program to the former Soviet Union.

"We started with an exchange of administrators and managers," says Chernecki, "which eventually led to contractual arrangements for training Russian students — which, incidentally, is all done in English."

This means that all students must have a sufficient knowledge of English beforehand, although SAIT offers a six-week English-as-a-Second Language (ESL) course for those who need it.

Continued on page VI — Calgary Institute

Long-term Potential — Continued from page IV

equipment and technology. Considering that Russia is heavily industrialized but that its industrial enterprises continue to operate ecologically unsafe equipment, investments in the sector are insufficient.

According to the Russian Academy of Sciences, about 70 per cent of Russian industry does not use ecologically safe equipment. The annual volume of waste products from Russian industries amounts to 7 billion tonnes, only

28 per cent of which are reprocessed. Solid waste products occupy more than 10,000 hectares.

In August 1995, the Russian government launched a federal environmental program financed through special credits from the European Bank for Reconstruction and Development (EBRD). The Global Ecological Fund will also grant US\$80 million for programs that prevent further environmental pollution. In addition, Russia

intends to obtain US\$60 million from a variety of sponsors for international forest protection programs. Over the next several years, Russia is expected to spend about US\$3 billion through various international environmental programs.

The bulk of environmental products, especially containment and reprocessing facilities, are imported from abroad, mainly from Germany, the United States and Japan. Δ

Ontario Bakery Manufacturer Makes Good "Dough" in Russia

Exporting Canadian products and services to Russia can be quite rewarding, but it takes considerable time and effort, and especially perseverance, as DBE Food Equipment Inc. found out.

The 15-year-old Concord, Ontario, manufacturer of bakery equipment started supplying and installing its products in Russia some six years ago.

"We chose Russia because that's where I came from originally," explains DBE president Fima Dreff.

Dreff made a trip there in 1992, the year President Boris Yeltsin issued a decree authorizing foreign companies to retain 100-per-cent ownership in Russia.

"I looked for people interested in doing business," Dreff says, "hired some, and set up shop in Moscow the following year, providing company brochures and offering training."

The Moscow office now has a staff of 25 people.

Doing business in Russia

Although Dreff's background is Russian, the situation in his native country had changed a great deal since he left, so even he was glad to get advice from the trade commissioners at the Canadian Embassy in Moscow.

"They gave advice about possible clients in Russia," he says, "and their backing and recommendation of our company was quite useful."

Based on his experience, Dreff advises Canadian companies to be very selective about what kind of people they are dealing with.

"Make sure that you have complete control over your affairs at all times," he recommends, "and that you speak the language."

Russia offers a very competitive market, he warns, "so don't expect to make a quick profit there. You have to go in for the long haul."

Going to the Canadian Embassy for advice is a good step, says Dreff, "but after that, it's up to you to take action in a country that is not so much a land of opportunity as a land of hard work."

"When it comes to the money earned for our hard work," he explains, "as a rule we don't give credit but release our equipment only when full payment has been received."

Hard work leads to success

DBE's annual sales in Russia — where the company has sold over 120 bakeries throughout the country — have reached close to \$4 million.

"We not only supply and install our bakery equipment," Dreff explains, "but we also organize the technical support to our customers, such as training the future owners and managers of the bakeries and providing maintenance and technological support and help with obtaining product accreditation."

"Most of our customers are very successful," says Dreff, "and some of them have purchased more than one bakery from us."

Success breeds success: last year DBE set up a subsidiary in Moscow, DBE Food Ingredients, ready to supply the bakeries it has successfully helped set up.

And the work doesn't stop there. DBE has already participated in several trade missions organized by the Canadian Embassy in Moscow, to reach other parts of that vast country; and it also hopes that being listed on DFAIT's WIN Exports database will bring in added opportunities in Russia and elsewhere.

For more information on the 50-employee DBE Food Equipment Inc., contact president Fima Dreff, tel.: (905) 738-0353, fax: (905) 738-7585. Δ

Calgary Institute

— Continued from page V

According to Chernecki, the same rules apply for doing business in Russia as in any other country, such as making sure that you have a contractual arrangement before engaging in any activity.

"But be aware of cultural differences," she advises, "and, above all, be adaptable and flexible."

SAIT is also in constant contact with the Technical Assistance Section at the Canadian Embassy in Moscow, which is in charge of CIDA projects in Russia.

"This way," explains Chernecki, "we have a solid backing for our work in Russia and can compare notes on our work there."

For more information on the South Alberta Institute of Technology, contact Marcia Church, Program Assistant, tel.: (403) 284-8299, fax: (403) 284-7163. Δ

Sources of Information and Assistance

Many Canadian government organizations and industry associations have useful information to share with companies entering the Russian market, and Russia has trade representation in Ottawa and a consulate general in Montréal. Several Canadian provinces and territories also have a range of helpful resources to offer.

Department of Foreign Affairs and International Trade (DFAIT)

The Department's Eastern Europe Division (REE), the Canadian Embassy in Moscow and the Canadian Consulate in St. Petersburg provide advice on doing business in Russia, as well as information on trade shows and potential customers and distributors.

DFAIT also co-ordinates the Canada-Russia Intergovernmental Economic Commission (IEC), which works to facilitate bilateral trade and economic relations. Within the framework of the IEC, Canadian representatives work with their Russian counterparts to identify business opportunities and to help resolve irritants for individual firms. Full contact information is given on p. VIII. For a copy of DFAIT's latest *Guide to Doing Business in Russia*, contact Elaine Lefebvre, tel.: (613) 996-5720, fax: (613) 995-1277.

Export Development Corporation (EDC)

EDC is very active in Russia, developing and strengthening its relationships with a wide range of Russian banks and organizations. Through its risk management services, which include insurance, financing and guarantees, EDC continues to be a valuable ally to Canadian exporters and their customers. For information, contact the EDC Emerging Exporters Team, tel.: 1-800-850-9626, or the Small Business Team, tel.: 1-800-575-4422; Internet: www.edc.ca

Canadian International Development Agency (CIDA)

CIDA has two programs supporting activities in Russia. The Technical Cooperation Program was established to promote and support the transition to market-based economies. It is available to Canadian companies on a cost-shared basis with an identified Russian partner. Funding does not cover capital, start-up or business operating costs. For information, contact the program, tel.: (819) 994-7127, fax: (819) 994-0928.

CIDA's Renaissance Eastern Europe program helps Canadian companies position themselves in Russia through joint ventures and training. The program supports Canadian-Russian joint ventures by investing in feasibility studies and personnel training up to \$100,000. For information, contact

the program, tel.: (819) 994-7159, fax: (819) 994-7131. Details on both programs are also available at the CIDA Internet site: www.acdi-cida.gc.ca

Canada-Russia Business Forum (CRBF)

Founded in 1997 in Toronto, the CRBF is a not-for-profit organization committed to promoting bilateral business growth. It offers Canadian companies networking opportunities, as well as advice and information on technology commercialization, financing, industrial and regional development and government liaison. For information or to become a member, contact the CRBF, tel.: (416) 352-5183, fax: (416) 352-5183, Internet: www.canada-russia.com

Canadian Business Association in Russia (CBAR)

CBAR helps Canadian companies based or doing business in Russia to network and share their business experience. It also provides a forum to liaise with other business communities and to make representation to Russian government bodies. For information, contact Bill Gilliland of McLeod Dixon in Moscow, tel.: (7-502) 222-2305, fax: (7-503) 956-7921.

Canada-Eurasia Energy and Industry Alliance (CEEIA)

Established in April 1995, the CEEIA is a non-profit organization representing over 30 companies, primarily from the oil and gas sectors. The CEEIA promotes Canada's energy expertise in Russia, helps identify potential business opportunities, and provides a forum for the exchange of information. For information, contact Iva Schafferova, tel.: (403) 267-8135, fax: (403) 267-8142, e-mail: ceeia@spots.ab.ca

Canada-Pacific Russia Trade Centre (CPRTC)

Based in West Vancouver, the 50-member CPRTC promotes business links between Western Canada and the Russian Far East. The Centre publishes a weekly newsletter that provides trade intelligence and leads. CPRTC also holds regular luncheon meetings and lobbies Canadian governments to expand business services in the Russian Far East. For information, contact Ian Ogilvie, tel.: (604) 926-7103, fax: (604) 926-7143, e-mail: CanPacRussia_trd_Ctr@compuserve.com

The Ins and Outs of Doing Business in Russia

Although rewarding, doing business in Russia can be trying. To avoid lengthy delays and legal difficulties, it is important to learn about the requirements and particularities of Russia's political, economic and legal jurisdictions. Possibly the most important single step in doing business in Russia is to find a reliable and credible partner in the country.

The next step is to establish contact with an organization that understands the Russian market and that can guide your entry into the market. A number of such organizations are profiled on p. VII. Experienced trade officers at the Canadian Embassy in Moscow and Consulate General in St. Petersburg are always available to assist with information and advice.

Here are some useful facts that may be of value when conducting business in Russia.

Contracts: Contract law in Russia differs from Canadian contract law in critical respects. For example, preliminary contracts, which Canadians would view as non-binding letters of intent, may be recognized under Russian law as requiring parties to proceed. It is strongly recommended that Canadian business people seek legal advice before entering into preliminary agreements with Russian partners.

Foreign investment: While the Russian government has passed legislation to promote foreign investment, lack of clarity in existing Russian legislation, including the foreign ownership of land, continues to impede investment flows. Other barriers include deficiencies in the taxation system, an inadequate financial and banking infrastructure, ambiguity in Russian law, and inconsistent application of legislation by local authorities.

Import/export tariffs: With the introduction of a new import duty regime on July 1, 1995, the weighted average tariff level has risen

by about 2.5 points and is now approximately 14 per cent ad valorem. Most goods imported into the Russian customs territory are also subject to a value-added tax (VAT) of 20 per cent and excise duty at the time of customs clearance.

The Russian government has greatly liberalized its export regime, having eliminated all export tariffs as of July 1, 1996. In June 1998 the government also announced its intention to increase import duties on all products by 5 per cent. Implementation is expected by fall 1998.

Controls: Russia maintains export controls on a range of products and services, including materials, equipment, technology and information used in the production of weapons; potential dual-use products such as those

intended for a peaceful purpose but that could be used to create weapons; and hazardous materials such as hazardous waste and ozone-destructive products.

Environmental law and regulations: The Russian environmental legislation is in a state of flux, with numerous pieces of legislation currently under consideration. The Environmental Protection Law allows federal ministers to establish permissible pollution limits and obligatory payments for industrial waste discharge.

Environmental damage may be remedied by holding a company liable for restoring the environment at its own expense. The extent of the obligation to clean up sites is, however, undefined in the Law, which does not establish a framework to determine maximum permissible levels of pollutants. Δ

Contacts

IN CANADA

Eastern Europe Division (REE)
Department of Foreign Affairs
and International Trade
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Tel.: (613) 992-8590
Fax: (613) 995-1277
e-mail:
ree.extott@extott04.x400.gc.ca

IN RUSSIA

Canadian Embassy
Starokonyushenny Pereulok 23
Moscow 12100, Russian Fed.
Tel.: (7-095) 956-6666
Fax: (7-095) 232-9949
e-mail:
td.mosco@mosco01.x400.gc.ca

Consulate General of Canada
Malodetskosselsky Prospekt 32
St. Petersburg, Russian Fed. 198013
Tel.: (7-095) 325-8448
Fax: (7-095) 325-8393

Software Seminars Help Ease Entry into Japanese Market

As part of a series of software seminars designed to help small and medium-sized Canadian companies find partners in Japan, the Canadian Embassy in Tokyo hosted a Canadian Financial Management Software Seminar on February 26 and a Telecommunications Software Seminar on March 4 — both held at the Embassy in Tokyo.

Identifying and targeting appropriate Canadian companies to be participants in each seminar, the Embassy was able to recruit an audience of Japanese information technology industry representatives who were keenly interested in the particular software product lines being presented.

Strong interest in Canadian products

Five Canadian companies were represented — and provided six presentations — at the financial management seminar, which attracted strong interest from representatives of Japan's financial industry. Several companies, such as Algorithmics of Toronto, were represented by their subsidiary in Japan, while other participants, including KyberPASS of Nepean, were new to the market.

Showcase for latest products

At the second seminar, established Canadian telecommunications companies, such as Nihon Newbridge, Teleglobe Canada and Northern Telecom Japan (Nortel), provided an afternoon of presentations of their latest software and hardware products.

Teleglobe Canada began its presentation by announcing that Teleglobe Japan had just received its

licence to begin offering telecommunications services — only the second foreign telecommunications carrier to receive this type of designation.

Northern Telecom Japan used the seminar as an opportunity to launch



Nortel gives working demonstrations of its equipment at the Embassy reception.

its new call centre management product, "Symposium."

Following the presentations, the telecommunications companies provided working demonstrations of their products for the audience of telecommunications-industry representatives.

A leg up into the Japanese market

The Japanese software market is worth US\$6 billion a year; however, challenges such as the language localization of the software and cost

of doing business can make the market seem daunting. The Embassy in Tokyo initiated the seminar series in an attempt to mitigate these kinds of challenges and to ease entry into the local marketplace for Canadian software developers.

The pooling of Canadian companies for one targeted subject seminar also provides smaller Canadian firms with a low-cost, efficient venue for introducing their products — a way of making an expensive undertaking more affordable.

Upcoming software seminars

Two upcoming seminars to be held at the Canadian Embassy in Tokyo

will focus on e-commerce/cyberbusiness and telemedicine/telehealth.

For more information on these and other upcoming software seminars, contact Michael Clark, Japan Division, DFAIT, tel.: (613) 995-1577; or Andrew Smith, Canadian Embassy, Tokyo, e-mail: andrew-smith@tokyo04.x400.gc.ca

A number of software market reports are available on-line through the Ni-Ka Online Web site at <http://www.dfait-maeci.gc.ca/ni-ka/>

French Purchasing Groups are a Potential Gateway for Canadian Products

The major French purchasing groups, which reach consumers by catalogue or through stores, may prove to be a gateway for Canadian manufacturers that wish to see their products positioned in France.

Stracoma Inc. is a Montréal consulting firm specializing in commercial development that has been able to build a bridge between major French purchasing groups and some 40 manufacturers established in Canada.

"It all began with a promotional campaign launched at Christmas 1994 by the Canadian Embassy in Paris and CAMIF, the third-largest purchasing group in France," explains Stracoma president Sylvie Alexandre. "Promotion Canada" was held to better publicize Canadian products in France and to evaluate interest in them before offering them on a regular basis.

With the support of the Embassy's trade commissioners, Alexandre (at the time a consultant for the Montréal consulting firm Altafran) identified Canadian products that might be attractive to CAMIF's French buyers and co-ordinated the meeting between those buyers and the Canadian manufacturers. She also visited France to work on-site with the directors of the three big CAMIF stores that were hosting the promotion.

"The initiative definitely produced results," Alexandre recalls. "Of the 50 Canadian firms that participated, 42 sold more than \$750,000 in products."

Encouraged by this experience, in 1995 Sylvie Alexandre founded the Stracoma consulting firm, while continuing to work with Altafran — which now has an office in Paris. As an intermediary between the consumer product manufacturers and French purchasers such as CAMIF, Stracoma provides Canadian suppliers with a regular presence in the French market. The Canadian Embassy in Paris helps with the smooth operation of this undertaking, notably by facilitating initial contact with French buyers.

Perseverance, attention and presence

From her years spent promoting Canadian products to purchasing groups in France, Alexandre has some useful advice. "To sell to the big French groups, you must be extremely persevering," she says. "France is part of the immense European market, and competition is very strong, not only from neighbouring countries but also from Asia. You have to know how to highlight the 'extras' that differentiate Canadian products from the thousands of others manufactured all over the world."

According to Alexandre, Canadian manufacturers also have to be attentive to French consumer preferences and adapt their products accordingly. Such adapting can even lead to a product's success in Canada, as was the case for one of Stracoma's client manufacturers.

Maintaining frequent contact with the trade commissioners in Paris, and with the buyers through weekly telephone calls and regular visits, are also key to success in France.

Breaking into the French market

Canadian manufacturers that want to sell to major French groups often have to wait nearly eight months before seeing any tangible results. This is on account of the purchasing mechanisms, which include different stages of product selection. For example, it is the group's buyer who selects the product from the manufacturer or its intermediary. The product then moves to the screening stage, where the group's finance department discusses its potential profitability. Finally, the selection committee decides if an order for the product will be placed by the group.

Continued on page 11 — French Purchasing

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. For your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



CCC Helps Bristol Aerospace Land Major Contract in U.S.

Bristol Aerospace of Winnipeg has been awarded a \$15-million contract to supply front frames for F110 aircraft engines to the U.S. Air Force in Oklahoma, through the Canadian Commercial Corporation.

The contract was awarded on a competitive basis through CCC, which works extensively with U.S. government agencies looking for quality Canadian-made products. CCC has also worked extensively with Bristol

Aerospace, which has transacted \$37 million worth of business through the corporation.

Wholly owned by the Government of Canada, CCC provides a wide range of export contracting services to help Canadian suppliers land and complete export sales. In 1997-98, CCC received orders worth over \$1 billion on behalf of Canadian exporters from customers in 46 countries.

Canadian Cost of Living

— Continued from page 1

5 per cent and 9 per cent, depending on the regions being compared and the industry sectors being considered.

A potential investor's or senior manager's evaluation, however, should sometimes extend to cost-of-living comparisons. A number of factors influence cost of living, including property values, the cost of goods and services in the local market, and personal tax rates. The Fischer brief attempts to put elements of cost of living into context. Canada is much more competitive on these factors than is commonly perceived.

Note that personal health costs — one of Canada's main cost comparisons — was not included in this comparison because employers usually pay such costs. If an executive were to pay medical costs, Canada would gain 7-8 percentage points and be more competitive than most locations.

The table summarizes the total cost-of-living figures for each of the 10 cities compared in the analysis.

Summary - Total Cost of Living

		Index
Atlanta, Georgia	\$ 98,310	97.7
Halifax, Nova Scotia	\$100,303	99.6
Kitchener, Ontario	\$102,457	101.8
Calgary, Alberta	\$103,955	103.3
Minneapolis, Minnesota	\$105,788	105.1
Seattle, Washington	\$107,721	107.0
Montreal, Quebec	\$108,768	108.0
Vancouver, British Columbia	\$112,734	112.0
Toronto, Ontario	\$115,961	115.2
Boston, Massachusetts	\$118,378	117.6

Source: Runzheimer International - 05/98

Canada's Power Industry

— Continued from page 2

and, currently, developers. In sum, there is a rich store of experience on which the international power industry can draw.

For more information, contact the Electricity Team, Industry Canada, tel.: (613) 954-3203, fax: (613) 941-2463, e-mail: wright.gerry@ic.gc.ca Web site: <http://strategis.ic.gc.ca/electrical>

French Purchasing Groups

— Continued from page 10

Among Canadian consumer products highly rated in France are garden furniture and accessories, home decorating accessories, practical kitchen items, ready-to-assemble furniture, automobile accessories and sportswear.

For more information about Stracoma Inc. contact president Sylvie Alexandre, tel.: (514) 334-0146, fax: (514) 334-0279, e-mail: stracoma@Mlink.net

Expand Your Business Internationally at INTERPHEX EUROPE '98

BIRMINGHAM, ENGLAND — November 10-12, 1998 — Devoted exclusively to the production, packaging and distribution of pharmaceutical and cosmetic products, INTERPHEX EUROPE '98 will give Canadian company representatives the opportunity to meet face to

face with thousands of U.K. and European buyers and specifiers from every sector of the industry.

For more information, contact Krista Olston, International Exhibitor Services, tel.: (203) 840-5313, fax: (203) 840-9570, e-mail: export@reedexpo.com

Canada and Italy: Towards an Expanded Partnership — *Continued from page 1*

Telecommunications and aerospace highlighted

For the 22 representatives of the ICT sector, the events provided a forum for learning about business opportunities in Italy from those with experience in the Italian information technologies and communications market.

In a meeting with Italy's Minister of Communications, Antonio Maccanico, Mr. Marchi stressed the strong ties that Canada has with Italy in this area, noting that Canada's excellence in telecommunications and Italy's large reservoir for the information highway could certainly help boost trade between the two countries: "Canada and Italy are natural partners in the information highway."

Representatives of the Canadian ICT sector also met with the new executives of Italy's recently privatized national phone company Telecom at its head office in Rome. At the meeting, Telecom senior management expressed warm interest in increasing collaboration with Canadian firms.

Meanwhile, the 31 delegates from the 22 Canadian aerospace organizations participating in the mission visited the production facilities of Italy's main aircraft manufacturers, attended aerospace seminars, and held individual meetings with their Italian coun-

terparts. Minister Marchi lent his support to the companies, pointing out their growing presence in international markets and their desire to form relationships with Italian firms. For the small and medium-sized businesses, the presence of major Canadian aerospace companies such as CAE Electronics and General Electric and the active participation of the Aerospace Industries Association of Canada were an added benefit.

New agreements facilitate bilateral co-operation

In addition to helping Canadian businesses get their foot in the door of the world's fifth-largest market, the mission saw the signing of agreements that will have the effect of creating closer co-operation between the two countries. A Memorandum of Understanding between the Aerospace Industries Association of Canada and the Association of Italian Aerospace and Defence Industries will provide a general framework for joint promotion of bilateral collaboration.

Other business deals signed included an agreement between Northern Telecom and Finmeccanica of Italy for joint development and manufacture of wireless communications technology; the purchase of \$40-million worth of

Italian machinery by the Canadian firm Pasta D'Aurum for the creation of its new pasta plant in Swift Current, Saskatchewan; and a \$60-million contract between GE Canada Inc. and European Helicopter Industries Ltd. to supply an engine for the Comorant helicopter project.

Autoparts conference promotes Canadian technology

The trade mission took place several days after the two-day Canadian-Italian Automotive Seminar, held in the northern city of Turin. At the conference, Minister Marchi joined Canadian firms in meeting with Italian companies to publicize the potential of Canadian auto-industry firms and their willingness to enter into joint ventures. A small group of Canadian companies was also given the opportunity to visit Italian automotive plants.

All in all, the event-filled mission to Italy was highly successful in informing Canadian companies about the Italian market and allowing them to make contacts for future business. Mission members came away assured that this country of nearly 58-million wealthy consumers is an obvious market for Canadian exports, as well as a source of lucrative partnerships for doing business both in Italy and in third countries.

Canadian Products and Services to be Showcased in Moscow

MOSCOW, RUSSIA — October 6-8, 1998 — Canadian companies are encouraged to take a close look at the growing opportunities in Russia and the rest of Eastern Europe by participating in the multi-sector Canadian Products Showcase Trade Show, being organized by the Canadian Council for Export Development (CCED), with the assistance of the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Embassy in Moscow.

Key decision-makers and buyers, in both government and the private sector, will be invited to visit this

multi-sector showcase to meet with Canadian company representatives and to see displays of their products and services.

The show will provide an excellent introduction into an emerging market, and could be very rewarding in obtaining sales or initiating business relationships with Russian partners.

Canadian merchandise exports to Russia totalled \$351 million in 1997, an increase of 5.6 per cent over the previous year. In the first two months of 1998, Canadian exports were valued at \$54 million, an increase of 21.2 per cent over the same period in 1997.

Participating companies may be eligible for financial assistance to offset show costs from DFAIT's Program for Export Market Development (PEMD). For more information, contact the InfoCentre at 1-800-267-8376.

For more information about participating in the Showcase, or to receive a trade show kit, contact Robert Grison, Director of Operations, Canada Council for Export Development, 3500 Fallowfield Rd, Nepean, ON, K2J 4A9, tel./fax: (613) 825-9916, e-mail: cced@sympatico.ca

Argentine Health Sector Offers Opportunities for Canadians

BUENOS AIRES, ARGENTINA — November 4-7, 1998 — Recognizing the significant opportunities that the Argentine market offers Canadian providers of health-related equipment, products and services, the Canadian Embassy in Argentina will be mounting a Canada stand at Hospitalaria '98.

The show has grown quickly, reflecting the increasing importance of the sector in Argentina, as well as the country's position as a gateway to Mercosur, a market of almost 200 million people in Argentina, Brazil, Uruguay and Paraguay.

In some respects, Argentina — one of the most prosperous countries in Latin America — has a highly developed health care system. Health spending is estimated at US\$25-28 billion a year, or over 9 per cent of GDP, a figure significantly higher than in other Latin American countries. Despite the resources devoted to it, the Argentine health system suffers from low efficiency, poor equity, lack of control over rising health spending, and ineffective regulation.

With the assistance of the World Bank and the Inter-American Development Bank, the government has ini-

tiated an ambitious reform program directed at the employment-linked health insurance funds (*Obra Social — OS*) and the public hospital system. The government is also considering regulating the private insurance plans by setting minimum requirements for capital and number of affiliates, and by establishing a minimum package of coverage. In the long run, the government hopes to stimulate competition between the OSs and the private-sector insurers.

As the principles of consumer choice, competition and accountability are introduced, health providers will need to modernize their delivery and management systems. With health sector investment a high priority, the Argentine market offers significant opportunities for Canadians.

Interested Canadian companies are invited to participate in Hospitalaria '98 by sending brochures to be displayed at the Canada Stand, or by mounting their own booths.

For more information on the Argentine health sector or the Hospitalaria show, contact the Commercial Section of the Canadian Embassy in Argentina, fax: (54-1) 806-1209, e-mail: commerce@bairs01-400.gc.ca

Innovative Canadian Solutions Featured at COMDEX/Fall

LAS VEGAS, NEVADA — November 16-20, 1998 — More than 75 Canadian companies are expected to participate in COMDEX/Fall, the world's "Number One Information Technology Marketplace." The Department of Foreign Affairs and International Trade (DFAIT) will be mounting a Canadian pavilion.

Long history of success at COMDEX

The show is a must for Canadian information technology (IT) companies that want to expand their business into the U.S. market. Over 200,000 resellers, industry professionals, and corporate decision makers attend this event, bringing with them more

than \$125 billion in purchasing power.

A survey of 11 Canadian IT companies that exhibited last year showed that they were successful in appointing sales agents and distributors in the U.S., Europe and Asia, and that they expected to increase their on-site sales revenues by \$14 million within a year of the show. One company successfully obtained a sizeable capital investment as a result of its participation at COMDEX.

Join NEBS Plus

DFAIT's U.S. Business Development Division is offering an additional 16

multimedia firms the opportunity to exhibit in the pavilion as part of the "Multimedia Café" New Exporters Enhanced (NEBS Plus) Trade Mission. The program provides small and medium-sized companies that have some export experience with the knowledge, exposure, information sources and motivation that they need to expand in the United States.

For more information on exhibiting in the Canada Pavilion or joining the NEBS Plus mission, contact David Cameron, Kadoke Exhibition Services, tel.: (613) 241-4088; or Pat Fera, DFAIT, U.S. Business Development Division, tel.: (613) 944-9475.

IFFT Furnishes Opportunities for Canadians

TOKYO, JAPAN — November 18-21 — The Japan Division of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada, along with the Canadian Embassy in Tokyo, are pleased to announce that they will be organizing a Canadian stand this year at the International Furniture Fair in Tokyo (IFFT '98), Asia's largest show of its kind.

Since the furniture sector was designated a priority market in DFAIT's *Action Plan for Japan*, the Japanese furniture market has been attracting increasing attention from Canadian suppliers. In 1997, Canadian furniture companies exported \$15.9 million to Japan, up from \$13.2 million in 1996. There is, however, much more room for growth. About \$800 million of Japan's \$4-billion furniture market is imported.

The IFFT has established itself as the definitive meeting place for the furniture industry in the Asia-Pacific region. The show expects to attract over 600 exhibitors, over 45,000 trades visitors, and another 10,000

visitors from the general public. Twenty Canadian furniture companies exhibited at IFFT '97.

Canadian companies interested in taking advantage of this important export market are encouraged to participate in IFFT '98 to strengthen existing relationships with Japanese

importers and distributors and to forge new relationships with prospective Japanese partners.

For more information, contact Rick McElrea or Graham Gleddie, Japan Division, DFAIT, tel.: (613) 996-2460; or Huguette Parker, Industry Canada, tel.: (613) 954-3105.

Limited Space Available at NEX '98

TORONTO — October 16-17, 1998 — There is still space available for companies wishing to exhibit at the North American Exposition (NEX '98). The show has already reached 93 per cent of its projected goal for registration.

All segments of the plumbing, heating, cooling, and piping (PHCP) industry will be represented at the show, with special sections being set aside for pipe, valves and fittings, technology and hydronics. Over 1,200 exhibits are expected, along with attendance of 20,000 industry personnel.

The American Supply Association and the National Association of Plumbing Heating Cooling Contractors will each hold their annual convention in conjunction with the show.

For more information, contact Elizabeth McCullough, Sales Manager - Canada, NEX '98, c/o Canadian Institute of Plumbing and Heating, 295 The West Mall, Suite 330, Etobicoke, ON M9C 4Z4, tel.: 1-800-NEX-CIPH, fax: (416) 695-0450, Web site: <http://www.ciph.com>

Doing Business with the U.S. Government — The GSA Way

The General Services Administration (GSA) is a major procurement arm of the U.S. government. Purchasing by more than 78 federal agencies totals more than US\$10 billion annually.

One procurement arm of the GSA is the Federal Supply Service, which does its purchasing through different schedules, some of which allow purchasing from multiple vendors. Other opportunities can be met by a single vendor only. Vendors can be placed on a GSA mailing list and receive notices of requests for solicitation. The GSA Web site (<http://www.gsa.gov>) contains useful advice and information about government purchasing and forecasts procurement opportunities.

Another source of requests for solicitation is the *Commerce Business Daily* (<http://cbdnet.gpo.gov>), which is updated daily; it does not, however, allow much lead time for a company to prepare to bid.

More information about the GSA can be obtained from Allison Saunders, fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

The following is a sample of upcoming solicitations expected to be posted in the *Commerce Business Daily* in October 1998. (This is the best information available as of June 1998.)

Schedule identification: 66

Description: Bio safety cabinets, vertical cabinetry

Estimated value: US\$1.2 million*

Contract period: FY98

Procurement method: Multiple award schedule

Contact: Anita Brooks

Tel.: (703) 305-6298, fax: (703) 305-5537

*\$500,000 of this procurement has been set aside for U.S. small business.

Contract period: FY98-FY2000

Procurement method: Other indefinite delivery contract

Contact: LaRaine Rosenow

Tel.: (206) 931-7095, fax: (206) 931-7174

Schedule identification: 8376

Description: Sealing compounds

Estimated value: US\$100,000 - \$450,000

Contract period: FY98-FY2000

Procurement method: Other indefinite delivery contract

Contact: LaRaine Rosenow

Tel.: (206) 931-7095, fax: (206) 931-7174

Schedule identification: 51

Description: Miscellaneous wrenches and wrench sets

Estimated value: US\$1.8 million

Contract period: FY98

Procurement method: Sealed bid

Contact: Shirley Reed

Tel.: (816) 823-1282, fax: (816) 926-3678

Schedule identification: 8352

Description: Sealants

Estimated value: US\$200,000 - \$250,000

Contract period: FY98-FY2000

Procurement method: Other indefinite delivery contract

Contact: Ed Johnson

Tel.: (206) 931-7102, fax: (206) 931-7174

Schedule identification: 68

Description: Disinfectants

Estimated value: US\$4 million

Contract period: FY98

Procurement method: Negotiated

Contact: Bruce Bronoske

Tel.: (253) 931-7092, fax: (253) 931-7174

Schedule identification: 8365

Description: Polythioether sealant

Estimated value: US\$500,000 - \$1,500,000

Contract period: FY98-FY2000

Procurement method: Other indefinite delivery contract

Contact: LaRaine Rosenow

Tel.: (206) 931-7095, fax: (206) 931-7174

Schedule identification: 8323

Description: Sealant

Estimated value: US\$2 million



**MARKET
REPORTS**

DFAIT's Team
identify foreign
automotive to
InfoCentre's Fe

produces a full range of sectoral market studies to help Canadian exporters reports are available in 25 sectors ranging from agri-food/equipment and stries, plastics, space and tourism. The reports are available through the internet at <http://www.infoexport.gc.ca>

Four Years Have Flown By ...

Dear Readers,

Four years have past since I accepted the position of Editor-in-Chief of CanadExport. Today, it's hard not to be a little emotional as I say goodbye. They say that time flies when you're having fun, so the four years I've spent at CanadExport have positively flown by, marked by the stimulating relations it has been my pleasure to maintain with our business readers.

I do hope, however, that I'll have the pleasure of continuing to work with many of you from my new posting at the Canadian Embassy in Ankara, where I'll have the privilege of representing our country's commercial interests in Turkey.

And the CanadExport team will still be there to serve your needs. Starting next month, it will be led by my colleague Bertrand Desjardins, currently Commercial Counsellor at the Canadian Embassy in Ankara, whom I will have the pleasure of succeeding.

On behalf of the CanadExport team, I would like to thank all of our readers for your loyalty. It is with great satisfaction and a feeling of real accomplishment that we have seen our readership rise from 35,000 to 70,000. I hope those numbers will continue to grow.

I would also like to salute the professionalism of the CanadExport team, which has spared no effort to make our newsletter even better: Don Wight, Managing Editor, one of the pillars of CanadExport since it was launched some 15 years ago; Brenda Missen, Acting Managing Editor, who has been lending us a strong helping hand for almost two years now; Louis Kovacs, Associate Editor, known in particular for his excellent success stories; Vince Chetcuti, the architect of almost all of CanadExport's special supplements; Manon Côté, our new recruit, who has been responsible for the French version of CanadExport for the past year; and Yen Le, our administrative officer, layout artist and collective memory.

Finally, I'd like to say a special thank you to our Director General, Pierre Pichette, and our Director, Normand Mailhot, for whom CanadExport is and will continue to be a key communication tool between the Department and the business community, and which they have always supported.

Good luck to Bertrand and his team, and long live CanadExport.
As for me, I'll see you in Ankara.



Amir Guindi
Editor-in-Chief

**Info
Centre**

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Canada Export

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Vol. 16, No. 14 — September 1, 1998

DEPT. OF FOREIGN AFFAIRS
MIN. DES AFFAIRES ÉTRANGÈRES

New Web Site for Canadian Businesswomen

AUG 21 1998
AUG 21 1998

Thanks to the interactive technology of the Internet, Canadian businesswomen now have a practical tool — the Businesswomen in Trade Web site — to help them do business both at home and abroad. CanadExport attended events launching this unique site in Ottawa and Montreal as part of a nationwide trade promotion tour.

In response to requests from delegates during the businesswomen's trade mission to Washington led by International Trade Minister Sergio Marchi last November, the Department of Foreign Affairs and International Trade (DFAIT) has taken a number of initiatives to help Canadian businesswomen gain access to national and international markets.

Canadian women are becoming increasingly involved in trade, and the Businesswomen in Trade Web site (<http://www.infoexport.gc.ca/businesswomen/menu-f.asp>) is one that is specifically designed to help them succeed.



Ms. Karin Howard, Ottawa City Councillor, is discussing with Minister Marchi the new Businesswomen in Trade Web site.

A unique meeting place

Women who are thinking about getting into the export business as well as those who are already exporting their products and services can benefit from the information and advice on the site.

Continued on page 12 — New Web Site

Canada Ninth Most Popular Tourist Destination

Canada became the world's ninth most popular tourist destination in 1997 — its highest ranking in more than 10 years and up one spot from 1996 — according to estimates from the World Tourism Organization.

The Madrid-based agency reported that Canada had 17.6 million international tourists, or 2.9 per cent of the total, in 1997. Canada also ranked as the 11th-largest tourism earner — with close to \$12.4 billion

Continued on page 6 — Tourist

Prime Minister Announces Team Canada 1999 Trade Mission

On July 8, 1998, Prime Minister Jean Chrétien announced that he will lead the fifth Team Canada trade mission, from January 16 to 27, 1999, to generate new business for Canadian companies in Russia, Poland and Ukraine.

Provincial premiers and territorial leaders will be invited to join the Prime Minister on the mission, along with a delegation of business people.

"Team Canada 1999 will continue our common purpose of boosting Canadian exports and creating jobs in Canada," the Prime Minister said. "By visiting Russia, Poland and Ukraine, we are making sure that Canadian businesses can explore the opportunities offered by these growing economies."

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CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

The Year 2000 Challenge: Debugging the New Millennium

This is the first of a series of articles on the Year 2000 computer date problem, how it may impact Canadian businesses and individuals and what the government and the private sector are doing about it.

On the one hand, the Year 2000 (Y2K) challenge is deceptively simple. Back in the 1970s, computer programmers saved expensive memory wherever they could. If you were storing dates, one way to save a few bytes was to chop the "19" off the year. For most purposes, a computer could calculate just as well by subtracting 97 from 98 as by subtracting 1997 from 1998.

Since computers store enormous volumes of dates, the saving was worthwhile. And so the habit of using two-digit years became standard practice. Problems would only arise when you had to start calculating with the year 2000 and, by then, surely there would be new systems using new methods.

On the other hand, it's now suddenly almost 2000. Computers and software that use two-digit years are not only still around, they're everywhere. They range from old mainframes to fairly new PCs to microprocessors embedded in countless machines and diverse pieces of equipment.

So the question is: What happens when the year rolls over and those hundreds of thousands of machines start subtracting from 00? No one knows for sure.

What will be affected?

What we do know is that any operating system or software program that has not been modified to

acknowledge a four-digit date field or modified to interpret the year properly will likely be affected by the Y2K problem. Consequently, systems could fail, resulting in expensive or dangerous errors.

A whole range of organizations will be affected — from large to small, from banks to elevator companies, from stock exchanges to shoe stores. Technically the problem is simple, but the scope and scale are daunting.

For most businesses, the turn of the century can foul up chronological data sorting, loan and interest payments, credit card expiry dates, age calculations, insurance policies, accounting and payroll functions, billing, and more. In many organizations, millions of lines of computer code must be checked, rewritten and tested.

And it is not just the obvious computers that can fail, but also all types of hidden microchips that control all manner of modern equipment.

Rising to the challenge

All across Canada, government and private industry are recognizing the serious implications that could arise if the Y2K problem is not addressed. Individually and together, they are taking steps to prevent or at least reduce Y2K's potential impact.

A July 6 Statistics Canada survey found that 99 per cent of firms were aware of the Y2K problem and that 70 per cent were actively preparing for it. This compares favourably with a poll last year that found only 90 per cent aware and just 45 per cent taking preventive measures.

The improvements came from changes in small businesses (6 to 50 employees) where the percentage of firms preparing to fight the bug jumped from 39 per cent to 66 per cent and among medium-sized firms (51 to 250 employees) where the figure increased from 70 per cent to 94 per cent. Large businesses (more than 250 employees) remained almost unchanged at 94 per cent.

Continued on page 8 — The Year 2000

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Doing Business with the U.S. Government — The GSA Way

The General Services Administration (GSA) procures goods and services on behalf of the United States federal government. Part of the GSA, the Federal Supply Service (FSS), creates purchasing vehicles known as GSA schedules from which government agencies can buy goods and services. GSA schedules are similar to Master Standing Offers used by Public Works and Government Services Canada.

The GSA Web site (<http://www.gsa.gov>) contains valuable advice and information about government purchasing and forecasts of procurement opportunities. Another source for solicitation requests is the *Commerce Business Daily* (<http://cbdnet.gpo.gov>), which is updated daily.

As noted in the July 20, 1998 issue of *CanadExport*, some schedules have fixed dates when vendors may be added. Other schedules, which may add vendors at any time, are known as "continuous" or "continuous open season" contracts.

The following procurement notifications are "continuous" solicitations. Additional notifications will appear in the next edition of *CanadExport*.

Schedule Identification: 39

Description: Materials handling equipment
Estimated Value: US\$37 - US\$45 million
Contract Period: FY98
Procurement Method: Multiple award schedule
Contact: Cheryl Goff
Tel.: (817) 978-8386
Fax: (817) 978-8634

Schedule Identification: 49

Description: Maintenance and repair shop equipment
Estimated Value: US\$12 - US\$14 million
Contract Period: FY98
Procurement Method: Multiple award schedule
Contact: Kay Nelson
Tel.: (817) 978-2491
Fax: (817) 978-8634

Schedule Identification: 42

Description: Fire-fighting and rescue equipment
Estimated Value: US\$27 - US\$33 million
Contract Period: FY98
Procurement Method: Multiple award schedule
Contact: Pam Shelton
Tel.: (817) 978-8385
Fax: (817) 978-8634

Schedule Identification: 54

Description: Prefab structures, warehouses
Estimated Value: US\$1.3 - US\$1.4 million
Contract Period: FY98
Procurement Method: Multiple award schedule
Contact: Kay Nelson
Tel.: (817) 978-2491
Fax: (817) 978-8634

Continued on page 11 — Doing Business

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

Opportunities in France's Information Technology and Telecommunications Market

While Europe accounted for 30 per cent of sales in the global information technology and telecommunications (IT&T) market in 1997, France carved an enviable place for itself by capturing 17 per cent of the European IT&T market.

Among the factors that combined to impact positively on the French IT&T market, favourable government action plans and the recent deregulation of telecommunications markets in Europe should be noted. This new environment favoured the establishment of new players and services, more competition and lower rates.

IT&T markets expanding fast

The growth of the various markets that make up the IT&T market has shown itself to be a key factor in the good health of this sector. In fact, the French microcomputer technology market is stronger than ever: technologies are evolving and prices are falling, 23 per cent of French households have computers and 2 million units were sold to France's 2.6 million businesses in 1997.

The software and CD-ROM market is also booming, with sales in 1997 of 6 million office automation software packages and 5.9 million recreational software packages.

Furthermore, the on-line services market has experienced marked growth, with some 150,000 French households hooking up to the Internet during the first quarter of 1998, for a total of 850,000 households at the beginning of the summer this year.

France: ever more connected

It is expected that the French will consume more and more computer-related products and services. Their affini-

ty for all that is new, the drop in computer equipment prices, easier access to the Internet and France's experience with interactivity — Minitel has been used in French households for 20 years now — guarantee that IT&T market sales will increase.

In 1997 French companies allocated larger budgets to computers, and their expenses were essentially linked to software and services. This situation can be attributed mainly to the fact that the companies had to make up for delays in acquiring computer equipment and had to invest in new technologies to deal with competition.

Computer-related spending by French companies should be even higher in 1998. Entrepreneurs consider electronic messaging, the Intranet and infrastructure, tools and multimedia content to be priorities.

Canada to participate in Network+Interop 98 and Milia 99

Canada will be able to benefit from the growth of the French IT&T market in 1998 through such events as Network+Interop 98 — the French telecommunications, information technology, software and Internet-Intranet show par excellence, which will be held from November 4-6, 1998, and Milia 99 — the international multimedia and interactivity meeting to be held from February 7 to 13, 1999. There will be a Canadian pavilion to host Canadian businesses at each of these events.

For more information on these fairs or to exhibit in the Canadian pavilion, contact Gayle McCallum, DFAIT, at tel.: (613) 996-1530; fax: (613) 994-1008; e-mail: gayle.mccallum@extott04.x400.gc.ca

For more information on the French IT&T market, contact François Gauthé, Canadian Embassy in Paris, tel.: (011-331) 44-43-23-58, fax: (011-331) 44-43-29398, e-mail: francois.gauthé@paris02.x400.gc.ca

Don't Forget POLAGRA '98

POZNAN, POLAND — October 1-6, 1998 — Canadian agri-food companies interested in the European food market are reminded not to miss the opportunity to attend POLAGRA '98.

Covering all areas of the agri-food industry, POLAGRA offers access not only to the lucrative Polish market of over 38 million consumers, but also to the huge neighbouring markets of Central and Eastern Europe.

Opportunities are excellent for Canadian companies in the fast-growing Polish agri-food sector, which still needs new Western technologies, equipment, products and expertise to reshape and become competitive.

For more information or to register, contact the Canadian Embassy, Commercial Division, Warsaw, Poland, tel.: (48-22) 629-8051, fax: (48-22) 629-6457.

Book Publishers NEBS Mission to the U.S.A.

MINNEAPOLIS — September 18-20, 1998 — As an initiative of its New Exporters to Border States (NEBS) program, the Canadian Consulate General in Minneapolis will hold an Export Education Mission for Canadian book publishers who have not yet entered the United States market with their products.

This event will model the very successful Book Publishing NEBS mission that was initiated in 1997 in Minneapolis.

The NEBS mission will start with a full-day seminar, which will provide a basic introduction to exporting, including information regarding customs, legal matters, and distribution. The program will include a marketing-oriented overview by four nationally recognized experts from the industry as well as tours of selected distributors and wholesalers.

Participants of the mission will also have the chance to take part in the activities of the annual Upper Midwest Booksellers Association (UMBA) trade show, which will take place September 19 and 20.

UMBA is one of a half dozen regional bookseller

associations in the United States and its trade show is a regional mirror of the national convention of the American Booksellers Association (ABA). The trade show includes Book and Author breakfasts and dinner, panel discussions, and book signings.

Participants of the NEBS mission will be responsible for their transportation and a US\$100 fee. The Consulate General will cover two nights in a hotel and the registration fee for the UMBA trade show.

For more information regarding this NEBS mission, including which publishers might be appropriate registrants, contact Gerry Foley, Public Affairs Officer, or Dana Boyle, Commercial Officer, Canadian Consulate General, Minneapolis, tel.: (612) 332-7486, fax: (612) 332-4061, e-mail: gerry.foley@mnpls01.x400.gc.ca or dana.boyle@mnpls01.x400.gc.ca

For more information regarding the UMBA trade show, contact Susan E. Walker, Executive Director, UMBA, 4018 West 65th St., Edina, MN 55435, tel.: (612) 926-4102 or (800) 784-7522, fax: (612) 926-6657, e-mail: umbaooffice@aol.com

EdNET 98: Educational Technology and Telecommunications Conference

TORONTO — September 23-25, 1998 — Sponsored by the Heller Reports, EdNET 98 — the Educational Technology and Telecommunications Markets Conference — will provide vendors with the latest information on market trends, business partnering opportunities, funding sources, new technologies, and activities of key market players.

Billed as a business leadership forum with peer-to-peer interaction, the meeting will attract senior personnel responsible for marketing, sales, business development and strategic initiatives, as well as top managers from the education sector and government.

The opening address for EdNET 98 will be delivered by Michael Potashnik, Lead Specialist and Head of the Education and Technology Team for the World Bank.

Conference sessions will cover several issues, including new platforms and technology, Internet revenue strategies, workplace training

and performance support, industry consolidation and international market opportunities.

Breakout sessions will also provide opportunities to discuss issues in smaller groups as well as the chance to listen to K-12, higher education, adult/workplace, and home/consumer buyers talk about the industry.

For more information, contact Vicki Smith Bigham, EdNET Conference manager, tel: (281) 999-7932, fax: (281) 448-1109, e-mail: vicki@hellerreports.com, Internet: <http://HellerReports.com>



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Discover the Potential of the Indian Mining Sector

NEW DELHI, INDIA — October 26-29, 1998 — To help Canadian mining equipment suppliers position themselves to take advantage of the great potential of the Indian mining sector, the Canadian Association of Mining Equipment and Services for Export (CAMESE) is inviting Canadian companies to attend the 5th International Mining & Machinery Exhibition (IMME '98).

Companies that go to India with CAMESE will also be invited to participate in a focussed trade mission immediately following the exhibition. This mission will run from October 30 to November 6, 1998.

IMME '98 — India's premier international exposition — will feature the latest in technological innovations and state-of-the-art mining machinery and equipment from around the world.

Organized by the Confederation of Indian Industry, in association with the Indian Ministry of Coal, the Indian Ministry of Mines, and Coal India Ltd., IMME '98 will run concurrent with a two-day conference on mining technology.

With some of the world's largest supplies of coal, lignite, bauxite, iron ore and mica, coupled with a government policy which encour-

ages foreign investment in this sector, the Indian mining sector offers great potential.

As an example, this year's sales of mining equipment are expected to reach 6000 units, with a subsequent 10-percent increase predicted for next year.

The CAMESE follow-up mission will be limited to 12 Canadian companies and will include mine site visits, presentations to head office decision makers, and meetings with prospective sales representatives, distributors and joint venture partners.

For more information on the mission or on IMME '98, send your company name, contact name, telephone and fax numbers, citing your interest in participating in IMME '98 and/or the mining mission to CAMESE, fax: (905) 513-1834.

Canada Introduces Healthy Building Standards to the U.A.E

DUBAI, UNITED ARAB EMIRATES — October 14-16, 1998 — Jointly sponsored by the Canadian Consulate in Dubai, the Canadian Showcase Consortium, and the Canada Mortgage and Housing Corporation, the first Healthy Building Symposium will be a unique opportunity for Canadian companies to display healthy building products in the region.

Some 100 representatives from consulting firms, developers and building management companies are expected to attend the event.

Although the intent of the Healthy Building Symposium is to raise awareness and promote Canadian indoor air quality (IAQ) expertise and technology, it is also expected to generate significant interest in the region for adopting Canadian IAQ standards.

The Canadian Showcase Consortium is encouraging Canadian exporters of products and services in this industry to attend the symposium as well as the Big 5 Show (see *CanadExport*, May 19, 1998) which follows. Their presence at the Symposium may be limited to an information booth that will provide technical information and literature, while their participation in the Big 5 Show should be more elaborate with the setting up of an impressive showcase.

For more information, contact George S. Crysomilides, Chairman and CEO, Canadian Showhouse Consortium, tel: (604) 731-9663, fax: (604) 263-1652, e-mail: office@cosmospacific.bc.ca

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Tourist Destination

— Continued from page 1

in receipts (excluding transport) from international visitors. Total international and domestic tourism spending in Canada reached a record \$44 billion in 1997.

"We are pleased by these results, which reflect the tremendous contribution tourism and its continuing growth makes to the Canadian economy," said Doug Fyfe, president of the Canadian Tourism Commission.

Calgary Clothing Company Proudly Wears First Export Success ... to the U.S.A.

New Exporter of the Month

With solidly expanding sales throughout Canada, Anywear Apparel Inc.'s owners needed some convincing to direct their attention to foreign markets, including our U.S. neighbour. But with 10 per cent of the company's sales already coming from exports, the results have been well worth the effort.

Russ Parker, one of the two partners of the small manufacturer of upper-wear, had already heard about DFAIT's New Exporters to Border States (NEBS) missions — through the Canadian Gift and Tableware Association's newsletter. But it was a visit by Trade Commissioner David Freeman from the International Trade Centre (ITC) in Edmonton that set the wheels in motion.

"He came to advise us on exporting," says Parker, "and at the same time he made us more aware of NEBS and specifically of an upcoming mission to Seattle."

A winning combination of events

While Parker participated in the NEBS mission last January, his partner Mike Siroishka staffed a booth at the concurrent Seattle Gift Show.

It turned out to be a winning combination for the small company of 16 employees (including Anywear's subsidiary Moose Mountain Embroidery): while one partner learned the intricacies of exporting textiles into the U.S.A., the other was signing 15 orders worth a total of US\$40,000.

"The Commercial Officer at the Canadian Consulate General in Seattle, Helen Raiswell, was very helpful," Parker recalls. "She arranged a well planned program that included a session with a U.S. customs broker, as well as a visit to the Seattle Gifts Center, where we signed up an agent."

Anywear is now expecting significant increases in the sales of its own-label t-shirts, sweat shirts, denim shirts and jackets and pullovers to the U.S. Pacific northwest and Alaska souvenir-resort market.

Expert advice for the asking

Parker attributes his launch into the world of exports to the expert advice he received from Freeman.

"Not only did he come all the way from Edmonton to tour our facilities," he recalls, "but he gave us much-needed details about NEBS and DFAIT's Program for Export Market Development (PEMD). He provided us with the latest DFAIT publications [such as *10 Steps to Export Success*], and showed us how to access *Strategis* and *ExportSource*, as well as how to get on DFAIT's WIN Exports database."

Parker has a few tips of his own to offer.

"Identify your market and feel out where the retailers are," he suggests, "and weigh out what expenses you want to put out vis-à-vis your speed of expansion."

Generally, Parker found the Americans to be very receptive to Canadian products, which are usually associated with quality.

"But be aware of customs bureaucracy," he warns. "Make sure that you learn as early as you can how to properly fill out customs forms [Certificate of Origin and Declaration], especially in the textile industry, to avoid delays at the border. This will save you a lot of hassle in the long run."

He also strongly encourages exporters to the United States to get a good customs broker, through the recommendations of other exporters.

As for NEBS and the regional ITCs, "they should definitely be the first stop for anybody looking into exporting," Parker advises.

For more information on Anywear Apparel Inc., contact Russ Parker, tel. (403) 273-2277, fax: (403) 273-2219.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).

The Year 2000 Challenge — Continued from page 2

Impact 2000

The Department of Foreign Affairs and International Trade (DFAIT) is one organization that is not waiting to act. According to Ron Hartling who is heading Impact 2000, DFAIT's response to the Year 2000 challenge, there are four distinct aspects or levels of the Department's Y2K strategy:

1. ensuring that departmental assets that are critical to program and service delivery continue to operate;
2. coping with possible failures on the part of external service providers (particularly at Canadian embassies and offices in unprepared countries where even basic services such as telephones may be at risk);
3. planning for extraordinary program pressures, including demands for assistance from Canadian travellers and businesses affected by Year 2000-related failures in other countries;
4. promoting awareness and action on the part of other countries and informing Canadians of the actions taken by these countries.

The first level is primarily a technical one for the Department and the rest of the government and has, to a large extent, already been addressed. Each organizational unit and foreign mission office has been issued the Year 2000 Compliance Kit by which all computers and electronic systems will be tested and evaluated for Y2K compliance.

The second level, that of external service providers, is just getting off the ground. The vast majority of countries seriously lag behind Canada in Y2K compliance. Most Canadian banks, telephone companies, utilities, government departments and other

large enterprises have been working on the problem since at least 1996.

But comparable organizations in some countries have barely begun to scope the problem. Therefore,

Y2K Tax Break Spells Relief for Small Business

On June 11, 1998, Finance Minister Paul Martin announced tax relief measures for small and medium-sized businesses to address the Year 2000 (Y2K) computer compliance problem.

Under the announced tax relief, accelerated capital cost allowance deductions of up to \$50,000 will be provided to small and medium-sized firms for computer hardware and software acquired to replace systems that are not Y2K compliant. This will allow smaller firms to deduct 100 per cent of eligible expenditures in the year in which they occur.

"The Year 2000 computer problem presents a serious economic challenge for the Canadian economy. Businesses must act promptly if they are going to meet that challenge," Minister Martin said. "That's why we are providing targeted tax relief to help ease the financial constraints faced by small and medium-sized businesses in addressing this issue."

In order to be eligible for the tax relief, the computer hardware and software must be Y2K compliant and be purchased to replace non-compliant hardware and/or software acquired before 1998.

Canadian businesses and travellers that depend on goods and services provided by such organizations in foreign countries may well run into difficulties.

For this reason, it would be in their best interest for Canadian businesses, in their own dealings with customers, suppliers, banks, utilities, governments, and so on, to also seek Y2K assurances and to promote Y2K compliance.

The external services that are most likely to disrupt Canadian businesses and travellers include electric power, telecommunications, transportation, municipal services (water, sewage, traffic control) medical services, banking, and the general supply chain for essential goods (manufacturing, ordering, distribution, transportation, customs and border control, etc.).

"All of the above are examples of things that could go wrong," says Hartling. "It is highly unlikely, however, that they will all go wrong in the same place at the same time. Unfortunately, it is impossible to predict today with any degree of certainty the extent, location and duration of such disruptions. Since society has never been as automated as it is now and economies so interdependent, Year 2000 is an experiment whose outcome will only be known after the fact."

While it is hard to predict specific failures, their severity or likely duration, Canadian offices abroad can make reasonable assumptions as to their potential risks for specific essential services.

Continued on page 9 — The Year 2000

The Year 2000 Challenge — *Continued from page 8*

By mid-1999, all foreign offices will have finalized their contingency plans for dealing with possible disruptions to essential supplies and services.

On the specific issue of telecommunications, Impact 2000 is preparing a contingency plan to provide most missions with access to emergency satellite communication in the event that local telephone service should be cut off from the global network.

Level 3 activities dealing with Canadian travellers and businesses abroad and Level 4 activities on promoting awareness of other countries will be the subject of a future *CanadExport* article in the Y2K series.

In terms of the broad federal government, a two-tiered approach has been developed to deal with the Y2K problem. In 1996, the Chief Information Officer (CIO) of the Year 2000 Project Office was estab-

lished at Treasury Board to co-ordinate and monitor activity across all departments and agencies. And in September 1997, the government-industry Task Force 2000 was formed to help Canadian industry address the challenge.

Y2K initiatives under way across Canada

Following are just a few of the countless examples of initiatives undertaken by government and industry to counter the Year 2000 problem.

The Student Connection Plan (SCP), established in March 1986 to provide Internet training for small and medium-sized companies, has been given a new mandate. Through a new SCP program, Year 2000 First Step, nearly 700 post-secondary students are expected to be trained to help 15,000 firms discover potential Y2K problems and develop an action plan to deal with them.

The Canadian Bankers Association has teamed up with Industry Canada, the Canadian Institute of Chartered Accountants and the Canadian Chamber of Commerce to stage a series of seminars called "Preparing Business for the Year 2000." The series kicked off on June 11 in Ottawa, with a total of 40 to 45 sessions being held over the next four months.

The Alliance of Manufacturers & Exporters Canada is creating a new tool to help businesses identify suppliers that are "Year-2000 ready." The Alliance Supply Chain Year-2000 Readiness Registry is a Web-based directory of manufacturers, processors and other suppliers that can truly claim their technology systems are able to cope with the date change.

For more information on Year 2000 programs and initiatives, visit www.info2000.gc.ca

Team Canada 1999 Trade Mission — *Continued from page 1*

This Team Canada mission will be the first to Europe. It will focus on the following sectors: natural resources and energy; agriculture and agri-food; construction; telecommunications and information technology; and educational, financial, health, environmental and other services. In Russia, Team Canada will also highlight Canada's economic potential in the Arctic, the North and the Far East.

"This mission will focus on Canada's business and investment priorities," said the Prime Minister. "Our climate, geography and our economic diversity, along with the

fact that thousands of Canadians have roots in the region, offer natural advantages to expand trade and investment."

The Canadian participants will have a full program of business seminars and discussions to further their knowledge of local markets and to encourage links with local firms. They are expected to complete and sign numerous contracts and agreements.

Two-way merchandise trade between Canada and these three countries totalled nearly \$1.4 billion in 1997, and the potential for more business is considerable as they con-

tinue their evolution into modern market economies.

Prime Minister Chrétien has led four Team Canada missions: to China in November 1994; to India, Pakistan, Indonesia and Malaysia in January 1996; to South Korea, the Philippines and Thailand in January 1997; and to Mexico, Brazil, Argentina and Chile last January.

These missions have led to business deals estimated at around \$22 billion and have opened doors for Canadian businesses to important contacts and opportunities, creating and sustaining thousands of jobs in every region of Canada.

Crossing the Pond Knowledge Café: A Fast Track to Europe

TORONTO — September 24, 1998 — Companies hoping to “fast-track” their European expansion should make it a point to attend the second Knowledge Café to access European and Canadian professionals.

Held in conjunction with Ontario Software Showcase, the event is organized by Crossing the Pond partners, a Team Canada Inc partnership, which informs Canadian high technology small and medium-sized enterprises (SMEs) about business opportunities in Europe, how to seek out the best public and private-sector investments, and help close deals with business allies.

Companies attending the Knowledge Café will meet well-established experts who have offices in Europe and who know how European markets work.

It is a good opportunity to have an introductory consultation with specialists who can guide companies in the right direction and to meet other SMEs that have the same problems when investing abroad.

A successful first experience

The first Knowledge Café was held last June in Ottawa, in association with the Canadian Advanced Technology Association. Trade commissioners, service and technology professionals, and leading information technology company representatives from Europe and Canada met with Canadian companies to help them develop successful strategies in their European ventures. Together, they identified barriers and incentives for doing business in Europe.

In three hours, participants received invaluable advice and helpful tips on strategies for building market share, securing venture and trade financing, finding strategic partners, maximizing European distribution and agency agreements, and structuring investment deals to their best advantage.

The first Knowledge Café also gathered experts from the government — the Department of Foreign Affairs and International Trade and Industry Canada — and from private-sector organizations such as Grasset-Fleisher

Solicitors, Canadian Imperial Bank of Commerce (CIBC), European Federation of Accountants and Auditors.

CEOs from Global Travel Computer Holdings Ltd. and Open Text Corporation also attended the event.

Winning business strategies

Crossing the Pond was created to stimulate strategic alliances among European and Canadian SMEs and to attract European investment into Canada, and vice versa.

Canadian trade commissioners stationed in Europe have witnessed the dramatic success of a number of Canadian high technology firms that have developed winning business strategies focused on the European market.

Whether a company is developing a European strategy or is ready to make the jump to overseas markets, the next Knowledge Café is an unparalleled opportunity to deal directly with the experts who will meet challenges head on in order to achieve quick success.

For more information on the next Crossing the Pond Knowledge Café, fax this form to (613) 995-6319 or call (613) 995-6565.

Faxback Form — fax: (613) 995-6319

Yes, I would like to receive information about the Crossing the Pond Knowledge Café in Toronto, September 24, 1998.

Name of Company:

Address:

.....

Contact Person:

Tel.:

Fax:

E-Mail:



Learning the Rules of International Trade

WOODBRIDGE, ONTARIO — September 26, October 3, 17, 24, 31 and November 7, 14, 21— Exporters, importers and entrepreneurs interested in learning the rules of international trade for success in the global economy should plan to attend the 1998 Import/Export Certificate Program.

This practical eight-module program is offered by the World Trade Centre of Toronto and will be held at the Toronto Board of Trade Country Club.

For more information, contact Kathryn Hodder, Program Co-ordinator, tel.: (416) 862-4507, fax: (416) 366-5620, e-mail: khodder@bot.com

Learn How to Transport Goods to the United States and Overseas

OAKVILLE, ONTARIO — September 15, 1998 — In partnership with various public and private-sector organizations, the International Trade Committee of the Oakville Chamber of Commerce is inviting businesses to attend its upcoming seminar **Transporting Your Goods to the United States and Overseas**.

The seminar should be of interest to anyone involved in or contem-

plating transporting export goods to the United States and abroad. It will address such issues as Canada-United States customs and documentation, management of overseas transportation, carrier selection and monitoring, third party logistics providers, and outsourcing transportation.

The seminar follows Oakville Chamber of Commerce's Doing

Business in the United States seminar, which was held last February with great success.

For more information or to register, contact Margaret Vokes, International Trade Committee, Oakville Chamber of Commerce, tel.: (905) 337-2593, fax: (905) 337-2594, e-mail: mvokes@aol.com



Team Canada • Équipe Canada

Meet Team Canada Partners at the 14th International Business World Exhibition

MONTREAL — September 23, 24 and 25, 1998 — The International Business World International Exhibition is one of the largest trade fairs in Canada, with some 500 exhibitors covering the fields of information technology and telecommunications, tourism, construction and consulting services.

This year, the Team Canada partners — including the Department of Foreign Affairs and International Trade, Industry Canada, Agriculture and Agri-Food Canada, Canada Economic Development and the International Trade Centre (Montreal) — will be under one roof to offer the business community export services that could help them break into international markets.

The program will also include seminars on various topics of interest to exporters.

For further information about the seminars presented by the Team Canada partners, contact Canada Economic Development (formerly known as the Federal Office of Regional Development - Quebec), tel.: (514) 496-4636, Internet: www.dec-ced.gc.ca

For more details on the Business World Exhibition, or if you wish to participate, contact Martin International, tel.: (514) 288-0641, Internet: www.martin-intl.com

Doing Business with the U.S. Government — *Continued from page 3*

Schedule Identification: 54

Description:	Above-ground fuel-storage tanks
Estimated Value:	US\$27.9 - US\$34 million
Contract Period:	FY98
Procurement Method:	Multiple award schedule
Contact:	Ellie Upchurch
	Tel.: (817) 978-8492
	Fax: (817) 978-8634

For more information about the GSA, contact Allison Saunders by fax: (202) 682-7619 or e-mail: allison.saunders@wshdc01.x400.gc.ca

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

New Web Site for Canadian Businesswomen

— Continued from page 1

Newcomers to exporting can access it to test their export readiness with the help of an interactive on-line questionnaire. Through the site they can also register for an on-line database collection of women who own their own businesses and who are interested in being linked to other Canadian businesswomen in a variety of sectors.

This is more than a virtual linkup: registrants will receive the names and addresses of other women interested in establishing professional relations.

Other tools available through the site include direct links to some 30 sites that include business services, a calendar of relevant events, businesswomen's studies and surveys, and export success stories.

National promotion tour

Following Minister Marchi's inauguration of the Web site in Ottawa last June, Businesswomen in Trade was introduced in centres across the country during a promotional tour.

More than 550 businesswomen and representatives of the private sector and academia learned about the many features of this unique interactive tool during presentations in Vancouver, Victoria, Calgary, Regina, Winnipeg, Toronto, Montreal, Moncton, Halifax and St. John's.

The leaders of this very successful tour were JoAnna Townsend, Director, Export Services, Small and Medium-sized Enterprises, DFAIT, and Snookie Lomow, a departmental commerce officer. They worked with a number of private- and public-sector partners, including International Trade Centres, the Royal Bank, the Certified General Accountants' Association of Canada, the Information Technology Institute, the University of Victoria, and the Saskatchewan Trade and Export Partnership.

The promotional tour also benefited from active participation of businesswomen in each province visited. Those women took care of co-ordinating the private-sector representatives for each regional inauguration.

A unique forum for sharing information and meeting people

The tour encouraged businesswomen in every centre to take a greater interest in exporting. It also gave them an opportunity to meet one another and exchange ideas and points of view on the services and programs that DFAIT makes available to them.

Like many other businesswomen, Bianca Batistini, vice-president of Can-Am Exportation Services Inc., a firm based in Magog, Quebec, was very pleased to see that the dialogue between businesswomen and the

public sector has continued since the Washington mission with initiatives such as Businesswomen in Trade.

While attending the Montreal presentation, she told *CanadExport* that "the site also gives businesswomen a means of making contacts fast, at no cost, anywhere in the country."

JoAnna Townsend expressed great satisfaction with the positive reaction to the tour in every part of Canada: "Businesswomen have indicated to us not only their need to team up in order to achieve greater success in business, but also their need to be continually on the lookout for programs and services to assist them in international markets. The new Web site fills both needs, and I am convinced that Canadian businesswomen will use it as a meeting place and a forum for sharing information."

For more information on Businesswomen in Trade or on other initiatives aimed at meeting the needs of Canadian businesswomen, such as the Trade Research Coalition, the goal of which is to propose ways of stimulating businesswomen's export activities, contact Export Services, Small and Medium-sized Enterprises at DFAIT, tel.: (613) 944-0017, fax: (613) 996-8686, Web site: <http://www.infoexport.gc.ca/businesswomen/menu-e.asp>

**Info
Centre**

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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The Canadian Trade Commissioner Service

A New Approach to Doing Business Abroad

Having successfully served Canada's business community throughout this century, the Canadian Trade Commissioner Service (TCS) has taken major steps to renew itself for the next one. In the following interview, Chief Trade Commissioner Kathryn McCallion explains the TCS renewal efforts and their implications for Canadian companies seeking assistance in foreign trade.

Could you give us a little background on the Trade Commissioner Service?

The Trade Commissioner Service is the arm of the Department of Foreign Affairs and International Trade that helps Canadian companies succeed in their international business ventures. We currently have about 320 Canadian trade commissioners posted abroad, with a complement of some 300 trade sector specialists who are hired locally in those markets. Our trade officers have expertise in foreign market access, international business — including export practices and helping foreign buyers and investors — and other skills pertaining to the international marketplace.

How has the Service evolved in the nineties?

Globalization seems to be on everyone's mind nowadays. Also, everyone

has the technological means to widely investigate the possibilities it offers. Here in Canada, for example, our business community is among the very keenest to "go global," and to use the technology available — faxes, e-mail and all the rest — to check out the field. The trade commissioners of the nineties are overwhelmed with inquiries and service requests that, frankly, due to cut-backs, they just do not have the resources to handle any more.

Acadian Performers in Louisiana



Barry Ancelet (l. to r.) of the University of Southwestern Louisiana meets Rene Cormier of Théâtre Populaire d'Acadie in Caraquet, NB; Louis Doucet, talent agent from Moncton; and Marc Chouinard, Co-ordinator of the FrancoFête de Moncton.

See story on page 2

What steps are you taking to make demand for your services more manageable?

It's not only a question of making the services more manageable, but, a question of providing a better service for firms that are ready for international markets. Companies have the resources in Canada to research and

Continued on page 2 — New Approach

WOMEN BUSINESS OWNERS ASSOCIATION LAUNCHED

Women Business Owners of Canada/Femmes propriétaires d'entreprises au Canada (WBOC/FPEC) was launched last June in the wake of recent initiatives to assist businesswomen.

A direct audio link-up enabled dozens of businesswomen in Vancouver, Edmonton, Regina, Winnipeg, Montréal and Halifax to attend the inauguration ceremony. WBOC's goal is to

be a nationwide virtual association using modern technology to organize a strong network of businesswomen across the country.

Continued on page 10 — Women Business

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Doing Business Abroad: A New Approach — Continued from page 1

select their target markets before going overseas without being fully prepared. As a result of our meetings with hundreds of companies across Canada, we have developed a new approach to helping them do business abroad. The cornerstone of this new approach lies in clarifying expectations between our clients and our officers in the field. In October, International Trade Minister Sergio Marchi is publishing a new list of TCS services, which we believe will go a long way towards clarifying expectations on both sides. Plus, our annual client surveys will give us the information we need to keep us moving in the right direction.

You speak about this new list of services, can you give us an idea of what these services are?

Among other things, the new list will reflect what the business people have told us they require: helping assessing their market potential; finding partners; providing information on local companies; and planning their visit to the market. As such, our services evolve around the needs of our clients.

Where can companies receive a copy of this services list?

Because the new services list represents a new approach for us, we will be distributing it quite widely in early October. You will be able to find a copy of it in an upcoming edition of *CanadExport*, and we are mailing it to all companies registered in WIN Exports. Copies will be available from our offices abroad and from Team Canada Inc at 1-888-811-1119 as of October 6.

In closing, do you have any advice you would like to pass on to the business community?

For starters: help us help you! The more precise the information a company provides us, the better we can serve that company. For example, why are you targeting such-and-such a country? What makes you believe your product or service can be successful? What do you know about your competition? Secondly, successful companies concentrate on one

foreign market at a time, moving on to the next only after succeeding in the last. And last but not least, exploring foreign markets can take longer and cost more than expected, so be prepared for the costs of product launchings and several personal visits.

For further information on preparing for foreign markets, call Team Canada Inc, tel.: 1-888-811-1119, or key in to one of the following Internet sites: (exportsource.gc.ca) or (www.infoexport.gc.ca).

Canada's Acadian Performers Strike a Chord in Louisiana

One of the year's more entertaining programs for new exporters took place in Lafayette, Louisiana, April 24 to 28. A delegation of 17 artist managers from eastern Canada attended the Festival International de Louisiane and spent several days exploring opportunities in the southern U.S. for Acadian performers and broadcasters.

"There are so many historical and family links between the northern Acadian community in New Brunswick and Nova Scotia, and the Louisiana Acadiana or Cajun culture," explains the program's organizer, Céline Fittes, a trade commissioner with the Canadian

Consulate General in Dallas. "This market is a natural."

Performers find business links

The agents on the tour represented Acadian legends such as Angèle Arsenault and rising stars such as

Continued on page 10 — Acadian Performers

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Mail to: *CanadExport* (BCS), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Canada-U.S.A. Business Partnering Made Easy on the Web

Cross-border trade between the United States and Canada, now at more than US\$1 billion a day, is no longer exclusive to billion-dollar corporations. With the recent launching of a new Website, even small businesses can take advantage of this growing trade relationship.

Located on the World Wide Web at www.MNCAN.com, the site is an Internet-based, no-cost business partnering system which links Minnesota and Canadian companies with complimentary business interests.

The system creates opportunities for strategic partnering, sales, R&D collaborations, distribution and more.

Canadian Consulate General participation

The Canadian Consulate General in Minneapolis, Minnesota, and Advantage Minnesota, Inc., Minnesota's business development and marketing corporation, jointly developed MNCAN.com, with corporate sponsors Minnegasco, Minnesota Power, Northern States Power Company, and United Power Association.

According to Wayne Robinson, Canada's Consul and Senior Trade Commissioner in Minneapolis, "With trade between Minnesota and Canada at \$10 billion annually, Minnesota and Canadian companies are increasingly interested in partnerships, alliances, R&D collaborations, and sales opportunities.

"MNCAN.com," he says, "is an ideal platform that will help develop even greater business relationships between Canada and Minnesota."

Jim Roche, Advantage Minnesota Vice-President, is excited about this collaborative effort with the Canadian Consulate General in Minneapolis. "Already, nearly 200 Minnesota and Canadian companies have registered their profiles and business interests on the Website since its launch last April.

"Even more promising is the fact that close to 30,000 notifications of matching business opportunities have been made. Clearly, there is great demand for this business partnering service," he adds.

A user-friendly system

MNCAN.com is easily accessible and user-friendly. A virtual tour reviews how the system operates and the range of services offered. Companies can register by submitting basic profile information such as company name, address, products, services, etc.

Next, companies can register the types of business opportunities they are interested in: sales, joint

ventures, R&D collaborations, distribution arrangements, strategic alliances, requests for proposals (RFPs), purchasing, and others.

MNCAN.com automatically searches for matching profiles and notifies registered companies (via e-mail) of business opportunities.

Next month, Minnesota High Technology Association, Minnesota Technology, Inc., and Minnesota Project Innovation, Inc., will join forces with MNCAN.com sponsors in hosting the first "Virtual Trade Show" in the computer software sector, on this site.

For more information, contact the Canadian Consulate General in Minneapolis, tel.: (612) 332-7486; or Advantage Minnesota, Inc., tel.: (612) 224-9901; or look on the World Wide Web at www.dfait-maeci.gc.ca/minneapolis/ or www.advantageminnesota.org, respectively.

EXPORT
Source
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<http://exportsource.gc.ca>
1-888-811-1119

IFInet: Getting your Share of the IFI Market

Available on the Department's Website (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

International Business Opportunities in Asia and Africa

MOZAMBIQUE — A local company with a Canadian shareholder, HUMAN RANCHES ltda., is seeking Canadian investors interested in a three-pronged project: development of a large parcel of prime land with an 8-km frontage on the river Rio Buzi, with possibilities of cattle ranching and crops such as paprika, cotton, soya, ground nuts and cashews, maize, sugar, and citrus; the construction of a motel on 250 ha, with a 1-km river frontage on the opposite bank of Rio Buzi, and adjacent to a high-level bridge carrying Mozambique's only main-road link between the capital Maputo and northern and central Mozambique; and setting up a gas station right by the Buzi bridge, just across the road from the motel. These projects have been approved by local authorities.

ZIMBABWE — There is also a second investment opportunity in a railway corridor.

For more information on any of these investment opportunities, contact Bryan Burton, Acting High Commissioner, Canadian High Commission in Harare, Zimbabwe, fax: (011-263-4) 707-568/732-917.

BANGLADESH — A.R. Flour Mills is looking for interested Canadian investors to set up apparel industries

in the city of Khulna. The investment in machinery, building remodelling and working capital can be made within a joint-venture project or either as a partner or shareholder. Existing facilities in Khulna include developed land (20,000 sq. ft.), factory building

(4000 sq. ft.), roads, electric lines and water connections. For more information, contact Ansar Ali, 15 Cougar Court, Suite 1511, Scarborough ON M1J 3E4, tel.: (416) 269-9946, fax: (416) 265-8994.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

GHANA — The American Credit and Exchange Inc. (USA) Ghana Ltd. is looking for interested Canadian companies to form a joint-venture partnership in an insurance company in Ghana. Contact Isabel Lavictoire by November 13, 1998, fax: (613) 996-2635, quoting IBOC case number 980728-00930.

LEBANON — Murr Group Ingénierie is looking for Canadian contractors to build a turnkey wastewater treatment plant to cater for: 5.6 m³/second for the year 2015, and 7.5 m³/second for the year 2040. Contact Michel Paiement by October 16, 1998, fax: (613) 996-2635, quoting IBOC case number 980708-00776.

Continued on page 9 — Business Opportunities

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-511-WIN (613-944-4WIN from the National Capital Region).



NRCan to Lead Fall Trade and Investment Mission: "Winning in Latin America"

From November 6 to 16, 1998, Natural Resources Canada Minister Ralph Goodale will lead a trade and investment mission to Argentina, Chile and Peru. Representatives of Canadian natural resource-related companies are invited to join the mission, which will provide a unique opportunity for businesses to export their products, technologies or services to Latin America.

Minister Goodale will be accompanied by provincial officials and officials of natural resource industry associations. Representatives from Canada's Aboriginal community will also be participating to lend their expertise and acumen in natural resources to the team.

Showcasing Canadian excellence

The mission is intended to showcase Canadian excellence and expertise in all facets of the natural resource sector; to help Canadian natural resource-related companies, particularly small and medium-sized enterprises, increase exports to Latin America; to improve the business, trade and investment climate for Canadian businesses in the region; and to advance public policy issues of concern in the sustainable development of natural resources.

Destination: Latin America

Latin America is in the midst of an economic boom. Exciting new opportunities are emerging for Canadian exports of natural resources and value-added resource-related products, equipment, technologies and services. Latin America also offers significant investment and joint-venture opportunities.

Argentina, Chile and Peru are among the fastest-growing, most dynamic economies in the Western hemisphere. Canada already enjoys free trade with Chile, and negotiations are set to begin on a hemisphere-wide free trade agreement.

Opportunity to make contacts

The mission will profile Canadian companies and their capabilities at a wide range of events. Participants will have the opportunity to attend sectoral meetings with senior business leaders from host countries to explore economic and social trends and prospects for increased trade; connect with ministers, senior government officials and business leaders from Argentina, Chile and Peru at meetings and official functions hosted by Minister Goodale; and make new business contacts and pursue specific business opportunities in Latin America.

In each country, time will be allowed outside the official program for activities tailored to the business needs of participants from each Canadian natural resource sector.

Companies interested in participating, or in receiving additional information as it becomes available should send company information by mail, fax or e-mail to Natural Resources Mission Office, c/o Natural Resources Canada, 580 Booth Street, 20th Floor, Ottawa, Ontario K1A 0E4, tel.: (613) 943-0579, fax: (613) 943-0550, e-mail: destination@nrcan.gc.ca

Company information should include contact name and title, company name and mailing address, telephone and fax numbers, e-mail address, and a brief summary of your objectives/expectations for this mission.

For more information, visit the NRCan Latin America mission Website at <http://nrcan.gc.ca/destination>

SIAL 98: Europe's Largest Agri-Food Fair

PARIS NORTH, FRANCE — October 18-22, 1998 — SIAL 98, a veritable global agri-food market, will showcase some 4500 exhibitors from 90 countries. These exhibitors will offer tens of thousands of products to the 110,000 professionals expected to attend the event.

Visitors to this 18th edition of SIAL will also be able to participate in an international conference on food security and visit the Catering Village, which is entirely devoted to this booming sector.

Sectors that will be represented at SIAL 98 include dairy products, fresh and dried fruits and vegetables, fresh meat, poultry and game, pet food, catering products, frozen products, alcoholic beverages and organic, dietetic and baby products.

Canadian businesses will be able to take part in this major trade fair at the Canada Booth, organized by Agriculture and Agri-Food Canada, giving them

Continued on page 7 — SIAL 98

On Board for the 9th Formula International Motor Show - Cairo

CAIRO, EGYPT — November 12-15, 1998 — The 9th Formula International Motor Show - Cairo will be a unique opportunity to exchange information and viewpoints on the development of the automobile industry in Arab countries compared with developed countries. A delegation of the International Organization of Motor Vehicle Manufacturers (OICA) will be on hand to represent associations from top countries in the car manufacturing sector.

Among exhibited vehicles this year are conversion cars, vans, 4x4

and 2x4 vehicles, trucks and mid-sized trucks, busses and mini-busses, as well as special purpose vehicles. This show will also present different categories of equipment and services related to the automotive industry, from tires, automotive exhaust, spares and accessories, lifts and hoists, tools and garage equipment to rental cars and vehicle finance and assurance.

The 1997 edition of the Formula International Motor Show gave 140,500 visitors the chance to discover products by some 180 partici-

pating enterprises, including 35 new passenger car models.

For more information, contact Art Line, 10, El-Mehallawy Street, 12311, Dokki, Guiza, Egypt, fax: (202) 336-2097, e-mail: artline@intouch.com, Internet: <http://www.formula.com.eg>



New Permanent Exhibition Centre to Open in Beijing

The Beijing International Food & Marketing Technology Exhibition Center is a new commercial and exhibition complex, designed and built specifically for international and domestic product display.

The Center, organized by the Food Marketing & Development Committee of the China National Internal Trade Bureau and the China Food Industry Association, is scheduled to open to the public in mid-October 1998.

The exhibition hall totals four floors occupying 5000 m², and is located at 61 Youanmenwei Dajie in the centre of Beijing.

With China's economy steadily improving, Chinese residents continue to strive for higher living standards and to demand quality foods and products. This consumer demand has prompted many Chinese manufacturers to urgently seek advanced methods and equipment from abroad in order to enhance their production.

The Beijing Exhibition Center provides foreign and domestic enterprises with a long-term and effective marketing window to display their products, services and technologies.

The Center also provides a variety of value-added services such as customs-bonded warehousing, assistance in selling to government departments, banking, insurance,

transportation, communication, marketing, legal consultation, advertising, and import/export services.

Gold Fair World-Wide Marketing & Development Ltd. of Canada, the authorized overseas agent for the Center, invites all international enterprises to take advantage of the Center and its many services to pursue their interests in the Chinese market.

For more information, contact Gold Fair World-Wide Marketing & Development Ltd., 43 Hillmount Avenue, Toronto, Ontario M6B 1X3, tel.: (416) 780-9619, fax: (416) 783-0849, e-mail: goldfair@xhinaupdate.com, Website: <http://www.chinaupdate.com>

CanadExport On-Line

<http://www.dfaif-moeci.gc.ca/english/news/newsletr/canex>

Quebec Exporters Honoured at Second Export Gala

MONTREAL — September 23, 1998 — The second Export Gala will be held as part of the International Business World Exhibition (see the September 1 issue of *CanadExport*).

Ten Export Grand Prizes will be awarded during this event, to honour Quebec companies that have distinguished themselves by their performance in various fields of activity on the international scene, including information technology, agri-food, biotechnology and construction. New exporters will also be honoured with two prizes awarded by Canada Economic Development, one for emerging young entrepreneurs in high-tech sectors and the other for the best millennium preparedness on the part of a small or medium-sized business.

Besides taking part in the Gala Dinner during which the Export Grand Prizes will be awarded, the

SIAL 98

— Continued from page 5

an opportunity to make new contacts with French and foreign representatives and to meet various players in the distribution market.

During the last edition of SIAL in 1996, some 4500 exhibitors from 83 countries had access to 110,000 visitors from 167 countries.

For more information on SIAL 98 and participating exhibitors, contact PROMOSALONS, tel.: (416) 929-2562; fax: (416) 929-2564; e-mail: info@promosalons.com; Website: www.sial.fr

500 or so expected guests can take advantage of cocktail meetings to broaden their business networks and exchange ideas with potential partners.

For further information or to participate in the Export Gala, contact Martin International, tel.: (514) 288-3931, fax: (514) 288-0641,

EXPORTERS/IMPORTERS CONFERENCE

ORLANDO, FLORIDA — November 10-12, 1998 — The complexity of conducting international trade requires constant upgrading of skills, information and contacts — all of which are being offered at the 1998 International Exporters/Importers Conference.

More than 80 world-class speakers from the private and public sectors will provide the information and contacts that those involved in international trade need to make their business more competitive and profitable.

On-site appointments will be arranged with exhibiting and visiting buyers, vendors, distributors, potential joint venture partners, and investors.

Many of the trade visitors are expected to be from the Caribbean and Latin America. The Canadian Consulate in Miami will host a booth to promote Canadian trade.

For more information, contact the Exporters/Importers Conference, 242 South Military Trail, Deerfield Beach, Florida, USA, 33442, tel.: (954) 427-9717, fax: (954) 427-9178, e-mail: intlexpot@bellsouth.net

e-mail: mbaudard@martin-intl.com, Internet: www.martin-intl.com

SEMINAR ON ACCESS TO CREDIT FOR WOMEN ENTREPRENEURS

SAINTE-FOY, QUEBEC — September 24, 1998 — With its program of conferences, discussions and roundtables, the Accès des femmes entrepreneurs au crédit (Access to Credit for Women Entrepreneurs) seminar will seek to raise the awareness of chief stakeholders working in the field of women's entrepreneurship with regard to obstacles that block access to credit for many businesswomen.

Three forums will launch the debate among the 200 participants expected at the seminar. The forums will address various topics, including social and economic parameters of women's entrepreneurship, immigrant women, and the business environment.

Organized by Le Groupe Conseil Femmes-Expertise in co-operation with Canadian Heritage, Status of Women Canada, and the Quebec Department of Industry, Trade, Science and Technology, the Accès des femmes entrepreneurs au crédit seminar is aimed not only at women entrepreneurs, but also representatives of financial institutions, federal and provincial governments, and the business world.

For further information on the seminar, or if you wish to participate, contact the Groupe Conseil Femmes-Expertise, tel.: at (418) 686-1683, fax: (418) 871-2692.



Canadian Trade Commissioners from Southeast to Hold Seminars in Western Canada

Senior trade commissioners from Canadian Embassies in Southeast Asia will join other Canadian Agency representatives in presenting business seminars on Southeast Asia in Vancouver, Edmonton, Saskatoon and Winnipeg, October 19-22.

These experts will advise Canadian companies on the business climate in the region, and on how to take advantage of the many opportunities that still exist there in spite of the recent economic downturn.

The seminars will cover the Southeast Asian countries of Thailand, Indonesia, the Philippines, Malaysia, Vietnam, Singapore, Brunei, Burma, Laos and Cambodia, and provide an excellent opportunity to gain insight into securing business in these countries.

Participants will be able to meet with trade commissioners and agency representatives one-on-one.

The trade commissioners from the region include David Dix (Hanoi), Ken Lewis (Bangkok), Marta Moszczenska (Jakarta), Judith St. George (Manila) and David Wynne (Singapore).

Also participating will be representatives from the Export Development Corporation (EDC), the Canadian Commercial Corporation (CCC), the Canadian International Development Agency (CIDA), and the Southeast Asia Division of the Department of Foreign Affairs and International Trade (DFAIT).

Co-sponsored by DFAIT, the International Trade Centres (ITC) and various provincial organizations, the seminars will take place in the following cities:

Vancouver - October 19 - ITC
Tel.: (604) 666-1406

Edmonton - October 20 - ITC
Tel.: (403) 495-2959

Saskatoon - October 21 - ITC
Tel.: (306) 975-4365

Winnipeg - October 22 - ITC
Tel.: (204) 983-2594

For more information and to register for the seminars, contact the nearest International Trade Centre listed above.

Apparel Manufacturers Can Penetrate the U.S. Market

MINNEAPOLIS, MINNESOTA — October 19-21, 1998 — Canadian apparel manufacturers are invited to participate in an Apparel Rep Locator to learn more about the strong and stable Upper Midwest market (Minnesota, Iowa, North Dakota, South Dakota, western Wisconsin and eastern Nebraska), as well as to meet local sales representatives.

The event, being hosted by the Canadian Consulate General in Minneapolis, with the support of Friedman and Friedman Chartered Accountants (Montréal), will be held concurrently with the Minneapolis Apparel Mart.

The Locator will include a full-day tour of locally based department stores, specialty chains and independent retailers; a marketing seminar with selected representatives and buyers; a tour of the apparel mart during the show; and one-on-one meetings with interested representatives.

The Locator is best suited to Canadian manufacturers of traditional and updated men's, women's and children's fashion clothing and accessories in the moderate price range.

For many current exporters, the Apparel Rep Locator has provided a great starting point to begin exporting or to expand into the United States. Based on experience, the Consulate expects nearly all participants to walk away with an agent to cover this market.

Cost of participation is US\$100. Companies must cover their own travel, hotel and incidental expenses.

For more information or to request a prequalification questionnaire, contact Dana Boyle, Business Development Officer, Canadian Consulate General, 701 4th Avenue South, Suite #900, Minneapolis, Minnesota 55415, tel.: (612) 332-7486, ext. 3358, fax: (612) 332-4061. Due to space restrictions, questionnaires must be returned by September 25, 1998.

Get Ready for the Euro

MONTREAL — October 21-22, 1998 — The Institute for International Research (IIR) is organizing a conference on the impact of the new unified European currency, the euro.

On January 1, 1999, this currency will be introduced into 11 countries selected by the European Central Bank and, needless to say, Canadian companies dealing with European clients, suppliers or in-

vestors will have to adapt to this major change.

The IIR Conference offers a unique opportunity to hear various players discuss contract protection, pricing policy, potential fluctuations of the euro as well as currency exchange.

The introduction of this new European currency will affect Canadian companies dealing with Europe in many ways, including cashflow,

accounting and management systems. In the long term, however, the euro could be good news, as it will reduce the risk of currency fluctuations and simplify the approach to penetrating European markets.

For further information, or to participate in the conference, contact the IIR, tel.: 1-800-447-7785 or (514) 393-8130 (Montréal area).

Canadian Education Industry Summit Explores Investment Opportunities

TORONTO — October 7, 1998 — Co-sponsored by Gordon Capital Corporation, Heenan Blaikie, KPMG, People Soft and Smith Barney, the second annual Canadian Education Industry Summit will explore opportunities and present compelling reasons for investment and participation in this relatively new industry. The objectives of this special event are to create a platform for education

industry leaders and the investment community to discuss the unique opportunities in this \$700-billion growth industry.

Among the keynote speakers at this year's Summit will be Sergio Marchi, Minister for International Trade.

Delegates expected to attend the Canadian Education Industry Summit include investment fund managers requiring information on the

industry, technology analysts responsible for defining the education-for-profit industry, merchant bankers seeking new strategic acquisitions and market opportunities, labour-sponsored venture capital companies, retail brokers with clients who have socially responsible investment criteria, senior management from government departments responsible for education policy, private education companies interested in capital markets, specialty consulting firms interested in targeting their services to this market, university and college managers mandated to deliver cost-recovery programs, training and education departments within private companies seeking expansion, sophisticated investors looking for new market opportunities, and community college administrators looking for new partnerships.

For more information, contact the Canadian Education Industry Summit, tel.: (416) 350-6200, fax: (416) 350-6201.

Business Opportunities — Continued from page 4

LEBANON — Murr Group Ingénierie is looking for Canadian contractors to rehabilitate a dump (assorted waste): refuse, leachate, methane gas treatment, as well as to reshape the hill caused by piling garbage. Contact Michel Paiement by October 16, 1998, fax: (613) 996-2635, quoting IBOC case number 980724-00895.

LEBANON — Murr Group Ingénierie is looking for interested Canadian con-

tractors for the LINORD project for landfilling, dredging, owning and operating floating cranes and vessels, sand sucking and marine construction. Contact Isabel Lavicoire by October 16, 1998, fax: (613) 996-2635, quoting IBOC case number 980708-00775.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Women Business Owners Association — Continued from page 1

Women are in business

In her address to those attending the inauguration, Deb Schmidt, president of WBOC and owner of the Bonanza restaurant in York, Saskatchewan, focussed on the unique character of the Association, which enables women business owners to share information and advice and pool their different interests under the same umbrella. "By joining forces, we have created our own vehicle for clearly conveying the fact that we are in business," Ms. Schmidt points out.

With a comprehensive membership database, a no-charge telephone number, and a Website, WBOC helps women business owners and their companies in all parts of Canada to link up with one another. In addition, WBOC's members work on making other Canadians aware of their main concerns.

WBOC's efforts are supported by IBM Canada, which sponsors the non-profit organization, and by the Royal Bank of Canada, a founding sponsor. The Royal Bank is also providing some very valuable assistance by paying the first year's dues for anyone who joins the Association before December 31, 1998.

Women want to join forces and share

According to Hermante Ayotte, WBOC representative for Quebec and president of the Clinique de médecine industrielle et préventive du Québec, the Association will also make it possible for young women business owners to get guidance from experienced businesswomen during their first few years in business. Interviewed by *CanadExport* at the inauguration, Ms. Ayotte says: "The creation of WBOC shows that women not only want to establish contacts with one another but also

want to share their experience with the new generation." She is committed to women's business success and for the last few years has been acting as a mentor to young businesswomen in the Montréal area.

A major force

Of the approximately 700,000 businesses started up in Canada between 1990 and 1995, 30 per cent are now managed by women. They employ 1.7 million people and create jobs at a rate four times higher than the national average. The average age of women business owners in Canada is 45 years, over 80 per cent of them are married, and more than 50 per cent have children.

For more information on WBOC, contact its main office at: 1243 Islington Avenue, Suite 911, Toronto ON M8X 1Y3, tel.: 1-888-822-WBOC or (416) 236-2000, fax: (416) 236-1099, Website: www.wboc.ca

Canada's Acadian Performers in Louisiana — Continued from page 2

Les méchants maquereaux, The Glamour Puss Blues Band, Daniel LeBlanc, Amerythme, and many others. The delegation also included radio and television producers, and representatives from Acadian cultural associations — all seeking business and cultural links with the southern United States.

And find them they did. In the two days of seminars, Canadians met representatives of French-language radio and TV stations in Louisiana, record distributors, concert bookers and, most important, directors of Louisiana's Franco Fête '99 and Congrès Mondial Acadien

Festivals provide opportunities for Acadians

FrancoFête '99, the year-long celebration of Louisiana's links with France and Canada, offers a vast number of performance opportunities for Canadian artists.

"We have a proud heritage," says Warren Perrin, president of the Conseil pour le Développement du Français en Louisiane, one of the primary sponsors of FrancoFête, "and we work hard to protect it and keep it vital. The energy you bring from Canada helps us maintain our roots and encourages the next generation to speak the language and honour the culture."

Of special interest to artists from Nova Scotia, Prince Edward Island and New Brunswick is the Congrès Mondial Acadien, a two-week gathering (Louisiana, July 31-August 15, 1999) commemorating the expulsion from Acadie in 1755. The final concert will be filmed by Radio Canada for distribution in Canada and throughout the Francophonie.

From the music industry contacts they made, members of the Canadian delegation were able to conclude their visit with negotiated contracts and with an excellent rapport for future connections.

Procurement Manual Offers Strategic Approach to Selling to the UN

The second edition of *Selling to UN Agencies: A Canadian Business Strategy* is now available from the United Nations Association of Canada, a 52-year-old authority on educating Canadians about United Nations (UN) programs and issues.

The 200-page revised and updated how-to manual provides a strategic approach to securing contracts from the UN — an estimated US\$3-billion market. Included in the manual is such valuable information as current procurement statistics, Canada's

procurement performance, contact names for and profiles of various UN agencies, a breakdown of equipment and services purchased by different agencies, registration processes, tips on selling to the UN, and government contact names within Canada.

Available in French and English, the manual costs \$95, plus GST.

For more information, contact Nectaria Skokos, UN Business Development Officer, United Nations Association in Canada, tel.: (613) 232-5751, fax: (613) 563-2455, e-mail: business@unac.org

Find Trade Shows and Special Events through New Meta Website

ExpoWorld.net Ltd. has launched a new meta Website — *A Directory of Event Search Tools*. The site is a directory of directories and a search engine linking to over 500 of the most important Websites catering to the worldwide events community.

Located at www.expoworld.net, the site can be used to find trade shows, exhibitions, conferences, conventions, and other special events. The site will be of value to corporate meeting planners, trade show producers, exhibit managers, conference developers, convention coordinators, and other professionals.

For more information, contact John Passalacqua, tel.: (416) 244-1168.

New CD-ROM Provides "Socio-Economic Atlas" of China

Finding information about business opportunities in China has become easier with the publication of a new CD-ROM developed by IQ Media Holdings Corp.

Designed specifically to assist businesses, entrepreneurs and scholars, dataAtlas@China allows users to query, visualize, analyze and customize in-depth Chinese socio-economic data.

For more information, contact Catherine Carter, IQ Media, tel.: (416) 487-4302, Website: www.iqmedia.com

International Directory Can Help Canadians Doing Business Abroad

Published by International Press Publications Inc., the *International Directory of Importers* can help Canadian companies to export abroad by providing them with essential business information, including details of thousands of importing firms in nearly 100 countries.

The directory includes company name and address, contact person, year established, number of employees, telephone and fax numbers, as well as bankers and business activity.

Continued on page 12 — International Directory

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Looking for an Exciting, Challenging Career? Join Canada's Foreign Service!

Canada's Foreign Service is dedicated to serving Canadians and Canadian interests at home and abroad. The people who take up the challenge of a career in the Foreign Service are dynamic individuals who thrive on change.

Do you have excellent judgment and analytical skills? Would you like to serve Canada abroad? Will you have your university degree by June 30, 1999?

Two federal departments, Foreign Affairs and International Trade (DFAIT) and Citizenship and Immigration, are seeking qualified individuals who will succeed in a long-term career in Canada's Foreign Service.

To be considered for employment a year from now, you must apply by October 5, 1998, to the Public Service Commission (PSC) of Canada's Post-Secondary Recruitment (PSR) Campaign.

Foreign Affairs and International Trade is seeking candidates for entry-level positions as:

- Trade Commissioners, promoting Canada's commercial, economic and investment interests;
- Political/Economic Officers, promoting Canadian political and economic interests abroad;
- Management and Consular Affairs Officers, handling administration, personnel, finance, property, materiel management as well as consular programs including aid to Canadians abroad.

Citizenship and Immigration is seeking candidates for entry-level positions as:

- Immigration Officers, responsible for delivering Canada's immigration program overseas.

To be considered, you must be a Canadian citizen and have the required academic qualifications by June 30, 1999. The academic qualifications are listed in the PSC's Website — www.psc-cfp.gc.ca/jobs.htm — under the heading of Post-Secondary Recruitment or on the DFAIT Website — www.dfait-maeci.gc.ca — under the Foreign Service heading.

You can apply through the PSC's Website, or you can obtain an application form and the requirements from your campus career centre or the nearest PSC office.

If you pass the Foreign Service examinations and an interview and

accept an entry-level position, you will benefit from language training as well as extensive specialized training. During your training, you will also receive a salary and an excellent benefits package.

The Foreign Service is committed to employment equity. Women, Aboriginal people, persons with a disability and members of visible minorities are encouraged to apply.

To learn more about these positions, visit the PSC's Website — www.psc-cfp.gc.ca/jobs.htm — the DFAIT Website — www.dfait-maeci.gc.ca — and the Citizenship and Immigration Website — cicnet.ci.gc.ca

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

International Directory — Continued from page 11

For more information or to order a copy, contact International Press Publications Inc., 90 Nolan Court, Suite 21, Markham ON L3R 4L9, tel.: 1-800-679-2514 or (905) 946-9588, fax: (905) 946-9590, e-mail: ipp@interlog.com, Internet: www.interlog.com/~ipp

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 16, No. 16 — October 5, 1998

Secretary of State David Kilgour to Lead Power Mission to Africa

Companies with business interests in the power sector are being invited to participate in a trade mission to South Africa, Zimbabwe and Kenya being led by David Kilgour, Secretary of State for Latin America and Africa, November 8-13, 1998.

This very focused Power Mission has been organized to acquaint Canadian firms with the many business opportunities that will open up in southern and eastern Africa in the next decade. The mission will travel to Johannesburg, South Africa, on November 8 and 9; Harare, Zimbabwe, on November 10 and 11; and Nairobi, Kenya, on November 12 and 13.

Participating companies will have the opportunity to meet power-sector company executives and senior public-sector officials from the entire

region. Representatives from Zambia and Mozambique will be invited to the Harare meetings, and invitations will be extended to representatives

from Uganda and Tanzania to meet with mission members during the Nairobi portion of the visit.

Continued on page 2 — David Kilgour

DFAIT Welcomes New Sponsors of Canada Export Awards

With the arrival of fall, the recipients of the 1998 Canada Export Awards will soon be announced. The Department of Foreign Affairs and International Trade is pleased to welcome two new sponsors of the program. Teleglobe Inc. joins the Canadian Imperial Bank of Commerce (CIBC) and Export Development Corporation (EDC) as official program sponsors. Maclean Hunter Publishing Limited comes on board as the official media sponsor.

Each October for the past 16 years, the Canada Export Awards have recognized the success of Canadian companies that export their products and services to markets around the world. The recipients of the awards

Continued on page 9 — Awards

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David Kilgour Power Mission to Africa — Continued from page 1

The time is ideal for Canadian firms to penetrate the African power-sector market. Several African countries have experienced severe power shortages in the past year, because of inadequate capacity in generation or weather conditions that prevent the use of the installed capacity. Others have excess power generation capacity but are unable to export their surplus power because of a deficiency in transmission capacity. In almost every country in eastern and southern Africa, the annual growth in demand for power has remained strong, and this growth pattern is expected to continue indefinitely.

Those countries that are short of power are looking at a number of ways to remedy their deficiencies. Various power generation projects — hydro, thermal, solar and geo-thermal — have been proposed. To improve efficiency, the rehabilitation of existing equipment is a priority, and new transmission lines will be needed to bring electricity from regions that have surpluses to those that have shortages. Ultimately it is expected that all of eastern, central and southern Africa will be connected in a single, continent-wide grid.

To satisfy the region's power requirements, suppliers of all types of heavy electrical equipment, such as hydro turbines and generators, switch gear, transformers and transmission equipment, will have to be found. There will also be a need for a variety of power-sector-related engineering services and project management, and the many large-scale projects will demand the services of experts in associated areas, such as environmental impact studies, site remediation and ecological management.

Mr. Kilgour has invited a number of Canadian engineering firms, equipment and service suppliers and environmental consultants with power-se-

tor expertise to accompany him on the mission. As individual opportunities are uncovered during the course of the mission, provision will be made for participating companies to meet one on one with potential business partners.

A participation fee of \$1,500 for each company will defray organization and logistics costs. Arrangements will be

made to block-book rooms, but companies will be responsible for their own travel, hotel and meal costs.

For more information on the mission, contact Ted Weinstein, Trade Commissioner, Eastern and Southern African Division, DFAIT, tel.: (613) 944-6586, fax: (613) 944-7437, e-mail: ted.weinstein@extott02.x400.gc.ca

Dear CanadExport readers,

After three productive years as commercial counsellor at the Canadian Embassy in Turkey, I am delighted to succeed Amir Guindi as a member of the CanadExport team.

CanadExport is an important medium through which the Department of Foreign Affairs and International Trade disseminates pertinent information to all Canadians who have an interest in international trade.

The irreversible phenomenon of market globalization is a major challenge for us all. However, Canada is very highly regarded abroad, not only for its standard of living, but also for its expertise and leading-edge technology. We therefore have to take advantage of our good image. The key to doing that lies in acquiring the tools that will best enable us to penetrate markets and achieve success in this very competitive world.

Information is crucial, and because CanadExport provides invaluable information on world markets, I will do everything I can to ensure the quality of the material we publish. I hope I will get the opportunity to meet some of you in person or through correspondence, because your comments will be enormously helpful to me in the years ahead.

Bertrand Desjardins
Editor-in-Chief

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Mail to: *CanadExport* (BCS), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

Third-country Co-operation: Strategic Development toward the 21st Century

Third-country co-operation has been a common feature of Canadian industrial collaboration with Japan. Many Canadian companies benefit from these forms of co-operation, creating positive relationships that generate future opportunities.

Third-country co-operation encompasses different themes, including privately financed and operated public infrastructure partnerships such as build-own-operate (BOO) and build-own-transfer (BOT), joint collaboration through untied Japanese official development assistance, export credit agencies or international financial institutions (IFIs), and co-ordination on official development assistance (ODA) projects implemented by the Canadian International Development Agency (CIDA) and the Japanese International Cooperation Agency (JICA).

Trend toward co-operation

The demand for third-country co-operation is reinforced by current government action, which is transferring responsibility for the construction, financing and operation of public infrastructure projects to the private sector. Both the Canadian and Japanese governments have recognized this emerging trend and have signed an agreement to identify opportunities for joint private-sector infrastructure and other projects in third countries.

Several trends have contributed to the potential for Canadian companies to collaborate with Japanese companies. Canadian goods and services are very competitive on the world market, despite the recent decline in the value of the yen. A

maturing population in Japan has resulted in skill shortages in certain areas and a reluctance of younger staff to accept overseas assignments. Many engineering and feasibility studies, financed by IFIs and Japanese official development assis-

areas. Moreover, a partnership between a Canadian and Japanese firm increases the success rate of bids for IFI projects.

Japan supports partnerships

Recognizing the potential opportunities of third-country co-operation, the Japan Division of the Department of Foreign Affairs and International Trade (DFAIT) sponsored a conference between Japanese and Canadian government officials and private industry, which focused on pipeline and power projects in Asia. Throughout the conference, the Japanese government clearly expressed its willingness to support credible projects that may arise from Canadian-Japanese partnerships.

This message was also delivered to interested engineering and consulting companies at a series of three seminars held in Vancouver, Montréal and Toronto in June.

In conjunction with these seminars, DFAIT's Japan Division published a comprehensive document entitled *Collaboration with Japan on*

Engineering Projects, which outlines partnering strategies and project financing, and includes an extensive list of contacts and a registration form for foreign companies that wish to register with the Engineering

Continued on page 4 — Third-country

Tips on Building Partnerships in Japan

Here are some suggested approaches for initiating a relationship with a Japanese partner.

- Count on a considerable commitment of time and expense. The Japanese tend to work only with people they trust and know, rather than with companies that may have more expertise. Make sure you take the time to develop a personal relationship.
- Gain the support of senior management. It demonstrates a serious commitment to building a relationship.
- Research appropriate partners in Japan and include them in your marketing efforts.
- Visit potential Japanese firms in Tokyo, elsewhere abroad and in Canada, in order to establish and maintain linkages.
- Keep Canadian trade commissioners in Japan aware of your interest. They can facilitate introductions, which many Japanese companies value highly.
- Register your company with the Engineering Consulting Firms Association of Japan. Forms are available from the Japan Division or on the Ni-ka Web site under the Business Development Section.

tance, are increasingly requiring "softer" services such as training and environmental assessment and institution building, as well as the assessment of impacts on women and families. Canadian consultants have established expertise in these

Canada China Business Welcomes New Executive Director

The Canada China Business Council (CCBC) recently welcomed Fred Spoke as its new Executive Director. In this position, Mr. Spoke will direct all Council activities and operations in Canada and China through offices and staff located in Toronto, Vancouver, Beijing and Shanghai.

Mr. Spoke is very much at home in the international business environment. Prior to his appointment, he was Regional Manager, International Markets, at Export Development Corporation (EDC) in Ottawa, responsible for EDC's marketing efforts in Latin America, particularly Brazil.

AGM highlights opportunities in China

Mr. Spoke is already acutely aware of the Council's need to address the issue of a "changing China." In planning this year's 20th Anniversary Annual General Members' Meeting and Policy Conference (AGM), he has selected the theme "Opportunity in Times of Change." This theme recognizes the large-scale reform being undertaken by China and highlights the opportunities that these changes present for Canadian business.

The AGM, the premier Canada-China business meeting of the year, will be held in Beijing, November 18-20. A program of panels, speakers and networking sessions will give participants the information and tools they need to be successful players on the China scene.

Sessions on topics such as capital markets, risk management and specific sectoral panels on telecommunications, agri-food, transportation and environmental industries will feature Chinese and Canadian speakers offering up-to-date information and advice. A special panel will focus

on issues of particular relevance to small and medium-sized enterprises.

Special trade mission to Dalian

A special addition to this year's AGM will be a trade mission to Dalian in Liaoning province, November 16 and 17, where participants will have the opportunity to meet with relevant local companies. One of the most progressive cities in China, Dalian has a superb deep-water port and strengths in heavy industry, transportation systems, agri-food and many other sectors.

Working closely with DFAIT

The Canada China Business Council is a private-sector, non-profit membership organization incorporated in 1978 to facilitate and promote trade and investment between Canada and the People's Republic of China.

The Department of Foreign Affairs and International Trade is one of the

CCBC's principal partners. Along with its collaborative efforts with the China Division in Ottawa, the Council works closely with the Canadian Embassy in Beijing, the consulates general in Shanghai, Guangzhou and Hong Kong, and our new consulate in Chongqing. International Trade Minister Sergio Marchi's spring trade mission to China and Hong Kong was organized by the CCBC.

An important initiative of the CCBC and our Canadian missions in China has been the new Outreach Program, which speaks directly to the reality of China's multiple economies. This new joint project is designed to link Canadian firms with the various economic hubs across China. To date we have successful outreach events in Tianjin, Qingdao and Xiamen.

For more information on the CCBC or its AGM, contact the Toronto office, tel.: (416) 954-3800, fax: (416) 954-3806, e-mail: ccbc@istar.ca

Third-country Co-operation

— Continued from page 3

Consulting Firms Association (ECFA) of Japan, which has partnering opportunities available with its member firms. This document can be obtained directly from the Division or on Ni-ka On-line at <http://www.dfait-maeci.gc.ca/ni-ka/menu.asp> in the Business Development Section. Another document entitled *Potential Engineering*

Partners with Japan is also available from the Division.

For more information, contact Michael L. Clark, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 995-1677.

Visit Ni-Ka On-line, Canada's Internet Window on Japan: <http://www.dfait-maeci.gc.ca/ni-ka>

Canadian Partner in Demand in Saudi Arabia

The following business opportunity has been received by the Canadian Embassy in Riyadh. Al-Alawy Group is looking for a Canadian partner to form a joint-venture, full-service oilfield equipment maintenance company in Saudi Arabia.

The industry

Al-Alawy is targeting the heavy industry of Saudi Arabia's eastern province, including the state-owned oil company Saudi Aramco and the state-owned petrochemical giant SABIC.

This market is currently served by several multinational companies based overseas. However, Saudi companies, particularly government-owned firms, have a strong preference for dealing with other Saudi-owned companies in order to diversify the economy. A joint-venture partner would be considered a Saudi company.

An economic slowdown caused by low oil prices in Saudi Arabia is forcing companies to pay more attention to the general maintenance of equipment and physical assets. At the same time, out-sourcing has increased as companies look for ways to cut costs.

The company

Al-Alawy Group has diverse interests, including an aerial photography and surveying company, a safety and security products division,

and a specialized industrial cleaning company that is now serving Saudi Aramco. It is this last division that Al-Alawy wants to expand.

Al-Alawy needs foreign technology and experience to succeed in this venture. Interested Canadian companies should have international experience in the field and be large enough to share an initial investment in plant and equipment with Al-Alawy. The Saudi company will provide local logistic, marketing, and staffing services.

For more information, contact Alain Young, Business Development Manager, Al-Alawy Group, P.O. Box 94640, Riyadh 11614, Saudi Arabia, tel.: (966-1) 482-6138, fax: (966-1) 482-8625, e-mail: atc@naseej.com

For general information about doing business in Saudi Arabia or assistance, contact Steven Goodinson, Second Secretary (Commercial), Canadian Embassy, P.O. Box 94321, Riyadh 11693, Saudi Arabia, tel.: (966-1) 488-2288 ext. 3353, fax: (966-1) 488-0137.

Business Opportunity in Venezuela

Miner and Partners, which operates a re-steel yard with approx. 5000t/mos capacity and an importation company that supplies to the construction industry, is seeking a Canadian manufacturer of ground engaging tools for earth-moving equipment that it can represent in Venezuela.

The company has extensive experience in the heavy construction industry and is already representing several manufacturers of construction-related materials.

For more information, contact Michael V. Major, Sales Manager, Miner and Partners, Av. Sucre Figarella - Urb. Don Miguel, Q1, Puerto Ordaz, Edo Bolivar, Venezuela, tel./fax: (58-86) 628-442, e-mail: mmajor@etheron.net

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the site's new page, "International Capital Projects."

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

BELGIUM — The DAPHNE company is looking for Canadian companies interested in working with it in the telecommunications sector. DAPHNE's main area of activity is (a) development of communications hardware and software for uploading data from remote sites, and (b) activities associated with processing the data received. Contact Isabel Lavictoire before November 2, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980716-00837.

INDIA — Oil & Natural Gas Corporation Ltd. has issued a general notice for prospective bidders or manufacturers who would like to procure and install Stack Monitoring System Station for continuous analysis of the following stack parameters: carbon monoxide, oxides of nitrogen, sulphur dioxide, suspended particulate matters, flow rate of flue gas and temperature of the flue gas. Contact Isabel Lavictoire before October 26, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980819-01077.

LEBANON — Murr Group Ingénierie is looking for Canadian contractors to build a turnkey wastewater treatment plant to cater for 5.6 m³/second for the year 2015 and 7.5m³/second for the year 2040. Contact Michel Paiement by October 16, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980708-00776.

LEBANON — Murr Group Ingénierie is looking for Canadian contractors to rehabilitate a dump (assorted waste): refuse, leachate, and methane gas treatment, as well as to reshape the hill caused by piling garbage. Contact Michel Paiement by October 16, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980724-00895.

SAUDI ARABIA — Several reputable Saudi Arabian companies are looking for Canadian mining companies that might be suitable partners for exploration and development of mines in Saudi Arabia. Foreign companies are needed for their technology and expertise in planning, developing, and operating new mines. Some equity investment would likely also be

expected. Minerals of particular interest are copper, bauxite, phosphates, and gold, although deposits of others have been identified. Deadlines for the application for exploration licences range between November and December 1998. Contact Andrée Faubert, at fax: (613) 996-2635, quoting IBOC case no. 980824-01118.

SINGAPORE — Land and Transport Authority is looking for contractors experienced in the design, supply, delivery, installation, testing and commissioning of maintenance equipment and facilities of railway depot equipment. Closing date is November 27, 1998. Contact Isabel Lavictoire before October 30, 1998, at fax: (613) 996-0675, quoting IBOC case no. 980827-01143.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>



Info Export
<http://www.infoexport.gc.ca>

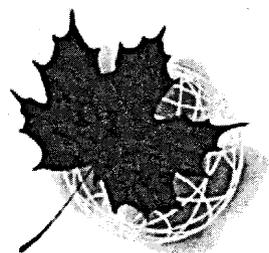
MARKET REPORTS

DFAIT's Team-Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Canadian Trade Review

A QUARTERLY REVIEW OF CANADA'S TRADE PERFORMANCE

SECOND QUARTER 1998



This trade and investment quarterly reports on Canada's economic growth in the second quarter of 1998, and highlights our trade and investment performance in key sectors and markets.

OVERVIEW

Canadian trade grows despite difficult international climate

Despite unsettled economic conditions, international trade and investment continued to contribute to Canadian economic growth and jobs during the second quarter of 1998. Exports rose 0.9 per cent in this April-June period, while imports rose 1.3 per cent.

The key international developments affecting Canada in this period were

- continued expansion in the United States and steady growth in the European Union countries,
- the continuation of low commodity prices as global demand remained weak,
- the economic downturn in Asia,
- the depreciation of the Canadian dollar against the U.S. dollar,
- economic instability in other emerging markets, especially Russia, and

- volatility in international capital flows as investors increasingly sought U.S.-dollar fixed-income securities.

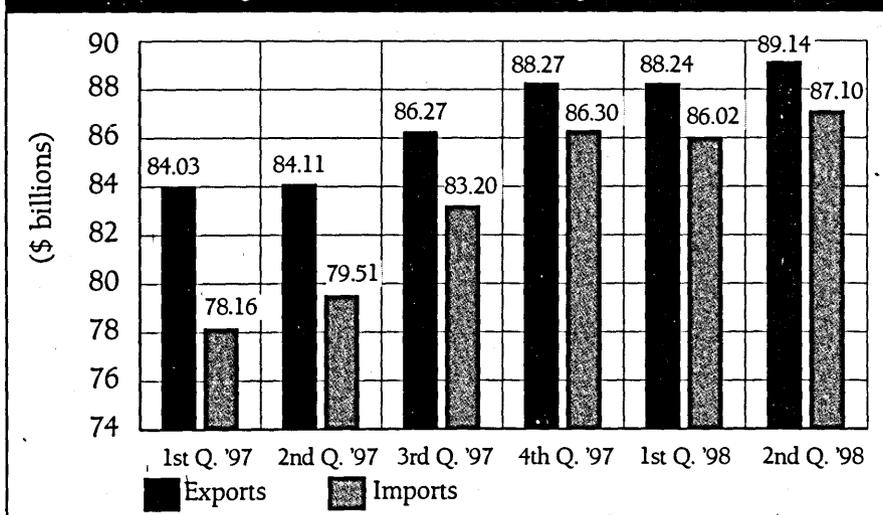
The U.S. economy continued growing, although at a slower pace than in the first quarter of 1998. However, the slowdown in the United States had little impact on Canada's export performance during this second quarter. In addition, Canadian exports to the United Kingdom and other West European countries remained stable.

In other foreign markets, Canadian export performance reflected the slower economic

growth climate of those countries, while Canadian imports from these economies increased.

Looking ahead, the impact of the Asian and Russian crises on commodity prices will have an influence on Canada. Events in the near term will be shaped by, among other things, the effects of the weakening U.S. stock market on U.S. economic growth; widely fluctuating exchange rates; the Japanese economy and reforms; and the ability of the Western European, South/Central American and Chinese economies to weather current instability.

Canada's Trade in Goods and Services
(First Quarter 1997 to Second Quarter 1998)



Source: Statistics Canada



Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Canada

TRADE & INVESTMENT HIGHLIGHTS

Exports continue as important contributor to economic growth

Exports continued to contribute to economic growth in Canada during this quarter. The value of Canadian exports of goods and services grew 0.9 per cent in the second quarter, outpacing Canada's nominal gross domestic product (GDP) growth of 0.7 per cent. The performance of Canadian exporters is partly due to the lower value of our dollar against the U.S. dollar.

Imports of goods and services into Canada rose even faster, by 1.3 per cent, in response to investment activity and consumer demand in Canada. Purchases of machinery, equipment and related business services increased Canada's production capacity and suggest future prospects for higher productivity and jobs in Canada.

Impact of the Asian crisis intensifies

Canadian exports to Asia declined further in the second quarter as the economic downturn in Southeast Asia deepened. Meanwhile, Canadian imports from these countries continued to increase, on account of strong demand in Canada and the declining Asian currencies. The openness of the Canadian market to imports from Asia is helping to mitigate the decline in economic activity and contributing to restoring growth in those key Canadian markets.

Of particular concern to Canada is the sustained weakness of economic growth in Japan, Canada's largest trading partner in Asia. Canada's merchandise exports to Japan declined substantially, partly as a result of low commodity prices. Coupled with continued growth in

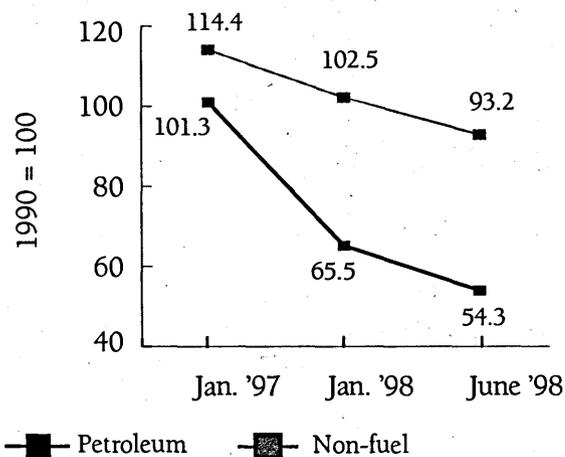
imports from Japan, this decline in exports led to Canada's first deficit in trade in goods with its Asian partner since the second quarter of 1993.

Change in Canadian Trade from January 1997 to June 1998 with Selected Asian Economies

	Exports to Asia (%)	Imports from Asia (%)
China	0.7	21.9
Hong Kong	-32.5	3.2
Indonesia	-43.9	13.0
Japan	-35.3	19.3
Malaysia	-26.9	3.5
Philippines	-64.1	45.7
Singapore	-29.7	0.9
South Korea	-48.3	12.8
Taiwan	-33.4	20.1
Thailand	-40.6	9.5

Source: Statistics Canada on a customs basis

International Commodity Price Indexes



Source: International Monetary Fund

Weaker commodity prices decrease Canadian export revenues

Canada's commodity sector continued to feel the effects of low international commodity prices. As one illustration, the value of energy exports in the first half of 1998 fell 14 per cent from 1997 levels, notwithstanding a 7 per cent gain in export volumes. In the last quarter, low commodity prices and less demand from Asia put pressure on Canadian-based resource producers, slowing economic growth in some regions in Canada.

Looking ahead, instability, continued market weakness and new sources of supply are other factors that will influence commodity prices and Canadian export revenues. Canada has decreased its reliance on commodity exports from 39.3 per cent in 1980 to 28.7 per cent of total exports in 1997. However, this reality is not fully appreciated in international markets, which continue to believe in the myth of Canada as exclusively a commodity supplier.

Exceptional trade performance of machinery and equipment

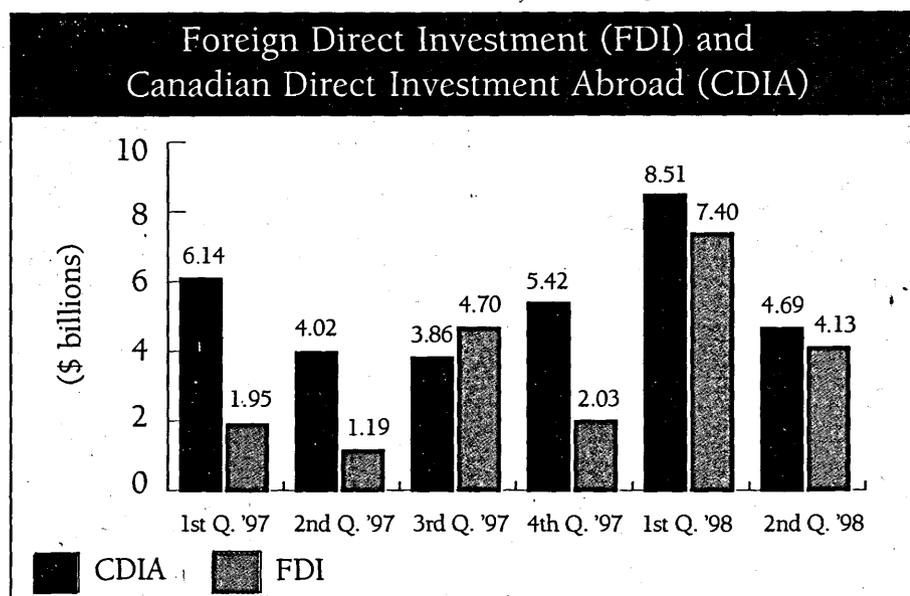
The ground lost in the commodity sector was offset by gains in exports of machinery and equipment. For the second consecutive quarter, machinery and equipment maintained its newly established position as Canada's leading export sector. This buoyant export performance was the result of strong investment demand in the United States. Meanwhile, Canada's imports of machinery

and equipment also saw growth, which attests to continued business investment in the economy.

Canada remains an attractive investment location

During the second quarter, Canada continued to attract increasing volumes of foreign direct investment (FDI). FDI flows for the first two quarters of 1998 combined have already exceeded that of all of 1997. Direct investment flows were largely to and from the United States and were concentrated in the finance and insurance industries. The healthy two-way flows of direct investment strengthen Canadian international linkages and help pave the way for future trade and growth.

With regard to portfolio investment flows, the second quarter saw a drop in investment in Canadian bonds such as treasury bills. At the same time, the higher Canadian portfolio investment abroad resulted in a net outflow of portfolio funds, putting a downward pressure on the Canadian dollar.



Source: Statistics Canada

FEATURES SECTION

Re-emphasizing Canada-U.S. trade

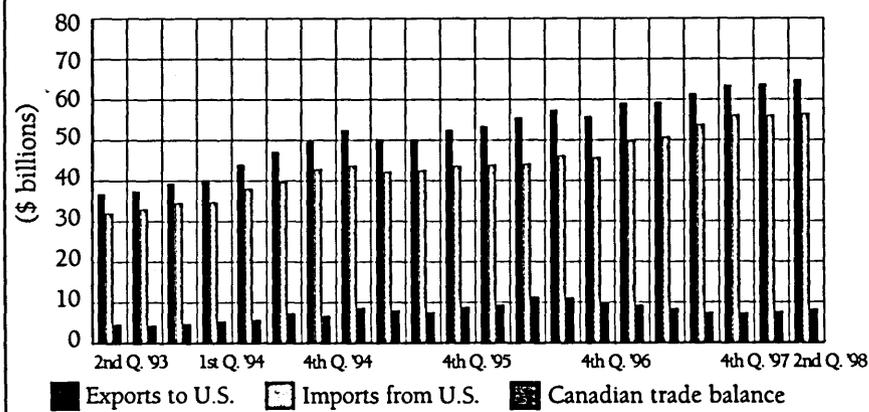
Developments in recent quarters have again emphasized the importance to Canada of trade and investment relations with the United States. The strengthening of this bilateral economic relationship reflects the strong continued economic growth in the United States and Canada, the depreciation of the Canadian dollar, and the benefits of the 1989 Canada-U.S. Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA). Since the NAFTA came into force at the beginning of 1994, the value of two-way trade between Canada and the United States has increased and now totals \$1.2 billion each day.

During the second quarter of 1998, the United States was the only major country among our principal trading partners with which Canada had a positive merchandise trade balance. Canada's merchandise trade surplus with the United States also increased in comparison with the first quarter figure, a key development in supporting Canada's overall trade expansion. The General

Motors strike in June contributed to the decline of Canadian exports and imports of auto products in the second quarter.

Overall, the strength of Canada's trade performance in the first half of 1998 has been based on the continued strength of the North American economy.

Canada's Merchandise Trade with the United States



Source: Statistics Canada

The U.S. market offers continued opportunities for Canadian enterprises wishing to export. This market continues to be a training ground for Canadian exporters, particularly small and medium-sized enterprises, because of the similar business culture, language and work ethic, and the possibilities for partnering with U.S. firms to export to third-country markets.

MORE INFORMATION

For more information, visit the DFAIT Web site at <http://www.dfait-maeci.gc.ca>
Canadian exporters may also call 1-888-811-1119 or visit <http://exportsource.gc.ca>

The Department of Foreign Affairs and International Trade has 130 offices and 828 trade officers around the world to help Canadian companies in their trade and investment efforts. In 1997, the Department assisted Canadian companies on 151,000 separate occasions. The Department also negotiates and administers a broad range of trade and investment agreements for Canada and helps resolve trade disputes on behalf of Canadian industries. Our market access initiatives open doors abroad for Canadian companies, and our trade promotion initiatives help Canadian firms take advantage of these commercial opportunities.

Main source of data: Statistics Canada

Disponible également en français

Canadian Wind Energy Conference & Trade Show '98 Coming Soon

RICHMOND HILL, ONTARIO — November 16-18, 1998 — Under the theme "Emissions Trading and Green Power: Profitability for Buyers and Sellers," the Canadian Wind Energy Association will hold its 14th Canadian Wind Energy Conference & Trade Show.

Organized in association with the Independent Power Producers Society of Ontario Conference, this event is Canada's largest national exhibit of independent power products and services.

The program will include a one-day

seminar (November 16) and a two-day conference (November 17-18). The seminar will present steps taken by North American governments to make emissions reduction trading the focal point of their greenhouse gas strategies, as well as profitable strategies for the deregulated and emissions-conscious marketplace. The conference will feature Canadian actions on electricity deregulation and restructuring, the new market and green power opportunities and the expected future of the sector.

Expected to attend the trade show

and conference are customers seeking emissions reduction credits; major electricity consumers; potential green power customers; government decision makers; regulatory administrators; power marketers; developers; utility executives and managers; manufacturers, distributors and retailers; and environmental managers and advocates.

For more information, or to register, contact the Canadian Wind Energy Association, tel.: 1-800-9CANWEA, fax: (403) 282-1238, e-mail: canwea@canwea.ca, Internet: www.canwea.ca

ELEC '98: an Electrifying Meeting Place

PARIS, FRANCE — December 7-11, 1998 — Renowned as the international exhibition of electricity, automation and related services and applications — and celebrating 40 years of success this year — ELEC '98 will host some 2,000 exhibitors, providing a complete panorama of the electrical and electronic equipment industries. Over 150,000 visitors are expected to attend this major show.

ELEC covers all industrial, service and domestic uses of electricity, including generation, transmission and distribution; automation; building; lighting; heating, air conditioning and ventilation; and maintenances and services.

Among the highlights of ELEC '98 will be the automation section, where 400 companies, including world leaders Microsoft and Sun, will be exhibiting. The spotlight will

also be turned on ELEC '98's lighting section, offering an exhaustive range of high-technology products from sources of light to functional, decorative, architectural, industrial and security lighting appliances.

For more information, contact PROMOSALONS CANADA, tel.: 1-800-565-5443 or (416) 929-2562, fax: (416) 929-2564, e-mail: info@promosalons.com

Don't Forget World Trade '98, Agents/Distributors Locator & Recruiter Show

TORONTO — October 29, 1998 — World Trade '98, Agents/Distributors Locator & Recruiter Show is an important event for Canadian and international manufacturers interested or involved in exporting or in developing domestic markets via agents and distributors. Manufacturers will have the opportunity to prospect for U.S. and Canadian

agents and distributors to help them penetrate markets in which they are not yet represented.

For more information, contact Lee Meister, Canadian International Trade Association, 2 Carlton St., Suite 611, Toronto, ON, M5B 1J3, tel.: (416) 351-9728, fax: (416) 351-9911, e-mail: lpm@istar.ca, Internet: <http://home.istar.ca/~lpm>

Trade Fair Underlines UAE's Non-oil Trade Growth

DUBAI, UAE — November 23-26, 1998 — The United Arab Emirates' (UAE's) soaring non-oil trade growth and an export surge of over 28 per cent will be underlined at the Storage, Handling and Distribution Exhibition — SHD '98. The show will also emphasize the importance of efficient logistic support to the growth of world air cargo, which is expected to grow by 6.6 per cent per year for the next 20 years.

There is a general all-round growth in cargo handling all over the country, and SHD '98 will provide visitors with a wide array of sophisticated satellite tracking systems, logistics management, inventory management and ultra-efficient large warehousing facilities, which make the UAE the finest cargo hub in the Middle East.

The show will also provide an excellent opportunity for exhibitors to network with the Dubai Civil Aviation Authority, which recently announced a Dhs730 million Cargo Village expansion program to increase its cargo handling capacity over the next decade.

The exhibition will feature automatic handling, communications, information technology, control systems, production logistics, warehouse and conveying technology, storage equipment, transport, packaging and disposal and traffic procurement and distribution, augmented by an extensive program of workshops, technical seminars and a major conference for logistics providers.

For more information, contact David D'Souza, PR Executive, Dubai

World Trade Centre (LLC), Public Relations Department, P.O. Box 9292, Dubai, UAE, tel.: (971-4) 308-6088 (Dir) 321-000 (Board), fax: (971-4) 306-4033, e-mail: david@dwtc.com, Internet: www.dwtc.com

Last Call for COMDEX

LAS VEGAS — November 16-20, 1998 — The Canadian Pavilion may still have space for Canadian companies wishing to exhibit hardware and software products at COMDEX FALL — an important trade fair for Canadian information technology companies wishing to expand their business into the U.S. market.

For more information, contact immediately Pat Fera, U.S. Business Development Division, DFAIT, tel.: (613) 944-9475.

Industry Comes Shopping at Canada's Premiere Grocery Trade Show

TORONTO — October 25-27, 1998 — The Metro Toronto Convention Centre will host Grocery Showcase Canada '98, Canada's premiere grocery industry trade show and convention. Now in its 36th year, the event has long been recognized as the place to tap into the vast potential of Canada's \$56-billion grocery industry.

Grocery Showcase Canada attracts retailers, manufacturers, distributors, wholesalers, brokers and buyers from Canada and around the world, offering the industry's decision-makers the opportunity to exchange ideas, foster business relationships, and explore import and export opportunities.

All facets of the grocery industry will be represented, from the most progressive store equipment and technology to packaged and prepared goods, general merchandise, and services. Also featured will be educational pavilions on the latest check-out technology, equipment and product category management, as well as produce-merchandising seminars hosted by industry experts.

For more information, contact Derek Olson, Canadian Federation of Independent Grocers, tel.: 1-800-387-0175, fax: (416) 492-2347, e-mail: info@cfig.ca, Internet: www.cfig.ca

BATIMAT '99: It's not too Late to Participate

PARIS, FRANCE — November 8-13, 1999 — There is still time for Canadian firms to register as exhibitors in the Canadian pavilion at BATIMAT '99.

BATIMAT is the only trade show to cover every aspect of the building industry.

For more information, contact DP Expos Services Inc. at tel./fax: (33-1) 39-73-95-27, e-mail: dpexpos@easynet.fr

Reap Rewards of Canada House Reopening at IFE '99

LONDON, U.K. — February 7-11, 1999 — The first major food and drink show in the U.K. since the May 1998 celebration of Canadian food and wine at the reopening of Canada House, the 11th International Food & Drink Exhibition (IFE '99) presents a golden opportunity to capitalize on this highly successful event. Curiosity and interest have fully

peaked at what Canadian food and wine producers have to offer.

IFE '97 attracted over 40,000 visitors from every sector of the U.K. food and drink market, proving that it is the place to meet decision makers and win new business.

Canadian companies will have the opportunity to participate in a national stand being jointly organized by

the Canadian High Commission in London and UNILINK. The High Commission will also provide a meeting-room facility.

For more information, or to participate, contact Lori-Anne Larkin, UNILINK Canada, 50 Weybright Court, Unit 41, Toronto, ON, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025, e-mail: lal@unilinkfairs.com

New Web Site Lists Top International Trade Fairs

Canadian companies seeking information on, or wishing to register for, international trade fairs now have a new on-line resource. Canadian trade fair representative UNILINK has introduced a new Web site — www.unilinkfairs.com — which lists a selection of the world's top trade fairs for Canadian exporters.

Divided into sectors such as agriculture, electronics, broadcasting, forestry and health care, and updated regularly, the site's fairs-by-industry calendars provide a chronological listing of a large cross section of

global trade events. Interested companies can register on forms provided.

UNILINK's Web site also provides a link to exporting and international trade fair-related services, including travel and accommodation, exhibit freight, and the latest information on government programs and financial support.

For more information, visit UNILINK'S Web site at www.unilinkfairs.com; or contact UNILINK, 50 Weybright Court, Unit 41, Toronto, ON, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025, e-mail: info@unilinkfairs.com

Awards Recognize Exporters

— Continued from page 1

have contributed significantly to Canada's economic growth and have excelled in competing and succeeding in the global trading arena. The awards attest to the success of the partnership between the government and the private sector.

Performance is key

Over 200 applications, on average, are received each year, and are reviewed by a selection committee of Canadian business leaders. In selecting the winners, the committee considers a company's performance in introducing new products and services into world markets;

significantly increasing export sales; holding markets in the face of strong competition; attaining a high level of Canadian content; and achieving a high ratio of export sales to total sales. Eligible companies must be based in Canada and have been actively engaged in exporting for at least three years.

International Trade Minister Sergio Marchi will announce the winners of this year's Canada Export Awards on October 5, 1998, at a special ceremony in Calgary. The ceremony will take place in conjunction with the annual convention of the Alliance of Manufacturers & Exporters Canada.

Convention provides networking opportunities

More than 800 manufacturers, producers and exporters and their service providers, along with public-sector representatives involved in industry, trade or investment, will gather for the three-day convention to network and exchange information and ideas. At the plenary session, Minister Marchi will give an address on "World Trade and Canada's Response."

A special feature on the 1998 Canada Export Award winners will be published in an upcoming issue of *CanadExport*.

Quebec Company's Air Treatment Process Helps Americans Breathe More Easily

Montréal firm Biothermica International Inc. has entered the U.S. market with confidence and vision. Its greatest assets are unique expertise and proven after-sales service.

Founded in 1987, Biothermica International Inc. is a technology firm that specializes in air pollution control in industrial settings. Part of Biothermica's mission is to help improve the quality of life of people living near industrial areas.

Industrial pollution can now be eliminated

More and more industries are using the Biotox® process, the culmination of nine years of research and development (R&D) by Biothermica, to solve their pollution problems. Biotox® units eliminate up to 99.9 per cent of the micropollutants and accompanying odours found in industrial emissions.

In addition to treating volatile organic compound emissions from paint manufacturers and printers, Biotox® units treat sulphur emissions from kraft paper mills, as well as condensible organic compound emissions from asphalt paper manufacturers. This latest innovation has enabled Biothermica to establish a foothold in the U.S. market; the company has sold two Biotox® regenerative incineration units to Globe Building Material for its plants in St. Paul, Minnesota, and Whiting, Indiana. The contract is worth more than \$1 million. Turnkey installation at the two plants was carried out last year.

Proven expertise appeals to Americans

"We decided to go for the U.S. market after proving ourselves at home and devoting 10-15 per cent of our sales to R&D," explains Biothermica president Guy Drouin.

Biothermica initially relied on its good relations with the Asphalt Roofing Manufacturing Association (ARMA) in the United States to promote its expertise

to U.S. manufacturers. After making a presentation to ARMA members on its technology, the company invited the most interested to view the Biotox® unit that had been installed at the Edmonton plant of Building Products Co., a division of EMCO. "That's really when the people in charge at Globe were convinced of the solutions we offer," says Mr. Drouin.

Biothermica's after-sales service was another important factor in the sale of the units. The company provides its clients with constant monitoring to ensure that the Biotox® systems work properly; the systems are linked by modem to Biothermica's central server in Montréal. "The modern communications tools we use instill confidence in our foreign clients," adds Mr. Drouin. "They no longer have to worry about the fact that we're many kilometres away."

From problems to solutions: a global outlook

Biothermica is pursuing their U.S. expansion with help from trade representatives at the Canadian Embassy in Washington and the Consulate General in Seattle.

"They are working with us to expand our network of manufacturers' agents in the United States," explains Mr. Drouin. "We now count on these people as our representatives on the other side of the border."

Biothermica also hopes to break into the overseas market, primarily through joint ventures. With that goal in mind, the Montreal company teamed up with a British partner last June to create Biothermica U.K.

For more information, contact Biothermica, tel.: (514) 488-3881, fax: (514) 488-3125, e-mail: biodir@biothermica.com, Internet: <http://www.biothermica.com>

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).



Medica '98 Visitors Invited to Attend Post-show Partnering Activities

Visitors planning to attend Medica '98 in Dusseldorf, November 18-21, or any companies interested in the Scandinavian medical market, are invited to participate in a further week of partnering activities directly after the show.

From November 23 to 27, the Canadian embassies in Helsinki and Stockholm will be co-ordinating a week of activities, including two partnering/strategic alliances seminars in Tampere, Finland, and Gothenburg, Sweden, as well as a visit to the Medicine Scandinavia trade show in Gothenburg (November 24-26), for companies interested in the telehealth/medical devices market and other health care sub-sectors.

Sweden and Finland are in the forefront of the medical devices and telehealth sectors, and there are many possibilities for matchmaking between Canadian firms and firms in these countries.

The two partnering/strategic alliances seminars will feature presentations by, respectively, Finnish and Swedish sector experts and partnering discussions with, respectively, Finnish and Swedish telehealth and medical devices companies. The Finnish event is being organized in conjunction with Tampere's Finn-Medi Research, which is active in co-ordinating Finnish participation in the EU "ADAPT" project.

For more information, contact John Pearce, Commercial Counsellor, Canadian Embassy in Helsinki, tel.: 358-9-171-141, fax: 358-9-601-060, e-mail: john.pearce@paris03.x400.gc.ca

For more information on the Finnish telehealth market, contact the Finnish Society of Telemedicine: <http://www.2fi/telemedicine/society.htm> or the Finnish Welfare cluster at VTT (equivalent to Canada's National Research Council): http://vtt.fi/tte/welfare_cluster/industry.html

For more information on the Swedish partnering event, contact Catharina Nordbeck, Canadian Embassy in Stockholm, tel.: 46-8-453-3017, fax: 46-8-24-2491, e-mail: catharina.nordbeck@stkhm01.x400.gc.ca or Robbin Battison, tel.: 46-8-453-3013, e-mail: robbin.battison@stkhm01.x400.gc.ca

For more information on the Swedish health informatics sector, visit <http://www.yoldia.com/telemed/frameset.htm> or <http://www.spri.se/i/hpage.htm>

Coinciding with the Swedish Society of Medicine's national conference, Medicine Scandinavia is the most important medical trade show in the region. The exhibition will feature exhibits in the pharmaceutical, diagnostic and medical devices, and IT/telehealth fields. Exhibitors will have access to Asyncon Transfer Mode (ATM) and be given the opportunity to organize short symposia at centrally located spots.

For more information on the show, contact Catharina Nordbeck at the Canadian Embassy in Stockholm.

EXPORT
Source
Online Services on direct
<http://exportsource.gc.ca>
1-888-811-1119

Exporters/Importers Conference

ORLANDO, FLORIDA — November 10-12, 1998 — The complexity of conducting international trade requires constant upgrading of skills, information and contacts — all of which are being offered at the 1998 International Exporters/Importers Conference.

More than 80 world-class speakers from the private and public sectors will provide the information and contacts that those involved in international trade need to make their business more competitive and profitable.

On-site appointments will be arranged with exhibiting and visiting buyers, vendors, distributors, potential joint venture partners, and investors.

Many of the trade visitors are expected to be from the Caribbean and Latin America. The Canadian Consulate in Miami will host a booth to promote Canadian trade.

For more information, contact the Exporters/Importers Conference, 242 South Military Trail, Deerfield Beach, Florida, U.S.A., 33442, tel.: (954) 427-9717, fax: (954) 427-9178, e-mail: intlexpot@bellsouth.net

Fall Seminars are Geared for Exporters/Importers

Through the fall seminar series of Canadian customs broker Livingston International, importers and exporters can update themselves on the challenges and opportunities of the global market, or learn about specialized areas such as customs compliance.

Seminars are geared for executives and managers in finance, logistics, customs, traffic, transportation and purchasing in companies that rely on moving goods across the Canada-U.S. border.

The most popular seminar has been the free three-hour Top Five Challenges and Opportunities for Importers and Exporters. The seminar (being offered in Ottawa, October 15) covers changes in Canadian and U.S. government regulations that affect companies trading between the two countries.

New this fall is a specialized seminar on the steps companies using

self-clearance software must take to use ACROSS, Canada Customs' new electronic release system (\$89 — Toronto, October 27).

Other seminars include Surviving a Revenue Canada Customs Audit (\$89 — Calgary, October 11; Burlington, ON, October 21; Toronto, November 19); Taking Advantage of

the NAFTA (\$109 — Edmonton, October 22); and Customs 101, Importing to the U.S. (\$59 — Toronto, November 5).

For a complete listing of topics, dates and locations, or to register, contact Livingston International, tel.: 1-800-837-1063, Internet: <http://www.livingstonintl.com/>

"Making Trade Shows Work": Fall Seminar

Companies planning to exhibit at a trade show within the next six months may want to attend Barry Siskind's seminar "Making Trade Shows Work." This exhibitor training workshop, now in its 11th year, will help you ensure you have picked the right show, have set your objectives, and know how to create a winning booth and a dynamic promotional

plan; it will also teach the secrets of successfully working a booth.

The workshop is being offered in Calgary, October 21; Regina, October 22; Ottawa, November 18; and Montréal, November 19.

For more information, or to register, contact the International Training and Management Company, tel.: 1-800-358-6079, e-mail: itmc@ican.net

New Directory for Canadian Fish and Seafood Exporters

The 1998 *Canadian Fish and Seafood Exporters Directory* is now available. This practical publication provides profiles, product information, trade names and sales contact information on some 600 fish

processing and exporting companies across Canada.

For more information or to order a copy, contact Astwood Marketing Group, tel.: (819) 459-3496, fax: (819) 459-1049, e-mail: grow@astwood.ca

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Vol. 16 No. 20 December 1998

Min. des Affaires extérieures

Minister Marchi Presents Woman Entrepreneur of the Year Award

3 1998

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Growing numbers of Canadian women entrepreneurs are embracing the export challenge in innovative ways to sell their goods and services across the border and to the farthest reaches of the globe. To recognize one of Canada's successful women leaders in the export field, the Department of Foreign Affairs and International Trade (DFAIT) sponsored, for the first time, the Woman Entrepreneur of the Year Award in the International Competitiveness category.

Dr. Julia Levy, President and CEO of QLT Photo-Therapeutics was presented with the 1998 International Competitiveness Award by International Trade Minister Sergio Marchi at a gala event in Toronto on November 6, 1998. QLT is a world leader in the development and commercialization of proprietary pharmaceutical products for use in photodynamic therapy, an emerging field of medicine using light-activated drugs in the treatment of disease, particularly cancer. Dr. Levy, a microbiologist, is one of the founding partners of the firm and became

president in 1996. The company's marketing networks reach into the United States and Europe.

The Woman Entrepreneur of the Year Award was started in 1992 by the Joseph L. Rotman School of Management to recognize and encourage women entrepreneurs. DFAIT will continue to sponsor this award, with next year's gala presentation being in Calgary. If you wish to nominate a woman exporter for this award, contact the 1999 Woman Entrepreneur of the Year Awards, fax: (416) 978-5433.



From left to right: Joanna Townsend, Director, Export Services - Small and Medium-sized Enterprises Division, Minister Marchi and Dr. Levy (winner).

Businesswomen Take Part in World's First "Virtual" Trade Mission

Between July 1 and August 31, 1998, the world's first virtual trade mission (VTM) took place between Canadian and Asian businesswomen via the Internet and videoconferencing, resulting in a more conventional trade mission to Malaysia in September to seal the deals struck on-line.

Developed by and for businesswomen, the VTM was the result of collaborative efforts between the Global Enterprise Group, the CanAsian Businesswomen's Network

(a CIDA-funded project managed by the Asia Pacific Foundation), Bottom-Line Communicating, and the Malaysian Federation of Women

Continued on page 2 — World's First

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Federal Government Makes Recommendations for Year 2000 Problem

"There can be no doubt that the Year 2000 problem is one of the most significant challenges that Canada and the rest of the world must face." This is the opening sentence of the federal government's response to The Year 2000 Problem - Where is Canada Now? (Sixth Report of the House of Commons Standing Committee on Industry).

The response goes on to update the initiatives and activities that the federal government has taken and will take to prepare for the Year 2000.

The Prime Minister has assigned to an expanded Treasury Board responsibility for co-ordinating the federal government's Year 2000 activities on behalf of the Cabinet. He has charged four lead Ministers with the following special Year 2000 responsibilities:

- The President of the Treasury Board has general responsibilities to co-ordinate the federal government's Year 2000 activities and specific responsibility to oversee the Year 2000 preparedness of federal departments and other organizations.
- The Minister of Industry, in collaboration with colleagues and

businesses, is responsible for seeing that reasonable efforts are made to ensure that the private sector can meet the challenges of the Year 2000.

- The Minister of Foreign Affairs is responsible for working with Canada's international partners to address Year 2000 problems that could adversely affect Canada, and to provide assistance internationally.
- The Minister of National Defence is responsible for contingency planning and emergency preparedness.

In its response, the Government states its strong support for the theme of both the Standing Committee's report and the Task Force Year 2000 reports that the Y2K problem is every-

body's problem; it is not a problem just for businesses or governments.

All sectors of Canadian society and all governments will be affected, and the same will be true around the world, and they all need to contribute to Y2K preparedness and solutions.

The response goes on to say that Canadians can take some encouragement from the fact that their efforts to date and those of businesses and governments have placed Canada in the leading ranks of countries in terms of Year 2000 preparedness. It adds, however, that a vast amount of work still needs to be done in the short period between now and 2000.

For more information on the response, visit the Government's Year 2000 site at www.strategis.ic.gc.ca

World's First "Virtual" Trade Mission — Continued from page 1

Entrepreneurs Association. The VTM proved to be a valuable forum in which Canadian and Asian businesswomen could "meet" to engage in international trade. This pilot project was made possible by the generous sponsorship of the Royal Bank of Canada, IBM, Lucent Technologies, and Malaysian Airlines.

Overcoming barriers to trade

Approximately 60 businesswomen participated in the VTM through a private Web site that provided "electronic boardrooms" where

they could discuss business opportunities and exchange company information.

On July 27, the businesswomen were given the opportunity to meet "face to face" via a live satellite

Continued on page 3 — Businesswomen

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Mail to: *CanadExport* (BCS), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

OPEC Fund Governing Board Holds 84th Session

The Governing Board of the Organization of Petroleum Exporting Countries (OPEC) Fund For International Development held its 84th session in Vienna, September 22, 1998.

H.E. Dr. Saleh A. Al-Omair of the Kingdom of Saudi Arabia was unanimously re-elected as Chairman for another year. Director General H.E. Dr. Y. Seyyid Abdulai

reported that as of the end of August 1998, the Fund had approved US\$3.9 billion in funding for 761 loans and had disbursed US\$2.6 billion. To date, the Fund has provided development assistance in loans and grants to 104 countries in Africa, Asia, Latin America and the Caribbean and Europe, benefiting all economic and social sectors.

Businesswomen at "Virtual" Trade Mission — Continued from page 2

videoconference held simultaneously in Ottawa, Toronto, Vancouver and Kuala Lumpur. Officials from the Department of Foreign Affairs and International Trade and the Malaysian Deputy Minister for Entrepreneur Development joined sponsors and organizers to speak at the event.

"With the VTM, we have shown that barriers can be overcome and shortcuts taken through the innovative marriage of technology and established networks," says CanAsian Project Director Sue Hooper. "The VTM concept effectively shortens the deal-making process, even in Asia, where traditionally deals are conceived and nurtured over several years."

Contracts for Calgary company

Eight weeks of "virtual trading" culminated in a more conventional trade mission to Malaysia by eight

Canadian businesswomen to meet their new trading partners. This was the first Canadian trade mission outside the North American continent organized specifically for businesswomen.

Among those who travelled to Malaysia was Carol Blakey, principal partner of Calgary-based Cheiron Resources Ltd. The trade mission yielded three letters of intent for Cheiron Resources with Malaysian businesswomen involved in the petrochemical and environmental sectors.

"For small and medium-sized enterprises, the VTM is an innovative, cost-effective and efficient alternative to traditional international trading practices," says Blakey.

Reducing risk, cost and time

Among the benefits over conventional trade missions pointed out by Carol Blakey are "reducing the intro-

duction to market time line, alleviating the financial burden, and curtailing the inevitable investment risk typically associated with entering new markets — factors that often preclude small business owners from participating in, and capitalizing on, opportunities for international trade."

For more information on the VTM, visit the Web site at <http://www.vtmission.com>; or contact Elizabeth Vazquez, Director of Program Development, Global Enterprise Group, 4531 44th St. N.W., Washington, D.C. 20016, U.S.A., tel.: (202) 237-5703, fax: (202) 237-7809.



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IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Italian Chambers of Commerce in Canada

Linking Canadian and Italian Enterprises

The Italian Chamber of Commerce of Toronto and the Italian Chamber of Commerce in Canada - Montréal are just two of an international network of 63 Italian chambers operating around the world. Both are private, non-profit, membership-based organizations working to facilitate closer business ties between Canada and Italy.

Through networking vehicles such as conferences, seminars, trade exhibitions, and local and international business visits, both chambers are strongly committed to developing new export markets for their members.

Facilitating business opportunities

For more than 35 years, the Toronto Chamber has been an important instrument for business development for Ontario companies, as well as for Italian companies seeking a position in the Canadian market.

For example, the Chamber recently took part in the Team Ontario Trade Mission to Italy led by the Ontario Ministry of Economic Development and Tourism, September 20-27, 1998, which included 10 Ontario companies.

As a result of the mission, the Toronto Chamber is now formalizing reciprocal trade development agreements with European business innovation centres and other independent research and management consulting facilities.

The Toronto Chamber also hosted an Italian Pavilion at World Trade '98, October 29, in Toronto. Over 3,500 manufacturers, agents, distributors, wholesalers and importers attended the show, with some 250 exhibitors, including 50 countries, states and provinces, promoting their latest products and services.

Founded in 1964, the Montréal Chamber, accredited as a Foreign Italian Chamber of Commerce by the Ministry of International Trade of Italy, links 60,000 corporate members worldwide, including 2,000 in Canada, 10,000 in the United States and 1,000 in Mexico.

The Montréal Chamber was part of the official business delegation of the May 1998 trade mission to Italy. It reports that the mission was extremely successful, particularly in encouraging Italian companies to look to the Italian-Canadian community as a natural bridge to doing business on this side of the Atlantic.

Publications keep businesses informed

Both chambers issue publications to keep their members informed of business and joint-venture opportunities, local and international conferences and trade shows; they also offer insightful analyses of important issues that affect business exchanges between Canada and Italy.

Italy Canada Trade, published four times a year by the Toronto Chamber, is distributed to members, as well as to more than 5,000 businesspeople, government agencies and opinion leaders in Canada and around the world. The Fall 1998 issue featured an interview on globalization with Minister of Foreign Affairs Lloyd Axworthy.

The Montréal Chamber publishes *ItalCommerce*, a Canada-Italy business exchange magazine with a readership of over 10,000. The July-August issue featured an article on "expanding trade and increasing investment" by Minister for International Trade Sergio Marchi. The Chamber also distributes the *Italian Business Pages for Canada* and houses an interactive Internet site linked to the NAFTA Web site of all 13 Italian chambers in North America at <http://www.italchambers.net/montreal>

On October 30, 1998, Minister Marchi was in Winnipeg to help launch the newest member of the Canadian network of Italian chambers, the Italian Chamber of Commerce of Manitoba.

For more information on the Italian Chamber of Commerce of Toronto, contact the Chamber at 901 Lawrence Avenue West, Suite 306, Toronto, Ontario M6A 1C3, tel.: (416) 789-7109, fax: (416) 789-7160, e-mail: mail@italchamber-tor.on.ca

For more information on the Italian Chamber of Commerce in Canada - Montréal, contact the Chamber at 550 Sherbrooke Street West, Montréal, Quebec H3A 1B9, tel.: (514) 844-4249 and 1-800-261FIERA, fax: (514) 844-4875, e-mail: info.montreal@italchambers.net, Internet: www.italchamber.qc.ca

Canadian Exporters: Beware "Bust-out Scams" in the United States

Canadian exporters should be aware of an increasing number of fraud cases occurring in the United States in which buyers disappear and don't pay after the goods have been shipped. The frauds — known as "bust-out scams" — have so far involved textile companies based in Los Angeles.

The FBI has joined local law enforcement agencies in the investigation. Authorities say that the scam appears to be spreading to other areas, particularly Florida (Fort Lauderdale), Southern California (San Fernando Valley), New York (Brooklyn) and New Jersey.

The bust-out scam

The scam typically works as follows: buyers start by placing small product orders and either pre-pay invoices or pay in full when due. They gradually increase the size of the orders to establish a good credit record with the supplier, then place a much larger order and disappear without paying the invoice.

The operators often invent credit histories and provide false financial statements and trade references. The names, addresses and phone numbers of the references are developed with relatives, business associates and friends. The references are often other "bust-out" operators at work. As well, many of the references are "legitimate" merchants who are buying the goods from these operators.

The operators often use trade shows to target many companies simultaneously and place multiple orders. This way they avoid prosecution under the U.S. federal mail and wire fraud statutes, since they don't use the mail or telephone lines to transmit the fraudulent information.

EDC customers covered

While companies that are credit insurance policyholders with Export Development Corporation (EDC) are covered for up to 90 per cent of any losses, exporters not covered by export credit insurance should be especially vigilant when selling to unknown buyers, advises EDC Chief Underwriter, Short-term Financial Services, Keith Milloy.

What to look for

Canadian exporters should pay particular attention to relatively new companies with very good financial statements and bank reports. They should watch out for trade references that include comments such as "acquainted with management," since these references are often co-conspirators in the scam.

Other things to look for include:

- a company with a short life that is growing in leaps and bounds; no corporate bank account, or the existing account has no funds; unpaid taxes;
- unsolicited purchase orders or rush orders from new accounts — if the customer is trying too hard to give you the information you're looking for, you should be cautious;
- companies that have established credit over a period of time with small orders and then use the excuse of expansion to justify huge increases in ordering;
- answering services that ask if the trade reference can call back, or a reference that gives an immediate glowing report without looking into records. When you receive a return call, ask if you can call back; if you are given the service number again, ask for the number at the current location, saying that you will call back shortly;
- a credit reference that uses a post office box, or references in the same city or area as the applicant; a reference with no business telephone listing or with a telephone number but no address. Verify listings with Directory Assistance. Check to see if the reference is in the same industry as the company — it should be one of your competitors.

For more details about the scam and a complete list of things to watch for, visit the EDC Web site: <http://www.edc.ca> (Notice to Exporters).

The Euro is Coming: How Will it Affect Canadian Business?

As of January 1, 1999, 11 of the 15 European Union member states will have a new common currency — the euro. The change-over will have implications for small and medium-sized Canadian businesses operating in or exporting to Europe. This article explains how the changeover will take place and addresses some of the questions and concerns companies may have about the effect of the euro on their business.

The euro will become the common currency of Austria, Belgium, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal and Spain. It will be phased in over a three-year period between January 1, 1999, and January 1, 2002.

During that time, the euro will co-exist with the national currencies of the participating states. National currencies will continue to circulate in the form of cash and to be used for many other monetary transactions; they will be treated as non-decimal sub-denominations of the euro, with exchange rates permanently fixed to the euro.

On January 1, 2002, euro notes and coins will be introduced into circulation, and company accounts will have to be redenominated to euro. All transactions in national denominations will cease at the latest by July 1, 2002, when national currencies will no longer be legal tender.

What effect will the euro have on existing contracts with European partners?

Probably none. It should be business as usual following the introduction of the euro.

A working group set up by the Canadian Bankers' Association (CBA) concluded, in a report endorsed by the Uniform Law Conference of Canada, that the replacement of old national currencies by the euro was unlikely

to render contracts unenforceable and that there was no need for uniform national legislation on the matter at the present time.

The European Union (EU) has addressed this issue by enacting a Regulation, applicable to each member state, that provides that the introduction of the euro will not have any effect on the continuity of contracts. The CBA report holds that Canadian courts would likely apply this regulation in dealing with contracts denominated in European national currencies.

In any case, the EU has adopted legislation that ensures that contracts denominated in old national currencies will continue to operate in those denominations, until January 1, 2002, unless there is mutual agreement to use the euro.

Will small companies be forced to switch by larger business partners that have already done so?

No. The governing principle of the Regulation is "no prohibition-no compulsion." This means that there is no prohibition on the use of the euro if both parties to an agreement choose it; however, one party cannot unilaterally insist on its use. No business, regardless of its size, will have the euro imposed on it against its will and against the terms of its contract, until January 2002.

How does the legislation affect new contracts?

For new contracts, the choice of denomination (national or euro) is a matter for bargaining at the time the contract is concluded. As of January 1999, contracts denominated in the European Currency Unit (ECU) will be redenominated in euros at a rate of one to one, unless otherwise specified in the contract.

Should small businesses switch their accounting operations to the euro as of January 1999?

This is an individual call. It is worth bearing in mind that the euro will appear in people's wallets only in January 2002; until then, cash transactions (and thus the vast majority of retail transactions) will continue in existing national currencies.

The European Commission (the body in charge of proposing EU legislation and enforcing existing legislation and treaties) advises that even if an enterprise switches over most of its accounting operations to the euro, it should, at least, retain the capacity to deal in national currencies with economic agents that have not made the change (e.g., to pay wages and salaries and deal with the general public).

Continued on page 7 — The Euro is Coming

The Euro is Coming: How Will it Affect Canadian Business? — Continued from page 6

Another factor to consider is whether the company trades and invests in one or several European countries. In the latter case, switching to the euro earlier — i.e. from several currencies to one — may simplify internal accounting procedures and reporting. In addition, the coming of the euro may force businesses that operate in several European countries to standardize their prices across Europe. (see below). From a pricing perspective, it may be worthwhile to at least begin thinking in euros come January 1999.

What effect will the euro have on pricing in Europe?

The euro is expected to introduce a greater transparency and consequently a greater commonality in pricing across Europe. With retail prices increasingly displayed in euros as well as national currencies, consumers are already finding it easier to compare prices for similar or identical products from country to country. The European Commission believes that the pressure toward common pricing will be greatest in border regions and for high-value goods that are easily transportable.

In addition, from a market standpoint, it has been noted that prices that have been expressed in national currencies may be considerably less effective when translated into euros. Some enterprises may consider changing the size, weight or content of a product to reflect the new pricing.

What are the information technology implications of the switch to the euro?

The switch to the euro may necessitate changes in accounting, invoicing and currency conversion software. At the latest, software will have to be fully euro-compatible by January 2002. In fact, the *Financial Times* warns that currency conversion software will very likely have to be adapted by January 1999. As of that date, national currencies will be treated as sub-denominations of the euro. To convert D-marks into francs will involve first converting the D-marks into euros at the applicable conversion rate and then back into francs (a process known as "triangulation"). The legislation on the euro makes it clear that it will no longer be possible to convert directly from one participating currency into another; it will have to go through the euro.

What advantages will the euro bring to smaller Canadian businesses operating in Europe?

The European Commission argues that smaller businesses have, in the past, been most vulnerable to currency fluctuations; they may therefore stand to gain the most from the elimination of such fluctuation.

While the euro (and thus, for practical purposes, participating national currencies) will fluctuate against the Canadian dollar, currency fluctuations within the *eurozone* will become a thing of the past, as of January 1999. A necessary implica-

tion of this is that national currencies of participating countries will fluctuate uniformly against the Canadian dollar, due to the fixed value they will have in relation to the euro and to each other.

The euro will, at the very least, introduce an element of greater certainty and uniformity into Canadian business operations in the European Union. If the Canadian dollar's exchange rate will make it profitable to operate in one country and in one national currency, it will be profitable to operate in the other ten, all other things being equal.

How can companies prepare for the euro?

The degree to which a business is active in the new *eurozone* will determine the type and scale of preparations it will need to make in order to get ready for the euro.

Most Canadian chartered banks, as well as many consultants and professional service providers such as lawyers and accountants, offer a range of products and services designed to take the complexity out of the euro change-over. They can also help companies devise a euro strategy designed to make the most out of the new single currency.

For more information, visit the DFAIT Web site at www.dfait-maeci.gc.ca/english/geo/europe/eu/euro_e.htm

Prepared by the European Union Division, Department of Foreign Affairs and International Trade, fax: (613) 944-0034

New Canadian Trade Commissioners Posted Abroad

This is the first of a series of articles that CanadExport and the Trade Commissioner Service will devote to the work of trade commissioners posted abroad. In this issue, we will introduce the officers who have just been posted to the Caribbean, Central America and Latin America.

BEARSS, Thomas
Counsellor (Commercial) in Port of Spain, Trinidad and Tobago.



Mr. Bearss worked abroad for the first time in 1971 as a grain inspector in Australia. He pursued his career in Canada, working at Revenue Canada, the Department of Finance (international trade sector) and the Department of Foreign Affairs and International Trade (DFAIT), where he was responsible for trade with Central America, Latin America and the Caribbean.

BOIES, Céline
First Secretary (Commercial) in Havana, Cuba. After two postings in immigration services (Port of Spain and Dallas) at the beginning of the 1980s,



Ms. Boies held several positions in Ottawa, where she was responsible for, among other things, trade with Latin America and the Caribbean, and scientific and technological co-operation with Western Europe.

DESJARDINS, Jacques H.
Counsellor (Commercial) and Consul in Caracas, Venezuela.



Mr. Desjardins has held several executive positions in the trade sector with Western Europe and the

trade relations sector with Mexico. He has also worked abroad as a trade commissioner (Algiers and Cincinnati).

FONTAINE, Claude
In his second term as Consul and Senior Trade Commissioner in São Paulo, Brazil.



Mr. Fontaine's career as a trade commissioner has taken him to such cities as San Francisco, Paris, The Hague (minister-counsellor) and Milan. He has also held various executive positions in Ottawa.

GOULET, Roland
Minister-Counsellor (Commercial) in Mexico City. Mr. Goulet was ambassador in Montevideo from 1995 to 1998.



Previously, he was posted abroad several times as a trade commissioner to

Algiers, Santiago, Paris, Seattle and other cities. He has held several executive positions in Ottawa, in particular in the trade sector with Africa.

GRANTHAM, John
Consul and Trade Commissioner in Guadalajara, Mexico.



Mr. Grantham's postings as trade commissioner and commercial counsellor have taken him all over the world, for example to Copenhagen, Bucharest, Melbourne, Santiago and Mexico City. He worked at Industry Canada in Saskatoon from 1993 to 1998.

LANGLOIS, Robert
Vice-Consul and Assistant Trade Commissioner in Rio de Janeiro, Brazil. This is Mr. Langlois' first posting abroad.

*Continued on page 9 —
New Canadian Trade Commissioners*

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GOWLINGS



ENVIRONICS
RESEARCH GROUP

December 2, 1998

Dear CanadExport Reader,

Currently, the Government of Canada is undertaking a statutory review of the *Export Development Act*, the legislation that governs the Export Development Corporation (EDC). A number of activities are being undertaken to involve stakeholders in this review, such as this survey of exporters and the broader export-related community in Canada.

This review is being undertaken to assess views of the corporation in a number of areas. These include:

- The value of EDC's mandate in supporting the current or future needs of Canadian exporters and investors and their satisfaction with the Corporation's ability to respond to date;
- EDC's relationship with private sector financial institutions and the potential for further cooperation between EDC and these institutions in respect of delivering greater export financing and insurance capacity; and,
- Whether EDC, in seeking to balance its commercial principles with its public policy mandate, provides maximum value for the Canadian taxpayer.

Gowlings is undertaking the review and public consultation process on behalf of the Government of Canada. The Environics Research Group Ltd is conducting the survey as part of the review process. We invite you to take approximately 10 minutes to complete the attached abbreviated questionnaire. All of your comments would be kept completely confidential.

If you prefer to complete the full questionnaire, and have not received a questionnaire package from Environics, you can request the questionnaire through the FaxLink system maintained by Foreign Affairs and International Trade Canada. The system can be reached by dialing (613) 944-4500 from your handset attached to your fax machine (you must dial the system from your fax phone). The document number is 10146 and the title is the *Export Development Act Review Questionnaire*.

By completing and returning this survey, you are playing a valuable and important role in the review process. Thank you in advance for your assistance.

Yours sincerely,

Guy David
Partner
Gowlings

Chris Baker
Vice President
Environics Research Group Ltd



ENVIRONICS
RESEARCH GROUP

REVIEW OF THE EXPORT DEVELOPMENT ACT QUESTIONNAIRE

INSTRUCTIONS FOR COMPLETION

- Please follow the directions in each section of the questionnaire; it should take approximately 10 minutes to complete.
- There are no right or wrong answers, just your opinions.
- When complete, mail the questionnaire to: The Environics Research Group Ltd., Suite 900, 33 Bloor Street East, Toronto, Ontario M4W 3H1 or fax to (416) 920-3299.
- Please return this questionnaire **by December 15, 1998.**

Thank you for your participation.

Please circle one number which best represents your opinion. Leave it blank if you don't know.

1. How familiar are you with the Export Development Corporation?

VERY FAMILIAR	SOMEWHAT FAMILIAR	NOT VERY FAMILIAR	NOT AT ALL FAMILIAR
1	2	3	4

The next 5 questions are about **credit insurance** that provides suppliers with protection against non-payment by their customers.

2. Have you ever used EDC credit insurance?

Yes	No	
1	2	If no, go to question 4.

3. How would you rate the credit insurance provided by the EDC?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

4. How likely are you to use this service in the next two years?

VERY LIKELY	SOMEWHAT LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY
1	2	3	4

5. Have you ever used this service provided by the private sector?

Yes	No	
1	2	If no, go to question 7.

6. How would you rate this service provided by the private sector?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

The next 5 questions are about various forms of **financing**, including medium- and long-term, to foreign buyers of Canadian goods.

7. Have you ever used EDC financing?

Yes	No	
1	2	If no, go to question 9.

8. How would you rate the financing provided by the EDC?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

9. How likely are you to use this service in the next two years?

VERY LIKELY	SOMEWHAT LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY
1	2	3	4

10. Have you ever used this service provided by the private sector?

YES	NO	
1	2	If no, go to question 12.

11. How would you rate this service provided by the private sector?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

The next 5 questions are about **political risk insurance** that protects Canadian investments abroad from political risks such as war or the expropriation of assets.

12. Have you ever used EDC political risk insurance?

YES	NO	
1	2	If no, go to question 14.

13. How would you rate the political risk insurance provided by the EDC?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

14. How likely are you to use this service in the next two years?

VERY LIKELY	SOMEWHAT LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY
1	2	3	4

15. Have you ever used this service provided by the private sector?

YES	NO	
1	2	If no, go to question 17.

16. How would you rate this service provided by the private sector?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

The next 5 questions are about **equity powers** that allows EDC to support projects by acquiring equity in an export-related project or company.

17. Have you ever used the EDC equity powers service?

YES	NO	
1	2	If no, go to question 19.

18. How would you rate the equity powers service provided by the EDC?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

19. How likely are you to use this service in the next two years?

VERY LIKELY	SOMEWHAT LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY
1	2	3	4

20. Have you ever used this service provided by the private sector?

YES	NO	
1	2	If no, go to question 22.

21. How would you rate this service provided by the private sector?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

The next 5 questions are about **bonding** such as the guarantee of an exporter's bid, performance guarantees, or a guarantee for any advance payments.

22. Have you ever used the EDC bonding service?

YES	NO	
1	2	If no, go to question 24.

23. How would you rate the bonding services provided by the EDC?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

24. How likely are you to use this service in the next two years?

VERY LIKELY	SOMEWHAT LIKELY	NOT VERY LIKELY	NOT AT ALL LIKELY
1	2	3	4

25. Have you ever used this service provided by the private sector?

YES	NO	
1	2	If no, go to question 27.

26. How would you rate this service provided by the private sector?

EXCELLENT	GOOD	FAIR	POOR
1	2	3	4

In comparison with the private sector, how would you rate the EDC on the following attributes? How about ... ? Please use the following scale for questions 27 through 33. Leave it blank if you don't know.

BETTER	SAME LEVEL	WORSE
1	2	3

27. Being innovative and responsive to changing conditions?

1	2	3
---	---	---

28. Sensitive to customer needs?
- | | | |
|---|---|---|
| 1 | 2 | 3 |
|---|---|---|
29. Having competitive premium rates for insurance?
- | | | |
|---|---|---|
| 1 | 2 | 3 |
|---|---|---|
30. Willingness to consider innovative financing arrangements?
- | | | |
|---|---|---|
| 1 | 2 | 3 |
|---|---|---|
31. Keeping the administrative burden for clients to a minimum?
- | | | |
|---|---|---|
| 1 | 2 | 3 |
|---|---|---|
32. Having competitive fees with regard to export financing?
- | | | |
|---|---|---|
| 1 | 2 | 3 |
|---|---|---|
33. Maintaining adequate turnaround times with respect to a support decision?
- | | | |
|---|---|---|
| 1 | 2 | 3 |
|---|---|---|

DEMOGRAPHICS

34. How many employees does your business or organization employ?
- | | |
|---------------------|---|
| Less than 10 | 1 |
| 10 to 50 | 2 |
| 50 to 100 | 3 |
| 100 to 200 | 4 |
| More than 200 | 5 |
35. In the last year, how much revenue did your business generate in total (SELECT ONE CATEGORY)
- | | |
|--|---|
| Less than \$1 million | 1 |
| Between \$1 million and \$5 million | 2 |
| Between \$5 million and \$10 million | 3 |
| Between \$10 million and \$25 million | 4 |
| Between \$25 million to \$50 million | 5 |
| Between \$50 million and \$100 million | 6 |
| Over \$100 million | 7 |

36. What would you say is the main line of business for your company or organization? (PLEASE SPECIFY)

37. As a percentage, how much of your business revenue comes from the total export market?

38. As a percentage, how much of your business revenue comes from the United States?

39. Over the next two years, do you think your company will be increasing, maintaining the current level, or decreasing the overall level of business undertaken in export markets?

INCREASING	MAINTAINING	DECREASING
1	2	3

40. In which province or territory is your business or organization located?

- | | |
|-------------------------------|----|
| British Columbia | 1 |
| Alberta | 2 |
| Saskatchewan | 3 |
| Manitoba | 4 |
| Ontario | 5 |
| Quebec | 6 |
| New Brunswick | 7 |
| Prince Edward Island | 8 |
| Nova Scotia | 9 |
| Newfoundland & Labrador | 10 |
| Northwest Territories | 11 |
| Nunavut | 12 |
| Yukon | 13 |

41. Are there questions not asked in this survey that you would like to see addressed during the review of the Export Development Act?

Thank you for completing this survey.

Please return the questionnaire by **December 15, 1998** to
The Environics Research Group Ltd.
Suite 900, 33 Bloor Street East
Toronto, Ontario M4W 3H1

or fax to (416) 920-3299

Companies Make New Contacts at Canadian E-com Software Seminar in Tokyo

Two new-to-market Canadian companies made promising new contacts with Japanese information technology (IT) firms at the Canadian Electronic Commerce Software Seminar, hosted by the Canadian Embassy in Tokyo on October 22. This was the third in a series of seminars designed to demonstrate and showcase Canadian software expertise, while serving as a matchmaking opportunity with Japanese IT companies.

The two companies — MetCan Technologies (with its EC/EDI software product) and Mind the Store (with its dedicated electronic-commerce [e-com] search engine) — also came away from the day's presentation with useful feedback on their products and a refinement of their market entry strategy.

The other participating companies were Northern Telecom Japan and its

Continued on page 13 — E-com Software

Charting the Obstacle Course of Exporting

Small and medium-sized exporters face a number of trade obstacles that larger exporters do not encounter. If you are new to exporting, or plan to be exporting within the next year, you should be aware of these potential trade obstacles — and know that assistance is available from the Department of Foreign Affairs and International Trade (DFAIT) to help you overcome these obstacles.

Small and medium-sized exporters (SMXs) are defined according to their annual export revenues. Micro-SMXs are those with less than \$100,000 in annual exports; small exporters sell between \$100,000 and \$500,000 per year abroad; and medium-sized exporters sell between \$500,000 and \$5 million annually offshore.

Trade obstacles

Due to their limited resources, SMXs face a number of obstacles relating to the business aspects of market development. Being aware of these potential obstacles, and knowing where assistance can be found, can mean the difference between success and failure as an exporter.

Continued on page 16 — The Obstacle Course

New Canadian Trade Commissioners Abroad — *Continued from page 8*

MCKENZIE, David
Third Secretary and Vice-Consul (Commercial) in Caracas, Venezuela. This is



Mr. McKenzie's first posting abroad. Before joining DFAIT, he was a lawyer.

1966 (Melbourne), has vast experience in the field of international trade. He has worked all over the world in cities such as Cairo, Tunis and Lima, and has held various executive positions in Ottawa between his postings.

Brussels and Seville (for Expo '92), and has held several positions in Ottawa, including in trade development with the U.S.S.R., Eastern Europe and Western Europe.

MCKENZIE, Wayne A.
Counsellor (Commercial) and Consul in Guatemala. Mr. McKenzie, whose first posting as a trade commissioner dates back to



VEILLEUX, Patrice
Counsellor (Commercial) in Lima, Peru. Mr. Veilleux began as an assistant trade commissioner in training in Winnipeg (1982). He was then posted to



WINTERHALT, Todd
Vice-Consul and Assistant Trade Commissioner in São Paulo, Brazil. This is Mr. Winterhalt's first posting abroad. Previously, he held several in the United States Business Development Division and in the investment sector at Industry Canada.

The International Business Opportunities Centre Two Years Later Matching Canadian Companies with Business Opportunities Abroad

When Allan Graff answered the telephone in his farmhouse one day in March 1995, the last thing he expected to do was develop a lucrative new export business for his organic hard red spring wheat. But that is exactly what happened. On the line was a representative from the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) wanting to know if Reid Hill Farms could supply organic hard wheat to a flourmill in Sweden.

The call set in motion a relationship with a new customer that has seen approximately 660 tonnes of Graff's produce shipped from his 3,000-acre organic farm in Vulcan, Alberta, to Juvel Kvarn AB in Goteborg, Sweden.

"Although I export about 95 per cent of my crops, I hadn't thought of Sweden as a potential market for my produce until IBOC phoned me," says Graff. "They had matched the customer's need with a potential Canadian supplier and came up with my name. I sent the contact some grain samples, negotiated the wheat price and the freight cost, and we haven't looked back since."

IBOC acts as sourcing centre

IBOC works in partnership with Canada's trade commissioners around the globe to match Canadian companies with trade opportunities worldwide. Since opening in 1995, IBOC has contacted more than 15,000 Canadian companies, sourced more than 10,000 trade inquiries and successfully matched more than 1,500 Canadian firms with foreign buyers.

As the sourcing centre for Team Canada Inc., IBOC also works closely with a variety of government departments and organizations including Industry Canada, Agriculture and

Agri-Food Canada, and the Canadian Commercial Corporation.

"IBOC officers are sourcing experts who use a variety of databases, such as WIN Exports and Canadian Company Capabilities [Strategis], to find and contact Canadian companies about potential business leads abroad," explains IBOC director



Anna Biolik. "Many of the companies we contact are small or medium-sized businesses that don't necessarily have a great deal of exporting experience. The fact that we can often identify solid opportunities saves them precious time and money searching for new markets."

Jacques Lambert of CPM Leading-Edge Technology Inc. agrees. The 30-person company, based in St-Jean-sur-Richelieu, Quebec, recently signed a US\$31,000 contract to supply Malaysia's largest electric utility company, Tenaga Nasional Berhad (TNB), with three of its ACE 2000 power quality analyzers and recorders that detect and measure pollution on electrical networks. CPM expects to ship another 25 or more for a 1999 delivery — a

contract valued at US\$250,000. IBOC sourced CPM through the Canadian Company Capabilities database.

"This IBOC-aided contract allowed us to get a foot in the door of a new market, something that normally takes a lot of time, money, research and personnel," says Lambert. "Because of this contract, we were able to enter the Malaysian market much faster than if we had done it all ourselves."

Registering with databases first step

Biolik advises small and medium-sized companies to register with federal government databases such as WIN Exports and Canadian Company Capabilities.

"These are the first tools our IBOC sourcing experts use," she explains. "If they can't find what they need on the databases, they'll also check with their network of business contacts across the country for names of appropriate companies. We cover all business sectors in Canada, from aerospace and agriculture to natural resources and advanced technology."

Tom Yeadon, president and owner of Knight Trailer Company Inc. of Langley, British Columbia, appreciates the benefits of being registered with the WIN Exports database.

Continued on page 16 — IBOC

Doing Business with the U.S. Government — The GSA Way

The General Services Administration (GSA) procures goods and services on behalf of the U.S. federal government — the world's largest customer. Its annual procurements total more than US\$40 billion.

One part of the GSA, the Federal Supply Service (FSS), creates purchasing vehicles known as GSA schedules from which government agencies can buy goods and services. GSA schedules are similar to Master Standing Offers used by Public Works and Government Services Canada.

When a vendor is placed on a schedule, this is not a guarantee of sales but, rather, authorization to market specified products and services to government departments under negotiated terms and conditions. The GSA actively seeks new bidders and competition for its supply and service contracts.

The regional GSA contracting offices advertise, award and manage most GSA contracts. The following notices are upcoming solicitations with procurement expected in January 1999. (The information listed below was current as of *CanadExport's* deadline for submission for publication; changes may have occurred in the interim.)

Schedule Identification: 51

Description: Hand Tools - Extractors, Screw, Tap and Extractor Sets
Estimated Value: US\$1,000,000 - US\$1,200,000
Contract Period: FY98
Procurement Method: Sealed Bid
Contact: Larry Schmoll
 tel.: (816) 823-1287
 fax: (816) 926-3678

Schedule Identification: 56

Description: Construction and Building Equipment
Estimated Value: US\$2,000,000
Contract Period: FY99
Procurement Method: Negotiated
Contact: Tom Foster
 tel.: (817) 978-8483

Schedule Identification: 61

Description: Electric Wire, and Power Distribution Equipment (Multiple Award Schedule FSC 61V - Power Distribution/Generators)
Estimated Value: US\$14,000,000
Contract Period: FY99
Procurement Method: Negotiated
Contact: Sheila Brannon
 tel.: (817) 978-8421

Schedule Identification: 75

Description: Office Supplies
Estimated Value: n/a
Contract Period: 5-year base with one 5-year option
Procurement Method: Negotiated
Contact: Iris Morales-Harrison
 tel.: (212) 264-1179

Schedule Identification: 2320

Description: Truck and Truck Tractors, Wheeled Multiple Award Schedule FAC I - Wheel and Track Vehicles
Estimated Value: US\$4,000,000
Contract Period: FY99
Procurement Method: Negotiated
Contact: John Gallagher
 tel.: (817) 978-2927

Schedule Identification: 7530

Description: Xerographic Paper
Estimated Value: US\$1,200,000
Contract Period: FY99
Procurement Method: Negotiated
Contact: Valerie Thomas
 tel.: (212) 264-2496,
 fax: (212) 264-4920

The GSA Web site (<http://www.gsa.gov>) contains useful advice and information about government purchasing and procurement opportunities. Another source for solicitation requests is the *Commerce Business Daily* - (<http://cbdnet.access.gpo.gov>), which is updated daily; it does not, however, allow much lead time for a company to prepare a bid. Companies may also wish to check the new Electronic Posting System: <http://www.eps.arnet.gov>. For more information about the GSA, contact Allison Saunders, Canadian Embassy in Washington, fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

Toronto Publishing House Opens New Chapter in China

Last June, after close to two years of intensive research, communication and travel, Alpha Communications Corp. signed a multi-book contract with state-owned China International Publishing Group (CIPG), China's largest publisher.

"By October 1997, we were beginning to see real progress," recounts Michael Kraft, President and CEO of Alpha Communications Corp., a publishing company he co-founded four years ago.

"I recognized and understood the absolute necessity of building a strong personal and business relationship with CIPG officials," he adds, "and they responded positively to our initial proposal to develop an English as a Foreign Language (EFL) program, which will be sold throughout China in bookstores and eventually within the school system."

Alpha also took the unique approach of proposing that the business be set up on a co-publishing basis, an initiative warmly received by CIPG in which Chinese and Canadian authors work together as teams on book projects, with co-publication by Alpha and Foreign Language Press (FLP), CIPG's largest subsidiary.

"As a matter of fact," adds Stanley Starkman, President of Alpha's International Division and Project Leader, "this will be the first time that Chinese and Canadian author teams are working together on an original EFL program to ensure that the materials specifically target

the Chinese market by reflecting Chinese social and cultural values. In the past, such co-publishing initiatives were usually the domain of U.S. and U.K. publishers."

A deal in the making

In China, it is clear that personal relationships are a necessary ingredient to advance one's business interests. Starkman had a long-term relationship with CIPG officials before joining Alpha, meeting regularly with them for over 12 years at book fairs in Beijing and Frankfurt, in addition to making regular visits to Beijing.

Starkman travelled to China in June 1997 to introduce Alpha's project, with the support of the Program for Export Market Development (PEMD) of the Department of Foreign Affairs and International Trade (DFAIT).

"Jean-Charles Joly, trade commissioner at the Toronto International Trade Centre (ITC), has been incredibly helpful," recalls Starkman, "not only with explaining the PEMD program, but also with advice on doing business in China and by providing contacts with Canadian trade commissioners in Beijing.

"He also attended a meeting between Kraft and CIPG officials in

New York last November to reinforce to CIPG that the Canadian government was behind Alpha's initiatives in exporting Canadian culture."

Since the 1997 visit, Starkman has returned to China three times, the last time in August-September 1998, with the support of the Canadian International Development Agency (CIDA)'s Industrial Cooperation (INC) program. "Carolyn LaBrash, the account manager of CIDA at the time, was very excited and supportive of Alpha's plans.

"One of the contributing factors to our success," Starkman believes, "is that we recognized the need to travel to Beijing to meet with CIPG decision makers face to face to bring closure to the publishing projects. Additionally, Alpha recognized the need to position itself with research reports, corporate brochures and sample manuscripts."

Kraft couldn't agree more. "Never underestimate the importance of personal relationships with your customers, especially the Chinese," he says, "and of inviting them to Canada so that they can also gain an understanding and appreciation of our business and of Canadian publishing methods and practices."

Continued on page 13 — Publishing House

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. For your registration information form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-371-9900 or 613-944-4946 from the National Capital Region).



Publishing House Opens New Chapter in China

— Continued from page 12

Embassy backing a bonus

Starkman had spoken with several business associates with international experience to discuss their respective experiences in doing business in China.

"On Joly's advice, we went to the Canadian Embassy in Beijing and had meetings with Trade Commissioner Ron Hoffmann — and Minister (Commercial) Ken Sunquist in prior years. They were most helpful with their active advice and knowledge of Chinese laws and their appreciation for the complex process of doing business in China," says Starkman.

As a matter of fact, Starkman found Canada's backing useful in two important ways.

"First, recognizing that we were dealing with a state-owned company, we reinforced the support of the Canadian government. Second, we invited our Chinese partners to the Embassy to meet with Canadian

government officials at a small reception hosted by Alpha. We believe that this ceremony acted as the official endorsement in concluding major co-publishing contracts with CIPG."

A country with enormous opportunities

In addition to the initial EFL contract, Alpha has signed deals with CIPG for five other programs — including supplementary readings (45 books) for the EFL series, a planned 15-title "English for Special Purposes" series, a bilingual international folk tale series, and an interactive EFL on the Internet.

"The EFL series is scheduled for introduction at the lower levels in the Beijing School Board in the year 2000," says Starkman, "while higher levels are slated one and two years later."

According to Starkman, this is the first time that a foreign company has been given the nod in China to prepare school program guidelines, and that the

Chinese have allowed the major individual school boards to develop their own curriculum guidelines.

"And the potential is enormous," he adds, "to market our EFL series to other school boards in China." Starkman estimates that there are more than 350 million students studying English in China, a country that represents the largest market in the world for English-language training materials.

To tap all these opportunities, Starkman advises patience and a clear understanding and sensitivity of Chinese culture. "We tend to rush in our culture," he says, "but with the Chinese, patience and relationships, as well as product quality and the ability to execute, are prerequisites for success."

For more information, contact Alpha International President Stanley Starkman, tel.: (416) 927-7000, ext. 32, fax: (416) 927-1222, e-mail: alphacor@idirect.com

E-com Software Seminar in Tokyo — Continued from page 9

local product representative SECOM (demonstrating the Entrust encryption software); and TimeStep, along with its recently established local agent CRC Research (demonstrating the Virtual Private Network).

Positive feedback

Initial feedback from the Canadian participants was quite favourable, with one company president remarking that he expects to return to Japan very soon to follow up on contacts made at the seminar.

The event was the culmination of many months of coordinated planning and recruitment both in Japan and Canada. The recruitment efforts were broadly shared by the Japan Division of the Department of Foreign Affairs

and International Trade, the International Trade Centre in Toronto, Industry Canada, and the Canadian Embassy in Tokyo, which identified the four Canadian companies.

Seminar generates considerable interest

Through the targeted recruitment efforts of the Canadian Embassy, the E-com Software Seminar generated considerable interest in the Japanese industry. Over 175 people attended the event, which included representatives from the Japanese Ministry of Finance, Bank of Japan, the e-commerce organization of the Ministry of International Trade and Industry, members of the financial and insurance industries, and the media, as well as IT agents and distributors.

A Feast Awaits Canadian Exporters at HOST MIDWEST '99



MILWAUKEE, WISCONSIN — March 29-31, 1999 — HOST MIDWEST '99, the top-ranked food service show in the U.S. midwest, will open the doors of the New Midwest Express Center with "A Taste of Canada." Now is the time for Canadian companies in the food services industry to begin exporting to, or enhance their exporting efforts in, the U.S. midwest, and HOST MIDWEST '99 is the fitting place for them to exhibit their products.

A Canadian Pavilion, hosted by the Canadian Consulate General in Chicago, will be the spotlight feature of the show. Pavilion exhibitors will benefit from a new innovative booth design; editorial features in the *Wisconsin Restaurateur* (circulation of over 90,000); direct mail promotions; and a session to meet with area buyers. It is also the only opportunity for Canadian firms

interested in the U.S. food services industry to participate in a Canadian National Stand.

HOST MIDWEST '99 is managed by the Wisconsin Restaurant Association, the largest and most active state association in the United States, with over 7,000 members from all segments of the industry. Average attendance exceeds 20,000, and two out of every three show visitors have the power to make purchasing decisions for their firms. Canadian companies can benefit from these direct links to prospective buyers.

For more information on the Canadian Pavilion and space reservations, contact Cathy Cameron, Business Development Officer, Canadian Consulate General, Chicago, tel.: (312) 616-1870, fax: (312) 616-1878, e-mail: cathy.cameron@chcgo01.x400.gc.ca

Oil and Gas Trade Fair Showcases Opportunities in Vietnam

HO CHI MINH CITY, VIETNAM — March 24-26, 1999 — Petro Vietnam '99 and Natural Gas Tech '99 is expected to attract over 5,000 qualified industry professionals from the international oil and gas sector. One hundred and fifty exhibitors are expected from over 20 countries, including the major players in Vietnam's oil and gas sector, the United Kingdom, the Netherlands, Germany and the United States.

The Consulate General in Ho Chi Minh City invites Canadian oil and gas companies, as well as suppliers of equipment and services, to join in an official Canadian representation at this important show.

Petro Vietnam '99 and Natural Gas Tech '99 will give Canadian companies access to emerging

"downstream" opportunities in the processing, transportation, storage, import/export, distribution and sale of Vietnam's petroleum products.

Oil and gas are two of Vietnam's most precious resources. The efficient exploration and development of these primary products are deemed essential to the country's development. Although Vietnam's oil and gas industry is only 10 years old, more than 30 production sharing contracts have been signed over the past two to three years. The sector has been targeted for growth by the Government of Vietnam. Petro Vietnam '99 and Natural Gas Tech '99 is clearly aimed at attracting the international expertise and skills that will fuel this new growth.

By attending the show, Canadian companies will be able to make important contacts with representatives from Petrovietnam, the country's largest corporation, and tap into the knowledge and resources of Petrovietnam's many foreign joint venture partners.

In addition, Vietnam Oil, Gas and Petrochemicals Summit '99 will offer seminars and conferences with industry professionals, designed to detail specifics of the Vietnamese market, as well as to share the latest in international information and know-how.

For more information, contact Ian Pady, Consulate General of Canada, 203 Dong Khoi St., Suite 102, District One, Ho Chi Minh City, Vietnam, tel.: (848) 824-2000, fax: (848) 829-4528, e-mail: ian.pady@micro.x400.gc.ca

FITTskills Now Offered On-line

The Forum for International Trade Training (FITT) helps transform small and medium-sized businesses into successful international competitors by providing practical, internationally recognized training through colleges, universities and private organizations across Canada.

Now FITT is offering its courses on the Internet, making it even easier for busy business owners, managers or students to learn more about international trade at their own pace and from the comfort of home, office, hotel room or virtually anywhere in the world.

Thousands of Canadian businesspeople involved in international trade have already benefited from this hands-on expertise, and last year FITT introduced the country's first professional designation for international

trade practitioners, the Certified International Trade Professional (C.I.T.P.). International Trade Minister Sergio Marchi's significant contribution to the profession of international trade was recognized this fall when he was made an honorary C.I.T.P.

FITT's step-by-step courses include such topics as international marketing, marketing research, international trade logistics, market entry and distribution, and trade financing. They are delivered by seasoned international trade practitioners who know from first-hand experience what works and what doesn't.

Registrations are now being accepted for two courses starting in January. *Global Entrepreneurship* provides an overview of the principles of international trade, including the decision

to export, preparing for international trade and sources of assistance. *International Marketing* covers international market research, market entry strategies and the international marketing plan.

To take part in these on-line courses, participants need only basic computer skills and access to the Internet. Courses offer guidance from a seasoned professional, interaction with other participants, a comprehensive course guidebook, easy access to on-line help, and dedicated technical support.

Each course is approximately 40 hours. Cost is \$425 for FITT members and \$475 for non-members.

For more information or to register, visit the Web site: www.fitt.ca or contact FITT, tel.: 1-800-561-FITT (3488) or (613) 230-3553.

6th World Congress on Intelligent Transportation Systems

TORONTO — November 8-9, 1999 — Canada will host the 6th World Congress on Intelligent Transportation Systems (ITS), which is expected to draw over 3,000 transportation professionals and 2,000 exhibitors from more than 50 countries.

The Congress will include both a conference and a trade show, the latter featuring daily indoor and outdoor exhibitions of ITS products and services being developed and implemented around the world.

ITS is a broad range of diverse tech-

nologies applied to transportation to make systems safer, more efficient, more reliable and environmentally sensitive. The range of technologies includes micro-electronics, communications and computer informatics, and cuts across disciplines such as transportation, engineering, telecommunications, computer science, finance, electronic commerce and automobile manufacturing.

The annual world market for ITS is forecast to be \$25 billion by 2001 and \$90 billion by 2011. The pro-

jected Canadian share of the global market is forecast at \$1.2 billion by 2001 and \$4.7 billion by 2011. The Congress will be a stimulus for greater ITS development around the world and a major opportunity to showcase Canada's ITS technology to the world. It will also provide opportunities for trade and investment discussion.

The Congress will be hosted by ITS Canada, co-organized with ITS America, and supported by sister

Continued on page 16 — Intelligent

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

The Obstacle Course of Exporting — Continued from page 9

Below is a list of potential problems that small and medium-sized exporters face.

- Finding partners, agents or representatives for consortia, joint ventures or alliances.
- Verifying the credibility and capabilities of prospective partners, agents or representatives.
- Knowing how to find adequate and competitive transport arrangements.
- Ensuring that documents, products, packaging and labelling meet local regulations.
- Building personal networks in a new market.
- Locating capital for international business development; for purchasing or leasing new equipment; for investing in new production technologies; for research and

development; for short- and mid-term financing; and for financing human resource development and training.

- Obtaining and accessing up-to-date and accurate information and intelligence on foreign markets concerning investment regulations, financial services, technology, management practices, and legal and other professional services.

Finding solutions

If not surmounted, these obstacles can quickly become real problems that can threaten growth in the company's export area or in the company itself. However, there are a number of organizations and publications that can help a new exporter overcome these obstacles.

The *ExportSource* Web site can provide valuable assistance to new exporters. You can visit it at http://exportsource.gc.ca/expkit_3F/navxx.html

Another source of information is the *InfoExport* Web site, at <http://www.infoexport.gc.ca>

The publication *Road Map to Exporting* is available from the Export Services - Small and Medium-sized Enterprises Division, at DFAIT, tel.: (613) 996-7182.

As well, *Your Guide to Government of Canada Services and Support for Small Business* is available from Industry Canada, at (613) 947-7466.

New exporters can also call Team Canada Inc at 1-888-811-1119 to access the Government's full range of international business development services.

IBOC: Matching Canadian Companies — Continued from page 10

In 1996, Yeadon was contacted by IBOC regarding an opportunity with a Japanese company that was looking for a gravel-box prototype for a dump truck. After negotiating with Aquahancier Japan Limited and building the prototype, Knight Trailer received an order for a total of 18 custom-made gravel boxes — a significant contract for this 50-person company that had never exported to Japan before.

"Before IBOC called us, we hadn't considered going into the Japanese market," says Yeadon. "We've been enjoying an ongoing relationship with our customer and expect that it will conti-

nue to grow. IBOC handed us the opportunity and now we're nurturing it."

For more information on IBOC, visit the Web site: <http://www.dfait-maeci.gc.ca/iboc-coai>

Intelligent Transportation Systems

— Continued from page 15

organizations ERTICO in Europe and VERTIS in Asia Pacific.

For more information, contact Joseph Lam, Chairman, ITS Canada, tel.: (416) 441-4111, fax: (416) 441-0226, e-mail: its_toronto99@delcan.com

Inquiries Services

DFAIT's InfoCentre provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Min. des Affaires exterieures

Vol. 16, No. 19 — November 16, 1998

Trade Visit to Atlanta, Georgia

NOV 23 1998

Minister Marchi Urges Fast-track Legislation, Promotes Canada-U.S. Trade and Investment

During his recent visit to Atlanta, Georgia, October 13-15, 1998, International Trade Minister Sergio Marchi successfully promoted Canada as an important trading partner and investment location. He also strongly urged the United States to adopt fast-track legislation for the creation of a Free Trade Area of the Americas (FTAA).

During meetings, speaking engagements and luncheons and receptions with prominent business and political leaders and media representatives, Minister Marchi discussed issues

ranging from hemispheric free trade to Canada-U.S. trade relations and the role of women in international trade.

provider Mindspring served to encourage the company executives in their decision to invest in



Dr. Jennifer McCoy, Director of the Latin American and Caribbean Program at the Carter Center, joins Minister Marchi, Consul General Marc Brault and former U.S. Ambassador Gordon Streeb, who is now Associate Executive Director of the Carter Center, in remarks before the Minister's address.

Profitable meetings

The Minister met with a number of local businesses, including representatives of some of the 150 Canadian companies located in Georgia and a dozen multinational enterprises that have strong Canadian links, including five Fortune 500 companies.

The Minister's meeting with CEO Michael Misikoff and Executive Vice-president Greg Stromber of the fast-rising Internet service

**Team Canada Inc
Services in Canada**

Your network of
international business services

See brochure inside.

Canada — with a call centre and possible joint venture with one or more Internet service providers.

Continued on page 2 — Minister Marchi

Consultations on the Export Development Corporation

Stakeholder consultations will be held across Canada over the next few weeks to review the effectiveness of the Export Development Corporation (EDC) in meeting its mandate.

See story and schedule of consultations on page 4.

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Minister Marchi Promotes Canada-U.S. Trade and Investment — Continued from page 1

The Minister also met with five prominent "site locators" — firms that play a critical role in the location decisions of many investors. Representatives of the firms — which included Conway Data, Fluor Daniel and Kate McEnroe Consulting — encouraged the Minister to continue to aggressively promote Canada as an investment location, particularly in the face of tough competition.

Minister Marchi's visit to Atlanta also included calls on Georgia Governor Zell Miller, Atlanta Mayor William Campbell, and former U.S. Senator Sam Nunn.

Women's trade summit promoted

Addressing members of the Canadian-American Society of the Southeastern United States, the Cobb County Chamber of Commerce and the Atlanta Women in International Trade, Minister Marchi spoke about the importance of women entrepreneurs in international trade. He noted that in Canada, women-owned and women-led businesses are the fastest-growing sector of the Canadian economy, providing more jobs for Canadians than the top 100 Canadian firms combined.

He then outlined some of the initiatives that Canada has undertaken to encourage and support women to be more active in international trade. For example, in 1997, Minister Marchi led the highly successful first-ever Canadian Women's Trade Mission to Washington. The mission

provided the 150 participants with a unique opportunity to network with other women business leaders and to explore the potential for both exports and joint ventures.

And next May, in Toronto, Canada will host the first Canada-U.S. Businesswomen's International Trade Summit, representing an unprecedented opportunity for women business leaders from both sides of the border to discuss policy, make new contacts and form new partnerships.

Special relationship key to trade

Minister Marchi went on to draw attention to the special relationship that Canada and the United States have shared for hundreds of years.

"By any measure, ours is a rich and vibrant relationship — indeed, the richest of any bilateral relationship in the world," said Mr. Marchi.

The Minister pointed out that business has never been better for Canadians in the southeastern U.S. states. "The southeast is one of the fastest-growing regions in the United States and offers Canadian

businesses tremendous opportunities," he said. Annual trade between Canada and the southeast now stands at over \$40 billion. This is more than all of the United States' trade with Brazil, the largest country in South America.

Minister advocates hemispheric free trade

Speaking to a select audience of business people, academics and press at the Carter Center, Minister Marchi stressed the importance of hemispheric free trade.

He explained that Canada is seeking a hemisphere-wide free trade area because that is where the jobs and opportunities are. "By the year 2000, the Latin American and Caribbean region will have a population of nearly 500 million and a gross domestic product of \$2 trillion — and that's U.S. dollars.

"This really is a ground-floor opportunity, and we must get in on it."



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Financial Help for Pursuing World Bank Contracts

International Financial Institutions

Canadian small and medium-sized enterprises exploring business opportunities at the World Bank have experienced the greatest success in pursuing consulting contracts. When it comes to the lucrative goods and works categories, however, Canada has yet to reach its full potential. An understanding of the bid and performance securities necessary for all projects can help provide insight into meeting World Bank requirements. As well, there are organizations and programs that can help Canadian companies obtain these securities, so they can be competitive in this market.

Bid and performance securities are forms of insurance that serve to safeguard the executing agencies in the borrowing countries from irresponsible bids. The former serve to eliminate from bidding any firm that lacks sufficient capability to complete these projects, while the latter are designed to ensure that the winning firm fulfils all of its contract requirements. Most bid securities range between 1 and 5 per cent of the contract's value, while performance securities are typically worth 5-10 per cent.

Approach your bank

Companies can obtain these securities at reasonable costs, especially if they combine significant financial knowledge and general management expertise with a strong and established relationship with a commercial bank.

While the cost of obtaining a bid or performance bond varies enormously, depending on the firm in question and the contract it wishes to pursue, there seems to be a consensus that obtaining a bond worth

\$1 million, for example, can cost anywhere between 0.5 and 2.5 per cent.

This range gives Canadian commercial banks considerable leeway in determining just how expensive a bid or performance security will be. Their calculations are based on the risks affecting any international business opportunity, particularly political and commercial risks.

Political risk includes such varied factors as the stability of the governing regime, the availability of a reliable domestic currency and the degree of corruption present in the local market. Commercial risk is essentially an analysis of the bidding firm and its strengths and weaknesses, focusing on balance sheets, share price, inventory turnover and management capabilities. Not surprisingly, the greater the risk — or perceived risk — in the eyes of the commercial bank, the higher the cost to a company.

Support mechanisms

For Canadian exporters faced with the cost of obtaining bid and performance securities for World Bank-financed

projects, the Export Development Corporation (EDC), the Canadian Commercial Corporation (CCC) and the Program for Export Market Development (PEMD) provide the greatest support.

EDC offers two programs that have the potential to minimize the political risk faced by small businesses exporting to emerging markets. Its "Performance Security Insurance" (PSI) program covers any losses resulting from a borrower making a call on a bid or performance security. EDC also has a "Performance Security Guarantee" (PSG) program, which provides Canadian commercial banks with coverage against the guarantees they issue on behalf of clients. In very rare cases, EDC will also consider issuing the bond itself.

CCC can minimize the commercial risk faced by Canadian banks by sharing its knowledge and expertise. One of CCC's main functions is to act as the prime contractor, on behalf of a Canadian exporter, for an international contract. It assists firms in

Continued on page 7 — Financial Help

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Minister Marchi Announces EDC Review and Consultations

International Trade Minister Sergio Marchi recently announced that a contract to review the provisions and operations of the Export Development Act has been awarded — following a public call for proposals — to Gowling, Strathy & Henderson (Gowlings).

In order to examine issues related to the Canadian trade financing system and the Export Development Corporation (EDC)'s role in both the domestic and international marketplaces, the reviewer will undertake stakeholder consultations across Canada, beginning later this month in Halifax, and

conduct a survey of current and prospective EDC clients.

The ultimate goal of the review is to provide advice and recommendations to Parliament on an appropriate role for EDC as an integral part of Canada's trade promotion network and to lay the groundwork for any necessary changes to the Act that governs EDC's activities.

Amendments made to broaden the terms of the Act in 1993 included a requirement that the Minister for International Trade, in consultation with the Minister of Finance, report to Parliament on these changes by June 1999.

Consultations with interested stakeholders will take place at the following dates and locations:

- Halifax — November 19
- Winnipeg — November 23
- Calgary — November 24-25
- Vancouver — November 26-27
- Montreal — November 30-December 1
- Toronto — December 7-8
- Ottawa — December 14-15

To register for the consultations or to participate in the survey, contact Guy David, Project Coordinator, at Gowlings, tel.: (613) 786-0132, fax: (613) 563-9869, Internet: <http://www.gowlings.com>

Y2K Aids for Small and Medium-sized Businesses

There are a number of useful tools available to assist small and medium-sized businesses with their Year 2000 efforts. Here is a partial list.

CAN2K rural seminars and virtual tool kit

Youth interns working across Canada in Community Access Centres and rural community libraries have spent the summer presenting seminars on Year 2000 issues.

They distributed a tool kit consisting of an Executive Survival Guide and a workbook for developing a Year 2000 action plan. This tool kit is now available at www.can2k.com

Year 2000 First Step

Nearly 700 post-secondary student advisers are giving a one-day review to help small and medium-sized businesses identify Year 2000 problems.

For \$195, each business receives a customized assessment of up to 15 computers, including an inventory of all hardware and software used, a diagnostic testing of inventory of systems, and an action plan specific to the company's unique Year 2000 challenges.

For more information, call Student Connection Program at 1-888-807-7777 or visit www.scp-ebb.com/y2k.htm

Year 2000 Ready

The Business Development Bank of Canada (BDBC) has created the Year 2000 Ready loan program, which offers flexible financing designed to help foster a Year-2000-ready environment for small business. Year 2000 Ready term loans are intended for businesses across Canada that wish to make the required adjustments to their computer systems.

For more information, call the BDBC at 1-888-463-6232 or visit www.bdc.ca

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Canadian Trade Commissioner Service Three Steps into the World

Whether small or large, new to or experienced in foreign markets, Canadian companies need to prepare for the challenges of international business. In over 100 cities around the world, more than 300 Canadian trade commissioners in the Canadian Trade Commissioner Service (TCS) work with companies that can demonstrate their commitment to succeed in the global market place.

The job of trade commissioners is to promote the economic interests of Canada in the global marketplace. They have expertise in foreign market access, international business contacts, exporting, foreign business leads, investment in Canada, licensing, joint-venture development and technology transfer.

Three steps for maximum results

Before trade commissioners can put their expertise to work for you, there are three steps that you should take.

1. Research and select your target markets

Call Team Canada Inc — 1-888-811-1119 — to access the Government's full range of international business development services. An officer can answer your questions about market reports, trade missions and events, export education and financing, or can direct you to the right contact. Or do your research at exportsource.gc.ca

2. Register with WIN Exports — 1-800-551-4946

Trade commissioners use WIN Exports as their client management database. Registering with WIN allows you to keep trade commissioners informed about your company and ensures that they can send you timely business leads.

3. Help us serve you better

When contacting our offices abroad, make sure you describe your company and your plans. To help you prepare, the following are typical questions asked by foreign clients and contacts:

- What is unique or special about your company, product or service?
- Who are the end-users of your product or service? Who do you sell to in Canada and abroad, and how?
- Which countries or regional markets (e.g. northwestern U.S.) are you targeting and why? What do you know about your target market?
- How do you plan to enter the market (export, licence, joint venture or investment)?
- How would you describe the typical buyer, distributor, agent or partner you want to work with in your target market?
- When do you plan to visit the market? Have you considered adapting your product or service literature to the market at that time?

Serving the needs of businesses

Once you have researched and selected your target market and registered with WIN Exports, put your plan in gear abroad by using the expertise of the Trade Commissioner Service.

Market prospect — We'll help you to assess your potential in your target market. We may have market reports available for some sectors. Should you need additional market research, we can refer you to local firms.

Key contacts search — We can provide a list of qualified contacts in your target market. These sources have the local knowledge you need to refine and implement your market entry strategy. We'll let you know of any charges for access to specialized databases.

Visit information — Once you decide to visit the country you want to do business in, we can provide practical advice on timing and organizing your trip. Please use your travel agent to make appropriate hotel and travel arrangements.

Face-to-face briefing — One of our officers will meet with you to discuss the most recent developments in your target market and your future needs. Simply notify our office of your visit at least two weeks before your departure.

Local company information — We'll provide information on local organizations or companies that you have identified. You'll always be informed of any access charges

Continued on page 14 — Three Steps

Minister Marchi Announces New Developments in Marketing Canadian Education

The \$100-billion education industry is big business, and good business, and the Government is committed to opening more doors for Canadian educational organizations in world markets. That was the message delivered by International Trade Minister Sergio Marchi at the second annual Canadian Education Industry Summit in Toronto, October 7, as he announced the establishment of a new Education Marketing Advisory Board and the revamped and refurbished Canadian Education Marketing Web site.

To a gathering of representatives from the public and private education sectors, as well as members of the financial and investment community, Minister Marchi pointed out that international students alone contributed \$2.7 billion to the Canadian economy in 1996 — the equivalent of creating and sustaining almost 30,000 jobs.

He outlined example after example of how public and private education organizations have succeeded in various international markets.

Building on success

In order to build on these success stories, the Minister stressed the "need to bring [to this industry] the same discipline and approaches that we have to more traditional industries. We need to identify our 'markets,' develop and promote our 'products,' differentiate them from those of our 'competition,' and create 'business plans' to bring all of these elements together."

The Minister detailed several innovative steps taken by the Department of Foreign Affairs and International Trade to improve Canada's position in the expanding international education sector.

Giving education community a voice

At the top of the list was the announcement of the new Education Marketing Advisory Board. Chaired by Sheridan College president Sheldon Levy, the Board will provide Minister Marchi with comprehensive advice on education marketing issues, as well as represent the

views of the education marketing community to the federal government.

"Virtual" resources

The Minister also announced the launch of the redesigned Canadian Education Marketing Web site (<http://www.dfait-maeci.gc.ca/culture/educationmarketing/menu-e.htm>), which provides one-stop shopping for

information on government programs, market intelligence and upcoming trade shows.

In addition, the second edition of the "Study in Canada!" CD-ROM has been co-produced — by EDGE Interactive Publishing and the Canadian Education Centre Network — to provide comprehensive information on studying in Canada, including a virtual tour of 166 educational institutions.

Among other initiatives noted by the Minister is the establishment of a

special DFAIT unit devoted exclusively to helping Canadians sell and market their educational products and services abroad.

For more information on the special unit and international marketing of Canadian education, visit the Web site at <http://www.dfait-maeci.gc.ca/culture/educationmarketing/menu-e.htm> or e-mail to darren.smith@extott23.x400.gc.ca



Minister Marchi accepts a plaque in recognition of DFAIT's contribution to the production of the "Study in Canada!" CD-ROM.

From left to right: David Lysne, Deputy Director and Education Marketing Co-ordinator, DFAIT; Charles Ivey, Chairman, Canadian Education Industry Summit; Minister Marchi; and Christopher Wilkins, President and CEO, Michael Andich, Director of Sales and Marketing, and Kathleen Heithorn-Althoff, Production Manager, EDGE Interactive Publishing.

Electrical Trade Virtual Network Wants YOU

Are you a Canadian electric power equipment manufacturer or service provider? If so, you are invited to become a member of the Electrical Trade Virtual Network — at no cost.

The Electrical Trade Virtual Network is composed of organizations interested in promoting the international trade competitiveness of Canada's electric power equipment and services sector. These include private-sector firms, utilities, associations, provincial governments, and various federal government departments, such as the Department of Foreign Affairs and International Trade, Industry Canada and Natural Resources Canada.

Together, these organizations work to undertake trade activities and events, as well as to influence policy in order to promote the sector.

Membership benefits

The advantages of membership are plenty. Members receive, electronically, timely market studies, information on selected bidding opportunities and other intelligence targeted to the sector, as it becomes available from Canada's foreign missions. Members are also given the opportunity to provide input into policy initiatives and to network with other Canadian companies in the sector.

Companies will raise their profile through inclusion in the Virtual Network's Membership Listing on

the Trade Team's Web site (<http://strategis.ic.gc.ca/electrical>), as well as through inclusion on the Virtual Network's e-mail distribution.

The Trade Team Web site also offers general information on the sector in Canada, lists trade activities and events, and provides useful links to other electrical sites.

For more information, or for a no-fee membership, contact Mr. Dale Forbes, Industry Canada, tel.: (613) 952-4164, fax: (613) 941-2463, e-mail: forbes.dale@ic.gc.ca

DFAIT Centralizes Market Access Information

The Department of Foreign Affairs and International Trade (DFAIT) has centralized its source of market access information, which is being provided through its

Tariffs and Market Access Division.

The service includes the provision of specific tariff rates, covering almost all Canadian exports, for the following countries: Argentina,

Australia, Brazil, Bulgaria, China, Chile, Czech Republic, European Union (15 member countries), Hungary, India, Indonesia, Israel, Japan, Malaysia, Mexico, New Zealand, Norway, Philippines, Poland, Romania, Russia, Saudi Arabia, South Africa, South Korea, Switzerland, Taiwan, Thailand, Turkey, United States, Vietnam.

More general information is also available for other countries.

For more information, contact the Tariffs and Market Access Division, DFAIT, tel.: (613) 944-5070 or (613) 944-1569, fax: (613) 944-4840, e-mail: eatextott@extott14.x400.gc.ca

Financial Help for Pursuing World Bank Contracts — Continued from page 3

preparing bids and proposals, reviews the bid submission, prepares offers to foreign buyers, negotiates and administers contracts, and handles invoicing and payment.

PEMD is a support mechanism jointly administered by DFAIT and Industry Canada. One of its four major elements, Capital Projects Bidding, provides up to \$50,000 in assistance, repayable upon contractual success, for per diem travel allowance and 50 per cent of airfare, outsourced services (such as translation) and the costs of obtaining bid or performance securities. Preference is given to companies with annual sales greater than \$250,000 and less than \$10 million.

Newfoundland Companies Build First Export Contacts ... Starting in Japan

A group of three Newfoundland home-building companies specializing in wood-frame housing got their first taste of exporting by taking on one of the more challenging markets in the world — Japan.

Atlantic Canada Builders Inc. (ACBI) — a partnership of Alderberry Homes Ltd., K&P Contracting Ltd. and Hickman Holdings Ltd. — has two contracts in Japan, with two more just hammered out for January 1999.

Why did they pick Japan?

"It goes back to November 1996," says the group's president, Keith O'Neill, "when I developed an interest in Japan following a Canadian Mortgage and Housing Corporation (CMHC)-sponsored seminar on foreign markets, held in St. John's."

This was soon followed by meetings with Japanese developers and business people who were coming to Newfoundland on visits sponsored by both the provincial and federal governments (Newfoundland Department of Industry, Trade and Technology, Canadian embassy and consulates in Japan and the International Trade Centre [ITC] in St. John's).

"Both levels of government were totally supportive of our efforts in getting involved in foreign markets," recalls O'Neill, "— from Trade Commissioner Leo Walsh at the ITC in St. John's all the way to then-Canadian Ambassador in Tokyo,

Donald Campbell, who came to speak to us about the opportunities in Japan."

Discussions lead to results

A year later, in January 1997, after much discussion back and forth, O'Neill — who had by then formed the ACBI partnership — went with his associates on a two-week trip to Japan.

"This gave us a first-hand, on-site opportunity to find out about the Japanese market requirements and building codes, as well as to meet with trade commissioners at the Canadian Embassy in Tokyo and consulates in Nagoya and Osaka.

"This trip," says O'Neill, "was arranged with the help of Leo Walsh, who was also instrumental in providing us with data on doing business in Japan, making connections in Japan and getting us Program for Export Market Development (PEMD) funding for the trip."

It took another year and a half to reach a point where both sides were talking contracts.

"Our first project, a labour contract, started in August of this year, in Gifu," says O'Neill. "We are building two wood-frame houses, and are

working with a Japanese developer/builder who wants to learn our construction techniques."

In addition to Canadian know-how, the project also uses Canadian material supplied by Atlantic Canada Homes Inc. (ACHI), a group of manufacturers and suppliers of home-building materials with whom ACBI is associated.

One deal leads to another

In addition to the two men working in Gifu, ACBI has recently sent another five men — including ACBI's vice president of operations, Jack Parsons — to work on a second project, in Sabae City.

"We are building two houses under a turnkey contract," explains O'Neill, "and we are doing sub-contract work on another two to correct the mess left behind by a builder from another country. Our technique is the best in the world," he adds.

"The contracts we have in Japan normally vary between \$50,000 and \$80,000," says O'Neill, who points out the advantage that a lower dollar gives Canadian companies over their U.S. competitors.

*Continued on page 14 —
Atlantic Canada Builders Inc.*

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fill your registration form to 1-800-667-3802 or (613) 944-1078. For more information, call WIN (613-944-4WIN from the National Capital Region).



Team Canada Mission Keeps Doors Open for Yellowknife Architects

Participating in the Team Canada 1997 Trade Mission to Korea, the Philippines and Thailand helped Park Sanders Adam Vikse Architects Ltd. to establish what it anticipates will be a long-term presence in the Asian market — despite the current economic downturn.

This architectural consulting firm, which has extensive housing accomplishments to its credit throughout the Northwest Territories (it designed many of the government-funded buildings), and which already had a foothold in Korea, saw the Team Canada mission as its first big chance to expand on a larger scale overseas.

The house plans designed by the firm, which specializes in wood-frame construction of various building types, can be modified to suit individual clients or custom designed to meet specific needs. The company also provides comprehensive architectural services, including site planning, building design project management and building materials consolidation.

These talents the 15-year-old company of 11 people had successfully applied in the development of market opportunities through two model-house projects — already sold — in the Seoul area before 1997.

Team Canada a facilitator

Although he had already developed contacts with the Korean side, Chong Man Park, principal with the firm, is convinced that concluding the deal for an additional eight wood-frame houses (which brings the total value of contracts to \$900,000) was greatly enhanced by the presence of Team Canada.

"Negotiations for the additional eight units were made all the easier by our being seen in the company of the Prime Minister and Team Canada mission members," says Park.

"Being part of Team Canada looks impressive," he adds. "It helps you instantly overcome the first big hurdle — credibility — which gives participating Canadian companies a much easier time in negotiating contracts with local business people."

But that doesn't mean that companies don't have to do their homework beforehand.

"You still need to have the right contacts, the right product or the right services in order to fully profit from Team Canada backing and prestige," advises Park.

An evolving market

Korea, as most Asian markets, has slowed down somewhat, which Park believes explains why his eight houses, already finished, are still on the market.

"They were targeted for upper-middle-class families," he says. "But with the current financial difficulties in the whole region, that market has slowed down considerably."

This is not to say, he adds, that the market won't rebound sooner or later.

"As a matter of fact, some Canadian companies are building houses in Korea even now, which shows that there is still good business to be done there."

That's why he feels that Canadian trade commissioners, as well as commercial officers such as C.S. Lee at the Canadian Embassy in Seoul, can help young Canadian companies looking for business opportunities in Korea.

"They can provide a lot of good information for first-time Canadian companies in that market."

Park also recommends taking part in Canada Mortgage and Housing Corporation (CMHC)-led trade missions and participating in trade shows such as the Country Style Housing Show, which features not only 2x4 wood construction but also log houses and steel-frame housing in a country accustomed to brick and concrete construction.

"And of course," he adds, "the Team Canada trade mission can strengthen the trust between partners and the relationship with foreign contacts."

Park has high hopes that this relationship will also translate into the construction of an additional 34 houses — a contract that is being negotiated in Korea.

For more information on Park Sanders Adam Vikse Architects Ltd., contact Chong Man Park, principal, tel.: (867) 920-2609, fax: (867) 920-4261.

International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

ETHIOPIA — The Ethiopian Roads Authority invites bids for upgrading the gravel road (120 km) to a bituminous double seal; minor realignments; new culverts; widening bridge decks; provision of balustrades; minor work to bridges and erosion protection. Cost of bid documents is US\$20. Closing date is December 15, 1998. Contact Daniel Lemieux before November 23, 1998, at fax: (613) 996-2635, quoting IBOC case no. 981020-01536.

ETHIOPIA — The Ethiopian Electric Power Corporation invites bids for one embedded steel penstock; power intake hydromechanical equipment; spillway hydromechanical equipment; 6 (2.8 m) wide and 6 (2 m) high maintenance draft tube slide gates; bottom outlet hydro-mechanical equipment; tailrace tunnel outlet hydro-mechanical equipment. Cost of bid documents is US\$200. Closing date is January 6, 1999. Contact Daniel Lemieux before November 27, 1998, at fax: (613) 996-2635, quoting IBOC case no. 981020-01537.

GREECE — The Hellenic Tourism Organization (HTO) has announced an investment opportunity for a lux-

urious seaside hotel complex in the area of Lagonissi, for long-term leasing to private entrepreneurs. The proposed investments are the construction of hotel lodgings, a thalassotherapy centre, dining and recreation centres, hotel marina, beach facilities, sports facilities and biological treatment. Period of the concession is 40 years. Closing date is December 17, 1998. Contact Daniel Lemieux before November 23, 1998, at fax: (613) 996-2635, quoting IBOC case no. 981016-01501.

INDIA — The Municipal Corporation of Brihan Mumbai invites bids for the design, supply and installation of the electrical and instrumentation works and tests on completion, along with the refurbishment of existing equipment for the Bandra Influent Pumping Station, the Waste Water Treatment Facility and the Effluent Pumping Station. Closing date is December 18, 1998. Contact Daniel Lemieux before November 26, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980922-01329.

KYRGYZ REPUBLIC — Joint Stock Company, KyrgyzTelecom invites bids for approximately 24,000 lines of digital switching equipment, a

three-site STM-1 fiberoptic network, a five-hop SDH microwave system and outside plant facilities. Cost of the bid documents is US\$400. Closing date is December 16, 1998. Contact Daniel Lemieux before November 25, 1998, at fax: (613) 996-2635, quoting IBOC case no. 981021-01551.

UGANDA — The Uganda Electricity Board invites bids for rehabilitation of 260 km, and construction of 74 km, 11 KV lines; installation of new 380 distribution substations; installation of 9,900 service lines and 19,000 m; construction of 130 km and 33 KV line; acquisition of vehicles, equipment and spare-parts; consultancy for technical assistance and audit; supply of 11 KV and LV distribution equipment in lots. Cost of bid documents is US\$200. Closing date is December 16, 1998. Contact Daniel Lemieux before November 25, 1998, at fax: (613) 996-2635, quoting IBOC case no. 981022-01564.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Canada to Participate in TerraTec '99

LEIPZIG, GERMANY — March 2-5, 1999 — TerraTec '99, an international trade fair focusing on environmental and energy technology, will cover a wide range of sectors related to the environmental industry, including water supply, sewage and sludge treatment, waste management and recycling, air pollution control, and contaminated site clean-up, as well as automation technologies used for environmental protection. The sixth edition of TerraTec will also make energy its secondary focus by highlighting related services, in particular those involving planning and cogeneration.

A biennial fair, TerraTec brings together business leaders, municipal

decision makers and representatives from scientific establishments and associations. TerraTec '97 attracted more than 18,000 visitors, mostly from Europe.

The Canadian Embassy in Bonn will be organizing an information booth where Canadian producers and suppliers of environmental services and technology can exhibit their products and services.

Companies wishing to send a representative to TerraTec but not prepared to exhibit can also benefit from the Canadian information booth. An official from the Science and Technology Division of the Canadian Embassy in Bonn will be at the booth to provide assistance and advice to potential

exporters, as well as to those looking for partners for joint ventures.

For more information on TerraTec '99, contact the Leipzig Trade Fair Agency, tel.: (416) 960-0018, fax: (416) 927-0095.

For more information on exhibiting at the Canadian information booth, contact Gayle McCallum, Department of Foreign Affairs and International Trade, tel.: (613) 996-1530, fax: (613) 944-1008.

Canadian businesses interested in meeting the official from the Science and Technology Division of the Canadian Embassy in Bonn during TerraTec '99 should contact the embassy directly, tel.: (49-228) 968-3364, fax: (49-228) 968-3901.

Lab and Instrumentation Show One of its Kind in Arab World

DUBAI, UNITED ARAB EMIRATES — February 15-18, 1999 — The Arab-Lab & Instrumentation '99 Exhibition will allow suppliers of related equipment and services to showcase their capabilities to specialists in medicine and health care, lab scientists, and technologists in the commercial capital of one of the most rewarding markets in the world.

The only event of its kind in the Arab world, the exhibition will attract a specialized audience drawn from the six Gulf Co-operation Council (GCC) countries — United Arab Emirates (U.A.E.), Saudi Arabia, Oman, Qatar, Bahrain and Kuwait — as well as from North Africa, Iran and the Indian sub-continent.

Last year's show attracted over 5,000 visitors from the health care and medical sectors, as well as from industry, public services and education.

Next year's show will feature more seminars, dealer meetings and product training sessions, with possibilities of product and service development in process and quality control, sampling, data management and material testing applicable in a wide range of industries.

The emerging industrial base of the oil-rich GCC countries has created a growing market for related analytical and monitoring equipment and equipment associated

with food hygiene, forensic science and education.

Many subsectors of opportunity also exist in the U.A.E., including eye care, dentistry, lab equipment, pharmaceutical products, hospital beds and furniture, disposable medical products, health information technology, and emergency medical services.

For more information or to register, contact Dr. George S. Chrysomilides, Chairman and CEO, Cosmos Pacific Investment & Consulting Inc., Suite 209 -2628 Granville St., Vancouver, B.C. V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospacific.bc.ca Internet: www.direct.ca/cosmos

IFA '98: Vietnam's Most Important Agri-food Fair

CAN THO, VIETNAM — December 10-16, 1998 — The International Fishery and Agriculture Fair '98 (IFA '98) is recognized as Vietnam's most important showcase for international exhibitors of agriculture and agri-food products and technology.

The modernization of Vietnam's agricultural sector is creating new opportunities for foreign companies to market their expertise and know-how. Participating Canadian suppliers can meet with potential local partners in the fishery and agricultural sectors, as well as gain valuable knowledge of the local industry.

IFA '98 will be focused on the

Mekong Delta region of Vietnam, which is currently the country's primary producer of agricultural products. Although the Delta region is responsible for two thirds of the country's food capacity, its greatest strength lies in its potential. The Asian Development Bank has recently noted that in Can Tho province many private businesses are highly successful. This year's show aims to increase the level of foreign expertise necessary to maintain the Mekong Delta's annual average productivity increase of 8.6 per cent.

For more information, contact Bonny R. Berger, Consulate General of Canada, 203 Dong Khoi St., Suite

102, District One, Ho Chi Minh City, Vietnam, tel.: (848) 824-2000, fax: (848) 829-4528, e-mail: bonny.berger@micro.x400.gc.ca

BITE INTO GROWING FOOD MARKET AT GULFOOD '99

DUBAI, U.A.E. — January 31-February 3, 1999 — Canadian companies wishing to penetrate the international food industry market are encouraged to participate in the Gulf Food, Hotel and Equipment Exhibition — Gulfood '99 — the major event for food and related industries in the Arabian Gulf region.

High population growth rates in the area are increasing the demand for food products, and the prosperous hotel and restaurant industry in Dubai is contributing to the demand for hotel, restaurant and catering equipment, supplies and services.

Products being featured at the biennial exhibition include agri-food products, hotel and catering equipment, hotel supplies and services, food processing machinery, food packaging equipment, food technology, health food, coding and measuring equipment, and disposable items.

For more information, contact Alleman Canada Ltd., tel.: (514) 335-2644/953-2945, fax: (514) 335-5639, e-mail: nabihisaba@compuserve.com or Maurice Egan, Consul, Canadian Consulate in Dubai, tel.: (971) 4-521717, fax: (971) 4-517722.

Canadians to Exhibit at Middle East Oil Show

BAHRAIN — February 20-23, 1998 — Once again the Canadian oil and gas sector will be returning to the Middle East's premiere trade event for the industry, the 11th Middle East Oil Show and Conference, MEOS '99.

With its vast wealth of natural resources, the Middle East remains one of the most important energy-producing regions in the world. It will be the focal point of much of the exploration and production technology developed, as the projected worldwide demand for oil and gas increases well into the next century. MEOS has the full support of nearly every international oil company in the Middle East.

Under the auspices of the Society of Petroleum Engineers, MEOS '99 is a key to the marketing activities of many Canadian companies. Companies are invited to exhibit under a Canadian Pavilion and will be joining senior technicians and managers, engineers, and scientists involved in all aspects of drilling and production, as well as executives representing large companies and independent operators throughout the Middle East.

For more information, contact UNILINK, 50 Weybright Court, Unit 41, Toronto, ON, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025, e-mail: dc@unilinkfairs.com

Unique Opportunity in Japan for Medical and Health Care Companies

TOKYO, JAPAN — March 30-April 3, 1999 — With thousands of importers, manufacturers, wholesalers, retailers and health care professionals expected to attend, the 15th Japan External Trade Organization (JETRO) Import Fair, Health Care '99, will provide an invaluable head-start for entering or expanding in the world's second-largest health care market.

This is the only show in which assistance with Japanese medical and health care regulatory requirements is provided in four product categories: general medical equipment, home care and rehabilitation equip-

ment, sports medicine and fitness equipment, and general health care.

Other benefits of participating in Health Care '99 include extensive promotion of the show through JETRO's large network of 37 offices in Japan, one free interpreter per three exhibitors or booths, and free consultations with specialists from the Japanese medical industry.

The show will be held in conjunction with the 25th General Assembly of the Japan Medical Congress.

Health Care '99 is a key activity of the Health Industries Japan Action Team (HI-JAT) formed by the Trade Team Canada Sector-Health Indus-

tries to promote Canadian products and services to Japan. HI-JAT is sponsored by the Japan Division of the Department of Foreign Affairs and International Trade (DFAIT), the Canadian embassy and consulates in Japan, Industry Canada (Health Industries Branch), health industry associations across Canada, and JETRO.

For more information, or to register, contact Tyson Garbe, JETRO, Toronto, tel.: (416) 861-0000, ext. 227, e-mail: garbet@toronto.jetro.org; or Rick McElrea, Japan Division, DFAIT, tel.: (613) 996-2460 — preferably before November 30, 1998.

MILIA '99

CANNES, FRANCE — February 9-12, 1999 — The world's premier multimedia show — MILIA '99 — will afford an important opportunity for Canadian companies to expand their product lines, identify potential partners and launch multimedia products on the international scene.

Companies in all areas of the multimedia sector — including animation and 3-D simulation and photo applications — covering education information, entertainment and corporate needs (training, sales and business presentations) are invited to be part of the quickly filling Canadian pavilion, for which there is still time to register. Companies exhibiting under the pavilion will also have the opportunity to promote partnering interests to an international audience during a Business Partnering Event. Registrations will be accepted until November 30, 1998.

For more information, contact Gayle McCallum, Europe - Trade Promotion, DFAIT, tel.: (613) 996-1530, fax: (613) 944-1008, e-mail: gayle.mccallum@extott04.x400.gc.ca; or Sylvie Morissette, Arts and Cultural Industries Promotion Division, DFAIT, tel.: (613) 996-1144, e-mail: sylvie.morissette@extott13.x400.gc.ca

EXPOCOMER '99

PANAMA CITY — March 3-8, 1999 — An important venue of buyers for the immense markets of the Caribbean, Central and South America, EXPOCOMER is considered one of the largest and most important general trade fairs in Latin America. EXPOCOMER '99 will be of particular interest to Canadian companies engaged in food products; construction and hardware; medical and health care; telecommunications; textiles; informatics; office products supplies; automotive accessories; jewellery, perfumes and cosmetics; mining equipment; and household goods.

As in previous years, Canada will have a national pavilion at EXPOCOMER. This important trade event can help Canadian exporters enter the Panama's Colon Free Zone, the second-most important trade zone after Hong Kong.

EXPOCOMER '98 attracted over 68,000 visitors and more than 24,000 buyers from 36 countries, who concluded sales totalling US\$120 million.

For more information or to participate, contact Manuel Rufz, Senior Commercial Officer, Canadian Embassy, P.O. Box 351-1007, Centro Colón, San José, Costa Rica, tel.: (506) 296-4149, fax: (506) 296-4280.

Canadian Firms Invited to Ecomed-Pollutec '99



BARCELONA, SPAIN — March 19-23, 1999 — Canada will participate with a Canadian stand at Ecomed-Pollutec '99, an exhibition devoted to the environment and energy sectors.

Ecomed-Pollutec represents an excellent opportunity for Canadian firms to meet with important Spanish companies and end-users in the environment and renewable-energy sectors.

The event also allows Canadians to meet with key Spanish central and regional government officials who influence major environment and renewable-energy projects, as well as to develop sales opportunities in and gain entry to the Spanish market, especially in the industrialized Catalan Region.

Symposiums, technical seminars and forums are also

planned in conjunction with Ecomed-Pollutec '99. Canadian exhibitors are invited to speak at the concurrent Canada/Spain/Catalan Technology Transfer Environment Seminar, which is expected to attract some 100 key Spanish environment contacts.

Ecomed-Pollutec '98 was a complete success, attracting 464 exhibitors from the environment sector, as well 16,000 trade visitors from 15 countries.

For more information or to exhibit at the Canadian stand, contact Isidro Garcia, Commercial Officer, Canadian Embassy, Madrid, Spain, fax: (34-91) 577-9811, e-mail: isidro.garcia@mดริด01.x400.gc.ca; or Gayle McCallum, Europe - Trade Promotion, Department of Foreign Affairs and International Trade, tel.: (613) 996-1530, fax: (613) 944-1008.

Atlantic Canada Builders Inc. — Continued from page 8

Perseverance is key

According to O'Neill, Japan is a challenging market, but, with perseverance, it can be very rewarding.

"The Japanese have high demands and are very thorough in their investigation," he explains, "and they are interested in new method-

ologies that are tested and true.

"To be successful in Japan and develop opportunities," he adds, "you must be willing to spend time face to face, in order to develop a relationship of trust based on a quality product. If you are successful, you'll be there for the long haul."

Based on these early successes, ACBI is already pursuing other markets in Europe (Germany, Iceland, Lithuania).

For more information on ACBI or its group of companies, contact president Keith O'Neill, tel.: (709) 739-4049, fax: (709) 739-6544.

Three Steps into the World — Continued from page 5

to specialized databases. Credit checks are generally referred to specialized agencies.

Troubleshooting — You can call us for help with an urgent business or market access problem. Note that we cannot enter into private disputes or act as customs

brokers, sales agents, collection agents or lawyers.

Need more help?

Some of our offices abroad provide services in addition to those mentioned here. To find out more, contact the office in the country in which

you wish to do business. Offices not offering the service you require can refer you to a qualified third party, who will typically charge a fee.

For more information about the Trade Commissioner Service, contact Team Canada Inc, tel.: 1-888-811-1119.

Take a World View ... Export Your Services New Internet/CD-ROM Tools Now Available

In today's knowledge-based economy, more and more Canadians earn their living by providing professional services. Often leaders in their field, these companies and consultants are increasingly finding ways of exporting their knowledge, skills and expertise. In order to help them take advantage of worldwide opportunities, the Department of Foreign Affairs and International Trade and Industry Canada have teamed up with Canadian service exporters to develop the recently launched Take a World View ... Export Your Services exporting tool.

Available in both Internet and CD-ROM formats, *Take a World View ... Export Your Services* provides the answers to the most often asked questions about exporting services, helps firms to determine export readiness, and assists them to prepare for doing business internationally. It features information on world markets for service exporters, assistance available, publications, useful contacts and exporting tips. Both versions of *Take a World View* offer numerous hotlinks to other relevant information services.

Focus on preparation

Preparation is the key to exporting. Eight of the twelve modules of the Internet edition of *Take a World View* focus on export activities that must be done before stepping across international borders, including preparing a business plan, undertaking market research, and finding export financing and insurance. The remaining modules focus on market entry, service delivery, day-to-day operations abroad and expansion into new markets.

And more on the CD-ROM...

In addition to similar features, the CD-ROM edition features video clips and a wide range of market reports for selected service sectors and markets.

While the Internet edition has the advantage of having information kept up to date, the CD-ROM offers the flexibility of being always accessible, especially when the user is travelling in areas where no Internet hook-up is available.

For both novice and experienced exporters

Consultants, engineers, architects, designers, educators and trainers are just some of those involved in the service industry who will benefit from this comprehensive and valuable resource. It has been designed not only for the novice, but also for experienced exporters looking for ways to improve their activities and expand their markets.

Even exporters of goods and other commodities, especially those that also export services related to their core business, will find the information sources and innovative exporting techniques outlined in this exporting tool useful.

Access is easy ... and free

For the Internet edition, visit: <http://strategis.ic.gc.ca/twv> or <http://exportsource.gc.ca>

The CD-ROM edition is available at no charge from the DFAIT Enquiries Service, 125 Sussex Drive, Tower B-2, Ottawa, ON, K1A 0G2, tel.: 1-800-267-8376 (613-944-4000 from National Capital Region), fax: (613) 966-9709; e-mail: sxci.enqserv@extott09.x400.gc.ca (In all cases, refer to Code 257TB.)

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Study on Italian Market for Medical Devices Hot off the Press

Canadian manufacturers considering new export markets for medical devices could greatly profit from a study just completed by the Canadian Consulate General in Milan, Italy.

Italy is an affluent market of 57 million people currently importing approximately 70 per cent of its consumption of medical devices.

With the ongoing reform of the Italian health care system, promising new opportunities have emerged for medical devices manufacturers with innovative products. In addition, Italian importers and distributors are eager to locate new supply sources.

The study gives a good picture of the Italian health care system and market and useful insights and tips

on distribution channels, access issues, contracting, specific sectors, and other subjects, together with the most up-to-date statistics and figures available.

To receive a free copy of this new study, contact Sandra Marchesi, Canadian Consulate General, Milan, fax: (39-02) 6758-3900, e-mail: sandra.marchesi@milan01.x400.gc.ca

New Guide to Export-Import Basics

Companies new to international trade are often faced with a variety of issues in attempting to put together their first export-import contract.

Export-Import Basics, a new how-to guide produced by the International Chamber of Commerce (ICC), provides practical information on a full range of rules, documents and contracts typically used in international trade transactions.

Focusing on the legal framework underlying export-import transactions, this concise handbook discusses international con-

tracts of sale, international agency and distributorship agreements, transport practices and documentation, export credit and risk management, and electronic data interchange. It includes a glossary of the most important technical and legal terms and abbreviations, along with a list of helpful books and information sources.

The latest in a series of indispensable ICC up-to-date practical guides for international trade, *Export-Import Basics* is a valuable reference for the experienced international trade practitioner and an essential resource for

the novice. Bankers, lawyers and traders will also benefit from its insights into neighbouring fields.

Other ICC publications cover the subjects of banking and finance, documentary credits, international arbitration, business law and practice, marketing and advertising, and art trade and law, among others.

For more information on, or to order, *Export-Import Basics* (\$78.00) or any other ICC publication, contact the Canadian Council for International Business (CCIB), tel.: (613) 230-5462 ext. 243, Internet: www.ccib.org

Info
Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

Return requested
if undeliverable:
CANADEXPORT (BCS)
125 Sussex Drive
Ottawa, ON
K1A 0G2



Canada Export

<http://www.dfaite-maeci.gc.ca/english/news/newsletr/canex>

Vol. 16, No. 18 — November 2, 1998

Celebrating Excellence in Exporting

Minister Marchi Presents 1998 Canada Export Awards

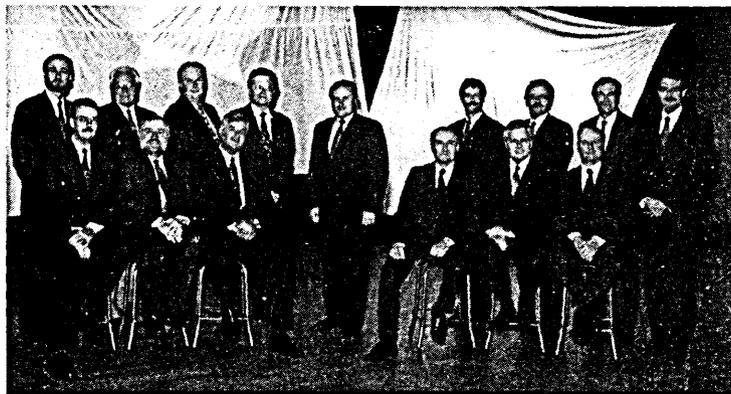
On October 5, 1998, Minister for International Trade Sergio Marchi presented the 1998 Canada Export Awards to 10 Canadian companies at a special ceremony in Calgary, Alberta, held in conjunction with the third annual convention of the Alliance of Manufacturers & Exporters Canada.

Presented by the Department of Foreign Affairs and International Trade, the Canada Export Awards honour Canadian companies that have excelled in exporting their products and services to countries around the world. Under the theme Partners in Trade, Canadian Imperial Bank of Commerce (CIBC), Export Development Corporation (EDC), Teleglobe Communication Services Inc. and Maclean Hunter Publishing Limited are official sponsors of the Awards.

Innovation and research

Kanata-based CrossKeys Systems Corporation is a perfect example of what a young, forward-looking company can

Continued on page 10 — Export Awards



From left to right, seated: David Crouch, president, Northern Digital Inc.; Paul Jones, vice-president, Maclean Hunter Publishing Limited (sponsor); Paul Russo, chairman and CEO, Genesis Microchip Inc.; Joseph Margulies, vice-president and secretary treasurer, Canada Allied Diesel Co Ltd; Grant Stonehouse, president, Davis Strait Fisheries Limited; and Greg Peet, CEO, A.L.I. Technologies Inc.; standing: John Selwyn, president and CEO, CrossKeys Systems Corporation; Guy Lebuis, president, Vogue Pool Products; Robert Wilband, president and CEO, Prologic Corporation; Jim Perry, president, Global Thermoelectric Inc.; Sergio Marchi, Minister for International Trade; Richard Gendron, vice-president, business and sales, Teleglobe Communication Services Inc. (sponsor); John Bowden, executive vice-president, personal and commercial banking, CIBC (sponsor); Ian Gillespie, president and CEO, Export Development Corporation (sponsor); and David Shaw, president and CEO, Standard Aero.

Team Canada Inc Celebrates First Anniversary

In a videoconference ceremony at the Alliance of Manufacturers & Exporters Canada convention, International Trade Minister Sergio Marchi joined forces with Industry Minister John Manley and Agriculture and Agri-Food Minister Lyle Vanclief to mark the first anniversary of Team Canada Inc, Canada's network of export service providers.

"Today we are celebrating one year of significant achievements in streamlining and strengthening the delivery of our trade and investment promotion services to the business community," said Minister Marchi.

During the videoconference, the three federal ministers signed a memorandum of understanding with the Alliance of Manufacturers & Exporters Canada to co-operate in the further enhancement of Team Canada Inc programs and services.

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Working for Closer Ties

Brazil-Canada Chamber of Commerce

Celebrating its 25th anniversary this year, the Câmara de Comércio Brasil-Canadá/Brazil-Canada Chamber of Commerce (CCBC) in São Paulo works to facilitate the development of closer business ties between Brazil and Canada. The organization represents Brazilian and Canadian companies operating in all major business sectors in the two countries.

A non-profit organization, the CCBC stimulates and actively contributes to commercial, technological and cultural exchanges, as well as establishing channels of communication with organizations involved in Brazilian-Canadian relations. It publicly defends free trade, encourages improved business conditions in both countries, and acts as an advocate for the interests of its member companies.

The Chamber supports a series of working committees, including the Legal Affairs and Economic Affairs committees, the recently established Telecommunications Committee, and the Arbitration Committee — one of the few such committees in Brazil. These committees promote workshops, luncheon meetings and seminars on diverse topics hosted and facilitated by industry specialists.

Services to members

The Chamber provides a number of advisory and information services to its members. These services receive support from the Chamber's sister organizations in Canada, the Brazil-Canada Chamber of Commerce in Toronto and the Canadian Council for the Americas, as well as the embassies and consulates in Canada and Brazil.

Among its many services, the Chamber provides lists of potential Canadian/Brazilian importers and exporters of a wide range of products, as well as economic indicators and

statistical data. It also promotes the products and services of Chamber members; offers business referral services; identifies potential commercial partners, representatives and distributors; and co-ordinates business trips and missions.

The Chamber's Internet publication, *Brasil-Canadá On Line*, provides information about business perspectives and issues in Brazil and Canada, a calendar of special fairs and expositions in both countries, notices about Chamber members, and other topics of interest to those involved in or wishing to pursue business opportunities between the two countries.

Business facilitator

In its role as a facilitator of business, the CCBC welcomes and provides assistance to business delegations from Canada and assists in the organization and support of similar delegations going to Canada.

Exchanges and projects

The CCBC has been instrumental in the development of the Municipal Professionals Exchange Program between the cities of Toronto and São Paulo.

As well, in June 1998, a co-operation agreement was signed between the Secretary of Labour of the State of São Paulo and the Canadian Labour Market and Productivity Centre and the Canadian International Development Agency to develop the Project of Transfer of Technology and Human Resources Development in São Paulo. The CCBC has been participating actively in this initiative.

For more information on the CCBC, contact Câmara de Comércio Brasil-Canadá, Av. Brigadeira Faria Lima, 2413 - Suite 42, 01452-000 São Paulo, Brasil, tel.: (55-11) 815-6420, fax: (55-11) 814-8226, e-mail: ccbc@zaz.com.br, Internet: www.ccbc.org.br Or contact the Brazil-Canada Chamber of Commerce in Toronto, tel.: (416) 364-3555, fax: (416) 364-3453.

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Mail to: *CanadExport* (BCS), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

OPEC Fund Extends Loans Totalling US\$16.8 Million

The OPEC Fund for International Development has extended four loan agreements totalling US\$16.8 million to developing countries in Africa and Asia. The loans will help finance road construction schemes in The Gambia, Laos and Tanzania and a rural development project in Guinea.

All four projects will be co-financed by the relevant governments, as well as by a number of international development institutions, including the Islamic Development Bank, the International Fund for Agricultural

Development, the Asian Development Bank and the African Development Fund. The loans carry interest at rates ranging from 1 to 2 per cent and have a maturity of 17 years, including a grace period of five years.

The OPEC Fund is a development institution established in 1976 by the Organization of the Petroleum Exporting Countries (OPEC) to help promote South-South solidarity and strengthen co-operation between countries of the developing world.

As of July 31, 1998, cumulative lending of the Fund stood at US\$3.9 billion, including development project and program financing and balance of payment support. Total commitments, inclusive of grants and contributions to other international institutions, have reached US\$5.1 billion and have benefited 104 countries.

For more information, contact the OPEC Fund, P.O. Box 995, A-1011 Vienna, Austria, tel.: (43-1) 515-640, fax: (43-1) 513-9238.

Are You Ready for the Millennium?

Although almost everyone seems to know about the Year 2000 computer bug, many businesses still do not understand all of the steps that must be taken to protect themselves from the damage that could result.

There is a lot more to debugging the bug than simply replacing existing computers and software. These changes are just the tip of the iceberg.

Companies also need to focus on what their clients and suppliers are doing. If they aren't prepared, your company could suddenly be missing a vital element of its operations. Companies should therefore also be working on contingency plans in

case they lose one of their key clients or suppliers.

Here are some basic steps companies can take:

1. *Inventory of all systems:* Sometimes businesses aren't aware of all the systems they use, especially infrequently used off-the-shelf or in-house software.
2. *Assessment of all systems:* Prioritize all non-compliant items in order of importance to business, date dependence, and ease and cost of replacement.
3. *Conversion and/or replacement of non-compliant systems:* Small businesses may have to move quickly

to hire outside vendors because demand is already outstripping supply as large businesses snap up established Y2K experts.

4. *Testing:* Systems may have to run with their dates set to 2000 to ensure compliance.
5. *Contingency plans:* Businesses should prepare for a worst-case crash to make sure that records aren't lost and that transactions continue.
6. *Preparing your key partners:* Businesses should ask their clients and suppliers about their Y2K status, and act accordingly if they are not ready to face the coming of the millennium.

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Uruguay: A Stepping Stone to MERCOSUR

As one of the four MERCOSUR countries, with a combined annual GDP of US\$1 trillion, and as a country of political stability and a diversified economy, Uruguay should not be overlooked by Canadian exporters wishing to penetrate the lucrative South American market.

Uruguay, with a population of 3.2 million, is one of the smaller countries in South America. Its strategic geographic location in the centre of the 200-million-consumer MERCOSUR market and its role as a regional financial centre make the country a natural destination and jump-off place for Canadian business.

The country has a high level of literacy, good health services and an educated workforce. It has good infrastructure links with the rest of South America, including strategic ports for incoming and outgoing goods, particularly Nueva Palmira, the terminal of the Paraná-Paraguay Waterway — the most important river transportation system in South America. Good telecommunications services (almost completely digital — a Nortel project), energy and potable water are available without restriction throughout the country.

Uruguay is politically organized as a democratic republic under a presidential system. Despite changes in administration, the country's economic policies have remained stable, and the trend of the past 20 years toward deregulation and privatization has continued. During the last decade, GDP has grown 3.9 per cent per year.

Trade and Investment

Imports of goods and services have increased at an average of 10.3 per cent per annum over the past 10 years, while exports have increased at a sus-

tained rate of 6.9 per cent per year over the same period.

The Government follows policies designed to encourage investment. The tax system is neutral with respect to foreign investment, foreign companies are given national treatment, and no special government permits are needed to operate in the country. Some projects can be declared of "national interest" and thus benefit from important fiscal advantages. In October 1997, Canada and Uruguay signed a Foreign Investment Protection Agreement (FIPA).

Uruguayan merchandise exports in 1997 were US\$2.7 billion (up 13.9 per cent from 1996), while imports were US\$3.7 billion. In 1997, Uruguay imports from Canada (paper products, machinery, barley, beer, seed potatoes, dry lentils, etc.) totalled US\$65 million, and exports (rawhides and skins, edible fruits, wool and animal hair, etc.) totalled US\$66 million.

The Uruguayan Free Zones

There are three main free zones (FZ): Colonia, Nueva Palmira, and Montevideo. Companies authorized to operate in these zones may undertake all kinds of industrial and commercial activities, and the import or export of goods is tax free.

The Montevideo FZ offers some of the most advanced services in South America. Last year, 250 international companies made US\$1.6 billion. The Montréal company Mondo-Tech has

opened a showroom in the Montevideo FZ for 20 Canadian enterprises in the construction, pharmaceutical and nautical sectors. For more information, visit www.zfm.com

Doing business in Uruguay

Trade and investment opportunities exist in the areas of infrastructure, public works and transportation. (Information on upcoming bidding and subcontracting opportunities in Uruguay's ports can be found at www.port-uruguay.org)

The healthy mining and forestry sectors also offer good opportunities. In addition, Uruguay offers an interesting base for developing knowledge-intensive activities in software, electronics and biotechnology.

The guide, *Doing Business in Uruguay*, by Uruguay XXI - Investment and Exports Promotion Agency, is available to assist those interested in penetrating the Uruguayan market. To obtain a copy, contact the Agency at Plaza Independencia 831, Of. 611 Montevideo, Uruguay, tel.: (598-2) 900-2912, fax: (598-2) 900-8298; e-mail: uruxx@adinet.com.uy

For more information, contact the Canadian Embassy in Montevideo, tel.: (598 2) 902-2030, fax: (598 2) 902-2029, e-mail: canembur@chasque.apc.org; or Carlos Miranda, South America Division, DFAIT, tel.: (613) 996-4199, fax: (613) 943-8806, e-mail: carlos.miranda@extott12.x400.gc.ca

Minister Marchi Launches Free Trade Negotiations with EFTA

The first negotiating session for free trade with the countries of the European Free Trade Association (EFTA) — Norway, Switzerland, Iceland and Liechtenstein — was held in Ottawa, October 14-16. When complete, the negotiations will lead to the first transatlantic trade agreement between Europe and North America.

An agreement with the EFTA would reduce tariffs on exports of Canadian goods entering EFTA countries. Exports to EFTA countries were valued at \$1.2 billion in 1997.

An agreement would also put Canada on equal footing with competitors that already have their own free trade arrangements with the EFTA; enhance Canada's attractiveness as an investment location; and

offer the opportunity for more open and stable international investment rules and freer trade in services.

Canadian sectors that stand to benefit from a successful agreement include agricultural products, lumber, machinery and a variety of manufacturing industries.

In announcing the launch of the negotiations, International Trade Minister Sergio Marchi noted that

the Government has consulted extensively on this initiative and that any agreement reached would not interfere with vital Canadian interests, including Canada's ability to set policy in culture, health care, education, social programs, the environment, labour standards, supply management and natural resources management.

NorthStar Shines New Light on Quebec Small Businesses

The national leader in providing innovative small-business export finance solutions, NorthStar Trade Finance Inc., is extending those solutions to businesses in Quebec with the opening of its new office in Montréal. That's good news for Quebec entrepreneurs, who will be able to expand their activities on world markets at a time when exports account for more than 50 per cent of provincial gross domestic product.

Quebec entrepreneurs will now be able to tap into the \$180 million in loan capital that NorthStar has been providing to small and medium-sized enterprises since 1994. Based in British Columbia, the 18-employee NorthStar also has offices in Calgary and Toronto.

"As a young and small company," explains NorthStar president Scott Shepherd, "we are very much attuned to meeting the specific requirements of small exporters, who may be new to international markets."

Equal footing for Quebec exporters

NorthStar provides fixed-rate medium-term loans — ranging from

\$100,000 to \$3 million — to a Canadian company's foreign buyer. The loans are secured by a registered lien over the exported goods and are insured by Export Development Corporation (EDC).

"The key element," says Pierre McCann, NorthStar's vice president, Quebec Region, "is that exporters are able to offer buyer financing even for sales of relatively low dollar value." This capability puts small companies on more equal footing with larger international competitors.

Teaming up with Team Canada

NorthStar was formed in partnership with the federal government

through EDC and Western Economic Diversification, the provincial governments of B.C. and Ontario, and the private sector through Dalhousie Financial Corporation and Bank of Montreal. Royal Bank of Canada later invested.

Earlier this year, the company provided 19 loans to participants of the Team Canada 1998 Trade Mission to Latin America.

For more information on NorthStar, contact Pierre McCann, vice president, Quebec Region, tel.: (514) 874-3366; or Scott Shepherd, president, tel.: 1-800-663-9288; Internet: <http://www.northstar.ca>

Small Edmonton Company Secures Security Contract in Japan

With most of its exports going south of the border, ESTec Systems Corporation has made a breakthrough in the lucrative information security market in Japan, where it recently signed a joint venture with Asgent Inc. of Tokyo.

How did the company — which has 4 employees in the information security field and another 16 in other fields — find its future Japanese partner?

“As a matter of fact,” says ESTec vice president David Downey, “it was Asgent who found us, through a San Francisco consultant it had hired.”

The agent, who had some previous connection with Edmonton, found ESTec on the Internet, invited ESTec officials for an interview in San Francisco, and subsequently recommended it to the Japanese partner.

A deal in the making

As a specialist in information security policy, with a track record of over 10 years — 6 of them in the security field — ESTec matched exactly what Asgent was looking for.

“Asgent came to Edmonton in May and spent a whole week with us, looking over our capabilities,” recalls Mr. Downey. “This led to the signature, the following month, of a joint development and sales agreement between our two companies, involving an expert-based system that will include a strong artificial intelligence component.”

But the ball didn't stop rolling there.

In July, ESTec officials stopped by in Tokyo following a market prospecting trip to Singapore.

“We spent a week there,” says Mr. Downey, “finding out first hand

some of the problems and discovering that Asgent representatives' concept of problems discussed during their Edmonton visit was quite different from the actual information security concerns in Japan.

“This allowed us to come up with a firm definition of the problem and what the project should accomplish, to get a solid idea of what kind of software was really needed to fulfil this agreement and, finally, to develop a project plan.”

Be aware of cultural differences

What led to the different perceptions between the two sides?

“The Japanese don't like to ask questions in meetings,” explains Mr. Downey, “so we put forward questions of our own and managed to elicit answers that way.”

He advises Canadian companies to ask a lot of questions and to be prepared to spend a lot of time with the Japanese — for whom personal relationships are very important.

“Commitment is also very important,” he adds, “and being able to stick to the commitment and deliver.”

During ESTec's visit to Tokyo, Asgent took the Edmonton company to its main customers, INTEC, IBM Japan and NTT Data (others include Fujitsu, Okidata, Hitachi, NEC and DEC). These visits not only gave

ESTec a better feel for the Japanese market and the sales targeted in the joint agreement, but also helped the Japanese partner to establish greater credibility with its customers regarding its venture with ESTec.

“The Japanese market is unique,” says Mr. Downey, “working as it does on a relationship basis. Asgent has a relationship with some 20 system integrators, who in turn have relations with numerous smaller companies.”

Canadian government backing important

With most of its exports going to the United States, ESTec is a novice in other foreign markets. That's one reason it always checks in with Canadian trade commissioners abroad, getting advice on whom to talk to.

“As a matter of fact,” says Mr. Downey, “many larger partners in foreign countries ask if ESTec is known to the Canadian government. A stamp of approval from local Canadian trade commissioners goes a long way.”

In the case of the Japanese joint agreement, ESTec requested the Canadian Embassy in Tokyo to check out the Japanese partner before signing up with it.

For more information on ESTec Systems Corporation, contact vice president David Downey, tel.: (403) 483-7120, fax: (403) 489-9557.

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).





Focus on The United Nations



A Market Leading to Other Markets

by Étienne Sum Wah, Export Financing Division, Department of Foreign Affairs and International Trade

The United Nations (UN) system is made up of 50 agencies and organizations specializing in specific activities and requiring specific goods and services. There are many opportunities for increased sales by Canadian businesses, which currently supply only 2 per cent of this nearly US\$2.5-billion market. The UN system is also an excellent jump-off place for businesses to access a wider market in the countries where UN agencies operate.

The requirements of UN agencies fall into three categories: emergency assistance for peace missions, natural disasters and epidemics; development assistance for projects conducted in developing countries; and internal projects and/or consumption for the UN system itself.

Canadian companies that can supply these requirements have every reason to expand their current markets to include that of the United Nations.

Growth potential

Canada's financial contribution to the operation of the United Nations system was US\$126 million in 1996, or approximately 3.1 per cent of the total budget. Although a financial contribution to UN operations does not necessarily ensure a corresponding market share of UN procurement, it is acknowledged that Canadian businesses deserve a better position in the ranks of UN suppliers. Canada currently occupies fifteenth place, behind the United States, Western Europe (United Kingdom, France, Italy, Germany), Japan, and some developing countries (Angola, Peru, Kenya).

Canada once had a slightly greater share of the market, holding ninth place and a 2.8-per cent share in 1995. The decline can be attributed to increased local procurement by UN agencies in countries where projects were being executed, as well as by greater competition from other developed, as well as developing, countries. Agencies are tending to buy "off-the-shelf" products from developing countries, where they can be found more cheaply — not only because of cost but also to assist the poorest states.

As a rule Canada sells the United Nations more services than goods (US\$29 million versus US\$24 million in 1996). The reverse is true, for example, for France, whose sales in 1996 totalled US\$94 million, including US\$6 million in services. Nevertheless, there is still considerable potential for sales by Canadian companies.

Access to a wider market

The UN market should not be approached as an end in itself for any business. Even though overall procurement levels can be signifi-

cant, sales figures for any given company will often be limited.

Rather, the United Nations market should form part of a general plan to access a wider market and be part of a long-term corporate strategy.

Indeed, access to the UN market generally provides a foothold in recipient countries and enables suppliers to make contacts and learn more about local or even regional conditions.

The UN supplier label is an asset when dealing with potential

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A Market Leading*

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A Market Leading to Other Markets

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local clients. Success in sales to United Nations agencies allows suppliers to anticipate subsequent sales over the long haul and also provides an assurance of payment. (For all their financial woes, United Nations agencies still pay promptly.)

Challenges facing Canadian exporters

There are certain challenges that Canadian businesses considering doing business with the United Nations must overcome. The historic relationships between some developing countries and European nations gives companies in these nations an advantage in terms of knowledge of markets and contacts, and this is becoming more and more important as increasing numbers of projects are implemented locally by national companies of recipient countries.

Procurement is carried out locally rather than through international competitive bidding, and thus suppliers that are already present in the field (or are more familiar) have an undeniable advantage.

Similarly, Canada's geographic remoteness from the places where UN agencies are active will increase transportation costs and delivery times in cases of emergency where time is of the essence.

The Canadian advantage

At the same time, Canadian companies have certain "natural" advantages over their competitors for offering goods and services to the United Nations system.

One advantage is proximity to UN procurement centres based in New York and Washington. This proximity makes possible direct contact with buyers located there — which, in every type of business, is fundamental for getting one's products and company known and, above all, for obtaining first-hand information about clients' current and future requirements and upcoming calls for tenders.

Price remains a basic selection criterion for the United Nations. While Canadian products will often cost more because of superior quality, the current favourable exchange rate of the Canadian dollar is making our products more competitive on the international market.

Another Canadian advantage is bilingualism. Organizations that deal with Francophone and Anglophone African and Caribbean countries particularly appreciate the bilingualism of many Canadian companies, which provides for considerable savings in translation costs for equipment instruction manuals.

Note that major contracts will often be awarded in advance because they are long term, a situation that enables buyers to bargain for better conditions. Japan, for example, has a virtual monopoly on contracts for automobiles. This means that while market penetration may be difficult, offering competitive conditions will ensure a faithful, long-term client.

Knowledge is the key

Doing business with the UN is not limited to dealing with agency headquarters in the United States or Europe. Since more and more procurement is being done locally, Canadian businesses can deal with local UN representatives in developing countries, such as the United Nations Development Program (UNDP), the United Nations Children's Fund (UNICEF), the World Food Program (WFP) and the Food and Agriculture Organization (FAO).

Whether dealing with agency headquarters or local United Nations representatives, Canadian exporters considering doing business with the UN need to understand how the system operates; to be aware of the various agencies, their roles, specific requirements and procurement volumes; and to know how to contact them.

Canadian exporters can also benefit from the assistance of public and private bodies in Canada that promote business opportunities provided by the United Nations.



The United Nations System

The United Nations system is made up of organizations such as the United Nations Children's Fund (UNICEF) and the World Food Program (WFP), which report annually to the General Assembly through the Security Council or the Economic and Social Council.

The system also includes specialized agencies working in social, economic, scientific or technical fields that have financial and organizational autonomy and that report to the Economic and Social Council. Examples of such agencies are the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Civil Aviation Organization (ICAO).

The World Bank, although part of the United Nations system, is not included in this supplement. This is because suppliers of goods and services for projects funded by the World Bank are subject to the procedures of the recipient country's executing agency.

General procedures

Every agency or organization in the UN system has its own types of activities and often, therefore, specific requirements. It is up to companies to identify those organizations likely to use their goods or services.

Supplier registration

As a rule, a company should introduce itself by sending the target agency a letter of interest, along with its product catalogue, business and export background, and annual report as proof of its business capabilities. Having already been a UN supplier will generally be a good reference and should be mentioned to the buyer.

If the buyer is interested, the company will be asked to register as one of the organization's suppliers. It is important to remember that a listing in this register will not guarantee a contract. The company must maintain regular contact with buyers so that they will think of contacting it when they have particular product requirements. Similarly, the company should make a practice of sending these buyers its latest catalogues and new product information.

Procurement regulations

Since UN agencies are international bodies, they are bound to provide the same opportunities to all firms that are interested in their contracts, regardless of country of origin. United Nations regulations therefore oblige buyers to make objective supplier choices for contracts of any size. The regulations are as follows:

1. For procurement under US\$30,000 (except for some agencies), the buyer or project manager selects three suppliers and awards the contract to the lowest bidder meeting the technical specifications and delivery conditions.
2. Orders between US\$30,000 and US\$100,000 are subject to limited international competition. A limited number of prequalified suppliers (from the project's recipient country, underused big-donor countries and other countries) are invited to submit closed bids. The contract award will reflect considerations of price and technical quality.
3. If the contract is over US\$100,000, an international call for tenders is in order and will be published in *UN Development Business* (see Box, p. VIII) or "Procurement Update" (see under IAPSO, p. V). Bids are opened publicly, and the contract award will reflect technical and economic criteria. Special conditions may rule out the use of normal tendering procedures, especially for natural disasters or epidemics where the urgency of obtaining assistance imposes tighter deadlines, thus making it impossible to proceed by tendering. In these special cases, recognized firms with a history of successful operations will generally be invited to tender a bid.

Since most procurement is under US\$30,000, the contracting decision will generally fall to the agency's buyer or to the project leader who will be receiving the good or service. It is therefore important to build good relationships with the people in charge of procurement and periodically to refresh their memories, so that they will call on the company when the time comes. The basic selling principle is that a buyer will prefer to use someone he or she knows (preferably by sight) and will do business again with a firm that has given satisfaction in the past.

Choosing a supplier

Contracts are awarded in accordance with the following criteria:

- compliance with the specifications in the call for tenders;
- price (quality being equal, the lowest bidder gets the contract);
- technical quality;
- acceptance of the delivery schedule; and
- meeting the deadline for submissions.

The United Nations Agencies

This section describes the activities of selected United Nations agencies, the amounts and profiles of their procurement, and the procedures to be followed by potential suppliers. Given the large number of agencies and organizations in the UN system, it is not possible to provide descriptions for all. Those described below are the ones making the largest purchases.

Beyond the procurement centres based in New York, Copenhagen and Geneva, agencies are grouped according to their areas of activity: agriculture, economic development, culture and education, health, humanitarian assistance, natural resources and environment, population, and science and technology. An agency working in more than one area will be cited in each of them but described only once.

New York Procurement Centres

The following three organizations are based in New York and act as the main buyers for the UN Secretariat.

UN/DPD - United Nations Procurement Division (www.un.org/Depts/ptd)

The Procurement Division acquires goods and services for the UN Secretariat, peacekeeping missions, regional economic commissions and, sometimes, other United Nations agencies.

Procurement: Procurement essentially focuses on manufacturing machinery, construction materials and equipment, vehicles, foodstuffs, pharmaceutical products and telecommunications equipment.

In the services sector, this division is also responsible for transporting peacekeeping contingents and therefore devotes a large share of its budget to logistics. The UN building maintenance, internal and external communications and document printing services are also among this division's responsibilities. The impressive total of the division's procurement figure thus encompasses a significant share of expenditures for the internal operations of United Nations agencies.

In 1996, the Procurement Division spent US\$554 million on goods and services.

Purchases over US\$25,000 are subject to international competitive bidding unless there are special circumstances.

Registration: Interested firms must register with this agency. A registration form is available from its Internet site: www.un.org/Depts/ptd

In addition, the following will be requested: financial statements, catalogues and references.

Contact: UN/DPD, Chief, Procurement, 304 East 45th St., 2nd Floor, New York, NY 10017, U.S.A., tel.: (212) 963-0321, fax: (212) 963-3503.

DPKO - Department of Peacekeeping Operations Field Administration and Logistics Division (UN/FALD)

UN/FALD supports peacekeeping missions in the field and is essentially responsible for planning, technical materiel specifications and mission logistics.

Procurement: UN/FALD procures transportable equipment such as field hospitals, medical supplies, construction materials, generators, security equipment and storage materials.

Note that all procurement for UN/FALD is delegated to UN/DPD, while foodstuffs and an increasing number of goods and services are procured in the field by the missions themselves.

Procurement in 1996 totalled US\$127 million in equipment and US\$57 million in services.

Registration: Interested suppliers must register with UN/DPD (above), but must also have contacts with UN/FALD, since this is the group that determines the features of the goods and services to be procured.

Contact: UN/FALD, Director of Field Administration and Logistics, United Nations, New York, NY 10017, U.S.A., tel.: (212) 963-6141, fax: (212) 963-0383.

UN/DDSMS - Department for Development Support and Management Services

This department conducts feasibility studies to assess and develop mineral, energy and water resources. It also works on economic and social planning and development and institution building.

Procurement: Procurement is carried out in a wide range of fields and includes scientific equipment, laboratory apparatus and supplies, mapping equipment, drilling equipment and vehicles. Expert services are also required for the department's various areas of activity.

The department's procurement in 1996 totalled US\$6.9 million for goods and US\$3.9 million for services.

Contact: Interested firms should introduce themselves to the Chief, Contracting and Procurement, UN/DDSMS, United Nations, New York, NY 10017, U.S.A., tel.: (212) 963-8947/963-8948, fax: (212) 963-8911.

Continued on next page

The Procurement Centres — Continued

Copenhagen Procurement Centre

IAPSO - Inter-Agency Procurement Services Office
(www.iapso.org)

IAPSO is not a development agency but a co-ordinating body for procurement within the United Nations system. IAPSO procurement is done mainly for UNDP, but also for other UN agencies and non-governmental organizations. The objective is optimum standardization of procurement by the various agencies to reap the advantages of economies of scale, better conditions, and reliable products and suppliers that are recognized and used by a number of organizations.

IAPSO defines the standards for materiel procured and has set up a product codification system (UNCCS) to simplify product information flow and establish a procurement standard. IAPSO also advises project recipient countries and development assistance agencies on procurement. On request, IAPSO can manage the procurement process from tendering to contract awards and product delivery in the field.

Procurement: IAPSO mainly procures vehicles, office and data processing equipment, power generators, pumps and relief materials.

The agency publishes the *General Business Guide*, which tells interested firms how to become suppliers to the UN system, and a bi-monthly "Procurement Update," which lists business opportunities with organizations in the UN system and especially UNDP project requirements.

Procurement in 1996 totalled US\$58 million in equipment.

Registration: Companies must register with the IAPSO supplier database by contacting Mr. Jack Gottling, Chief, Procurement Support Section, IAPSO, Midtermolen 3, P.O. Box 2530, DK-2100 Copenhagen, Denmark, tel.: (45) 35 46 70 00, fax: (45) 35 46 70 01.

Contact: Since IAPSO is based in Copenhagen, Denmark, direct contact with this agency's buyers will be more difficult for Canadian companies. But by becoming familiar with the UNCCS system, companies will be able to find out more quickly whether their products correspond to an IAPSO call for tenders. Additional information about the codification system can be obtained by contacting UNCCS, Øvre Slottsgate 2b, N-0157 Oslo, Norway, tel.: +47 2224-6290, fax: +47 2224-6281.

Geneva Procurement Centre

UNOG - United Nations Office at Geneva
(www.unog.ch)

UNOG takes care of logistics for the facilities and conferences of the following UN agencies: the Economic Commission for Europe (ECE), the United Nations High Commissioner for Refugees (UNHCR), the United Nations Conference on Trade and Development (UNCTAD), the United Nations Institute for Training and Research (UNITAR), the UN Office for the Co-ordination of Humanitarian Affairs in Geneva (OCHA), the Centre for Human Rights, and other Secretariat units, as required.

Continued on next page

Tips for Doing Business with the UN

- **Target the market.** Your product will not necessarily interest every agency, so identify the ones that are likely to become your clients.
- **Find a niche.** Given the intense competition, your company will be more likely to succeed if you specialize.
- **Register with the supplier list** of the agencies you are targeting.
- **Make yourself known** to the buyers and maintain regular contact. This will enable you to know the requirements in advance before calls for tender are published.
- **Respond to every call for tenders.** If a call does not interest you, tell the buyer why.
- **Meet all specifications** in the call for tenders: technical, language, and so on.
- **Explain any items** that might set your bid apart from others.
- **Comply with the bid closing** date and time.
- **Attend the bid opening** to find out what conditions the successful bidder offered.
- **Keep on bidding** even if you fail. It is rare to secure a contract on the first try.

The Procurement Centres — Continued

Procurement: Procurement focuses on emergency assistance equipment, industrial equipment, furniture, office equipment, computer and telecommunications equipment, postal services, and air and sea charter services. Expert and consulting services are also in demand to cover UNOG activities.

UNOG procurement in 1996 totalled US\$12 million for equipment and US\$18 million for services.

UNOG's geographic remoteness for Canadian firms means that they should also consider other clients in order to make European contact tours cost-effective. However, opportunities may always exist for companies working in very specific niches of activity.

Registration and contact: Interested companies should register with the Chief, Procurement and Transportation Section, UNOG, 1211 Geneva 10, Switzerland, tel.: (41-22) 917 2840, fax: (41-22) 917-0013, e-mail: procurement@unog.ch

Agriculture

The three agencies dealing with agriculture are all based in Rome, Italy.

FAO - United Nations Food and Agriculture Organization
(www.fao.org)

FAO promotes agricultural development by contributing to projects in rural development and land and water reclamation and to the campaign against soil erosion and desertification. FAO helps to improve worldwide nutritional status and food security by seeking to enhance the quality of plants generally and food crop productivity in particular. It is also a forum for international discussions on agriculture research and dietary

matters, particularly by assuming the responsibility for developing dietary standards. FAO also has training and extension programs for farming techniques.

Procurement: FAO procures transportation vehicles, construction materials, irrigation and public works equipment and communications equipment. Office equipment and supplies are procured for both headquarters and field operations.

The services of farming and forestry consultants and rural development experts are the most frequently called for, along with the skills of economics experts. On occasion, FAO will also require topographical and aerial survey services.

Procurement in 1996 totalled US\$37 million for equipment and US\$23 million for services.

Registration: Interested firms should register with FAO. Its Rome headquarters handle major procurement, but field missions have a degree of latitude in supplying their own requirements.

Contact: Mr. George Politis, Chief, Procurement, Administration Division, FAO, Viale delle Terme di Caracalla, 00100 Rome, Italy, tel.: (39-06) 5705-3161, fax: (39-06) 5705-3047.

Services: Chief, Contracting Subdivision, tel.: (39-06) 5225-6702, fax: (39-06) 5225-3047.

WFP - World Food Program
(www.wfp.org)

WFP responds to emergency food requirements in the wake of natural disasters such as earthquakes and floods. It provides food aid to protect the health of children and young mothers in developing countries. WFP also promotes food self-sufficiency programs in developing countries.

Procurement: WFP procures basic foodstuffs (wheat, rice, semolina, beans) in both developed and developing countries. The agency also purchases vehicles and other means of transportation, kitchen equipment and prefabricated buildings for use in field locations. Procurement is usually done by limited international competition.

Procurement in 1996 totalled US\$459 million for goods and US\$198 million for services.

Registration: Interested companies should make themselves known to the WFP procurement service.

Contact: Ms. Paola Miller, Chief, Purchasing and Contracts Branch, Management Service Division, WFP, Via Cesare Giulio Viola, 68 Parco dei Medici, Rome 00148, Italy, tel.: (39-06) 6513-2811 or 6513-2365, fax: (39-06) 6513-2807 or 5228-2847.

IFAD - International Fund for Agricultural Development
(www.unicc.org/ifad)

IFAD provides loans and grants for agricultural development projects in developing countries.

Procurement: Goods and services required for projects are procured by the project's executing agency rather than by IFAD, which is solely a funding source. Suppliers must therefore approach the project's executing agency directly. Goods procured by IFAD itself are essentially for internal use, such as office equipment and supplies. These products are generally procured in Italy, where IFAD is based. However, IFAD does require consultants to identify and prepare the projects it funds, which are listed on its Web site under "Business Opportunities."

Continued on next page

The Procurement Centres — Continued

Contacts: Mr. Ibrahim Ayoub, Chief, Administration Unit, Department of General Affairs, IFAD, 107, Via del Serafico, Rome 00142, Italy, tel.: (39-06) 5459-2220, fax: (39-06) 5043-463, e-mail: ifad@ifad.org

For international procurement, contact Mr. Ya Tian.

For local procurement, contact Ms. Tiziana Carpenelli.

For questions about consulting work, contact Ms. Lisa Ciuchini, Personnel Section.

Economic Development

UNDP - United Nations Development Program (www.undp.org)

UNDP's main mandate is development assistance in general and the elimination of poverty, regeneration of the environment, job creation and promotion of the status of women in particular.

UNDP is also responsible for such special projects as combatting drought and desertification and protecting the global environment.

Procurement: UNDP procures office equipment, supplies and computer equipment for its internal needs through its Division for Administrative and Information Services (DAIS). Note that DAIS, located in New York, procures mainly from local U.S. suppliers.

Procurement for development projects is done through IAPSO in Copenhagen, but is also increasingly being carried out in project recipient countries. (See the IAPSO section, p. V, for more information.)

Contact: Director, DAIS, UNDP, 1 UN Plaza, New York, NY 10017, U.S.A., tel.: (212) 906-5500, fax: (212) 906-6663.

UNOPS - United Nations Office for Project Services (www.unops.org)

Providing project support services, UNOPS functions as a general contractor in all areas where UN agencies are active. It undertakes project management at the request of agencies or the recipient countries of projects funded by these agencies.

Procurement: UNOPS procures construction materials, road-building equipment, computer and telecommunications equipment, scientific equipment and vehicles for infrastructure projects. Consulting services are required in the following fields, among others: infrastructure, environment, public administration, community development and agriculture.

Contracts are awarded through a tendering process. As a rule, the lowest bidder for the best product wins.

Procurement in 1996 totalled US\$165 million for equipment and US\$115 million for services.

Registration: Interested firms must complete a registration form to be included on the supplier list in New York and Copenhagen (particularly for UNDP-funded projects) and must forward their product catalogues and annual reports.

Contacts: UNOPS, The News Building, 220 East 42nd St., 15th Floor, New York, NY 10017, U.S.A., tel.: (212) 906-6500, fax: (212) 906-6501/6502.

Goods: Chief, Purchasing Support Unit, tel.: (212) 906-6093, fax: (212) 906-6577.

Services: Consultants Roster, tel.: (212) 906-6153, fax: (212) 906-6501.

Copenhagen Office: Mr. Larie Mallory, Senior Procurement Officer, UNOPS Copenhagen Office, Midtermolen 3, P.O. Box 2695, DK-2100 Copenhagen O, Denmark, tel.: +45 35 46 72 22, fax: +45 35 46 72 01, e-mail: larie.mallory@unops.org

UNIDO - United Nations Industrial Development Organization (www.unido.org)

UNIDO promotes industrial development in developing countries. Its aim is to develop industries that make use of local human and material resources and preserve the environment while fostering projects that include technology transfers of benefit to recipient countries. UNIDO helps developing countries to establish regulatory frameworks for their industrialization efforts and to increase their small business sectors.

Procurement: UNIDO procures equipment in various industrial sectors, including metallurgy, leather, paper, wood and plastics. UNIDO also procures control and measuring instruments, vehicles and computer equipment.

UNIDO hires consultants to manage its industrialization projects.

Contracts over US\$20,000 are subject to international tendering. Note that Canada is not a member of UNIDO, which may make it more difficult for Canadians to obtain contracts; it is rare for UNIDO to procure from non-member countries.

Procurement in 1996 totalled US\$20.8 million in goods and US\$24.4 million in services.

Contact: Chief, Purchase and Contracts Service, UNIDO, P.O. Box 300, A-1400 Vienna, Austria, tel.: (43-1) 21131-4841, fax: (43-1) 21131-6815 (contracts and services), fax: (43-1) 21131-6816 (procurement and equipment), e-mail: malli@unido.org

Continued on next page

The Procurement Centres — Continued

ILO - International Labour Organization (www.ilo.org)

The ILO strives to improve working conditions in conjunction with governments and management and union organizations, defend workers' rights and co-operate with developing countries to organize vocational training institutions and co-operatives. The ILO is also active in workplace safety and medicine. The International Labour Office is the agency's permanent secretariat.

Procurement: The ILO procures technical equipment for its projects, including machine tools, measuring and testing equipment, training materials, office equipment, civil infrastructure equipment and vehicles of all kinds. The consulting services it needs are in the areas of worker training, feasibility studies and project management.

ILO procurement is published in *UN Business Development*, and catalogues of equipment procured by the ILO can be ordered from the agency.

Procurement in 1996 totalled US\$5 million for equipment and US\$10 million for services.

Registration and contact: Companies and consultants must register with the Chief, Technical Co-operation Equipment and Subcontracting (EQUIPRO), International Labour Office, 4, Route des Morillons, 1202 Geneva 22, Switzerland, tel.: (41-22) 799-7665, fax: (41-22) 799-8529.

Culture and Education

ILO (see above)

UNESCO - United Nations Educational, Scientific and Cultural Organization (www.unesco.org)

UNESCO works to improve education and access to basic education for everyone and is involved in pedagogical development and scientific research. It also promotes human rights and democracy and fosters the

Registration and contact: Potential suppliers must register with UNESCO via the Director, Program Support Division, UNESCO, 7, place de Fontenoy, 75352 Paris 07 SP, France, tel.: (33-1) 45 68 05 47, fax: (33-1) 45 68 56 03, e-mail: deree@unesco.org

Health

ILO (see above)

WFP (see Agriculture, p. VI)

WHO - World Health Organization (www.who.org)

WHO is involved in planning, organizing and implementing health, education and health training services. It also works to eliminate endemic diseases and promote health care, supports research to improve health and promotes medical standards.

Procurement: WHO procures vaccines, pharmaceutical products, medical and laboratory equipment, surgical instruments, chemical products, reagents and vehicles.

Consultants should make direct contact with departments in charge of operations or programs in their areas of expertise.

A certain level of procurement occurs in project recipient countries, and some procurement is done by WHO regional offices in Brazzaville (Congo), Washington (U.S.A.), Alexandria (Egypt), Copenhagen (Denmark), New Delhi (India) and Manila (Philippines).

In Latin America and the Caribbean, WHO is represented by the Pan American Health Organization (PAHO, *see below*).

Journal of Tenders:

UN Development Business

International calls for tenders of agencies of the United Nations system and most development banks (the World Bank, the Inter-American Development Bank, etc.) are published in a bi-monthly journal, *UN Development Business*, published by the UN Department of Public Information.

Subscriptions to the journal cost US\$495 for the print version and about US\$600 for the electronic version, *UN Development Business Online*. Subscriptions are available through the Web site at the address below.

Contact: UN Development Business, P.O. Box 5850, Grand Central Station, New York, NY, 10163-5850, U.S.A., tel.: (212) 963-1516, fax: (212) 963-1381

Internet: <http://dbserver1.worldbank.org/>

preservation of cultural heritage and the free movement of information.

Procurement: UNESCO procures scientific instruments and apparatus for applied research, audio-visual aids, software applications and computers, and vocational training equipment. UNESCO also uses consulting services. All contracts are advertised in *UN Development Business*. Procurement may now be done by regional offices.

Procurement in 1996 totalled US\$8.7 million in equipment and US\$38 million in services.

Continued on next page

The Procurement Centres — Continued

WHO procurement in 1996 totalled US\$105 million for goods and services.

Registration and contact: Suppliers must register with Chief Supply Services, WHO, 20 Avenue Appia, 1211 Geneva 27, Switzerland, tel.: (+41-22) 791-2801, fax: (+41-22) 791-4196.

PAHO - Pan American Health Organization

(www.paho.org)

PAHO works to develop public health in the Americas, setting up health infrastructures and preventing epidemic diseases. It co-ordinates international efforts to improve health conditions on the American continent and in the Caribbean. Although PAHO is the World Health Organization's regional office for the Americas, it operates independently.

Procurement: PAHO mainly procures vaccines, pharmaceutical products, laboratory equipment, syringes and needles and cold-chain equipment.

Procurement in 1996 totalled US\$53 million for goods and services.

Contact: Interested companies should contact the Chief Procurement Officer, Department of General Services (AGS), Pan American Health Organization, 525 Twenty Third St., N.W., Washington, D.C. 20037, U.S.A., tel.: (202) 974-3963, fax: (202) 974-3615.

Humanitarian Assistance

UN/FALD (see *New York Procurement Centres*, p. IV)

WFP (see *Agriculture*, p. VI)

HCR - United Nations High Commissioner for Refugees (www.unhcr.ch)

HCR provides international protection to refugees and looks for solutions to their problems, either through repatriation or help with resettlement in a host country. HCR is a major stakeholder in most refugee camps.

Procurement: HCR procures materials for shelters (tents, sheeting and so on), prefabricated warehouses, pharmaceutical products, field hospital equipment, clothing, vehicles, construction materials and telecommunications equipment.

Procurement in 1996 totalled US\$109.8 million in goods and US\$3.5 million in services.

HCR often works in emergency situations, thus the goods it procures must be made available immediately, and this represents a special limitation. Buyers must be contacted on a regular basis so that the supplier's name comes to mind when emergencies arise. Since HCR is in Switzerland, Canadian companies must

redouble their efforts to be as "visible" as their European competitors.

Registration: Interested companies must register with HCR's Purchase and Transportation Section (PTS), which publishes the guide, *Doing Business with HCR*. Registration conditions are fairly strict and include export experience, a company history going back more than three years, and prior acceptance of HCR's payment conditions.

Contact: Director, Purchase and Transportation Section, HCR, 94 rue de Montbrillant, P.O. Box 2500, 1202 Geneva 2 Dépôt, Switzerland, tel.: (41-22) 739-8017, fax: (41-22) 739-7306.

OCHA - United Nations Office for the Co-ordination of Humanitarian Affairs

(http://www.reliefweb.int/dha_ol/)

Formerly called the Department of Humanitarian Affairs (DHA), OCHA co-ordinates and organizes assistance for natural disasters and emergency situations and secures assistance for rebuilding infrastructures. OCHA is also involved in humanitarian policies and issues dealing with political organizations such as the Security Council.

Procurement: OCHA procures relief equipment (tents, tools), telecommunications equipment and transportation services to deliver relief materials to fields of operations. Note that in emergency situations, food aid and medical products are the responsibilities of FAO and WHO, respectively.

Procurement in 1996 totalled US\$12 million for equipment and US\$18 million for services.

Registration: Firms should register with the Chief, Purchase and Transportation Section, United Nations Office at Geneva, 1211 Geneva 10, Switzerland, tel.: (41-22) 917-28-40, fax: (41-22) 917-00-13, e-mail: procurement@unog.ch

Contacts: OCHA, 8-14 Avenue de la Paix 1211 Geneva 10, Switzerland, tel.: (41-22) 917-12-34; fax: (41-22) 917-00-23.

OCHA, United Nations, New York, NY 10017, U.S.A., tel.: (212) 963-1234, fax: (212) 963-1312.

Natural Resources and Environment

UNDP (see *Economic Development*, p. VII)

UNESCO (see *Culture and Education*, p. VIII)

UNIDO (see *Economic Development*, p. VII)

Continued on next page

The Procurement Centres — Continued

WMO - World Meteorological Organization (www.wmo.ch)

WMO's mission is to facilitate world co-operation in meteorological observation and services and to foster the rapid flow of meteorological data and the standardization of meteorological records.

Other WMO objectives are to promote meteorological applications in aviation, marine navigation, the water and agriculture sectors and other human endeavours; promote operational hydrology; and foster meteorological research and training.

Procurement: WMO procures meteorological instruments, radar equipment, telecommunications equipment, scientific measuring instruments and vehicles.

Projects over US\$100,000 are advertised in *UN Development Business* and "Procurement Update". Procurement in 1996 totalled US\$3.6 million for goods and US\$0.7 million for services.

WMO rarely hires consultants, generally using government experts.

Contact: Interested firms should contact either Mr. Andrei Iline, Chief Procurement, WMO, tel.: (41-22) 730-8346, fax: (41-22) 734-2326, e-mail: iline_a@gateway.wmo.ch or Support Services Department (SPS), P.O. Box 2300, 41, ave. Giuseppe-Motta, 1211 Geneva 2, Switzerland, tel.: (041-22) 730-8111, fax: (041-22) 733-2326, e-mail: sps@www.wmo.ch

Population

UNFPA - United Nations

Population Fund (www.unfpa.org)

UNFPA focuses on population problems in developing countries, specifically in the areas of family planning, gynaecology and pediatrics. UNFPA also helps governments to develop and implement their population policies.

Procurement: UNFPA essentially procures contraception methods and devices, medical and surgical equipment, vehicles, audio-visual equipment and teaching materials.

Procurement in 1996 totalled US\$65 million for equipment and US\$7.5 million for services.

Registration: Interested suppliers must register with the UNFPA procurement office, requesting a form and providing their product catalogues, financial statements for several years and other relevant information.

Contact: The News Building, United Nations Population Fund Procurement Unit, 220 East 42nd St., 22nd Floor, New York, NY: 10017, U.S.A., tel.: (212) 297-5381/5385, fax: (212) 297-4916.

UNICEF - United Nations Children's Fund (www.unicef.org)

UNICEF assists women and children in developing countries in the areas of health, education and social welfare. It is particularly active in promoting basic education.

Procurement: Procurement mainly involves basic medication, pharmaceutical products, educational materials, health-care equipment and emergency relief materials and equipment. Decisions on electronic equipment and telecommunications systems are made by the New York office. UNICEF does not hire consultants.

UNICEF procurement in 1996 totalled US\$270 million for equipment.

UNICEF procurement is mainly done from Copenhagen, where the agency has its warehouses. Some procurement may be delegated to the UNICEF regional centres in New Delhi, Bangkok, Amman, Nairobi and Abidjan.

Contacts: Interested firms should contact the Supply Division, UNICEF

Plads, Freeport, 2100 Copenhagen OE, Denmark, tel.: (45-35) 273-527, fax: (45-35) 269-421.

New York office: UNICEF House, 3 United Nations Plaza, New York, NY 10017, U.S.A., tel.: (212) 326-7000, fax: (212) 888-7465/7454.

Science and Technology

ICAO - International Civil Aviation Organization (www.icao.int)

ICAO works to establish uniform air transportation standards and the development and safety of air transportation. The agency helps countries to set up infrastructures and regulatory agencies for air transportation, as well as trains air and ground crews when requested. Finally, ICAO participates in economic studies of air transportation, regional planning and telecommunications for civil aviation.

Procurement: ICAO procures telecommunications systems, navigation and air traffic control equipment, testing and measuring instruments and simulation and training equipment. The Civil Aviation Purchasing Service (CAPS) has been set up to help governments acquire civil aviation equipment.

Infrastructure services for civil aviation (airports, navigation systems) are subcontracted by the agency. It also uses air traffic control, navigation and telecommunications specialists and trainers, as well as project management and institutional reform experts.

ICAO procurement in 1996 totalled US\$19 million for equipment and US\$1 million for services.

Contact: Interested firms should contact the Head, Supply Section, ICAO, 999 University Ave., Montréal, Quebec, H3C 5H7, tel.: (514) 954-8219, fax: (514) 954-6077.

Continued on next page

The Procurement Centres — Continued

ITU - International Telecommunication Union (www.itu.ch)

ITU co-ordinates international regulations for telecommunications systems, sets telecommunications standards and protocols, disseminates the results of telecommunications research, and acts as a contact system for governments and telecommunications firms in terms of networks and services. ITU helps developing countries to build their institutional systems; establish, maintain and upgrade their telecommunications networks; and train their personnel.

Procurement: ITU procures telecommunications equipment and systems, measuring and testing equipment, computer equipment and teaching materials.

Given the technical nature of the agency's projects, its use of consulting subcontractors is often limited. ITU publishes its current projects on its Web site, thus enabling potential suppliers to get an idea of the agency's needs.

Procurement in 1996 totalled US\$6 million in equipment and US\$13 million in services.

Contact: Interested firms should contact the Chief, Procurement Telecommunication Development Bureau, International Telecommunication Union, Place des Nations, 1211 Geneva 20, Switzerland, tel.: (+41-22) 730-5005, fax: (+41-22) 733-5432, e-mail: itumail@itu.int

IAEA - International Atomic Energy Agency (www.iaea.or.at)
IAEA promotes the use of atomic energy for civilian purposes in medicine, agriculture, hydrology and industry. It develops international regulations for the use of nuclear materials and participates in applying the Treaty on the Non-Proliferation of Nuclear Weapons. The agency also participates in

pilot refining facilities, nuclear medicine and irradiation facilities, rapid data acquisition and processing equipment, radiation protection equipment and office equipment. The services used by the agency involve developing research materials, storing radioactive materials, developing specialized software programs, and prospecting for uranium mines, irradiation techniques and user training.

Registration and contacts: Suppliers should register with the Procurement Services Section (PSS), International Atomic Energy Agency, P.O. Box 100, Wagrammerstrasse 5, A-1400 Vienna, Austria.

For technical co-operation projects in developing countries and research contracts, contact Mr. Hiroshi Yamashita, Head, Field Procurement Section (FPS), Division for Planning, Co-ordination and Evaluation, Department of Technical Co-operation, tel.: (+431) 2060-22362, fax: (+431) 2060-29590, e-mail: H.Yamashita@iaea.org

For research laboratory operations, maintenance and administrative support, and for agency offices around the world, contact Mr. James Lunn, Head, Procurement Services Section (PSS), Division of General Services, Department of Administration, tel.: (+431) 2060-21180, fax: (+431) 2060-29073, e-mail: J.Lunn@iaea.org

The UN Association in Canada

The United Nations Association in Canada (UNAC) is a volunteer organization that promotes UN activities to Canadians and upholds Canada's interests in UN agencies. The association has local branches across Canada that actively participate in campaigns for the defence of human rights, education for children, protection of the environment, and the abolishment of anti-personnel mines.

The association has also published a comprehensive manual, *Selling to UN Agencies: A Canadian Business Strategy*. The manual contains the most recent data on UN procurement and Canada's sales to UN agencies, resource persons in these agencies, the main goods and services purchased, and the procedures for registering with various supply services of these agencies. The manual sells for \$95 (plus GST) and is available in both English and French.

Contact: UNAC, 130 Slater St., Suite 900, Ottawa, ON K1P 6E2, tel.: (613) 232-5751, ext. 251, fax: (613) 563-2455, e-mail: business@unac.org, Internet: www.unac.org

atomic research and liaises with various atomic research centres around the world.

Procurement: The agency procures research and measuring equipment for nuclear applications, detection instruments,

Contacts

Assistance in identifying the opportunities that exist in the United Nations system, and in understanding the procurement process, is available from a variety of Canadian sources.

Canada's trade commissioners in the International Trade Centres, the Export Financing Division of the Department of Foreign Affairs and International Trade, and officers in Canadian missions around the world all offer assistance. Help is also available from the Canadian Commercial Corporation (see box below) and the United Nations Association in Canada (see box on p. XI).

Other federal government departments that work in conjunction with international agencies will also be able to provide information about procurement for the international projects they are involved with, for example, Agriculture and Agri-Food Canada with WFP and FAO, and Health Canada with WHO and PAHO.

DFAIT - Department of Foreign Affairs and International Trade (www.dfait-maeci.gc.ca)

Ms. Lucie Tremblay
DFAIT Export Financing Division
125 Sussex Dr.
Ottawa, ON K1A 0G2
Tel.: (613) 994-0910
Fax: (613) 943-1100

Canadian Consulate General in New York

Mr. John Orr or Mr. Matthew Toner
Business Development Section
1251 Avenue of the Americas
New York, NY, U.S.A. 10020-1175
Tel.: (212) 596-1651
Fax: (212) 596-1793

Canadian Embassy in Italy

Mr. William Pound
Minister-Counsellor (Commercial)
Via G.B. de Rossi, 27
00161 Rome, Italy
Tel.: (39-06) 4459-8351
Fax: (39-06) 4459-8754

Canadian Embassy in France

Mr. John Broadbent, Commercial Counsellor
35, Avenue Montaigne
75008 Paris, France
Tel.: (33-144) 43.29.00
Fax: (33-144) 43.29.98 (Trade Section)

Canadian Embassy in Denmark

Mr. Peter Fawcett
Commercial Counsellor
Kr. Bernikows Gade 1
DK-1105 Copenhagen K, Denmark
Tel.: (45-33) 48 32 00
Fax: (45-33) 48 32 21 (Trade Section)

Canadian Embassy in Switzerland

Mr. Charles R. Larabie
Commercial Counsellor
Kirchenfeldstrasse 88
CH-3005 Bern, Switzerland
Mailing address:
P.O. Box 234
CH-3000 Bern 6, Switzerland
Tel.: (41-31) 357-3200
Fax: (41-31) 357-3210

Canadian Embassy in Austria

Mr. Gregory M. Kostyrsky
Commercial Counsellor
Laurenzerberg 2
A-1010 Vienna, Austria
Tel.: (43-1) 531-38-3000
Fax: (43-1) 531-38-3906

Canadian Commercial Corporation (CCC)

CCC regularly contacts UN agencies for lists of their materiel requirements. When Canadian firms are capable of supplying the required products, CCC informs these firms of the business opportunities offered by the United Nations system. It is then up to the companies to bid on the calls for tenders that interest them. The CCC, however, can provide advice on bid preparation. The Corporation can also provide advice to new exporters and possibly assure the buyer of delivery in compliance with the contract. Firms interested in the United Nations market thus have every reason to make themselves known to CCC so that they stay informed of business opportunities.

Contact: CCC, International Operations, 50 O'Connor St., Suite 1100, Ottawa, ON K1A 0S6, tel.: 1-800-748-8191 or (613) 996-0034, fax: (613) 947-3903, e-mail: info@ccc.ca Internet: www.ccc.ca

Trade Show Can Lead to Airport Opportunities

ABU DHABI, U.A.E. — November 23-25, 1998 — The upcoming Airport Build & Supply Exhibition is slated to be a "prequalification" showcase for contractors and suppliers interested in tendering for the US\$550-million Abu Dhabi International Airport expansion project.

Targeted for completion by 2002, the new terminal complex will see its annual capacity increase from 4 million to over 7 million passengers, while incorporating the latest in design and technology to maximize the level of service and safety to passengers and visitors.

This "working" exhibition will give exhibitors an opportunity to meet

directly with government officials responsible for the airport project, to discuss design, construction and procurement requirements before final bids are tendered.

The construction and supply opportunities available include a new terminal and runway, radar and navigation systems, a rapid transit system, a 200-room airport hotel — with restaurants, gardens, health clubs, golf course — a movie theatre, fire stations, automated baggage handling, duty-free shops and boutiques.

The exhibition will take on even greater significance as civil aviation

authorities in the Middle East prepare to expand, upgrade and refurbish their own airport facilities in a market estimated at over US\$25 billion over the next 10 years.

For more information, contact Streamline Marketing, P.O. Box 62440, Dubai, U.A.E., tel.: (971-4) 329-029, fax: (971-4) 329-648, e-mail: stream@emirates.net.ae, Internet: www.streamline.uae.com. Canadian business people interested in participating in or visiting the show can obtain advice and assistance from the Canadian Embassy in Abu Dhabi, tel.: (971-2) 263-655, fax: (971-2) 263-424.

Showcase your Technology in United Arab Emirates

SHARJAH, U.A.E. — February 6-10, 1999 — Canadian companies are invited to participate in a multi-sector Canadian Technology Showcase Trade Show organized by Canada-Middle East Events Inc.

This multi-sector showcase, the first of its kind in the Middle East, will be complemented with sectorial seminars, one-on-one appointments, and social events, which will form the basis of "Canada Week" in U.A.E.

Canadian businesses are encouraged to take a closer look at the opportunities in the U.A.E., where our exports have grown by more than 280 per cent in the past five years. As a result of Canada's reputation for quality products and services in the Gulf, "Canada Week" in U.A.E. promises to attract key buyers not only from the U.A.E. but from all Peninsula neighbours.

Participating companies may be eli-

gible for financial assistance to offset show costs from DFAIT's Program for Export Market Development (PEMD). For more information on PEMD, contact the InfoCentre at 1-800-267-8376.

For more information, or to receive a trade show kit, contact Susan Faragher, Canada-Middle East Events Inc., 1 Nicholas St., Ottawa, ON, K1N 7B7, tel.: (613) 241-4088, fax: (613) 241-2663.

Canadian Food and Beverage Showcase

BRIDGETOWN, BARBADOS, AND PORT OF SPAIN, TRINIDAD — March 8-9, 1999 — Canadian companies in the agri-food, beverage and food processing equipment business are reminded that December 1, 1998, is the deadline to register for the Canadian Food, Beverage and Food Processing Equipment Showcase

Exhibitors will meet buyers not only from Barbados and Trinidad, but also from Jamaica, Guyana and the Eastern Caribbean. The Showcase follows a similar, very successful event held in Barbados earlier this year (see the June 1 issue of *CanadExport*).

For more information on the 1999 Canadian Showcase, contact Robert Grison, president, Canadian Council for Export Development, 3500 Fallowfield Rd., P.O. Box 29053, Nepean, ON, K2J 4A9, tel./fax: (613) 825-9916, e-mail: cced@sympatico.ca.

For general information on exporting to the Caribbean, contact Susan Howell, Caribbean and Central America Division, DFAIT, tel.: (613) 943-8807, fax: (613) 944-0760, e-mail: susan.howell@extott15.400.gc.ca

Montréal Hosts IT Industry's Most Awaited Annual Partnership Event

MONTREAL — December 2, 1998 — The fifth annual meeting of Quebec's information technology (IT), telecommunications and multimedia industry — Alliances '98 — is an excellent opportunity for industry stakeholders to expand their business and strategic partnership networks, make themselves known, and monitor this sector's particularly rapid development.

Organized by the Quebec Software Promotion Centre (QSPC), Alliances '98 will give the expected 500 participants the opportunity to form partnerships, share their visions of the future and

explore market opportunities. Investors will be able to discover the potential of promising companies, including the 80 exhibitors on site. This year, Alliances will welcome companies from Ontario, the United States and France.

The meeting will include a special forum for companies to present their company and the type of partnership they would like to form. There will also be a table-top exhibit where companies can present products and services and demonstrate their expertise.

Established in 1990, QSPC supports the local and international

marketing efforts of 500 Quebec companies in the IT, telecommunications and multimedia sectors. In addition to providing an ideal forum for discussion, QSPC also has links with associations and organizations around the world.

For more information, or to reserve a place, contact Danielle Vernet, QSPC, tel.: (514) 874-2667, fax: (514) 874-1568, e-mail: dvernet@cplq.org Web site: www.cplq.org

"Sharing Our Know-how"

MONTREAL — November 24-26, 1998 — "Sharing Our Know-how" is the theme for the fourth annual Urban Infrastructure Week, INFRA '98, which will bring together more than 1,000 professionals and experts from Quebec, elsewhere in Canada and abroad to discuss their experience and expertise and to learn about the latest trends in this sector.

The Centre d'expertise et de recherche en infrastructures urbaines (CERIU), which is organizing this event, has scheduled some 80 presentations, including those on advanced technology in underground infrastructures, trenchless technologies, and pavement. At the same time, some 50 exhibitors will present their products at the INFRA-EXPO fair. Numerous demonstrations of new technologies are planned.

For information, contact CERIU's communications officer, tel.: (514) 848-9885, fax: (514) 848-7031.

Seminar Delivers Solutions

TORONTO — November 26, 1998 — Companies or individuals, particularly those in the environmental sector, can learn how to develop international projects at the "International Business Development Seminar — Delivering Solutions," being sponsored by the Conference Board of Canada, in cooperation with the Alliance of Manufacturers & Exporters Canada, the Canadian Environmental Industry Association, the Association of Consulting Engineers of Canada, Export Development Corporation, the Canadian International Development Agency and Industry Canada.

The seminar focuses on establishing overseas operations that are managed and owned by Canadian exporters (usually in co-operation with host country partners) and that are designed to supply the products that the foreign buyer really needs (electricity, recycled

products, disposal services, etc.). This approach is encouraged over the sale of equipment and engineering services, which the foreign buyer would otherwise be required to purchase for its own account.

The above approach to delivering solutions applies equally to co-generation (steam/electricity); the recycling of solvents, oils and chemicals; housing, highway and bridge construction; the manufacture or processing of industrial products generally; the rendering of health care and education services; and so on.

Participants will learn key steps for structuring contracts, sharing development costs with other partners and obtaining financing.

For more information, or to register, visit the Conference Board of Canada Web site at <http://www2.conferenceboard.ca/intbusda/>

Market Research Centre Holds a Key to Unlocking Foreign Markets

To compete in the international arena, Canadian exporters need to know where the opportunities are. Obtaining reliable, up-to-date information on foreign markets is the first step in any exporting venture. But market research can be an expensive and time-consuming undertaking, especially for a small company. Now such information is readily available, at the Department of Foreign Affairs and International Trade (DFAIT)'s Team Canada Market Research Centre.

A partnership with Agriculture and Agri-Food Canada, DFAIT's Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign market opportunities for their specific sector or sub-sector product or service niche.

Since its inception 18 months ago, the Centre has produced over 400 reports; an additional 250 are currently being completed. Information is obtained from many sources, including key on-line databases.

Quick snapshot of market potential

Available in both official languages, the reports provide a quick snapshot of the opportunities for a product or service in a particular market. They are available by country or sector.

Sectoral reports cover the range of Canadian expertise, from consumer products, arts and culture, and business services to agri-food, health, oil and gas, and bio-industries. There are, for example, to date, 63 reports on the information-technology sector, 35 on the environmental industry, and 22 covering aerospace and defence.

Each report contains a market overview, a section on customers and distribution channels, an analysis of the principal market-access issues,

and a listing of key promotional venues, such as trade fairs.

Working with industry and trade

Determining which markets to study is an important part of the Centre's work. Centre staff work with trade associations and other industry groups, as well as with the Interna-

I've just been through half a dozen market reports in the time it would have previously taken me to learn that they even existed. This is fantastic.

John Cadham, CadhamHayes Systems Inc., Ottawa

tional Trade Centres across the country and other government departments, to understand which market information exporters need most. They then balance this advice with an assessment of the opportunities in a target market drawn from Canadian trade representatives around the world.

The result is up-to-date, reliable and relevant information that helps companies avoid wasting time and money exploring markets where there is no demand for their product or service.

Positive feedback from business

Feedback from Canadian businesses that have used the Department's mar-

ket reports has been positive. They consider the reports especially helpful in providing a market overview in a format that is well written, well organized and easy to understand. The reports, they say, save them time, effort and money.

After reading the reports, companies may either decide to gather additional market information, determine not to proceed with a target market, or develop an export market strategy and contact the relevant Canadian mission for further assistance.

How to obtain market reports

Market reports are available through the DFAIT InfoCentre's FaxLink service at (613) 944-4500. They can also be accessed on-line at <http://www.infoexport.gc.ca> or <http://exportsource.gc.ca>

Print copies are available from the International Trade Centres and from the relevant Canadian missions abroad. They are widely distributed at trade shows and other trade events.

For more general information, contact the DFAIT InfoCentre, tel.: 1-800-267-8376, or 944-4000 from the National Capital Region.

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Canada Export Awards — Continued from page 1



accomplish through innovative technological development.

According to CrossKeys president and CEO John Selwyn, research and development (R&D) is the pillar of the company's success. In 1997, it invested \$6.2 million in R&D to broaden its product portfolio, increasing this total a further 12 per cent in 1998.

"Our investment in product R&D has been critical to our export success," says Selwyn. "In dealing with foreign, multi-billion-dollar telecommunications companies, we have to demonstrate a strong commitment to researching and developing innovative products that not only satisfy our customers' current needs but anticipate their future needs."

And it has paid off. In only its sixth year, CrossKeys brought in its latest fiscal year with revenues over 400 times more than in its first year of operations — from \$87,000 in 1992 to \$38.7 million in fiscal 1998. Export revenues nearly doubled, from \$17.3 million in 1997 to \$32.2 million this year.

CrossKeys now provides its network and service management business solutions to over 165 customers in 45 countries around the world. It has 13 offices in 10 countries and two R&D centres, one in Kanata and the other in Burnaby, British Columbia.

ALI Technologies Inc. is another Award winner that understands the power of innovation. The Richmond, B.C.-based medical information technology company was the first firm to introduce an electronic picture archiving and communications system

(PACS) based on PC client-server technology for ultrasound applications.

ALI's UltraPACS management technology, first introduced in 1992, is now replacing costly, inefficient film-based systems in major hospitals and clinics across North America.

According to CEO Gregory Peet, the challenge is to develop innovative products that capitalize on new enabling technologies (such as the Internet) and advancements in the way health-care systems are delivered (such as regional delivery networks).

ALI's innovative product development has paid substantial dividends. With 1997 revenues of \$13.6 million, a 97-per-cent increase over 1996 (almost all derived from exports) and an installed base approaching 200 sites worldwide, ALI is the largest supplier of ultrasound management systems in the world. The company has grown from 26 employees in 1995 to 120 in 1998, and market share has risen from about 25 per cent in 1996 to more than 70 per cent this year.

Continuing to enhance its image management solutions for existing markets and developing products for emerging markets is critical to Genesis Microchip Inc.'s growth, according to CEO Paul Russo. "We're currently developing the next generation of our de-interlacing integrated circuit [IC] products for potential mass markets like home theatre, digital video/versatile disk, plasma display panel television, digital television and high-definition television."

By developing unique technologies and products, the Markham, Ontario, company has achieved substantial success in export markets. Almost all of its 1997 revenues (nearly \$15.7 million, a 300-per-cent increase over 1996) were generated from export sales to 15 countries throughout the world.

In 1986, Northern Digital Inc. (NDI) of Waterloo, Ontario, began research into advanced optics and sensor systems, resulting in the introduction of the OPTOTRAK two years later. In 1992, it developed the RH-2020, a system capable of withstanding extreme environmental conditions, which has since been installed in such prominent facilities as NASA, Boeing and McDonnell Douglas. In 1996, it successfully introduced the POLARIS for use in image-guided surgical applications, helping to push NDI's current worldwide installed base to over 1,000 systems.

NDI's systems use markers (bright infrared spots) that are attached to virtually any type of object. As the object moves, individual sensors detect the positions of the markers, and the system simultaneously calculates precise three-dimensional data.

President David Crouch says the company's technology is not restricted to scientific and industrial uses, but also crosses over to the entertainment industry. For example, Santa Monica Studios recently used NDI's OPTOTRAK-based motion

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Canada Export Awards — Continued from page 10

capture studio to create the menacing lead character for the Sony film *Godzilla*.

According to Crouch, new markets for NDI's measurement systems should help boost 1998 revenues by 25 per cent, almost all of which come from export sales.

This is good news for local area workers. In 1983, its first year of operations, NDI had only four employees. This year, the company expects to add 10 to 20 people to its current 45-person workforce and is in the process of moving to a new 24,000-square-foot facility.

Innovative product R&D, however, is not found only in the high-tech world of computerized, digitized information and telecommunications technologies. Take, for example, Global Thermoelectric Inc. The Calgary, Alberta, company is the world's leading supplier of thermoelectric generators for remote power applications, supplying over 95 per cent of thermoelectric generators sold worldwide.

In 1998, Global had sales of more than \$14 million, an 86-per-cent increase over 1997, with 72 per cent coming from exports. Global has also made significant gains in creating jobs, and now has 96 full-time employees, an increase of 57 per cent over the last three years.

Global's president Jim Perry says that developing new and better products and technologies is what drives the company. The newest item for Global is fuel cell technology, which Perry sees as the next phase of electric

power-generation products. "This is the most ambitious R&D project we have undertaken to date, and we're now moving ahead to commercialize this unique technology."

Financing and investment

Richmond, B.C.-based Prologic Corporation is a world-leading provider of integrated core banking systems. With more than 240 customers in 28 countries, it holds approximately 30 per cent of the world market for client-server core banking systems.

A bank with 8 million customers and 9 million accounts can run Prologic's Ovation system on four server computers. "The combination of Ovation and Compaq servers is a can't-miss package for financial institutions," says president and CEO Robert Wilband. "Banks of all sizes — from \$20 billion in assets down to \$100 million — can meet all their computing requirements with Ovation."

Ovation puts customers at the centre of a financial institution's attention. "If a bank is going to retain and grow with customers today, it needs to develop a relationship with them," Wilband explains. "With the click of a button, Ovation allows you to see a bank's full relationship with a customer, including his or her complete financial history."

Canada Allied Diesel Co Ltd (CAD) supplies and services large diesel engines for locomotives, ships and electrical generators in 27 countries. Exports account for over 90 per cent of the

St. Laurent, Quebec, company's total sales, which surpassed \$20 million in 1997, a 33-per-cent increase over 1996.

This rapid export growth has also translated into significant employee growth, from 15 in 1985 to 100 today. In fact, the company recently purchased a 50-per-cent interest in the former Dominion Engineering Works in Lachine, Quebec, and is planning to consolidate all of its operations there by 1999.

Standard Aero also knows that it takes money to make money. This is why the Winnipeg, Manitoba, company is totally committed to capital investment to expand its expertise, capacity and resources.

"We've always been encouraged by our parent company to reinvest in growth," says president and CEO David Shaw. "In February 1998, we invested \$12.4 million in our Winnipeg facilities, expanding our component restoration services plant by 39,000 square feet."

Even though Standard Aero is one of the largest independent gas turbine engine repair and overhaul companies in the world, with locations throughout Canada, the United States, Mexico, Europe and the Pacific Rim, and customers in over 80 nations, it is not about to slow down.

The international gas turbine giant opened new facilities in Europe, Singapore, the Philippines and the United States in the last three years; purchased Alliance Engines of Maryville, Tennessee; introduced at

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least six new products; and won several major contracts that will run past the year 2000.

So, has Standard Aero's considerable capital investment paid off? The numbers speak volumes: since 1993, sales increased nearly 300 per cent to \$327 million in 1997, and projected sales for 1998 are close to \$400 million. In addition, its workforce more than doubled to over 1,550 employees and is expected to reach 2,000 over the next two years.

Getting into the swim of things...

Despite what you have read so far, not all of this year's Canada Export Award winners are involved in high-tech, high-powered industry sectors. Some are making the most out of one of Canada's richest natural resources — water.

Take, for example, the international above-ground swimming pool manufacturer Vogue Pool Products of LaSalle, Quebec. Vogue has sold hundreds of thousands of pools that have successfully withstood the most extreme conditions — from Canada's cold northern climate to the salty humidity of Florida and the Caribbean, the dry desert heat of Saudi Arabia, and all the way to Australia.

Founded in 1971 by its current

president Guy Lebuis, Vogue had sales of over \$26 million in 1997 and now employs over 120 people, a 90-per-cent increase in the last three years.

Exports have been the key to Vogue's phenomenal growth, says Lebuis. "In 1991, about 60 per cent of our sales were here in Canada. Now, over 70 per cent are made in foreign markets."

Lebuis credits his company's international success directly to its commitment to cultivating distribution agreements in key markets. Last year, Vogue broke into Europe in a big way, selling over 6,500 pool kits worth over \$11 million through major French do-it-yourself chains and Belgian, Swiss, German and Austrian pool distributors. As a result of these contracts, Vogue now has 20 per cent of the market in France.

Davis Strait Fisheries Limited is using Canada's waters in a very different way, but with the same successful results.

As late as 1986, the Canadian government considered northern shrimp an underutilized species. Davis Strait

president Grant Stonehouse saw in this a unique opportunity to build a Canadian component into the northern shrimp fishery, and he has not looked back.

Now, with sales of over \$44 million (more than 65 per cent from exports) and 75 full-time employees, Davis Strait Fisheries is one of Canada's largest exporters of northern cold-water shrimp.

"We wanted to look to the future of sustainable harvest and find new products to meet new and newly created market demands. In doing so, we found an innovative way to take some of the best of our new Canadian frontier to the rest of the world," says Stonehouse.

"In Canada, northern shrimp overlap with distributions of groundfish. Consequently, the by-catch in harvesting was often made up of incidental catches of small fish," Stonehouse explains. Rising to the challenge, the Halifax, Nova Scotia, company invested over \$200,000 in gear and trawl equipment, known as Nordmore grate, that has effectively eliminated this by-catch.

For more information on the Canada Export Award program, official sponsors and this year's winning companies, visit: www.infoexport.gc.ca/awards



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DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Team Canada Mission Gets High Marks from B.C. Building Company

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Participating in the Team Canada 1998 Trade Mission to Latin America was not only a door opener for Panabode International Ltd., but also an eye opener about the added value that such trips bring to Canadian exporting efforts.

The 75-employee Richmond company, which designs and manufactures custom-built wood homes, decks and siding from B.C. western red cedar, was already selling its products and services around the world.

But after participating in a Team Canada mission for the first time, company president David Gray has become a firm believer in the value of such high-profile trade missions for his company and for the Canadian economy as a whole.

Continued on page 7 — Team Canada Mission



Panabode president David Gray (left) with Martin Glynn of the Hong Kong Bank of Canada in Argentina.

Planned Team Canada Mission Replaced by a Prime Ministerial Visit

Prime Minister Jean Chrétien announced on October 8, 1998 that the Team Canada trade mission to Russia, Ukraine and Poland scheduled for next January will be replaced by a Prime Ministerial visit to the three countries.

The decision was made following consultations with the provincial governments.

"What Russia needs now is not a large-scale trade mission but encouragement and assistance in its difficult economic transition," said the Prime Minister who is also looking forward to making his first official visit to Poland and Ukraine.

The Prime Minister's visit will focus on ongoing work needed in several areas of the Russian economy, while parallel business sessions in the three countries will address Canadian commercial interests.

Potential destinations are being assessed for a Team Canada mission later in 1999 led by the Prime Minister.



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Canadian Women Reach New Heights at World Summit

More than 20 Canadian businesswomen were among the 400 women entrepreneurs, business leaders, policy makers and consumers from 75 countries who took part in the 1998 World Summit of Women, held in London, England, July 23-26, 1998.

The Summit provided a forum for the businesswomen to discuss and learn more about women's increased participation in the world marketplace. At breakout sessions, conferences, seminars and workshops, the delegates explored issues such as women's economic power and leadership.

Building business relationships

Canadian participation began with a pre-summit luncheon at Canada House, organized in collaboration with the Canadian High Commission in Britain and hosted by Simone Desjardins, senior vice-president of the Business Development Bank of Canada.

Aiming to promote and build better business relationships, the luncheon allowed British businesswomen, government officials and media to meet with Canadian businesswomen to learn what they have to offer to businesses worldwide.

Learning and networking

The Summit provided numerous opportunities for learning and networking. Absorbing statistics and reports from organizations such as IBM, Chrysler, Fujitsu and the United Nations, Canadian delegates discovered emerging trends and values held by women around the world, as well as their media habits, concerns and buying patterns.

Participants also received valuable information on innovative ways by which women can raise capital.

Donna Messer of ConnectUs Communications, who co-ordinated Canada's participation in the Summit, believes that events such as the World Summit are more than profitable to businesswomen.

"More than ever before, Canadian businesswomen know that networking with counterparts and going on missions abroad, as well as working together, are profitable and lead to success abroad."

Canadian participants agreed. Suzanne Lebel, president of Genomics One Corporation, a discovery-based biotechnology company in Laval, Quebec, went to the Summit to make contact with women from around the world and from different sectors. "Not only did I meet several of them, I also made valuable contacts with people who can really help me reach markets

abroad, such as Canadian trade commissioners posted in Britain."

Concrete results

Indeed, members of the Canadian delegation came back with new contacts abroad, and also with good business opportunities in the long run.

For Joanna Parris, president of the Association of Image Consultants International, Toronto Chapter, and chair of the non-profit Coalition of Visible Minority Women, the impacts of the World Summit have just started.

"In London, I met with businesswomen from Ghana and Cameroon who are interested in joint ventures with us. But one of the most amazing things for me was to make strong contacts with Canadian women from coast to coast who are now good friends, as well as potential clients."

Continued on page 3 — Canadian Women

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Survey Shows Business Community Needs More Preparation for Millenium Bug

The so-called "millenium bug" has the potential to cause serious problems in company computer hardware and software around the world when the date changes from 1999 to 2000. A new survey shows that while most Canadian business executives say they have a high level of understanding of the Year 2000 (Y2K) computer issue, only half feel that their company is well prepared to deal with it.

Four hundred CEOs and senior executives in firms of five or more employees were surveyed on the Y2K issue by the research group COMPAS Inc., which published its results this spring in *The Business Agenda*.

Results underscore seriousness of Y2K issue

Survey results show that three quarters (74 per cent) of the executives say they have a "high level of understanding" about the Y2K issue. According to the report, "The fact that such a large proportion of executives feel they understand the Y2000 phenomenon

underscores its seriousness, and the attention they are paying to the issue."

But while most believe they understand the issue, only 58 per cent described themselves as "being very well prepared"; a further 31 per cent said they were "somewhat prepared."

In a similar survey undertaken by Statistics Canada, one third of small businesses were found to have not yet taken any action to prepare for Y2K, while 50 per cent of large businesses will not be ready before mid 1999.

The COMPAS survey also found that if the companies needed sup-

port to deal with the Y2K issue, 48 per cent would engage a computer consultant, while 23 per cent would hire a software firm. About 20 per cent cited internal resources.

Business divided over economic impact

The business community was found to be divided over the potential impact of the Y2K issue on the Canadian economy. About half (51 per cent) of the executives are concerned, especially those in Ontario and Quebec.

For more information, contact Steve Kiar, Senior Partner, COMPAS Research, tel.: (613) 237-4493.

Canadian Women at World Summit — Continued from page 2

The Summit also gave women a practical tool for networking on-line. The Global Women's Trade Network, an international Web site (www.globalwomen.org), was launched during the Summit. The

Canadian delegation has hyper-linked this site to Canada's Businesswomen in Trade Web site at www.infoexport.gc.ca/businesswomen/menu-e.asp

For more information on the 1998 World Summit, contact Donna Messer, ConnectUs Communications Canada, tel.: (905) 337-9578, fax: (905) 337-9320, e-mail: dmesser@interlog.com

IFInet: Getting your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

Small Montréal Firm Finds Gift Market in the United States

Getting started in exporting is not as complicated as you might think, especially if you choose a country such as the United States, and even less so if you are guided by an expert hand. Such was the case for Clover and Fir Workshop Inc.

The small Montréal firm, established two years ago with a staff of nine, was already selling its household accessories, made of pine veneer (a product that does not warp), in Quebec and Ontario.

"To find new markets, we would have had to turn to Western Canada, to Vancouver," says company president Pierre Charland. "But that would have meant changing the country style designs that decorate our accessories (wall plaques, tea canisters, keychain plaques, clocks, slates, memo plaques, small recipe boxes) to reflect the slightly different feel for nature that exists out west."

Getting started in the United States

Mr. Charland thus decided to turn to the eastern United States, where artistic perceptions of nature are fairly close to those of his own region.

"Acting on a recommendation by the Canadian Gift and Tableware Association, we took part in a Super NEBS [New Exporters to Border States] mission by the Department of Foreign Affairs and International Trade [DFAIT], which visited Buffalo in March. Even though we met a lot of people, results were slow in coming."

The company then found out about the Giftware Rep Locator program in Minneapolis from another small Montréal firm.

A first-class program in Minneapolis

Mr. Charland contacted Dana Boyle, commercial officer at the Canadian Consulate General in Minneapolis, who invited the company to take part in the next Giftware Rep Locator at the end of June.

This special program allows Canadian manufacturers to meet U.S.



Clover and Fir Workshop Inc. president Pierre Charland (far right) and commercial officer Dana Boyle (2nd from right) with other participants at the 1998 Giftware Rep Locator in Minneapolis.

agents and vendors to find markets for Canadian products (see story on p. 5).

"Thanks to our participation in Minneapolis, we were able to achieve in three days what took a month and a half in New England," Mr. Charland says. "It's an ideal formula," he adds, "bringing together manufacturers looking for agents and agents looking for manufacturers."

Initial success

After choosing a manufacturer's agent that had six representatives — in North and South Dakota, Minnesota,

Iowa and Wisconsin — Mr. Charland saw quick results: "In two weeks the first orders came in from Wisconsin, totalling US\$250-300 per order, two or three orders a week."

He says he is not the only one smiling. "I've met other Quebec manufacturers," he notes, "and they all sing the praises of the program."

At about the same time, sales also took off in New England, which does not surprise Mr. Charland, who had anticipated orders for the fall season.

Sales strategy

"Our initial goal in the United States is to explore," Mr. Charland points out, "to see how clients in the target territories respond and to find out if we need to adapt the product to this new clientele. This will result in a solid sales strategy."

The company intends first to strengthen its sales in the two regions already targetted, then to tackle Illinois. In the long run, Mr. Charland has his sights set on far-off shores, such as Japan. He is already in contact with the managers of the Japan External Trade Organization (JETRO).

As for all the help he has received to date, Mr. Charland cannot say enough about Canada's trade

*Continued on page 9 —
Clover and Fir Workshop Inc.*

Enter the U.S. Market through the Giftware Rep Locator

Many participants have called the three-day Giftware Rep Locator Program, which is organized by the Canadian Consulate General in Minneapolis, one of Canada's best kept secrets for the giftware and production craft industry.

An introduction to the U.S. market

The primary objective of the Minneapolis Giftware Rep Locator Program is to entice Canadian giftware manufacturers to come to the territory and to provide them not only with a chance to meet with agents, but also with the platform for displaying their lines. During the first two days, participants are given a tour of local retailers, a marketing seminar, and a tour of the giftmart (during a show).

In addition, the Canadian Consulate organizes a mini-trade show during the second evening to which roughly 200 local giftware reps are invited.

On the third day, following the "Canadian Giftware Showcase" reception, the companies return to the giftmart to meet with the agents who have shown an interest in their line.

A program that gets results

"Over 95 per cent of our participants in the many years we've held our Rep Locators — nine times in Minneapolis and twice in Denver — have walked away with agents that they've chosen to represent

their lines in the territory," says one of the pillars of the program at the Consulate, Commercial Officer Dana Boyle.

For many Canadian exporters, the Giftware Rep Locator is their first step into the U.S. market. Over 50 Canadian giftware lines are already represented in this friendly and economically stable territory. (The five-state Upper Midwest region is made up of Minnesota, Iowa, North Dakota, South Dakota and Wisconsin.)

So it is not surprising that many of the Canadian participants become "new exporters" (see story on p. 4) once their reps make a sale. Others will become "new exporters to the territory."

"It is exciting to witness their success, and we at the Consulate try to do whatever we can to keep the momentum up," says Ms. Boyle.

Good follow-up

In fact, following each Rep Locator, the Consulate sends a congratulatory note to each agent that's been selected to represent a new Canadian line. This year, photos were even

taken of the newly placed lines and mailed back to the manufacturers so they could see how the lines looked in their new reps' showrooms.

"By linking up with agents, these companies are establishing long-term viability in the U.S. market," explains Ms. Boyle, "and we believe that by starting in a thriving, business-friendly region such as ours, Canadian manufacturers stand a good chance of developing a healthy base from which to branch out across the whole U.S.A."

Participants are generally extremely positive in their comments throughout the event. Many have said that they would like to participate in rep locators in other parts of the United States.

"As usual," adds Ms. Boyle, "a very positive outcome is the networking that goes on among the participants. They share information and experiences about exporting, as well as about the Canadian market."

For more information on the program, contact Dana Boyle at the Canadian Consulate General in Minneapolis, tel.: (612) 332-7486 ext. 3358, fax: (612) 332-4061.



Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4WIN (613-944-4WIN from the National Capital Region).

Canada Champions Free Trade Area of the Americas

This year marks the commencement of Free Trade Area of the Americas (FTAA) negotiations. As the Chair of the initial phase of the negotiations, Canada is spearheading the process, which, when successfully completed, will give Canadian companies clearer ground rules and expanded access in markets throughout Latin America and the Caribbean.

Canada's strong interest in advancing trade liberalization in the hemisphere reflects a recognition of the benefits that we now enjoy as a result of the comprehensive free trade agreements negotiated with the United States and Mexico, through the 1994 North American Free Trade Agreement, and with Chile, through the 1997 Canada-Chile Free Trade Agreement.

Over the past few years, as the 34 FTAA countries have focused on defining what an FTAA might look like, Canadian businesses have been looking to expand their presence in Latin American markets. The enthusiastic participation of Canadian private-sector representatives in last January's Team Canada trade mission to Latin America is evidence of the growing interest in the region. Through its commitment to negotiating the FTAA, the Government seeks to assist Canadian exporters and investors by achieving more transparent and more open trade regimes in the region.

The goal is to reach a single, comprehensive free trade agreement among 34 countries of the hemisphere. A 2005 deadline for the completion of FTAA negotiations was set by leaders of the hemi-

sphere at their Summit in Miami in December 1994, when they first identified the FTAA as a common objective.

Canada's commitment recognized

Given our commitment to the FTAA, Canada was pleased to be chosen, at the March 1998 meeting of FTAA Trade Ministers in San José, Costa Rica, to chair the FTAA negotiations until October 1999. The negotiations were officially launched by the leaders of the hemisphere at the Second Summit of the Americas in Santiago, Chile, in April (see the June 1, 1998, issue of *CanadExport*).

In its role as Chair of the overall negotiations, Canada heads the Trade Negotiations Committee (TNC), which comprises the chief negotiators. As well, Canada will host the next Trade Ministerial, slated for the fall of 1999. Canada's main goal is to see that the negotiations get off to a strong start.

Negotiations get under way

So far, the talks are on track. The first TNC meeting, held in Buenos Aires, Argentina, in June, established the work programs for the nine negotiating groups and the three consultative bodies. These groups are meeting for the first time

this September and October. Their sessions are taking place in Miami, which was chosen as the initial venue for the detailed FTAA talks.

The nine negotiating groups are in the following areas: market access; agriculture; investment; services; government procurement; intellectual property rights; subsidies, anti-dumping and countervailing duties; competition policy; and dispute settlement.

There are, in addition, three advisory bodies to address cross-cutting issues — the participation of the smaller economies, civil society and electronic commerce.

The TNC will review the outcome of the fall meetings during its December session in Paramaribo, Suriname. The third TNC meeting is planned for Bolivia in the spring of 1999.

A particular challenge for Canada as Chair, as well as for all the FTAA participants, will be to develop a collective process of consultation with civil society throughout the Americas. (Civil society includes, for example, business, labour, environment and academic groups.)

Continued on page 8 — Free Trade Area

Team Canada Mission Gets High Marks — Continued from page 1

As a matter of fact, he calls the Team Canada 1998 Trade Mission one of the most significant initiatives he has experienced in his 26 years in the export business.

Results expected down the road

Mr. Gray knows from experience that the trip will bear fruit for his company over the next two years.

"We will definitely see results from the contacts we made in Chile and Argentina and our ensuing discussions," he says. "But these things don't just happen overnight."

He expects the first tangible results to come in about five to six months — "which is quite good," says Mr. Gray, "when you consider that you're trying to sell a new product to a country that is not used to building from wood. In such cases," he adds, "there is normally a long gestation period."

That period of time, he contends, has been considerably shortened by the Team Canada mission.

"This trip will allow us to do business in Chile about six years sooner than I expected," says Mr. Gray.

But he won't attach numbers to any future sales.

"Using a yardstick such as immediate dollar figures to measure the trade mission's success is too simplistic," says Mr. Gray, "because the number of contracts signed is only part of the mission's significance.

"The strategies and tactics employed by the Government are uniquely Canadian," he believes. "They will definitely help put Canadians and our Canadian capabilities on the map."

Why Chile?

Mr. Gray knows that not all countries are accustomed to the same building methods as those used in Canada.

So why did Panabode — which also works with architects and designers to engineer, supply and erect timber-framed commercial projects — choose Chile as one of its target markets?

"We need a country with a stable economy, where we can sell our upper-end products, as well as a

country that still has space for building," he explains. "Chile fits the bill."

Government support invaluable

According to Mr. Gray, signing contracts is one thing, but equally important is paving the way for Canadian business abroad.

"The Government is taking the right approach," he stresses. "The Team Canada trade mission strategy is working by positioning this country as the leader in the global marketplace."

Mr. Gray also gives full credit to the leaders of the trade mission to Latin America.

"The Prime Minister and the Minister for International Trade opened doors for us in Latin America," he says. "They deserve credit for the hard work they did — and I'm a guy who is usually sitting in Vancouver grumbling about Ottawa and Ontario. Not anymore."

For more information, contact company president David Gray, tel.: (604) 270-7891, fax: (604) 270-4419.

Canada and Turkey Sign MOU on Energy Co-operation

On September 11, in Ankara, Canada and Turkey signed a Memorandum of Understanding (MOU) on energy co-operation. The MOU is a result of efforts by Canadian companies to explore the opportunities presented by the numerous hydroelectric projects scheduled to be built in Turkey during the next 10 years. It also follows discussions between the Canadian and Turkish governments aimed at facilitating co-operation between their respective private sectors.

Under the provisions of the MOU, Turkey will develop five hydroelectric projects in co-operation with Canadian partners. The total value of these projects is estimated at \$1 billion.

The MOU has been strongly supported by Canadian companies in the hydroelectric sector. The National Electricity Roundtable, whose membership is

representative of the Canadian electric power industry, will act as a focal point for the Canadian participation in the projects identified in the MOU.

For copies of the MOU or additional background information, contact Loreta Giannetti, Southern Europe Division, DFAIT, tel.: (613) 996-5263, fax: (613) 995-8783.

New Malaysian Exchange Control Measures Announced Last Month

Canadian business should be aware of the new exchange control measures announced by the Government of Malaysia on September 1. The Government also announced on September 2 that the trading rate for the ringgit inside Malaysia would be pegged to the U.S. dollar at RM\$3.80.

Some of the important points to note include:

- all export and import transactions must be settled in foreign currency;
- outstanding trade contracts denominated in ringgit and entered into before 13:00 on September 1 can be settled in ringgit subject to the importers/exporters' banks' approval;
- dividends, interest, rental income, commissions and profits can be freely repatriated with documentary evidence of the source of funds;
- investments in Malaysian assets, which include securities, deposits and fixed assets such as land and buildings, must be held for more than 12 months, beginning September 1, 1998, before the proceeds from the disposal of these assets can be converted into foreign currency;
- travellers to Malaysia are not allowed to bring in or take out of the country more than 1,000 ringgit per person; and
- travellers are permitted to bring in any amount of foreign currency notes and traveller's cheques and will be required to declare this amount at entry points. They are allowed to take out as much foreign currency as they brought in.

On September 10 in Kuala Lumpur, Malaysian Minister of Trade and Industry Rafidah Aziz gave a speech to a Canada-Malaysia seminar, reassuring resident Canadian businesses about the new exchange control measures. She emphasized that the measures

are targeted at short-term speculative flows rather than genuine long-term investments, pointing out that dividends, interest, commissions and profits can be repatriated as long as they are reported.

The principal source of information on the specifics of the new exchange control measures is the Malaysian central bank, Bank Negara. Details of the original announcement and close to 30 "clarifications" can be found on the bank's Web site at <http://www.bnm.gov.my>. Since new clarifications have been issued almost weekly, Canadian businesses are advised to check the Web site regularly to keep abreast of developments.

The central bank has also established a communications centre to deal with inquiries. Hours of operation are Monday to Friday, 8:30 to 18:00, and Saturday, 8:30 to 12:30 (Malaysian time). The international direct dial code is 603 and must precede the following telephone numbers: 291-4827; 291-5741; 291-6473; 291-6511; 291-6539; 291-6545; 291-6951; 292-8736; 293-2330; 294-3991. Written inquiries can be faxed to the following numbers: 291-2990; 293-3791; 293-6919.

Free Trade Area of the Americas — *Continued from page 6*

Canada was instrumental in establishing the FTAA committee of government representatives who will gather and analyze input from civil society for presentation to Ministers. This collective FTAA process will be separate from the domestic consultations that individual FTAA countries, such as Canada, will pursue over the course of the negotiations.

For more information on the FTAA, contact Heather Grant, Trade and Policy Planning Division, DFAIT, tel.: (613) 992-7269, fax: (613) 992-6002, e-mail: heather.grant@extott14.x400.gc.ca

CanadExport On-Line

<http://www.dfaif-maca.gc.ca/english/news/newsletr/canex>

Canada Prominently Represented at ZIBF '98

The 1998 Zimbabwe International Book Fair (ZIBF), held in Harare in August, was the most successful to date, attracting over 300 exhibitors from all over Africa, Europe and North America and close to 20,000 visitors.

The event — under the popular theme of “children” — was an opportunity for African publishers to conclude major deals with their overseas counterparts, including many from Canada.

Strong Canadian participation

At Canada's busy national stand, 12 Canadian publishers were represented, including The Children's Book Store, Annick Press, the Ontario Printing Industries Association, the Canadian Library Association, Hancock House, Galerie Amrad African Art Publications, Peguis Publishers, the University of Calgary Press, and Karamar Publishing.

The driving force behind Canada's presence at the event — which had strong support from the Department of Foreign Affairs and International Trade and the Canadian High Commission in Harare — was Mary Wilson, Director of Grace Notes Promotional Services to Publishers of Scarborough, Ontario.

Books-full of orders

Tangible results were achieved on site. Among them, Hancock House established a distribution channel with the Lavron Conservation Centre of Zimbabwe for its books on ornithology; Annick Press solidified its successful distribution agreement with Maskew Miller Longman of South Africa; and Grace Notes and the Jacaranda Publishing Company of

Kenya made plans for a partnership for the promotion and distribution of children's books.

The Children's Book Store was among those that received on-site orders, and Webcom Limited of Toronto was invited to quote on three projects, including one for the International Bible Society, Nairobi Branch.

In addition, business opportunities were identified in Uganda, Namibia, South Africa, Tanzania, and Zimbabwe itself.

ZIBF has provided the springboard for Canadian publishers to penetrate the African market, and they have arrived for certain — as noted by ZIBF Executive Director Trish Mbanga, who praised the quality and artistic talent of Canadian publishers and who is looking forward to further Canadian involvement in future ZIBFs.

An added feature of Canada's participation this year was the presence, as visiting artist, of Canadian author and illustrator Veronika Martenova Charles, who appeared at four schools in Harare. She delighted children wherever she went, from poor, high-density areas to more affluent suburbs.

Canadian publishers and others in the book field interested in participating in ZIBF '99 — to be held in Harare in August 1999 under the theme of “women” — can contact Mary Wilson, Grace Notes, 34 Ecclesfield Dr., Scarborough, ON, M1W 3J6, tel.: (416) 495-0171, fax: (416) 444-9282, e-mail: eyesreading@aol.com or maryw@webcomlink.com

For more information on business opportunities in Zimbabwe, contact the Canadian High Commission, Box 1430, Harare, Zimbabwe, tel.: (263-4) 733-882, fax: (263-4) 732-917.

Clover and Fir Workshop Inc.

— Continued from page 4

commissioners in Buffalo and Minneapolis and the assistance obtained from the Department of Industry and Commerce of Quebec.

“Their enthusiasm and willingness to help are truly extraordinary,” he says, “not to mention Ms. Boyle's enormous efforts, which make all the difference. Her expertise and effective action are very reassuring for a new Canadian exporter just starting out.”

The firm is registered in DFAIT's WIN Exports database and hopes to get some hot tips from it. The firm also plans to benefit from the advice and support available at DFAIT's International Trade Centre in Montréal.

For more information on Clover and Fir Workshop Inc. or its products, contact Pierre Charland, president, tel.: (514) 939-2680, fax: (514) 933-7768.

Construct Canada Celebrates 10th Anniversary

TORONTO — December 2-4, 1998 — Construct Canada '98 is the 10th anniversary edition of Canada's largest show for architectural, engineering and construction professionals. This year's event features over 800 exhibits of products, technologies and services for all types of building design and construction, from residential, commercial and retail to industrial, educational, medical and institutional. More than 150 seminars will address a wide range of technical, regulatory and design issues.

Supported and promoted by the Department of Foreign Affairs and International Trade, Industry Canada and the Housing Export Centre of the Canada Housing

and Mortgage Corporation, Construct Canada '98 is being held in conjunction with Home Builder Expo and PM Expo, Canada's largest annual exposition for property management services.

With over 17,000 visitors and buyers from 40 countries expected, the combined events represent a unique opportunity to meet with architects, engineers, contractors, developers, home builders and real estate professionals from across Canada and around the world. The International Business Centre at the site will provide matchmaking services for all international visitors, by making appointments and arranging side trips.

For more information, contact York Expositions Inc., tel.: (416) 512-1215 ext. 229, fax: (416) 512-1993, e-mail: shows@cemyork.com
Internet: <http://www.constructcanada.com>

Promote your Company at AFCEA's Annual Western Trade Show and Conference

SAN DIEGO, CALIFORNIA — January 18-20, 1999 — Canadian entrepreneurs interested in selling to the U.S. Navy or its contractors are invited to participate in a trade mission to the Annual Western Trade Show and Conference of the Armed Forces Communications and Electronics Association (AFCEA) Canada. Organized by the AFCEA in collaboration with the Canadian Consulate General in Los Angeles, the mission is also a unique opportunity to network with other suppliers to the U.S. Department of Defense.

Activities include a partnering breakfast with conference attendees and the local chapter of the AFCEA and a visit to the exhibits, as well as meetings with prime contractors in the area. Briefings by the Space and Naval Warfare Systems Command (SPAWAR) — a \$3-billion centre of activity for the U.S. Navy — will also be given.

For more information or to participate in the trade mission, contact Jeffrey Gray, Canadian Consulate General, Los Angeles, tel.: (213) 346-2752, e-mail: jeffrey.gray@lngls02.x400.gc.ca

Businesswomen Invited to Take Part in ExpoFemina '98

TUNIS, TUNISIA — November 11-15, 1998 — Organized by the National Chamber of Women Business Executives, in co-operation with the International Fairs Corporation of Tunis, the third International Fair for Women Business Executives — ExpoFemina '98 — invites Canadian businesswomen to participate in discussions with numerous Tunisian and foreign professionals.

ExpoFemina '98 is designed to promote discussion and to give women a higher international profile. This year's program will include roundtable discussions that bring together women business executives from around the world.

Some 84 Tunisian and foreign businesses took part in ExpoFemina '97. Over 40,000 professionals and members of the general public also visited the fair.

For more information or to participate, contact Juliette Bruneau, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 994-6590, fax: (613) 944-7431.

Focus on Education at Conference and Fair

BANFF, ALBERTA — November 16 and 17 (annual conference) and November 18 and 19 (agents' fair), 1998 — "Working the Network" will be the theme of the Canadian Education Centre (CEC)'s Second Annual Conference, which will be followed by the CEC Network Agents' Fair.

The conference will address a variety of subjects, including opportunities in Latin America, continuing demand for Canadian education in Asia, immigration issues, and sector-specific issues.

CEC managers from Seoul, Taipei, Hong Kong, Singapore, Beijing, Jakarta, Kuala Lumpur, New Delhi, Canberra, Mexico City, São Paulo and Buenos Aires will be attending the meeting.

Invited to participate at the fair will be agents from around the world who are interested in or already promoting Canadian educational institutions abroad, and who are willing to take on new clients.

Representatives of Canadian education institutions that are clients of the CEC Network, including universities, colleges, public and private secondary schools and lan-

guage schools, will also be in attendance.

For more information, contact the CEC Network, 65 Queen Street West, Toronto, ON, M5H 2M5, tel.: (416) 869-0541, fax: (416) 859-1696.

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Invitation to Canada-Arab Business Council Meeting

OTTAWA — October 27, 1998 — Canadian business people interested in trade with, and investment in,

the Middle East and North Africa are invited to participate in the 15th Annual General Meeting of the Canada-Arab Business Council (CABC).

International Trade Minister Sergio Marchi is slated to deliver the keynote address, while the luncheon address will be delivered by Paul Dingleline, Director General of the Middle East and North African Bureau at the Department of Foreign Affairs and International Trade.

The afternoon program will include presentations by selected Arab ambassadors and representatives from Export Development Corporation and the Canadian International Development Agency.

For more information, or to register, contact the CABC Secretariat, c/o Canadian Chamber of Commerce, 350 Sparks St., Suite 501, Ottawa, ON, K1R 7S8, tel.: (613) 238-4000 ext. 222, fax: (613) 238-7643.

Bar Association Hosts Dinner on International Infrastructure Projects

TORONTO — November 18, 1998 — The Canadian Bar Association — Ontario (CBAO) is presenting a dinner program on "International Infrastructure Projects" for lawyers and business people who represent Canadian construction companies, developers, engineering firms, energy supply firms, architectural firms, environmental companies and their suppliers and sub-contractors.

Three speakers will touch on the following legal and business issues: How do Canadian companies "team up" to pursue international projects? Why are "teaming agreements" im-

portant? What issues are encountered in a proposal call? What approach should be taken with performance risks on international projects? What should be done about bribery demands in foreign countries? How is alternative dispute resolution (ADR) used in international infrastructure projects effectively? and How can risk be shared through "alliance contracts"?

The cost of the program, which includes dinner, is \$42 for CBAO members and \$52 for non-members.

For more information, contact the CBAO, tel.: (416) 869-1047, fax: (416) 869-1390.

"World Markets: It's a Match" Conference

EDMONTON, ALBERTA — December 2-4, 1998 — The use of Trading Houses by manufacturers and suppliers as a means of entering new markets around the globe is growing. The "World Markets: It's a Match" Conference will, through its "Match Making and Mega Match Making" sessions, bring together trading houses that represent a wide range of countries and suppliers to further the possibility of exploring new markets.

In addition to the on-site match-making sessions, the conference will provide participants with the opportunity to showcase their products at the trade show, to participate in an international marketing workshop, and to take part in a panel discussion with industry experts from various sectors of the economy (agriculture,

manufacturing, environment, education, and so on).

For more information, contact the Trading House Association of Western Canada, 11420-142 St.,

Edmonton, AB, T5M 1V1, tel.: (403) 447-1196, fax: (403) 454-4112, e-mail: warickd@connect.ab.ca, Internet: www.connect.ab.ca/tradeconference/

Canada-Algeria Joint Commission

OTTAWA — November 2-3, 1998 — High-level meetings between the governments of Canada and Algeria will be held in Ottawa during the upcoming Canada-Algeria Joint Commission. A large trade delegation will accompany a Minister of the Algerian government.

Algeria, a major buyer of Canadian wheat and milk products, is Canada's number one export market in the Africa and Middle-East region. The country is also an excellent market for services, particularly in the oil sector.

Later this fall, the Department of Foreign Affairs and International Trade (DFAIT) will lead an oil and mining trade mission to Algeria. Stops will include Algiers, Hassi Messaoud and Tamanrasset.

For more information, contact Juliette Bruneau, Maghreb and Arabian Peninsula Division, DFAIT, tel.: (613) 944-6590, fax: (613) 944-7431.

1998-99 Edition of *Gourmet Export* Now Available

The Quebec Agri-Food Export Club has just released the 1998-99 edition of its *Gourmet Export* directory, a comprehensive listing of Quebec's agri-food exporters designed primarily to promote Export Club members' products around the world.

The directory contains a detailed profile of each Export Club member firm and contact information for representatives of government and private-sector organizations in the exporting field, as well as a "Fairs and Missions" section with complete and up-to-date

data on the promotional and international activities of the organic food sector.

This marketing tool will be distributed mainly abroad using lists of foreign buyers, with help from government offices in Canada and other countries. It will also be made available at trade fairs and missions. The *Gourmet Export* directory is also available on the Internet at: <http://profil-cdi.qc.ca/export/exporte.htm>

The 1998-99 edition was produced with the co-operation of the Department

of Foreign Affairs and International Trade, Agriculture and Agri-Food Canada, and the Quebec Department of Agriculture, Fisheries and Food.

For more information, contact Paul-Arthur Huot, Quebec Agri-Food Export Club, tel.: (450) 349-1521, fax: (450) 349-6923, e-mail: ampaqce@cam.org

CanadExport On-Line

<http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

DFAIT Launches *Canada World View*

The Department of Foreign Affairs and International Trade has launched a new publication, *Canada World View*, aimed at informing a general readership on current foreign policy issues and Canada's perspective on them.

Each issue will focus on a central theme of Canadian foreign policy — the first issue is on human rights. The publication will also update readers on foreign policy news and report on Canadian initiatives, responses and contributions in foreign affairs. It will

cover aspects of our relations with other nations, both on a country-to-country basis and within the framework of Canada's membership in international organizations such as the United Nations.

If you would like to receive subsequent issues of the publication, please fax your name, organization, address, telephone and fax numbers to *Canada World View*, Communications Services Division (BCS) at (613) 944-1031 or mail the above information to *Canada World View*, Communications Services

Division (BCS), Department of Foreign Affairs and International Trade, Lester B. Pearson Building, 125 Sussex Drive, Ottawa, ON, K1A 0G2.

Directory Connects You with Canadian Businesses and Governments

This year's edition of *Canadian Business Connections* features over 350,000 company listings, divided alphabetically in four sections: Ontario, Quebec, Western Region, and Atlantic Region. It also provides federal, provincial and municipal government contacts.

Categories include food services, computers, building contractors, sports and entertainment, transportation and communication, agriculture, fishing, farming, forestry and mining.

For more information or to order a copy, contact International Press Publications, 90 Nolan Court, Suite 21, Markham, ON, L3R 4L9, tel.: 1-800-679-2514 or (905) 946-9588, fax: (905) 946-9590.

New Publication Teaches How to Make Money without Money

Partly a reference book on letters of credit, partly a how-to book filled with trading anecdotes, *How to Make Money Without Money — The Art of Transferable Letters of Credit and Assignments of Proceeds* addresses the subject of how to use transferable letters of credit and assignments to make money. Financial techniques are brought together in this recently published book in language simple enough for anyone to understand.

Actual letters of credit and bank guarantees are reprinted, together with fax correspondence between companies, including import-export transactions. *How to Make Money Without Money* serves as a reference guide to contracts, incoterms, export documentation and UCPDC 500 for newcomers to international trade.

For more information or to order a copy, contact Continental Publishing, 2727 Steeles Avenue West, Toronto, ON, M3J 3G9, tel.: (416) 661-8520, fax: (416) 663-1973, e-mail: info@ccex.org

Sections of the book can also be found in the "Trader's Handbook" section of the Continental Commodity Exchange's Web site at www.ccex.org

MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>



International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade and Industry Canada. These opportunities are posted for the benefit of Canadian companies only. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number. Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation. This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

CÔTE D'IVOIRE — Sadofoss/Jal-Afrique is considering extending its activities in the field of pest control products. It wishes to establish a business relationship with Canadian partners with an eye to an industrial co-operation arrangement for both projects on which it is currently working: a pesticide production plant and a facility to manufacture insecticides and fungicides for the protection of wood. Contact Isabel Lavictoire before December 15, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980915-01289.

ETHIOPIA — The Ethiopian Electric Power Corporation (EPEPCO) invites bids for the Energy II/Gilgel Gibe Hydroelectric Power Project for the supply and installation of the following: 1) three generators and appurtenant equipment (generators with a rated output of 73 MVA/unit, excitation system — three SCR exciters with automatic voltage regulator and other miscellaneous equipment); 2) electromechanical equipment of powerhouse and appurtenant equipment (cranes with a 700 kN capacity, elevator, ventilation, cooling water and drainage, and other miscellaneous

equipment); 3) electromechanical equipment of switchyard and appurtenant equipment (three step-up transformers with a rated capacity of 73 MVA each; emergency diesel generator suitable for continuous operation, with an electrical output power of 400 kVA; fire protection; and other miscellaneous equipment); 4) electromechanical equipment of dam and appurtenant equipment (auxiliary electrical equipment, cables and other miscellaneous equipment). Cost of bid documents: US\$300. All bids must be accompanied by a bid security of US\$500,000. Closing date: December 2, 1998. Contact Isabel Lavictoire by November 20, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980824-01120.

GHANA — The American Credit and Exchange Inc. (USA) Ghana Ltd. is looking for interested Canadian companies to form a joint-venture partnership in an insurance company in Ghana. Contact Isabel Lavictoire by November 13, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980728-00930.

INDIA — ITV Agro Technologies Ltd. is looking for Canadian companies

to provide plant and machinery, technical know-how, overseas marketing tie-up, and participation in the equity capital for setting up a fruit-processing unit to make fruit pulp concentrates. Contact Isabel Lavictoire by November 26, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980805-00982.

INDIA — Agrotech Projects is looking for Canadian companies for a joint venture to set up an Export Oriented Food Park comprising a cluster of small and medium-sized agro/food processing industries. Contact Isabel Lavictoire before November 26, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980819-01078.

LATVIA — AR-RO Ltd. is looking for partners to establish a poultry farm in already-existing buildings near Riga. Closing date: December 1, 1998. Contact Isabel Lavictoire by November 20, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980824-01119.

RUSSIA — Ecoflex is looking for Canadian companies to supply technologies and/or services for dredging

Continued on page 16 — IBOC

Doing Business with the U.S. Government — The GSA Way

The General Services Administration (GSA) procures goods and services on behalf of the U.S. federal government. One part of the GSA, the Federal Supply Service (FSS), creates purchasing vehicles known as GSA schedules from which government agencies can buy goods and services. GSA schedules are similar to Master Standing Offers used by Public Works and Government Services Canada.

In the September 1, 1998, issue of *CanadExport*, "continuous" or "continuous open season" contracts were described. These are GSA schedules that allow vendors to be added at any time. In addition to the five notices published on September 1, the following procurement notifications are also "continuous."

Schedule Identification: 61

Description: Generators
 Estimated Value: US\$51,000,000 - US\$62,000,000
 Contract Period: FY98
 Procurement Method: Multiple award schedule
 Contact: Dwight Young
 Tel.: (817) 978-8372
 Fax: (817) 978-8634

Schedule Identification: 78

Description: Athletic and recreational equipment
 Estimated Value: US\$154,000,000 - US\$188,000,000
 Contract Period: FY98
 Procurement Method: Multiple award schedule
 Contact: Kellie Stoker
 Tel.: (817) 978-8655
 Fax: (817) 978-8672

Schedule Identification: 63

Description: Miscellaneous alarm and signal systems
 Estimated Value: US\$132,000,000 - US\$145,000,000
 Contract Period: FY98
 Procurement Method: Multiple award schedule
 Contact: Alan Searsy
 Tel.: (817) 978-8370
 Fax: (817) 978-8634

Schedule Identification: 2320

Description: Wheel and track vehicles
 Estimated Value: US\$18,000,000 - US\$22,000,000
 Contract Period: FY98
 Procurement Method: Multiple award schedule
 Contact: Alan Searsy
 Tel.: (817) 978-8370
 Fax: (817) 978-8634

Schedule Identification: 77

Description: Audio and video equipment
 Estimated Value: US\$13,000,000 - US\$15,000,000
 Contract Period: FY98
 Procurement Method: Multiple award schedule
 Contact: Rita Hatley
 Tel.: (817) 978-8651
 Fax: (817) 978-8672

Schedule Identification: 7920

Description: Cleaning equipment and supplies
 Estimated Value: US\$64,000,000 - US\$78,000,000
 Contract Period: FY98
 Procurement Method: Multiple award schedule
 Contact: Mark Brady
 Tel.: (817) 978-3711
 Fax: (817) 978-8672

For more information about the GSA, contact Allison Saunders, fax: (202) 682-7619, e-mail: allison.saunders@wshdc01.x400.gc.ca

Business Opportunities in Cameroon

At the centre of an economic and monetary union (CEMAC) grouping six countries in central Africa, Cameroon provides foreign investors with opportunities to access markets in neighbouring countries. The following business opportunities are addressed to Canadian companies and have been provided by the High Commission for the Republic of Cameroon in Ottawa.

OPPORTUNITY 1 — In the context of its telecommunications restructuring program, the government of the Republic of Cameroon is calling for applications for a concession to supply GSM 900 cellular telephone service in Cameroon.

The concession will have the right to establish a GSM 900 network and to provide mobile telephone services, as well as international services, to subscribers in all areas of Cameroon. There is currently one GSM 900 cellular network in Cameroon — CAMTELMOBILE — which operates under the ministry responsible for telecommunications and has some 4,200 subscribers.

This call is addressed to investors with proven relevant experience and the necessary financial resources and expertise in the construction and operation of GSM 900 cellular networks. The concession will be required to ensure that Cameroonian individuals or firms hold at least a 30 per cent interest.

For more information, or to obtain the bid documents, contact the High Commission for the Republic of Cameroon, 170 Clemow Ave.,

Ottawa, ON, K1S 2B4, tel: (613) 236-1552, fax: (613) 236-3885.

OPPORTUNITY 2 — As a part of its program for restructuring and privatizing public and semi-public enterprises, the Government of Cameroon is issuing an international call for bids to create a new reinsurance company to replace the Caisse Nationale de Réassurance. Shareholders are being sought to acquire at least a 51 per cent share of the new company. The minimum amount of overall capital is US\$1.67 million.

Bidders must be professional reinsurers with reputable and financially sound background. Companies without the necessary reinsurance expertise will also be considered subject to the terms of reference.

For more information or to obtain the tender documents, contact Ministry of the Economy and Finance, P.O. Box 24, Yaoundé, Republic of Cameroon: Samuel Obam Mbom, Director of Economic Controls and External Finance, tel.: (237) 22-49-53, fax: (237) 23-35-27; or Georges Onomemang, Chief, Insurance Division, tel.: (237) 22-21-09.

IBOC — Continued from page 14

water systems, as well as cleaning and purifying water. Contact Isabel Lavictoire by November 26, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980805-00983.

SYRIA — The Joint Stock Company invites Canadian companies for a joint venture to participate on a Chlor Alkali project. The projected plant will produce chlorine and

caustic soda from sodium chloride by means of electrolysis in membrane electrolyzes. Contact Isabel Lavictoire by November 26, 1998, at fax: (613) 996-2635, quoting IBOC case no. 980805-00981.

Other tender calls and trade opportunities can be found on CanadExport On-line at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

Info Centre

DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; or by accessing the DFAIT Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>

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Next issue will be January 15, 1999

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DEC 18 1998

Vol. 16, No. 21 — December 15, 1998

Minister Marchi to Lead Canadian Trade Mission to the Middle East

International Trade Minister Sergio Marchi will lead a trade mission to the Middle East in late February 1999, with stops in Saudi Arabia, the United Arab Emirates, Israel, and the West Bank.

The visit will highlight several sectors, including aerospace, information technology, biotechnology, education, construction, and agri-food products.

"These four markets together accounted for more than \$1 billion of Canadian exports in 1997," said Mr. Marchi. "I welcome this opportunity to support the companies active in the region and help them gain a competitive edge."

In Riyadh, the Minister will participate in the 9th session of the Canada-Saudi Arabia Joint Economic Commission and meet with a number of Saudi government officials.

In 1997, Canadian exports to Saudi Arabia reached over \$545 million, and over \$257 million in the

*Continued on page 2 —
Mission to Middle East*

Commercial Agreements Highlight Canadian Business Mission to China, Singapore and Malaysia

Coinciding visits to China (November 17-20), Singapore (November 13) and Malaysia (November 14-15) by Prime Minister Jean Chrétien and International Trade Minister Sergio Marchi were rewarded with the signing of a number of exciting and innovative commercial agreements by Canadian companies and organizations.

China visit strengthens relationships

The China portion of Minister Marchi's trip focused on Canada's long-term plans to develop closer business relationships with that country's rapidly emerging regional markets and diversifying Canada's already strong trade and investment with China.

The Minister's visit to Beijing built upon his successful trade mission in March of this year, effectively strengthening relations with pivotal Chinese ministers, elevating the profile of key market access issues, supporting the market goals and achievements of specific Canadian firms and, generally, raising Canada's profile among China's leaders and enterprises as a major and committed business partner.

In Beijing, the Minister gave a keynote address at the annual general meeting of the Canada-China Business Council (CCBC) and met with several senior Chinese ministers to discuss Canadian trade and investment interests, including agriculture, mining and telecommunications market access concerns.

For the fifth consecutive year, there was visible and extensive support of China's political leadership at the CCBC's annual general meeting, once again demonstrating the effective partnership between the Canadian Government and the Council in planning and executing this important milestone in our annual bilateral business relations.

The positive and animated speeches by Prime Minister Chrétien and Premier Zhu Rongji at the CCBC Gala Dinner established a mood of confidence that

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Canada to Contribute to APEC Y2K Preparations

On November 15, 1998, International Trade Minister Sergio Marchi and Foreign Affairs Minister Lloyd Axworthy announced a \$150,000-contribution for the development of an expert's symposium on Year 2000 (Y2K) computer readiness, to be held by the Asia-Pacific Economic Cooperation (APEC) forum.

The Canadian contribution will be used to organize a forum that will bring together experts from APEC member economies. The aim is to take stock of Y2K preparations, raise awareness, compare experiences and best practices, and mobilize action. APEC trade ministers will review the state of preparations at their next meeting.

"Nowhere is the trend toward interdependency more evident today than among the economies of Asia Pacific," said Minister Marchi. "Co-ordination on Y2K will help ensure that the technology and infrastructure that supports the essential trade between our economies will not be affected. This initiative is part of Canada's

approach of working bilaterally and multilaterally with other partners. We firmly believe that we all can accomplish much more by working together, rather than in isolation."

As part of Canada's Year 2000 efforts, Canada hosted the Ottawa Ministerial Conference on Electronic Commerce, October 7-9, where the Organization for Economic Cooperation and Development (OECD) report, *The Year 2000 Problem: Impacts and Actions*, was presented. The conference brought together representatives of 41 countries, 14 international organizations such as the World Trade Organization and the World Intellectual Property Organization,

business and public interest groups. Seven APEC economies participated in the conference, and six others attended as observers.

At the May 1998 Birmingham Summit, leaders also agreed to take further urgent action to share information within the G-8 and with other organizations such as the World Bank and OECD, as well as with the private sector and public interest organizations.

For more information on Year 2000 activities, contact the Department of Foreign Affairs and International Trade's Y2K Co-ordination Secretariat at (613) 944-3000, or visit the Department's Internet site at: <http://www.dfait-maeci.gc.ca>

Mission to Middle East — Continued from page 1

United Arab Emirates, a four-fold increase since 1992.

Mr. Marchi will also review the two-year-old Canada-Israel Free Trade Agreement (CIFTA) and explore ways to further improve and liberalize trade with Israel. Under the CIFTA, two-way trade has increased 17 per cent both years, with exports to Israel surpassing \$243 million in 1997.

In his first visit to Ramallah in the West Bank, the Minister will seek to expand economic and trade relations between Canadian and Palestinian partners on a more formal basis. He will also officially open the Canadian Representatives Office in Ramallah.

"The Middle East is an excellent customer of Canadian engineering, consulting and infrastructure expertise," said Mr. Marchi. "Recent years also demonstrate that Canadian institutions can match the educa-

tional needs in the fast-growing population in Middle Eastern countries."

For more information on the visit, contact Peter McGovern, Director, Team Canada Division, DFAIT, tel.: (613) 944-2520, fax: (613) 996-3406.

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Small Ontario Company Sold on Team Canada Missions

As a three-time Team Canada participant, K. Bruce Friendship, President of Bayly Communications Inc. (BCI), knows that high-level trade missions are very beneficial, provided that companies do their homework.

For the Ajax company of 28 people that designs and manufactures digital access and transmission products, exports already account for 80 per cent of sales.

From signing to ordering

During last January's Team Canada mission to Latin America, BCI signed agreements in all four countries to promote the company's digital telecommunications products and provide technical support.

"Together, these agreements are worth close to \$5 million over the next two years," says Friendship. "Our deals wouldn't have been concluded so quickly if it were not for the high-profile trade mission," he adds.

And these deals are not just on paper, Friendship explains.

"We are starting to see some real rewards from Brazil, Chile and Argentina, with major orders coming in from all three countries," he says. "And even though Mexico is a little flat now, it's a matter of being patient."

Friendship is confident that the order he finalized last month from the Chilean army as well as the recent first order from Brazil will lead to many more prospects.

According to Friendship, who is also a member of an Ontario task force on small business exporting, Team Canada trade missions provide an excellent opportunity for businesspeople who are not experienced in foreign markets to test the waters.

Homework and follow up key to success

But Friendship is also convinced that participation alone is not sufficient to reap rewards.

"Things just don't happen overnight! You have to do all the preliminary work," he explains, "investigating the target market by talking to Canadian Trade Commissioners in the field, finding representatives and agents, lining up potential customers, corresponding by e-mail and even following up with a visit.

"And don't hesitate to seek help from federal and provincial governments," he adds. "They offer excellent services and information in addition to the Team Canada trade missions."

Friendship speaks from experience when he says that the networking process must start ahead of the mission — sometimes up to six months before.

"Start by networking in Canada. Talk to experienced exporters that do business in your target country. Their knowledge and experience can help you avoid common pitfalls or costly ventures. They can give you a feel for how business is done in that country and explain the cultural nuances that you must be aware of and that are very often critical.

"In our case," he says, "we signed contracts in the four Latin American countries visited, with agents we had lined up — in São Paulo and Rio de Janeiro, Mexico City, Buenos

Aires and Santiago — prior to the Team Canada mission. Team Canada provided credibility with our customers."

Long-lasting benefits

That credibility helps build business over the years as shown by orders BCI is still receiving from the Philippines and Thailand following the Team Canada 1997 mission.

Even before participating in Team Canada missions, BCI made some business contacts in Singapore with a company heavily involved in the Russian market, which BCI is now exploring closely. And having participated in Team Canada is another feather in BCI's cap that vouches for the company's credibility.

"I would estimate that Team Canada trade missions, coupled with other international trade activities, have served as catalysts in generating new business that has created approximately 25 new jobs at BCI," Friendship says.

He is also the first to recognize that this all takes time and money.

"Exploring new markets involves costs," Friendship admits, "but the rewards far exceed the expenses. In fact, if it weren't for exports, our company wouldn't exist today."

For more information on Bayly Communications Inc., contact company President K. Bruce Friendship, tel.: (905) 686-1011, fax: (905) 686-2935, e-mail: bfriendship@bayly.com

Successful Environmental Technology Mission Returns from Egypt

The Canadian Environmental Technology Mission to Cairo, Egypt, which took place on October 24-29, 1998, was one of the largest Canadian missions ever to visit Egypt.

Twenty-two Canadian companies returned from a series of business seminars, trade fairs and individual meetings with potential agreements valued at approximately \$50 million.

The mission, led by Industry Canada and the Department of Foreign Affairs and International Trade, further strengthened the growing commercial and political relationship between Canada and Egypt.

The Government of Egypt and the Canadian Embassy were actively engaged in all aspects of the mission, including a reception for the Canadian delegation attended by over 100 senior Egyptian private and public-sector representatives. The mission received favourable national and international media coverage.

One highlight was the signing of a Letter of Intent by the Egyptian Environmental Affairs Agency and Industry

Canada. The Letter proposes Canadian-Egyptian collaboration in a number of important environmental areas, notably capacity-building, technology transfer, awareness-building and climate change.

Canadian businesses were impressed by the tremendous interest expressed by Egyptian participants in the Canada-Egypt Environmental Technology Business Seminar and Trade Fair.

After the fair, they were able to follow up this interest with two days of highly productive one-on-one meetings, setting the stage for future commercial discussions and negotiations.

For further information, contact Michael Scott-Harston, DFAIT, tel.: (613) 944-6346, fax: (613) 944-7975, e-mail: michael.scottharston@extott02.x400.gc.ca

B.C. Company Signs Joint Venture in Malaysia for E-Commerce Services

On October 20, 1998, Vancouver-based Orion Technologies Inc. signed an agreement with Telekom Malaysia to form a joint venture company, TM Orion Sendirian Berhad (TM Orion).

Taking advantage of Telekom Malaysia's infrastructure and Orion's technologies, as well as the electronic-commerce (E-Commerce) expertise of both parties, the new company will offer value-added E-Commerce services to Malaysian businesses.

"We believe that the information technology and E-Commerce industries will have very rapid growth in Malaysia and the ASEAN region,"

says Orion president, Keith Cowan. "We recognize that the timing for TM Orion to enter this market is right and are fully committed to this project."

TM Orion will build a secure network that will be connected to Orion's international Global Development Enterprise Network (GlobalDEN). The joint venture will provide secured electronic financial services, including industry standard messaging, Web-based transactions and processing for electronic commerce. TM Orion will also offer debit, credit and loyalty card systems and processing services to banks and businesses.

Orion Technologies delivers high-quality electronic commerce and financial services to financial institutions and other enterprises through its secure GlobalDEN network.

Telekom Malaysia is Malaysia's largest telecommunications carrier, providing local and long-distance voice and data transmission services to its 4.5 million customers. It also provides cellular, systems integration and Internet services.

For more information on Orion Technologies or its joint venture in Malaysia, contact Marie de Guzman, Orion Technologies, tel.: (604) 270-3113, fax: (604) 270-3112, e-mail: info@orion.globalden.com

Aboriginal Women Learn about Exporting

A growing number of Aboriginal women are starting businesses and establishing networks to maximize their chances of success in Canada before tackling attractive export markets.

Recent conferences have enabled dozens of Aboriginal women to learn the basic concepts of good business management and to establish good contacts with federal representatives of such agencies as the Department of Foreign Affairs and International Trade (DFAIT).

During a national conference for Aboriginal businesswomen held in Ottawa in October, as well as a workshop on international business opportunities for Aboriginal women

consultants in early November, also in Ottawa, participants listened with interest as Joanna Townsend, Director of DFAIT's Export Services - Small and Medium-sized Entreprises Division, explained the vast potential of export markets and the support available from the federal government.

Ms. Townsend advised Aboriginal businesswomen interested in exploring export opportunities for their products and services first to contact the Canada Business Service Centre

in their province or the national secretariat in Ottawa at 1-800-567-2345 (Internet address: <http://cbcs.org>). They can then contact the International Trade Centre in their province. Finally, they can reach Team Canada Inc at 1-888-811-1119.

Ms. Townsend also recommended the *ExportSource* Web site (<http://exportsource.gc.ca>), which guides visitors through all the resources available to help make export projects a success.

B.C. Company Wins Contract to Supply Software to Australia

INETCO Systems Limited of greater Vancouver, B.C., has been awarded a \$3-million contract to supply communications software to Siemens Ltd. for the creation of a national funds transfer network for Telstra Corporation Limited in Australia. The Argent network will support high-volume, short-duration financial transactions.

"This network will provide a seamless migration for customers of Telstra's existing Transend and DTS platforms," says David Soul, INETCO's president. "It will also provide Telstra with a platform that will allow it to provide enhanced service offerings."

INETCO, which has been providing communications software for transaction processing since 1984, is a

primary provider of network access software products for transaction applications within the North American financial industry.

"The contract demonstrates INETCO's ability to compete in the global communications software market," says David Pakrul, president of Bank of Montréal Capital Corporation, which provided the company with venture financing in 1995 to assist it in further developing its communications and transaction network software.

For more information, contact INETCO Systems Limited, tel.: (604) 451-1567, e-mail: info@inetco.com, Internet: <http://www.inetco.com>

IFInet: Getting Your Share of the IFI Market

Available on the Department's Web site (<http://www.dfait-maeci.gc.ca/ifinet>), IFInet helps increase your chances of success in pursuing international financial institution (IFI) business opportunities. You will find information on projects financed by IFIs, work undertaken by Canadian consultants with IFIs, and a list of Canadian International Development Agency (CIDA) projects. Business guides for exporters are also available. Don't miss the "International Capital Projects" section.

New Trade Commissioners on Foreign Assignment

As a follow-up to our brief feature in the last issue on trade commissioners working abroad, our series of articles continues with a spotlight on the commissioners who have been assigned recently to the United States.

BURKELL, Kathryn
Vice-Consul and Trade Commissioner in Seattle.
 This is the first assignment abroad for Ms. Burkell, who held a number of positions in Ottawa, including sponsorship co-ordinator for APEC in 1997, senior co-ordinator for the Task Force on Asia and the Pacific, and desk officer for the Latin America and Caribbean Trade Division.



EWASECHKO, Ann
First Secretary, Commercial Affairs and Agriculture, in Washington. Before joining the Department of Foreign Affairs and International Trade (DFAIT), Ms. Ewasechko worked for the Atlantic Canada Opportunities Agency, the Privy Council Office and Treasury Board, among others. This is her first foreign assignment.



JOHNSON, Rodney
Consul and Senior Trade Commissioner in Seattle. Mr. Johnson has been posted throughout the world with the Canadian Trade Commis-



sioner Service, including Prague, Düsseldorf, Moscow, Wellington and Los Angeles. He has worked for various departments in Ottawa, among them Agriculture and Agri-Food Canada and Statistics Canada.

LOMOW, Norman
Consul and Senior Trade Commissioner in San Francisco. This is Mr. Lomow's second foreign assignment (Milan being the first). He held various positions in Ottawa, including Director, United States Business Development and Director, Advanced Technologies.



MacNAB, Robin
Deputy Consul General and Senior Trade Commissioner in Atlanta. This is the second Atlanta assignment for Mr. MacNab, who has had several foreign postings, including Brussels, Jakarta, Houston and Seattle. His record of service in Ottawa includes a number of management positions.



MERRICK, Ronald H.
Consul and Trade Commissioner in Los Angeles. Mr. Merrick worked for various departments (Environment Canada, Transport Canada) before joining DFAIT in 1979. His record with the Trade Commissioner Service includes postings in Chicago, New York, Seattle and Lagos (Nigeria).



RUST, Gregory
First Secretary (Commercial) in Washington. Before joining DFAIT, Mr. Rust worked as an engineer for Pratt & Whitney. His subsequent postings included a stint with the Africa Trade Development Division and a foreign assignment (his first) in Tokyo. Since 1994, he was working in the investment and technology sectors and the Trade Policy Division.



SOTVEDT, James
Deputy Consul General and Senior Trade Commissioner in Boston. As Trade Commissioner, Mr. Sotvedt has travelled throughout the world,
Continued on page 7 — Trade Commissioners

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Trade Commissioners on Foreign Assignment

— Continued from page 11

to places such as Stockholm, Tel Aviv, Washington, Havana and Guatemala. Between postings, he has worked in different areas, including the Trade Advisory Committees Division.

TASSÉ, Gilles

Consul and Counsellor (Investment) in Boston. Prior to this first assignment for the Trade Commissioner Service, Mr. Tassé worked for eight years in the United States Business Development Division. He has been with DFAIT since 1981.



WEBB, Robert

Counsellor (Sciences and Technology) in Washington. In his private-sector career, Mr. Webb was Vice-President, International Affairs for Commodore Computers and Director, International Affairs with Lanpar Technologies. He joined the Department in 1990 with a position at the East Asia Trade Division. Following that, he worked for the Department of Industry in Detroit before being assigned to Washington.

WEDICK, Shaun

Consul and Trade Commissioner in San Francisco. Mr. Wedick is on his fourth posting abroad, having previously served in Tokyo, London and Port of Spain. Most recently, he worked in the Investment Section at the Canadian Embassy in Tokyo. He has also worked on several occasions in Ottawa, including assignments involving trade relations with Eastern and Southern Africa and the Middle East.



Many companies compete and win in foreign markets everyday. Here are some of their tips for success.

Zoom in on the most promising markets

Successful companies concentrate on one foreign market at a time, moving on to the next only after succeeding in the last.

Learn from other successful companies

Talk to Canadian companies that have succeeded in your target market. Many are willing to share what works and what doesn't. Contact your industry association to find names of successful companies.

Plan the financial resources you'll need

Exploring foreign markets can take longer and cost more than expected. Be prepared for significant costs for market research, product launchings and several personal visits.

Gear up for demand

Be prepared to meet the increased demand from a successful foreign sale. Don't forget to plan how you will adapt your products or services to the needs and tastes of the target market.

Make personal visits

Building business relationships in foreign markets is best done face to face. Faxes and phone calls are great for follow-ups but nothing beats meeting in person.

Study the market and the culture

Businesspeople and customers in most foreign markets will appreciate and reward your efforts to learn about their culture.

Set realistic expectations

Developing foreign markets is a long-term commitment. It takes time, effort and money. Make sure senior management is committed. Be prepared for the long haul and make perseverance your critical success factor.

The Canadian Trade Commissioner Service helps new and experienced companies that have researched and selected their target markets. Find out about the services available to help you research and select your target market by calling Team Canada Inc at 1-888-811-1119.

P.E.I. Firm Takes Road to Exports... with Polish Deal

Getting into the information technology business in Prince Edward Island is not the easiest thing in the world, let alone launching into exports. But this is what Charlottetown-based CIE Research Inc. has managed to do thanks to some key government help.

It started 10 years ago when CIE President Archie Banks saw an opportunity to develop a new generation of electronic signs based on an architecture capable of handling high-speed switching between a computer processor and LEDs (light-emitting diodes).

"The focus of my efforts to improve sending images to jumbo screens and display units was not so much on the LEDs themselves," says Banks, "but the way in which the electronic images are controlled."

From prototype to prototype — all progressively more sophisticated — Banks turned to outside technical expertise to bring his concept to commercial standards, working with Applied Microelectronics Inc. (AMI) of Halifax, for electronic and software engineering.

From first contract to first export market

In 1993, CIE won a contract for a large, three-sided electronic marquee sign — its manufacture was subcontracted to NewTech Instruments of St. John's, Newfoundland, a Bell Canada electronics production facility — for the Confederation Centre of the Arts in Charlottetown.

In the meantime, the P.E.I. Government was also following the fledgling company's potential. "As a matter of fact," says Banks, "that's how we became aware of opportunities in Poland, our first export market, through Steve Murray, Director, International Trade at Enterprise P.E.I. — the provincial Crown agency dealing with most businesses on the island — who was heavily involved with ways to improve the storage of potatoes in Poland, Europe's largest potato producer."

On Murray's advice, CIE investigated further the Polish market by contracting Peter Pihos of U.S.-based Electronic Display Group (EDG) to look for Polish customers.

"Pihos prepared a marketing study, working closely with Trade Commissioners at the Canadian Embassy in Warsaw, narrowing it down to Elektra Zalady — a company of 250 people, controlling 95 per cent of the Polish signal-light market, with channels of exports to former Soviet bloc countries," recalls Banks.

"It took quite a bit of money to find the right company," says Banks, "as well as making two trips to Poland and inviting three officials from

Elektra to P.E.I. two years ago to show them our engineering and manufacturing resources in Atlantic Canada."

Government assistance made the difference
The three Elektra officials were satisfied with their visit to the various installations, leading to further negotiations.

"Coming from a country that was used to government backing," Banks points out, "they were especially pleased to learn that the Government, through Enterprise P.E.I., had made an initial investment in CIE."

But the hopes of struggling CIE were kept alive even before then by various government agencies.

"We received some critical financial assistance," says Banks, "through Industrial Technology Advisor Alan Brown, from the National Research Council's Industrial Research Assistance Program (IRAP)."

Banks also gives high marks to Lori Pendleton, Director, Business Expansion at Enterprise P.E.I. "The financial assistance and advice we received was most helpful in getting us through the maze of steps and procedures for setting up shop.

"Without these agencies, including

Continued on page 12 — P.E.I. Company

Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which is used by trade commissioners abroad to promote your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call 1-800-551-4946 (613-944-4946 from the National Capital Region).



The IBOC Connection: Telcom Research Negotiates Business Lead with WorldCom Switzerland

Telcom Research believes in making products that stand the test of the time. The Burlington, Ontario company produces time-code equipment used in broadcast and post-production facilities. It also manufactures and exports telephone diallers, which are used to reroute long-distance calls through to another carrier, when connected to telephones, facsimiles or modems.

The international sale

Telcom initially supplied a telephone dialler unit to WorldCom Switzerland for evaluation. The sale was valued at \$15,000. It has since negotiated to provide diallers to a network of WorldCom divisions in Europe, estimated at several million dollars.

The company's international sales manager, Douglas Finch, believes Telcom's consistent product line was the key factor, in winning both contracts. According to Finch, the equipment that Telcom Research produces today is the result of its 30 years of experience in telecommunications. "We build niche products that are dependable. We have products that have been selling a long time. They sell because they meet the clients' needs."

Finch also notes that part of Telcom Research's success stems from Canada's reputation as a world leader in the telecommunications industry. "Canadian companies benefit from such a positive image

because international companies consider us to be competitive and capable manufacturers and exporters of technologically advanced products and services." He believes that the two factors

remain important as Telcom Research continues to expand its distribution network around the world.

The IBOC connection

The International Business Opportunities Centre (IBOC) connects foreign business leads with Canadian companies. IBOC received the trade lead from the Canadian Embassy in Berne, Switzerland and searched for companies that met the trade lead criteria. IBOC informed several companies, including Telcom Research, about the opportunity. Telcom contacted WorldCom Switzerland and, after discussions, negotiated a deal.

For more information about IBOC, visit its Web site at <http://www.dfait-maeci.gc.ca/iboc-coai>

IBOC Quick Facts

Since it opened in 1995, IBOC has contacted more than 15,000 Canadian companies, and has responded to more than 10,000 inquiries from foreign buyers.

Thanks to IBOC, more than 5000 Canadian firms have been in contact with foreign buyers, resulting in 1,500 matches.

IBOC's sourcing experts use a variety of databases as well as a large network of business contacts across the country to identify Canadian companies of all sizes.

IBOC is jointly operated by the Department of Foreign Affairs and International Trade and Industry Canada, and has a working partnership with Agriculture and Agri-Food Canada.

IBOC is also the sourcing centre for Team Canada Inc.

Want to learn more? Visit IBOC's Web site at: <http://www.dfait-maeci.gc.ca/iboc-coai>



MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 400 reports are available in 25 sectors ranging from agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

Businesswomen's Mission Heading to L.A.



LOS ANGELES — March 7-10, 1999 — The British Columbia Chapter of Women Entrepreneurs of Canada invites women entrepreneurs and executives to join the Canadian Businesswomen's International Trade Mission to Los Angeles, California.

The trade mission is aimed at developing trade opportunities for Canadian companies and offering a forum for the exchange of ideas and experiences with American counterparts in California, one of the largest markets in the United States.

Highlights of the mission include: pre-mission seminars on export readiness and a pre-mission reception; opening reception hosted by Kim Campbell, Consul General for Canada, Los Angeles; an opportunity to

showcase products and services at the Trade Mission Expo; matchmaking sessions; networking opportunities; and keynote addresses from American business leaders.

Potential mission candidates include Canadian women-owned or women-led firms that are ready to export, senior women executives responsible for business expansion and women who are already successfully exporting and who wish to explore further opportunities in the California market.

For more information, contact Women Entrepreneurs of Canada — B.C. Chapter, 1240 - 777 Hornby Street, Vancouver, B.C. V6Z 1S4, tel.: (604) 682-7390, fax: (604) 682-8812, Internet: www.wec.ca

Canadian Participation at Europe's Top Distance Education/Computer-based Training Show, LearnTEC '99

KARLSRUHE, GERMANY — February 9-11, 1999 — Canadian suppliers of distance education and computer-based training (DE/CBT) are invited to be part of the Canadian delegation at LearnTEC '99 (www.kka.de), slated to attract the largest and most influential audience of education professionals to be found anywhere.

Next year's event will highlight North American products and services.

The Canadian Pavilion at LearnTEC offers an inexpensive and effective platform to demonstrate company capabilities. Some of the features will include:

- a LearnTEC Congress, which will feature Canadian speakers — Europeans consider Canada to be a world leader and worth listening to;
- a Brokerage Forum that will be specially arranged for Canadian

participants; appointments with potential customers or partners will be pre-arranged.

For more information on the show or to participate, with or without a space at the Canadian Pavilion — LearnTEC will waive the partici-

pation fee of approximately \$1,000 for Canadian companies — contact John Lang, Deputy Director, Europe: Trade Promotion, tel.: (613) 996-5555, fax: (613) 944-1008, e-mail: john.lang@extott04.x400.gc.ca

Third Annual Seoul Trade Mart Not to be Missed

SEOUL, KOREA — January 25-26, 1999 — Seoul International Trade Mart '99 is designed to introduce international importers, distributors and manufacturers' agents to new suppliers and products. Over 6,000 Korean companies participated in last year's show, exhibiting a full spectrum of commercial products.

The Commercial Section of the Consulate General of the Republic of Korea will accompany a group of Canadian companies to the show. Special rates, discounts and assistance will be offered to all group members.

For more information, contact Mona Lee at the Korea Trade-Investment Promotion Agency, tel.: (416) 368-3399, fax: (416) 368-2893, e-mail: monalee@kotrayyz.com

Canadian Business Mission to China, Singapore and Malaysia — *Continued from page 1*

Canada-China bilateral relations are built upon a foundation of trust and friendship, are important and valued by both governments, and are destined to grow and deepen in the years ahead in trade, investment, political and other fields.

"Despite the financial crisis gripping Asia, China has managed to

promote both financial stability and economic growth," concluded Minister Marchi. "Canadian companies continue to be committed partners in the Chinese market."

Dalian leg strenghtens ties

In Dalian, for the very first time, key senior provincial and city leaders

joined together to meet with a foreign delegation, positioning Canada and Canadian companies as preferred partners for further economic partnership in one of China's fastest-developing provinces and cities. The Minister's meetings and exchanges with senior leaders, particularly Provincial Party Secretary Wen and Dalian Mayor Bo, reaffirmed the solid relationship between Canada and Liaoning Province.

A dynamic networking session, organized by the CCBC, was attended by some 60 Canadian business representatives and some 150 Chinese businesspeople. The session provided a unique opportunity for the further expansion of Canadian companies in Liaoning.

The Minister also joined Prime Minister Chrétien and Secretary of State (Asia-Pacific) Raymond Chan in the city of Lanzhou, where Canada is contributing to local development, specifically to improve access to clean water, through a number of Canadian International Development Agency projects.

Bilateral agreements cap successful Singapore visit

During the Prime Minister's first official visit to Singapore, Mr. Chrétien addressed an audience of 675 people at a meeting of the Canada - Singapore Business Association and with Secretary of State Chan, witnessed the signing of an Audio-Visual Co-production Agreement, a Trilateral Technical Assistance Agreement, four agreements between Institutes of the National Research Council of Canada

Continued on page 12 — Business Mission

Lucrative Signings Spell Long-term Potential for Canadian Companies

Over 200 Canadian business representatives — several of them signed lucrative and innovative agreements with their Chinese counterparts — accompanied Minister Marchi to Beijing for the annual general meeting (AGM) of the Canada-China Business Council.

During the AGM, on November 20, 1998, Minister Marchi witnessed the signing of 44 commercial agreements worth \$720.9 million.

"These agreements send a strong message that Canada is broadening and diversifying its trade and investment presence in China," said Minister Marchi. "The impressive number of commercial transactions in high technology, advanced manufacturing and specialized services demonstrate that Canada and China are strengthening their business relationship built around the new high-technology economy."

Mirabel-based Hydronov Inc. concluded two deals estimated at \$12.9 million to construct hydroponic greenhouses. Kelowna Flightcraft International Air Cargo and Winnipeg Air Cargo of Winnipeg reached an interline agreement with Air China Cargo to offer cargo service between Canada and China. Lavergne China Inc. of Montréal signed a \$10.5-million contract with Beijing Olympic Li Kang Transportation Corp. and Beijing Shilong Industrial Zone Investment and Development Corp. to form a joint venture company to develop a plant that will turn contaminated plastic into high-value, semi-finished plastic products.

The signings included 27 contracts worth \$551.7 million, 10 memorandums of understanding or letters of intent valued at \$29.4 million, and seven investments worth \$139.8 million. Several companies attending the signing ceremony also announced office openings, adding to the growing Canadian presence in China; over 300 Canadian companies now have offices there. In other news, the Export Development Corporation announced the renewal of a \$288-million credit facility with the Bank of China.

Business Mission to China, Singapore and Malaysia — *Continued from page 11*

and the National Science and Technology Board of Singapore and an agreement for collaborative research and development between the Institute for Molecular and Cell Biology and the Medical Research Council of Canada. These agreements will result in valuable commercial spin-offs for Canadian companies.

In addition, a number of technology-related commercial agreements, valued at over \$140 million, were signed. Canadian signatories included Nortel (for a global voice network), AIT (airport passport readers), Cadex (battery analysers), and Newstar (real-estate management system).

The Prime Minister also officially

opened Canada House Singapore, a condominium of Canadian companies, a showcase of Canadian technology and a support centre for Canadian firms new to the region.

Coinciding with the Prime Minister's visit, Minister Marchi was the keynote speaker at an investment seminar designed to take advantage of Singapore's large pool of funds for foreign investment, and to promote technology partnering between Canadian and Singaporean firms.

Malaysia APEC meeting promotes stability

Minister Marchi also attended the two-day Asia-Pacific Economic Cooperation (APEC) Ministerial

Meeting in Kuala Lumpur, Malaysia, focusing on promoting economic stability in the region and on encouraging further progress on trade liberalization.

For further information regarding this trade mission to China or the China market in general, contact J. Ian Burchett, Deputy Director, China and Mongolia Division, Department of Foreign Affairs and International Trade (DFAIT), tel.: (613) 992-6129.

For more information on Singapore and Malaysia, contact Louise Branch, Deputy Director, South East Asia Division, DFAIT, tel.: (613) 996-3667.

P.E.I. Company Signs Up on Road to Exports... — *Continued from page 8*

the Atlantic Canada Opportunities Agency, as well as the assistance of Robert Inglese, Managing Director, Venture Capital, of the Business Development Bank of Canada, we would never have come this far."

Banks subsequently travelled to Poland and worked out a tentative agreement on distribution and licensing in Poland, giving CIE royalties for the next 10 years.

Canada well perceived in Poland

According to Banks, Poland is one of the few East and Central European

countries that is doing well in the post-U.S.S.R. era.

"There are great opportunities in that country, which has a steady growth rate and very warm-hearted people who are thankful for Canada's great tradition of assistance," he reminds. But before talking business in Poland, you have to strike a chord, says Banks.

"They want to get to know you and feel comfortable with you. No hard sell. Be honest with them," he advises, "and be ready for a lot of social interaction before getting down to business."

Banks hopes that now that he has

been granted a U.S. patent after a seven-year effort — and with a new prototype slated for next month — he will capture some of the U.S. markets that competitors had infringed upon.

"We are also in the process of getting on the Department of Foreign Affairs and International Trade's WIN Exports database," says Banks, "as well as visiting the Charlottetown International Trade Centre for further export leads."

For more information on CIE Research Inc., contact President Archie Banks, tel.: (902) 628-1377, fax: (902) 894-9315.

Inquiries Services

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