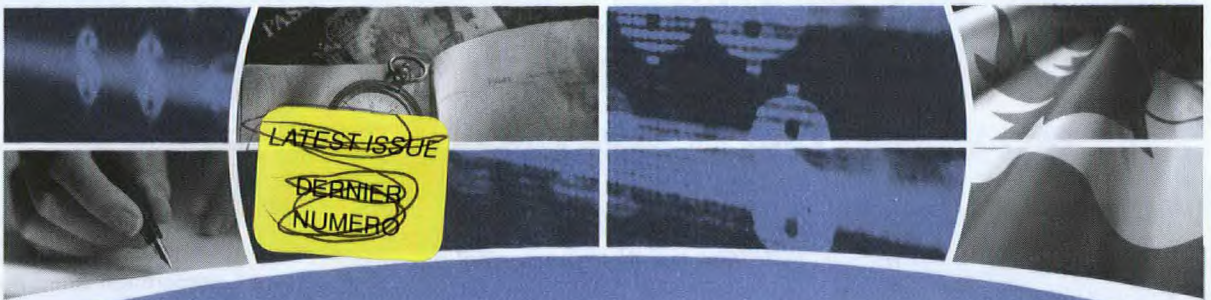


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CanadaExpo



Weathering the storm

Nagoya braves Japan's economic slowdown

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Ask any Canadian to identify the top three economic centres of Japan and most would correctly identify Tokyo as number one. And some would answer Osaka—the heart of the Kansai region and Japan's second most populous city—as number two. What about number three? Well, most Canadians would be surprised to learn that Nagoya is the third largest urban concentration in Japan.

Nagoya is the centre of the Chubu region—Japan's high-tech manufacturing hub—and home to industry leaders like Toyota Motor Corporation, affiliate manufacturers such as Denso and Aishin Seiki, and aerospace leader Kawasaki Heavy Industries, among many other non-affiliated manufacturers in the automotive, aerospace and high-tech industries. With an aggregate gross

continued on page 6 — Nagoya



Photo: City of Nagoya

Vol. 21, No. 4
March 3, 2003

Dept. of Foreign Affairs
Min. des Affaires étrangères
FEB 26 2003

Supplement Return to Departmental Library
WOMEN ENTREPRENEURS IN INTERNATIONAL MARKETS
(see insert)

Sowing the seeds of success in India

Agriculture sector is booming

India is the world's fourth largest economy in terms of GDP in purchasing power parity (PPP). Therefore, opportunities for Canadian business abound in India's diverse economy, especially

in its agriculture and agri-food sector. In 2001, Canadian exports of agricultural products to India exceeded \$200 million—about one-third of Canada's total exports to India.

continued on page 7 — India's

Access \$25 billion with CCC

U.S. government procurement market

The General Services Administration (GSA) is the central procurement arm of the U.S. federal government and is responsible for facilitating billions of dollars in purchases every year on behalf of U.S. government departments and agencies. Canadian companies can access this US\$25 billion market by becoming a qualified supplier through the GSA Schedules program.

To sell to the GSA, you need to be on its procurement schedule. While companies can apply on their own, many elect to use consultants to assist in the submission process because completing the GSA solicitation

package can be a challenging process for those not familiar with the program. This is where the **Canadian Commercial Corporation (CCC)** can really help.

CCC specializes in sales to foreign governments and, as one of the largest suppliers to the United States Department of Defense and the National Aeronautics and Space Administration (NASA), is extending its supply relationship to the civilian side of the U.S. government through the GSA Schedules program. CCC is working with the Washington Management Group and the Coalition for Government Procurement (CGP)—a non-profit group based in Washington, D.C.—in order to provide a cost-effective and knowledge-based service for Canadian companies looking to get GSA Schedule award status. CCC also maximizes selling opportunities by providing business and marketing intelligence.

CCC's GSA Schedule award services

CCC offers a two-phase program to help Canadian exporters gain access to opportunities through the GSA Schedules program. Successful completion of Phase I will automatically enrol your company in Phase II.

Phase I—Pre-contract award—Submission to GSA—\$18,000

Put the power of Canada behind your export sales



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

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

The first phase is intended to support Canadian exporters applying for a GSA Schedule award. Services include submission advice and peer review by our Washington-based consultants, and advice related to GSA discussions and pricing negotiations. The cost is based on completing one GSA Schedule submission for one GSA category.

Phase II—Post-contract award—Marketing for five years at \$2,500 per year

The second phase is a mandatory condition for all successful pre-award contract holders. The annual membership dues (\$1,500 per year) to the CGP are included in this fee. This group provides business intelligence and networking opportunities for its more than 350 members, all of whom are GSA Schedule holders, who together account for approximately

continued on page 4 — GSA

VIRTUAL
TRADE
COMMISSIONER
PERSONALIZED
INFORMATION AND SERVICES



The Virtual Trade Commissioner puts a world of resources at your fingertips – literally! Password-protected, private and secure, the Virtual Trade Commissioner creates an online 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.

Up Close and Personal

With the Virtual Trade Commissioner, it's easier to order services from our officers in different markets—the same services you are used to: Market Prospect, Key Contacts Search, Visit Information, Local Company Information, Face-to-face Briefing and Troubleshooting.

It's simple. Click on one of the services in the *Order a Personalized Service* window of your Virtual Trade Commissioner and follow the prompts. After sending your request, the system will process your submission immediately and send it directly to the desktop of the Trade Commissioner in your selected market. You'll receive acknowledgement of your request within five business days.

When you register for the Virtual Trade Commissioner Web pages, you provide information about your company; trade commissioners access that information when you order a service from them. That means faster, better results to help you pursue business opportunities abroad.

Tap into the expertise of real-live trade commissioners! Register for your Virtual Trade Commissioner today.

Learn more about this service in future editions of CanadExport

For more information on the Virtual Trade Commissioner or to register, visit:

www.infoexport.gc.ca

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Cross-border Exchange 2003 coming up

Building partnerships in the medical industry

N IAGARA-ON-THE-LAKE, ONTARIO — May 15, 2003 — The Cross-border Exchange initiative has been fostering collaboration in the medical industry between Canada and the United States since 1996. Over 100 medical manufacturers, service firms and research institutions from both sides of the border attend each year to network, receive regulatory updates and, most importantly, find partners to sell their products and services to the rest of the world. Several alliances have been created over the years including Pharmax Ltd. of Toronto with STS DuoTek of Rochester, New York.

Market overview

The medical manufacturing industry includes firms that research, develop, and manufacture products for the prevention, diagnosis, treatment and cure of disease. It is divided into two broad categories: medical devices and pharmaceuticals.

A dynamic Canadian-American "medical corridor" is emerging in a region stretching from Toronto through to Buffalo and Rochester, New York. It is home to more than 800 medical research, manufacturing, pharmaceu-

tical and biotech firms, employing 250,000 people. According to the Federal Reserve Bank of New York's *The Regional Economy of Upstate New York* fall 2002 report on the medical manufacturing industry, "Upstate New York holds a strong position in U.S. medical manufacturing. If the region were a separate state, it would rank eighth nationally in medical equipment and supply employment and eleventh in pharmaceutical jobs."

Of the world's 50 largest pharmaceutical firms, 19 have either their world or U.S. headquarters in New York or New Jersey. Companies in both upstate New York and western Pennsylvania welcome interest from Canadian firms and look to strategic alliances as a means to grow globally. Core research is concentrated in drug discovery tools, medical devices and diagnostics, therapeutic strategies for neurological disorders and tissue and organ engineering, regenerative medicine and oncology.

Medical manufacturing is a technology-intensive, well-paying industry with promising long-term prospects. Upstate New York plays a significant and diverse role in the industry, with specializations in the manufacture of both medical devices and pharmaceuticals. The region has demonstrated a particularly strong position in medical devices and is among the top U.S. locations for this industry.

What to expect...

The Canadian Consulate General in Buffalo is co-sponsoring the event, along with the Association of Ontario Medical Manufacturers (AOMM), the

Health Care Industries Association of Upstate New York, Ontario Exports Inc., and Empire State Corporation.

The full-day program will include such topics as: emerging medical marketing and purchasing trends, bioterrorism, the aging population market, the U.S. Health Insurance Portability and Accountability Act requirements, a CEO panel on new millennium challenges, binational medical technology transfer and a regulatory update from the U.S. Food and Drug Administration.

For more information, contact Mary Mokka, Business Development Officer, Canadian Consulate General in Buffalo, tel.: **(716) 858-9556**, e-mail: mary.mokka@dfait-maeci.gc.ca or go to the AOMM Web site: www.aommcanada.com/cbe *

GSA Schedules program

— continued from page 2

half of all the dollar volume of GSA Schedule contracts.

As GSA encourages teaming among GSA Schedule holders, this is the most effective means of meeting and partnering with existing GSA Schedule holders. Having a GSA Schedule contract award is only part of the process of becoming successful in this market. The real task is to market your offerings through your Schedule award to U.S. federal government buyers. Membership in the CGP goes a long way to helping you achieve sales.

To find out more about application forms and payment terms or how CCC can put the power of Canada behind your export sales, go to www.ccc.ca *

March 2003

Going Global Women Entrepreneurs in International Markets



Canadian businesswomen are enjoying immense success at home and abroad. Their companies are growing at unprecedented rates and they are competing with growing confidence and determination in the global marketplace. One of the key elements to their international success is the development of effective business relationships — Canadian women work hard at creating business linkages around the globe. Whether it is through participation in trade missions, connecting with business networks and associations, or being introduced to potential foreign partners by Canada's Trade Commissioners, Canadian businesswomen are establishing relationships to help them succeed in international markets.

The women featured in this supplement have shared their entrepreneurial stories, and offer knowledge and experiences that can help others to achieve their business goals. Their stories speak to the importance of networking and building on established contacts.

We encourage you to seek out the networks and programs highlighted in this supplement and to work with Team Canada Inc to define and achieve your international objectives. Our posts abroad offer six core services including: market prospects, key contacts, visit information, local company information, face-to-face briefings and troubleshooting. These services can help you to become successful around the world.

On the occasion of International Women's Day, please join me in celebrating the achievements of Canada's women entrepreneurs.

Pierre S. Pettigrew
Minister for International Trade

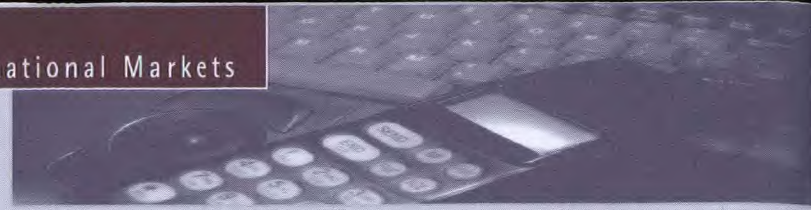
Export USA Calendar

For information about:

- Trade missions to the U.S.
- Seminars on the U.S. market

Visit the Export USA Calendar at:
www.dfait-maeci.gc.ca/nebs/menu-en.asp





Networking: The Key to Global Success

The importance of building and maintaining strong business relationships has never been more crucial than in today's global marketplace. This reality has not been lost on Canadian women entrepreneurs who are going global with strategies that emphasize relationship building through networking.

This is our third annual supplement that features pioneering Canadian businesswomen in international trade. You will be introduced to another innovative group of women entrepreneurs from coast to coast, working in industries that run the gamut from marble quarrying brewing manufacturing. Whether experienced exporters or first-timers, these women echo one theme: "If you try to do business without networking, you won't maximize your potential for growth and success."

How do they do it? They network formally and informally, both at home and abroad. Some, like **Debra Donovan**, *President & CEO of Scotia Slate Products Ltd.*, are active in their industry associations. Others, like Winnipeg-based **Fiona Webster Mourant**, *President of Manrex Ltd.*, also get involved in community organizations and Boards. "Not only is networking invaluable," she says, "but it broadens your perspective of the community."

And both **Kazuko Komatsu**, *President & CEO of Pacific Brewing Co.* in BC, and **Cathy Rose**,

President of Creative Esthetics Dental Lab in P.E.I., found their experiences on trade advisory boards to be valuable in building contacts.

Attending trade shows, accessing government resources and taking advantage of exporting initiatives like trade missions are just a few of the tactics women exporters use to tap into the right people in the right international markets.

Sydney Ryan, *Vice-president, International Sales and Marketing of Telelink*, in Newfoundland has found the Trade Commissioner Service to be "a wonderful matchmaker" — particularly for companies in non-traditional businesses that may find it difficult to connect with appropriate overseas partners.

Equally essential to success in the global marketplace is the need to follow up with contacts and develop strong relationships. "Ours is a relationship-dependent business," explains **Caroline Maria**, *President of Cinemaria*, a TV production company in Montreal. "It has involved a slow, steady, concentrated effort at opening up new doors and relationships — no matter how busy you are actually doing the work." This can often lead to strong friendships as well. As Fiona Webster Mourant has found, the relationships developed with international contacts can be very special. "We've made friends, not just business partners — and that personal side is very interesting and gratifying."

How to Build a Strong International Network

1. Attend international trade shows regularly.

These shows in your industry represent one of the best starting points to build contacts, source new customers and partners, and service existing customers. Attending trade shows in other countries exposed Kazuko Kamatsu of Pacific Brewing Co. to many new contacts and resulted in her foray into the Chinese market.

2. Participate in trade missions. Whether industry specific, gender specific or country specific, trade missions are an excellent way to build relationships, particularly after initial contacts are made. Debra Donovan of Scotia Slate Products Ltd. believes that networking with other trade mission participants from your area is also "a great way to identify people with whom you could do joint marketing, such as trade shows exhibiting in other countries, or who will put you in touch with good contacts to save you time and give you credibility going in".

3. Tap into government resources. The Virtual Trade Commissioner (www.infoexport.gc.ca) can save you time and money by informing you of events in your target market researching opportunities in your sector in that market, and locating suitable partners abroad. Utilizing the Trade Commissioner Service saved Debra Donovan of Scotia Slate from taking a fruitless trip to Europe to check out a potential new customer. Sydney Ryan of Telelink found the Program for Export and Market Development (PEMD) especially helpful in the early stages of exporting. "It provided us with the additional cash flow we needed, kept us focused on our goals and provided us with ideas and information."

4. Develop a good Web site. The Internet levels the playing field for all businesses, allowing you to network with others around the world and market your business, regardless of your size and location. Fabienne Buzon, President of the Chef's Hat Inc., invested time and effort in establishing a

strong presence on the Internet. "Remember that your corporate profile is very important in competing in the international arena."

5. Find mentors. Build an informal network of professional and personal mentors to whom you can turn to for exporting advice. "Networks are important...and they don't have to be formal," says Kathryn From, CEO of Bravado! Designs Inc. "We've forged our own way, developing extensive contacts across industries."

6. Get involved. Joining your industry association, becoming active on its committees, and serving on Boards of community organizations or trade advisory groups are all terrific ways to broaden your networks, both domestically and internationally. Cathy Rose of Creative Esthetics Dental Lab has served on a task force and trade advisory group, which helped to develop her exporting network. "All the contacts I've made have been very beneficial."



Shery Leeder (Left)
President

Kathryn From (Right)
CEO

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Web site:
www.bravadodesigns.com

Year Founded: 1992

Employees: 22

Export Sales: 85%

Years Exporting: 7

Export Markets: United States,
United Kingdom, Europe,
Middle East and Asia

"Being able to export is literally the only way a niche company like ours can operate and grow."

Business Description:

As designers and manufacturers of stylish women's maternity and nursing underclothes, including leopard print nursing bras and specially designed pregnancy thongs, CEO Kathryn From — along with President Shery Leeder — view exports as the lifeblood of Bravado! Designs Inc. Their newest development includes a line of nursing sleepwear in a range of styles and colours that put the old T-shirt to shame. The traditional U.S. market provided their initiation into international business, with the next step including expansion into Europe.

Exporting Tactics:

Bravado! Designs exporting philosophy can be summed up as a systematic penetration into foreign markets. "We focus on the ones that we know we can sell to well," says Kathryn. The company's strategy includes:

- ▶ *Opening an office in the United Kingdom as a springboard to expansion into Europe;*
- ▶ *Developing strategic alliances with like-minded and product-related companies in potential marketplaces; and*
- ▶ *Finding good distributors who are reliable to work with and sell with the product's identity in mind.*

The company has also developed 'the Bravado! Experience'. "Anyone can create a product, but we also provide marketing support and

great customer service. To maintain our high standard around the world, we intentionally focus only on a couple of markets at a time."

Networking Strategy:

Both Kathryn and Shery attend trade shows regularly. "It gives us the opportunity to get in touch with new and existing customers." And they have built their own network of professional and personal mentors to whom they can turn to for advice.

The services of Export Development Canada (EDC) have also been useful when coping with some foreign markets. "We had a relationship with a distributor that went badly wrong and he ended up defaulting on us on a major receivable. Because we had insurance through EDC, covering 90 per cent of the loss, we were able to find a solution."

Biggest Benefit:

"It's essential to understand what's going on in the markets where you export. Because we're located in Canada, we can't visit our overseas clients regularly and gain valuable first-hand knowledge of local market dynamics. We addressed this by opening our own office in the U.K. as an investment."

Favourite Exporting Moment:

Kathryn is particularly pleased with the performance of Bravado!'s U.K. office. Opened just one year ago, it has gone from six accounts to

over 120. But, despite the thrill of the U.K. success, Kathryn maintains that "every export moment is an important one."

Export Tips:

Research ranks high on the list of priorities for Kathryn. "You can't just go off blindly shipping somewhere without understanding where it is that you're shipping to." Essential questions to ask include:

- ▶ *Who are your main competitors and what they offer;*
- ▶ *What are the price points;*
- ▶ *Where do people buy; and*
- ▶ *What is the image of similar products in the market you're shipping to?*

Future Plans:

In terms of exporting, our aim is to continue to grow the U.K. operation and then systematically expand into Europe. And frankly, we can still go a long way in further penetrating the U.S. market."

Kudos:

Bravado! Designs Inc. recently won the Canadian Woman Entrepreneur of the Year Award for Exporting, presented by EDC. "It was an affirmation that we're not just 'that neat business' people often refer to, but that we're doing something right in terms of building a solid company."



Cathy Rose

President
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Web site:
www.creative-esthetics-dental-lab.com

Year Founded: 1982

Employees: 10

Export Sales: 10%

Years Exporting: 3

Export Markets: United States, Egypt, Singapore

“Export development is a long-term investment — as much as 10 follow-ups before you do some business.”

Business Description:

Cathy established Creative Esthetics Dental Lab Inc. as a manufacturer of custom-made orthodontic, prosthetic, crown and bridge dental appliances. Boasting a range of over 120 different products, her company was the first dental laboratory in Canada to establish a presence on the Internet, which has opened export doors. Research and development is also an important component of the business, with current projects including new technologies in sleep apnea and implant appliances and procedures.

Exporting Tactics:

With an international presence established via the Internet, attending trade missions was the next step in Cathy's export strategy. Participating in the Team Canada Atlantic trade mission to Boston in February 2001, landed the company a substantial contract.

Cathy also made extensive use of the Trade Commissioner Service before she joined the 1999 Team Canada trade mission to Ireland, to pursue that country's potential. "They sent me all kinds of information — from a directory that one of the staff picked up at a local dental show, to enrolling me in a special dental program that was taking place during my stay. I met a lot of potential clients through their contacts."

Cathy also keeps up-to-date with ongoing trade events by way of her province's Senior Trade Commissioner at the International Trade Centre. "I find all the local Trade Commissioners very knowledgeable, and they contact me every time there's an event going on — it's the advantage of living in a small province."

Networking Strategy:

"My contacts in Boston have developed into ongoing relationships. I have also kept in touch with the people I met in Ireland. They're keen on doing business; at my end, it's just a matter of overcoming the prohibitive shipping costs."

Nominated to the Small-and-Medium-sized Enterprises (SME) Advisory Board for International Trade that reports to the Honourable Pierre Pettigrew, Minister for International Trade, Cathy continues to develop her exporting network. She meets with other board members twice a year to provide feedback on the existing programs and services offered by the Department of Foreign Affairs & International

Trade and to serve as a forum for testing new initiatives. "It's a great networking group. I was part of a Federal task force about eight years ago as well, and I found all the contacts I made very beneficial."

Export Tip:

Trade Commissioners and government offices provide excellent support and open doors. But Cathy emphasizes that potential exporters should also do their own homework.

► "Whatever contacts are made for you, be sure to follow up with them both before and after your visit. With export development, you're probably looking at eight to ten follow-ups before you actually do some business. It's a long-term investment."

Future Plans:

These involve expanding in the south, ideally Barbados — for personal and business reasons. "I have a colleague in California who recently opened a lab in Hawaii, so if she can do it, so can I." Cathy would also like to establish an international lab consulting business.



Debra Donovan

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www.scotiaslate.com

Year Founded: 1996

Employees: 7

Export Sales: 20%

Years Exporting: 3

Export Markets: United States

“If you are set up properly, expanding to another country is not a big stretch.”

Business Description:

Formulating a business plan based on extensive research, Debra — previously a management accountant — along with her partner, Terry MacPhee, purchased an 80-acre former slate quarry and jumped into the challenge of "reawakening an old industry" by starting Scotia Slate Products Ltd. Offering an alternative to concrete, brick, ceramic and wood, her quarry's high-quality and unique multi-colour slate is used in everything from flooring and fireplaces to pool coping and patios. Debra initially focused on the landscaping market, then custom flooring, and is now looking at product development to expand into honed slate surfaces next year.

Exporting Tactics:

Because of her province's proximity to the U.S. Eastern Seaboard, Debra targeted that market initially. "The demographics there make sense in terms of construction growth in our niche market of high-end renovation materials." Other advantages include the same language, established transportation lines and the exchange rate.

To prepare for exporting, she participated in a NEBS (New Exporters to Border States) mission, which was "a good training exercise that provided information about logistics, packaging, brokerage and tariffs." When she was ready to start selling, Debra joined the Team Canada Atlantic mission, 2001 to Atlanta and the Team Canada Atlantic mission, 2002 to New York, which she found very useful. "The

introductions by our government to contacts give you credibility going through the door. And with all the logistics pre-arranged, you can schedule many appointments and maximize your marketing efficiency."

Networking Strategy:

Debra also uses her time in trade missions to network with other participants from her area. She finds the services of the Trade Commissioner Service "invaluable" in terms of research and cost-savings. They recently saved her from taking a fruitless trip to Europe to check out a potential new customer. And she uses Canadian Mortgage & Housing Corporation (CMHC) to link up with complementary companies for mutual marketing benefit. The bottom line? "You can never drop networking. If you try to do business without networking, you won't be in business very long." Debra expands her networking into the community because it's important for her to give back. As the first Director of the Atlantic Canada Dimension Stone Association, she is helping to educate consumers about her growing industry in the Atlantic Provinces to raise the profile so that it can grow globally.

Greatest Challenge:

For Debra, it was the cost of marketing abroad. "But having the right market intelligence before you go will help." And even though the stone industry is typically a man's world, Debra feels she's been treated fairly. "Curiosity can open the door for women because the men want to see what you know. Once you demonstrate you are a business

person and know your stuff, they respond to you based on your knowledge, not your gender."

Biggest Benefit:

"Although I wish I had entered the export game earlier, in hindsight (and it is always 20/20 vision then) I realize we needed the time to learn our own markets and products. Many people miss that and go in unprepared. But the exporting timeline is very important and you have to put in your time. In some industries, it's two years, in some it may be seven, so you just have to be patient."

Export Tips:

- "Don't be scared and don't give up. Although expanding to another country may sound huge, just treat it like another city. If you are organized and set up properly, it's not a big stretch."
- "Network to get the information you need to make sure you are ready when you go there. Remember, you only have one chance to make that good first impression."
- "Do a 'look and see' to scope out how you will fit into the market. You may have to adapt your product or approach for different geographic areas."
- "Understand that there will be a time lag between that first knock on the door and the first sale. You must build relationships first."

Future Plans:

"The stone industry is global. I want to entrench myself in the U.S. first, and I firmly believe the European market will pull in my product after that. I won't have to push to get in."



Fabienne Buzon

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 fabienne@chefs-hat.com

Web site:
www.chefs-hat.com
 Year Founded: 1996
 Employees: 12
 Export Sales: 80%
 Years Exporting: 4
 Export Markets: United States, Europe, Asia

“Attending trade missions and conventions allows us to keep in touch with our international clients.”

Business Description:

Chef's Hat Inc. started with one great idea — supplying disposable chef's hats that were lighter than paper (they're made of a breathable viscose material instead) and lasted 15 days instead of one. The hats also incorporated adjustable Velcro straps for a comfortable fit, eliminating the need for staples, glue and clips. These innovations have spawned a business that, six years later, supplies international hoteliers and distributing companies with everything from their chef's hat on down — including neckties, jackets, aprons and pants.

Exporting Tactics:

The company bolsters its presence at annual chef's conventions, including Hostex in Canada, as well as shows in the United States, Europe and Hong Kong. Rigorous follow-up with contacts made at these events, combined with sending free samples to them, results in an order success rate of three out of every five contacted.

“Although sending samples can be expensive, it helped us secure a lot of clients because they were able to try out our product, recognize its quality and ask us for more. We also invested time and effort into our brochure and Web site, which are important to our profile abroad.”

Fabienne also reads *CanadExport* for news on the latest industry shows, trade missions and conventions. She finds the contact information listed useful in registering for events, and relies on the content to help her find, and appropriately deal with, new markets.

Networking Strategy:

Exporting was an obvious progression for The Chef's Hat. The nature of the food service industry sees chefs moving about the country as well as internationally, and when they did, the company simply followed. “When clients we had in Canada moved to the United States, we just started shipping our product to them there.”

Customer Care:

“Of course, we always try to remember faces and names, but we don't always see our customers face-to-face on a regular basis. That's why it's important for us to attend the conventions, it's a way to keep in touch and bring in new business at the same time. We contact our larger clients on a regular basis, not as a sales call, but a personal call from either my business partner [and husband] Claude or myself. That can't happen with every client, so we also send out a lot of e-mails, letting them know we are there for them.”

Greatest Challenge:

“Our biggest challenge was educating potential customers on the idea of non-paper chef's hats, but once the advantages were understood, it was easy to sell the product.”

Biggest Benefit:

“In first exporting, the strength of the U.S. dollar was definitely a benefit, but it was also the amount of volume that we could achieve by penetrating the U.S. market that was attractive.”

Export Tip:

In order to compete in the international arena, it was essential that Chef's Hat Inc. establish a presence on the Internet.

► “My advice for young companies just starting to expand to new, foreign markets is to remember that your corporate profile is very important. We've found that Americans like to deal with large, corporate entities, and our Web site conveys that image.”

Future Plans:

“We just started marketing to Europe in 2001, so we anticipate our sales will rise in that area by next year. Ideally, we would like to establish a branch in Europe and one in the United States, which would enable us to provide faster service to our clients in each of those markets, at a reduced cost to us.”



...y business with EDC.

Prov. _____ Postal Code _____
 3. _____

MM not currently exporting

...re information.



...o site:
www.manrex.com
 ...r Founded: 1973
 ...ort Sales: 30%
 ...rs Exporting: 20+
 ...ort Markets: England,
 ...nd, France, Spain,
 ...many, South Africa,
 ...a, United States

... leap of faith and

Export Tips:

When selecting partners, get to know them on both a business and personal basis. Choose people with the same mindset, and ensure regular communications, such as teleconferences, because you can't be on a plane every week.”

- “Get export receivables insurance, especially if you are a small company.”
- “Once you've done your homework — and that is critical — take a leap of faith and begin exporting. You can't have all the “i's” dotted and “t's” crossed; you may make mistakes, but you'll learn from them.”

Future Plans:

“Our ongoing goal is to export brand awareness of Manrex as a leader in medical delivery systems. We will focus on the market niche of aged care, a demographic that is increasing internationally. As everyone becomes more Internet savvy, the world is becoming smaller. It's exciting to get calls from around the world.”

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Networking Strategy:

Fiona is active in industry associations of pharmacists and nurses, sits on the Board of the Health Care Products Association of Manitoba and the Women's Enterprise Centre in Winnipeg, and is a member of Women Business Owners of Manitoba. She is also involved in the Business Council of Manitoba and sits on several community boards. “It's important to belong and support them and to expose yourself to a wider range of people.”

Favourite Exporting Moment:

“The relationships you develop are very special. Because we focus on that, we've made friends — not just found business partners — and that personal side is very interesting and gratifying.”

...systems to retail pharmacies, nursing homes, hospitals and community care centres. Fiona and her brother, John Webster Jr., bought the business (which was started by their father in 1973) and took over its operation in 1991.

The company's broad range of products include fixtures for storing and organizing medications, packaging systems, distribution carts plus charting and record-keeping systems. The efficiencies of the systems and the time-savings they offer to health care workers, combined with their cost effectiveness, make the products popular with nurses and pharmacists around the world. “Our goal is to ensure the right drug in the right dosage is administered to the right patient at the right time.”

Exporting Tactics:

Because of the small size of the Canadian market, exporting is a big focus in Manrex's growth strategy. “When you compare Canada's population of 31.4 million to 817 million in Europe, it only makes sense to move in that direction.” There are over half a million nursing beds worldwide using the company's innovative



Fabienne Buzo
 President
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 Edmonton, Alberta
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 Toll free: 1-866-243-3333
 Fax: (780) 420-6722
 E-mail:
 fabienne@chefs-hat.ca

"Attending trade missions helps you keep in touch with your customers."

Business Description:

Chef's Hat Inc. started with one great idea — supplying disposable chef's hats that were lighter than paper (they're made of a breathable viscose material instead) and lasted 15 days instead of one. The hats also incorporated adjustable Velcro straps for a comfortable fit, eliminating the need for staples, glue and clips. These innovations have spawned a business that, six years later, supplies international hoteliers and distributing companies with everything from their chef's hat on down — including neckties, jackets, aprons and pants.

Exporting Tactics:

The company bolsters its presence at annual chef's conventions, including Hostex in Canada, as well as shows in the United States, Europe and Hong Kong. Rigorous follow-up with contacts made at these events, combined with sending free samples to them, results in an order success rate of three out of every five contacted.

"Although sending samples can be expensive, it helped us secure a lot of clients because they were able to try out our product, recognize its quality and ask us for more. We also invested time and effort into our brochure and Web site, which are important to our profile abroad."

Fabienne also reads *CanadExport* for news on the latest industry shows, trade missions and conventions. She finds the contact information listed useful in registering for events, and relies on the content to help her find, and appropriately deal with, new markets.

Networking Strategy:

Exporting was an obvious progression for The Chef's Hat. The nature of the food service industry sees chefs moving about the country as well as internationally, and when they did, the company simply followed. "When clients we had in Canada moved to the United States, we just started shipping our product to them there."

Customer Care:

"Of course, we always try to remember faces and names, but we don't always see our customers face-to-face on a regular basis. That's why it's important for us to attend the conventions, it's a way to keep in touch and bring in new business at the same time. We contact our larger clients on a regular basis, not as a sales call, but a personal call from either my business partner [and husband] Claude or myself. That can't happen with every client, so we also send out a lot of e-mails, letting them know we are there for them."



Call 1-866-857-6031 today.
 Visit our Web site at www.edc.ca/info

Our biggest challenge was educating potential customers on the idea of non-paper chef's hats, but once the advantages were understood, it was easy to sell the product."

Biggest Benefit:

"In first exporting, the strength of the U.S. dollar was definitely a benefit, but it was also the amount of volume that we could achieve by penetrating the U.S. market that was attractive."

Export Tip:

In order to compete in the international arena, it was essential that Chef's Hat Inc. establish a presence on the Internet.

► "My advice for young companies just starting to expand to new, foreign markets is to remember that your corporate profile is very important. We've found that Americans like to deal with large, corporate entities, and our Web site conveys that image."

Future Plans:

"We just started marketing to Europe in 2001, so we anticipate our sales will rise in that area by next year. Ideally, we would like to establish a branch in Europe and one in the United States, which would enable us to provide faster service to our clients in each of those markets, at a reduced cost to us."

Yes. I want to learn how to grow my business with EDC.

Name	Title		
Company	E-mail		
Address	City	Prov.	Postal Code
Telephone	Fax		

Please Indicate Annual Export Sales:
 less than \$1MM \$1MM to \$5MM more than \$5MM not currently exporting

Markets You Primarily Export To:
 1. _____ 2. _____ 3. _____

Call 1-866-857-6031, fax us at 1-866-220-4138
 or return the postage-paid reply card for more information.



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"Take a leap of faith and begin exporting."

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When selecting partners, get to know them on both a business and personal basis. Choose people with the same mindset, and ensure regular communications, such as teleconferences, because you can't be on a plane every week."

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0184194799-K1A1K3-BR01

EDC
151 O'CONNOR ST
OTTAWA ON K1A 9Z9

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Biggest Benefit:

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Fiona Webster Mourant

President
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Winnipeg, Manitoba
Tel: (204) 453-6247,
(U.S. and Canada)
Fax: (204) 453-6350
E-mail:
fmourant@manrex.com

Web site:
www.manrex.com
Year Founded: 1973
Export Sales: 30%
Years Exporting: 20+
Export Markets: England,
Ireland, France, Spain,
Germany, South Africa,
Malta, United States

"Do your homework, then take a leap of faith and begin exporting."

Business Description:

An ISO 9001 certified company, Manrex Ltd. manufactures and sells one-stop medication delivery systems to retail pharmacies, nursing homes, hospitals and community care centres. Fiona and her brother, John Webster Jr., bought the business (which was started by their father in 1973) and took over its operation in 1991.

The company's broad range of products include fixtures for storing and organizing medications, packaging systems, distribution carts plus charting and record-keeping systems. The efficiencies of the systems and the time-savings they offer to health care workers, combined with their cost effectiveness, make the products popular with nurses and pharmacists around the world. "Our goal is to ensure the right drug in the right dosage is administered to the right patient at the right time."

Exporting Tactics:

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lines and solutions. Attending pharmacy shows internationally has been the main route for building contacts and picking up information about new markets. "Establishing a relationship with someone who understands the market and health care system in their country and shares our ethical philosophy has been a key success factor in our international expansion."

Networking Strategy:

Fiona is active in industry associations of pharmacists and nurses, sits on the Board of the Health Care Products Association of Manitoba and the Women's Enterprise Centre in Winnipeg, and is a member of Women Business Owners of Manitoba. She is also involved in the Business Council of Manitoba and sits on several community boards. "It's important to belong and support them and to expose yourself to a wider range of people."

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Caroline Maria

President & CEO
Cinemaria
 Montreal, Quebec
 Tel: (514) 525-0358
 Fax: (514) 525-4939
 E-mail:
 cmaria@cinemaria.com

Web site:
www.cinemaria.com
 Year Founded: 1995
 Employees: 9
 Export Sales: 65%
 Years Exporting: 6
 Export Markets: U.S., U.K.,
 France, Germany, Israel, the
 Netherlands and Australia

“ You can't burn any bridges. ”

Business Description:

Cinemaria is a TV production company specializing in high-quality, original animated, mixed media and live-action properties sold in Canada and abroad. Recent credits include two seasons of *Bitchy Bitch* and *Man-Made Women*. The company also provides creative content and script development services to other international leaders in animation and children's programming (such as Montreal-based Cinar Animation, E.M. Entertainment and TFC Trickcompany — both of Germany — on programs like the international award-winning *Caillou*, *The Little Lulu Show* and *The Adventures of Paddington Bear*).

Exporting Tactics:

Unlike other kinds of film/TV production such as documentaries, which can often be financed and made for domestic distribution only, the high cost of animation and the relatively small Canadian audience means that Cinemaria must sell its productions internationally to survive.

After making its first sale in 1997, to Canada's Comedy Network and MTV in the U.S., Cinemaria co-produced with a U.K. company a series of animated comedy films “*The Many Deaths of Norman Spittal*,” based on the works of British cartoonist Jeremy Banx. Since then, Cinemaria has produced other comedy series for Oxygen Media (Oprah Winfrey's

cable channel) and has recently penned a deal to develop an original reality series with L.A.-based Foxstar.

In 2002, Cinemaria approached Export Development Canada (EDC) for insurance to expand its footing to a key U.S. market. Knowing that EDC insurance was available to protect Canadian companies against non-payment by their buyers gave Cinemaria the confidence to pursue new business opportunities in the U.S. As a result, it was able to line-up representation in the U.S. and start advertising in important American trade publications in New York.

Networking Strategy:

The TV programming world requires successful companies to think internationally while building close relationships with buying executives in key markets like the U.S. At the outset, attending trade shows like MIPTV in Cannes every spring — where so many contacts are developed and deals are done — was essential for Caroline and her colleagues.

Now that they're better known, maintaining those personal relationships is critical. And since executive positions can be “revolving doors” at the major networks, that means both following individuals from broadcaster to broadcaster and ensuring your relationships at any

one network are broad enough to withstand the departure of any single contact. “You can't burn any bridges,” she notes.

Export Tips:

For other Canadian companies in similar fields tempted by the lure of bigger markets and financing opportunities available internationally, Caroline advises them “to know why you're doing it ... why it's important for your business in particular.”

For example, there are lots of Canadian production companies that do well developing TV series and other programming for the home market alone, she points out. Because entering the international market is costly, requiring a lot of travel to get that essential “face-time,” it shouldn't be attempted before a good deal of soul-searching and strategic planning has taken place.

Future Plans:

With several new projects currently in development, Cinemaria is also exploring the potential of new distribution channels, such as wireless. And it continues to explore new markets for its programming, most recently, the Czech Republic.

Caroline says, “Every time we sell to a new broadcaster, that's a triumph. It's really about sticking to your master plan.”



Kazuko Komatsu

President and CEO
**Pacific Western
 Brewing Company**
 Burnaby, British Columbia
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 Fax: (604) 421-0090
 E-mail:
 kkomatsu@pwbrewing.com

Web site:
www.pwbrewing.com
 Year Founded: 1957
 Employees: 70
 Export Sales: 30%
 Years Exporting: 22
 Export Markets: Japan,
 China, United States, Europe,
 South America, Russia

“ Canada has a great system of Embassies and Consulates to help companies export. ”

Business Description:

Located both in Burnaby and Prince George, B.C., Pacific Western Brewing Co. is Western Canada's largest independent Canadian-owned brewery. Since taking over in 1991, Kazuko has spent \$2.7 million in upgrades, making her brewery the first in North America to achieve ISO 9002 certification.

Producing 13 different types of beers, Pacific Western Brewing Co. was also the first Canadian brewery to produce a 100% certified organic lager. As an experienced exporter and supplier of private brand beers, the company is Canada's number one exporter of beer to Japan. “Our vision is to give the best beer to B.C. and the rest of the world.”

Exporting Tactics:

Diversifying into export markets was a key component of Kazuko's plan to turn around the ailing company's fortunes when she first took over. With roots in an old sake brewing family in Japan, she tapped into her personal contacts there to begin exporting Canadian beer to that market.

Networking Strategy:

Kazuko has used a variety of resources to broaden the company's export horizons, including Canada's Trade Commissioners who have assisted with research. She also participated in the first Canada-U.S. Businesswomen's

Trade Mission to Washington in 1997 and has been part of Team Canada trade missions including the 1999 mission to Japan (Toyko, Osaka). Attending trade shows in other countries exposed her to many new contacts and resulted in her foray into the Chinese market. Having earned the Order of British Columbia for her accomplishments as well as a seat on the Team Canada Inc. Advisory Board for two years, Kazuko is a strong proponent of business networking and community involvement.

Greatest Challenge:

For Kuzuko it was penetrating the American market. “The U.S. is a very difficult country to export beer to because there are so many regulations in every state. It's like dealing with 50 countries. In contrast, although Japan has 47 prefectures, there is just one set of rules, and no permits are required.”

Export Tips:

- ▶ *“First and foremost, you must have a quality product or service, and one that is unique from others in the marketplace.”*
- ▶ *“Do your research. More than any other country, Canada has a great system of embassies and consulates that can help businesses research and enter foreign markets.”*

- ▶ *“Find partners and distributors who are serious about your products and will give them proper attention.”*
- ▶ *“Keep in constant contact with your clients through telephone calls, e-mail and visits.”*

Future Plans:

Having started a joint company in Japan that focuses on health supplements and energy products, Kazuko wants to grow its export sales, and diversify product lines by utilizing the unique, pristine water supply exclusive to Pacific Western Brewing. This will entail the manufacturing and distribution of health and energy drinks as well as exclusive bottled water products.

The company also intends to continue research and development into new BIO products for sale in capsule and beverage format in Canada and the rest of the world.



Barbara Ryan

President

Cindy Roma

Vice President & CEO

Sydney Ryan

Vice President, International Sales and Marketing

Telelink, The Call Centre Inc.

St. John's, Newfoundland

Tel: (709) 722-3730

Toll-free: 1-888-693-2255

Fax: (709) 722-5220

E-mail:

sales@thecallcentreinc.com

Web site:

www.thecallcentreinc.com

Year Founded: 1966

Employees: 60

Export Sales: 14%

Years Exporting: 3

Export Markets: United States

Business Description:

Shareholders Barbara Ryan, Cindy Roma and Sydney Ryan operate their company, Telelink, The Call Centre Inc., as an in-bound customer service call centre specializing in web-based applications. What began as a basic answering service in 1966 by founder J. Thomas Ryan (Sydney's father and late husband to Barbara) has grown into a comprehensive customer relationship management company, utilizing new technology and innovations and boasting over 600 clients.

Exporting Tactics:

With the drop in telecom prices in the late 90s, these three women entrepreneurs realized they could compete in the international marketplace and went about it by implementing a well-thought-out plan. They participated on a Newfoundland Trade Mission to Boston in May 2000, which turned out to be an excellent fact-finding opportunity.

"We went to Boston with the notion that Americans wanted the newest technology available, but we found out that what they really craved was a return to a more traditional client/supplier relationship with a focus on customer service, while still using modern tools," explains Sydney. "That happens to be our strength, and a weakness of many of the large corporations that dominate their market."

Their next trade mission to Atlanta with Team Canada Atlantic, 2001, was so successful that they had a

"Call the Trade Commissioners – it's their job to help, they're good at it ... and it's essential to have that network in place."

deal struck with a U.S. client before boarding the plane home. That company is still a client of Telelink's and has since referred several others to them as well.

Networking Strategy:

Telelink has used many of the provincial and federal government services available to develop an effective exporting plan and access potential American clients. The Program for Export Market Development (PEMD) was especially helpful in the early stages.

They also used the services of Export Development Canada (EDC) extensively in the beginning and continue to do so today. One of their U.S. accounts fell victim to the NASDAQ correction in the fall of 1999. Had Telelink not been insured through EDC, they would have been in recovery mode for a long time. "All of our U.S. accounts are now insured – it lets us sleep at night."

"The Trade Commissioners have also been wonderful match-makers. We don't sell widgets to market 'X'; we provide a service that's not easily slotted...and they've taken up the challenge of finding suitable markets for us."

Favourite Exporting Moment:

"Our trade mission to Atlanta, definitely. We attended functions

with the Prime Minister and landed our first international contract — it was then that we knew we could compete internationally."

Export Tips:

- ▶ **Be focused and be prepared.** "Once you get your strategy down, you may need to adjust it a little because of outside influences, but it's important to stay focused on your objectives and not jump on every bandwagon that comes along."
- ▶ **Build a strong team.** "We built a phenomenal management team right from the beginning and we were lucky we did because they were prepared when our export sales skyrocketed."
- ▶ **Utilize government resources.** "Companies just starting to export shouldn't be afraid to call the Trade Commissioners — it's their job to help, and they're good at it."

Future Plans:

For now, the women plan to continue pursuing the U.S. market over the next year. "We enjoy doing business with the Americans, and there are few cultural differences, virtually no language barrier and the growth rate is quite manageable at this point."

Building Your Business Relationships ...

Alberta Women's Enterprise Initiative Association

Dedicated to helping Alberta Women start and expand their businesses and increase awareness of businesswomen.

Tel.: (403) 777-4250

E-mail: info@aweia.ab.ca

Web Site: www.aweia.ab.ca

Canadian Association of Women Executives and Entrepreneurs

A Toronto based organization for businesswomen to develop and expand their businesses and professions, while increasing their visibility in entrepreneurial roles.

Tel.: (416) 756-0000

E-mail: info@cawee.net

Web Site: www.cawee.net

Newfoundland and Labrador Organization of Women Entrepreneurs

The focus is on the start-up phase. It is aimed at promoting financial support options and facilitating rural locations to larger economic areas.

Tel.: 1-877-754-5555 (Toll free)

E-mail: nloweadmin@nfld.net

Web Site: www.nlowe.org

Reseau des femmes d'affaires du Québec

A Quebec businesswomen's network which promotes contacts, self-help and dynamic business networks.

Tel.: (514) 521-2441

E-mail: nbeaudoin@rfaq.ca

Web Site: www.rfaq.ca

The Women's Enterprise Society of BC (WESBC)

Assists women who are starting, purchasing or growing a business. Services include financing, training, business counselling and business and to business linking.

Tel.: 1-800-643-7014 (Toll free in B.C.)

(250) 868-3454

E-mail: info@wes.bc.ca

Web Site: www.wes.bc.ca

Women Entrepreneurs of Canada (WEC)

Encourages and fosters the growth, development, and success of women entrepreneurs in Canada. Provides high quality programming, person to person networking and links WEC members with common interests.

Tel.: (416) 367-4004

E-mail: wec@wec.ca

Web Site: www.wec.ca

Women Entrepreneurs of Saskatchewan Inc.

Works with women who are considering a career in business, starting a business, or operating an existing business.

Tel.: 1-800-879-6331 (Toll free)

(306) 359-9732

E-mail: info@womenentrepreneurs.sk.ca

Web Site: www.womenentrepreneurs.sk.ca

Women in International Trade-Ontario (WITO)

First Canadian Chapter of the organization, offering seminars and education, trade information, networking opportunities and global business contacts.

Tel.: (416) 973-5157

E-mail: rice.candice@ic.gc.ca

Web Site: www.wito.ca

Organization of Women in International Trade -Alberta Chapter (OWIT)

Members of the new Alberta Chapter will become part of a worldwide network of more than 2,000 professionals whose involvement in OWIT enhances their knowledge of current global trade issues.

Tel.: (403) 287-1759

E-mail: leann@concreteglobal.com

Web Site: http://www.owit.org/albertapages.html

Centre for Women in Business, Mount Saint Vincent University

The centre offers programs dedicated to the education of women who are interested in entrepreneurship.

Tel.: (902) 457-6449

E-mail: cwb@msvu.ca

Web Site: www.msvu/cwb.ca

Prince Edward Island Businesswomen's Association

The P.E.I.B.A. is committed to fostering continued growth in the number of women owned businesses in Prince Edward Island. It assists these women entrepreneurs to establish and maintain their businesses. Some of the programs that the association offers include: mentoring, coaching, networking opportunities and advocacy.

Tel.: (902) 628-1140

E-mail: tracey@tallenassociates.com

Web Site: www.tallenassociates.com/PEIBWA.FAQ.htm

The Women's Business Owners of Manitoba (WBO)

The WBO, Winnipeg Chapter, supports and inspires excellence, learning and growth in business. Women business owners share in their successes and mentor other women entrepreneurs.

Tel.: (204) 775-7981

E-mail: info@wbom.mb.ca

Web Site: www.wbom.mb.ca

Women Entrepreneurs Connecting with the World

Department of Foreign Affairs and International Trade (DFAIT)

Although exporting can appear daunting at times, especially to new exporters, the good news is that you don't have to go it alone. The Canadian Trade Commissioner Service (TCS) of the Department of Foreign Affairs and International Trade (DFAIT) along with other government departments and agencies offer a broad range of valuable programs and services to help you do business abroad. To learn more about our programs visit <http://www.infoexport.gc.ca/ie-en/OtherServices.jsp>

REGISTER AS A CLIENT

If you have researched and selected the target markets for your products, services or technologies, we invite you to register as a client of the Trade Commissioner Service. Registering with us will give you:

- ▶ free access to our six core services in your target market;
- ▶ free access to your own Virtual Trade Commissioner Web page with personalized information on your target markets according to your industry sector;
- ▶ international business leads from the International Business Opportunities Centre;
- ▶ free international promotion of your company — like having an endless supply of marketing brochures on the desks of our Trade Commissioners around the world.

For more information, go to <http://www.infoexport.gc.ca/ie-en/login.jsp>

DFAIT's Businesswomen in Trade Web Site — www.infoexport.gc.ca/businesswomen

This site offers practical advice from experienced businesswomen, information on trade events and market leads and opportunities. It also includes links to key contacts in regional, national and international associations, government support agencies and financial institutions.

International Business Opportunities Centre (IBOC)

DISCOVER A WORLD OF BUSINESS LEADS — E-LEADS® Through IBOC's electronic leads system, e-Leads®, international business leads can be delivered from foreign buyers to the desktops of Canadian companies. Canadian companies are invited to subscribe free of charge to the Centre's electronic leads service by completing a profile which captures export activity preferences by products, services and priority markets.

Visit <http://www.eleads.ca/cancompanies/default-e.asp> or call 1-888-811-1119 for more information.

MARKET REPORTS

The Trade Commissioner Service (TCS) Market Research Centre produces timely market information to help Canadian exporters identify new markets for their products and services. Country and sector-specific market reports and market briefs cover a broad range of business interests — everything from agri-food and bio-industries

to information and communication technologies. Over 1,000 market reports and market briefs are currently available on the TCS international trade Internet page, InfoExport, at <http://www.infoexport.gc.ca/ie-en/MarketReportsPmdServices.jsp>.

ON-LINE EXPORT INFORMATION

Exportsource

Whether you are new to exporting or have years of experience, Exportsource is Canada's most comprehensive on-line source for export information.

Find the information you need quickly and efficiently by visiting <http://www.exportsource.gc.ca> by calling 1-888-811-1119.

Team Canada and Business Development Missions

Targetting specific, promising markets for exporters the Team Canada missions and DFAIT's business development missions are an important component of Canada's efforts to increase trade and investment and create jobs and growth in Canada.

Find out how to join a mission, get details of previous Team Canada, Canada Trade Missions and business development missions and access a list of success stories and testimonials by visiting the Team Canada Web site at <http://www.tcm-mec.gc.ca/menu-en.asp> or calling 1-613-944-2520 for more information.

Program for Export Market Development (PEMD)

PEMD provides financial assistance to companies and trade associations to help them develop new export markets on a cost-shared basis. The Program is available to Canadian companies with annual sales between \$250,000 and \$10 million. Eligible costs are shared on a fifty-fifty basis, with the repayable contribution based on the company's export success.

To learn more about the programs contact your nearest International Trade Centre, visit <http://dfait-maeci.gc.ca/pemd/menu-en.asp> or call 1-888-811-1119.

CanadExport

DFAIT's international trade and investment newsletter provides Canadian businesses with information on export opportunities, trade fairs and missions and business conferences as well as features and articles on export markets and successful Canadian exporters.

CanadExport is available on-line at <http://198.103.104.42/canadexport/menu-en.asp>

PROGRAMS FOR NEW EXPORTERS

There are a number of programs to help you learn about international markets and how to gain access to them. These include the New Exporters to Border States (NEBS) program, targeted at new-to-exporting companies keen to enter the American market; EXTUS, a program for Canadian companies already exporting to the U.S. border states that wish to expand into other U.S. market regions; New Exporters to Overseas (NEXOS), a program for companies interested in Western European

markets; and New Exporters to South America (NEXSA) to assist companies looking for opportunities in South America.

For more information, go to <http://www.strategis.ic.gc.ca>

Business Development Bank of Canada



Business Development Bank of Canada
Banque de développement du Canada

The Business Development Bank of Canada (BDC) is a financial institution wholly owned by the Government of Canada. BDC plays a leadership role in delivering financial, investment and consulting services to Canadian small business, with a particular focus on the technology and export sectors of the economy. BDC's solutions meet the needs of entrepreneurs at every stage of their business' development.

For more information call 1 888 INFO BDC, or visit www.bdc.ca



Export Development Canada
Exportation et développement Canada

Export Development Canada (EDC)

Go Farther, Get Paid - with EDC

If you export or plan to market your products or services abroad, it's time to look at Export Development Canada*. As Canada's specialist in insuring and financing international deals, EDC takes your products and services farther and ensures you get paid for your hard work — whether you are a novice or experienced exporter. Here are the top three tools used by women exporters:

1. **Accounts Receivable Insurance** protects your foreign sales against non-payment by your buyers, covering up to 90% of the loss; it also helps you get more working capital from your bank.
2. **Master Accounts Receivable Guarantee (MARG)** helps smaller exporters get additional financing from any of nine financial institutions. EDC guarantees this line-of-credit based on your foreign accounts receivable.
3. **EDC's web-based tools — www.edc.ca/e-services** — lets you determine your foreign buyer's credit profile, and/or insure a single transaction — it's fast and inexpensive. If you are just starting to export, use EXPORTable? our free diagnostic tool.

Need more information? Call the EDC Hotline: 1-866-857-6031. Visit www.edc.ca

*EDC is a Crown corporation reporting to the Minister for International Trade

Central Europe boom

EU-bound countries come of age

In early December 2002, the three senior trade commissioners from Canadian embassies in Budapest, Prague and Warsaw—along with the Warsaw-based representative of Export Development Canada (EDC)—participated in an outreach program in Ottawa, Montreal, Toronto, Windsor, Saskatoon, Calgary and Vancouver, attracting some 1,100 participants. The three posts in Central Europe, in cooperation with EDC, are implementing a regional promotional approach to Central Europe rather than focusing on individual country markets.

The seminars had four objectives: promote Central Europe as an attractive market for Canadian exporters; raise the profile of the region as a whole in Canada; meet exporters in priority sectors (food and agriculture products; environment; construction; transportation and automotive; information and communications technologies); and invite Canadian exporters already active in one Central European country—along with the organizations supporting them—to widen their horizons and explore market opportunities in the rest of the region.

Opportunities

The European Union (EU) accession in May 2004 of Poland, Hungary, the Czech Republic, Slovakia and Slovenia—65 million consumers strong—will provide Canadian firms in the region with a stepping stone to what will become the largest free trade zone in the world—the EU. In addition, the gatherings across Canada stressed that the Central European region can also provide Canadian companies with a gateway to Eastern Europe and the Balkans.

There are excellent opportunities in Central Europe for Canadian exporters and investors who wish to approach new local markets from a base within the region. Generally, growth in Central Europe has been higher on average than in other European countries; the EU predicts impressive economic growth of 4% for 2003 and 2004, the largest growth of any region in the world.



Central Europe has also received a very large amount of foreign direct investment in the last five years. All this good news has created an environment where attractive projects in all areas of industrial activity are being planned, and Canadian companies are in an excellent position to pursue them.

Look to the future

Feedback from the events indicates that many participants intend to pursue

opportunities in Central Europe. "The networking was great. I will be contacting the presenters," said one participant. The outreach tour also proved that Canadian businesses have become more sophisticated in their understanding of the region. The perception of Central Europe is changing; it is no longer in transition, but offers excellent business opportunities in a low-risk, sophisticated environment with fewer competitors (for a little while anyway).

For more information, consult the Warsaw, Budapest and Prague sections of the Trade Commissioner Service Web site (www.infoexport.gc.ca) or contact Pierre Boucley, Trade Commissioner, Baltic, Central European and Eastern Mediterranean Countries Division, DFAIT, tel.: (613) 992-1449, fax: (613) 995-8756, e-mail: pierre.boucley@dfait-maeci.gc.ca *

The Renaissance Eastern Europe program

Do you want to invest in Central and Eastern Europe? The Canadian International Development Agency (CIDA) can help. The **Renaissance Eastern Europe (REE)** program is administered by CIDA and aims to support Canadian firms that want to invest in Central and Eastern European countries to promote sustainable economic growth. The REE program supports the creation of joint ventures and subsidiaries and co-finances viability studies to analyze all factors in establishing a profitable business. The program also co-finances training for new business staff. By paying part of the costs, the program helps to reduce some of the risks involved in business investments.

Investing in Central and Eastern European countries gives Canadian companies access to new markets and qualified human resources. The REE program can be a gateway for Canadian investors who wish to grow in the European Union.

For more information on the REE program, tel.: (819) 956-8343, toll-free in Canada: 1-800-230-6349, fax: (819) 994-1208, Web site: www.acdi-cida.gc.ca/ree *

New regulations for Canadian exporters

China adopts compulsory product mark

China has created regulations for a new compulsory product certification mark called the China Compulsory Certification (CCC). The new regulations are to be fully implemented in May 2003 and cover a total of 132 products. As of May 1, 2003, these products will need to obtain the compulsory CCC mark before being imported to, or exported from, China.



The new mark replaces the old CCEE mark (quality assurance symbol for China-made products) and the CCIB mark (quality assurance symbol for imported products). The CCC scheme

will standardize technical regulations, certification marks and fee schedules for both domestic and imported products. These changes stem from China's commitment to conform to the World Trade Organization's Agreement on Technical Barriers to Trade. Canadian companies exporting to China are urged to prepare for the new system and take necessary action to receive the CCC mark. More information on how to apply for the CCC mark is available on the China Quality Certification Centre Web site at www.cqc.com.cn/index-e.htm



In addition to the application, product inspection and label costs, applicants are also responsible for factory and annual inspection costs. Companies applying for the CCC mark must also provide the inspection body with a detailed list of production and testing equipment and key components for all products being exported to China.

For more information, contact Eric Pelletier, Trade Commissioner, China and Mongolia Division, DFAIT, tel.: (613) 996-7177, e-mail: eric.pelletier@dfait-maeci.gc.ca or Pierre Pyun, Trade Commissioner, Canadian Embassy in Beijing, tel.: (011-86-10) 6532-3536, e-mail: pierre.pyun@dfait-maeci.gc.ca * (To find out about the product categories covered by the new regulations, go to the unabridged version of this article at www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong.")

Nagoya, Japan's high-tech manufacturing hub — continued from page 1

domestic product of over \$600 billion and one of the highest per capita incomes in the world, the Chubu would qualify for G7 membership if it were an independent country.

However, such facts often get obscured in the doom and gloom economic forecasts coming out of Japan. Relative to other regions in Japan, the Chubu region has managed to remain stable in the current economic climate. With its focus on the highly competitive automotive and aerospace industries, the manufacturing sector has always required highly efficient production practices and lean corporate structures.



The Chubu agri-food market

The region's agri-food market is worth over \$40 billion annually. As the traditional import and distribution systems collapse due to market deregulation and less-than-ideal economic conditions, excellent opportunities for Canadian food exporters—particularly of processed foods, seafood and meat products—are opening up at the food service and retail levels.

Chubu building products market

The Chubu region accounts for approximately 9% of national housing starts, or the equivalent of 103,500 new homes in 2001. This represents a 4.7% reduction compared with 2000

but is consistent with the national trend toward fewer housing starts. Yet in the Chubu region—especially the Nagoya area—wood frame housing starts account for 12% of new housing compared with the national average of only 10%.

For more information on opportunities in the Chubu region, contact Charles Gardner (Agri-food sector), Commercial Officer, Canadian Consulate in Nagoya, e-mail: charles.gardner@dfait-maeci.gc.ca or Naoki Makino (Building Products), Commercial Officer, e-mail: naoki.makino@dfait-maeci.gc.ca Both can be reached at tel.: (011-81-52) 972-0450, fax: (011-81-52) 972-0453, e-mail: nagoya@dfait-maeci.gc.ca Web sites: www.infoexport.gc.ca and www.dfait-maeci.gc.ca/ni-ka/ *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "A Yen for Japan.")

High tech at high altitude

Canadian Technology Week in Peru a success

Last November, the Canadian Embassy in Lima organized **Canadian Technology Week**, a multi-sectoral match-making mission for Canadian firms.

Thirty Canadian companies from five technology-related sectors participated—one of the largest Canadian delegations ever to attend a technology-focused event in Peru. Canadian companies delivered outstanding presentations on their products and services and met with a number of potential distributors as

well as key clients during one-on-one meetings.

The event was also host to the first "Connectivity Roundtable," organized by the Canadian Embassy in Lima and Industry Canada. The roundtable gathered the most important players in Peru's connectivity agenda. A number of top business executives and key government officials participated in all sectoral seminars. In addition, a number of potential deals for Canadian companies are in the works, and the outstanding success of the roundtable may become the starting

point for an informal Canada-Peru working group on connectivity—an initiative that would eventually open the door for Canadian business.

Peru, a free-market economy, is expanding and offers great potential for Canadian business. The support for foreign investors in Peru has contributed to a business environment that is dynamic and open, and the current government's commitment to disciplined fiscal management has helped make Peru's economy one of the fastest growing in the region.

For more information, contact Katia Rivadeneyra, Commercial Officer, Canadian Embassy in Lima, tel.: (011-511) 444-4015 ext. 3356, fax: (011-511) 444-4347, e-mail: katia.rivadeneyra@dfait-maeci.gc.ca or lima-td@dfait-maeci.gc.ca Web site: www.infoexport.gc.ca/pe *

India's agriculture sector is booming — continued from page 1

Market overview

India is a large importer of agricultural products, especially pulses (green and yellow peas, chick peas and lentils). Other major items imported on a regular basis include edible oils, cashews and other nuts, fruit, wool and silk, wood and wood products, and raw cotton. During production shortfalls, India also imports wheat, rice, sugar and cotton.

Some of the areas identified for accelerated growth include fruit juices, cereals, fresh fruit, confectionery, dairy products, alcoholic and non-alcoholic beverages, seafood and pork. Opportunities also exist for the creation of infrastructure for bulk grain handling, storage and transportation, and cold chains for preserving horticultural crops.

Recently, demand has been growing for fast food, since almost all major multinational food companies have now been established in India. A recent study by McKinsey & Co. predicts that India's domestic processed food sector is expected to more than double from its current level of US\$20 billion to over US\$50 billion by 2005.

Barriers to growth coming down

Starting in 1991, India began a reform process that cut tariffs from as high as 300% to a maximum of 40% by 1998. Tariff and tax rates have been simplified and slashed and the rupee has been made partly convertible. In addition, regulations and approval mechanisms have been eliminated or simplified—including many restrictions on imports—while a number of sectors have been opened to foreign direct investment.

On April 1, 2001, all remaining quantitative restrictions were removed.

For more information on India including detailed market information, go to DFAIT's Web site: www.dfait-maeci.gc.ca or contact:

- James Gilmour, Trade Commissioner, South Asia Division, DFAIT, tel.: (613) 944-1342, e-mail: james.gilmour@dfait-maeci.gc.ca
- Ram Gupta, Senior Trade Advisor, Canadian High Commission in New Delhi, e-mail: ram.gupta@dfait-maeci.gc.ca
- Apurva Mehta, Trade Advisor, Canadian Consulate in Mumbai, e-mail: mehta.apurva@dfait-maeci.gc.ca
- Gurbans Sobti, Trade Advisor, Office of the Canadian High Commission in Chandigarh, e-mail: sobtiche@glide.net.in
- Blair Gowan, Market Development Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7524, e-mail: gowanb@agr.gc.ca *

Trade events calendar

CONSUMER PRODUCTS

MANAMA, BAHRAIN — April 15-18, 2003 — **Homestyle 2003** is an international home decoration, furniture and appliance trade fair. **For more information**, contact Rasha Serry, Commercial Officer, Canadian Embassy in Riyadh, tel.: **(011-966-1) 488-2288 ext. 3359**, fax: **(011-966-1) 488-0137**, e-mail: **rasha.serry@dfait-maeci.gc.ca** Internet: **www.homestyle.com.bh**

HEALTH INDUSTRIES

TEHRAN, IRAN — May 25-29, 2003 — **Iran Med 2003** is the 8th international fair on medical, dental, laboratory and pharmaceutical equipment. The last fair attracted over 70,000 visitors from 650 major medical and pharmaceutical companies, 250 of which were international firms. **For more information**, contact Majid Bagherzadeh, Commercial Officer, Canadian Embassy in Tehran, tel.: **(011-98-21) 873-2623/6**, fax: **(011-98-21) 875-7057**, Web site: **www.infoexport.gc.ca**

METALS, MINERALS & RELATED TECHNOLOGY

BELO HORIZONTE, BRAZIL — September 23-26, 2003 — Be a part of the Canadian pavilion at **Exposibram 2003**, a mining, equipment and services trade fair. Now in its 10th year, Exposibram attracted over 27,000 visitors in 2002. **For more information**, contact Francis Bourqui, Canadian

Association of Mining Equipment and Services for Export, tel.: **(905) 513-0046**, e-mail: **bourqui@camease.org**

ENVIRONMENTAL INDUSTRIES

BANGKOK, THAILAND — July 24-27, 2003 — **Entech/Pollutech Asia**, the international exhibition on environmental protection and pollution control technology, is Thailand's longest running environmental industry event, with sub-shows comprising Lab Tech, Water Asia and Cleantech. **For more information**, contact Patcharin Jedsadajin, CMP Media, tel.: **(011-662) 642-6911**, fax: **(011-662) 642-6919**, e-mail: **patcharin@cmphailand** Web site: **www.cmphailand.com** or Surin Thanalerkul, Commercial Officer,

Canadian Embassy in Bangkok, tel.: **(011-662) 636-0560 ext. 3356**, fax: **(011-662) 636-0568**, e-mail: **bngkk-td@dfait-maeci.gc.ca** Web site: **www.bangkok.gc.ca**

BANGKOK, THAILAND — October 2-4, 2003 — **Aquatec Asia 2003** is the leading show in Asia on water technology, products and services. **For more information**, contact Sanit Karunyavanij, Bangkok Rai, tel.: **(011-662) 960-0141**, fax: **(011-662) 960-0140**, e-mail: **aquatech@bkkrai.com** Web site: **www.aquatech-asia.com** or Surin Thanalerkul, Commercial Officer, Canadian Embassy in Bangkok, tel.: **(011-662) 636-0560 ext. 3356**, fax: **(011-662) 636-0568**, e-mail: **bngkk-td@dfait-maeci.gc.ca** Web site: **www.bangkok.gc.ca** *

Water Middle East 2003

MANAMA, BAHRAIN — October 6-8, 2003 — **Water Middle East 2003** is the premier regional event showcasing a broad spectrum of water-related technologies, products and services.

Financial assistance may be applied for through the Program for Export Market Development (PEMD) for some of the participation costs (eligible companies could be reimbursed up to 50% of their expenses for travel, booth rental, etc.). **For more information** on PEMD, go to **www.infoexport.gc.ca/pemd/menu-e.asp**

For more information on exhibiting, contact Amy Schur, UNILINK-Canadian Representative for Water Middle East, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: **ah@unilinkfairs.com**

For market information, contact Mike Lazaruk, Trade Commissioner, Canadian Embassy in Saudi Arabia, tel.: **(011-966-1) 488-2288 ext. 3353**, fax: **(011-966-1) 488-0137**, e-mail: **michael.lazaruk@dfait-maeci.gc.ca** or Maher Abou-Guendia, Senior Trade Commissioner, DFAIT, tel.: **(613) 944-5984**, fax: **(613) 944-7431**, e-mail: **maher.abou-guendia@dfait-maeci.gc.ca** Web site: **www.water-middle-east.com** *

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

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