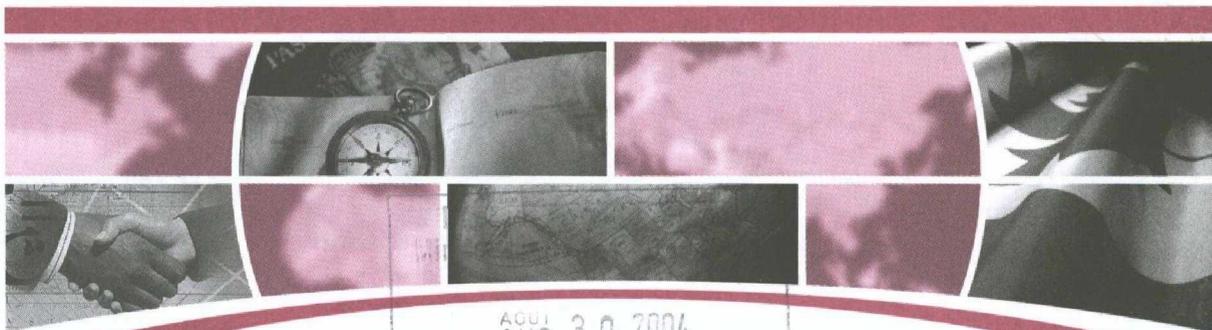


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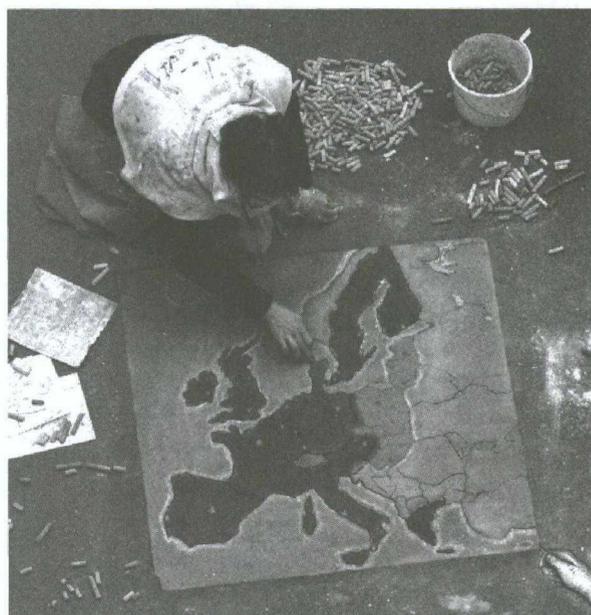
## Canada-EU trade: a statistical debrief

*The European Union (EU) is Canada's second-most important trade and investment partner after the U.S. Our second-largest export destination and import source, the EU accounts for \$57.3 billion, or 7.5% of our total two-way trade in goods. This far surpasses our two-way trade with Japan and China, at \$21.4 billion and \$20 billion respectively.*

Even more impressive, adding two-way trade in services brings the total to \$77.8 billion annually. Seventeen percent of our services exports go to the EU, and 16% of our services imports originate there.

In the globalizing 1990s, companies in Europe and North America began to rely less on selling to each other's market, and more and more on selling in each other's market. Western Europe is now the world's largest outward investor, with

*continued on page 4 — Canada-EU trade*



## Environment mission to Mexico

**MEXICO CITY, MEXICO** — September 7-10, 2004 — Canadian companies in the environment and climate change sectors wishing to explore business opportunities in Mexico are encouraged to participate in **Enviro-Pro/TECOMEX 2004**. This event is Mexico's most important trade show and conference in that sector, with 200 exhibitors and more than 5,000 top-level environmental professionals participating. The Mexican market for environmental goods and services now exceed \$5.5 billion per year, and is forecast to grow to about \$27.5 billion per year by 2010. Some 20 million Mexicans currently do not have access to sewage or garbage collection services, while more than 10 million do not yet have potable water.

International Trade Canada (ITCan) and the Canadian Embassy in Mexico City are organizing an environmental trade mission to Mexico, which will take place at the same time as Enviro-Pro/TECOMEX 2004. Canadian companies will have the opportunity to exhibit within the Canadian pavilion, participate in matchmaking sessions, collect market information and intelligence, attend one-on-one meetings, visit sites and receive promotional support.

**For more information**, contact Ladan Amirazizi, Trade Commissioner, Mexico Division, ITCan, tel.: (613) 995-8804, fax: (613) 996-6142, e-mail: [ladan.amirazizi@dfait-maeci.gc.ca](mailto:ladan.amirazizi@dfait-maeci.gc.ca), Web site: [www.enviropro.com.mx](http://www.enviropro.com.mx).

CanadaExpress

Vol. 22, No. 13  
July 15, 2004

## Mixing haute couture with diamonds

# Canada sashays at German fashion show

Few people in Germany and throughout Europe know that Canada has become a major diamond producing nation, the third largest in 2003 in fact. And most are also unaware that Canada's haute couture fashion industry, the majority of which is centred in Quebec, is thriving.

To demonstrate how well Canadian diamonds and fashion go together, seven top Canadian fashion designers and Canadian Arctic Diamonds™ were featured at **Heringsdorf-goes-Fashion**, Germany's most exclusive fashion event. The show took place this past April in Heringsdorf, a historical seaside resort located on Germany's Baltic Sea coast.

Canadian designers included Quebec's **Marie Saint Pierre**, **Yves Jean Lacasse**, **Harricana Par Mariouche** and **Renata Morales**, Ontario's **Lida Baday** and **David Dixon**, and the Northwest Territories' (NWT) **Dene Fur Clouds**.

Over two days, some 800 guests attended and many raved that the Canadian fashions were elegant, glamorous, ethnically inspired and very creative. Especially interesting for the German audience was the processing of beaver pelts as presented by the Dene Fur products, where each piece reflects Canada's rich native traditions.

### A cut above

The Canadian diamonds, cut and polished in Yellowknife, were brought to Heringsdorf by Hilary Jones, Managing Director of **Arslanian Cutting Works**. The Canadian Arctic Diamonds™ exhibition explained how diamonds were discovered in the NWT, the establishing of a local cutting and polishing industry and the unique certification process. Showpieces included diamond bearing rock specimens, cutting and polishing tools and information on the NWT certification process.

The diamond promotion was supported by the Government of the Northwest Territories, Arslanian Cutting Works, DeBeers Canada Exploration, Diavik Diamond Mine, and Niessing, the German jewellery company. The exhibition will stay in Heringsdorf until the end of July 2004 and will then move to the new Canadian Embassy in Berlin.

**For more information**, contact Frieda Saleh, Commercial Officer,



photo: XAM Werbung und Event

A model in Dene Fur Clouds fashions, with jewellery from Arslanian Cutting Works.

Canadian Consulate in Munich, tel.: (011-49-89) 2199-5716, fax: (011-49-89) 2199-5717, e-mail: [frieda.saleh@dfait-maeci.gc.ca](mailto:frieda.saleh@dfait-maeci.gc.ca), or Bruno Wiest, Technology and Business Development Officer, Canadian Embassy in Berlin, tel.: (011-49-30) 2031-2363, fax: (011-49-30) 2031-2115, e-mail: [bruno.wiest@dfait-maeci.gc.ca](mailto:bruno.wiest@dfait-maeci.gc.ca), Web site: [www.kanada.de](http://www.kanada.de).

To read more about Canada and Europe, see issue 22 of **Canada World View**, Foreign Affairs Canada's quarterly foreign policy magazine, on-line at [www.dfait-maeci.gc.ca/canada-magazine](http://www.dfait-maeci.gc.ca/canada-magazine).

## VIRTUAL TRADE COMMISSIONER PERSONALIZED INFORMATION AND SERVICES

### The Virtual Trade Commissioner—MARKET INTELLIGENCE AND MUCH MORE—an Essential Tool for Canadian Associations

The Forest Industry Suppliers and Logging Association (FISLA) is a Canadian nonprofit organization that represents member companies in the forest industry and related sectors.

For Canadian associations like FISLA, who assist their members to succeed internationally, providing intelligence on foreign markets to its members is key. Obtaining it, however, can be time-consuming and expensive. Fortunately, FISLA's executive director, Ken Glover, has discovered a way for his association to get what his members need—market intelligence and much more—at no cost via the Virtual Trade Commissioner.

FISLA relies on the Virtual Trade Commissioner primarily to source market intelligence and business opportunities and to communicate with trade commissioners working in its members' markets. "We view it as an essential tool," says Glover. "Some members don't have the people to monitor new opportunities on a regular basis, so we use the Virtual Trade Commissioner to do it for them or we encourage them to register."

"Our relationship with the Trade Commissioner Service is a two-way partnership," says Glover. "FISLA provides sector-specific information to trade officers, and the officers provide FISLA with relevant key contacts, reports, and events which the association in turn shares with interested members."

"We had a cabinetry company that received a lead from us they wanted to pursue, but we lacked statistics on demographics, permits and trade requirements for this market. So we referred them to the Virtual Trade Commissioner to acquire the market intelligence needed to put a proposal together," says Glover. "Without the Virtual Trade Commissioner and the trade officers behind it, this company wouldn't have had the necessary background to act on this lead in time."

**How does your company use its Virtual Trade Commissioner? Call (613) 944-0123 to let us know.**

THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an on-line workspace for you to identify and investigate trade prospects in your industry sector and target markets. Take advantage of personalized services from Canada's trade commissioners all over the globe.

### Are You Getting What You Need?

Associations like FISLA and their members are looking for useful, accurate, cutting-edge information, the kind that creates real networking opportunities and helps develop new markets. According to Glover, the Virtual Trade Commissioner delivers. It's a highly convenient business medium that offers access to personalized services and custom information based on your sector and market interests, from trade officers working in your target markets.

### Advice for Canadian Associations

"I strongly advise associations to avoid reinventing the wheel. The Trade Commissioner Service has invested a tremendous amount of time, energy and money to ensure the Virtual Trade Commissioner is an effective tool to assist in your market intelligence and information gathering," says Glover. "In my opinion, it's counterproductive not to use it."

**"An association would require more time, resources, even a staff position, to provide what the Virtual Trade Commissioner delivers on a regular basis—free of charge."**

Ken Glover  
Executive Director  
Forest Industry Suppliers and Logging Association  
[www.fisla.com](http://www.fisla.com)

Visit [infoexport.gc.ca](http://infoexport.gc.ca) to register for your Virtual Trade Commissioner.

For more information on the Virtual Trade Commissioner, visit:

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

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## Government renews investment funding for Canadian communities

Minister of State (Infrastructure) and Minister responsible for Canada Mortgage and Housing Corporation Andy Scott, on behalf of Minister of International Trade Jim Peterson, announced last month the renewal of the Government of Canada's program to attract and retain foreign direct investment in Canadian communities.

The Community Investment Support Program (CISP), formerly the Program for Export Market Development - Investment (PEMD-I), will be in place for another five years, funded by up to \$5 million per year.

"Communities are engines for economic growth and key to Canada's ability to compete effectively in the 21<sup>st</sup> century," said Minister Peterson. "I am proud to announce the renewed funding of this very successful initiative. The CISP will continue to help our cities and towns compete for investment and talent from around the world."

"Communities like Fredericton are the building blocks of this nation," said Minister Scott. "The CISP will ensure that municipalities from coast to coast to coast will have the ability to foster innovation and economic growth in their own part of Canada."

Under the CISP, communities can apply for up to 50% in matching funds to assist in the development and execution of local investment attraction strategies. Applications are evaluated according to their quality and innovation, anticipated economic benefits and the level of public-private sector partnership.

In addition to funding renewal, Treasury Board approved enhancements that will better serve clients. These include a more streamlined application process and a renewed commitment to the audit and reporting function that

*continued on page 5 — Funding*

## Canada-EU trade — continued from page 1

61.3% of world capital flows, while the U.S. is at about 20% and Japan is at around 5%.

Many well-known Canadian firms are household names in Europe: **Alcan**, **Bombardier** and **Magma International** each have 10 plants in Germany alone. Some 50% of Alcan's business is in Europe, compared with 35% in North America. Bombardier and **Nortel Networks** are the largest employers in Northern Ireland. Some 50% of EU Internet traffic is carried on Nortel equipment.

Investment is becoming the driving force in Canada's relationship with the EU. Foreign direct investment (FDI) from the EU into Canada grew from \$35 billion in 1992 to \$102 billion in 2002. This represented almost 14% of all inflows in 2002. Canadian FDI in Europe (overwhelmingly in the EU) grew even faster: from \$23 billion in 1992 to \$120 billion last year—an amazing fivefold increase. Over 30% of total Canadian FDI in 2002 went to the EU.

Such commercial relations could not have been developed without the creation of communications channels or without the implementation of a number of bilateral instruments for managing trade relations.

The Canadian Minister of International Trade has met frequently with the EU Commissioner for Trade to discuss customs, competition policy, science and technology, wine and spirits, trapping, veterinary inspections and mutual recognition of certification and testing of products for standards purposes.

In the private sector, Canadian and EU companies participate in the Canada-Europe Round Table for Business (CERT), an independent association established in 1999. CERT focuses on policy issues in the bilateral trade and investment relationship. CERT usually meets with Canadian and European trade ministers on the margins of the Canada-EU summits.

Canada and the EU have agreed to develop a voluntary framework for

regulatory cooperation, building on the *Joint Action Plan: Canada-EU Regulatory Dialogue and Cooperation*. Adopted at the May 2003 summit in Athens, the plan aims to improve regulations and ensure they do not result in unnecessary barriers to trade and investment.

It is expected that negotiations on a wide-ranging Trade and Investment Enhancement Agreement (TIEA) will start in 2004. This new agreement is intended to move beyond traditional market access issues and would include areas such as trade and investment facilitation, science and technology, financial services and regulatory cooperation.

Canada-EU trade relations are improving rapidly. These efforts to strengthen commercial ties are signs of economic vitality that indicate a willingness to enhance growth even further. Clearly, Canada and the EU are energizing their well-established partnership, which promises a bright economic future. 🍁



## Canadian Trade Review

CanadExport

### A Quarterly Review of Canada's Trade Performance First Quarter 2004

*This review reports on Canada's continued economic growth in the first quarter of 2004, and highlights our trade and investment performance in key sectors and markets.*

## Export Expansion and Consumer Spending Underpin Economic Growth in the First Quarter

The Canadian economy continued to grow in the first quarter of 2004, as real gross domestic product (GDP) expanded by 2.4% (annualized)<sup>1</sup>—somewhat less than the 3.3% growth the previous quarter.

South of the border, preliminary estimates indicate that US GDP expanded by 4.4% in the first quarter, up from 4.1% in the previous quarter.

Growth in Canada's other major markets in the first quarter varied: in the EU it was 2.4%, while in Asia both Japan and China registered very high growth rates of 5.6% and 9.8%, respectively (the latter comparing first quarter GDP with the same quarter a year earlier).

Canadian growth in the quarter was boosted by surging consumer spending - including continued strength in new private housing investments - assisted by recoveries in exports and business investments.

Growth performance was, however, uneven over the quarter - after remaining essentially flat in January and February, most of the economic gain was recorded in March.

Output in manufacturing registered its second consecutive quarterly expansion, following a four-quarter slump. These gains helped bring manufacturing back to levels comparable to those registered at their peak at the height of the technology boom in the fall of 2000. Corporate profits reached a record high in the first quarter, based on improved results in energy, manufacturing, and public utilities.

Exports of goods and services expanded by 14.9% in the first quarter. The strong export performance was largely underpinned by surging energy exports, as energy prices recovered in the quarter, and also by increased exports of industrial goods and machinery and equipment.

Similarly, imports of industrial goods, as well as machinery and equipment, expanded in the first quarter. However, a decline in imports of automobile vehicles and components helped to limit overall import growth to 2.6%.

1 To make quarterly data comparable to annual data, the quarterly figures for trade in goods and services are adjusted for seasonality and are expressed at annual rates by raising them four times, i.e. seasonally adjusted annual rates - s.a.a.r. All figures, with the exception of investment figures, are expressed on an s.a.a.r. basis, unless otherwise noted.

*Prepared by the Trade and Economic Analysis Division (EET)*

Table 1: Canada's Economic and Trade Indicators

Percent Change at Annual Rates First Quarter 2004 over Fourth Quarter 2003	
Real GDP (annualized)	2.4
Employment (quarterly increase, level)	-10,300
Rate of Unemployment (quarterly average)	7.4
Consumer Price Index (first quarter 2004 over first quarter 2003)	
All Items	0.9
Core (excludes food and energy)	1.3
Canadian \$ in U.S. funds (average for quarter, level)	0.7589
Exports of Goods and Services (annualized, current dollars)	14.9
Imports of Goods and Services (annualized, current dollars)	2.6

Source: Statistics Canada

Overall, a substantive improvement in the goods trade balance overshadowed smaller deteriorations in the services trade balance and the balance on investment incomes to improve the current account balance by \$11.3 billion in the first quarter.

Although the creation of full-time jobs in Canada continued in the first quarter of 2004 (up 39,800), this job expansion was more than offset by a reduction of 50,100 part-time jobs, for a net loss of 10,300 jobs in the quarter. Nevertheless, the average unemployment rate for the quarter fell to 7.4% from 7.5% the previous quarter.

Inflation continued to decline over the quarter, falling to 0.9% from 1.7%. Similarly, core inflation declined from 1.9% to 1.3%.

The Canadian dollar broke the previous upward trend vis-à-vis the American dollar and registered a modest 0.1% decline in the first quarter—the quarterly average value of the "Loonie" was 75.89 US¢.

# Trade and Investment Highlights

## Goods Exports Expand More Rapidly Than Goods Imports

With reduced exchange rate volatility, exports of Canadian goods and services increased strongly (14.9%) in the first quarter (Figure 1). A 17.3% quarterly increase in goods exports was accompanied by a 0.7% expansion in services exports.

Imports of goods and services grew a more modest 2.6% in the quarter, reflecting a 2.5% increase in commodity imports and a 2.8% expansion in services imports.

Over half of the \$15.8 billion quarter-over-quarter increase in merchandise exports was accounted for by increased energy exports (up \$8.4 billion, or 78.9%), as energy prices rebounded in the first quarter. In addition, expanded exports of machinery and equipment (up \$4.6 billion, or 23.9%), industrial goods (up \$3.6 billion, or 22.9%), forestry (up \$1.0 billion, or 11.9%), and consumer goods (up \$0.2 billion, or 5.9%) also contributed to the advance (Figure 2). On the other hand, there was a slight reduction in agricultural exports, while automo-

tive exports fell by \$0.5 billion, or by 1.9%. The gains this quarter came on the heels of a 1.8% decline the previous quarter.

Merchandise imports increased by \$2.1 billion (up 2.5%) in the first quarter. Machinery and equipment led the gains (up \$2.3 billion, or 10.0%), followed by industrial goods (up \$2.0 billion, or 13.1%), energy (up \$0.6 billion, or 12.6%), and a small increase in agricultural goods. Imports of automotive products fell by 10.6%, or \$2.1 billion (after rising \$2.8 billion the previous quarter) and those of consumer goods declined by \$0.7 billion, or 6.3%.

Merchandise exports expanded to all major markets in the quarter: to the US by \$10.8 billion (or 14.2%); to Other countries by \$2.7 billion (or 54.7%); to Japan by \$1.1 billion (or 62.4%); to Other OECD countries by \$1.1 billion (or 35.9%); and, modestly, to the EU (up \$0.1 billion, or 1.8%).

Similarly, merchandise imports from all major markets also expanded in the quarter, with the exception of imports from Japan. Imports from the EU were up by \$1.0 billion (or 12.8%), those from Other OECD countries by \$0.5 billion (or 11.7%), those from the US by \$0.3 billion (or 0.6%), and those from Other countries by \$0.3 billion (or 2.8%). The decline in imports from Japan was \$0.1 billion, or 3.5%.

With goods exports expanding faster than imports, the merchandise trade balance improved by \$13.7 billion in the quarter, to \$70.0 billion on an annualized basis. The merchandise trade balance improved for all major markets, with the exception of the EU. It was up by \$10.4 billion with the US, up by \$2.5 billion with Other countries, up by \$1.3 billion with Japan, up by \$0.5 billion with Other OECD countries, but down \$0.9 billion with the EU.

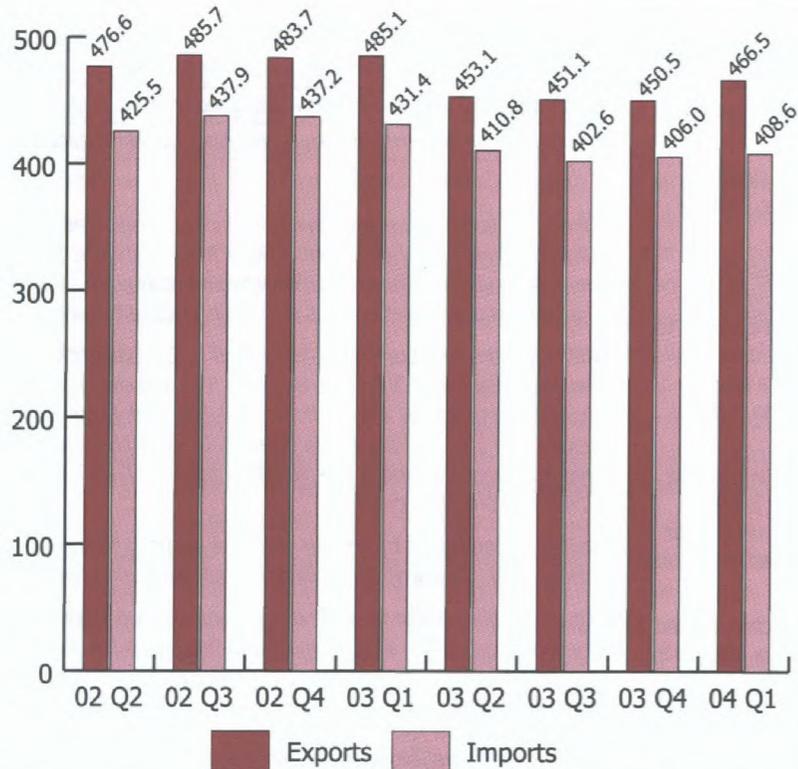
## Services Imports Expand More Rapidly Than Services Exports

Canadian services exports grew a modest 0.7% in the first quarter, as gains in transport services (up \$172 million, or 6.7%) and travel services (up \$164 million, or 4.5%) were largely offset by declines in commercial services (down \$152 million, or 1.8%) and government services (down \$88 million, or 22.9%), see Figure 3.

Services imports advanced \$496 million or 2.8%. Similar to services exports, increases in travel services (up \$480 million, or 9.9%) and transport services (up \$328 million, or 9.4%) were partially offset by reduced commercial services (down \$312 million, or 3.3%). Government services imports remained flat over the previous quarter.

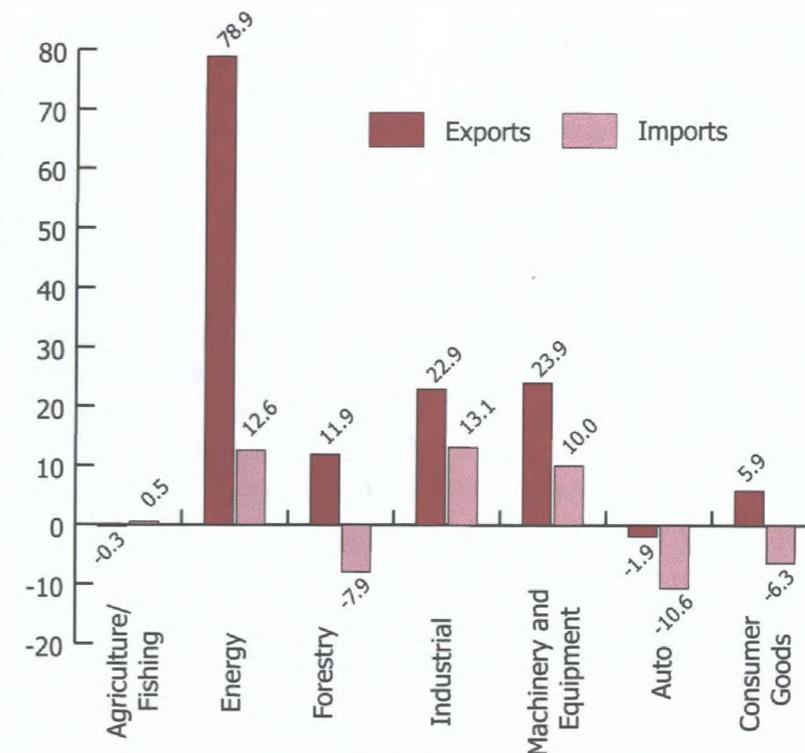
Overall, the services trade deficit widened to \$12.2 billion on an annualized basis in the first quarter from \$11.8 billion in the previous quarter.

Figure 1: Canada's Trade in Goods and Services  
(Billions of Dollars, Annualized)



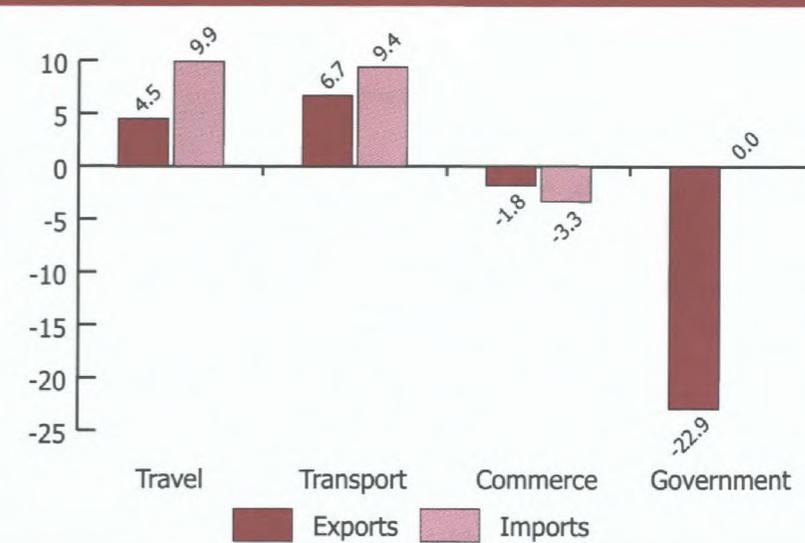
Source: Statistics Canada

Figure 2: Canada's Trade by Commodity  
First Quarter 2004 over Fourth Quarter 2003  
(Annualized, Percent change)



Source: Statistics Canada

Figure 3: Canada's Trade in Services by Type  
First Quarter 2004 over Fourth Quarter 2003  
(Annualized, Percent Change)



Source: Statistics Canada

### Inward Foreign Direct Investment (FDI) Flows Exceed Outward FDI Flows

Flows of Canadian Direct Foreign Investment Abroad (CDIA) were \$4.7 billion in the first quarter of 2004 - equivalent to the outflows recorded in the first quarter in 2003. From an industrial sector perspective, outflows increased in the machinery & transport and services & retail sectors over year-earlier flows. However, these increases were offset by a substantial drop in the finance & insurance sector. Regionally, CDIA flows declined to the EU (down

\$2.4 billion) and the US (down \$0.5 billion), whereas they increased to Other OECD countries (up \$2.0 billion), non-OECD countries (up \$0.7 billion), and to Japan (up \$0.3 billion).

Foreign Direct Investment (FDI) into Canada remained flat at \$5.3 billion in the first quarter of 2004, roughly comparable to the \$5.2 billion the same quarter the previous year. Although FDI flows declined in machinery & transport (down 2.2 billion), energy (down \$2.0 billion), and finance & insurance (down \$1.7 billion), a \$5.8 billion increase in FDI flows to Other (unspecified) sectors largely offset

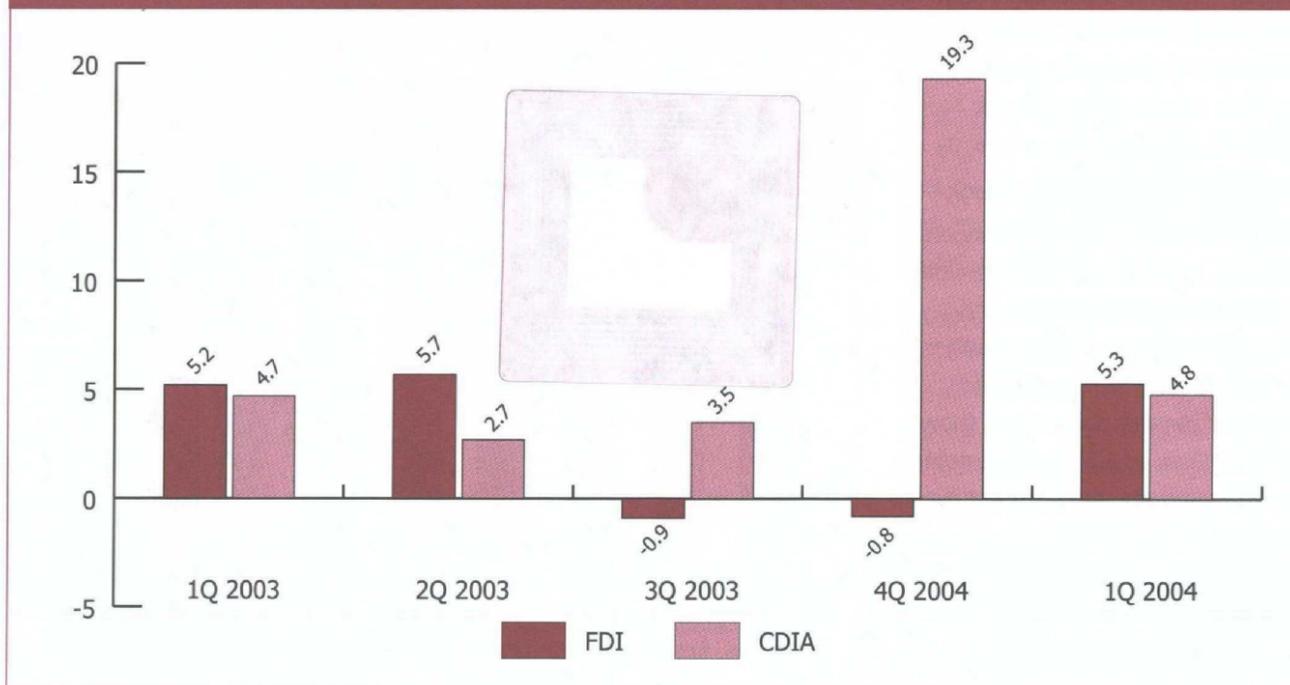
these declines. The remaining sectors (services & retailing plus wood & paper) managed to record small increases.

Regionally, declining FDI flows from the US (down \$0.8 billion) and Japan (down \$0.2 billion) were offset by increased FDI flows from the EU (up \$1.1 billion).

### Canada Adds to Its Official International Reserves

Canada added \$236 million to its official reserves holdings in the first quarter of 2004, compared with a \$2.7 billion reduction in the same quarter in 2003.

Figure 4: Foreign Direct Investment in Canada (FDI) and Canadian Direct Investment Abroad (CDIA)  
(Quartely Flows, Billions of Dollars)



Source: Statistics Canada

## Canada: The Innovation Nation at CeBIT 2004

Information and communications technology (ICT) is the sector most frequently associated with Canada's impressive industrial performance and economic success. Affecting virtually all activities of modern society, this "universal" sector provides an excellent example of Canada's success as an innovation nation, one that competes with the best in technology commercialization.

This year, Canada's strength in this area was the focus of the Canadian pavilion at Future Parc, the special exhibit at CeBIT dedicated to science and technology and to the commercialization of research and development. CeBIT 2004, held in Hannover, Germany, this past March, is the largest such event in the world. Welcoming more than 6,000 exhibitors and over half a million visitors, it is also the largest trade show of all.

As well as providing a platform for commercial activities, CeBIT dedicates large amounts of space and special support to the display of research results and innovative technologies. The Canadian presence at CeBIT was organized by the International Business Development Program of International Trade Canada as part of its work to promote Canadian exports and foreign direct investment.

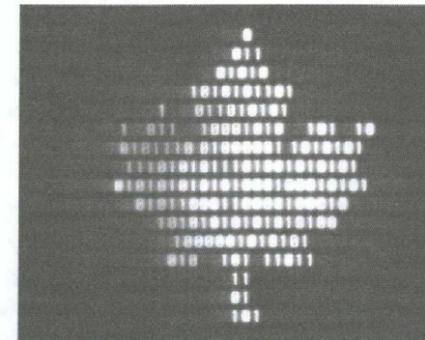
### Future Parc's Canadian pavilion

The Canadian pavilion at Future Parc featured five exhibitors and live technology demonstrations.

They included two particularly eye-catching displays of visualization technology: a new hologram technology by Montreal's **XYZ Imaging Inc.** (xyzimaging.com) and the virtual theatre developed at the National Research Council's Institute for Information Technology. The virtual theatre is a fully scalable, portable, high-resolution

3D system that visualizes the Byzantine crypt of Santa Cristina in Lecce, Italy.

A demonstration by **Diatem Networks** of Ottawa provided a live broadband feed to demonstrate software for managing metropolitan ethernet networks. And Ottawa's **Peeta Consultants** demonstrated high-



performance interactive architectural design software. With this superb selection of leading-edge technologies, the Canadian presence in Future Parc matched or even bettered that of larger national pavilions.

Selected Canadian exhibitors were also invited to present in e-Europe Meets e-Canada (an initiative under the Information Society Technologies EU-Canada Program) and in a Canadian block presentation series entitled "Canada: The Innovation Nation."

Future Parc was not the only Canadian pavilion at CeBIT. Altogether, Canada was represented by 54 Canadian exhibiting companies and organizations. Roughly one third of these exhibitors were located in either the Canadian software pavilion, the Canadian pavilion in Future Parc or the Alberta wireless telecommunications pavilion. The remainder of the Canadian firms exhibited independently and ranged from well-known industry names such as **Nortel Networks**, **Research in Motion**, **ATI**, **Cognos** and **OpenText** to small and medium-sized enterprises.

Other activities and events putting Canada on the CeBIT screen included a well-attended opening reception hosted by Marie Bernard-Meunier, Canada's Ambassador to Germany, an advertising and media support campaign, a Canadian exhibitor catalogue, dedicated Canada@CeBIT Web pages, and a partnering event with selected national delegations. Canadian exhibitor satisfaction was widespread, and the survey of visitors to the pavilions produced very positive responses.

Planning has begun on Canada's participation at **CeBIT 2005**, to be held from March 10 to 16, 2005.

**For more information**, contact Bruno Wiest, Technology and Business Development Officer, Canadian Embassy in Berlin, tel.: (011-49-30) 2031-2363, fax: (011-49-30) 2031-2115, e-mail: bruno.wiest@dfait-maeci.gc.ca, Web site: www.kanada.de. ✪

### Funding — continued from page 4

will build in checks and balances at all stages of the process.

The program was originally launched in 1998 by Investment Partnerships Canada, then an arm of Industry Canada, as PEMDI. Since the program's inception, 285 communities across Canada have received support for 872 projects, valued at over \$20 million.

**For more information**, contact Jacqueline LaRocque, Director of Communications, Office of the Minister of International Trade, tel.: (613) 992-7332, or Andrew Holland, Office of the Minister of State (Infrastructure) and Minister responsible for Canada Mortgage and Housing Corporation, tel.: (506) 452-3516. ✪

## Vigo opens the door to frozen fishing products

**VIGO, SPAIN** — October 5-7, 2004 — The Canadian Embassy in Madrid, in collaboration with the Canadian Embassies in Lisbon and Brussels and Agriculture and Agri-food Canada, will provide an opportunity for the Canadian seafood industry to showcase their frozen seafood products at **Conxemar's** Canadian Pavilion. This important annual event for professionals in the frozen seafood sector provides an opportunity to open many doors, particularly in the heavy seafood-consuming markets of Southern Europe.

### Top fishing port in Europe

For both fresh and frozen fish, Vigo is the place to be for professionals in this sector. Conxemar gathers the fish

processors of Galicia and Southern Europe, making this city the capital of the fish sector in this period.

More than 70 countries, 400 exhibitors and some 30,000 visitors are expected for this sixth edition of Conxemar. This event becomes more important within the seafood sector every year, especially at a time when European markets are increasingly looking to offshore suppliers to meet European seafood demand.

**For more information**, go to [www.conxemar.com](http://www.conxemar.com), or contact Marc Lionel Gagnon, Commercial Officer, Canadian Embassy in Madrid, tel.: (011-34-91) 423-3228, fax: (011-34-91) 423-3252, e-mail: [marc.l.gagnon@dfait-maeci.gc.ca](mailto:marc.l.gagnon@dfait-maeci.gc.ca), Web site: [www.canada-es.org](http://www.canada-es.org). ❖

## ICT fair plugs into Latin America

**BUENOS AIRES, ARGENTINA** — September 21-24, 2004 — Don't miss this opportunity to participate in the Canadian pavilion at **ExpoComm Argentina 2004**, the international trade fair for information and telecommunications technologies and a meeting point for business people and decision makers from across Latin America.

Participants in this trade mission will benefit from a pre-show database program, one-on-one meetings, individual agendas, a conference room for workshops and presentations and more. To secure your space in the Canadian pavilion, confirm your registration before **August 1, 2004**.

**For more information**, contact Barbara Brito, Trade Commissioner, Trade Section, Canadian Embassy in Buenos Aires, tel.: (011-54-11) 4808-1056, e-mail: [bairs-commerce@dfait-maeci.gc.ca](mailto:bairs-commerce@dfait-maeci.gc.ca), or Pablo Wabnik, E.J. Krause & Reed Exhibitions, tel.: (011-54-11) 4343-7020, e-mail: [Pablo.Wabnik@ejkreed.com](mailto:Pablo.Wabnik@ejkreed.com), Web site: [www.expocomm.com.ar](http://www.expocomm.com.ar). ❖

## Hydrogen and fuel cells energize Oslo

*Canadian technologies and research partnerships were the focus of **Hydrogen and Fuel Cells: Canadian and Norwegian Perspectives**, a one-day conference held in Oslo in May 2004.*

Some 120 participants heard presentations by **Fuel Cells Canada**, the **Canadian Hydrogen Association**, the **National Research Council Institute for Fuel Cells Innovation, Hydrogenics and Fuel Cells Technologies** as well as by a number of Norwegian experts.

The Canadian delegation, made up of 14 researchers and corporate representatives, arrived in Oslo as part of a wider Nordic tour. Some members of the delegation started in Helsinki and visited Stockholm, Gothenburg, Trondheim and Copenhagen. Trondheim was the venue for a specific research collaboration program, with Canadian and Norwegian participants outlining research priorities and discussing opportunities for future possible collaboration. Several areas for follow up and information exchange will lead to closer ties between Norwegian research institutes and the visiting universities.

The conference was also organized by the Canadian Embassy in Oslo, in

cooperation with Hydro Oil and Energy, the Norwegian Hydrogen Forum and the Institute for Energy Research, and drew an audience of Norwegian research institutes, universities, companies and government ministries involved in the hydrogen and fuel cells industry.

This event was a successful first step in identifying potential opportunities for commercial and science and technology collaboration in this sector. In fact, a follow-up event in September 2004 will bring a Norwegian delegation to Toronto for the **Hydrogen and Fuel Cells Conference and Trade Show**.

Canada and Norway are major energy exporters and both countries have great potential for the future export of hydrogen. Canadian technology in the form of storage and fuelling systems, and fuel cells can enable conversion of this energy carrier to useable power. Norway, for its part, is a major hydrogen producer with recognized expertise in carbon dioxide capture and storage.

**For more information**, contact John Winterbourne, Canadian Embassy in Oslo, e-mail: [john.winterbourne@dfait-maeci.gc.ca](mailto:john.winterbourne@dfait-maeci.gc.ca). The full program can be seen at [www.canada-norway.com/energy/index.html](http://www.canada-norway.com/energy/index.html). ❖

### ADVANCED MANUFACTURING TECHNOLOGIES

**HAMBURG, GERMANY** — September 28 - October 2, 2004 — Join the Canadian pavilion at **Shipbuilding, Machinery and Marine Technology International Trade Fair**, the world's leading marine technology trade show. **For more information**, contact Michael Scott-Harston, Canadian Consulate in Hamburg, tel.: (011-49-0) 40-46-00-27-11, fax: (011-49-0) 40-46-00-27-20, e-mail: [michael.scott-harston@dfait-maeci.gc.ca](mailto:michael.scott-harston@dfait-maeci.gc.ca), Web site: [www.hamburg-messe.de](http://www.hamburg-messe.de) and go to the "fair selection" drop list.

**SHANGHAI, CHINA** — November 2-6, 2004 — The Foundation for International Training (FIT), a Canadian non-profit economic development services organization, and the China Association for Science and Technology are organizing the second **World Engineers' Convention**. The theme of this year's convention is "Engineers Shape the Sustainable Future." **For more information**, go to [www.wec2004.org](http://www.wec2004.org), or contact Lin Tham, Project Coordinator, FIT, tel.: (905) 305-8680, ext. 242, fax: (905) 305-8681, e-mail: [ltham@canada.com](mailto:ltham@canada.com) or [lin@ffit.org](mailto:lin@ffit.org).

### AGRICULTURE & AGRI-FOOD

**COLOGNE, GERMANY** — September 12-15, 2004 — **ABIC 2004**, the Agricultural Biotechnology International Conference, will be held outside Canada for the first time since its launch in 1996. Scientists, industrial managers, investors and policy makers will be able to share knowledge to further the development of agricultural biotechnology. **For more information**, go to [www.abic2004.org](http://www.abic2004.org).

**ASTANA, KAZAKHSTAN** — October 28-30, 2004 — **AgroProdExpo 2004** is Kazakhstan's local agricultural machinery trade show. **For more information**, contact Ada Terechshenko, Canadian Embassy in Almaty, tel.: (011-7-3272) 501-151/523, fax: (011-7-3272) 582-493, e-mail: [ada.terechshenko@dfait-maeci.gc.ca](mailto:ada.terechshenko@dfait-maeci.gc.ca).

**AMSTERDAM, NETHERLANDS** — November 16-18, 2004 — Expected to draw some 450 exhibitors and 6,000 attendees, **Health Ingredients Europe 2004** promises to be a great success. This is an opportunity for buyers and suppliers of health, functional and organic ingredients to meet, exchange ideas and do business. **For more information**, contact Mike Price, Agriculture and Agri-Food Canada, tel.: (613) 759-7509, e-mail: [pricewm@agr.gc.ca](mailto:pricewm@agr.gc.ca), Web site: [www.hi-events.com](http://www.hi-events.com).

**HO CHI MINH CITY, VIETNAM** — December 2-4, 2004 — **Food and Hotel Vietnam 2004** is an international food and drink, hotel, restaurant, bakery and food service equipment, supplies and services exhibition. **For more information**, contact the Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 827-9899, fax: (011-84-8) 827-9935, e-mail: [hochi-td@dfait-maeci.gc.ca](mailto:hochi-td@dfait-maeci.gc.ca).

### BUILDING PRODUCTS

**DOHA, QATAR** — September 19-23, 2004 — **Project Qatar 2004** is the first international trade show for construction technology, building materials, consulting services, electricity, lighting, air conditioning, environmental and water technology, stone and stone products, technology and equipment. **For more information**, contact George Sanderson, Commercial Counsellor, Canadian Embassy in Kuwait/Qatar, e-mail: [george.sanderson@dfait-maeci.gc.ca](mailto:george.sanderson@dfait-maeci.gc.ca), or Bechara Nacouzi, President, International Trade Fairs, tel.: (514) 685-3530, fax: (514) 685-6873, e-mail: [bnacouzi@videotron.ca](mailto:bnacouzi@videotron.ca).

**ANGERS, FRANCE** — October 1-4, 2004 — **Salon Maison Bois** is France's premier wood construction trade show. **For more information** on attending this fair, contact Ludger Spohr, Canada Wood (Brussels), tel.: (011-32-2) 512-5051, fax: (011-32-2) 502-5402, e-mail: [lsphor@canadawood.info](mailto:lsphor@canadawood.info). For information on the building products sector in France, contact Cécile Bourdages, Canadian Embassy in Paris, tel.: (011-33-1) 44-43-23-74, fax: (011-33-1) 44-43-29-98, e-mail: [paris-td@dfait-maeci.gc.ca](mailto:paris-td@dfait-maeci.gc.ca), Web site: [www.salon-maison-bois.com](http://www.salon-maison-bois.com).

### ENVIRONMENTAL INDUSTRIES

**MOSCOW, RUSSIA** — November 23-26, 2004 — **WASMA 2004** is a new waste management event for the emerging Russian market, and includes a conference, a seminar and outreach programs. **For more information**, contact Elena Shatrova, Official Representative of MVK in Canada, tel.: (416) 970-4576, fax: (416) 969-8916, e-mail: [info@canada.mvk.ru](mailto:info@canada.mvk.ru), Web site: [www.wasma.ru](http://www.wasma.ru).

### HEALTH INDUSTRIES

**BOLOGNA, ITALY** — September 9-12, 2004 — **SANA 2004** is an international exhibition of natural products for nutrition, health and the environment—a great opportunity for Canadian manufacturers of natural healthcare products and nutraceuticals to introduce their products to the Italian and world markets. **For more information**, contact Sandra Marchesi,

*continued on page 8 — Trade events*

Business Development Officer, Canadian Consulate General in Milan, tel.: (011-39-02) 6758-3351, fax: (011-39-02) 6758-3900, e-mail: sandra.marchesi@dfait-maeci.gc.ca, Web site: www.infoexport.gc.ca/it.

**BANGKOK, THAILAND** — October 1-8, 2004 — **Healthcare Expo 2004** is an important showcase for the development and promotion of public health in Thailand. **For more information**, go to [www.thailandhealthcareexpo.com](http://www.thailandhealthcareexpo.com), or contact Surin Thanalerkul, Commercial Officer, Canadian Embassy in Bangkok, e-mail: bngkk-td@dfait-maeci.gc.ca.

**BANGKOK, THAILAND** — March 7-11, 2005 — Attend the **Scientific Conference of the Asian Societies and Personal Care Ingredients Asia**. The scientific conference has become the leading scientific meeting in the Asia-Pacific region, and Personal Care Ingredients Asia will feature some 250 suppliers of raw materials and ingredients. **For more information**, go to [www.stepex.com](http://www.stepex.com), or contact Surin Thanalerkul, Commercial Officer, Canadian Embassy in Bangkok, e-mail: bngkk-td@dfait-maeci.gc.ca.

#### ICT

**SHENZHEN, CHINA** — October 12-17, 2004 — **China High-Tech Fair 2004** is the largest and most important Chinese advanced technology and hi-tech fair, and the Canadian Consulate General in Guangzhou is once again organizing the Canadian pavilion. The registration deadline is **August 15, 2004**. **For more information**, contact James Kim, Trade Commissioner, Canadian Consulate General in Guangzhou, tel.: (011-86-20) 8666-0569, e-mail: ganzu@dfait-maeci.gc.ca, Web sites: [www.guangzhou.gc.ca](http://www.guangzhou.gc.ca) or [www.chtf.com](http://www.chtf.com).

**MILAN, ITALY** — October 21-25, 2004 — **SMAU** is Italy's premier ICT exhibition, the second largest in Europe (after CeBIT) and the most important in the Mediterranean region. Last year's SMAU attracted over 1,200 exhibitors and more than 380,000 visitors. **For more information**, and to be part of the Canadian pavilion, contact Lucia Tubaro, Business Development Officer, Canadian Consulate General

in Milan, tel.: (011-39-02) 6758-3359, fax: (011-39-02) 6758-3900, e-mail: lucia.tubaro@dfait-maeci.gc.ca, Web site: [www.eciq.net/smau2004](http://www.eciq.net/smau2004).

**HANOI, VIETNAM** — November 9-13, 2004 — **Vietnam Telecomp 2004** is that country's largest telecommunications exhibition. **For more information**, contact Phan Tat Thu, Commercial Officer, Canadian Embassy in Hanoi, tel.: (011-84-4) 734-5032, fax: (011-84-4) 734-5049, e-mail: PhanTat.Thu@dfait-maeci.gc.ca.

#### MINING AND MINERALS

**TORONTO, ONTARIO** — March 6-9, 2005 — The **Prospectors & Developers Association of Canada International Convention, Trade Show and Investors Exchange** is the world's leading event for the mineral exploration and development industry. **For more information**, contact the Prospectors & Developers Association of Canada, tel.: (416) 362-1969, fax: (416) 362-0101, e-mail: info@pdac.ca, Web site: [www.pdac.ca](http://www.pdac.ca).

#### MULTI-SECTOR

**DUBAI, U.A.E.** — December 6-8, 2004 — Join the Canadian pavilion at **Al Fares Dubai 2004**, the only horse and horse equipment exhibition in the Middle East, Africa and South Asia. The show aims to develop the equine and camel industry in this region. **For more information**, contact James Hannah, Consul and Trade Commissioner (Agri-food), Canadian Consulate in Dubai, e-mail: james.hannah@dfait-maeci.gc.ca, or Venky Rao (organizer's representative), tel.: (905) 896-7815, e-mail: dubaiequine@rogers.com.

**YAOUNDÉ, CAMEROON** — December 6-12, 2005 — **Promote 2005** is the most significant multi-sectoral business exhibition in Francophone sub-Saharan Africa. **For more information**, contact the Canadian Embassy in Yaoundé, tel.: (011-237) 23-23-11, fax: (011-237) 23-23-11, e-mail: honore.mondomobe@dfait-maeci.gc.ca, Web sites: [www.infoexport.gc.ca/cm](http://www.infoexport.gc.ca/cm) or [www.promote2005.org](http://www.promote2005.org). ❖

## Enquiries Service

International Trade Canada's and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters.

Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**) or by fax at **(613) 996-9709**; or Web site: [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca).

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