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CANADEXPORT

Vol. 10, No. 1

January 15, 1992

Considerable Potential for Canadian Exporters Exists in Jordan's Medical Market

Beds, medical equipment and medicines are among the items Jordan's medical sector requires, according to a consultant's report received from the Canadian Embassy in Amman.

The country, now becoming a regional medical centre, also requires advanced medical technology and services and new hospitals and equipment — all creating considerable potential for Canadian involvement.

Obstetrical beds are also required and an urgent requirement calls for new patient beds to care for emergency cases.

In the pharmaceutical field, Jordanians are studying the possibility of producing raw materials for their products — clearly a field, suggests the report, where Canadian expertise could play a role:

The bulk of Jordan's pharmaceutical output is exported, but the domestic market still is heavily reliant on imported products.

Canada's current share of the market is small, but, says the report, the demand for new drugs and the shortage of present ones is severe.

"This may provide an opportunity for Canadians to become involved in the pharmaceutical market," particularly since expensive medicines used for the treatment of cancer, heart problems and psychiatric illnesses are badly needed.

Not all new products are drug-related, with local manufacturers

now producing cleaning agents and other items of a parapharmaceutical nature.

In this regard, Canadian companies could explore the possibilities

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Canada's Export Controls, HiTech East Europe Seminars

"Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe" is the theme of a series of seminars to be held across Canada beginning next month.

Attendance at the seminars is expected to be heavy and interested parties — especially those

Focus on:
CENTRAL AMERICA
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active in export markets — are encouraged to participate and to register early.

Locations and dates are: **Ottawa**, February 12; **Montreal**, February 13; **Halifax**, February 14; **Toronto**, February 17; **Winnipeg**, February 18; **Calgary**, February 20; and **Vancouver**, February 21.

The seminars will focus primarily on the major changes (resulting in further liberalization) to the

COCOM (Coordinating Committee for Multilateral Strategic Export Controls) that took effect September 1, 1991. Experts also will be available to answer timely questions on marketing prospects in Eastern Europe.

The seminars will be of particular interest to marketing and traffic managers, specialists who need to know about export controls changes (especially those changes associated with COCOM), customs brokers and freight forwarders.

New information will also be provided on non-proliferation initiatives such as dual-use nuclear goods, chemical products, and missile technology — and what these may mean for the Canadian exporting community.

Copies of the "new-look" *Export Control List*, which is now more user-friendly, will be freely distributed in an effort to increase public awareness of Canada's comprehensive export controls and to enhance transparency in the overall system.

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External Affairs and
International Trade Canada

Canada

Bidding on U.S. Federal Contracts

Canadian companies have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitation will be available as noted below; the bid period usually closes 30 days after that.

Product: Instruments and Laboratory Equipment — electrical and electronic components and test equipment.

Expected contract value: \$300 million.

Number of vendors on current schedule: 25.

Next open season solicitation expected: Aug. '92; Effective: Jan. '93.

Contract Period: 1 Aug. '91 - 31 July '95.

Schedule Identification: 66 II H.

Contact: GSA Office and Scientific Equipment Commodity Center, Charita Saculles, tel.: (703) 557-9403.

Product: Special Industry

Machinery — lithographic printing plates, solutions and masters; printing, duplicating and book-binding equipment; pulverizing, pulping and shredding machines. Expected contract value: \$108,634,000.

Number of vendors on schedule: 30.

Next solicitation expected to be issued: Open season - Oct. '92.

Contract Period: 1 July '91 - 30 June '94.

Schedule Identification: 36 II. Contact: GSA Office Equipment Commodity Centre, Philip Cohen, tel.: (703) 557-9292.

Product: Laboratory Instruments and Equipment — blood chemistry analysis systems; diluter pipettes and/or pipetting systems.

Expected contract value: \$260 million.

Number of vendors on current schedule: 30.

Next open season solicitation expected to be issued: Oct. '92.

Contract Period: 1 Oct. '90 - 30 Sept. '94.

Schedule Identification: 66 II A.

Contact: GSA Office and Scien-

tific Equipment Commodity Center, Brian Jameison, tel.: (703) 557-8626.

Product: Upholstered Household Furniture.

Expected contract value: \$200,000.

Number of vendors on current schedule: 36.

Next solicitation expected to be issued: Open season - Oct. '92.

Contract Period: 1 May '91 - 30 April '96.

Contact: GSA Furniture Commodity Center, Jimmy Reid, tel.: (703) 557-5211.

To find out about U.S. federal contract opportunities for other products or for more general information on this procurement process, contact Judith Bradt, Canadian Embassy, Washington, D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

Export Control Seminar Series

Continued from page 1

The one-day seminars, costing \$80.00 (including GST, one-on-one interviews, buffet luncheon), are organized by the Export Controls Division of External Affairs and International Trade Canada in association with the Canadian Exporters' Association, and the International Trade Centres across Canada (see page listing 10).

For more information and an application form, contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888.

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Business Opportunities

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

BANGLADESH — A company wishes to represent Canadian manufacturers/exporters of industrial and consumer products. Contact Anil K. Dey, Managing Director, Deybon Tradeways, 10, Motijheel Commercial Area, G.P.O. Box No. 102306 Dhaka, Bangladesh. Fax: (8802) 411197. Telex: 642460 BHL BJ DEYBON.

BRITAIN — A solid company with good contacts in the industry wishes to contact manufacturers of hardware or software associated with environmental monitoring and process control equipment. The company's aim is to distribute such products (both separately and built into systems it has designed) in the

UK and Europe. Contact Bob Whiley, Marketing Manager, Marconi Environmental Systems, Eletta Avenue, Waterlooville, Hampshire PO7 7XS, England. Tel.: 011-44-705-264466. Fax: 011-44-705-260246.

CZECHOSLOVAKIA — A plastic and metal products manufacturer, wishing to expand its

product line seeks a cooperative/joint venture arrangement with Canadian firms. Contact Karel Jemelka, Plastico Domazelice, P.O. Box 1, 751 15 Domazelice u Prerova, Czechoslovakia. Tel.: 42-641-91539. Fax: 42-641-91293.

HUNGARY — This country's oldest glass manufacturer (producing top-quality, hand-made

has been issued by Karnataka Power Corporation Ltd. of Bangalore for the transportation, erection, and commissioning of three 50MW generating units, auxiliary and associated equipment and control systems for the Kadra Dam power house. Documents cost US\$136. Contact Consulate of

Canada, Bombay, India. Fax: (011-91-22) 287-5514.

NEW ZEALAND — A company wishes to contact manufacturers/suppliers of industrial grade polyethylene sheet, rod and extruded profiles (in low, high and ultra-high grade range— not flexible grades). Contact Barry Pett, General Manager, Addington Engineering Company Limited, P.O. Box 4289, Christchurch, New Zealand. Fax: 64-3-794-739.

SWITZERLAND — A trading company is seeking large

quantities of obsolete goods and overstock. Included are: toys; washing powder (for laundry and dishes); and cosmetics. Contact General Stock Lots, Swiss Division, 40 Rue de Neuchatel, CH-1400, Yverdon-Les-Bains, Switzerland. Tel.: 024-21-00-47. Fax: 024-21-34-20. Telex: 457-2999 TXC CH.

Panamanian Importers

Trade Commissioners in Costa Rica now have a solid database of qualified Panamanian importers seeking a variety of representational business from Canada. Some of these are listed below. Interested Canadian firms should contact these companies directly.

- Juan D. Medrano, Presidente de Grupo Cofisa, S.A. imports concrete additives, plumbing supplies, bathroom and kitchen accessories. Apartado Postal 11055, Panama 6, Panama. Tel.: (011-507) 241877. Fax: (011-507) 216860.
- Mario Chamorro, Gerente, Hopsa, imports wall board, whirlpools, spas, decorative building products, screws and fasteners. Apartado B-2, Panama 9A. Tel.: (011-507) 363000. Fax: (011-507) 362875.
- Julian Palacio, Gerente de Mercado, Grupo Rodelag S.A., is interested in water pumps, electric cables, scaffolds, humidifiers/fans, locks, security equipment, and lumber. Apartado 4503, Panama 5. Tel.: (011-507) 362333. Fax: (011-507) 363187.
- Alfredo Enrique Vargas, Presidente, Inversiones Sagrav, S.A. (with branches in Venezuela, Colombia, Costa Rica, Jamaica and Puerto Rico) is interested in tiles, building hardware, decorative building products, plumbing supplies, lumber, locks, security equipment, insulating materials, plywood and veneers. Apartado 9A-1050, Panama 9A. Tel.: (011-507) 330902. Fax: (011-507) 335685.

glass products) seeks potential commercial partners and/or investors. Contact Atila Muller, General Manager, Parad Glass Factory Ltd., H-3242, Paradasvar Rakoczi ut 46-48. Budapest, Hungary. Tel.: (36) 36-64-123. Fax: (36) 36-64-494.

INDIA — A tender, with a bid closing date of March 5, 1992

Recruitment Underway for USSR Oil, Gas Trade Fair

Moscow — Companies meeting eligibility requirements now are being recruited to participate in the External Affairs and International Trade Canada-sponsored National Stand at **Neftegaz'92**, a major oil and gas trade fair being held May 19-27 in Moscow.

The Soviet republics (particularly the Russian Federation) present many commercial opportunities for the Canadian energy sector, with Canadian firms already beginning to play an important role in rebuilding Russia's oil and gas base in Western Siberia, the Caspian Basin, and the Arctic.

Western joint ventures, featuring production sharing, obtain returns on investment through incremental energy exports. Indeed, External Affairs and International Trade Canada's Central and Eastern Europe Trade Development Division reports that the energy sector is the most active and successful focus of Canadian firms in the Russian Federation and Kazakhstan.

Specific projects exist in enhanced oil recovery, oil well rehabilitation, geological exploration,

pipelines, petrochemicals refining, construction and energy conservation.

To be eligible to exhibit in the National Stand, participants must meet Program for Export Market Development (PEMD) criteria for government-initiated trade fairs.

This means they must be an incorporated business; be export-ready; be registered or in the process of registering with WIN Exports (External's world information network); be established and operating in Canada for at least two years and have sales performance data for those two years or have annual sales exceeding \$100,000; and have fulfilled reporting requirements of any previous PEMD assistance.

For further information on **Neftegaz'92** or on the eligibility criteria for exhibitors, contact — as early as possible — Thérèse Gervais, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

U.S. Health Care Products Show

Atlantic City — Canadian suppliers of health care products and services have an opportunity to make inroads into a vast U.S. market valued annually in excess of \$39 billion (hospital expenditures only).

All they need do is participate in the Canadian National Stand at the **1992 Middle Atlantic Health Congress (MAHC) Trade Show**, being held May 20-21 in Atlantic City, New Jersey.

The **MACH Trade Show** enables members of the Middle Atlantic Health Congress (representing over 700 health care facilities in New York, New Jersey, Pennsylvania and Delaware) to meet — for the purpose of making purchasing decisions — with health care products/services suppliers.

For further information on participating in this trade show, contact — by February 15, 1992 — Donald H. Garretson, Jr., Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

Trade Calendar Geared to Info Technology Market in Belgium

To capitalize on the growing information technology (IT) market in Belgium — a country considered by many to be the entry point for companies wishing to gain a foothold in the Single European Market of 1992 — and to promote Canadian IT know-how and technology, the Canadian Embassy in Brussels will be participating in three major Belgian trade shows in the IT field.

Canadian companies are invited to participate in:

- **Software Automation** — March 25-26, 1992 — Kortrijk: an annual trade show for advanced software.

- **TMAB Exhibition** — April 8-9, 1992 — Brussels: an annual meeting of Belgium's telecommunications industry.

- **InterEleoc** — November 18-25, 1992 — Ghent: the major trade exhibition for automation, components and test-measuring equipment.

The Embassy will also organize a seminar on Canadian Telecommunications in November of 1992.

Companies interested in participating with the Embassy in these activities or wishing more information, may contact Mrs. Céline Boies, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7544.

Firms may also contact directly Freddy Dutoit, Commercial Officer, Canadian Embassy, 2, Avenue de Tervuren, 1040 Brussels Belgium. Tel.: (011-32-2) 735-6040. Fax: (011-32-2) 735-3383.

Central America

A Market of Growing Interest

By Don Wight, Editor

With expectations of continued peace and renewed economic growth through the next decade and beyond, Central America is a region that Canadian exporters should consider very seriously.

The region is comprised of Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

Relatively low wage rates, fairly well educated populations (30 million) with growing wealth, states with increasing capacity to borrow funds for capital projects and infrastructure — all lead to the conclusion that there are significant new opportunities for Canadian business in the region.

This favourable climate is further reinforced in that the governments of the area are in the process of reducing tariffs, relaxing import restrictions and currency controls, and promoting foreign investment in order to develop more competitive, export-oriented economies.

As well, all except Honduras and Panama (which have applied for accession) are members of the General Agreement on Tariffs and Trade (GATT), with work progressing on renewed regional cooperation on customs and tariff issues.

Furthermore, with the region's debt burden subsiding, international financing institutes (IFIs) are once again beginning to advance capital loans.

In the next decade, between \$1 billion and \$2 billion will be loaned to the region by the World Bank (WB), the Inter-American Development Bank (IADB) and the Central American Development Bank.

In 1990, Canada's exports to Central America amounted to ap-

proximately \$105 million, with Canadian imports totaling about \$195 million, giving Canada a trade deficit of \$90 million. Traditionally, Canadian exports have been raw materials, ranging from pulp, paper, fertilizers, plastics and chemicals to grain, fuel, edible oil, milk powder, dairy products and vegetables.

As the countries continue their upward swing, however, these traditional Canadian exports, while

continuing, are likely to be supplemented by finished products, newer, more advanced technologies, services and expertise.

Herewith, a general breakdown by country, incorporating information that should be of interest to Canadian exporters already doing business in the region or to those contemplating exploring the opportunities in this market of growing interest and importance.

Guatemala Development Plans Match Canadian Capabilities

With an economy that is private-sector driven, Guatemala is a country in which there are almost no import restrictions.

The market, as in most of Central America, is very competitive and, while product quality is a consideration, the better price usually dictates success in sales.

Guatemala imports goods and services in the order of US\$1.7 billion annually. Of that amount Canada, in 1990, exported \$28.1 million, primarily dairy and food products, prepared fish, paper and pulp, fertilizer and plastics.

The most populous (9.2 million people) country in Central America has development plans that closely match Canadian supply capabilities: energy, transportation, telecommunications, health and education are the prime areas of concentration for public investment.

Agriculture and industry also are two dynamic sectors that offer opportunities for the sale of raw materials, technology and consulting services.

Short-term sales opportunities — for which the trade section of the Canadian Embassy can suggest local representation and which have immediate potential — include computer equipment and accessories, raw materials for the plastics and pharmaceutical industries, prepared foodstuffs, small agricultural equipment, and paper specialties.

In the petroleum sector, there is significant potential for geophysical and drilling equipment, pipeline equipment and technology and petroleum-related services.

Indeed, in the area of capital projects, the Guatemalan government plans, in 1992, to execute three projects in the petroleum sector: the Penate petroleum products storage facility on the Pacific coast; an LPG storage facility on the Atlantic coast; and the construction of a 110-km petroleum products pipeline.

These three projects — of special interest to Canadian companies with the required expertise, tech-

Continued on page 6— Guatemala

Guatemala

Continued from page 5

nology and equipment — are likely to be declared national priorities and proceed to tender as soon as bid documents and specifications are completed

Guatemala, with high unemployment, low labour costs, and a low tax burden, has become an attractive destination for foreign investment, particularly in the manufacturing sector.

The government offers tax incentives to foreign investments in export industries.

When it comes to marketing, it is most important for exporters and would-be exporters to visit the marketplace: to meet with prospective representatives, distributors and customers; to study the competition and, if the prospects are promising, to repeat the procedure. It usually takes from two to three visits before some success is achieved.

For further information on commercial opportunities, information and project updates, contact the Commercial Section, Canadian Embassy, 7A Avenida 11-59, Zona 9, Edificio Galerias Espana, 6 nivel, Guatemala City, Guatemala. Tel.: (011-502-2) 321411/321418/321426. Fax: (011-502-2) 321419.

Embassies

Canadian Embassy, Apartado Postal 10303-1000, San Jose, Costa Rica. Tel.: (011-506) 55-35-22. Fax: (011-506) 23-23-95. Telex: (Destination code 376) 2179 (DOMCAN CR).

Canadian Embassy, P.O. Box 400, Guatemala City, Guatemala. Tel.: (011-502-2) 321411/321413/321426. Fax: (011-502-2) 321419. Telex: (Destination code 372) 5206 (5206 CANADA GU).

Trade, Investment Climate Hospitable in El Salvador

Canada's export performance in El Salvador, the smallest and most densely populated (5.3 million people) country in Central America, swings widely from year to year

because of fluctuations in supply and price competitiveness.

In 1990, Canadian exports totalled \$15.2 million, with big volume and traditional items being bulk agricultural commodities, industrial raw materials, newsprint, chemicals and plastics.

The market now is open to other Canadian commodities, including building products, tools, structural materials, telecommunications equipment and electronic goods.

There are also opportunities in the export of agricultural inputs, including agrochemicals, genetic material and veterinary supplies. And the national telephone company, Antel, may purchase new lines and switching equipment.

IFI pipeline projects are relatively small in the short-term but the Inter-American Development Bank is active in such sectors as electricity, road building and education. With an end to civil strife, El Salvador will be in line for infrastructure projects of interest to Canada.

Civil and commercial laws make for an hospitable trade and investment climate and the government attitude is open and fair regarding foreign ownership and investment, capital, dispute settlement, and repatriation of capital.

The country has an active investment promotion infrastructure providing incentives (tax holidays, free zones, export tax drawback) to manufacturers wishing to establish in the country — particularly if the industry will earn export revenues.

Normal precautions should be taken in conducting business affairs and it is worth noting that Canada has no bilateral investment protection agreement with El Salvador.

Patience Pays in Honduras

Honduras imports about US\$1 billion a year, indicating that opportunities exist — particularly in the private sector which is beginning to reinvest.

Canadian exports in 1990 totaled \$10 million and consisted primarily of paper products (linerboard, newsprint), food products (processed fish/seafood, milk powder), and industrial chemicals and plastics.

For the patient and persistent, who can provide delivery and service superior to the competition, possibilities are numerous.

These are in the supply of agricultural inputs, including agrochemicals, fertilizers, breeding stock, a wide variety of industrial raw materials, and electronic/telecommunications apparatus (to keep the existing infrastructure running and to build new export-based industries which the government is strongly promoting through the establishment of tax-free manufacturing zones).

Investment incentives include tax holidays and export tax drawbacks and are geared to export-oriented industries.

IFI pipeline projects are relatively large: in transportation (roads, bridges, ports); water treatment; electricity generation; and environment. New IFI projects are likely to begin in the hydro, transportation, health and education sectors.

Nicaragua Needs All the Basics, and More

Canada has a good reputation in Nicaragua and, while exporters have to be imaginative when it comes to transport—there is no **direct** shipment from Canada—this market of 4 million people could be interesting and lucrative for those able to respond to the country's needs.

Some Canadian companies already have responded, with Canadian exports in 1990 totalling \$10.8 million (down from \$20.1 million in 1989), earned primarily from the sale of vegetables (potatoes), machine and electrical parts.

But good opportunities also exist for the export of industrial raw materials and equipment, construction materials, medical supplies, and hospital, transport, electrical, telecommunications, and agricultural equipment.

Indeed, after almost 12 years of economic decline, Nicaragua is in need of virtually every basic product imaginable.

In particular, the priority being given to the agriculture, manufacturing and construction industries will mean a rapidly growing demand for machinery, equipment and materials in these sectors.

With a looming energy shortage and the need for major infrastructure upgrading in the transport, water, sewage, environmental and educational sectors, the future should bring internationally-financed projects of interest to Canadian firms.

As well, the government is seeking increased technology transfer and investment and intends to change its laws to make foreign investment more attractive. (At present, Canada has no foreign investment protection agreement with Nicaragua).

Costa Rica in Privileged Position

In 1990, Canada exported \$25.6 million worth of goods to Costa Rica, a country with a population

of about 3 million people and which has enjoyed political stability for more than 100 years.

Canada's primary exports for that year included pulp, paper, fertilizer, plastics, machine and electric parts.

Large government expenditure on major projects will be limited in the near term, but there are a number of interesting IFI-financed projects that could interest Canadian firms in the transportation, electricity generation, water treatment, and environmental fields.

Civil and commercial laws provide an hospitable climate for trade and investment. Foreign ownership and investment, commercial dispute settlement, and repatriation of capital are on a national treatment basis and the government attitude is open and fair.

Regulations are at times complex and business people are advised to take normal precautions in conducting their affairs.

A variety of tax incentives are offered by the government to investors who will export their products. Indeed, there are definite advantages to any investment in Costa Rica that has an export component.

The high quality of life, abundance of skilled labour, and a well-developed infrastructure have recently put Costa Rica in a privileged position as an investment destination in Latin America and the Caribbean. The Costa Rican Investment Promotion Agency (CINDE) and the Ministry of Foreign Trade (CENPRO) are well organized to provide potential investors with essential information.

With a free market economy that is based primarily on private enterprise, Costa Rica has a broad middle class that is firmly on the economic tread mill of the global economy.

Helpful Tips

- Spanish is the official language, but English generally is used to conduct business.
- The Central American market is highly competitive by virtue of its close proximity to southern United States ports.
- Quality is very important, particularly when dealing with well-to-do Central Americans.
- Canadian exporters must provide top-level support — in terms of service — to their sales into this region.
- Exporters should be prepared to visit customers at least once, and preferably twice, a year.
- Imports normally are paid for on confirmed letters of credit or cash-against-documents basis.
- Quotations should always be on a c.i.f. basis and in U.S. dollars.
- Goods, in most Central American countries, are subject to two duties: a specific duty quoted in U.S. dollars per gross kilogram; plus an ad valorem duty on the c.i.f. value.
- All major Canadian banks have correspondent banks in the region's capital cities, so there usually is little difficulty in arranging the necessary import/export documentation.
- Trade commissioners at the embassies can provide advice on a number of matters.
- Participating in trade fairs (see EXPOCOMER page 9) is a good way to explore potential markets.

Panama Popular Market for Canada

Panama, traditionally, has been a good market (\$30 million annually, despite U.S. sanctions during the Noriega regime) for Canadian products. Those exports fell to \$15.1 million in 1990, due mainly to the country's adjusting to democratic institutionalization.

Now indications are that the next few years will see new opportunities for Canadian suppliers, particularly of agricultural inputs, foodstuffs, construction materials, telecommunications equipment, pharmaceutical products, auto parts, and consumer goods.

Good opportunities exist in Panama for Canadian construction products, as was evidenced at CAPAC, a building and construction materials show held here recently that attracted buyers from all over Central America. According to CAPAC organizers, between US\$150 million and US\$200 million will be imported annually.

Canadian firms, whether suppliers of goods or services to the public or private sector, will be best served by a local representative or agent. *The Commercial Section of the Canadian Embassy in Costa Rica now has a solid data base of qualified importers seeking a variety of Canadian products. Some of these are listed on page 3.*

Further favourable signs are that the government is under increasing pressure from the international financial community to liberalize the economy, reduce tariffs, and abolish the remaining quotas. These barriers are expected to come down over the next few years, creating additional opportunities for Canadian exporters.

Prior to being advanced loans from international financing institutions, Panama has to rationalize its large debt load. When this is achieved, the country is expected to proceed with a number of capi-

tal projects in the transportation and energy fields.

In addition to domestic market opportunities, Panama offers the advantages of the Colon Free Zone

— the second-largest free trade area in the world — which serves as a distribution centre for hundreds of manufacturers selling into South and Central America.

Sources of Financing for Central America Projects

Currently, financing is available to countries in the region through such International Financial Institutions (IFIs) as the World Bank (WB) and the Inter-American Development Bank (IADB). Canadian exporters may also be eligible suppliers for projects financed through other sources. Smaller funds, offering limited opportunities — the Commonwealth Development Corporation, UNIDO's Industrial Development Fund, the Private Investment Corporation, and the Agricultural and Industrial Reactivation Fund — could be of marginal interest to some exporters.

The Central American Development Bank (Honduras), in the process of being reinvigorated, may also become a source of future financing for capital projects in Central America.

While WB and IADB-financed projects are worth hundreds of millions of dollars annually in Central America, most of the contracts are awarded on a highly competitive basis.

Canadian exporters of goods and services interested in pursuing these opportunities, but who are not familiar with IFIs, should contact one of the following listings to discuss marketing strategies and to obtain information.

In Ottawa, the Financial and Business Services Division, External Affairs and International

Trade Canada. Tel.: (613) 995-7251. Fax: (613) 943-1100.

In Washington, DC, the Office for Liaison with International Financial Institutions at the Canadian Embassy. Tel.: (202) 682-1740. Fax: (202) 682-7726.

Additional information on the status of upcoming projects also can be obtained from the trade commissioners at the Canadian Embassies in Costa Rica and Guatemala — see box item page 6).

Information on Export Development Corporation (EDC) financing and insurance for projects and sales to Central America may be obtained from the Export Development Corporation, 151 O'Connor Street, Ottawa K1P 5T9. Tel.: (613) 598-2500. Fax: (613) 598-2504.

Central America is a major recipient of development assistance through the Canadian International Development Agency (CIDA) whose programs are valued in the order of \$50 million annually.

Countries in the region are also eligible for CIDA Inc. projects to support pre-feasibility and feasibility studies by Canadian businesses wishing to explore joint venture and technology transfer investments.

For information on CIDA-supported programs, contact CIDA headquarters, 200 Promenade du Portage, Hull, Quebec K1A 0G4. Tel.: (613) 997-7905. Fax: (613) 953-5024.

Chile Mining Show Now Recruiting Firms

Santiago — Canadian mining equipment and services companies now are being invited to participate, on a first-come, first-serve basis, at the Canadian pavilion at **ExpoMin'92**, being held May 12-16 in this Chilean capital.

The External Affairs and International Trade Canada National Stand is expected to represent the largest Canadian mining equipment/services presentation ever held outside the country. Would-be participants are advised to register their interest early.

At the 1990 show, 53 Canadian companies reported sales expectations of \$14.6 million. Even more significant results are anticipated at the 1992 event.

That's because Chile, the world's largest cash market for mining equipment, plans, between now and the year 2000, to invest \$4

billion in the industry. Most of this investment will be used to solve productivity problems and expand output capacity.

Specifically, the expenditures look like this:

- \$2.07 billion to solve operational problems;
- \$350 million for environmental protection programs;
- \$1.26 billion for plant expansion; and
- \$320 million for a variety of other programs.

There is an additional market: this mining show and technical

congress attracts delegations from every Latin American country engaged in the mining industry.

Potential participants are reminded that all products are required to have a Canadian content of at least 66 2/3 per cent.

To apply to participate in or to obtain further information on **ExpoMin'92**, contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.

Fairs in Panama, Puerto Rico

Panama City/San Juan — Limited space at External Affairs and International Trade Canada-sponsored stands still exists for compa-

nies wanting to participate in trade shows in Panama/Puerto Rico.

EXPOCOMER'92, being held March 11-16 in Panama City, will be of particular interest to Canadian food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products supplies, as well as telecommunications, medical and healthcare companies.

The **20th Annual Food and Foodservices Equipment Trade Show**, being held April 25-27, 1992 in San Juan, is geared primarily to the Puerto Rican market (where Canadian food exports average around \$525 million), but also attracts trades people from nearby Caribbean islands.

The show provides participants the opportunity to meet potential buyers, agents and distributors throughout the region.

Contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Trade Shows Slated for Chile

A number of major trade shows is scheduled to be held in Santiago, Chile throughout 1992. External Affairs and International Trade Canada, together with the Canadian Embassy in Chile, expects to participate in those events marked with an asterisk.

• **FIDAE*** — March 8-15 — International Air and Space Fair.

• **Feria del Hogar** — March 19-April 5 — National Home Products Fair.

ExpoMin'92* — May 12-16 — Latin America-wide mining equipment and services show at which Canada will have a national pavilion. (See article above).

• **SOFTEL'92*** — July 13-19 — Latin America-wide informatics and telecommunications show at which Canada will have a pavilion.

• **ExpoFrut'92** — August 30-

September 5 — National Fruit Exporters' Show.

• **Edifica** — September 29-October 3 — Supplies, Equipment and Services Show for the Construction Industry.

• **FISA'92*** — October 28-November 8 — Chile's largest international fair, attracting exhibitors from over 50 countries. Canada will have a national pavilion.

• **ExpoPesca** — December 2-5 — National trade show dedicated to the fishing and aquaculture industries.

For further information on these events, contact Gail Cockburn, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Jordan Medical

Continued from page 1

of entering joint venture or licensing agreements, with a view to exporting products from Jordan.

All pharmaceutical imports require an import license, normally granted without undue difficulty. As well, only registered products may be imported and they can be sold only when registered by the Ministry of Health.

Regarding this, the report notes: "The Jordanian authorities attempt to use registration delays as a means of deterring all but the most serious applicants from entering the market."

Being a leading manufacturer of a wide variety of medical devices, Canada — if the Jordanians found the quality justified the higher price — could find a market in this sector.

The best bets here, the report says, are devices that relate to anesthesiology and pulmonary medicine; cardiovascular; dental; ear/nose/throat; and gastroenterology and urology.

The report says as well that devices also are required for use in haematology; immunology; neurology; obstetrics and gynecology; ophthalmology; orthopedics; radiology; surgery; and toxicology.

The post may have limited resources, under the Canada Fund Inc. (CFI), to assist Canadian firms in exploring some of these potential opportunities.

For further information on Jordan's medical sector, or on how the Canada Fund Inc. may apply, contact:

Commercial Division, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6) 666-124/5/6. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Contracts Awarded

Hermes Electronics Ltd., Dartmouth, has been awarded a US\$5.2 million Canadian Commercial Corporation (CCC) contract to supply sonobuoys to the U.S. Navy.

Bristol Aerospace Limited, Winnipeg, has been awarded three CCC contracts totalling US\$2.6 million for the manufacture and supply to the U.S. Air Force of horizontal stabilizers and other components for use on F-5 aircraft.

Canada-China Geoscience, Markham, has been awarded a Cdn\$286,000 China National Coal Corporation contract to supply geotechnical and data processing equipment and geophysical instruments and training to coal mining concerns in Inner Mongolia and a research institute in Beijing.

Liftking Inc., Woodbridge, has been awarded a CCC US\$1.5 million contract amendment to manu-

facture and supply rough terrain fork lift trucks to the U.S. Air Force.

Canadair Group of Bombardier Inc., Montreal, has sold one Challenger 601-3A jet aircraft to Turkey. The transaction was backed by an Export Development Corporation (EDC) loan of US\$15.8 million.

Canadian Marconi Company, Montreal, under a US\$3 million CCC contract, will manufacture and supply specialized test equipment to the U.S. Army Aviation Systems Command.

Computing Devices Company, Ottawa, under a US\$1.6 million CCC contract and against a Basic Ordering Agreement, will provide to the U.S. Army technical support services for the design, development, fabrication and testing of systems previously supplied by Computing Devices.

International Submarine Safaris (Canada) Ltd., Port Coquitlam, will supply a Jakarta, Indonesia firm with a 36-(tourist) passenger submarine. EDC financing of up to US\$3.4 million is supporting the sale.

Royal Machine Manufacturing Ltd., Woodbridge, will provide an extrusion line to a firm in Mexico. EDC will provide financing of up to US\$501,500, through an existing line of credit with the Banco Nacional de Comercio Exterior, S.N.C.

West Heights Manufacturing, Kitchener, will manufacture and supply the U.S. Air Force with truck assemblies for aircraft main landing gear. The CCC contract is worth US\$1.1 million.

International Trade Centres

External Affairs and International Trade Canada and Industry, Science and Technology Canada have established International Trade Centres across Canada which provide a wide range of services to companies seeking export counselling.

Newfoundland
Tel.: (709) 772-5511
Fax: (709) 772-2373

Prince Edward Island
Tel.: (902) 566-7400
Fax: (902) 566-7450

Nova Scotia
Tel.: (902) 426-7540
Fax: (902) 426-2624

New Brunswick
Tel.: (506) 851-6452
Fax: (506) 851-6429

Quebec
Tel.: (514) 283-8185
Fax: (514) 283-8794

Ontario
Tel.: (416) 973-5053
Fax: (416) 973-8161

Manitoba
Tel.: (204) 983-8036
Fax: (204) 983-2187

Saskatchewan (Saskatoon)
Tel.: (306) 975-5315
Fax: (306) 975-5334

Saskatchewan (Regina)
Tel.: (403) 780-5020
Fax: (306) 780-6679

Alberta (Edmonton)
Tel.: (403) 495-2944
Fax: (403) 495-4507

Alberta (Calgary)
Tel.: (403) 292-6660
Fax: (403) 292-4578

British Columbia
Tel.: (604) 666-0434
Fax: (604) 666-8330

Australia Market Strong for Truck Parts

The time could hardly be more appropriate for Canadian truck parts exporters to explore this market in Australia. Virtually all trends indicate strong growth in

this sector which is valued at approximately A\$750 million annually.

Those are the basic findings of *A Survey of the Market in Australia for Imported, Non-OEM Medium and Heavy Truck Parts* (including trailer parts, both new and remanufactured), a September, 1991 study prepared by the Canadian Consulate in Melbourne.

Market Growth

Other specific findings (from a survey of the volume of imported parts between 1985 and 1989) which point to continued growth — and increased opportunities for Canadian exporters — include:

- The market for imported engines and engine parts (blocks, pistons, crankshafts, etc.) grew from \$121 million to \$250 million.
- The market for imported transmissions and transmission parts (gear boxes, axle shafts, pumps, etc.) grew from \$36.5 million to \$70 million.
- The market for imported differentials and differential parts (lube pumps, helical gears, crown wheels, etc.) grew from \$52.5 million to \$100 million.
- The market for imported suspension and steering systems and parts (metal and rubber springs, air bags, king pins and sets, etc.) grew from \$28.5 million to \$50 million.
- The market for imported brakes and brake parts (disc brake pads, boosters, trailer control systems, etc.) grew from \$78.5 million to \$150 million.
- The market for other imported parts (filters, mirrors, safety equipment, etc.) grew from \$74.5 million to \$130 million.

In addition to providing information on taxes, tariffs and distribution systems, the study lists importers, trailer manufacturers, commercial vehicle organizations, trade shows, publications, and Canadian trade offices in Australia.

Copies of the study may be obtained from the Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-0917. Fax: (613) 996-4309.

Argentina Modifies Tariffs on Imports

Recent deregulation of the Argentine economy has resulted, effective November 1, 1991, in the modification of a number of import tariffs:

- Duties of 22 per cent (unchanged) cover such products that have high added value (capital goods, apparel, acrylic products, seamless tubes).
- Duties of 13 per cent (previously 11 per cent) pertain to intermediate products (steel, iron); packaging (paper, tinfoil); petrochemical materials (polyethylene, PVC); and processed foodstuffs (oil, milk products, flour, canned goods).
- Duties of 5 cent (previously 0 per cent) apply to raw materials not found in Argentina and raw materials with a positive export balance beef, cereals).
- Items with 0 per cent duty include capital goods not manufactured in Argentina, books and fine art.

All imports face the following additional charges: 3 per cent for statistics gathering; 16 per cent value added tax (VAT); if products are shipped by sea, an extra 12 per cent is paid to the Merchant Marine fund.

For further information on these and possible future import tariff modifications, contact Gail Cockburn, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Strawberry Fields ...Forever...

A Quebec firm that participated in a Middle East agricultural show in November 1989 has literally sown the seeds of its own success.

As a result of contacts made at the show, Pappenier a Masse of St. Cesaire has completed the second shipment of 750,000 strawberry seedlings to Mirak Agricultural Services in Sharjah, United Arab Emirates.

Fittingly, the sales should be self-perpetuating, as the strawberry bushes have to be replaced annually because of the summer heat.

In what has been termed "operation strawberry", the seedlings were shipped via Air Canada from Quebec to London's Heathrow Airport; transferred by truck to Gatwick Airport; and flown to Dubai by Emirates Air.

Careful temperature, humidity control and timing were critical. The seedlings were planted in the United Arab Emirates less than 48 hours after being taken from Quebec soil.

The plants will be harvested months earlier than usual — because of the high quality of the plants and their smooth and rapid transportation.

PUBLICATIONS

Market Study of the Software Industry in Chile (#113LA), commissioned by the Canadian Embassy in Santiago, indicates that while the computer hardware sector is well advanced, there is a shortage of leading-edge software, thus creating market opportunities for Canadian software exporters.

The specific areas where the software demand is greatest are in:

- the mining sector (dedicated software for control systems, operations planning, reserve calculations, and engineering simulations and processes);
- geographic information systems (remote surveying, geology, forest exploitation control, water table management, fisheries, and agro-industrial investigation); and
- financial, industrial and government institutions (dedicated and custom-designed data base, and operation planning and programming software);

Copies of the study, which also

suggests that software exporters could develop local partnerships with the aim of supplying third-country Latin American markets, are available through InfoExport — see box below.

The Taiwan Business Primer, an easy-to-use cross-referenced information source on doing business in Taiwan, discusses, among other subjects, preparations for entering the Taiwanese market, import classifications, tariff and

non-tariff barriers, brand names and packaging, distribution networks, special contractual clauses, licensing agreements, and direct investment. Costing \$20.00 plus \$5.00 postage and handling (GST included), the primer, printed separately in English and French, is available through its publishers, The Asia Pacific Foundation of Canada, 1253 McGill Avenue, Suite 195, Montreal, Quebec H3B 2Y5. Tel.: (514) 871-9481. Fax: (514) 871-1269.

Business Agenda

Toronto — January 21 — Exporting to the U.S.—The Challenging Market is the theme of a half-day seminar geared to small-to-medium-size companies interested in exploring or expanding into U.S. markets. To register (\$50.00) or for further information, contact Ontario Ministry of Industry, Trade and Technology, Toronto.

Tel.: (416) 491-7680.

Ottawa — February 12; **Montreal** — February 13; **Halifax** — February 14; **Toronto** — February 17; **Winnipeg** — February 18; **Calgary** — February 20; **Vancouver** — February 21 — Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe Seminars. Contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888. (See article p. 1).

Ottawa — February 20 — International offset policies, management and government industrial regional benefits are subjects to be discussed at this Forum for Industrial Participation meeting. Contact Bob Brown, Ottawa. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Numbers to Note

The new facsimile number for the Canadian Commercial Office in Karachi, Pakistan is (011-92-21) 551175.

The Canadian Embassy in

Buenos Aires, Argentina has relocated to 2828 Tagle Street, 1425 Buenos Aires, Argentina. Tel.: (011-54-1) 805-3032. Fax: (011-54-1) 806-1209.

The new facsimile number for the Canadian Embassy in Bucharest, Romania is (011-40-0) 12-03-66.

InfoExport

Info Export is a counselling and reference service for Canadian exporters.

Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435).

To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Republic of Korea

Canada Enhances Trade With A Rising Star

By Don Wight, Editor

Regarded as the rising star in the international economic arena, Korea has the second most powerful economy in Asia after Japan. All indications are that the country, the major new industrial force in the Pacific Rim, will continue to

perform well.

On a world-wide basis, Korea has the thirteenth largest economy (Canada seventh), is the tenth largest trading nation (Canada fifth), and has 11 companies on Fortune's Global 500 (Canada has 12).

It is also a country that invests heavily, and increasingly so, in

Canada — the third largest destination after the United States and Indonesia. (Direct Korean investment in Canada is approximately \$370 million, but "assets under

What You Should Know

The Korean market is one of the most difficult in the world in which to succeed and exporters need all the help they can find. Market information is not readily available and myriad obscure rules and regulations, as well as a relatively immature distribution system, mean that exporters will need to use multiple sources of information.

A three-point strategy of using a

local business contact, the Commercial Section of the Canadian Embassy and regular visits and communications could be a recipe for success.

First, it is imperative to select a reputable Korean partner (be it agent, consultant, direct importer or joint venture counterpart) with whom you will need to maintain regular contact to ensure that marketing instructions are being followed.

Your Korean partner is your key to long-term success in the market.

Second, the Embassy should be consulted early in your market development plans. Embassy commercial officials can suggest agents or consultants, carry out credit checks, advise on import barriers, suggest market approaches and advise on upcoming trade fairs or missions.

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control" may reach \$2 billion).

While it is a difficult market to crack, it is one that offers immense opportunities to diligent, quality-conscious, and persistent Canadian exporters — as was discovered by a November 1991 trade mission of 26 telecommunications, nuclear and automotive companies led by International Trade Minister Michael H. Wilson.

Canadians, in fact, have made — and continue to make — impressive inroads into this significant market.

In 1991, Korea-Canada bilateral trade reached record levels: in excess of Cdn\$4 billion, with Canada for the first time in more than a decade moving from a trade deficit to a trade surplus — exports were up 30 per cent to approximately Cdn\$2.1 billion!

This trend is expected to con-

Continued on page 9 —

Helpful

Continued on page 5 — Star

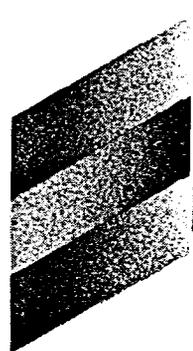
CANADA-KOREA TRADE

EXPORT STATISTICS

JANUARY-SEPTEMBER 1990/1991 (\$000 CDN)

COMMODITY	1991	1990	% Change
Mineral Fuels	332 642	255 025	30
Iron and Steel	208 906	45 801	346
Wood pulp	128 228	97 327	32
Organic Chemicals	113 780	109 228	4
Cereals	84 845	18 308	363
Ores, Slag, Ash	74 563	130 141	-43
Aluminium and Alum. products	73 641	63 547	16
Fertilizers	41 522	33 982	22
Papers, Paper Board & Art. of Paper pulp	36 947	16 015	131
Machinery	35 535	33 638	6
All Categories:	1 473 664	1 140 767	29

External Affairs and
International Trade Canada



Canada

Permanent Export Display in B.C. Draws Potential Trade Customers

To date as many as 225 British Columbia exporters have showcased their export-ready products and services to potential customers around the world — and they've never even had to leave the province!

That's because they've displayed their capabilities at the B.C. Trade Showcase, a permanent facility in downtown Vancouver that regularly attracts business visitors from the international trade community as well as the substantial consular corps based in Vancouver.

Modeled on the World Trade Centre Showcase in Taipei, the 6000 square foot facility provides a 'one-stop opportunity' for international business persons to examine what they might like to import and for manufacturers to showcase what they have for export.

Exhibitors rent space in an area that is divided into four industry sectors: high technology; general manufacturing; service; and food.

Noria Shimazu, Director of the Business Conference of Japan, was impressed because the Showcase provided an ideal overview for the trade mission he led to British Columbia.

"Usually it's a case where you visit specific industries so you have only computers or only wood prod-

"...exhibitors gain this international exposure at a cost much less expensive than participating in trade shows!"

ucts," said Shimazu, "but in this case it's very comprehensive."

And exhibitors gain this international exposure at a cost much less expensive than participating in trade shows!

Walt Nordstrand of Canac/Microtel says: "The Showcase offers companies the advantages of an international trade show at a fraction of the price."

The facility also is appreciated by companies located outside the

lower mainland of British Columbia.

"The Showcase provides an ideal first contact for companies like ours that depend on international markets for business — but don't have an office in Vancouver," says Sabine Presch of Salmon Arm-based Dinoflex Manufacturing.

Opened by the British Columbia Trade Development Corporation and with business visiting hours Monday to Friday from 9 a.m. to 5 p.m., the Showcase, located next door to the World Trade Centre at Canada Place, is located at 601 West Cordova Street, Vancouver.

For more information, contact Astrid Levelt. Tel.: (604) 775-0374. Fax: (604) 660-4166.

- Numbers to Note -

New numbers for the Canadian Embassy in **Brasilia**, Brazil are: Tel.: (011-55-61) 321-2171; Fax: (011-55-61) 321-4529/321-3257.

New numbers for the Canadian High Commission in **Nairobi**, Kenya are: Tel.: (011-254-2) 214-804; Mission facsimile: (011-254-2) 226-987; and Administration facsimile: (011-254-2) 216-485.

New numbers for the Canadian High Commission in **Islamabad**, Pakistan are: Tel.: (011-92-51) 211-101. Fax: (011-92-51) 211-540. Trade Fax: (011-92-51) 211-541.

The Canadian Embassy in **Riyadh**, Saudi Arabia now has the following facsimile numbers: Trade Section: (011-966-1) 488-0137; Political Section and Administration: (011-966-1) 488-1997; Immigration Section: (011-966-1) 488-1361.

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

Trade Commissioners in Costa Rica now have a database of qualified importers seeking a variety of representational business from Canada. Some of these Salvadoran companies, which should be contacted directly by interested Canadian firms, are listed below. (Business persons attempting to contact these companies by phone or fax are reminded that a shortage of telephone lines in El Salvador makes it difficult at times to get through. Persistence is sometimes required.)

• Carlos P. Guzman, Presidente, Delta Ingenieros S.A. de C.V. seeks suppliers of services and equipment for **telecommunications switching equipment, electrical power projects, substations, transformers and emergency generators**. Apartado P. 3045 CTRO. GBNO, San Salvador, El Salvador. Tel.: (503) 23-2265.

• Carlos P. Guzman, Meditron S.A. de C.V. is looking for **laboratory and medical equipment** for use in hospitals and clinics. Apartado 01-14, San Salvador, El Salvador. Tel.: (503) 26-5665/25-3894. Fax: (503) 25-4073.

• Arturo Araujo, Gerente Regional, Apollo Connection (with offices in California and Florida) seeks suppliers of **canned seafood and other food products, powdered milk, toilet paper, retail-packaged detergents, and packaging equipment for small products**. San Salvador, El Salvador. Tel.: (503) 24-4159. Fax: (503) 24-4159.

• Lois Perez Mendoza, Assistant Purchasing Manager, Sigma S.A. seeks suppliers of **machinery for making flexible packages of plastic or paper, kraft liner board, cup stock paper products, and plastic resins**. San Salvador, El Salvador. Tel.: (503) 27-1611. Fax: (503) 27-4411.

• Mario Meuendez, Proprietor, Industrias Menvel S.A. de C.V. is looking for suppliers of **duraluminum for injection molding, injection molding machinery and pharmaceuticals**. San Salvador, El Salvador. Tel.: (503) 22-1462. Fax: (503) 21-3501.

• Carlos Imberton, Gerente General, C. Imberton S.A. de C.V. is looking for suppliers of **canned seafood and pharmaceuticals**. San Salvador, El Salvador. Tel.: (503) 28-3203/25/26. Fax: (503) 28-3237.

• Jose Roberto Castaneda Vega, Gerente General, Emidin S.A. de

de C.V. seeks suppliers of **herbicides, insecticides, fungicides (dimilin, paraguat), environmentally safe insecticides, and small sprayers**. Apartado 103, San Salvador, El Salvador. Tel.: (503) 28-2044. Fax: (503) 28-1508.

• Santiago Hernandez, Presidente, Grafica Internacional S.A. de C.V. seeks suppliers of **various kinds of paper** (bond, kraft, periodical, thermal pulp, carton). Apartado 2560, San Salvador, El Salvador. Tel.: (503) 71-3528. Fax: (503) 71-3202.

• Matthijs Mulders, Gerente General, Centro Quimico de El Salvador S.A. de C.V. is looking for suppliers of **industrial raw material for pharmaceutical, food**

Importers in El Salvador

C.V. wishes to represent, on an exclusive basis, suppliers of **laboratory and dental equipment, portable X-ray equipment, cardio vascular consumables, inoculators, and eye equipment**. San Salvador, El Salvador. Tel.: (503) 25-2494. Fax: (503) 21-3464/21-1558.

• Dr. J. Leonel Pacheco, Gerente General, Importaciones Cientificas seeks suppliers of **therapeutic equipment for respiratory ailments, sterilizers, stethoscopes, diabetic diagnostic equipment, insulin injectors and other personal medical care equipment**. San Salvador, El Salvador. Tel.: (503) 23-7270. Fax: (503) 73-0125.

• Carlos Raul Majano, Goldtree Liebes S.A. de C.V. seeks suppliers of **small (10KV-20KV) electrical generators, lamps and electrical equipment in general**. P.O. Box 195, San Salvador, El Salvador. Tel.: (503) 71-1055/2211. Fax: (503) 22-3616.

• Mauricio Diaz Soria, Liza S.A.

and animal feed industries. Apartado Postal 2373, Parque Industrial, San Salvador, El Salvador. Tel.: (503) 27-1550/27-1493/77-2267. Fax: (503) 27-1647. Telex: 20699.

• Margarita Velasquez de Bustillo, Electro-Parts seeks suppliers of **all types of laboratory and hospital equipment**. Condominion Lisboa cal, No. 1 Calle San Antonio Abad y Avenida Lisboa S.S., San Salvador, El Salvador. Tel.: (503) 74-4322. Fax: (503) 74-2277.

• Norma de Palacios, Delicia S.A. de C.V. is looking for a supplier of **specialty and fine paper for food and candy wrapping**. San Salvador, El Salvador. Tel.: (503) 71-6114/22-7722. Fax: (503) 71-5558.

• Jose Arturo Quijano, Presidente, Quijanos Hnos seeks **heavy vehicles, buses, spare parts and tires**. Colonia Alcolhuatan Pol. 4, #23, Ciudad Delgado, El Salvador. Tel.: (503) 76-1297/76-3205. Fax: (503) 76-3205 (evenings).

Leipzig 1992 (Spring) Trade Fair Calendar

March 5-10 — UNITEC Industrial Supplies Trade Show: Materials management (metallurgical products/supplies/components); Manufacturing (tools/dies, welding/cutting equipment, foundry machinery, automation systems, drives CAD/CAM/CIM); Production equipment; Know-how/technology; and Services.

Trade Show Environmental Engineering/Protection: Rehabilitation of contaminated soil, water, etc.; Air pollution control; Water/wastewater; Waste disposal/recycling; Noise abatement; and Services/information.

Transport Engineering/Logistics Trade Show: Transport/handling systems (rolling stock, ground conveying equipment, handling systems for warehouses, ports, terminals, containers/shipping containers); Storage facilities (containers, palleting systems); Transport services, (cargo services, forwarding).

March 5-10 — Market Economy Trade Show "Know each other - trade with each other": Commercial section (business management, financing, commercial/industrial law, export/import, marketing, R & D, technology transfer); PR (labour market, tenancy law, residential property, social security, basic/advanced training, administration of justice).

March 21-24 — Leipzig Consumer Goods Fairs

April 4-12 — AUTO '92: Cars, commercial vehicles; Two-wheelers; Mobile homes/caravans; Spares, accessories; Lubricants/polishes; Garage/servicing

equipment; and Services.

April 25-May 3 — Home/Garden/Leisure Trade Show

Persons wanting additional information on these events should

contact Carlos Pechtel, Agent General for Canada, Leipzig Fair, Canada Office, 11231 Jasper Avenue, Edmonton, Alberta T5K 0L5. Tel.: (403) 482-3427. Telex: 037-2991. Fax: (403) 488-0350. Toll-free: 1-800-661-2221.

Wine Show in Tokyo Uncorks Opportunities

Tokyo — Canadian wine, beer and spirits suppliers have an opportunity to explore a market that represents 120 million of the world's wealthiest and most sophisticated consumers.

All they need do is participate in **Wine Japan'92**, the 4th International Wine, Spirits, Beers & Beverages Exhibition and Convention being held May 27-30 at Tokyo's Sunshine City Exhibition Center.

Participation in **Wine Japan** is considered the most cost-effective way of penetrating this rapidly expanding sector of the Japanese economy — while, at the same time, potentially gaining entry to the emerging markets of Korea and Taiwan.

Participation also guarantees exhibitors access to more than 12,000 specifically targeted trade buyers, including importers and agents, distributors and wholesalers, hoteliers, restaurateurs, retailers, bar and club managers, government agencies, trade associations, and corporate and airline caterers.

Demand for space may well exceed supply, so would-be participants are advised to register early.

To register or to obtain further information on **Wine Japan'92**, contact the show organizer's Canadian representative Derek

Complin, President, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025. Telex: 06-968027.

Broadcasting Expo A First for EAITC

Amsterdam — Companies now are being recruited to participate in External Affairs and International Trade Canada's (EAITC's) National Stand at the **International Broadcasting Exposition** being held here July 3-7, 1992.

This marks the first time that EAITC will have a National Stand at this event which attracts business visitors from more than 70 countries.

Exhibits cover the entire broadcast range, from radio, television and satellite to cable, DBS, MMDS and HDTV.

To register interest or to obtain more information on participation cost and other criteria, contact Michel Samson, Deputy Director, Western Europe Trade, Investment and Technology Division-Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5555. Fax: (613) 995-6319.

A Rising Star Stirs Interest

Continued from page 1

continue through 1992 (though not at 1991 levels).

Opportunities

While discussed in more detail elsewhere in this issue, an overall view indicates that:

- Domestic demand continues unabated for automobile, energy, transportation, communications, aerospace, defence, environment, housing, and fish and food requirements.
 - Canadian export opportunities for resources (coal, pulp, aluminum) will continue.
 - The service sector, including financial services, offers growth potential.
 - Consulting services in niche areas such as nuclear (CANDU) or environment offer "dramatic opportunities."
 - Technology transfer (including two-way) opportunities exist in a number of areas. (Korea has proposed specific action in the commercialization of Canadian technologies).
 - Joint ventures and licensing agreements are the favoured means of exploiting opportunities.
- Persons seeking additional information on trade prospects in Korea or copies of publications where specified in this supplement should contact directly the Commercial Division, Canadian Embassy, P.O. Box 6299, Seoul 100-662, Korea. Tel.: (011-82-2) 753-2605/8; 753-7290/3. Fax: (011-82-2) 755-0686; 774-6989 (B.C.); 753-2613 (Ont.).

Information may also be obtained from the East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0897. Fax: (613) 996-4309.

Environmental Needs Significant

There is a tremendous need for environmental protection and clean-up equipment and services in Korea, creating numerous opportunities for Canadian companies, according to information received from the Canadian Embassy in Seoul.

The environmental protection industry here is still young, but the number of companies producing environmental protection and treatment systems has grown to 612, up from only 160 a decade ago.

These companies are generally technology and expertise poor and most are capable of acting as agents for specific Canadian environmental products and services. Sales of most types of equipment, technology or expertise as well as joint venture manufacturing and construction ventures are possible.

Canadian firms must move quickly — but act patiently — positioning themselves for long-term involvement in Korea's environmental protection industry — which will be a growth market for the next 10 to 15 years.

The timing is right NOW for aggressive action to capture a share of this growing market.

Government policies call for quadrupling the investment in environmental protection over the next decade, with expenditures of US\$11.7 billion being planned through the end of 1996.

One major element is an ambitious plan for the construction of a number of large municipal waste incinerators requiring US\$4.5 billion.

Specific opportunities have been identified in a number of areas. These include: dust filters and removers for industrial use; desulphurization equipment; deodorization equipment; air contaminant measuring devices; LNG

and LPG heating systems and motors; asbestos substitutes; equipment for treatment of industrial sewage; sewage treatment equipment for residential use; shipboard waste-holding and treatment equipment; and organic waste treatment equipment.

Other specific areas of opportunity are: airplane and car wash equipment with water recovery; oily water separators; small-scale treatment facilities for livestock farms; residential use water filtering equipment; measuring devices for water pollutants; recycling equipment and facilities and equipment for tires (10 million tires per year).

Required as well are: containers and oil recovery/treatment systems; plastics; incinerators; trash compactors; industrial shredders; hazardous waste transport systems; street-cleaning vehicles and attachments; soil restoration technology; highway sound buffers; noise-blocking construction equipment; noise-measuring devices.

With Korea having only just begun to recognize the environmental problems that it faces, there is the need for a well planned government education campaign that clearly outlines both problems and solutions. This in itself can create market opportunities.

Since the sale of environmental products and services in Korea is driven primarily by government and popular pressure, rather than immediate bottom-line considerations, the marketing approach to environmental products and services differs from that of other sectors.

The Embassy can offer advice and assistance to Canadian companies and provide a recent market study as a basis for marketing efforts.

Software Market Merits Consideration

Major opportunities exist in Korea's software market for Canadian companies supplying packaged software, technical assistance

Telecommunications A \$2-Billion Market

A \$2-billion telecommunications market exists in Korea as was discovered recently by telecommunications companies that made major sales to the region.

It is a priority sector offering Canadian exporters great and abundant opportunities—particularly since the Korean government plans to invest heavily in upgrading telecommunications infrastructure and in research and development.

Total telecommunications equipment needs are expected to increase at an average annual rate of 10.1 per cent, reaching US\$3.6 billion by 1996.

The country intends to increase the number of digital switching systems and set up a switching network for international fax service, packet-switching networks, network management systems, data communications networks, wireless paging services, satellites, mobile telephone service, fibre optic equipment, cables, antenna and VSAT equipment.

As grand as these modernization plans are, it should be noted that *this particular market is only for experienced exporters who are skilled and have a quality product.*

The Canadian Embassy in Seoul has developed integrated and targeted marketing strategies pertaining to this sector. A study on the telecommunications market is also available to Canadian companies in this field.

or technology transfers, says a report received from Seoul.

Exporters will find a ready market for products that will either be of benefit to Korean companies that are computerizing and automating their operations to reduce costs, or that are of necessity for use in Korea's computerized information network system.

Market Study on the Software Market in Korea, commissioned by the Canadian Embassy in Seoul is now available to Canadian companies that desire

Tourism on the Rise

Koreans are big spenders and, by 1995, with as many as 110,000 Korean visitors to Canada, their financial input into this country is expected to total approximately US\$225 million.

Travel industry spokespersons say that Korea now is positioned at the beginning of what will become a major outward travel boom, much like Japan was in 1964 — except that Korean tourism is expected to grow even more rapidly.

The Korean outbound tourism market — Canada is highly regarded as a tourist destination — is expanding rapidly, from 35,000 Korean visits to Canada in 1989 (when Korean government restrictions on foreign travel were eliminated), to 50,000 in 1990, and more than 60,000 in 1991.

Indeed, the Canadian provinces, Tourism Canada and the Canadian Embassy in Seoul are developing a number of joint initiatives which, complemented with strong Korean partners, should make Korean tourism to Canada one of the most rewarding growth sectors.

to increase their presence in Korea or those seeking to export to this market for the first time.

Korea's software market, the study indicates, will grow 25 per cent to 30 per cent annually over the next five years as a result of a number of major computerization projects and Korean government inducements for increased computerization and automation in Korea's manufacturing, distribution and financial industries.

The study outlines Korean laws pertaining to protection of software and copyright as well as the potential barriers and impediments to exporting to the Korean market.

It lists the major Korean players in the software industry, provides information on distribution channels and agencies, and the pros and cons of working with Korea's giant conglomerates (compared to working with small- and medium-size companies in Korea).

As one means of entering the Korean market, software exporters may wish to participate in the **Sixth International Computer Software Exhibition** to be held in Seoul in June 1992.

For more information on the software market in Korea and on the Exhibition — or to obtain a copy of the study — contact Ron Kellison, Advanced Technologies Division (TAE), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-1907. Fax: (613) 996-9265; or contact directly, H. Jacob Kunzer, Canadian Embassy, P.O. Box 6299, Seoul 100-662, Korea. Tel.: (011-82-2) 753-2605. Fax: (011-82-2) 755-0686.

For more information on trade opportunities in Korea, contact Cam Miller, East Asia Trade Division (PNC), EAITC. Tel.: (613) 943-0897. Fax: (613) 996-4309.

*Security a Concern***Defence Restructuring Means Business**

Despite the continuing movement toward unification of North and South Korea, concerns over national security are expected to continue, giving rise to potential opportunities for Canadian exporters of defence and aerospace products and services.

Defence restructuring will lead to purchases of new command control communications equipment as well as a continued upgrading of

naval and air force capability. The possibility of a gradual down-scaling of the U.S. military presence also is expected to create new requirements as Korean forces take on increased responsibilities.

As part of the naval upgrading program, there is an opportunity for Canadian systems integration capability in the Republic of Korea destroyer acquisition program (value \$450 million).

(The Korean Army will be acquiring Mobile Subscriber Equipment. Canadian Marconi won a contract to provide similar equipment to the U.S. Army and is in an excellent position to win this contract.) The Koreans are familiar with Canadian Marconi as they use a CMC-designed and produced radio.

Spar Aerospace has sold Tigereye Night Vision systems to the Korean Army and there may be additional requirements. Spar may also sell equipment for use as sighting for an anti-tank weapon.

In Air Force procurement, the F-16 aircraft has been selected for the 120 aircraft Korean Fighter Program. Many Canadian companies produce components and should have opportunities through the FMS program. Moreover, Canadian direct sales of follow up maintenance, testing and ground support should be developed (although it will be difficult to overcome U.S.A. purchase guidelines). The F5 upgrade program may also provide opportunities for Canadian companies.

A good opportunity exists for Canadair and its Challenger aircraft. Purchases of the aircraft are expected from government and private corporations.

Coastal patrol, search and rescue, and forest firefighting are growing priorities for the Korean government and Bombardier continues to pursue prospects for its CL-215T. Dash 8 sales could see better prospects with possible commuter airlines developing after further deregulation.

The building of a new Seoul airport and upgrading of local airports will enhance sales of ground equipment, navigation and radio equipment.

Resource Sector Leads in Exports

Resource exports dominate total Canadian exports to Korea. While resources are declining as a percentage of total trade, they still account for 68 per cent and provide a multitude of opportunities for Canadian companies.

Canadian resource exports to Korea during 1991 amounted to \$1.4 billion, up 21 per cent from the previous year. Leading the growth in resource exports were coal shipments (a 23 per cent jump); steel products (a 99 per cent rise); and pulp (a 15 per cent increase). There was a 5 per cent drop in petroleum product exports.

Coal remained Canada's single largest export to Korea. During the first nine months of 1991 Canada exported almost 5 million tons of coal, sharing 22 per cent of the total Korean coal market. Canadian exports of coal are approximately \$380 million annually. Korea has been Canada's second largest export market for coal and it is a growing market for both metallurgical and thermal coal.

Exports of other Canadian resource-based products include potash, sulphur, iron ore, copper, zinc ore, uranium concentrates,

aluminum ingots, nickel oxide and non-ferrous metal scraps.

Korea's energy import bill amounted to \$13.1 billion in 1990, up 45 per cent from 1989. Korea's energy demand is projected to grow 6.8 per cent per year over 1992-1996.

Imports of crude oil were approximately 418 million barrels in 1991, with the Canadian share of the market being approximately 3 per cent. Canada exported more than \$110 million worth of heavy crude oil and gasoline during 1991.

Canada is a major supplier of uranium to Korea, providing one-third of Korean uranium imports. Currently, Canadian uranium exports amount to 450 tons, valued at \$50 million.

The industrialization of Korea and its demand for resources, processed materials and energy will ensure a continuing strong market for competitive Canadian suppliers. The major focus of attention, as tariffs decrease on value added resource-based products and as the Korean market opens to foreign suppliers, is to maximize Canadian exports of processed products.

Seafood Sales Require Skill, Expertise

Opportunities abound for the knowledgeable exporter to Korea of seafood products.

As Koreans become more affluent and their preference for a greater variety of seafood increases, their selection of high-quality seafood increases.

Foreign pressure has succeeded in prying open the domestic market for imports. Although imports by volume decreased in 1990, the dollar value increased. This suggests that demand for high-quality seafood is on the rise.

Per capita seafood consumption is expected to reach 47 kg by the year 2000, from 33.6 kg in 1988. The reasons for this include raising family incomes, a heightened concern for nutrition and more diverse tastes.

In 1990, Canada exported to Korea US\$10.6 million worth of seafood (3.18 per cent of the total). The comparison with Canada's chief competitors in the high-quality seafood category show Japan exported US\$30.5 million (9.19 per cent), and the United States US\$86.8 million (26.11 per cent).

Though competition varies by species, the U.S. is exporting frozen fish through joint ventures with local companies. But the U.S. has no obvious competitive advantage over Canada. Japan enjoys cultural and proximal advantages; while Norway has a reputation for delivering quality processed and packaged food.

Seafood prices continue to rise sharply and have greatly outpaced the rise in the price index. Consumer prices of the major species, as of the end of August, 1991, show that hairtail prices increased 58 per cent compared to that of 1990, while Alaska pollack and chub mackerel increased 41.7 per cent and 27.7 per cent respectively.

A less than efficient distribution

system, the significant number of middlemen, and illegal marketing channels conducted by large-scale brokers have also contributed to growing costs.

To help alleviate upward price pressure and provide market stability for both the consumer and fishermen, the government has put

in place a temporary price stabilization policy. This policy authorizes the importation — either by open bidding or free contracts — of seafood in great demand or of quality not available locally. It also allows for the purchase and storage of species harvested for release at a later time.

Korea's Agri-Food Market Grows

The Korean food market is valued at approximately US\$12 billion with an annual growth rate of between 12 per cent and 13 per cent during the last three years.

The market is changing rapidly and the Canadian food industry is beginning to see real opportunities in Korea.

There have been some notable recent Canadian marketing successes in Korea, in particular in live lobster, malt, salmon, shellfish, turkeys and confectionery goods.

The Embassy has identified the following areas as excellent potential markets: dairy bulls, chicken, turkey, swine/beef breeding stock, alfalfa, canary seeds, beef, pork, sausages, confectionery products and baby foods.

The country imported a total of US\$768 million of processed foods in 1990, including approximately \$424 million of sugar confectionery products, \$74 million of beverage products, \$125 million of vegetables and fruit preparations, \$51 million of cocoa and pastry products and \$57 million of miscellaneous foods.

Until recently there were two distinct segments of consumers for imported food products. The fastest growing group is the middle class consumer market which buys various products from department

stores, supermarkets and small food stores.

Another small but important market is the tourist hotels which import approximately US\$15 million of processed food products per year through Korea Tourist Hotel Supply Center Inc. (KTHSC).

The taste and preferences of these groups are merging as Koreans begin to travel and acquire a taste for foreign foods.

Growing demand by increasingly affluent consumers has resulted in a surge in demand for high-value agricultural products.

Among import items which at least quadrupled during 1989/90 were frozen beef, barley malt, sugar confectionery, cookies, jams, sausages, crackers and frozen french fries. The import value for chocolate confectionery and whisky tripled in 1990.

Exporters should identify importers that have a knowledge and specialization in their products. Such importers should be appointed as exclusive agents to avoid competition among Korean companies in small market niches.

The Canadian government will continue to press the Korean government to lower barriers in such potentially successful products areas as fish, honey, mineral water, distilled products, feed barley, canola oil and wheat.

Helpful Hints: Doing Business in Korea

Continued from page 1

Third, regular visits — followed by faxes and/or telephone calls — are required to maintain the all important personal links that bind all successful relationships in Korea.

Business is done on a personal basis between suppliers and customers who know each other.

As you prepare for your first meeting with your Korean business partners, consider these day-to-day tips:

- Always attempt to arrange formal introductions whether through the Embassy or a local agent.
- Always have calling cards ready which explain your exact position in your company.
- Never assume everything you say in English is understood — follow up meetings with a written record of discussions and undertakings.
- Remember that Koreans regard the human relationship as essential — business is done between friends.
- Expect to be entertained and reciprocate. Do not be surprised if you see business as usual the next morning.
- Remember rank is extremely important. Determine proper titles and positions in the organization of your Korean customer.

Export Development Corporation Assists Canada's Exports to Korea

The Export Development Corporation (EDC), Canada's official export credit agency, views Korea as a target commercial market and is positioned to assist Canadian exports to this country.

EDC has had experience in the Korean market since the mid-1970s, financing over \$500 million worth of transactions in the nuclear, telecommunications and aerospace sectors.

In 1990, commerce between Korea and Canada was \$3.8 billion and it was expected that, by the end of 1991, trade would surpass the \$4 billion mark.

Canada's traditional exports to Korea have been primary and secondary resources such as coal, pulp, steel and minerals. But, with growth in trade forecast, exporters of manufactured products in the defence, aerospace, biotechnology, transportation and telecommunications sectors could also develop potential markets.

In mid-1990, EDC recognized the improved economic status of Korea and its credit worthiness and took steps to ensure that EDC financing remains very competitive.

While in recent years, Korea has not been borrowing abroad to finance its development, it appears that, as growth and demand for imports continue, more foreign financing will be required.

With the liberalization of the financing sector to begin this year, financing is becoming an increasingly important consideration in this sophisticated market.

Canadian exporters could find it advantageous to look to the support and assistance of EDC in their export efforts. Some of the advantages of dealing with EDC when looking to export to the Korean market include:

- EDC's medium-and long-term financing and guarantee programs offer an alternative to shorter-term financing;
- EDC can provide custom financing at commercial rates and terms to reflect clients' needs and market conditions;
- Financing can be considered on a fixed or floating basis in U.S. dollars or other major currencies;
- EDC products have a flexible amortization structure which considers asset life and project cash flows;
- Clients can benefit from EDC's experience with major financing in commercial markets in the U.S. and Europe; and
- EDC can work with other lenders on major capital projects to package a cost effective financing structure.

EDC can consider financing by way of direct loans, supplier credits and guarantees to corporate and government buyers. The transaction must involve the purchase of Canadian goods and services with a minimum Canadian content of 60 per cent.

EDC is continuing to adapt its financing and insurance products in response to the ever-changing developments and requirements of the marketplace. This adaptability is based on providing flexible, responsive and reliable service to Canadian exporters and their foreign buyers.

Contact the nearest EDC office to find out more about what EDC can do to assist in your export endeavours.

Brazil's Oil, Gas Sector Seeks Suppliers

There are "good opportunities" for Canadian suppliers to Brazil's oil and gas conglomerate, Petrobras, according to information recently received from the Canadian Consulate General in Sao Paulo.

However, says the report, despite the obvious willingness of Petrobras to source from abroad, Canada has not been a significant player in this market.

The main reason for this relatively low level of imports from Canada, the report speculates, is the lack of Canadian companies actually coming to Brazil to meet with Petrobras engineers and technicians to explain what products and services Canada has to offer.

Another reason may be the lack of offshore financing on large investment projects.

Nevertheless, the fact remains that Petrobras requires advanced technologies with competitive pricing and increasingly is going international for procurement. It is also streamlining bureaucratic sourcing procedures and attempting to create a friendlier, less-protectionist image.

One step in this direction is that individual Petrobras offices throughout Brazil now have a computerized sourcing network allowing them to draw up a pre-qualified list of suppliers (both international and domestic) and to contact them directly with invitations for tenders.

To be on the network, companies must complete registration procedures and be approved. Part of the registration process includes provision of detailed information on quality assurance programs and standards. Afterwards, any requirement for equipment and materials is sourced through the databank.

Companies seeking more information on this databank should

contact Marco Antonio Lamas de Farias, Manager, Technical Qualifications, Materials and Purchasing (Sermat), Petrobras, Av. Chile 65, Sala 613, Rio de Janeiro, RJ, Cep 20035, Brazil. Fax: (55-21) 262-0145.

Another step has been the establishment by Petrobras of a new affiliate office in Houston, Texas which is responsible for procure-

ment out of North America.

While the Petrobras head office is the final authority for all procurement, Canadian exporters should also make the Houston office aware of their interests.

The contact is Wagner Friere, General Manager, Petrobras America Inc., 10777 Westheimer Road, Suite 626, Houston, Texas 77042, U.S.A. Fax: 781-9790.

Brazil's Autoparts Market Now Open for Business

The Brazilian automobile and parts import market, which was for a long time closed or subjected to heavy duties by the government, has re-opened to international competition.

Brazilian automobile manufacturers have begun to draw up a list of parts suppliers and the time is ripe for Canadian autoparts manufacturers to enter this market, according to a January 1991 report, *Market Study on the Automotive Industry in Brazil* (#98-LA), available through Info Export (see box page 12).

There is a good opportunity for parts exports to Brazil because studies indicate that Brazilian parts are very expensive and not always of good quality — owing to taxes, the high inflation rate and the often outdated equipment.

Brazil has 1,500 auto parts manufacturers, but 550 of them account for 90 per cent of production. In 1989, these companies, which are 70 per cent Brazilian, had revenues of US\$13.9 billion and exports valued at US\$2.4 billion.

On average, Brazil manufactures 1,030,000 automobiles and 42,000 tractors annually, of which one

third are sold in Brazil and the rest exported. In 1988, automobile imports were valued at US\$695 million. There are an estimated 13,800,000 vehicles in circulation in Brazil, or 3.9 per 1,000 inhabitants.

Canadian exporters can also consider joining with Brazilian companies or studying the possibility of technology transfers through the Brazilian Institute of Intellectual Property.

The Brazilian government, recognizing that carbon monoxide pollution has reached critical levels, will oblige all producers to equip their vehicles with antipollution systems by 1993.

For further information on opportunities in Brazil's automobile parts market, contact The Canadian Consulate General, Caixa Postal 22002, 01499 Sao Paulo, SP, Brazil. Tel.: (011-55-11) 287-2122. Fax: (011-55-11) 251-5057.

Readers may also contact Francis Uy or Mr Sven Blake, Latin American and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

Oil Products, Services Imported by Petroecuador Total US\$60 Million

Ecuador's oil sector offers Canadian exporters a number of commercial opportunities what with Petroecuador, the government holding company that controls the entire sector, annually importing approximately US\$60 million worth of products and services.

Canadian exporters can also take advantage of a \$10 million line of credit granted by Canada to the Corporacion Andina de Fomento (CAF), through which Petroecuador also receives project financing.

These are among the findings of a January 1990 study titled *Report on the Oil and Gas Sector in Ecuador* (#110-LA), available through Info Export (see box page 12).

The Ecuadorian government is concentrating its efforts on policies designed to promote exploration and develop the related infrastructure.

Current oil reserves stand at between 1.2 and 1.5 billion barrels but recent unexploited discoveries could add 250 million barrels to the total.

Petroecuador's annual budget is expected to increase from US\$743 million in 1990 to \$1.9 billion in 1993. Exploration accounts for 62 per cent of its investment spending.

Petroecuador's short-term priorities are heavy crude extraction, improving the productivity of its refineries, enhancing employee training, constructing three pipelines and improving environmental protection.

It will also continue its exploration and exploitation program in co-operation with foreign companies. A half-dozen of these agreements expired or will expire in

1992, and Petroecuador will certainly launch new calls for tenders on the international market.

The Ecuadorian hydrocarbons agency predicts that the industry will require investments of approximately US\$720 million, or US\$60 million per year, just to maintain its current production.

For further information on commercial opportunities in Ecuador's oil sector, contact The Consulate

of Canada, Av 6 de Diciembre 2816, Of 4N, Caja Postal 6512 CCI, Quito, Ecuador. Phone: (011-593-2) 525-044; 543-214. Fax: (011-593-2) 564-795.

Or contact Georges Lemieux, Latin American and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

Argentina Lifts Ban on Pork

The ban on Canadian pork products, both frozen and chilled, has been lifted by the Argentina Animal Health Authorities, permitting Argentine companies to resume normal import procedures.

In the first 11 months of 1991, Argentina, Brazil, Chile, Colombia, Guyana, Suriname and Venezuela imported 2,467,665 kilograms of pork products from Canada.

Companies requiring additional information on exporting pork products to South America should contact directly Canadian trade commissioners in the target markets or, for general information, the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-5546. Fax: (613) 943-8806.

EDC Aids Sales to Hungary; Up to 85% Financing Available

Canadian exporters can more easily sell their goods and services to Hungarian buyers by offering financing — from the Export Development Corporation (EDC) — of up to 85 per cent of their contract price.

That's because the EDC has renewed a \$15-million Line of Credit with Magyar Nemzeti Bank (MNB) of Budapest.

The main advantage for Canadians using EDC's financing serv-

ices is that EDC pays the exporter directly on behalf of the buyer, then subsequently collects the loan from the borrower. In this case, EDC will be repaid by MNB.

Exporters interested in obtaining more information on EDC's various lines of credit should contact EDC regional offices in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

BUSINESS AGENDA

Ottawa — February 12; **Montreal** — February 13; **Halifax** — February 14; **Toronto** — February 17; **Winnipeg** — February 18; **Calgary** — February 20; **Vancouver** — February 21 — Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe Seminars. Contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888.

Ottawa-February 17 and February 18-Annual Technical Conference and Canadian Shipbuilding and Offshore Exhibition-CSOE'92. Contact: Mrs. Joy MacPherson. Tel.: (613) 232-7127.

Kingston — February 19; **Ottawa**-February 26; **Peterborough**-March 3; **Oakville**-March 17; **Toronto**-March 18-International Trade Shows Made Profitable workshops. Contact Barry Siskind, International Training and Management Company, Toronto. Phone/fax: (416) 483-3836.

Toronto — February 25-Doing Business in the Czech and Slovak Federal Republic: Conference sponsored by the Canada Czechoslovakia Chamber of Commerce (CCCC). Participants will learn about trade opportunities, the business climate and foreign exchange regulations, among other relevant matters. Leading members of the international business

and banking communities, high-ranking government representatives and members of the legal and accounting professions will be present. A special feature will be a panel discussion among Canadians already doing business in Czechoslovakia. Fees: \$ 155.00 (CCCC members) and \$ 195.00 (non-members). Contact: Peter J. Gonda of CCCC. Tel.: (416) 367-3432. Fax: (416) 367-3492.

Quebec City — March 11-13 — The World of Informal Business (intervention or laissez-faire) Sec-

Publications

Market Study of the Energy Sector in Chile (#114LA), commissioned by the Canadian Embassy in Santiago, indicates, among other things, that the development of hydroelectric resources is a definite high-growth sector in Chile. Seven multi-million-dollar projects are on the books for the next several years, says the study, adding, "Canadian expertise in the engineering and equipment aspects of major hydro projects could translate into concrete commercial opportunities in Chile." Solar and nuclear-related technology transfer projects could be feasible as well, but only for the long-term investor. Copies of the study are available through InfoExport. See box below.

and World Conference is designed for professionals in the field, development agency representatives and change leaders and agents. Contact Marthe Lefebvre, Pavillon des sciences de l'administration, Universite Laval, Quebec G1K 7P4. Tel.: (418) 656-2490. Fax: (418) 656-2624.

Ottawa—April 28-29—The 1992 Ottawa Business Show, a trade-only event designed to encourage development and new growth in Canadian enterprise, is Ottawa's largest and longest-running business products and services trade exhibition and conference with an expected audience of 15,000 trades people and 550 booths displaying office equipment and systems, computers, business and professional services for business, government and industry. Contact Dan Hamilton, Director of Marketing, Connelly Exhibitions Inc., 2487 Kaladar Avenue, Suite 214, Ottawa K1V 8B9. Tel.: (613) 731-9850. Fax: (613) 731-4053.

Ottawa — April 29-May 1 — Proactive Strategies for Achieving Marketing Excellence in the 1990s is the topic of this three-day workshop/seminar that is tailored to the needs of the public sector and crown corporations. Contact Program Director, International Marketing Institute, P.O. Box 7305, Ottawa K1L 8E4. Tel.: (613) 831-1052. Fax: (613) 831-8452.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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International Trade Canada

Export Promotion Program (PEMD) Funding Increased

Two important sections of the Program for Export Market Development (PEMD) have been reinstated, thanks to a \$1.5 million increase in funding, Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson has announced.

PEMD applications for upcoming market identification trips and for participation in trade fairs abroad can be submitted to International Trade Centres across Canada, for implementation this fiscal year — prior to April 1, 1992.

PEMD is the federal government's primary export promotion facility, with a current budget of \$18.3 million. The program supports participation in trade fairs, incoming and outgoing missions, and other trade-related activities. Last year, some 3,700 projects were approved, generating \$1.3 billion in sales.

"PEMD encountered an unprecedented surge in demand for funding assistance in the last two years. As a result, the program was fully committed in November 1991, and was temporarily suspended," Wilson said.

"I hope that this reinstatement will encourage more Canadian businesses to venture into foreign markets."

Minister Wilson has requested a further review to determine if additional funds can be made available to reinstate other important sections of PEMD.

NATO Continues to Procure \$ Millions in Goods, Services

Hundreds of millions of dollars worth of advanced technology goods and services are procured each year by NATO — and Canadian suppliers have a chance to get in on the action.

related systems that provide opportunities for Canadian exporters.

Much procurement is funded through the common infrastructure programme, where nations provide funding to support projects that enhance readiness and capability.

In fiscal year 1991/92 Canada will contribute approximately \$100 million to this account alone. That's about 6.4 percent of the total budgeted figure of \$1.6 billion. Project support comes from other budgets (e.g. military budget — Canadian contribution: \$44.8 million; the NATO AWACS program — Canadian contribution: \$19 million; and the civil budget — Canadian contribution: \$8.7 million).

While not all of this money is used for capital acquisition, it indicates the scope of the projects. And, while it is true that these budgets may be squeezed in future, they will remain sizable.

Canada by no means receives a full return to its industry for the contribution the country makes. NATO agencies, therefore, are well disposed to receiving aggressive, competitive bids from Canadian suppliers.

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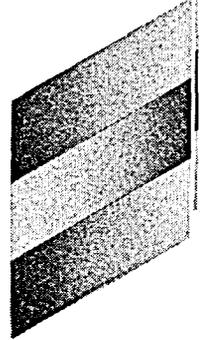
NATO and its agencies procure virtually all kinds of items and systems, from paper clips to satellite communications to management review studies to the operation and maintenance of scientific ships.

For instance:

- The NATO Communications and Information Systems Agency (NACISA) is especially interested in telecom and related areas.
- The NATO Maintenance and Supply Agency (NAMSA) contracts a range of goods to support in-service equipment, such as aircraft over-haul and the transport of surplus equipment to southern European allies.
- The NATO Air Command and Control Agency (NACMA) is in the process of setting up an air control system including radars, communications ETC, and other

Trade Commissioners to Conduct Advanced Technology Seminars

See Agenda page 8



Canada

NATO Purchases \$ Millions in Goods, Services

Continued from page 1

Pursuing Opportunities

To find out about opportunities, interested parties should observe the following:

- Contact specific NATO agencies to familiarize them with your company's capabilities.
- Requests for proposal are sent to the Canadian delegation to NATO and to Canadian embassies in countries where procurement occurs for onward transmission to companies.
- A handout relating to pursuing NATO business is also available to interested Canadian companies.
- Many Canadian firms find it useful to consider teaming with a large prime contractor for major systems work, on the basis that Canadian expertise tends to be of a niche variety.
- On some projects, it is helpful to have companies from several nations represented.

It should be noted that NATO still works in a classified environment. Any firm interested in doing business with NATO is encouraged to contact Supply and Services Canada/Industrial Security Branch (819) 956-3696 or (819) 996-3691 to arrange for clearance.

For further information on NATO procurement, contact (in Ottawa):

John Neri, External Affairs and International Trade Canada. Tel.: (613) 996-3518; or (in Brussels): David Collins, Counsellor, Delegation

of Canada to North Atlantic Council, B1110 Brussels, Belgium. Tel.: (32) (2) 216-0346. Fax: (32) (2) 245-2462.

- U.S. Market Studies - Available through *Info Export*

External Affairs and International Trade Canada has a few more copies of the U.S. market studies listed below. These studies were prepared in 1988. To order copies, fax Info-Export at (613) 996-9709, quoting the publication number.

- | | |
|--|---|
| 21UB — Agricultural Machine Parts | 38UB — Fish Products-Volume 2 |
| 24UB — Aircraft Parts | 39UB — Food Preparations |
| 25UB — Arts and Crafts | 40UB — Footwear |
| 26UB — Writing Materials | 41UB — Furniture |
| 27UB — Bakery Products | 42UB — Generators |
| 28UB — Batteries | 43UB — Hand Tools |
| 29UB — Beauty Products | 44UB — Hardware |
| 30UB — Business Machines | 45UB — Housewares |
| 31UB — Chemical Specialties | 46UB — Jewellery |
| 33UB — Colours, Dyes, Paints and Varnishes | 47UB — Material Handling Equipment |
| 34UB — Compressors, Fans and Blowers | 48UB — Measuring and Instrumentation Equipment |
| 35UB — Drugs and Pharmaceutical Products | 49UB — Medical Equipment |
| 36UB — Electrical Equipment | 50UB — Men's Clothing |
| 37UB — Fish Products-Volume 1 | 51UB — Metalworking Equipment and Machine Tools |
| | 53UB — Miscellaneous Machinery |
| | 54UB — Musical Instruments |
| | 55UB — Packaging Machinery |
| | 56UB — Paper Machinery |
| | 57UB — Plastic Film, Strips, and Sheets |
| | 58UB — Plastic Products |
| | 59UB — Printing, including Books |
| | 60UB — Processed Pork |
| | 61UB — Rubber Products |
| | 62UB — Taps, Cocks and Valves |
| | 63UB — Telecommunications Equipment |
| | 64UB — Toys and Games |
| | 66UB — Women's Clothing |

CANADEXPORT

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

BRITAIN — A well-placed firm wishes to contact Canadian companies that produce **technical products for the offshore oil sector** and that are seeking representation in the North Sea and European markets. The firm, with personnel trained in drilling/petroleum engineering, is geared to selling directly to oil production companies. Contact R.C. Higham, Underwater Tools (UWT) Limited, 1 Wendover Road, Rackheath, Norwich, Norfolk, NR13 6LH, England. Tel.: (0603) 721258. Fax: (0603) 721275.

CAMEROON — A company engaged in the import of frozen

fish wishes to extend its activities and seeks a **partner which it would represent in selling cold storage/equipment**. Contact Pantaléon Ngadena, General Director, Head Office Nlongkak, Carrefour Centre Jamot, B.P. 5201 Yaoude, Cameroon. Tel.: (011-237) 20-60-78. Telex: 1140 KN.

CZECHOSLOVAKIA — A research and development institute seeks **partners to establish import/export joint ventures**. With considerable experience in crawler vehicles, agricultural tractors, forestry machinery and diesel engines, the institute is looking at new products with **alternative fuel applications** (biodiesel from rape seeds, liquified natural gas, biogas) in diesel engines and small dairy complexes. Large testing facilities are available. Contact Dusan Bella, Marketing Manager, ZTS Research and Development Institute, Ltd., Komenskeho 19, 03 621 Martin, Czechoslovakia. Tel.: 0042 842 32005. Fax: (0842) 33024. Telex: (66) 75574.

CZECHOSLOVAKIA — An engineering and consulting group engaged in waste water treatment and plants, drinking and industrial water treatment, flow measurement and laboratory tests, wishes to **cooperate** with foreign firms that deal with the **environmental problems of pulp, paper and other industries as well as municipal and agricultural needs**. Contact Jiri Smejkal, Manager, Aquaconsult, Na Visnovce 1231, 252 28 Cernosice, Czechoslovakia. Tel.: (02) 80 52 41. Fax: (02) 87 81 57.

INDIA — A tender (number PUR:OF-III:WB:ICB:LDPE:2/92) and with a bid closing date of March

tact Barry Easton, Managing Director, Sequil Project Services Limited, P.O. Box 5188, Mount Maunganui, New Zealand. Fax: 64-7-575-0345.

NEW ZEALAND — This country's largest manufacturer of outerwear and sweaters wishes to augment its range with **Canadian-manufactured outwear** (especially anoraks/parkas and sweaters). Contact Ross Gamble, Tamahine Holdings Limited, P.O. Box 376, Dunedin, New Zealand. Fax: (03) 453-6816.

NEW ZEALAND — An importing/distributing company seeks **hickory wooden handles** for all types of hand tools. Contact Lester Clarke, 10 Meadowvale Avenue, Forrest Hill, Auckland, New Zealand. Fax: (09) 418-1876.

SINGAPORE — **Industrial electronics products, communications and processing products** are being sought by S. Mori, Managing Director, GEA Technology Pte Ltd., 4 Leng Kee Road #03-07, Thye Hong Centre, Singapore 0315. Tel.: 475-3711. Fax: 471-3129.

SINGAPORE — Distributor wishes to import **food and beverage products** and discuss franchising rights for food products. Contact Jacque Tan, Managing Director, Kriston Food & Beverage Pte Ltd., Blk. 1006 Aljunied Ave. 5, #01-08/10, Singapore 1438. Tel.: 744-6878. Fax: 744-6820.

SINGAPORE — Being sought by a company here are **ceiling panel/board, glass block and other architectural products**. Contact Tan Kay Watt, Sales Manager, Sim Lim Co. Pte Ltd., 10 Jalan Besar #05-01, Sim Lim Tower, Singapore 0820. Tel.: 296-5111. Fax: 293-2669.

Business Opportunities

4, 1992 has been issued by the National Dairy Development Board for the supply of **low density polyethylene granules**. Documents, costing Rs1000, are available from National Dairy Development Board, P.O. Box 40, Anand 333001, India. Telex: 0172/207 IN. Fax: 02692-222. Interested parties seeking assistance should contact the Consulate of Canada in Bombay. Telex: 11-85122 (COC IN). Fax: (011-91-22) 287-5514.

NEW ZEALAND — A project management engineering company wishes to contact **Canadian equipment manufacturers** interested in discussing **local agency agreements in dairy products processing** (creams/milk fats); **food products processing** (creams/oils/fats); **beverage manufacturing** (beer/wine); **corrosive chemical handling** (acids/alkalines/oxidizers); and **waste processing technology and systems** (where waste emanates from the above-mentioned industrial processes). Con-

New Zealand Show Attracts Manufacturing, Industrial Technology Industries

Auckland — Canadian companies have an opportunity to display products and explore new market possibilities in New Zealand between May 20-23, 1992.

That's when the Commercial Section of the Canadian High Commission will be renting — at \$200.00 New Zealand dollars per square metre — stand space for Canadian manufacturers wishing to participate in **Emex'92**, the **7th International Exhibition of Manufacturing and Industrial Technology Trade Show**.

At the same stand, there will be an information booth staffed by Canadian High Commission personnel who will work to develop new contacts and opportunities on behalf of Canadian manufacturers.

Any space remaining, after Canadian firms have had the first opportunity to rent, will be offered to local companies that represent Canadian manufacturers in New Zealand.

Working from a stand at a trade show such as **Emex'92**, say High Commission spokespersons, is an ideal way for Canadian manufacturers to explore or enter the Pacific market (New Zealand, Australia and the Pacific Islands).

Emex'92 is a comprehensive exhibition that attracts more than 7,000 buyers from a wide range of industry sectors, including engineering machinery and machine tools; instrumentation, measurement and control equipment; materials handling, storage and warehousing equipment; and wood-working and timber machinery equipment and supplies.

In addition to designing and erecting an eye-catching stand, High Commission staff also circu-

late show passes to all their contacts, organize pre- and post-show publicity, ensure inclusion in a catalogue, and give contact information to interested fellow exhibitors.

Further details are available

from Brian Emsley, Commercial Officer, Canadian High Commission, P.O. Box 12-049, Wellington, New Zealand. Tel.: (011-64-4) 473-9577. Fax: (011-64-4) 471-2082. Telex: (Destination code 74) 3577 (NZ3577 CANAD).

Large Canadian Contingent to Attend Asian Aerospace Show

Singapore — Canada's aerospace industry is going to be well represented at the 1992 edition of **Asian Aerospace** which takes place in Singapore, February 25-March 1.

Seventeen firms will be exhibiting at the Canadian pavilion which is being coordinated by the Aerospace Industries Association of Canada.

At least four other Canadian companies will be participating in conjunction with Singaporean representatives. In all, over 175 Canadian business, military and government representatives are expected in Singapore during the show.

Asian Aerospace, which is held every second year, is viewed by many as a 'must attend' exhibition and is located in the midst of the world's fastest growing aviation market.

More than 1,000 companies from over 30 countries will be at **Asian Aerospace** this year.

The show attracts regional and international attendance by key airline, corporate and general aviation company, military and government agency decision-makers.

Canadian aerospace exports to the countries of Asia Pacific increased by 67 per cent in 1990 over

the previous year to a total of \$372 million.

Top Asia Pacific markets for Canadian aerospace products in 1990 were Thailand (\$153 million), Australia (\$57 million), Japan (\$55 million), and Singapore (\$46 million).

In addition to a wide array of concurrent conferences and seminars on issues affecting the aerospace industry today, **Asian Defence Technology'92** and **Asian Airport Equipment and Technology '92** will also be held at the same time. As a result, it is expected that the combined shows will generate even greater numbers of foreign and local visitors than in previous years.

As part of the Canadian pavilion, External Affairs and International Trade Canada will mount an Information Booth/Reception Centre from which Canadian firms not exhibiting this year can base their visit to the show.

There will also be limited space available for Canadian firms to display product literature.

Companies wishing to do so are encouraged to contact Peter Ho, Canadian High Commission, 80 Anson Road, #14-00 & 15-00, IBM Tower, Singapore 0207. Fax: (011-65) 225-2450.

Brazil to Host Environment Show and Conference

Sao Paulo — External Affairs and International Trade Canada now is inviting firms to participate in the National Stand which it will sponsor at **EcoBrasil'92**, the **International Exhibition of Environmental Technology** being held at Sao Paulo's Anhembi Exhibition Centre June 6-11, 1992.

During the first two weeks of June the city of Rio de Janeiro will be hosting the **Earth Summit Conference UNCED'92 — The United Nations Conference on Environment and Development**.

The **Earth Summit Conference** is expected to attract delegations from 160 nations, including representatives from non-government organizations, journalists and environmental specialists — many of whom will also attend **EcoBrasil**, making it a truly international exhibition.

EcoBrasil'92 is designed to be a showcase of state-of-the-art environmental technology. The number of Canadian companies likely to attend is expected to exceed available space, so interested companies are requested to reply as soon as possible. A participation fee of \$950 will be appreciated. Acceptance is on a first-come, first-serve basis.

Participants are reminded that all products are required to have a Canadian content level of 66 ²/₃ per cent.

Further details are available from Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806. Telex: 053-3745.

Globe '92 Business Centre Puts Companies in Touch with Clients

Vancouver — When Canadian companies participate in **Globe'92**, an international trade show and conference on business and the environment being held in Vancouver, March 16-20, 1992, they will have access to a resource that will put them in touch with potential worldwide markets.

The **International Business Contacts Centre (IBCC)** offers a range of business programs that, according to its organizers, no other trade fair can match.

And it's all part of **Globe'92** which, from more than 80 countries, will attract more than 600 exhibitors, 3,000 conference delegates, 550 conference speakers, and 21,500 trade fair visitors.

The **IBCC** will work for exhibitors in six important ways, through:

- **The BIP (Buying Influence Person):** The program will introduce exhibitors/participants to those who make or strongly influence the purchase of environmental products, services and technologies, introducing the people who mean opportunity.
- **The Matching Service:** **IBCC** liaison officers will identify qualified BIPs who have an interest in your company and will arrange appropriate meetings.
- **The Reverse Trade Fair:** Here, the tables are turned and the BIPs "sell" their needs, giving exhibitors the exclusive opportunity to meet privately with international representatives who have made presentations on their countries' environmental needs.
- **Product and Technology Application Seminars:** Exhibitors showcase recent breakthrough technology and/or product applications.
- **Site Visit Program:** A series of visits will be arranged, immediately following **Globe'92**, to North

American companies or installations. The tours are offered on a first-come, first-serve basis and allow a more detailed follow-up with BIPs met during the trade show.

• **Executive Services:** Located on the Trade Fair Floor, the **IBCC** provides services that include telephones, facsimile, photocopying, stenographers, word processors, translations and a business lounge.

The **IBCC** is now open for business. For more details simply call (604) 666-8020; or fax: (604) 666-8123. The same numbers apply for those wishing further information or registration details pertaining to **Globe'92**.

Health Care Congress Set for New Jersey

Atlantic City — While limited, space still exists at the Canadian National Stand for companies that wish to participate in the **1992 Middle Atlantic Health Congress (MAHC) Trade Show** being held here May 20-21, 1992.

Participation in the show affords Canadian suppliers of health care products and services an opportunity to make inroads into the vast U.S. market that is valued annually in excess of \$39 billion (hospital expenditures only).

The show enables members of the **MAHC** (representing over 700 health care facilities in New York, New Jersey, Pennsylvania and Delaware) to meet — for the purpose of making purchasing decisions — with health care products/services suppliers.

Contact — by March 1, 1992 — Donald H. Garretson Jr., Commercial Section, Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

Cross-Canada Seminars Tell How to Break Into U.S. Environmental Marketplace

Canadian firms wishing to take advantage of the "excellent business opportunities" offered in the United States environmental marketplace will find it worth their while to attend seminars being held across Canada next month.

The **U.S. Environmental Market Seminars**, the general theme of which is "Knowledge: First Step Towards Successful Penetration of the U.S. Market", will tell Canadian environmental industry firms what is necessary to succeed in this "long-term growth market."

According to seminar organizers, the "critical key" to success in penetrating this burgeoning market is an understanding of U.S. environmental laws, regulations, standards, acts, sanctions, and state and local regulations—all of which will be discussed by experts in their respective fields.

In addition, four major U.S. environmental segments will be highlighted: hazardous and toxic waste; municipal solid waste; air pollution control; and water and wastewater treatment.

These segments will be discussed in specifics, with topics covering such environmental business issues as characteristics of the industry; statutory and regulatory environment; market size, segmentation and growth rates; current participants and their roles; strategies being pursued; current business opportunities; available and emerging technologies; and acquisition and joint venture activities.

Organized by the USA Trade and Tourism Development Division of External Affairs and International Trade Canada and co-sponsored by numerous trade organizations and associations, the seminars, costing \$107.00 (including GST),

will be held in **Calgary** (March 2); **Vancouver** (March 3); **Toronto** (March 9); **Montreal** (March 10); **Halifax** (March 30); and **Moncton** (March 31).

To register and/or submit payment, contact, as soon as possible, Doris Lacombe-Beauchamp, Rheel Leroux and Associates Inc.,

1010 Polytek, Unit 37, Ottawa K1A 0G2. Tel.: (613) 741-9397. Fax: (613) 741-9906.

Information on the seminars may also be obtained from Donald Marsan, UTO, External Affairs and International Trade Canada. Tel.: (613) 991-9478. Fax: (613) 990-9119.

Potential for Canada in Syria

Changes taking place in Syria indicate that the private-sector industry offers "interesting potential" for Canadian exporters, says a report received from the Canadian Embassy in Amman, Jordan.

One client (Nasuh Malas, Nahas Enterprises Group, PB 3050, Damascus. Fax: 237688. Telex: 411443 SY) represents the following interests:

- A **surgical thread** (synthetic and natural raw materials) **factory welcomes franchise/license offers**. Scope of project, valued at US\$5-\$6 million, includes **supply of machinery or complete production (synthetic sutures) line**. Financing is available and in place.
- **Production line and machinery** required for factory to produce **hydrochloric acid and sodium sulphate** (using mined rock salt and sulphuric acid as raw materi-

als). Financing, available and in place, is estimated at US\$7-\$8 million.

- A **corrugated board and boxes factory** with a capacity of 35,000 tons per annum on a 24-hour basis, seeks the supply of a **complete production line and machinery for the manufacture of 3 and 5-ply corrugated board** (width 230 cms) and **computerized box-making machines**. Financing is available for the project which has an estimated cost of US\$3 million.
- **Project to manufacture baby food** (cereals) products at capacity of 500 kgs per hour, requires **machinery**. Client, willing to visit interested Canadian companies, seeks **licensing agreement** and will pay for franchise and royalties.

Detailed information and specifications on all projects may be obtained directly from the client by facsimile or telex.

Canadian suppliers seeking further information may also contact the Commercial Section, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6)666-124/5/6. Fax: (011-962-6)689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Numbers to Note

Effective February 15, 1992, new telephone numbers for the Canadian Embassy in **Tunis, Tunisia** are: 796-577; 795-619; 797-114; 798-004; and 799-337. The international prefix is (011-216-1).

Syria on Rebound; Canadian Trade Improves

One of the few Middle East countries that is well-endowed with water resources, Syria also lays claim to vast agricultural lands and a highly creative population of 14 million people.

Until recently, the country's significant economic potential had been impeded by chronic shortages of foreign exchange and western credits and the inefficiencies of a centrally-planned economy that resulted from intense economic and political links with the former East Bloc.

This is changing. Large oil discoveries and inflows of Arab aid (estimated at over US\$2 billion) have combined to present a decidedly optimistic outlook.

The country is rebounding rapidly, emerging as a very interesting market for Canadian exporters.

Canada's performance in this market continues to improve. Goods exports were expected to exceed Cdn\$10 million by the end of 1991 (more than double the 1989 figure), and service exports were anticipated to reach Cdn\$50 million.

A number of Canadian services companies, concentrated mostly in the oil industry, have received large contracts and several Canadian firms have opened offices in Damascus.

Opportunities Identified

The Canadian Embassy in Amman has identified the booming oil and gas sector as having significant potential for Canadian exports. Added to Canada's strong presence in exploration operations, new production companies are now in advanced stages of field development. There are huge requirements for turnkey oil and gas treatment and production facilities, oil-well servicing and other materials. (A consortium led by Royal

Dutch Shell, for example, is investing an estimated US\$500 million annually.)

Another sector of Canadian interest is agriculture, which accounts for over one-half of private economic activity.

Development of this sector, also hampered by shortages of cash to import western technology and persistent droughts, led to extraordinary food imports, notably grain in the late 1980s.

The government will use increased revenues to implement badly needed modernization, presenting considerable potential for Canadian suppliers in machinery, fertilizers, livestock and genetic material.

Syria's increased prosperity also has unleashed billions of dollars in major project activity in areas as diverse as water and sewage facilities (in four cities); an enormous telecommunications expansion; and turnkey steel, textile and power plants. Discussions have even been revived on ambitious plans for a Damascus metro.

Restrictions on the long-subdued private sector are also being eased, with import prohibitions being lifted and exchange rates being unified. Laws to encourage investment in agriculture, industry and tourism have been issued and the private sector is responding with vigour. As a result, there are hundreds of smaller projects in virtually all sectors, creating large increases in demand for western goods related to industry and construction, especially production and industrial machinery, forestry products and industrial raw materials.

In addition to this array of opportunities, the Embassy reports solid potential in the mining sector, consisting mainly in the phosphate, cement and marble industries as

well as in transportation, pulp and paper, communications, and non-luxury consumer goods.

For further information on trade opportunities in Syria, contact Africa and Middle East Trade Development Division (GBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-7040. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Entrants Sought for Forestry, Pulp and Paper Publications

External Affairs and International Trade Canada soon will publish two inventories, one for the forestry industry, and one for the pulp and paper industry.

Canadian companies wishing to be included in either inventory must meet the following criteria:

- They must want to export and be able to meet all requests from abroad.
- All products and services advertised must be designed and manufactured in Canada or, in the case of services, designed and sold from Canada.

To register, companies must send their promotional material (accompanied by a letter on corporate letterhead paper), indicating the Canadian products and services they would like advertised, to: Joseph Cogné, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS AGENDA

Toronto—February 19-21; **Montreal**—February 26-28; **Vancouver**—March 4-6 — Negotiating International Sales Contracts and Ensuring Receivables through Letters of Credit. Among other matters, these three-day seminars help participants to develop the knowledge and skills to prepare contracts, analyze letters of credit, and understand documentary requirements that will ensure flawless transactions and prompt payment on their exports. Presented by ITC International Trade Consultants and sponsored by the Canadian Exporters' Association and the Royal Bank of Canada, the seminars cost \$743.65 (includes GST). To register or for more information, contact ITC International Trade Consultants, 225 Maxome Avenue, North York, Ontario M2M 3L3. Tel.: (416) 733-8236. Fax: (416) 221-8357.

Calgary—March 2; **Vancouver**—March 3; **Toronto**—March 9; **Montreal**—March 10; **Halifax**—March 30; **Moncton**—March 31—Steps Toward Successful Penetration of the U.S. Environmental Market seminars. Contact Rheel Leroux and Associates Inc., Ottawa. tel.: (613) 741-9397, fax: (613) 741-9906; or Donald Marsan, External Affairs and International Trade Canada, Ottawa, tel.: (613) 991-9478, fax: (613) 990-9119.

Vancouver—March 16-20 — Globe'92 — Global Opportunities for Business and the Environment

is designed to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting the related business opportunities and responsibilities. For registration details, cost, or further information on this series of conferences and trade fairs — which feature the latest developments in environmental management, waste reduction, and pollution control and prevention — contact Globe'92, 601-535 Thurlow Street, Vancouver V6E 3L6. Tel.: (604) 666-8020. Fax: (604) 666-8123.

Vancouver — May 23-27 — Pacific Basin Economic Council (PBEC) 25th International General Meeting will attract over 500 business leaders, heads of state, and senior government representatives from around the world. Conference theme is "The Pacific Basin: A Borderless Economy?" Fee is US\$1000 plus GST (PBEC members); US\$1200 plus GST (non-members). Contact PBEC, Canadian Committee, 2nd Floor, 90 Adelaide Street West, Toronto M5H 1P6. Tel.: (416) 869-0541. Fax: (416) 869-1696.

Advanced Technology Marketplace

February 24 - March 4, 1992

External Affairs and International Trade Canada (EAITC) is sponsoring a cross-Canada tour by twenty-six Canadian Trade Commissioners from posts around the world. They will meet with Canadian exporters to discuss export opportunities in the following industry sectors:

- telecommunications
- data communications
- computer software and hardware
- instrumentation
- geomatics
- aerospace and space technologies

The cities to be visited by this team, and dates are as follows:

- **Halifax** - February 24

- **Montreal** - February 25-26
- **Toronto** - February 27-28
- **Calgary** - March 3
- **Vancouver** - March 4

The event(s) will have two main components: Regional Roundtables featuring the Trade Commissioners from Asia and Europe; followed by pre-registered one-on-one interviews with the Trade Commissioners of your choice (from all regions of the world, including the U.S.) to discuss your company's specific objectives/prospects in a particular market.

For further information and registration information, please contact your nearest International Trade Centre.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADIAN EXPORT

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External Affairs and
International Trade Canada

Canadian Embassy Offices Opened in the Three Baltic States

With a Canadian Embassy office having been opened in Vilnius, Lithuania on January 20, 1992, Canada is now represented in the three Baltic States.

Already, 19 projects have been approved or are in progress under the Canadian program to provide technical assistance to the three states, a part of which is "Renaissance Eastern Europe," created for Canadian companies seeking to become established in the region.

Negotiations are presently under way concerning the possibility of opening a \$10 million line of credit for each of the three Baltic States through the Export Development Corporation.

The offices in Riga, Latvia and Vilnius, Lithuania are satellites of the Canadian Embassy in Stockholm, while the Canadian Em-

bassy in Helsinki is responsible for the office in Tallinn, Estonia.

The three Baltic offices employ locally-engaged staff, who provide liaison and assistance to the staff of the embassies responsible.

The offices will assist Canadian exporters to find new outlets in the Baltic states and will provide trade and investment assistance to Canadian businesses.

Canadian businesses wanting information on opportunities must first contact the embassy responsible.

The Canadian Consulate General in Kiev, capital of the Ukraine, has had Embassy status since January 27, 1992. Nestor Gayowski, the chargé d'affaires, will continue to handle all inquiries related to trade with this republic.

Trade relations with the other republics in the Community of Independent States will, for the time being, continue to be handled by the Canadian Embassy in Moscow.

Below are the coordinates for the embassies and offices in the Community of Independent States and the Baltic States:

Embassy of Canada in Moscow, Starokonyushenny Pereulok 23, Moscow 121002. Tel.: (011-7-95) 241-5882/230-2156. Fax: (011-7-95) 241-9034. Telex: (destination code 64) 413401 DMCAN SU.

Embassy of Canada in Kiev, c/o Zhowtneva Hotel, Office 808, Corpus 1, 5 Rosa Luxembourg St., Kiev 22252021 Ukraine. Tel.: (011-7-044) 291-8978. Fax: (011-7-044) 291-8958. Telex: 131479 UYUTSU.

Embassy of Canada in Stockholm, Tegelbacken 4 (7th floor), Box 16129, S-10323, Stockholm 16, Sweden. Tel.: (011-46-8) 23 79 20. Fax: (011-26-8) 24 24 91.

Canadian Embassy Office in Riga, Riga Business Centre, 45/47 Elizabetes St., Riga 226010, Latvia. Tel.: (011-7-0132) 22 51 88.

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Brazil Open for Business

Canadian exports to Brazil for the first eight months of 1991 were up 27 per cent over the same period in 1990 (when they were valued at \$500 million).

The increase, say External Affairs and International Trade Canada trade officers, can be attributed, in part, to the opening up of the Brazilian market.

Late last year, cross-country Brazil-Canada Chamber of Commerce Seminars told Canadians:

- Brazil is a large market, with some 150 million people and 50 per cent of the total South American industrial base.

- The right time to include Brazil in your company's export strategy is now.

- Position yourself to take advantage of the numerous emerging commercial opportunities.

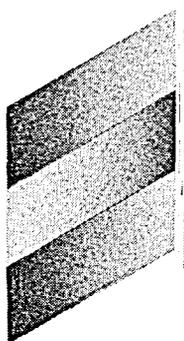
- Find a good Brazilian partner. If you wait for the perfect conditions, your competition will already have a head start.

Seminar participants also heard:

- The liberalization of Brazil's trade regime means the importer can now obtain an import license in five working days — as opposed to several months. The foreign

Continued on page 2 — Brazil

Continued on page 2 — Baltic



Canada

Brazil Means Business

Continued from page 1

exchange contract also can be arranged in just a few days.

• Technology growth sectors that match well with Canadian expertise include:

- informatics;
- telecommunications (infrastructure expansion, including cellular telephony, could see expenditures of \$22 billion by 1995);
- pharmaceuticals and specialty chemicals;
- agro-industry (now open, particularly to enhanced sales of Canadian wheat);
- services (this sector is being liberalized. It is important to note that *foreign consulting engineering companies wanting a realistic chance to win government contracts should work through or on sub-contract to*

local partners);

- mining and mineral processing;
- transportation and environmental products.
- Long-term financing, at the present time may not be available, but there are four Canadian banks with offices in Brazil that have short-term trade lines (sometimes up to 360 days) available to finance your products. They are Royal Bank of Canada, Bank of Montreal, Bank of Nova Scotia, and Toronto Dominion.
- As a major contributor to both the Inter-American Development Bank (IADB) and the World Bank, Canada can be a major beneficiary of the banks' financing of projects in Brazil. The IADB alone will make \$22.5 billion available to Latin American countries over the next three years,

providing capital to improve regional infrastructure and social services.

• Canadian wheat sales to Brazil have increased significantly and new products (\$5 million worth of diapers) have been sold for the first time. Other major Canadian exports include aircraft engines, newsprint, coal, fertilizers, dairy cattle, cellular phone systems, machine readable passport systems, hydro-generator monitoring systems, and cancer therapy equipment.

• The environment presents 'a number of exciting prospects for cooperation' between Canada and Brazil, through trade and joint venture opportunities by the private sector.

• The Canadian International Development Agency's Industrial Cooperation Program has funding available for viability and prefeasibility studies that could lead to the possible transfer of technology into Brazil.

• Each year, External Affairs and International Trade Canada supports the participation by Canadian companies in trade fairs in Brazil. Staff at the Embassy in Brasilia and the Consulate General in Sao Paulo are also on hand to help Canadian companies interested in this market.

For further information on Brazil-Canada trade, contact Francis Uy, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

Information also is available directly from the Canadian Embassy, Brasilia, tel.: (011-55-61) 321-2171; fax: (011-55-61) 321-4529/321-3257; or from the Canadian Consulate General, Sao Paulo, tel.: (011-55-11) 287-2122/2234/2601/2176; fax: (011-55-11) 251-5057.

Baltic Offices Opened

Continued from page 1

Canadian Embassy Office in **Vilnius**, Hote Draugystel, Room 901, Box 330, 2300 Vilnius, Lithuania. Tel.: (011-7-0122) 66 17 31.

Embassy of Canada in **Helsinki**, P. Esplanadi 25 B, Box 779, 00101

Helsinki 10, Finland. Tel.: (011-358-0) 17 11 41. Fax: (011-358-0) 60 10 60.

Canadian Embassy Office in **Tallinn**, 3 Tolli St., Tallinn, 200101 Estonia. Tel.: (011-7-0142) 44 90 56.

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

CZECHOSLOVAKIA — A company would like to **cooperate with Canadian firms** that produce these or similar products: **glass tubes, pressed glass, laboratory glass, glass bulbs, thermometers, noise-damping and thermo-insulating materials.** Contact Juraj Paulus, Slovenske Zavody Technickeho Skla a.s., Dubravka, 844 03 Bratislava, Czechoslovakia. Tel.: (07) 769-001-2. Telex: 93337 Slovtechsklo.

CZECHOSLOVAKIA

— The dominant Czechoslovak designer, manufacturer and wholesaler of **aerotechnical products for industrial purposes** is interested in **cooperation with potential joint venture partners and/or technology transfer.** Among its products are centrifugal high and medium-pressure fans, centrifugal and axial flow fans, air separators (cyclone and washer type), and components for pneumatic conveyances. Contact Vladimir Prosek, Senior Marketing and Sales Engineer, Klima a.s., Krumlovska 38, 383 32 Prachatice, Czechoslovakia. Tel.: (0338) 21221. Fax: (0338) 23645. Telex: 144278.

CZECHOSLOVAKIA — A research and development institute is looking for **partners to establish an import/export joint venture.** The institute, with large testing facilities, has experience with crawler vehicles, tractors, forestry machinery, and diesel engines. New projects relate to applications of alternative fuels (biodiesel from canola, liquified natural gas, bio gas) in diesel en-

gines and small dairy complexes. Contact Dusan Bella, Marketing Manager, ZTS VVU a.s., Komenskeho 19, 03 621 Martin, Czechoslovakia. Tel.: (0042) 842 32 005. Fax: (0042) 842 33024. Telex: (66) 75574.

CZECHOSLOVAKIA — A company is looking for a **joint venture partner** to assist in expanding its manufacture of **press tools, precision jigs, gauges, and small-scale automatic production equipment.** The company also wishes to increase its product range through the introduction of **new manufacturing technology.** Contact Vojtech Ryznar,

Box 22548, Christchurch, New Zealand. Fax: (03) 654-727.

NEW ZEALAND — A source of supply of **frozen baby carrots** is being sought by Mike Greenfield, Tiffany Foods, P.O. Box 4202, Christchurch, New Zealand. Fax: (03) 338-996.

NEW ZEALAND — An importer seeks the supply of **1/2 to 12-ton second-hand trucks, spurious and genuine parts for agricultural tractors and second-hand agricultural tractors (70-120hp).** Contact Robert Reith, Robert Reith Machinery Limited, 129 Burnett Street, Ashburton, New Zealand. (No fax provided.)

Business Opportunities

reditel, Nastrojarna Roznov, 1 Maje 1000, 756 61 Roznov pod Radhostem, Czechoslovakia. Tel.: (0042) 651-565495. Fax: (0042) 651 562116.

CZECHOSLOVAKIA — **Security equipment** is being sought by Alexandr Cach, President, A.S. Zlinmont-Graddo, Post Box 231, 760 01 Zlin 1, Czechoslovakia. Tel.: (0042) 067 512 (ext. 281). Fax: (0042) 067 279502.

KUWAIT — A local car paint dealer wishes to contact Canadian manufacturers/exporters of **car paint, spray paint and paint mixing formula.** Contact Mushrif Co. Trading and Contracting. Fax: 965-474-1423.

NEW ZEALAND — This country's largest product and equipment supplier to **hairdressing and beauty salons** wishes to augment its lines with **combs, brushes, clippers and all types of hairdressing tools** (excluding hair cosmetics). Contact John Hunt, Simms Jones Limited, P.O.

PORE — **Dairy products, grains and chemicals** are being sought by Raihana M. Ghazali, Executive Director, Esfahan Kokusai Pte Ltd., 65 Chulia Street #42-08, OCBC Centre, Singapore 0104. Tel.: 532-5877. Fax: 535-5736.

SINGAPORE — A **creative arts/novelty items** company wishes to enter into a **partnership** with a similar-oriented firm. Contact James Chan, Managing Partner, CTH Novelty & Gifts, Blk 1090, #05-01, Lower Delta Road, Tiong Bahru Industrial Estate, Singapore 0316. Tel.: 278-6280/271-8959. Fax: 274-7177.

SINGAPORE — A company wishes to act as an agent to market in Singapore **vinyl wallpaper with fabrics backing, carpets, upholstery and furniture fabrics.** Contact Doris Lim, Sagi Interior Furnishings, 10 Anson Road #16-14, International Plaza, Singapore 0207. Tel.: 221-0511. Fax: 226-0611.

Sectoral Market Opportunities in the United States

Each year, to prepare their marketing strategy, Canada's Trade Commissioners assess the business opportunities in the countries in which they are stationed. Following is the first part of sectoral market assessments made by Canada's Trade Commissioners in the United States. To obtain more information on the specific sectors, contact — as per the telephone number indicated — the officer whose name is shown for each sector.

COMPUTER HARDWARE/SOFTWARE, INFORMATICS, DATA PROCESSING, OFFICE AUTOMATION

Officer: G.H. Willows
Tel.: (613) 993-6576

In one decade, the personal computer (PC) has grown from being the preserve of a small group of hobbyists to threaten the existence of mainframe and mini-computer systems. The worldwide PC market in 1991 should exceed \$93 billion, almost double the market for mainframe/mini systems. The market for personal computer hardware and software in the United States alone should top \$US35 billion this year despite the sluggish economy. Expenditures on PCs are expected to rise by approximately 8 per cent in the U.S. and 15 per cent worldwide next year.

Industry analysts forecast MS-DOS/Windows to continue its dominance with a minimum 50 per cent share of total market. Unix and OS/2 are expected to gain share to an aggregate of 40 per cent split evenly, while Apple will retain 10 per cent.

The major market areas reflect demographic trends as PCs continue to be universally accepted. Hot product areas are projected to be multimedia, notebooks, enterprise computing, and the Windows environment.

* * *

ELECTRONIC COMPONENTS

Officer: D. Shaw
Tel.: (613) 991-9474

As the U.S. economy emerges from the recession, the component industry is forecast to grow at a compound rate of 6 per cent to 8 per cent through the mid-1990s. Forecasted growth for 1991 was at 9 per cent. The most active growth area will be in semi-conductor and related devices. More moderate gains of 5 per cent to 6 per cent are expected in components. As the economic recovery continues, demand for electronic components,

semi-conductor devices and integrated circuits will be driven by the information processing, telecommunications and automotive markets.

Recession and a sluggish recovery have resulted in consolidation and increased competitiveness within the U.S. industry. However, significant market opportunities exist for a broad range of products from simple components, such as resistors and capacitors, to multi-layer circuit boards and chips.

* * *

FURNITURE

Officer: T. Weinstein
Tel.: (613) 991-9479

The U.S. is an unlimited market for most types of furniture: residential and household; furnishings and accessories; bedding; office and contract. Residential furniture has become a "fashion" commodity as consumers on the move tend to dispose of furniture rather than take it with them.

North American office/contract manufacturers have been working to supply orders written in the late 1980s. However, because of current conditions, companies requiring new furniture are putting off major purchases until the economy improves. New or expanding office and public buildings (shopping centres, airports, health care facilities) requiring contract furniture are going ahead, although at a slower pace.

* * *

HARDWARE AND HOME IMPROVEMENT

Officer: R. McNally
Tel.: (613) 993-7486

The U.S. industry is comprised of more than 2,000 establishments and employs some 130,000 workers. In 1990, the total hardware/home improvement market was valued at \$100 billion. That included money spent for additions, remodel-

ling and repairs made on homes. Over 75 per cent of all do-it-yourself (DIY) sales were made through primary hardware/home centre channels.

The demand for hardware/DIY products closely follows the level of activity in the residential and non-residential construction industry and the home renovations market, with significant and growing sales to consumer DIY retail outlets.

* * *

PACKAGING EQUIPMENT

Officer: P.-A. Rolland
Tel.: (613) 991-9475

The U.S. packaging machinery market has been growing by 3 per cent annually, but this growth does not reflect the many changes underway in this sector. In food packaging, the most important sub-sector, there is continued demand for more attractive packaging that lends itself to safe use in microwave ovens, and is environmentally-friendly. This is expected to lead to stricter regulation of packaging products. Further automation is likely in the face of rising labour costs.

* * *

RECREATIONAL AND WORKING BOATS AND ACCESSORIES.

Officer: J.P. Petit
Tel.: (613) 991-9482

The U.S. pleasure boat market has annual shipments of more than US\$15 billion. Imports into the U.S. grew by about 25 per cent annually over the past six years, but fell by 25 per cent in 1989. In 1991 the federal government introduced a luxury tax on boats worth more than US\$100,000. This will likely soften sales in that high price range but will encourage sales of marine accessories, outboard engines and small boats. Canadian manufacturers are developing name recognition and a reputation for quality and innovation in the U.S. In spite of the slow economic recovery, high fuel prices, and changing consumer tastes, the U.S. will provide a strong market over the long term.

The work boat market has experienced a slow return from recession times hampered by high cost of capital, high interest rates, and a sluggish recovery. But maintenance and marine engi-

neering contracts, along with marine accessories and products hold good prospects for the short and medium term.

* * *

PLASTICS.

Officer: R. McNally
Tel.: (613) 993-7486

Plastics make up the largest category of materials used in the U.S. today as the application of new technologies continues to displace metals, glass, paper, wood, and other materials. Improved qualities such as high temperature resistance, high height-to-weight ratios, and chemical/corrosive resistance have helped to increase this dominant position.

Packaging industries continue to be the largest consumers of plastic materials, followed by transportation, electronics, construction, medical equipment, and sporting goods. Leading suppliers to the U.S. were Canada and East Asia which were tied at 25.2 per cent, followed by Japan at 18.8 per cent.

* * *

SEMI-PROCESSED AND PROCESSED FOOD AND BEVERAGES.

Officer: P.Egyed
Tel.: (613) 991-9483

The U.S. is by far the most important export market for Canadian agri-food products in terms of both the volume and range of products sold. In 1990, the total value of sales at both the retail and foodservice levels reached \$410 billion and was expected to grow to \$440 billion by the end of 1991. The U.S. is a buyers' market with a growing retail demand for nutritious, convenient, and attractively packaged products. Foodservice offers the best opportunities for manufacturers.

Particularly promising opportunities lie in high-quality convenience foods (ready-to-eat entrées, microwaveable products, finger foods), ethnic food, prepared and specialty foods, and food products that conform to the U.S. consumers' desire for wholesome, environmentally-friendly and gourmet-style eating. The U.S./Canadian market for processed, value-added food products is growing at three times the rate for raw commodities.

Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

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

Following is a list of "selected activities" Canadian firms might find worth pursuing.

TRADE FAIRS

• **New England Environmental Expo** — Boston — April 28-30, 1992 — A National Show on environmental products and services, the 400-exhibitor event is the region's largest and is targeted at companies in both the products and services areas.

• **Water Pollution Control Association of New Jersey** — Atlantic City — May 5-7, 1992 — A 200-exhibitor Regional Show on water pollution control equipment, instruments and services that attracts 3,000 industrial, municipal and state water pollution engineers, buyers and regulators.

• **Waste Expo'92** — New Orleans — May 6-8, 1992 — A 350-exhibitor International Show on solid and hazardous waste collection, transportation and disposal equipment, related support equipment, products and services. The event attracts 12,000 private and public-sector officials and business persons involved in the solid waste field.

• **HazTech Trade Show & Conference** — Pittsburgh — May 12-

14, 1992 — This Regional Show features equipment, systems and services for the collection, containment and disposal of toxic/hazardous materials and waste generated by industrial and municipal users. This industrial states-wide event (Ohio, Pennsylvania, West Virginia, Maryland, Lower New York State) attracts 170 exhibitors and is attended by plant engineers, environmental consultants, emergency response personnel, and state government purchasing officials.

• **Hazardous Materials Management Conference** — Atlantic City — June 10-12, 1992 — This 650-exhibitor National Show features equipment for the handling, treatment, storage and transportation of hazardous materials and waste. Among the 12,000 attendants are plant and environmental engineers, municipal waste management officials, chemists, technicians and emergency response personnel.

• **Air & Waste Management Association** — Kansas City — June 22-26, 1992 — This 400-exhibitor National Show features products and services for air pollution control and waste management, including instrumentation, control equipment, engineering and consulting services. In attendance are engineers, waste management specialists, federal, state and municipal environmental control personnel.

MISSIONS

• **Mission to the California Water Pollution Control Conference** — Sacramento — April 8-10, 1992 — Geared to manufacturers and providers of water pollution control equipment and services, this event attracts about 1,000 visitors, including planners, engineers, consultants, and rep-

resentatives from cities and towns involved in water quality issues.

• **Canadian Hazardous Waste Management Companies Mission** — Los Angeles — April, 1992 — The mission will meet with manufacturers, consultants and regulators of equipment, systems and services related to hazardous waste management.

• **Mission to the Environmental Business Council** — Boston — April, 1992 — Environmental Business Council Members and invited Canadian companies concerned with the complete range of environmental products and services.

• **Incoming Mission to the American Water Works Association Show** — Vancouver — June 18-22, 1992 — Some 25 U.S. buyers, selected and invited by Canadian Consulates in the U.S., will be interested in water meters, pipes, valves and other components related to the water works industry. The show attracts about 9,000 municipal and state officials, engineers, contractors and environmental specialists.

WORKSHOPS/SEMINARS

• **Canada-U.S. Environmental Forum** — Raleigh, North Carolina — June 26-27, 1992 — The forum will showcase technologies in five major areas of environmental concern: air, waste, water, management and engineering. The event is designed to promote "teaming" between U.S. organizations and their Canadian counterparts to explore partnerships, collaborations, joint ventures, research contracts, and strategic alliances.

Contact Donald Marsan, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

Electronic Parts Show in Korea Door to Key Industrial Market

Seoul — Canadian companies have an opportunity to explore and raise their share of the growing market in Korea for electronic parts and equipment.

All they need do is participate in the **Korea International Electronic Parts and Equipment Show (KEPES'92)** being held at the Korea Exhibition Centre May 20-24, 1992.

Show organizers, Korea Trade Promotion Corporation (KOTRA) and Korea Electronics Industries Cooperative (KEIC), say that the electronics industry in that country now ranks as the sixth largest in the world in terms of trade volume.

Despite such growth, however, there is a "critical need" to import new sources to cope with underde-

velopment in such related industries as electronic parts, components, production equipment, measuring instruments, and testing equipment.

KEPES, held annually since 1986, is one way for the country to source such imports.

The show is a specialized exhibition featuring only electronic parts, components and related equipment. As such, the majority of participants are business persons actively engaged in this key industrial sector.

For further information on **KEPES'92** or on how to participate, contact Korea Trade Centre, Box 9, Suite 600, 65 Queen Street West, Toronto, Ontario M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893.

Canadian Representation at Paris Packaging Show

Paris — Canada will have an information booth at **Emballage 92**, a packaging show to be held November 12-18 in Paris-Villepinte.

This will be the 30th edition of the show, which is held every two years. In 1990 it attracted 2,800 exhibitors from 30 or so countries and 130,000 visitors, 21,000 of them from abroad.

By its representation at the show, Canada hopes to promote the formation of international partnerships in the agri-food technologies, thereby complementing Investment Canada's economic study of the packaging sector in France. The study contains, among other subjects, profiles of leading manufacturers of packaging machinery.

With the support of the Quebec and Ontario delegations in France, the Canadian consulate in Lyon is prepared to host a mission and

invites contacts from Canadian companies interested in technological exchanges or partnerships.

Contact Walter Conrad, Industry, Science and Technology Canada. Tel.: (613) 954-3011; fax (613) 954-3079.

Japan Hosts Interior Products Show

Tokyo — The annual trade exhibition for quality imported interior products for the Japanese market will be held May 20-23, 1992 at Sunshine City Exhibition Center, Tokyo.

The **6th Lifestyle Europe'92** introduces exhibitors to the market opportunities for their products in Japan and is a cost-effective method of meeting buyers and distributors.

First held in 1987, **Lifestyle**

Montreal to Host International Food Show

Montreal — Space is still available for companies wishing to participate in the **Super Salon de l'Alimentation (SSA) International Show** being held at Place Bonaventure May 24-26, 1992.

Ranked by *Tradeshaw Week* as among the 50 largest trade shows in Canada, **SSA International** is an important event that involves all sectors of the retail food industry, including gourmet and specialty foods, beverages and food-related equipment.

The show attracts Canadian, U.S., and European participants that include manufacturers, distributors, importers, wholesalers, brokers, service companies, and commercial attaches.

The 1991 **SSA International** attracted more than 14,500 industry professionals to the more than 350 exhibits, making the event a profitable investment for all exhibitors, allowing them to make new contacts and to expose their products and services.

For further information on **SSA International 1992**, contact (in Montreal) Ginette Grise, tel.: (514) 289-9669; or (in Toronto) Marlene Patterson, tel.: (416) 270-1624.

Europe focuses on the six major market sectors that have dynamic growth potential: tableware, textiles, furniture, luxury gifts, artwork, and lighting.

For further information on **Lifestyle Europe'92**, contact the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybridge Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Calendar to EAITC 1992-1993 Eastern a

Listed below — alphabetically by sector and in chronological order — are the 1992-93 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include Outgoing Sellers' Missions (SM) from Canada and Incoming Buyers' Missions (BM) from abroad.

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

Eastern Europe

ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS, SERVICES

- Infosystem — Poznan, Poland — April 6-10, 1992 — Electronics, telecommunications, computer engineering (IB).
- Sofia Technical Days Fair — Sofia, Bulgaria — May, 1992 — Office automation, computers, informatics (IB).
- Outgoing Industrial Technology Working Group/Defence Conversion Mission — Moscow, St. Petersburg, Kiev — June, 1992 — Process control and instrumentation (BM).
- TELECOM '92 — Budapest, Hungary — October 12-17, 1992 — Telecommunications equipment (NS).

AGRICULTURE, FOOD PRODUCTS, EQUIPMENT, SERVICES

- Incoming Mission to Western Farm Progress Show — Regina, Saskatchewan — June, 1992 — Dryland farming and agricultural technology (BM).
- Polagra '92 — Poznan, Poland — October 1-6, 1992 — Agriculture, food and food processing (IB).

CONSUMER PRODUCTS, SERVICES

- TIBCO — Romania — May 28-June 4, 1992 — Consumer goods fair (IB).

CONSTRUCTION PRODUCTS, SERVICES

- Poznan International Fair — Poznan, Poland — June 14-21, 1992 — Construction materials (IB).
- Outgoing Construction Mission — Warsaw and Poznan, Poland — June, 1992 — Construction, related materials and equipment (SM).
- Outgoing Mission on Construction Techniques — Moscow, St. Petersburg, Kiev — November, 1992 — Prefab and industries . Construction. Construction techniques (BM).

FOREST PRODUCTS, EQUIPMENT, SERVICES

- PAP-FOR 92 — St. Petersburg — September 22-26, 1992 — Forestry and cellulose-paper (SM).

GENERAL/MULTI-PURPOSE

- Blue Chip Mission — Prague and Bratislava, Czechoslovakia — April, 1992 — Commercial and investment opportunities (SM).
- BRNO Engineering Fair — Brno, Czechoslovakia — September 16-23, 1992 — Engineering and industrial products (NS).
- Outgoing Resources Industries Mission — Russian Far East — September, 1992 — Minerals, forestry, fisheries and petroleum (BM).
- TIB 92 — Bucharest, Romania — October 8-15, 1992 (NS).

INDUSTRIAL MACHINERY, PLANTS, EQUIPMENT, SERVICES

- Budapest Spring Fair — Budapest, Hungary — May 20-27, 1992 — Industrial, construction and sector goods (IB).
- Outgoing Environmental Mission — Budapest, Hungary — June, 1992 — Environmental products, industrial waste water, instrumentation and services (SM).
- Zagreb International Autumn Fair — Zagreb, Yugoslavia — September 14-20, 1992 — Industrial fair (NS).
- Plovdiv International Tech Autumn Fair — Plovdiv, Bulgaria — September 21-27, 1992 — Industrial fair (IB).
- Outgoing Environment Technology Mission — Prague, Bratislava, Ostravia, Katowice & Warsaw — September-October, 1992 — Environmental

Western Europe Trade Fairs, Missions

products, related goods and services (SM).

- ENVIBRNO International Environmental Technology Exhibition — Brno, Czechoslovakia — October 20-23, 1992 — Environmental products and services (CA).

MINING, METALS, MINERALS, PRODUCTS, EQUIPMENT, SERVICES

- Outgoing Mining Equipment & Technology Mission — Yugoslavia, Bulgaria, Albania — October, 1992 — Mining equipment, services (SM).
- Incoming Metallurgical Mission to Canada — November, 1992 — Metals, primary and fabricated (BM).

OIL, GAS PRODUCTS, EQUIPMENT, SERVICES

- Neftegaz '92 — Moscow — May 19-27, 1992 — Oil, gas equipment and services (NS).
- Incoming Mission to National Petroleum Show — Calgary, Alberta — June 9-11, 1992 — Oil, gas products (BM).

Western Europe

ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS, SERVICES

- Outgoing Instrumentation Mission to Het Instrumental Fair — The Hague, Netherlands; Vienna, Austria — April 6-10, 1992 — Instruments, apparatus and systems (SM).
- Communications 92 — Birmingham, England — April 7-10, 1992 — Telecommunications (CA).
- TMAB Exhibition, Forum & Telecom (with Investment Canada on Telecom) — Brussels, Belgium — April 8-9, 1992 — Telecom and datacom (IB).
- Journées Européennes des Composites — Lyon, France — April 22-24, 1992 — Composites (IB).
- Comdef 92 — Southampton, England — May 29-June 1, 1992 — Computers (CA).
- Outgoing Software Mission — Ireland — May, 1992 — Market expansion into Europe using Ireland and collaborative arrangements with Irish partner companies as their base (SM).
- Mediaville — Rennes, France — June, 1992 — Broadcasting and cablevision (IB).
- International Broadcasting Convention — Amsterdam, Netherlands — July 3-7, 1992 — Broadcasting, cablevision (NS).

- Outgoing Informatics/Advanced Technologies Mission — Nordic Countries — September, 1992 — Informatics/computer products, including hardware datacom & software (SM).

- Orbit 92 — Basel, Switzerland — September 8-12, 1992 — Advanced technology products and services (IB).

- Expotronica 92 — Spain — October 13-16, 1992 — Satellite communications equipment, electronic components, cable and TV systems (NS).

- Systec 92 — Munich, Germany — October 19-23, 1992 — Computer products (alternates with systems) (CA).

- Communications 92 — Istanbul, Turkey — October 28-November 1, 1992 — Telecommunications/communications (IB).

- Outgoing Controlled Quality Software Mission — Milan, Italy — October, 1992 — Software applications (SM).

- Incoming Information Technologies Mission — Toronto/Ottawa/Montreal — October, 1992 — Information technologies (BM).

- Outgoing Automatic Robotic Manufacturing Mission — Vienna/Linz/Graz, Austria — October, 1992 — Automatic manufacturing robotics (SM).

- Outgoing Office Automation Mission to Efficiency Beurs Fair — Amsterdam, The Hague — October, 1992 — Office automation, software and hardware (computers and communications) (SM).

- Open Systems Exhibition — London, England — November 4-6, 1992 — Computers, communications (CA).

- Inter/Elec 92 (with Investment Canada roundtable on electronics) — Ghent, Belgium — November 19-23, 1992 — Electronics and electrotechnical material (IB).

- Pronic 92 — Paris, France — November 30-December 4, 1992 — Electronic equipment (IB).

- Expotelcom — Portugal — November, 1992 — Telecommunications, data processing and information technology (CA).

- P.C. Forum — Paris, France — February, 1993 — Advanced technology products (CA).

- Cebit 93 — Hannover, Germany — March 24-31, 1993 — Telecommunications and computer products (NS).

- Software Automation — Kortrijk, Belgium — March, 1993 — Informatics, advanced software (IB).

Continued in the next issue

Market in Mexico for Agri-food Products

With a population of 85 million people, Mexico represents an important and expanding market for Canadian exporters. Canada's entry into three-way free trade with Mexico and the United States should secure improved access for its goods, services and investment to the Mexican market.

Mexico is Canada's largest market in Latin America and its 15th largest market globally (\$167.4 million in 1989). With the possibility of a North America Free Trade Agreement and increased liberalization of the trade regime in the country, Mexican producers will have greater opportunities to acquire products, technologies and training from Canadian sources.

Mexico remains one of the most important markets (\$63.1 million in 1990) for the export of Canadian skim milk powder (SMP). While imports of SMP are expected to drop by 1994 because of the government's self-sufficiency policy in favor of the domestic industry, the market will remain large.

This policy, however is likely to lead to expanding market opportunities: the Mexican government, for instance, plans to import 150,000 head of dairy cattle over the next four years.

Mexican demand for pork and the country's proximity to Canada point to opportunities. But to protect domestic swine production, Mexico has introduced a 20 per cent tariff on pork. This measure, coupled with a zero tariff on breeding swine, prompted significant expansion of the Mexican hog industry. It is a promising market for purebred and hybrid animals.

Imports of beef, pork and edible offal have more than doubled. Beef imports have increased in the economic upturn. American-cuts

of beef are perceived to be luxury items and are in increasing demand.

Mexican imports of seed potatoes are expected to rise considerably. Canadian share of the market could reach \$4 million in the next few years. The greatest potential for sales exists in the yellow-fleshed Alpha variety.

Corn and soybeans are two of Mexico's leading agricultural imports. But Canada does not compete with increased competition from European countries whose highly subsidized rapeseed, and similar commodities, can affect the market.

Edible dry beans exports from Canada to Mexico reached \$10.7 million in 1990. The Mexican government is not expecting to import dry beans in 1992.

Processed food and beverages are in greater demand in Mexico due

to reduced tariffs and per-capita income increases. Excellent opportunities exist in Mexico for Canadian specialty bakery products, alcoholic beverages and bottled water, frozen fish and potato by-products. An expanding market also exists for various luxury products in the Mexican hotel and restaurant industry.

Agriculture Canada, External Affairs and International Trade Canada, and Industry, Science and Technology Canada can help Canadian agri-food exporters in developing a market strategy toward Mexico.

A copy of *The Assessment on the Agri-food Market in Mexico* is available through Agriculture Canada, C.D Howe Building, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671; Fax: (613) 995-0949.

Cuba's Medical Sector Open to Imports from Canada

The medical sector, particularly the development of the local biotechnology industry, is considered one of the three leading priorities in Cuba's development programs, says a memo from the Canadian Embassy in Havana, based on its December 1991 revised study *Medical Sector Profile in Cuba*.

Traditionally, imports for this sector amounted to an average of Cdn\$700 million annually. Western European suppliers, together with former COMECON countries, accounted for Cuba's main supplies of health care products, diagnostic reagents, fine chemicals, medical supplies and hospital equipment.

As a result of the dismantling of trade relations with Eastern Eu-

ropean countries and the former Soviet Union, coupled with the difficult local economic situation, the overall size of these import programs has been cut. This measure also applies to foreign procurement of medical supplies/equipment destined for the health care sector.

However, this sector stands out as one of the most noteworthy social and political achievements of the Cuban government. Hence, its high degree of priority in Cuba's import programs — even in times of severe economic difficulties.

This special status permits the sector's access to special hard currency fund allocations to import badly needed requirements on

Continued on page 11— Cuba

Cuba Medical

Continued from page 10

confirmed irrevocable Letter of Credit basis.

Additionally, Canadian exporters to Cuba can benefit from the Export Development Corporation (EDC) export insurance coverage under section 24 of the EDC Act.

(Eligibility to this EDC insurance is given only by the National Bank of Cuba and the Cuban Ministry of Foreign Trade — after having confirmed the contract in question to EDC as a priority import. Payment to the Canadian exporter will be made on sight basis upon presentation of shipping documents to the exporter's Canadian bank.)

Cuba's priority imports for the health care sector include: diagnostic kits and reagents; finished pharmaceuticals; veterinary products; containers and closures for medical products; disposable materials for hospitals; surgical instruments and sutures; medical cases; dental burrs; and raw materials for export-oriented biotech products.

The medical sector also offers the possibility of entering into co-operative production and joint venture agreements with local manufacturers, particularly for biotech products, hospital equipment furniture and chemical reagents.

Cuba has a JV law (law 50) which provides assurance. Investors will be permitted to repatriate profits resulting from their investment.

Further information on these and other matters may be obtained in **Medical Sector Profile in Cuba**, copies of which are available through the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 943-8806. Cana-

Patent Licensing Available through McDonnell Douglas

Canadian companies can now take advantage of new technology and patent licensing opportunities available through divisions of McDonnell Douglas Corporation in Southern California, says a memo from the Canadian Consulate General in Los Angeles.

Specifically, the McDonnell Douglas Electronic Systems Company in Santa Ana has numerous patents available in the areas of integrated circuits, electronics and solders. As well, the Space Systems Division in

Huntington Beach has a list of 17 patents pertaining to fibre optics — all available for licensing to interested companies.

While actual licensing negotiations will take place with the McDonnell Douglas Corporate headquarters in St. Louis, a complete list of the patent titles and contacts is available from Doug Paterson, Trade Commissioner, or Jeff Gray, Commercial Officer, Canadian Consulate General, 300 S. Grand Ave., 10th Floor, Los Angeles, California 90071, U.S.A. Fax: (213) 620-8827.

EDC Line of Credit for Mexico and Barbados

The Export Development Corporation (EDC) has established a line of credit of US\$100 million with Telefonos de Mexico (Telmex) and has just renewed a line of credit of US\$5 million with the Barbados National Bank.

Telmex is the main provider of telecommunications services in Mexico. In 1990 the company was

privatised with a mandate to update its technological infrastructure.

Canadian exporters will have the opportunity to indicate to their buyers the availability of a simple and easily accessible credit facility.

Exporters interested in these lines of credit should contact the EDC regional offices in their area.

Numbers to Note

The Canadian Embassy in Abidjan now has an additional facsimile in operation. The Commercial Section can be reached directly at 22-05-30.

The Canadian Embassy in Havana now has the following telephone and facsimile numbers: Tel.: (011-53-7) 33-2516, -2517, -2527, -2752 and -2382. Fax: (011-53-7) 33-2044.

dian exporters interested in developing a business relationship with Cuba in the health care sector are also encouraged to contact the Commercial Division, Canadian

Embassy, P.O. Box 500 (Havan), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17/27. Telex: (Destination code 28) 51-1586 (CAN CU). Fax: (011-53-7) 33-2044.

BUSINESS AGENDA

Montreal — April 7; **Ottawa** — April 8; **Vancouver** — April 10 — Exporting/Marketing Seminar: Exporting Services to the U.S. For registration call Margaret McNabb, EAITC. Tel.: (613) 998-9441. Fax.: (613) 990-9119.

St. John's — April 21-22 — Value-Added will be a major theme at Newfoundland's seafood marketing intelligence conference. **Seafood Outlook 92** is for processors

and exporters, and features international seafood buyers, food marketing professionals, and consultants. Contact Paul Rose, St. John's. Tel.: (709) 772-5511. Fax (709) 772-2373.

Ottawa — April 28 — A 10-session course at Carleton University of interest to foreign service officers, business persons and the general public. The Middle East historical, socio-economic, lin-

guistic and political experiences will be analyzed and discussed. Contact course instructor, Hassan M. Eltaher, Ottawa. Tel./Fax.: (613) 825-1339.

Montreal — May 24-26 — The **Super Salon de l'Alimentation (SSA) International Show** will be held at Place Bonaventure. The show will attract Canadian, U.S. and European food industry participants. Contact SADAQ, Montreal. Tel.: (514) 289-9669.

Exports to South Africa

Canada has changed its policy of sanctions and controls on the exporting of strategic products to South Africa. In order to obtain a copy of **Notice to Exporters #59** concerning these changes, please contact Export Controls Division (KPE), Export-Import Permits Bureau, External Affairs and International Trade Canada, Box 481, Stn. A, Ottawa K1N 9K6, Tel.: (613) 996-2387; Fax: (613) 996-9933; Telex: 053-3745, or contact Info Export (see box below).

Western India

External Affairs and International Trade Canada will provide exporters a market guide on Western India prepared by an independent consultant under the direction of the Canadian Consulate in Bombay. A copy of **Doing Business in India: A Western India Perspective**, may be obtained from Asia Pacific South

Publications

Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 995-7689; Fax (613) 996-4309.

Architecture: A Valuable Export

Last year, the total value of non-residential construction in the United States was \$350 billion. The market is a very lucrative one not only for large Canadian architectural firms, but for small ones as well.

Recently the United States Trade and Tourism Development Division and the Royal Architectural Institute of Canada conducted a joint study for the purpose of

promoting exchanges of architectural services between Canada and the United States. The study, **Reviving America's Urban Cores: Downtown and Waterfront Potentials in Seattle and San Francisco**, focuses specifically on the potential of these cities.

To obtain a copy, contact Tim Kehoe, Royal Architectural Institute of Canada, Ottawa. Tel.: (613) 232-7165. Fax: (613) 232-7559.

Export Edge

Export Edge (#69TA) is a publication of External Affairs and International Trade Canada containing tips from Canadian companies that have been successful on the international scene. It draws on the experience gained by small- and medium-sized businesses representative of most sectors and markets. **Export Edge** is available from Info Export (see box below).

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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External Affairs and
International Trade Canada

US \$80-Million Brazil Agroproject Open for Bids

The procurement process for a US\$80-million agriculture technology modernization project (PROMOAGRO), funded by the Inter-American Development Bank, is scheduled to begin within the next few months — and Canadian companies that act quickly can get in on the international competitive bidding.

The foreign exchange component (\$67.5 million) of the project will finance the purchase of, among other items/services, approximately:

- \$27 million worth of **machinery and equipment** — tractors, harvesters, fertilizer spreaders, pesticide spraying equipment, irrigation and drainage equipment); **laboratory equipment** — centrifuges, spectrometers, microscopes, chromatographs, phytometers, AV equipment; **information systems equipment** — servers, terminals, printers, scanners, cabling; and **furniture and miscellaneous equipment**.

- \$10.3 million in **foreign training** — to allow 83 staff to obtain Phd degrees in selected fields of specialization at universities abroad.

- \$5 million in **foreign consultancy** — in the four main areas of high-level technology/biotechnology; information systems; soil conservation and plant protection; and institutional development.

Continued on page 2 — Brazil

Winning Asia Development Bank Contracts Focus of Cross-Canada Workshops

“How to Prepare Effective Bids for Asian Development Bank-Financed Projects and Technical Assistance Contracts” is the subject of workshops slated for Calgary, Montreal, Toronto and Vancouver this month and next.

The workshops are designed to assist internationally active consultants, contractors and manufacturers in preparing fully responsive and price competitive bids — enabling them to be more successful in winning Asian Development Bank (ADB)-financed contracts.

Past experience has shown that participation of Canadian bidders in ADB-financed procurement has been rather low. In many situations, Canadian contenders are competitive but, through inexperience or misunderstanding, fail to respond fully to the requirements of the tender invitations.

The workshops should help rectify this situation and open new opportunities with an organization that, in 1991, had lending commitments of some US\$5 billion for the promotion of economic and social development in the Asia-Pacific. In the last 12 months, the ADB also disbursed more than US\$3 billion on procurement of goods and services for which Canadian industry is eligible to compete.

The Bank also operates a technical assistance program that is both lucrative for consultants and an excellent means of establishing credentials with important organizations in the region.

On the first day of the program in Montreal, Toronto and Vancouver, Ronald Chan, ADB Senior Consulting Analyst, and Benny Kwong, ADB Senior Procurement Specialist (Central Projects Division), will conduct separate, simultaneous workshops for consultants and equipment suppliers on the preparation of proposals for ADB-funded contracts.

The workshop in Calgary, featuring Mr. Kwong, will focus on procurement.

On the second day of each workshop participants will have an opportunity to discuss specific requirements with ADB officials during one-on-one meetings.

Workshop locations, dates and contacts are:

- **Calgary** — March 30-31 (Gerald Milot, International Trade Centre. Tel.: 403-292-6409. Fax: 403-292-4578).

- **Montreal** — April 2-3 (Claude Blais, International Trade Centre. Tel.: 514-283-7856. Fax: 514-283-8794).

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Canada

Application Deadline Approaches for Business Excellence Awards

Business enterprises in Canada wanting to compete in the **1992 Canada Awards for Business Excellence (CABE)** have until April 8 to submit their applications.

The competition is open to businesses of all sizes and in all fields of economic activity, with up to three winners being chosen in each of the following eight categories: entrepreneurship; environment; industrial design; innovation; invention; marketing; small business; and total quality.

In announcing the opening of the **1992 CABE** application process,

Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson said: "For the ninth year, we are honouring the success of individuals and companies in Canadian business. **CABE** winners stand out as examples of how Canadian businesses can compete successfully against the best in the world."

To obtain a **1992 CABE** application form or more information contact Dominique Veilleux, Ottawa, tel.: (613) 954-4083 or any Regional Office of Industry, Science and Technology Canada.

Register Today to WIN Exports

One of the most direct routes to finding export sales leads is to be registered with WIN Exports.

Managed by External Affairs and International Trade Canada, WIN Exports is a computer database of Canadian exporters and their capabilities. The database is used exclusively by 1,200 EAITC trade staff at its offices around the world — giving worldwide prospective clients an awareness of Canadian companies and their capabilities.

Statistics show that more than 100,000 requests for export infor-

mation from foreign buyers are received annually by Canada's trade commissioners — who use the WIN Export computer database daily to access information on Canadian exporters and their particular products and services.

To receive a WIN Exports registration form, contact Info Export, External Affairs and International Trade Canada (BPTE), 125 Sussex Drive, Ottawa K1A 0G2. Toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709. Quote code number 50TB.

Brazil Agroproject

Continued from page 1

- \$3.5 million in **technical inputs** fertilizers, pesticides, herbicides, drugs and mineral salts for animals, seeds, laboratory glassware, and reagents.

- \$6 million in **construction**.

Project executing agency is Empresa Brasileira de Pesquisa Agropecuaria (EMBRAPA). Contracting of consultants will be handled by Instituto Interamericano de Cooperacion Agricola (IICA).

Interested parties seeking general information may contact Sven Blake, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

For details or for assistance in identifying contacts and obtaining bid documents, contact Commercial Division, Canadian Consulate General, Sao Paulo, Brazil. Tel.: (011-55-11) 287-2122/287-2234/287-2601/287-2176. Telex: (Destination code 38) 23230 (CCAN BR). Fax: (011-55-11) 251-5057.

Asia Bank

Continued from page 1

- **Toronto** — April 6-7 (Alice Lam, Ontario International Corporation. Tel.: 416-314-8251. Fax: 416-314-8222).

- **Vancouver** — April 9-10 (Don Cameron, International Trade Centre. Tel.: 604-666-1436. Fax: 604-666-8330).

For general information on the coordination of these events, contact Eileen Durand, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0959. Fax: (613) 996-4309.

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BUSINESS OPPORTUNITIES

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

CZECHOSLOVAKIA — An established engineering firm is looking for **new partners or capital** to expand or diversify its production capacity. The company's primary products are **molds** (thermoplast, cast aluminum, non-ferrous metal pressure molds), **drilling/milling/spreading machines, and measuring instruments for boring machines.** Contact Pavel Buzek, Marketing Manager, Lada a.s. Sobeslav, 377 81 Jindrichuv Hradec, Czechoslovakia. Tel.: (0042) 331 23091. Fax: (0042) 331 26623.

NETHERLANDS — A company

in The Hague wishes to expand its range of **private mobile radio products** and seeks information from Canadian suppliers as well as a **portable radio** whose specifications are: 146-178 MHz and 440-470 MHz; two channels; 20/25/12.5 kHz; 2-8 MHz; -25/+60 temp; IP 54; simplex or semi-simplex; 0.1-1 watt adjustable; 5-tone signal ZVEI; 5-tone sequence encoder-decoder with I.D.; call acknowledge; emergency call; acoustic and optical call signal; encoding one or two single tones; group-collective call CTCSS. Contact M. Voorsluis, Room ST 914, PTT Telecom BV, Mobile Division, P.O. Box 30150, The Hague, Netherlands.

NEW ZEALAND — A major company here wishes to contact Cana-

dian manufacturers of **heavy truck drive trains, clutches, transmissions, drive shafts, power take-offs, differentials, suspension systems, brake systems and axles.** To carry out a major expansion of its product line, the company will consider **any truck/trailer part.** Contact David Wright, Manager, Parts Division, TRT Transport Centre, P.O. Box 10-076, Te Rapā, Hamilton, New Zealand. Fax: 64-7-849-3628.

POLAND — A manufacturer of **guillotine shears, hydraulic and mechanical presses** seeks **potential commercial partners and/or investors.** Contact P. Faruga, General Manager, PLASOMAT, 02-468 Warsaw, ul, Technikow 40. Fax: 4822/238-083. Telex: 813693 fpa pl.

Bidding on United States Federal Contracts

Since being published in the **January 15, 1992, Vol. 10, No. 1 issue of *CanadExport***, the U.S. phone system has changed, as have the contact names and solicitation issuance dates for the federal contract bidding opportunities listed in that article. The amended version, together with the regular introduction, follows.

Canadian companies have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitation will be available as noted below; the bid period usually closes 30 days after that.

Instrument and Laboratory Equipment — electrical and elec-

tronic components and test equipment. Expected contract value: **\$300 million.** Next open season solicitation expected **March 1992.** Schedule identification: **66 II H.** Contact: **Mrs. Novelene Burns.** Tel.: (703) 305-6201.

Special Industry Machinery — lithographic printing plates, solutions and masters; printing, duplicating and book-binding equipment; pulverizing, pulping and shredding machines. Expected contract value: **\$108,634,000.** Next open season solicitation expected **June, 1992.** (Call at the end of April to get on the mailing list). Schedule identification: **36 II.** Contact: **Linda Dogan.** Tel.: (703) 305-5994; or **Marg Lyddane.** Tel.: (703) 305-6591.

Laboratory Instruments and Equipment — Blood chemistry

analysis systems; diluter pipettes. Expected contract value: **\$260 million.** Next open season solicitation expected **March, 1993.** Solicitation identification: **66 II A.** Contact: **Oscar Watson.** Tel.: (703) 305-5954.

Upholstered Household and Quarters Furniture. Expected contract value: **\$200,000.** Next open season solicitation expected **April, 1992.** Solicitation identification: **71 I E.** Contact **Jimmy Reid.** Tel.: (703) 305-6221.

*To find out about U.S. federal contract opportunities for other products or for more general information on this procurement process, contact **Judith Bradt, Canadian Embassy, Washington, D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.***

Sectoral Market Opportunities in the United States

*Each year, to prepare their marketing strategy, Canada's Trade Commissioners assess the business opportunities in the countries in which they are stationed. Following is the second part (the first part was published in **CanadExport**, Vol. 10, No. 4, March 2, 1992) of sectoral market assessments made by Canada's Trade Commissioners in the United States. To obtain more information on the specific sectors, contact — as per the telephone number indicated — the officer whose name is shown for each sector.*

AEROSPACE AND SPACE

Officer: K. Barnaby
Tel.: (613)991-9481

Instant reaction forces may be required in larger numbers with a corresponding increase in airlift for personnel and material. The U.S. Department of Defence emphasis upon types and missions of aircraft could be altered in the next few years in this volatile defence market. The U.S. commercial aircraft market remains encouraging, with Boeing's estimated 55 per cent of the western aerospace market and McDonnell Douglas' 15 per cent share.

The majority of NASA's budget of US\$13.4 billion in fiscal year 1991 was directed toward prime contractors, with the remainder 'set-aside' for small business and other protected organizations. The three largest installations — Marshall Space Flight Center, (Alabama), Johnson Space Flight Center, (Texas) and Goddard Space Flight Center (Maryland) — account for more than 60 per cent of NASA procurement funds. The prime contractors in California, Texas and Florida capture more than 80 per cent of total procurement.

APPAREL

Officer: N. Peacock
Tel.: (613) 991-9476

The U.S. apparel market has suffered through a difficult year, experiencing a 4.5 per cent decline in domestic shipments. While consumer spending increased by 1 per cent, the beneficiaries were the low-cost Asian producers and importers. The long awaited turn around did not materialize and most suppliers were content to merely survive. Inventories at retail level continue to be held to a minimum. This has led to a 20 per cent increase in the number of manufacturers and retailers implementing the QR (Quick Response) system. Tied to this is the increasing use of EDI (Electronic Data Interchange) by both buyers and sellers.

Forecasted growth in retail apparel sales in 1992 is expected to be 5 per cent to 6 per cent. This will likely favour the 40-50 year-old age group with a disposable income that would indicate medium to better priced

merchandise requirements.

While New York will remain the focal point for apparel buying, the increasing use of regional markets by buyers - particularly the Midwest and Southwest areas - merits the attention of Canadian exporters. This is particularly so in the men's and children's sectors, as well as women's.

AUTOMOTIVE (AFTERMARKET)

Officer: A. McBride
Tel.: (613) 993-5149

In 1992-1993, the aftermarket sub-sector is expected to experience moderate growth.

An increasing Asian market share in the original equipment sub-sector inevitably has forced change upon the aftermarket. Companies must adjust their products to ensure compatibility with imported vehicles. American buyers still value quality, reliability, and price competitiveness. These factors will ensure major opportunities for Canadian manufacturers in the US market.

AUTOMOTIVE (ORIGINAL EQUIPMENT)

Officer: A. McBride
Tel.: (613) 993-5149

The motor vehicle and parts industry is one of the largest sectors of the U.S. economy, accounting for approximately \$215 billion of the nation's \$5.2 trillion GNP in 1989, or 4.1 per cent of the total. The struggle for market share and the new offshore entrants have resulted in quality consciousness, new products, and shortened development cycles. U.S. industry invested an additional \$11.7 billion in new plants and equipment during 1990 to improve its competitive position.

Automobile sales in early 1991 were expected to continue the decline begun in 1989, and pick up toward year end to achieve total sales of 9.3 million units. In 1992, sales of 9.7 million units were projected. Retail truck sales were expected to reach 4.720 million units in 1991, increasing to 4.770 million units this year.

CHEMICALS

Officer: R. McNally
Tel.: (613) 993-7486

Hydrocarbon Processing Industry Outlook '92 estimates that the total number of capital projects worldwide will increase to 2,907, an increase of 341 over 1990. Construction projects in the U.S. are up 57 to 446 projects, and up 25 to 123 in Canada. Capital spending on equipment, materials and services are related directly to annual construction activity levels. Capital, maintenance and operating budgets worldwide were expected to total US\$126.6 billion in 1991, an increase of US\$9.1 billion over 1990 spending. The U.S. share of this is US\$33.4 billion, or 26 per cent.

Products such as pumps, valves, heat exchangers, compressors, piping, instruments and electrical equipment are sold by domestic and foreign suppliers to the U.S. hydrocarbon processing industry. Major opportunities also exist for well replacement parts, construction materials and technical services.

CONVERTED WOOD PRODUCTS

Officer: R. McNally
Tel.: (613) 993-7486

U.S. converted wood products shipments totalled \$9.5 billion in 1990, down 1 per cent from the previous year. Since 1986, when the level of new construction began to decline, the repair/remodelling market has become an increasingly important component of U.S. demand.

The largest industry commodity grouping was wooden doors, which accounted for an estimated 30 per cent of industry shipments. Wooden windows comprised 26 per cent, while wooden moldings made up 14 per cent of industry deliveries. Other key categories included wooden stairs and components, wood blinds and shutters, exterior millwork (including porch columns and rails). Canada supplies 24 per cent of total U.S. wooden door imports and 7 per cent of its wooden windows. Canada has also made inroads in supplying doors incorporating alternative materials (molded doors) which are energy efficient and require lower maintenance.

CULTURAL INDUSTRIES (Book Publishing; Film & Video; Performing Arts; Sound Recording)

Officer: D. Shaw
Tel.: (613) 991-9474

A soft U.S. economy held book publishers' receipts to

\$16 billion in 1990. The 1991 outlook was for an 8 per cent increase to \$17.3 billion. U.S. book imports in 1990 grew by 10 per cent to \$880 million, with exports of \$1.4 billion.

Demographic, economic and technological trends should help the U.S. publishing market achieve average growth of 3.5 per cent in constant dollars through 1995. Elementary and high school enrolment is projected to rise by 3 million students, improving markets for text and juvenile books. Sales of trade books should be aided by the formation of over 6 million households and the addition of 10 million persons to the high income, heavy reading population segment aged 35 to 54. Markets for college textbooks and technical, scientific and professional books may not increase as rapidly since college enrolment is not expected to grow and library budgets will be addressing serial subscriptions and electronic information requirements as well as budgets for books.

The U.S. market for **film & video** appears to be levelling off after years of expansion. Combined box office and video rental receipts were expected to top \$15 billion in 1991. The market continues to have a voracious appetite.

The U.S. market for **performing arts** is virtually inexhaustible, but dominated by companies that cater primarily to popular tastes. The pervasiveness of popular American culture tends to overshadow the fact that rich markets for "High Culture" exist in virtually every region of the United States.

Growth rates in the **sound recording** sector are expected to stabilize around 5 per cent per annum over the next few years with most activity in the sale of pre-recorded compact discs and cassettes.

DEFENCE PRODUCTS

Officer: K. Barnaby
Tel.: (613) 991-9481

The U.S. military, as a result of the Gulf War, will place more emphasis on precision-guided, laser-designated, smart weaponry, unmanned aerial vehicles to reduce casualties, aircraft losses, logistics transportation of massive quantities of munitions, and time on deployment. They will cancel some production runs of proven weapons and vehicles in favour of technological advantages in the near future, and become more demanding for better quality, better performance, and improved field testing of prototypes. They will refine and improve the Total Quality Management System (TQMS) to obtain more reliable sources.

Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

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

*Following is a list of "selected activities" Canadian firms might find worth pursuing. (The first part of the list was published in **CanadExport**, Vol. 10, No. 4, March 2, 1992).*

TRADE FAIRS

• **World Recycling Conference and Exposition** — Chicago — June 2-4, 1992 — A 110-exhibitor International Show (at which Canada will have an Information Booth) featuring systems and products for collection, handling and processing of recyclable materials. Also featured are bins, trucks, shredders, balers, crushing equipment, and displays of recycled products. Participants include state and local public works officials, restaurant and institutional operators, consultants and engineers.

• **Solid Waste Association of North America** — Tampa — August 3-6, 1992 — A National Show where 250 manufacturers and distributors exhibit solid waste handling equipment, trucks and bodies, land fill compactors, incinerators and consulting services. Municipal engineers, waste handlers, city and street engineers are in attendance.

• **Water Environment Federa-**

tion/Water Pollution Control Federation — New Orleans — September 20-24, 1992 — A 300-exhibitor National Show featuring municipal and industrial wastewater treatment equipment; hazardous waste handling, treatment and disposal equipment. In attendance are engineers, municipal and industrial waste treatment managers, municipal officials, consulting firms and contractors.

• **9th Annual New Jersey Environmental Expo** — Edison, New Jersey — October 19-21, 1992 — A 250-exhibitor Regional Show featuring environmental services and equipment for solid waste management, water resource management, environmental assessment, air pollution control and site reclamation. The expo attracts 3,000 industry, municipal, state and federal visitors.

• **Hazardous Materials Management Conference (HazMat West)** — Long Beach, California — November 10-12, 1992 — A 525-exhibitor National Show featuring equipment for the handling, treatment, storage, and transportation of hazardous materials and wastes. In attendance are plant and environmental engineers, municipal waste management officials, chemists, technicians, and emergency response personnel.

• **Lower Great Lakes Waste and Recycling Expo** — Buffalo — November 13-14, 1992 — A 165-exhibitor Regional Show held in conjunction with regional environmental association meetings, the event focuses on equipment and services for public and private waste and recycling. Companies from almost every sector, however, exhibit. Attending are municipal and plant engineers, environmental professionals, public works directors, solid waste directors, and federal, state and local government professionals.

• **Hazardous Materials Control (HazMat'92)** — Washington, DC — November, 1992 — A 480-exhibitor National Show featuring systems and services for the collection, containment and disposal of toxic/hazardous materials generated by municipal and industrial processes. In attendance are specific buyers, federal government departments, environmental consultants and plant engineers.

• **Petro-Safe '93** — Houston, Texas — January, 1993 — A 110-exhibitor International Conference covering hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, and incineration equipment. In attendance are buyers from U.S. federal government agencies, environmental consultants, refinery plant engineers, and emergency response personnel.

• **Hazardous Materials (HazMat Central)** — Chicago — April, 1993 — A 160-exhibitor National Show on hazardous materials management that attracts manufacturers, suppliers, engineers, government and environmental personnel.

MISSIONS

• **Mission to the Biotechnology and Waste Treatment Conference** — Grand Rapids, Michigan — September 15-16, 1992 — Ten to 15 Canadian firms will meet with relevant environmental professionals to discuss industrial waste management and bio-remediation.

• **Mission to the Pennsylvania State-Wide Environmental Event** — Harrisburgh — October, 1992 — The event attracts about 1,500 buyers (government permitting officers, municipal water and sewage authorities, urban planners, etc.) interested in learning about

Continued on page 7— Environment

Environment

Continued from page 6

Canadian expertise in pollution and waste management, recycling and clean-up technologies.

• **New Exporters to Border States (NEBS) Mission to the Lower Great Lakes and Recycling Expo** — Buffalo — November 10-11, 1992 — The focus is on equipment and services for public and private waste and recycling, but companies from almost every sector will be invited to target municipal and plant engineers, environmental professionals, public works and solid waste directors, and federal, state and local government officials.

• **New Exporters to Border States (NEBS) Mission to the Industrial Waste Water** — Pittsburgh — Autumn, 1992 — Companies engaged in municipal/industrial wastewater treatment equipment and technology services will target industrial environmental engineers, municipal water authorities and other professionals from western Pennsylvania and northern Ohio.

• **Environmental Products and Services Mission** — Boston — Autumn, 1992 — Companies in this field will meet with manufacturers' representatives, distributors, consultants and local regulatory agencies.

Persons interested in participating in one or more of these activities and wanting additional information should contact Donald Marsan, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

The same person can be contacted by those who wish to suggest other events that might be of value to Canada's environmental industry.

Interesting Possibilities in the New Zealand Forestry Industry

According to the country's *Forestry Sector Report*, New Zealand possesses 1.2 million hectares of planted forest, the largest such acreage in the world. Extensive reforestation was made possible by recent tax measures, giving the country a steady supply of wood without reducing the size of its forested area.

Because the forestry companies are now felling larger quantities of trees, their machinery needs to be upgraded and replaced more frequently. This affords some interesting outlets for Canadian manufacturers of forestry machinery.

During the past three years, the forestry industry has invested some

\$1.5 billion in mill modernization and construction. Foreign investments are numerous. Over the next 15 years, the industry plans to construct one or two pulp mills, two or three paper mills, two particleboard mills and at least 15 sawmills.

Canadian manufacturers of sawmill equipment should also find some interesting prospects in New Zealand.

For further information and a copy of the study on the forestry market in New Zealand, please contact Richard Pennick, Trade Division, Canadian Consulate, Box 6186, Wellesley St., Auckland, New Zealand, Tel. (09) 390-3690; Fax: (09) 307-7111; Telex NZ21645.

Australia to Liberalize Textiles, Clothing and Footwear Markets

Canadian exporters of textiles, clothing and footwear will be pleased to learn that Australia is progressively making entry for these products to the Australian market easier.

As recently as 1986 import duty rates for some of the products in this sector were in the 80 per cent range. Listed here are the new scheduled rates for these products in the coming years:

Year (July 1)	Clothing	Shoes	Woven Fabrics	Other Fabrics
1990	55	45	40	35
1992	51	41	37	32
1994	43	33	31	27
1996	37	27	25	23
1998	31	21	19	19
2000	25	15	15	15

All remaining tariff quotas for products in these sectors are also to be eliminated by 1996.

For more information on market access into Australia, contact Ray Buciak of EAITC's Asia Pacific South Trade Development Division. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Calendar to EAITC 1992-1993 Western

Listed below — alphabetically by sector and in chronological order — are the 1992-93 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include *Outgoing Sellers' Missions (SM)* from Canada and *Incoming Buyers' Missions (BM)* from abroad.

The first part of the two-part list, including events relating to Eastern Europe, was published in *CanadExport*, Vol. 10, No. 4, March 2, 1992.

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

AGRICULTURE, FOOD PRODUCTS, EQUIPMENT, SERVICES

- **Canada Food Promotion Program** — United Kingdom — May, 1992 — Agriculture, fisheries and food products (In-store promotion).
- **Ungskuet Agricultural Fair** — Herning, Denmark — June 24-27, 1992 — Breeding cattle, semen, embryos (IB).
- **Royal Agricultural Show** — Stoneleigh, England — July 6-9, 1992 — Livestock, forage crops (CA).
- **SIAL** — Paris, France — October 25-29, 1992 — Food and fish products (CA).
- **SIPRAL** — Milan, Italy — October, 1992 — Specialty foods and beverages (CA).
- **Agrotica** — Thessalonika, Greece — February, 1993 — Annual show for agricultural products promotion: seed potatoes & soybeans, livestock semen & herd improvement, services, also forest products (IB).
- **SIA International Agricultural Show** — Paris, France — March 1-8, 1993 — Animal breeding stock (CA).
- **Incoming Food Buyers Mission** — Across Canada — Spring 93 — Processed food products (BM).

CHEMICAL/PETROCHEMICAL PRODUCTS, EQUIPMENT, SERVICES

- **K-92** — Dusseldorf, Germany — October 29-November 5, 1992 — Plastics, rubber and machinery (NS).

CONSTRUCTION PRODUCTS, SERVICES

- **Incoming Housing Construction Mission** — Ontario, Quebec — October, 1992 — Housing products/energy saving (BM).
- **BAU93** — Munich, Germany — January 19-24, 1993 — Building products, joint partnering (IB).
- **Construction Turkey 93** — Istanbul, Turkey — January, 1993 — Construction, building materials (IB).
- **Batibouw** — Brussels, Belgium — February, 1993 — Value-added wood products and construction materials (CA).

CONSUMER GOODS

- **Retail Buyer Group Mission** — London, West Midlands, England — April, 1992 — Apparel, sports goods, do-it-yourself goods and tools (SM).
- **Outgoing Marketplace Mission** — Nordic Countries — April, 1992 — Consumer goods (SM).
- **Texitec** — Lyon, France — June 23-25, 1992 — Textile products (IB).
- **ISPO (Fall)** — Munich, Germany — September 1-4, 1992 — Sporting goods and apparel (CA).
- **Frankfurt Book Fair** — Frankfurt, Germany — September 30-October 5, 1992 — Books (CA).
- **Orgatec** — Koln, Germany — October 22-27, 1992 — Office equipment and systems (CA).
- **London International Boatshow** — London, England — January 7-17, 1993 — Marineleisure (CA).
- **Harrogate International Toy Fair** — Harrogate, England — January 11-16, 1993 — Toys, games, Christmas products (CA).
- **Domotechnica** — Koln, Germany — February 16-19, 1993 — Household appliances and equipment (CA).
- **CSGA/ACAS (Canadian Sporting Goods Association)** — Incoming Mission to Montreal — February, 1993 — Sporting goods (BM).
- **Incoming Sporting Goods Buyers to CSGA** — Montreal — February, 1993 — Sporting goods products (BM).
- **ISPO (Spring) 93** — Munich, Germany — March 4-7, 1993 — Sporting goods, including winter apparel (NS).
- **International Hardware Fair 93** — Cologne,

Open Trade Fairs, Missions, Exhibitions

Germany — March 7-10, 1993 — Tools, locks, fittings, building and do-it-yourself supplies (NS).

• **Igedo** — Dusseldorf, Germany — March, 1993 — Fashion and clothing (CA).

DEFENCE PROGRAMS, PRODUCTS, EQUIPMENT, SERVICES

• **Incoming Defence Products Mission** — Montreal/Ottawa/Toronto/Vancouver — April, 1992 — Focus on co-operation in simulation technology and industrial benefits associated with DND procurement (BM).

• **Outgoing Mission of Leading Canadian Defence Products Firms** — Central & North Italy — April, 1992 — Defence products (SM).

• **International Exhibition of Chemical Protective Defence Equipment** — Stockholm — June 8-12, 1992 — Defence products, protective equipment (IB).

• **ILA 92** — Berlin, Germany — June 15-21, 1992 — Civilian & military products, systems, parts. (CA).

• **Farnborough Air Show** — Farnborough, England — September 6-13, 1992 — Aerospace and defence (IB).

• **Expoprotection/Exposecurite** — Paris, France — September 8-11, 1992 — Security and protection products (IB).

• **Defendory 92** — Piraeus, Greece — October 6-10, 1992 — Defence equipment, undersea defence, naval air support systems (CA).

• **Outgoing RDP Defence Mission** — Oslo, Norway — October, 1992 — Defence (SM).

• **Oceanology Industry Mission** — France — October, 1992 — Oceanology (SM).

• **Electronica 92** — Munich, Germany — November 10-14, 1992 — Electronic components, measuring and test equipment (NS).

• **Security 92** — Essen, Germany — November 17-20, 1992 — Security products and technology (CA).

• **Segurex** — Lisbon, Portugal — January, 1993 — Home security, fire fighting alarms, oil spill clean-up, work safety (IB).

EDUCATION, TRAINING, MEDICAL, HEALTH CARE, PRODUCTS, SERVICES

• **Bologna Childrens' Book Fair** — Milan, Italy — April 8-11, 1992 — Childrens' book fair (NS).

• **Intermedica-Medical Technology** — Paris, France — April, 1992 — Health care products (IB).

• **Biotechnology Mission/Incoming Biorecognition to International Biotechnology Confer-**

ence — Montreal — June 1-4, 1992 — Biotechnology (BM).

• **Health Care 92** — Birmingham, England — June 16-18, 1992 — Hospital and medical equipment and instruments (CA).

• **IFAS International Medical and Hospital Equipment Fair** — Zurich, Switzerland — October-November, 1992 — Hospital, medical, laboratory equipment (IB).

• **Medica Plus Biotech** — Dusseldorf, Germany — November 18-21, 1992 — Medical equipment, strategic venture, partnership (IB).

• **Outgoing Biotechnology Mission** — Vienna/St. Poelten/Linz, Austria — February-March, 1993 — Biotechnology (SM).

• **Incoming Biomedical Mission** — Ontario, Quebec — March, 1993 — Pharmaceutical/biomedical (BM).

FISHERIES/SEA PRODUCTS/EQUIPMENT/SERVICES

• **Incoming Fish Buyers Mission** — East/West Coast — May, 1992 — Fish, fishery products (BM).

• **Canada Food Promotion Program** — United Kingdom — May, 1992 — Agriculture, fisheries and food products (In-store promotion).

• **Outgoing Mission to Vienna-Export Sales** — Vienna, Austria — May, 1992 — Specialty fish products (SM).

• **Outgoing Fish and Food Mission** — Nordic Countries — September, 1992 — Fish/shellfish/other food (SM).

• **Outgoing Fish Exporters Mission** — Madrid/Barcelona/Irún, Spain — October, 1992 — Fish exporting companies (SM).

• **Incoming Fish Buyers Mission** — Eastern Canada — Spring 93 — Fishery products (BM).

FOREST PRODUCTS, EQUIPMENT, SERVICES

• **Incoming Newsprint Mission** — Eastern Canada — May, 1992 — Newsprint equipment and products (BM).

• **Outgoing Hardwood Lumber Mission** — Trieste, Italy and Vienna, Austria — June, 1992 — Forest products (SM).

• **Outgoing Irish Softwood Importers Mission** — Eastern Canada — September, 1992 — To increase self-sufficiency by increasing domestic supply (BM).

• **AmbienteEnergien** (Environmental technology, waste management & water treatment) — Lisbon,

Western Europe Trade Fairs, Missions

Portugal — October 1-4, 1992 — Forest fire-fighting technology and equipment and Canadair CL-215 (IB).

• **Incoming Forest Products Mission** — Eastern Canada — October, 1992 — Familiarize German representatives and importers with sources and applications of yellow birch in use of hardwood remanufactured products (BM).

• **Incoming Timber Frame Construction Mission** — Across Canada — Fall, 1992 — Forest products (BM).

• **Eurobois 93** — Lyon, France — March, 1993 — Forestry equipment and wood products (IB).

• **Incoming Manufactured Wood Products Mission** — Across Canada — Spring, 1993 — Building products (BM).

GENERAL/MULTI-SECTOR

• **Thessaloniki International Trade** — Thessalonika, Greece — September, 1992 — High-profile event in the Greek commercial community, provides opportunity to demonstrate a broad spectrum of Canadian capabilities to public, business & government procurement personnel (IB).

• **Outgoing Mission** — Berlin, Dresden, Halle, Leipzig — November, 1992 — Multi-sector mission with emphasis on infrastructure procurement in former East Germany (SM).

• **Multi-sector Mission** — Reykjavik, Iceland — January, 1993 — Agriculture, fish and food, communications and power generation (SM)

INDUSTRIAL MACHINERY, PLANTS, EQUIPMENT, SERVICES

• **Eurotech** (Technology equipment of enterprises) — Brussels, Belgium — May 5-9, 1992 — Plastics industry machinery (IB).

• **MACH 92** — Birmingham, England — May 6-15, 1992 — Machine tools and manufacturing technology (CA).

• **Incoming Buyers Mission to Plast-Ex '92** — Toronto — May 11-14, 1992 — Plastic industry machinery (BM).

• **SASMIL** — Milan, Italy — May 21-26, 1992 — Select quality softwood, hardwood and wood-based panel products with/without value-added and components (IB).

• **Incoming Environmental Equipment Mission** — Ottawa/Toronto — May, 1992 — Air and water pollution (BM).

• **Envitec 92** — Dusseldorf, Germany — June 1-5,

1992 — Environmental equipment, services. Industrial machinery, plants, services (CA).

• **Aquatec-Environment 92** — Outgoing Mission — Amsterdam, Netherlands — September, 1992 — Environmental equipment, wastewater equipment (SM).

• **M.U.T.** (European Fair for Environmental Technology) — Basel, Switzerland — October 3-9, 1992 — Waste treatment/management (IB).

• **Pollutec 92** — Lyon, France — November 3-6, 1992 — Industrial waste (CA).

• **Emballage 92** — Lyon, France — November 12-18, 1992 — Processing/packaging machinery (IB).

• **Outgoing Environmental Equipment Mission** — Nordic Countries — February, 1993 — Environmental air, water and industrial process equipment (SM).

OIL/GAS PRODUCTS, EQUIPMENT, SERVICES

• **Offshore Northern Seas** — Stavanger, Norway — August 25-28, 1992 — Oil and gas (CA).

• **Outgoing Mission Canada/Norway Offshore Working Group (CNOWG)** — Oslo, Norway — August 29- September 2, 1992 — Oil and gas (SM).

SERVICES

• **Outgoing Trading House Mission** — Istanbul — October, 1992 — Trading houses (BM).

• **Tourism Display at TUR 93** — Stockholm — February, 1993 — Tourism fair (IB).

TRANSPORTATION SYSTEMS, EQUIPMENT, SERVICES

• **Incoming Space Industries Mission of Top Space Companies from Space Agency** — Montreal/Ottawa/Toronto/Vancouver — May, 1992 — Aerospace-space instrumentation systems and services (BM).

• **Outgoing Air Transport Equipment Mission** — Italy — May, 1992 — Air transportation equipment (SM).

• **Automechanika 92** — Frankfurt, Germany — September 8-13, 1992 — Automotive workshops, service station equipment, spare parts & accessories (CA).

• **SMM 92** — Hamburg, Germany — September 29-October 3, 1992 — International shipping marine technology, products services (CA).

• **Aftermarket 92** — Wembley, England — February 16-18, 1993 — Automotive spare parts and accessories (CA).

International Countertrade Conference

Los Angeles — The recent resurgence of countertrade in Eastern Europe and the continuing hard currency pressures on developing nations set the stage for **Expanding Global Trade: Countertrade, Offset and Barter**, a conference being held here April 21-23, 1992.

Participants will obtain practical knowledge about financial engineering for countertrade, institutional arrangements, developing country practices, and information on the experiences of major global multinationals.

Providing an excellent opportunity to network and to develop trade opportunities with companies and officials from around the world, the conference will also feature speakers from Brazil, Russia, the Philippines, the United States, Yugoslavia and Switzerland.

Opening speaker, Paul Labbe, President of the Export Development Corporation, will discuss evolving strategies for East European and developing nations.

The conference is sponsored by the International Association of Trading Organizations of Developing Countries of Ljubljana, Slovenia, Yugoslavia; the Journal of Commerce; and the Centre for the New West.

For further information, contact Mike Reshitnyk, Financial and Business Services Division, External Affairs and International Trade Canada. Tel.: (613) 996-1862. Fax: (613) 996-1225. Information may also be obtained from Edie Dulacki, Conference Co-ordinator. Tel.: (303) 592-5310. Fax: (303) 592-5315.

Japan's Confectionery Exhibition Gateway to Market Worth \$Billions

Tokyo — Participation in the **2nd International Confectionery Exhibition (ICT'92)** affords Canadian companies the chance to explore opportunities in the Japanese confectionery, bakery and snackfood market, the retail value of which totals almost US\$25 billion annually.

Being held September 2-5 at the Sunshine Convention and Exhibition Centre, **ICT'92** is a 'must attend' for anyone interested in this market — as well as the market for raw materials, flavourings, ingredients, and packaging and processing equipment.

Attendance at **ICT'92** can also open doors to other markets as the event attracts trade visitors not only from Japan but from throughout the Asia-Pacific and other markets worldwide.

Those trade visitors — there were 12,012 at last year's exhibition — include: importers and agents;

foods services buyers; wholesalers and distributors; retailers; hoteliers; restaurants; supermarket buyers; confectionery, snackfood, bakery manufacturers; government agencies; trade associations; and corporate and airline caterers.

Also incorporated in **ICT'92** is a series of seminars conducted by industry experts who provide legal, technical and marketing information that is invaluable in helping exporters to penetrate this lucrative market.

Companies wishing to showcase their products or wanting the opportunity to assess the market firsthand with a view to contacting importers, agents or distributors, should contact the **ICT'92** organizers' Canadian representative:

Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025. Telex: 06-968027.

Canadian Pavilion at Alabama Expo Highlights Aerospace, Defence Fields

Huntsville — Canadian companies are being recruited to participate in **TABES'92** (Technical and Business Exposition and Symposium) at which the Canadian Consulate General in Atlanta is sponsoring a Canadian pavilion and mission.

Being held May 12-13, 1992, the event focuses on Huntsville's high-technology community (NASA, the U.S. Army Missile Command, the U.S. Army Strategic Command) and its resident 200 contractors.

The Canadian pavilion and mission will concentrate on aerospace/defence products and technologies and will highlight a new feature that focuses on technologies with

an environmental application.

The Consulate General foresees a large market for Canadian firms that can provide equipment and services to remedy environmental problems on government bases as well as in the commercial market — estimated in excess of US\$80 billion is the southeast U.S. alone. Estimates for 1993 are placed at US\$260 billion.

For further information on **TABES'92**, contact John F. Alexander, Technology Development Officer, Canadian Consulate General, 400 South Tower, One CNN Center, Atlanta, Georgia 30303, U.S.A. Tel.: (404) 577-6810. Fax: (404) 524-5046.

BUSINESS AGENDA

Montreal — April 6, 1992 — Europe 1992 and the Environmental Industries Seminar. Four Seasons Hotel. Contact Ms. G. Desroches, Quebec Manufacturers' Association. Tel.: (514) 866-7774.

Toronto — April 8 — The Canadian MIS Panel will provide participants insights into a variety of issues that will allow business to survive in the current environment and to compete and prosper in the future. Speakers will include executives from the private sector, the public sector and In-

formation Systems consulting firms. Registration fees, before March 20, are \$190 for Canadian Information Processing Society (CIPS) members and \$225 for non-members; after March 20, fees are \$215 for CIPS members and \$250 for non-members. Contact CIPS Toronto Section, tel./fax: (416) 882-0018.

North York — Beginning in May, 1992, a six-week business course on the emerging markets in Europe, the Pacific Rim and North America will be offered jointly by Seneca College, The Amsterdam School

of Business and Temasek Polytechnic in Singapore. Participants will travel to the three venues where they can make contact with representatives and organizations from personally selected business sectors. For more information or a comprehensive brochure and application form, contact Tami Tamitegama, Chairman, International Business Education, Seneca College, 1750 Finch Avenue East, North York, Ontario M2J 2X5. Tel.: (416) 491-5050. Fax: (416) 491-3081.

Canadian Customs Tariff Schedule, among other matters, provides information businesses need to analyze alternate supply sources, reclassify imported goods to save money on import duties and taxes, and forecast importing costs before commitments are made. Updates are issued on a regular basis for easy insertion into the manual's binder format. The tariff data also is available in a software package, the **MSR Harmonized Tariff Classification System**. Contact Renee Auer, Publications Manager, Management Systems Resources Inc., 171 Eastern Avenue, Toronto M5A 1H8. Tel.: (416) 363-8000. Fax: (416) 363-0280.

A bi-monthly catalog listing materials offered or wanted for recycling in the State of California is available (subscription free) to interested companies

Publications

in the recycling of post consumer and post industrial materials. Because of the sizeable market opening up in the state for recycled products (and recyclers), Canadian specialists could find some business opportunities here. Contact CALMAX, 8800 Cal Center Drive, Sacramento, California 95826-3268, U.S.A. Tel.: (916) 255-2200. Fax: (916) 255-2221.

The Plastics Industry in Guatemala, a study prepared for the Canadian Embassy, indicates the demand for plastics and synthetic resins is increasing by 15 per cent annually in Guatemala. In 1990, the country's 57 manufacturers of plastics products imported 40,000

metric tons of raw material.

Of the total, Canadian companies exported 1485 tonnes, mainly in the form of low- and high-density polyethylene resins. The United States continues to be the main supplier of plastics to Guatemala.

In lesser quantities, Guatemalan companies also import sheets of rigid plastic, polyvinyl chloride, polypropylene film, colouring concentrates and wastes.

The President of the Plastics Manufacturers Union estimates that between three and five major purchases of machinery and equipment are made by the industry annually.

Copies of the study on the plastics market in Guatemala are available from the Latin America and Caribbean Trade Division (LGT), 125 Sussex Drive, Ottawa, Ont., K1A 0G2. Tel.: (613) 995-8742; Fax.: (613) 943-8806.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Ottawa, Ont.
K1A 0G2



CANADEXPORT

Vol.10, No. 6

April 1, 1992

10th Anniversary

Application Date Fast Approaches for Canada Export Award Entrants

The Canada Export Award Program, celebrating its 10th Anniversary in 1992, is calling on successful Canadian exporters to enter this year's competition.

Deadline for receipt of applications is May 15. To be eligible, companies must be resident in Canada and have been actively exporting for at least three years.

This prestigious award, sponsored by External Affairs and International Trade Canada (EAITC), is widely regarded as a symbol of success in the highly competitive world of export trade.

Michael Wilson, Minister of In-

dustry, Science and Technology and Minister for International Trade said: "As one of the world's leading trading nations, Canada has proven that it can produce high-quality

products and services that are second to none. The tremendous success of past Canada Export Award winners demonstrates that Canadians can compete with the best in the world and win."

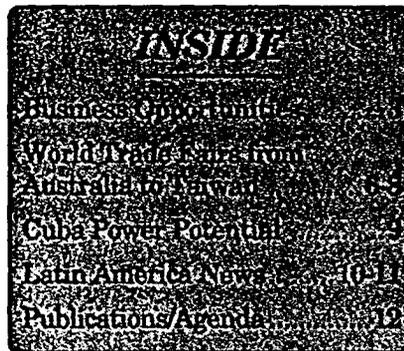
The Canada Export Award is presented annually by the Minister to a select number of Canadian companies for their achievements in exporting.

Recipients of the award are chosen by a panel of prominent business leaders and successful exporters from across Canada who consider such criteria as: success in introducing new export products or services into world markets; significant increases in export sales; holding markets in the face of strong competition; a high level of Canadian content; and a high ratio of export sales to total sales.

Since the program's inception, some 1,500 applications have been received and 124 companies have won the award. Winning firms may use the Canada Export Award logo in their promotional efforts for three years and are featured in a nationwide advertising campaign. Winners are presented with a plaque and a citation from the Minister highlighting their export success.

Past recipients have reported that the recognition they have received from the award has been an important marketing tool, raising their profile at home, attracting new customers in foreign markets, and giving

Continued on page 2 — Canada



Tapping the Tourism Trade

Tourism is big business in Canada. In fact, it's a \$25-billion industry, making it Canada's fourth-largest export while helping to provide direct employment for nearly 622,000 Canadians!

External Affairs and International Trade Canada (EAITC), through its embassies and consulates — the Department has 62 officers and more than 32 support personnel in its tourism operations internationally — helps deliver Canada's tourism program abroad.

How they do this is described in two new brochures available through EAITC's Info Export (To order, see box at bottom of page 12).

Tourism Personnel Directory (#18XA), in addition to the above-

mentioned facts, discusses EAITC export development programs available to Canadian tourism companies. It also provides the addresses and names of tourism officers at EAITC's 15 posts in the United States, as well as in Germany, Hong Kong, Britain, Mexico, France, Australia, The Netherlands, Japan, Korea, and Taiwan. **Tourism Market Profiles — US and Overseas Travel Trade & Consumer Shows** (#34XA), covering what its name suggests (and more), is a comprehensive (141 pages) document designed to assist all companies involved in Canada's tourism industry that are interested in tapping foreign markets.

External Affairs and
International Trade Canada

Canada

REQUEST FOR APPLICATION Canada Export Award

Name: Title:

Company:

Address:

City: Prov.: Code:

Mail/Fax: *Canada Export Award Program*
Trade Development Operations (TPO)
External Affairs and International Trade Canada,
125 Sussex Drive, Ottawa K1A 0G2
Fax: (613) 996-8688

Canada Export Award Program

Continued from page 1

ing employees a sense of pride and self-esteem.

"As winners of the Canada Export Award, companies are recognized not only as leaders in international trade, but as leaders in Canada's future economic prosperity and growth. It is only through the dedication and innovation of all Canadians that this country's renewed prosperity will be achieved," added Wilson.

In the words of L. David Caplan, President and Chief Executive Officer, Pratt & Whitney Canada, a 1991 award recipient: "It is always stimulating to see one's accom-

plishments being recognized. We are making sure that all our employees are aware of the Canada Export Award received by Pratt & Whitney Canada from the Canadian Government. It is really their award. I personally believe that initiatives such as these are necessary to create and maintain the competitive spirit needed for this country to succeed as an exporter."

To obtain a 1992 Canada Export Award application or for more information, contact EAITC's Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435); or mail or fax the above coupon.

Panamanian Importers

Interested Canadian firms should contact these companies directly.

• Miguel A. Collado, Gerente General, El Electrico, S.A., is interested in equipment and devices for electrical distribution, tools for electricians, plumbers, carpet layers and gardeners, bathroom/kitchen accessories, tiles (ceiling, ceramic, glazed, plastic, vinyl), wall paper, carpets and water pumps. Apartado 6-3016, El Dorado, Panama. Tel.: (011-507) 292815. Fax: (011-507) 292179.

• Eduardo Burillo, Gerente General, Do It Center Corp. seeks all kinds of Canadian building products. Apartado 6-5320, El Dorado, Panama. Tel.: (011-507) 218050. Fax: (011-507) 212109.

• Guillermo Selles, Gerente General, Geo F. Novey Inc. seeks all kinds of building materials and equipment. Apartado 3420, Panama 4. Tel.: (011-507) 272744. Fax: (011-507) 273917.

• Marilyn de Simons, Vice Presidente, Grupo Melo S.A. seeks lumber, screws, fasteners, building hardware, water pumps, scaffolds and scaffolding, tiles and locks. Apartado 333, Panama 1. Tel.: (011-507) 351270. Fax: (011-507) 219104.

• Jose Abbo, Gerente, El Coloso is interested in additives for concrete, bathroom/kitchen accessories, decorative building materials, whirlpools, spas, gypsum, paperboard, and lifting, handling and transportation equipment for the construction industry. Apartado 6-6626, El Dorado, Panama. Tel.: (011-507) 216482.

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Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

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

Following is the last list of "selected activities" Canadian firms might find worth pursuing. (Previous

lists were published in *Canad-Export*, March 2, 1992 and March 16, 1992).

WORKSHOPS/SEMINARS

• **Environmental Strategy Matching/Partnering Workshops** — Seattle/Washington/Pittsburgh/Chicago/Los Angeles/Atlanta—Autumn, 1992—Several Canadian companies will be matched with similar U.S. firms to view the possibilities of technology sharing, strategic alliances and subcontracting arrangements.

• **Ocean Technology Workshop** — Newport, Rhode Island — February 27, 1993 — The event is designed to promote trade, joint ven-

tures, strategic alliances and joint development projects between Canadian and U.S. institutions engaged in all aspects of marine technology, including hardware, software, engineering, exploration, consulting and environmental protection. Participants can exhibit products/services and meet with potential partners, collaborators and buyers.

Persons interested in participating in one or more of these activities and wanting additional information should contact Donald Marsan, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

BUSINESS OPPORTUNITIES

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

CZECHOSLOVAKIA — A company wishes to enter into a **joint venture** with a view to **constructing housing units** in this country. Contact Ing. Postrihac, Friendship 58, Plzen, Czechoslovakia. Tel.: 011-42-19-45094.

LEBANON — A firm wishes to **represent Canadian manufacturers of quality gift-ware, leatherware, sportswear, unisex wear, footwear, cosmetics, fast foods and consumer electronics.** Contact Garen Koundakjian, General Manager, Hart Trading Company, P.O. Box 16-6386, Ashrafieh, Beirut, Lebanon. Tel.: 01-398438. Telex: 41384LE.

MEXICO — Engaged in the distri-

bution of **oil hydraulic equipment and machinery for the plastics industry**, a company here, with an annual turnover of US\$5,500,000, wishes to diversify, especially in the field of **engineering plastics.** The company also is interested in **co-investment, licensing and technical know-how.** Contact Antonio Barajas Gonzalez, President, DIMYESA, Distribuidora de Maquinaria y Equipos, S.A., de C.V., Loma Bonita No. 7, Lomas Altas, Mexico 11950 D.F. Fax: 570-73-54. Telex: 1761955 DIMEME.

MEXICO — A firm wishes to **import products related to the oil industry or to represent Canadian manufacturers of such products.** Contact Jorge Peyrou, Manager, Intergolfo S.A., M. Abasolo, CP 86100, Villahermosa, Tab, Mexico. Tel/Fax: (931) 3-38-25.

TAIWAN — A manufacturer, importer and distributor of **therapeutic and diagnostic pharmaceuticals**, and with annual sales averaging US\$20 million, wishes to **import medicines, diagnostics and biologicals (including vaccines) for medical use.** Contact Patrick P.A. Lee or Pen-Tui Lai, Lifeguard Pharmaceutical Co., Ltd., 11th Floor, No. 78, Chang-An E. Road, Section 2, Taipei, Taiwan. Tel.: 886-2-5045709. Fax: 886-2-5094303.

TAIWAN — A manufacturer and exporter of **sleeping bags and baby bibs**, and with annual average sales of US\$2.2 million, wishes to **import warmth-retaining micro fibre** for use in sleeping bags and bedding. Contact Peter Chiu or Johnson Shin, Z-Way Industries Inc., No. 61, Lane 296, Section 3, Ta To Road, Peitou, Taipei, Taiwan. Tel.: 886-2-8951551/6. Fax: 886-2-8933153.

Sectoral Market Opportunities in the United States

Each year, to prepare their marketing strategy, Canada's Trade Commissioners assess the business opportunities in the countries in which they are stationed. Following is the third part (the second part was published in *CanadExport*, Vol. 10, No. 5, March 16, 1992) of sectoral market assessments made by Canada's Trade Commissioners in the United States. To obtain more information on the specific sectors, contact — as per the telephone number indicated — the officer whose name is shown for each sector.

ELECTRONIC COMPONENTS

Officer: D. Shaw
Tel.: (613) 991-9474

The component industry is forecast to grow at a compound rate of 6 per cent to 8 per cent through the mid-1990s. With forecasted growth at 9 per cent for 1991, the most active growth seemed to be in semi-conductor and related devices. As the economic recovery continues, demand for electronic components, semi-conductor devices and integrated circuits will be driven by the information processing, telecommunications and automotive markets.

Significant opportunities exist for a broad range of products from simple components, such as resistors/capacitors, to multi-layer circuit boards and chips.

ENVIRONMENTAL PRODUCTS/SERVICES

Officer: D. Marsan
Tel.: (613) 991-9478

The present dollar value of Canadian exports to the U.S. in the environmental sector is approximately Cdn\$300 million and there is the potential to substantially raise this figure over the course of the next few years. Growth rates and expenditures in the sector are expected to double and even triple in the next 15 years. The commitment and amount of spending by firms, government and state are closely linked, as the process is largely legislatively driven. Estimates for the environmental products/services industry in the U.S. indicate a total market size currently in excess of US\$100 billion annually. By 1995, this figure is expected to increase to US\$200 billion because the overall environmental market is growing at a rate of 20 per cent to 30 per cent annually.

FISH, SHELLFISH, MARINE PRODUCTS

Officer: P. Egyed
Tel.: (613) 991-9483

Total U.S. imports of edible raw and processed fish

products in 1990 amounted to \$6.02 billion. Shipments in 1991 were expected to be at approximately the same level. At the retail grocery level, the North American seafood industry faces stiff competition for the consumer dollar from increasingly popular alternative products. Particular areas of growth in U.S. seafood consumption are to be found in the Asian and Latin American "ethnic" market niches, traditionally satisfied via off-shore imports, but increasingly through North American landings. Also, more U.S. consumers are eating their seafood outside of the household, with two-thirds of the U.S. seafood market accounted for by foodservices sales. There is particular growth in the lucrative upscale segment of this market, with distinct emphasis on fresh rather than frozen fish. Also, with the steadily increasing importance of institutional foodservices, there is a growing demand for frozen and further processed, or "value-added" seafood products.

GIFTWARE/ARTS AND CRAFTS/JEWELLERY

Officer: T. Weinstein
Tel.: (613) 991-9479

This is a high-growth sector. Most giftware in the U.S. is sold at trade shows to retailers, wholesalers and distributors as opposed to sales calls on retail outlets. There is a developing interest in artwork produced by or representing Canadian aboriginal artists.

Giftware and crafts tend to be exported along geographic lines in a north-south alignment. Important considerations in these sectors are price points and item quality. The nature of the industry makes imported "knock off" souvenir goods easily available at much cheaper prices than authentic crafts or giftware. Price can be an impediment in marketing upscale pieces.

The U.S. imported jewellery market is split between fine jewellery (mostly supplied by France and Italy), and costume jewellery (brought in from East Asia). Much of the gems and gold used in the production of fine jewellery is imported into Canada, processed and exported at high costs. Canadian producers will sell their fine jewellery on style and price.

HEATING EQUIPMENT

Officer: R. McNally
Tel.: (613) 993-7486

There are three principal markets in the U.S. — original installation, replacement (due to wear and obsolescence) and retrofit (the adding to or upgrading of existing units). U.S. statistics show their replacement market to be 60 per cent of total demand. The replacement and retrofit markets were extremely strong from 1980 to 1987, stimulated by the high cost of energy and various incentive programs. Home-owners and commercial and institutional building owners converted from oil-fired heating systems to gas and electric systems.

HOSPITAL, MEDICAL EQUIPMENT AND SERVICES

Officer: J.-P. Petit
Tel.: (613) 991-9482

The U.S. market for medical devices is the largest in the world. It accounted for 59 per cent of world demand in 1990, amounting to \$US65.2 billion. This market grew on average by 9 per cent a year in the 1980s and growth will likely continue throughout this decade because of the aging population. Imports are expected to grow by 20 per cent annually in dollar value. Because of shrinking budgets being experienced by U.S. hospitals, more medical devices are now being used in the home. This will be a particular growth segment.

MATERIALS HANDLING

Officer: P.-A. Rolland
Tel.: (613) 991-9475

Materials handling is a \$24 billion dollar industry. The main area for growth in exports is in overhead travelling cranes, and conveyors where Canadian exports to the U.S. represent 70 per cent of U.S. imports. The Materials Handling Institute of America outlook for the industry is positive, noting that the projected real growth is 3.7 per cent annually into the mid-1990s.

OIL & GAS EQUIPMENT

Officer: R. McNally
Tel.: (613) 993-7486

Exports to the U.S. of Canadian equipment and serv-

ices in this sector totalled \$132 million in 1990. Recent reports called for a growth rate of 3.1 per cent for the U.S. oilfield machinery industry during 1990-94. This projection is based on the need for U.S. and foreign petroleum companies to replenish depleted reserves.

Many U.S. customers of Canadian oil and gas equipment are involved in overseas projects, in Europe, the Middle East or Asia. Promotion of Canadian capabilities in the U.S. provides companies exposure to these overseas markets, and lends support to Canada's industry in its pursuit of offshore business in competition with American, Western European and Asian companies.

PHARMACEUTICALS/BIO TECHNOLOGY

Officer: J.-P. Petit
Tel.: (613) 991-9482

The U.S. biotechnology industry is comprised of approximately 1,100 companies, most of them small. About 35 per cent of these companies are involved in therapeutic products, 28 per cent in diagnostics, 18 per cent in biotechnology products, 8 per cent in agricultural biotechnology, and 11 per cent in other biotechnology fields. Their assets in 1991, totalled \$US130 billion, with revenues of \$US60 billion and annual sales of \$US4 billion. In 1990, 13 products became available, 11 in 1991, and 17 biotechnology products will be approved this year. A total of 132 biotechnology products are awaiting Food and Drug Administration approval. Venture capital money is seeking biotechnology opportunities. It is estimated that \$US30 billion dollars in venture capital are earmarked for this field.

American biotechnology firms are open to exploring mutually beneficial collaborative research projects with foreign partners.

PRODUCTION EQUIPMENT

Officer: P.-A. Rolland
Tel.: (613) 991-9475

U.S. imports of machine tools totalled \$3.44 billion in 1989. Sales of Canadian metalworking machinery were valued at \$255.72 million. The auto industry represents more than 40 per cent of total orders in this sector. The largest impact on the demand for machine tools over the medium term will result from proposed legislation on auto emissions and fuel economy. These developments may require major tooling programs and lead to an increase in machine tool orders similar to that which occurred in the mid-1970s, when orders reached a peak of \$6.61 billion.

Selected Trade-Related Events in Australia

The following events have been identified by the Canadian Consulate in Melbourne as being of interest to Canadian firms. Organizers of the events should be contacted directly.

Thomson World Trade Exhibitions

144 Riley Street, East Sydney NSW 2010.

Tel.: (02) 332-3233. Fax: (02) 332-4577

- *19th Melbourne International Gift Trade Fair* — August 8-12, 1992
- *3rd Melbourne International Fashion Jewellery and Accessories Fair* — August 8-12, 1992
- *15th Sydney International Spring Gift Trade Fair* — September 12-16, 1992
- *17th International Watch, Clock and Jewellery Fair* — Darling Harbour, September 12-16, 1992
- *Mine and Quarry Suppliers and Services Exhibition* — Singleton, October 14-16, 1992
- *16th Brisbane International Gift Trade Fair* — Boondall, October, 1992

Riddell Exhibition Promotion

137-141 Burnley Street, Richmond VIC 3121.

Tel.: (03) 429-6088. Fax: (03) 427-0829

- *Timber and Working with Wood Show* — Sydney, July 24-30, 1992
- *Herald Sun News-Pictorial Home Show* — Melbourne, August 22-30, 1992
- *Timber and Working with Wood Show* — Melbourne, October 22-25, 1992

Australian Exhibition Services Pty. Ltd.

Iloura Plaza, 424 St.Kilda Road,

Melbourne VIC 3004

Tel.: (03) 867-4500. Fax: (03) 867-7981

(All in Melbourne)

- *Ausfair - Australian International Market for Consumer Goods* — June 28- July 01, 1992
- *PC 92 - 19th Personal Computer Show* — August 11-14, 1992
- *Communications and Office Technology 92* — August 11-14, 1992
- *Franchising 92* — September 4-6, 1992
- *Fine Food 92 - 8th Australian International Food Drink and Equipment Exhibition* — September 6-9, 1992
- *Exposhop - Australian International Shopfitting, Display and Merchandising Exhibition* — September 6-9, 1992
- *Elenex Australia - 4th Australian International Electrical and Electronic Industries Exhibition* — September 29- October 02, 1992

- *Automate Australia - 3rd International Robotics and Industrial Automation Exhibition* — September 29- October 02, 1992

BPI Exhibitions Pty.Ltd.,

162 Goulburn Street, Darlinghurst NSW 2010

Tel.: (02) 266-9799. Fax: (02) 267-1223

- *25th International Catering Trade Fair* — Sydney, June 20-24, 1992
- *1st Foodservices - Adelaide International Catering Trade Fair* — August 23-25, 1992
- *6th LABEX Sydney - International Laboratory and Diagnostic Equipment and Products Exhibition* — September 08-10, 1992

Exhibitions and Trade Fairs Pty.Ltd.,

311 Montague Street Albert Park VIC 3206.

Tel.: (03) 696-0666. Fax: (03) 696-0808

- *Alia Biennial Conference and Exhibition* — Library Supplies — Albury, September 28- October 01, 1992

Australian Trade Promotions

c/o Graham Uthmeyer, Suite 6,

497 Burke Road, Camberwell VIC 3124.

Tel.: (03) 822-0400. Fax: (03) 824-7672

- *Hospitality 92* — Melbourne, August, 1992

Melbourne Pharmacy Fair

c/o Sheila Endelin, Exhibition Organizer,

370 Lonsdale Street,

Melbourne VIC 3000

- *Melbourne Pharmacy Fair* — June 20-22, 1992

Conference and Exhibition Organizers

c/o Michael Sedin, P.O. Box 314,

Carlingford NSW 2118

Tel.: (02) 437-4088

- *Austex* — Textile Institute — Melbourne, July 02-05, 1992

Boating Industry Association of Victoria

c/o Jon Schoer, Administrative Officer,

124 Jolimont Road ,

Jolimont VIC 3004

Tel.: (03) 650-7833. Fax: (03) 651-9448

- *National Boat Show* — Melbourne, July 02-09, 1992

Aerospace Foundation of Australia Ltd.

c/o Ross Dunlop, Director of Promotions,

P.O.Box E70, Parramatta NSW 2150

- *1st Australian International Air Show and Aerospace Exhibition* — Laverton, October 21-25, 1992.

Consulate Recruiting for U.S. Grocers Show

Columbus — The Canadian Consulate in Cleveland is recruiting about 35 Canadian companies to participate at its National Stand at the 1992 Ohio Grocers Association Convention and Trade Show being held October 24-25 at the Columbus Convention Center.

The show, in which 28 Canadian exhibitors participated last year, is the third-largest grocery industry event in the United States and attracts brokers, distributors, wholesalers, supermarket chains, independents, and specialty food retail-

ers from six states.

This year, the Consulate is looking for Canadian companies involved in such categories as seafood, wine and non-alcoholic beverages, frozen and convenience foods, gourmet foods, point-of-sale items.

Also being promoted at Canada's National Stand are companies that manufacture display equipment, supplies, services, and software items. Of particular interest are goods and services with pro-environmental implications.

There will be a special discounted

fee for exhibitors in the Canadian Pavilion. All other costs, including transportation, shipment of product, accommodation and personal expenses are the responsibility of each exhibitor.

For further information on the 1992 Ohio Grocers Association Convention and Trade Show, contact Betsy Holm, Commercial Officer, Canadian Consulate, Suite 1008, 55 Public Square, Cleveland, Ohio 44113-1983, USA. Tel.: (216) 771-0150. Fax: (216) 771-1688.

Sixth Canada-Taiwan Business Meeting Set

Taipei — Business persons planning a trip to Taiwan might want to consider adding a few extra days to their itinerary.

That way, they could attend the 6th Joint Meeting of the Canada-Taiwan Business Association (CTBA) being held April 26-28, 1992 in Taipei.

The dynamic two-day event enables participants to network with more than 200 of Taiwan's senior executives and decision-makers; to expose their company's products, technologies and services to one of Asia's most thriving markets; and to explore export possibilities in a variety of fields.

These potentially lucrative fields include: transportation; telecommunications; consulting engineering; aviation and aerospace; environmental protection; advanced technology; information technology; and energy.

Interested parties should contact, immediately, Denis Trottier or Elsie Lee, Canada-Taiwan Business Association, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.



National Pavilion at Pulp, Forestry Show A First for Canada

St. Petersburg — For the first time, External Affairs and International Trade Canada will have a National Pavilion at PAP-FOR'92, a pulp and paper and forestry equipment show being held here September 22-26.

Space in the Pavilion can accommodate 15 Canadian companies — on a first-come, first-serve basis.

Companies interested in participating in this event or in obtaining further information (cost, etc.) should contact Richard Parker, Trade Fairs and Missions - Europe Trade Development Division (RWTF), External Affairs and International Trade Canada (EAITC), 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-6319.

Texas Geared to Host Offshore Technology Conference

Houston — The 24th Offshore Technology Conference and Exhibition (OTC'92) will be held in this Texas city's Astrodomain Complex from May 4-7.

The conference serves offshore industry engineers, managers and scientists from around the world who participate in the four-day technical program and exhibition.

The exhibition itself is the offshore industry's number one international showcase for the best technology, equipment and services used in ocean resource development and attracts more than 1,200 of the world's foremost manufacturers and suppliers of offshore equipment and services.

Parties interested in participating in the 24th Offshore Technology Conference and Exhibition (OTC'92) can register by facsimile (214-952-9328) from now through April 13. For early-bird (beginning April 27) credit card registration, telephone (713-791-5575 or 713-791-5576). May 4 is the date for on-site registration.

*Fashion/Home Decoration***Brussels Facility Opens Trade Doors**

Canadian manufacturers passing through Brussels should drop in at the Brussels International Trade Mart (BITM), Europe's largest permanent exhibition center dedicated to fashion and home decoration industries.

Canadian innovators in these fields will find at the BITM 1,500 exhibitors and some 7,800 brand-names to which they could easily add theirs.

The exhibitors are manufacturers, wholesalers, agents and importers.

They rent showrooms on a permanent basis, giving them the opportunity to meet retailers and buying groups throughout the year.

In 1990, 620,000 professional buyers used the Trade Mart, recording sales of Cdn\$2.2 billion. Surveys show that 95 per cent of Belgium retailers in the two appropriate sectors place their orders at the BITM, which they visit 6 to 11 times a year. The BITM, open since 1975, is accessible only to the trade.

With 175,000 square meters of floor space, the Trade Mart has a considerable effect on the economy of both Brussels and Belgium. Each Monday, more than 5,000 retailers representing 2,300 outlets, invade the Trade Mart. "Special days" attract an average of 12,000 retailers.

The following industries are represented at the BITM: footwear, gift items, ready-to-wear (collection and stock) and accessories, home and office furniture, including stationery, toys and baby items, sports articles, leather goods, jewellery, watches and clocks and services.

For the distributor/exhibitor, the Trade Mart formula offers the possibilities of meeting directly the buyers and prospective buyers as well as the competition, on "home ground". Federations and professional groups are also represented at the BITM and are easy to meet.

For more information contact the BITM head office, Atomium-square, 1020 Brussels, Belgium. Tel. : 32-02-478 49 89; Fax : 32-02-478 62 58; Telex : 26 138 BITM B.

Or contact Francis P. Keymolen, Trade Commissioner, Canadian Embassy, Avenue de Tervuren 2, 1040 Brussels. Tel. : (02) 735 60 40; Fax : (02) 735 33 83.

Recruitment for Paris Food Show

Paris — External Affairs and International Trade Canada is inviting 35 Canadian companies to participate in its Core Area Stand at SIAL '92, an international food show being held here October 25-29.

Since participation is on a first-come, first-served basis, companies are advised to register their interest immediately.

A Core Area consists of an information booth, lounge, kitchen, storage room, meeting room, and fax room, around which is an allotted space for participants.

Persons interested in participating or wanting further details (cost, etc.), should contact Richard Parker, Trade Fairs and Missions, Europe Trade Development Division (RWTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Fax: (613) 995-6319.

Plastics Sector a Major Part of Belgian Industrial Exhibition

Brussels — Europlastica will be one of the best represented leading industrial sectors at Eurotech 92, a major industrial exhibition to be held May 5-9 in this Belgian city.

The exhibition will consist of new generation production equipment, machines for calendaring, compression, spread coating, expansion, extrusion, injection, blow-forming and rotation, and will show techniques for coating, heat forming and moulding.

Also prominent at Europlastica will be new materials, finished and semi-finished products.

Canadian plastics manufacturers will be interested in the excellent opportunities to meet potential cus-

tomers at the exhibition.

They will be able to talk with representatives of national and international professional organizations, and to familiarize themselves with the rules of standardization and the legislative changes accompanying European unification.

A biennial event, Eurotech was first held in 1986. In 1990, it received 1,087 exhibitors and 62,645 visitors.

Further information may be obtained from Francis P. Keymolen, Trade Commissioner, Embassy of Canada, avenue de Tervuren 2, 1040 Brussels. Tel.: (02) 735 60 40. Fax: (02) 735 33 83.

Opportunities in Cuba's Electric Power Sector

Cuba's electrical industry holds increasing potential for Canadian exporters, especially in a large number of specific product areas.

That's because the country recently has expressed interest in the development of this industry, primarily because of the shortage of oil deliveries from the former Soviet Union and the uncertainty surrounding the completion of its nuclear power station.

These are among the findings in *Sector Profile: Electrical power Sector in Cuba*, a study revised in September 1991 by the Canadian Embassy in Havana.

Among the many electrical products with export potential for Canada are: wires and cables, power transformers, distribution transformers, circuit breakers, panel boards, switchgear, fuses, distribution cut-outs, high-voltage power fuses, lighting fixtures, and outdoor and fluorescent lighting.

The requirements also include: electrical control and distribution equipment, spare parts for diesel and hydro-electric power stations, relays, insulators, capacitors, spare parts for sub-stations and overhead line equipment, monitoring and control equipment for steam boilers, and protection equipment for a nuclear power plant — the commissioning of which is scheduled for 1995.

(The Embassy has been reliably informed that possible sources for protection equipment for this nuclear plant could be Germany, France or Canada.)

Cuba also would like to acquire specialized equipment and high-quality tools and is prepared to discuss the possibility of receiving technical assistance that would help improve the efficiency of the electrical industry.

In the solar power field — the country began manufacturing solar heating systems in 1988 — Cuba would like to contact companies that could assist in improving both the technology for the manufacturing of components and for the assembly of modules with photovoltaic cells.

With respect to biomass, work is being done to generate electricity using cattle excrement, in one instance supplying power to facilities that house 8,000 dairy cattle.

The biomass technology currently being used could be improved substantially. Cuba is open to discussion or proposals concerning this technology.

"...it is essential to visit the market to meet the potential client, to obtain a first-hand assessment of market conditions, and to establish a personal rapport with the buyer."

An interest has also been expressed in assistance/purchase of technology that could assist in the use of garbage/wood scrap to generate electricity; technology/equipment to dry sugar cane bagasse at sugar mills; and the use of co-generation (i.e. combined use of steam and electricity).

Import Criteria

Certain criteria must be met when exporting products/services to Cuba. These include good delivery terms; competitive pricing; approved product quality; good performance under tropical climate; and availability of minimum 360-day financing term.

Constraints

Cuba has had to limit its import budget from western suppliers to approximately US\$500 million per

year, limiting its import potential from market economy countries.

Exceptions are made, however, when the product/service/technology required is destined to a priority sector of the Cuban economy, such as the local power and petroleum industries. Cuba can make purchases in hard currency.

Recommendations

Interested Canadian suppliers to Cuba are encouraged by the Canadian Embassy to establish close contact with Cuban authorities, a list of which is included in the study.

These authorities/organizations should be informed of the capabilities of the Canadian firms and of their readiness to become established suppliers.

The initial approach requires serious follow-up, as well as patience and perseverance, particularly in the early dealing and evaluating stages.

After the successful evaluation of a supplier's products, it is essential to visit the market to meet the potential client, to obtain a first-hand assessment of market conditions, and to establish a personal rapport with the buyer.

Copies of the sector profile, which also includes an industry overview, information on Cuba's import mechanism, and on sources of financing, are available through the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 943-8806.

Canadian exporters interested in this field also are encouraged to contact the Commercial Division, Canadian Embassy, P.O. Box 500 (Havan), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17/27. Telex: (Destination code 28) 51-1586 (CAN CU). Fax: (011-53-7) 33-2044.

EAITC and CCA Facilitate Business with Latin America and Caribbean

The expansion of Canadian economic interests in Latin America and the Caribbean is one of the objectives of External Affairs and International Trade Canada's Latin America and Caribbean Trade Division (LGT).

That's what LGT's Director, Douglas Campbell, told the recent inaugural meeting (Ottawa Chapter) of The Canadian Council for the Americas (CCA), whose objectives are similar.

Campbell also told the Council how the Department and his Division can facilitate Canadian business in the region — where two-way trade in 1991 stood at approximately \$7.6 billion, with Canadian exports increasing by 8.9 per cent as compared to an increase of 7.6 per cent in 1990.

Facilitating Trade

External Affairs and International Trade Canada now has a network of 15 trade offices throughout Latin America and the Caribbean, with 28 Canada-based trade commissioners supported by 22 locally-engaged commercial officers.

The most important function of these offices is to provide market intelligence and general guidance to exporters. They suggest how exporters should conduct themselves in particular markets; provide market surveys; liaise with local

clients or agents; recommend specific promotional programs; and ensure that Canadian government policy is supportive of Canadian exporters' objectives.

Apart from general sales support, there is a very active program of trade fairs, trade missions, and export outreach seminars ongoing throughout any given year. In 1991-92, there were 60 such events — the most important being the recent **Canada Expo'92**, in Monterrey, Mexico, in which 206 Canadian exhibitors participated, making it the largest solo Canadian trade show mounted anywhere at any time.

This year, there are also plans for a broad variety of trade fairs and missions — all of which are designed to introduce Canadian exporters to markets; to present them with new opportunities; and to encourage their export activities in Latin America and the Caribbean.

Given the ongoing North American Free Trade Agreement discussions, Mexico is an important target (more than 15 events are planned) of the Department's activities.

Another trade office function that has proved extremely popular is the contracting of market surveys. These studies, available to interested parties, pre-educate exporters on market opportunities in various countries — prior to the exporter initiating his/her own regional marketing activities.

Contact

For further trade/business information on this region or for information on The Canadian Council for the Americas, contact Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5546. Fax: (613) 943-8806.

Risk-Takers Pursue Opportunities in Peru

Doing business in Peru is not easy. Opportunities are offset by a still fragile economy and, in some areas, by social unrest where fortitude must be yet another quality displayed by Canadian companies. However, contrary to the past, Peru can no longer be dismissed easily. For those risk-takers, Peru offers a seductive option.

Businesses operating in Peru in 1992 will face an increasingly attractive legal and economic environment offset by political uncertainty and ongoing social disruptions.

Stringent adjustment measures remain on track, inflation is under control at about 24 per cent, and the economy is recovering gradually from the catastrophic recession of 1988-1990.

"Private investment is now permitted — even in sectors formerly reserved for the state..."

Risk-takers will benefit from what is one of the most liberal foreign investment codes in Latin America. The legislation, passed in September 1991, eliminates long-standing restrictions on foreign investment and provides numerous legal guarantees to investors.

Private investment is now permitted — even in sectors formerly reserved for the state (e.g. petroleum, utilities, education, social security). A large-scale privatization program will also place many major state-owned enterprises on the block this year.

Peru's comeback to the international financial community in 1991 has alleviated the country's financial distress somewhat, with fresh

Continued on page 11— Peru

EDC - Venezuela Credit
 Canadian exporters of goods and services designed for the oil and gas sector can sell to Venezuelan buyers by offering financing of up to 85 per cent from the Export Development Corporation (EDC).
 To obtain more information on the Line of Credit, contact the EDC regional office nearest you.

Peru's comeback *Procurement Opportunities in Upcoming IDB Loan for Agriculture Upgrade in Chile*

Continued from page 10

funding from international agencies and substantial debt rescheduling expected this year. The prospect of trade integration among Andean Pact nations (Peru, Colombia, Ecuador, Bolivia and Venezuela) should spur local industry toward greater productivity.

Areas of opportunities for Canadian companies in Peru will reside both in traditional sectors (mining) and in new sectors (petroleum, health and water management).

Mining has been declining in the last two years because of strike activities and plunging world prices for metals. The Government hopes to avoid another disaster by putting on the block the state-owned mineral company, Centromin, and more than 500 specific mine concessions.

Indeed, the Canadian Embassy in Peru has vetted the preceding list and has identified 100 concessions that could be of interest to Canadian investors.

(This list is available through External Affairs and International Trade Canada. See contact at end of article).

Also on the positive side, the resolution in 1991 of a long-standing legal dispute between the Government and the Southern Peru Copper Corporation, Peru's largest private mining company, will bring in \$300 million in investment for the firm during the next five years.

Petroleum production is expected to reach 150,000 barrels per day this year. Key agreements with foreign oil companies will boost investment in this sector.

Upcoming projects include a \$16.6 million exploration contract with Eurocan (Canada/Switzerland) and a \$60 million investment by Occidental Petroleum. Again, the state-owned petroleum company,

Many Canadian companies can benefit from the upcoming International Development Bank \$28.5 million loan to Chile intended to modernize and improve the agriculture sector in the country.

The loan will serve to finance the purchase of various goods and services, including a new geographical information system (GSI) that could provide an excellent opportunity for Canadian firms that have demonstrated expertise and experience in Latin America and in Chile.

The project will require equipment, services and technical assistance (consulting and training) related to the design, start-up and operation of the GIS. It will also include procurement of computer equipment, software, remote sensing technology, mapping and aerial photography, satellite data images. This sub-program will be dedicated to institutional strengthening of the research and budget division.

The program includes modernization of an agroforestry health protection system (\$13.5 million)

and technology research and transfer system (\$10 million).

Livestock laboratory equipment and related services, provision and installation of agriculture quarantine and livestock quarantine stations, equipment for plant and animal health checkpoints and control posts and numerous consultancies, also will be needed.

Vehicles, tractors and related equipment and tools for the construction of laboratories and for assistance to small farmers, institutions and some environmental conservation work will be in great demand.

The main project agency will be the Chilean Ministry of Agriculture through the Agricultural Service (SAG), the Agriculture Research Institute (INIA) and the Research and Budget Division (DEP).

Companies should express interest and solicit further details from these agencies and establish contact with the Commercial Division, Canadian Embassy, Casilla 771, Santiago, Chile. Fax: (011-56-2) 696-0738. Telex: (destination code 34) 240341 (240 341 DMCAM CL).

Petro-Peru, prepared an attractive package to draw participation by foreign companies in drilling projects.

The recent outbreak of the cholera epidemic in Peru has demonstrated the need to focus on water treatment, purification and management, and on the health sector generally—a focus the Government of Peru is now responding to.

Next month, External Affairs and International Trade Canada will be organizing a mission to Latin

America, including Peru, to study the participation of Canadian companies in the efforts of the Peruvian government to improve its health environment.

For more information on potential business opportunities in Peru, contact Georges Lemieux, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

PUBLICATIONS

Investment Guide to Costa Rica

By subscribing to the *1992 Guide to Business and Investment in Costa Rica*, published by Centram Enterprises Ltd. of Vancouver, business persons may obtain lists of opportunities available in this Central American country. The chapters of the Guide contain a wealth of information on investment norms, investment financing and related legalities. A fee is charged for each part of the Guide. To obtain a subscription form, or for further information, contact Centram Enterprises Ltd., Box 1372 Station A, Vancouver V6C2T2. Tel.: (604) 683-7824. Fax.: (604) 736-4812.

Protection of Intellectual Property

In cooperation with the Japan Science and Technology Fund, External Affairs and International Trade Canada recently published a handbook entitled *Protecting Intellectual Property: An Introduction to Japan* (#167CB).

The handbook is designed to assist businesses and researchers who wish to engage in cooperation activities with Japan. Greater familiarity with the rules and practices governing intellectual property in Japan should help Canadians make more enlightened decisions and should minimize misunderstandings between partners in the two countries.

Copies of the study may be obtained from Info Export (See box at bottom of page 12).

Mining Equipment in India

India's public sector is becoming increasingly reliant on private sector input as it seeks to accelerate the development of its mining industry. Incentives such as tax-free importing of components and spare parts are used to encourage industry growth. This and other information is found in *Opportunities for Canada in India's Mining Equipment Industry* (#168CA), a publication of External Affairs and International Trade Canada and available through Info Export (See box at bottom of page 12).

India's local production facilities are sufficient to meet a number of needs. Under the eighth Five-Year Plan, started in 1990, the mining industry will require roughly \$3.2 billion worth of equipment, one-quarter of which may consist of imported equipment or components.

Gas and Oil in India

With a view to increasing Canada's share of India's high-growth oil industry, the Canadian Consulate in Bombay has prepared a publication entitled *Industry Profile: Oil and Gas Equipment Industry in India* (#166CA). Canada's oil and gas companies are already doing business with the Oil and Natural Gas Commission and, according to the study, there are additional opportunities in a wide variety of fields. The studies and more information may be obtained from the Trade Commissioner, Consulate of Canada, 41/42 Maker Chambers VI, 4th floor, Jambhal Bajaj Marg, Nariman Point, Bombay 400021, India. Tel.: (011-91-22) 287-5479; fax: (011-91-22) 287-5514.

BUSINESS AGENDA

Montreal - April 7; **Ottawa** - April 8; **Vancouver** - April 10 - Exporting Services to the United States: A Marketing/Exporting Seminar aimed at small and medium-sized export-ready Canadian companies involved in the professional services sector. The one-day session will cover a number of topics of interest to the novice exporter, including: identifying markets and strategic partners, government assistance programs and border-crossing pro-

cedures. Contact Margaret McNabb, U.S. Trade and Tourism Development Division, EAITC. Tel.: (613) 998-9441. Fax: (613) 990-9119.

Number to Note

The correct telephone number for the Canadian High Commission in Singapore is (011-65) 225-6363.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

Vol. 10, No. 7

April 15, 1992

Input Requested for Foreign Service Award Nominations

As a Canadian exporter, have you recently received excellent service from a foreign service officer working in Ottawa or one of our missions abroad? If, so, we would like to hear about it.

The Professional Association of Foreign Service Officers (PAFSO) has launched the first award intended to recognize and encourage excellence in the Canadian Foreign Service. The Canadian Foreign Service Officer Award is based on an open nomination process. We would particularly welcome nominations from members of the Canadian business community who have worked closely with the Foreign Service.

To nominate an officer for the Award, simply send PAFSO a two- to three-page letter giving one or more examples of the performance of the officer being nominated. Diplomatic officers up to the rank of counsellor are eligible for the Award. The nominations will be judged by an independent panel of distinguished Canadians. The deadline for the receipt of nominations for the 1992 Award is April 30, 1992.

All nominations should be sent to The Professional Association of Foreign Service Officers, 45 Rideau Street, Suite 600, Ottawa K1N 5W8. Tel.: (613) 234-1391. Fax: (613) 234-4018.

Please contact Debra Hulley at the PAFSO office for more information about the Award.

Accessing Technology Database Helps Innovators Find Markets

Canadian industries can now more easily find markets for their technological innovations through a system recently introduced into Canada.

The first step is to be registered with the World Bank of Licensable Technology, a long-established, international technology transfer database, to which access is now available in Canada through the office of the Canadian Industrial Innovation Centre, Waterloo, Ontario.

As an enhancement to a technology acquisition strategy, the World

Bank of Licensable Technology is an excellent source of information.

Thousands of dollars that would be spent on travel and personnel to research the market for technologies to bring to an organization now can be saved by utilizing this international technology transfer database inhouse!

Currently, the World Bank of Licensable Technology has sites in the United States, Canada, Japan, Czechoslovakia, China and the Commonwealth of

Continued on page 2 — Database

Countertrade in Cuba: Possible... But Not so Easy

Despite current economic difficulties, countertrade transactions with Cuba, while still possible, are not necessarily easy.

The Canadian Embassy in Havana does not want to discourage countertrade enquiries. But it would like to clarify the Cuban policy on the matter following a recent rush from more or less well informed Canadian exporters.

Embassy officers state that, despite professed willingness to examine any offer, Cubans generally still regard countertrade as an undesirable or regressive form of trade.

A Cuban official recently told the Embassy that countertrade offers would normally only be considered if they were within the same branch of business. This, said the official, reflects the increasing freedom granted to factories to retain a portion of hard currency earnings

and self-management.

In other words, Cuban enterprises are interested in using countertrade to secure inputs and willing to pay with their outputs, but are not willing to use scarce resources to assist other branches of industry out of their difficulties. For example, the chemical industry has countertraded various chemicals for sulphur and ALIMPORT has

Continued on page 2 — Countertrade

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Canada

Colombia, Chile Lines of Credit

The Export Development Corporation (EDC) recently announced the renewal of two lines of credit, one to Colombia, the other to Chile.

EDC renewed a US\$10 million line of credit with Colombia's Instituto de Fomento Industrial (IFI). Under the terms of the line, EDC may lend up to 85 per cent of the purchase price of Canadian goods and services. The funds for each sale are allocated by EDC to IFI, which in turn, lends funds to the particular buyer in Colombia. The credit was established in 1989.

Exporters of goods and services interested in pursuing opportunities in Chile will be able to access a renewed US\$5 million line of credit with Banco O'Higgins, a medium-size bank in Chile and a leader in import/export financing activities.

Number to Note

Ankara telephone numbers beginning with 1 now begin with 4. Numbers for the Canadian Embassy are: (011-90-4) 436-1275; Commercial Section: (011-90-4) 446-2811.

Accessing Technology Database

Continued from page 1

Independent States.

Each international site is responsible for gathering technologies from their territories and promoting these and other international technologies within their territories. (Currently, over 2,000 institutions are contacted annually for technologies, with over 20,000 technologies listed!)

The World Bank of Licensable Technology was established 19 years ago and is headquartered in Florida. This office maintains a worldwide network of technology transfer specialists who gather data from countries not yet represented by the World Bank. Each site is kept current with monthly updates.

It is imperative that Canadian technology be strongly represented in the database, if only to ensure that their products are technologically competitive around the world. Canadian industries, therefore, are being encouraged to list their technologies available for license **free of charge**. The only catch is that the technology must have commercial potential.

For detailed information, contact Susan White, Manager, World Technology Database, Canadian Industrial Innovation Centre/Waterloo, 156 Columbia Street West, Waterloo, Ontario N2L 3L3. Tel.: (519) 885-5870. Fax: (519) 885-5729.

Countertrade in Cuba Possible

Continued from page 1

countertraded citrus for beef for other food products.

Negotiations in hard currency get tougher on readily saleable local products like sugar, nickel or rum. Cuba is seeking partners willing to finance raw material, provide expertise and rehabilitate plants which will then transform products which will form payment

for suppliers.

Actually, Cubans are particularly interested in arrangements concerning raw materials for, and payment in, such products as medical supplies (see *CanadExport* Vol. 10, No. 4), paper and paper products, construction material, various citrus products (oranges and grapefruits) and bananas, light industrial products and computers.

Most of the enquiries received by the Embassy have not offered financing arrangements. They merely sought simple exchange of goods — especially those which Cubans can already sell easily for hard currency.

For more information, contact the Commercial Division, Canadian Embassy, P.O. Box 500 (HVAN), Ottawa K1N 8T7. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 511586 (CAN CU).

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CONTRACTS AWARDED

Newsco Well Services Ltd., Calgary, will sell three truck-mounted acid pumpers, associated equipment and spare parts to the Indian Oil and Natural Gas Commission with financing of \$894,000 from the Export Development Corporation (EDC) and a grant of \$548,000 from the Canadian International Development Agency (CIDA). The transaction will generate approximately 15 person-years of employment in Canada.

Weatherford Oil Tool Co., Edmonton, will supply oilfield equipment to India. EDC and CIDA will finance the \$200,000 transaction.

Babcock & Wilcox has won the largest contract — US\$180 million — ever awarded to a boiler supplier by a U.S. pulp and paper company. The contract is for a turnkey recovery facility at James River Corporation's tissue mill in Pennington, Alabama. The Cambridge, Ontario firm also has received notice of award for the supply of four 550-megawatt coal/oil-fired boiler islands in Taiwan. The contract is valued at approximately Cdn\$290 million.

Fenco Engineers Inc., Willowdale, and **SNC-Lavalin Chile S.A.**, subsidiaries of SNC-Lavalin Inc., have signed a lump sum turnkey contract with Compania Minera Disputada de Las Condes plant. The turnkey contract comprises engineering, procurement, construction and project management. Work is starting immediately and the plant is scheduled for start-up early 1994.

John T. Hepburn Limited,

Mississauga, recently commissioned two wheel manufacturing presses to a leading automobile plant in China. The project is in excess of US\$3 million.

New Flyer Industries, Winnipeg, has signed a US\$12.6 million contract to provide 60 transit buses to the Regional Transportation Commission, Las Vegas, Nevada.

Orca Design International Inc., Port Alberni, will supply at least 60 containerized cedar houses for erection in Japan's Second-Home community project, estimated in excess of Cdn\$6 million.

Prudential Steel Ltd., Calgary, in a transaction supported by a loan of up to US\$2.17 million from the EDC and US\$1.33 million from CIDA, will supply seamless steel casing pipe to India's Oil and Natural Gas Commission.

Pro-Eco Ltd., Mississauga, has sold engineering and equipment and will provide services for the refurbishment of a paint line to a Mexican buyer with financing of US\$1.9 million from the EDC.

Saudi Arabian governments and the United Arab Emirates Defence Ministry will purchase software and hardware material from **B. & Y. Technological Enterprises Ltd.**, Mississauga. The total value of both projects is in excess of \$1.5 million.

Spar Aerospace Limited, Mississauga, has won a US\$6 million contract from McDonnell Douglas for more than 200 deployable flight incident recorders for the new US

F/A-18 aircraft. Production of the recorders will span two years and delivery of the first units is scheduled for late 1992.

SNC-Lavalin, Montreal, as part of a consortium, will provide project management, engineering, goods and other services valued at \$500 million, to build and operate an elevated mass transit system in Bangkok.

Stothert Enterprises Private Ltd., a member of Stothert Group of Vancouver, has recently been awarded a \$4.2 million contract. Under the three-year project, the firm will provide technical assistance to the Vinh Phu Paper Union, Vietnam.

The Canadian Commercial Corporation has awarded a US\$8.4 million contract to **Racal Filter Technologies Limited** of Brockville. The contract is for the manufacture and supply, to the U.S. Army, of C₂ canisters for use in protective gas masks.

VME Equipment, based in Guelph, has sold four Euclid trucks and related equipment to a Mexican buyer with financing assistance of US\$1.8 million from the EDC. This sale has generated approximately 55 person-years of employment in Canada.

Mitel Corporation, Ottawa, will supply five GX5000 switching systems and installation services to COTAS LTDA of Bolivia with EDC financing of US\$625,000. The transaction should generate 24 person-years of employment in Canada.

Agriculture and Livestock Market in Panama

Quotas, import licences and 40 per cent duties create some difficulty in exporting agricultural products to Panama, but a recent analysis suggests that quotas and import licences for farm products and livestock will soon cease.

These are among the findings of *Market Study—Agriculture and Livestock Sector—Panama* (#60-LA), published in August, 1991 and available through Info Export (see box page 8).

The report also advises that, before entering the Panamanian agricultural imports market, it is essential to establish links with a local agent or distributor recognized by government authorities.

Panamanians are heavy consumers of beef and pork. There is a market for canned meats, smoked ham and parts such as pigs' feet and tails.

Panama imports approximately 75,000 kg of beef per year and 2.5 to 3.5 million kg of pork. Imports of breeding swine seem to be continuing to rise as local production increases. In 1990, Panama imported 151 breeding animals, mainly from Canada.

Panama imports about 3.1 million kg of powdered milk and 3 to 4 million kg of dairy cows.

The artificial insemination market in the pork industry remains largely open, while embryo transplants are unknown in Panama.

Breeders are aware of the need to improve their herds' genetic quality and are increasingly interested in high-quality breeding stock.

Potato growing has developed substantially in Panama, and while seed imports have declined in recent years, they are expected to start rising again. (Panama's fi-

nanial institutions are now demanding that growers use certified seed.) The most commonly used varieties are Amigo, Granola and Escort. In 1990, Panamanian growers imported 10,036 50-kg bags of seed potatoes.

There is a government program under way to improve the quality and quantity of forage. This should open the market to new varieties other than those currently imported from Colombia. Panamanian farmers have imported approximately 7,000 kg of seed grain in the last four years.

Further information on this market may also be obtained from Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8806.

BUSINESS OPPORTUNITIES

PANAMA—A business group from Taiwan plans to invest US\$500 million in the next six years in the Panamanian Atlantic area to develop free zone areas, industrial parks, 10,000 homes and two hotels. The organization seeks all kinds of Canadian products appropriate to these developments. Contact Alberto Gao, Manager, Isla Margarita Group, Apartado 3260, Colon Free Zone, Colon, Panama. Tel.: (011-507) 413696. Fax: (011-507) 418541.

ROMANIA—A joint venture company seeks investment capital for such projects as the manufacture of apple juice concentrate (for which a market is readily available); the modernization of existing paper and furniture industries, and the development of a private agri-food

company. Contact Stelian Medianu, Dollarz S.R.L., Cariei Street 43, 2200 Brasov, Romania. Tel.: 4021-50666.

TAIWAN—With an average annual sales volume of US\$180 million, a manufacturer and exporter of a variety of resins wishes to import polyurethane dispersions for coatings, adhesives and textiles; electrodeposition resin system for paints and photoresists; and polystyrene resin for biorientated polystyrene. Contact Shun-Ren Huang, Research and Development, Eternal Chemical Co. Ltd., 578 Chien-Kung Road, Kaohsiung, Taiwan. Tel.: 886-7-3837951. Fax: 886-2-3837956.

TAIWAN—A manufacturing and exporting company with average annual sales of US\$85 million wishes to import film paper

metallization for decoration and film holography. Ideally, such an experienced company should be willing, for a fee, to train personnel and send engineers to assist in starting up a new factory in Taiwan. Contact Ling Tang Chun, Long Chen Paper Co. Ltd., 1-1 Kuang Hsin Lane, Kuang Hsin Li, Erhlin Town, Cheng Hua Hsien, Taiwan. Tel.: 886-4-7612171/8. Fax: 886-4-7612170.

TAIWAN—A manufacturer with average annual sales of US\$1.8 million wishes to import pсевитo-rabbies vaccine and tissue culture for hog cholera vaccine production. Contact David Lin, Kaohsiung Biological Product Co. Ltd., 634 Section 1, Chunsan Road, Tenwei, Hunei Hsiang, Kaohsiung Hsien, Taiwan. Tel.: 886-7-6933315. Fax: 886-2-6931345.

EAITC 1992-1993 Calendar to Africa, Middle East Trade Events

The following are trade-related events in which External Affairs and International Trade Canada expects to participate in fiscal year 1992-1993.

For further information, contact Eric Brown, Africa and Middle East Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 990-6592. Fax: (613) 990-7437.

- **Services Industries Mission to the Maghreb** — April 1992 - Algeria, Morocco, Tunisia
- **Zimbabwe International Trade Fair (Info Booth)** — April 1992 - Zimbabwe
- **Participation to Power, Electronics and Communications Show (Info Booth)** — April 1992 - Tehran, Iran
- **Participation to Mining Machinery and Equipment Show (Info Booth)** — April-May 1992 - Tehran, Iran
- **Construction Equipment and Services Mission to Israel** — May 1992 - Israel
- **Incoming Mission from Saudi Arabia to Plastics Exhibition** — May 1992 - Toronto
- **Oil and Gas Slant Drilling Technical Seminars in Algeria** — June 1992 - Algiers
- **Participation from Iran, Kuwait, Israel, Egypt, Tunisia, Algeria and Syria to National Petroleum Show** — June 1992 - Calgary
- **Buyers will be invited from Iran, Syria, Lebanon, Jordan and Egypt to Western Canada Farm Progress Show** — June 1992 - Regina
- **Canada-Iran Joint Economic Commission Meeting** — June 1992 - Iran
- **Construction Mission to Lebanon and Jordan** — July 1992 - Lebanon, Jordan
- **Environmental, Equipment, Technology and Services Mission/Seminar to Israel** — September 1992 - Israel
- **Participation to Damascus International Fair (Info Booth)** — September 1992 - Damascus, Syria
- **Telecommunication Mission to Israel** — October 1992 - Israel
- **Instrumentation Mission to Kuwait, United Arab Emirates and Oman** — October 1992 - Kuwait/ United Arab Emirates and Oman
- **Participation to Saudi AG '92** — October 1992 - Riyadh, Saudi Arabia
- **Participation to Tehran International Trade Fair (National Stand)** — Oct. 1992 - Tehran, Iran
- **Participation to Gulf International Fair (Info Booth)** — November 1992 - Bahrain
- **Oil and Gas Mission to Egypt** — November 1992 - Egypt
- **Transportation Systems Mission to the Maghreb** — November 1992 - Algeria, Morocco, Tunisia
- **Participation to Motexha '92 (Clothing Fair/Info Booth)** — November 1992 - Dubai, United Arab Emirates
- **Trade Mission to Israel of Canada-Israel Chamber of Commerce** — November 1992 - Israel
- **Participation to Astex '92 (Security Products and Services)** — December 1992 - Riyadh, Saudi Arabia
- **Canada' Week (United Arab Emirates)** — January 1993 - United Arab Emirates
- **Agriculture Management and Services Mission to Algeria** — January 1993 - Algeria
- **Participation to Saudicom '93 (Telecommunications Products and Services)** — January 1993 - Riyadh, Saudi Arabia
- **Canada-Saudi Arabia Joint Economic Commission** — February 1993 - Riyadh, Saudi Arabia
- **Oil and Gas Mission to Iran** — February 1993 - Iran
- **Trading House/Consumer Products Mission to Kuwait and Saudi Arabia** — February 1993 - Kuwait and Saudi Arabia
- **Environment Equipment and Services Technical Seminars to the Maghreb** — February 1993 - Algeria, Morocco, Tunisia
- **Cairo International Trade Fair (Info Booth)** — February 1993 - Cairo
- **Health Care/Education Services Mission to East Africa** — To be determined - East Africa
- **Oil and Gas Mission to Nigeria** — To be determined - Nigeria
- **Rural Telecommunication Mission from Central Africa** — To be determined - Canada.

Wood Products in Europe Seminars

The "Potential for Value-Added Wood Products in Europe" will be examined in two one-day seminars being held in Halifax (April 28) and Fredricton (April 29).

Opportunities in the post-1992 Single Market, with emphasis on France and Belgium, as well as one-on-one meetings are also highlighted.

For details, contact (for Halifax), Marjorie Shaw, tel.: (902) 426-6658, fax: (902) 426-2624; for Fredricton, contact (in Moncton) Sadie Perron, tel.: (506) 851-6445, fax: (506) 851-6429.

Honduran Companies Seek Canadian Suppliers

Canadian firms wishing to get their business feet wet in Honduras will find there are some interesting opportunities in this economically poor country of 3 million people.

They will find also that: the Honduran economy is opening rapidly; the foreign exchange system is being liberalized; and that import tariffs are being lowered.

As well, in excess of US\$700 million over the next three years is in International Financing Institution (IFI) pipelines, creating significant opportunities for Canadian firms to bid on World Bank and other tenders in such sectors as hydro, telecommunications, water, transportation and education.

At the same time, trade commissioners at the Canadian Embassy in Costa Rica have compiled the following list of Honduran contacts interested in Canadian supplies of a variety of goods and services. Interested Canadian companies should write these firms directly, providing particulars on their products.

Having an agent in Honduras is usually essential in doing business and the firms listed here may perform that function, the Embassy advises.

Resortes de Honduras, Ing Louis Gustavo Hernandez D., Gerente General, Apartado. 17777, Tegucigalpa, Honduras: Looking for **machinery for the manufacture of leaf springs**.

Inversiones Santa Lucia, Colonia Miraflores sur B35 C#33. Tel.: 504-335202, 325667, Tegucigalpa, Honduras: Interested in **office equipment, printing equipment and construction machinery**.

New Mark Representaciones, S. de R.L., Lic. Jose Abraham Lozano, Gerente de Ventas, Apartado 3283.

Tel.: (504) 323476, 321545. Fax: 504-326740, 325826, Tegucigalpa, Honduras: Interested in all types of **electrical transmission equipment** (transformers, meters, lights, and other pole line hardware).

Sand M Distribuciones, S. de R. L., Sal Alvarez, Presidente, Sendero Alpha, #1226, Col. Humuya. Tel.: 504-336062. Fax: 504-336062, Tegucigalpa, Honduras: Interested in **dietary foods, powdered milk, wire and abrasives**.

Agencia Fasquelle, S.A., Zonia M. de Flores, Gerente Regional, Apartado 472. Tel.: 504-370584, 373152. Fax: 504-379715. Tegucigalpa, Honduras: Interested in **tires and other automobile accessories and parts as well as tools and machinery for service stations**.

Florida Auto Partes, S. de R.L., Lic. Miguel R. Carias, Gerente, Apartado 20546. Tel.: 504-377239. Fax: 504-374081, Tegucigalpa, Honduras: Interested in **heavy vehicle and truck parts**.

Rolando Martinez Flores, Vilma Beatriz Rubio, Gerente, Apartado 3375. Tel.: 504-376400. Tegucigalpa, Honduras: Interested in **giftware, crafts, toys and games**.

Intexim, Lic. Renato Arana Lacayo, Gerente General, Apartado 20229. Tel./Fax: 504-333455. Tegucigalpa, Honduras: Interested in **veterinary medical supplies, antibiotics and vitamins for the poultry industry**.

Pharmabel S. de R.L., Lic. Renato Arana Lacayo, Gerente General, Colonia el Prado, Edif. Syre. Tel.: 504-333455, Coma-yaguela, Honduras: Inter-

ested in **generic medicines**.

Centro Oftalmologico Santa Lucia, Dra. Mara Christina G. de Handall, Gerente Administrativo, Ave. La Paz, No. 2821. Tel.: 504-380077. Fax: 504-380319. Tegucigalpa, Honduras: Interested in **optical glass and plastic lens material for optical applications**.

Corporacion Farmaceutica S. de R.L., Dra. Mara Cristina G. de Handall, Gerente Administrativo, Ave. La Paz, No. 2821. Tel.: 504-380077. Fax: 504-380319. Tegucigalpa, Honduras: Interested in **pharmaceutical products**.

Commercial Automotriz Dirz S. de R. L., Wilfredo Ramirez Triminio, Gerente General, Apartado Postal 264. Tel.: 504-370917. Fax: 504-370916, Tegucigalpa, Honduras: Interested in **auto parts and accessories, plastics and machinery for converting plastics**.

Carlos Rodrigo Caldron R., Apartado 2472. Tel.: 504-322024. Tegucigalpa, Honduras: Interested in **pharmaceutical and medical products**.

Grupo Icis S. de R. de C.V., J.A. Lopez, Gerente, Apartado No. 822. Tel.: 504-371624. Fax: 504-222342. Tegucigalpa, Honduras: Interested in **pharmaceutical and medical products and equipment**.

Farmacia Santa Maria Topoyac/ Farmacia San Jorge, Ing. Carpio, Empresario, Apartado 3841. Tel.: 504-325154. Fax: 504-325945. Tegucigalpa, Honduras: Interested in **pharmaceuticals and cigar-wrapping machinery**.

E.H.I.V. S. de R. L. de C. V., Ing. Guillermo E. Valle M., Presidente,

Continued on page 7— Honduran

Services Focus of Global Connections '92

Markham — The service sectors that help manufacturers and suppliers expedite international trade initiatives will be front and centre this year at **Global Connections '92**, being held in this Ontario town October 14-15 and in Atlanta, Georgia, November 18-19.

This **International Import/Export Trade Development Trade Fair and Conference** reverses the emphasis of most trade shows, where manufacturers and suppliers showcase their wares to potential buyers.

In the **Global Connections** framework, the services exhibitors will be international freight forwarders; international bankers; international lawyers; customs brokers; storage houses; trading

houses; and trucking companies.

Also among the combined 400 exhibitors (and 5,000 visitors) will be representatives of warehouses; packaging companies; translation companies; telecommunications companies; protocol consultants; international real estate companies; airlines; travel agencies and travel consultants; hotels; shipping lines; government agencies; trading associations; and trade commissioners — all of whom help the trader open doors to international markets.

At the Canada venue the focus will be on trade opportunities with Mexico, while in the United States, the emphasis will be on Canada, the U.S. and Mexico.

Comprised of a trade fair arena, a seminar arena and a networking arena, **Global Connections '92** will also be notable for introducing a new marketing format: pre-taped video messages which will enable Canadian show visitors to see firsthand a large group of qualified Mexican companies that might otherwise be absent from the show.

Canadian companies that cannot be physically present at either event or that are present, but occupied with other business matters, can also use the Global Business Video to take potential customers on a tour of their facilities, to put on a

product demonstration, or to give a sales presentation.

Registration forms for video use are available from Global Business Video, % Kenneth Caplan and Associates Limited, Suite 200, 200 Town Centre Blvd., Markham, Ontario L3R 8G5. Tel.: (416) 940-6911. Fax: (416) 940-6915.

For further information (registration, cost, etc.) on **Global Connections '92**, contact the event producers, Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Honduran Importers

Continued from page 6

Bld. Morazn No. 2000, Cont. A Classic, Col. Palmira. Tel./Fax 504-313061. Tegucigalpa, Honduras: Interested in **parts for heavy equipment, construction materials, plastics and primary industrial materials.**

Laboratorio Minero Metalurgico, Ing. Jose Len Murillo B., Gerente Propietario, 4TA. Calle No. 3216, Colonia las Colinas. Tel.: 504-311494. Tegucigalpa, Honduras: Interested in **associating with Canadian consulting firms in the metal processing sector.**

Cruz Lorena S.A., Roberto Alvarado, Gerente General, Apartado Postal 20271. Tel.: 504-333491. Fax: 504-334780. Tegucigalpa, Honduras: Interested in **auto and bicycle parts, construction and building materials, refrigeration accessories, and equipment and accessories for medical clinics.**

British City Hosts Machine Tools Show

Birmingham — Canada will have a Core Area Stand at **MACH'92, The International Exhibition of Machine Tools and Manufacturing Technology**, being held here May 6-16.

The show features the latest technology in metal-cutting/forming, lasers, automated systems and tooling.

Contact Walter Hughes, Canadian High Commission, London, tel.: (011-44-71) 629-9492; or EAITC's Trade Fairs and Missions Europe, fax: (613) 995-6319.

Canada to Display Catalogues at Australia Hardware Show

Brisbane — Innovative Canadian building and hardware products exporters have a chance to display product catalogues and promotional material at the Canada Booth at **Interbuild Queensland**, Australia's only national building exhibition, being held May 24-26 at the Brisbane Entertainment Centre.

The show attracts buyers from

Australia, New Zealand and the Asian-South Pacific region.

Canadian exporters interested in penetrating this market should contact or forward promotional material to the Canadian Consulate General, 8th Floor, 50 Bridge Street, Sydney, New South Wales 2000, Australia. Tel.: (61-2) 231-7022. Fax: (61-2) 223-4230.

BUSINESS AGENDA

Calgary - May 5 - Let's Talk Risk Workshop. Contact Jim Christie. Tel.: (403) 294-0928; **Vancouver - May 6 - Let's Talk Risk Workshop.** Contact R. Johnson. Tel.: (604) 666-6807; **London - May 12 - Let's Talk Risk Workshop.** Contact Jan Dvorak. Tel.: (519) 645-5828; **Toronto - May 13 - Let's Talk Risk Workshop.** Contact R. McCorkindale. Tel.: (416) 973-5991; **Ottawa - May 21 - Let's Talk Risk Workshop.** Contact M. McCourt. Tel.: (613) 598-2992.

Montreal - May 12, 13 and 14 - The National Apparel Technology Show opens its doors to Canadian, American and foreign manufacturers of equipment machinery, technology, supplies and accessories of all kinds. The show will include conferences as well as an exhibition of products and services. For more information, contact P.R. Charette, Montreal. Tel.: (514) 489-8671. Fax: (514) 487-3230.

Montreal - May 28-29 - Mécanexpo is the venue for more than 80 exhibitors, manufacturers and distributors of the latest products and services in the mechanical and construction industry. The event will interest contractors, engineers, architects, original equipment manufacturers government and municipal agents. For more information, contact Johanne Clément, Corporation of Master Pipe-Mechanics of Quebec. Tel.: (514) 465-2668 or 1-800-465-2668. Fax: (514) 954-8933.

Telecommunications in Western Europe

External Affairs and International Trade Canada (EAITC) has published a study describing the experiences of nine Canadian telecommunications suppliers in Europe. It is the first phase of a two-phased study to assess and recommend various "marketing arrangements" to help Canadian telecommunications suppliers pursue opportunities in the European Community.

The current telecommunications equipment market in Western Europe is approximately \$40 billion and is forecast to reach \$100 billion by the year 2000. Canadian exports in 1989 were about \$280 million, only 0.7 per cent of the market.

The study, *Europe 1992 and Canada's Telecommunications Industry — Experiences of Canadian Telecommunications Firms in the European Community* (#66EA) can be

obtained from Info Export (see box at bottom).

Canada and the World Environment (#17GA), recently published by External Affairs and International Trade Canada, looks at international issues and sketches the role that Canada has been playing to protect the environment. It

PUBLICATIONS

looks at problem areas where international action will be essential.

A copy can be obtained from Info Export (see box at bottom).

Canada-CIS Joint Ventures

The Canada-USSR Business Council, now known as the CUBC, published at the outbreak of the USSR crisis the results of a survey that analyses the experience of Ca-

nadian partner firms to 52 operational joint ventures in what is now the Commonwealth of Independent States (CIS). Written by Carl H. McMillan, Professor of Economics at Carleton University, *Canada-USSR Joint Ventures: A Survey and Analytical Review*, reveals that, as of late 1991, the value of Canadian foundation capital in joint ventures exceeded US\$140 million.

The survey describes the nature of the joint venture partners, their motivations, the overall negotiating process and their operational experience. It also describes the political and legal backdrop to joint ventures, placing them in the context of international activity in the former USSR.

The review can be obtained for \$40.13 (taxes and postage included) from the CUBC, 2 First Canadian Place, Suite 2125, P.O. Box 11, Toronto, Ont. M5X 1A9. Tel.: (416) 862-2821. Fax: (416) 862-2820.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Aff.
International Trade

CANADEXPORT

Vol. 10, No. 8

May 1, 1992

Exports Bearing "Eco-Label" Edge Out Competition in EC Markets

Canadian exporters whose products display "flower power" could have the edge on the competition when it comes to exporting to the European Community (EC).

That's because in December 1991, environment ministers agreed to introduce — as early as this fall — a Community-wide "eco-label" scheme to identify goods that satisfy health, safety and environmental requirements. The label, an EC flower emblem, can be affixed to imported goods that meet EC re-

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quirements which cover all aspects of the manufacture of a product and its packaging.

John Klassen, Director of External Affairs and International Trade Canada's European Community Division (RWM), says, "Not only is there a marketing benefit in being officially recognized as environmentally responsible, but failure to obtain a label could result in the loss of business to a competitor who successfully applies for one."

The regulation states that imported products for which the eco-label is sought must meet the same requirements as products made in the Community. They must not contravene community health, safety, and environment requirements; they shall not contain substances classified as "dangerous" under EC Directives; they cannot be manufactured by a process which contravenes Community or Member State environmental legislation or which significantly harm man or the environment.

More specifically, the regulation states that the reduction of environmental impact will be achieved by minimizing the use of natural and energy resources, raw materials, emissions into air, water and soil. The generation of waste and noise will be reduced through the use of clean, lowest-risk, sustainable technologies designed to prevent destruction of the ecosystem.

Eco-labelling shall not be used for food, drinks or pharmaceuticals, all of which are covered by other legislation. Awarding of the eco-label will be based on the establishment of product groups, defined to ensure

Continued on page 3 — Flower

New Budget Kick-Starts PEMD

\$18.3 million: That's the 1992-93 budget that has restarted the Program for Export Market Development (PEMD).

It was suspended in November 1991 because of an unprecedented surge in demand and reinstated, on a limited basis, in January 1992, with funding of \$1.5 million.

"PEMD is the Canadian government's best known and most widely used trade promotion program," Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson said in announcing on April 1 the re-starting of PEMD.

Managed by External Affairs and International Trade Canada, PEMD supports small- and medium-size companies' participation in trade fairs, incoming and outgoing missions, and in bidding on major capital projects.

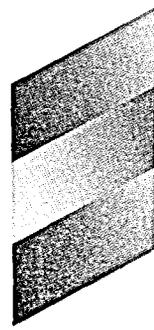
Wilson noted that, while the

program has been restarted, activities such as assisting in the opening of sales offices abroad and in supporting innovative marketing techniques would be deferred, pending further study. Contributions to certain other activities have also been reduced.

"By ensuring a careful monitoring of the funding level, we can be assured that export-ready companies will continue to have access to this popular export support program for their international marketing plans," Wilson said.

Since the program's inception in 1971, nearly 24,000 Canadian firms have received PEMD support, generating \$10.4 billion in export sales.

Companies wishing to discuss their export marketing plans or PEMD, should contact the International Trade Centre of Industry, Science and Technology in their province.



Canada

Consulting Engineering Study Focuses on Environmental Markets in the U.S.

In terms of size, diversity, and growth rates, the environmental market potential in the United States is of staggering proportions, with expenditures in 1991 totalling \$130 billion.

Of this total, \$33 billion was devoted to air-related spending; \$52 billion in water and wastewater spending; and \$45 billion in solid and hazardous waste management spending.

To penetrate these markets, the key element for Canadian engineering firms is to ride their own niche areas of expertise, using the broadest possible network of contacts, information and alliances.

Those are among the findings of *Penetrating the U.S. Environmental Market: Prospects and Strategies for Canadian Consulting Engineers: U.S. Eastern Seaboard Focus*.

The market study was produced recently for the U.S. Trade and Tourism Development Division of External Affairs and International Trade Canada in co-operation with the Association of Consulting Engineers of Canada.

Based on a review of existing

documents and more than 100 interviews with manufacturers, utilities, engineers, governments and other organizations in Canada and the United States, the study discusses market size and trends, criteria for market entry, and the methods of identifying specific opportunities and partners.

While focusing on the Eastern United States market, much of the information and observations are applicable to markets throughout the U.S.

Similarly, the study concentrates on private-sector opportunities, but includes information pertaining to the public sector.

The report's appendices provide information on available government assistance, trade shows, documents, universities, U.S. engineering firms and environmental prime contractors.

The appendices also include other sources of information of interest to Canadian engineers and environmental companies wishing to penetrate the U.S. market.

A copy of the study may be obtained, free of charge, from Anthony Burgess, Association of Consulting

Engineers of Canada, 130 Albert Street, Suite 616, Ottawa K1P 5G4. Tel.: (613) 236-0569. Fax: (613) 236-6193.

Strategic Partners and the GIS Market in The Netherlands

Canada and The Netherlands play a leading role in Geographical Information Systems (GIS).

The differences in size and natural environment between the countries have led to different specializations. Whereas Canada is the leading expert in the development of hard and software for mapping large areas, The Netherlands has developed considerable knowledge in computer models for environmental monitoring and physical planning.

The Netherlands is working to establish itself as the merchandise distribution centre for the European Market, making it a favourable country for Canadian GIS companies to develop strategic partners.

A recent report published by the Canadian Embassy in The Hague states the Dataquest research newsletter Dun and Bradstreet: "The fast growing GIS market is sizzling in Europe, having grown 31 per cent in 1990 to \$478 million. We expect this growth to continue at a 27.7 per cent compound annual growth rate through 1995, when the market is forecast to reach \$1,619 million."

The study report, *GIS in The Netherlands*, and more information can be obtained from Commercial Division, Canadian Embassy, P. O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel.: (011-3170) 361-4111; fax: (011-31-70) 356-2823.

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BUSINESS OPPORTUNITIES

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

NEW ZEALAND — A well-established company wishes to act as **exclusive agent** in New Zealand for Canadian suppliers of **all types of computer products** (from computers, to disks, software, accessories and peripherals). Contact Bill Swift, Ribbon Xchange Dunedin, 29 Shetland Street, Wakari, New Zealand. Tel.: (03) 466-7379.

NEW ZEALAND — Already representing some Canadian companies, a firm here wishes also to **act as the distributor** for Canadian suppliers of **engineering tools, computer add-ons, and current voltage measuring products**. Contact Geoff Vaughan, General Manager, GTS-Nilsen Instruments, P.O. Box 9613, Auckland, New Zealand. Tel.: (64-9) 309-2464. Fax: (64-9) 309-2968.

NEW ZEALAND — An electronic communications and security specialist firm wishes to import **home security and alarm products, commercial security installations, electronic cable for TV reception, and computer spare parts**. Contact Graeme Manson, ECL, P.O. Box 24-006, Royal Oak, Auckland, New Zealand. Tel.: (64-9) 579-5888. Fax: (64-9) 579-5881.

NIGERIA — A major project for which goods will be purchased on behalf of the United Nations Industrial Development Organization (UNIDO) has started in this country and Canadian companies are invited to participate. Involved is the establishing of new test laboratories for metals (steel), building

materials, electric appliances, textiles, leather, paper and foodstuffs. There will also be supporting laboratories for chemical and microbiological tests along with liquid gas and atom absorption chromatography, including sample preparation. The establishing of a publishing house and information centre with computerized documentation is included in the project. Manufacturers are invited to submit catalogues and price lists for the supply of **physical quantity measuring devices, test equipment, laboratory and office furniture, laboratory glassware, sample preparation auxiliary equipment, and publishing house equipment**. Companies can have their interests forwarded to the Canadian High Commission in Lagos by contacting John Brenchley, Trade Commissioner, Africa and Middle East Trade Development Division (GBTA), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6586. Fax: (613) 990-7437.

SPAIN (Ref. VET) — A company specializing in the pharmaceutical-veterinarian sector and open to **all kinds of collaborative ventures** wishes to introduce new products to its well-established Spanish market. Products sought include: **drugs; feedstuffs; cleaning products; non-chemical livestock sector products; and agricultural products**. Contact Jaume Angerri, Technology Management Department, ICT, Via Laietana, 39, 4rt, 5e, 08003, Barcelona, Spain. Tel.: 319-88 11. Fax: 310 35 35.

SYRIA — The General Organization for Cement and Building Materials (GOC) has issued two separate tenders, one for the **extension**

of a **cement factory** (bid bond US\$100,000 by Bank Guarantee and with an execution period of 24 months after Letter of Credit opening); the other for the setting up of a **new plant for the production of porcelain tiles** (bid bond US\$50,000 and with an execution period of 18 months after Letter of Credit opening). Both tenders, being offered on a turnkey basis, call for the study, design, procurement and delivery of equipment, civil works, steel structures, erection and technical assistance and services. In both, the value of tender documents is US\$100 non-refundable; payment is by Letter of Credit; performance bond is 10 per cent of contract value; and offer validity is 9 months after closing date. Closing date for porcelain factory bids is **May 18, 1992**. Closing date for cement factory bids is **June 15, 1992**. Interested contractors may contact Commercial Section, Canadian Embassy, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Flower Power

Continued from page 1

that all products which serve the same purposes and have equivalence of use are in the same group.

Each Member State has a "competent body" independent of industrial or commercial interest to review the applications. Cost of the application is covered by the manufacturer, the exporter or importer.

For more information, contact European Community Division (RWM), 125 Sussex Drive, Ottawa, K1A 0G2. Tel. : (613) 995-6115. Fax : (613-944-0039.

Tourism Market Focus of Cuba Show

Havana — Through the display of product literature or through staffing their own stand, Canadian companies still have an opportunity—if they act quickly—to get in on Cuba's burgeoning tourism industry.

The opportunity, which runs May 25-31, is **TECNOTUR'92** at which External Affairs and International

Trade Canada, through the Canadian Embassy in Havana, will sponsor an Information Booth.

Specifically directed to Cuba's tourist sector, **TECNOTUR** traditionally has presented an excellent opportunity for Canadian exporters, entrepreneurs or potential investors to establish direct and personal contact with officials from

Cuba's various tourist organizations.

At last year's **TECNOTUR**, which also is a low-cost means for Canadian exporters with no experience in the market to introduce their products, Canadian exhibitors signed contracts valued at Cdn\$850,000.

Given the high priority accorded to tourism and tourism development, Cuba continues to make substantial purchases for this sector. What's more, in spite of the country's economic difficulties, the Cuban government is prepared to pay for such imports on a confirmed Letter of Credit basis.

Opportunities exist not only in the substantial program of new hotel construction or renovations (5,000 hotel rooms are planned by 1995), but for on going sales of food products and consumer goods for guests and to stock the country's duty-free and hotel shops.

Canadian firms already sell glassware, lighting fixtures, swimming pool equipment and accessories, air conditioning systems, hardware items, plumbing fixtures, sports and recreation equipment, kitchen and garden maintenance equipment.

Companies wishing to send product literature should forward, as soon as possible, 40-50 brochures or product samples to Commercial Division, Canadian Embassy, P.O. Box 500 (HVAN), Ottawa, Ontario, Canada K1N 8T7.

Companies considering staffing their own stand (minimum size 9 square metres at US\$135 per square metre) may contact the Embassy by fax: (011-53-7) 33-2044; or telex: (Destination code 28) 51-1586 (CAN CU).

For additional information on Cuba and the market for hotel and tourism-related equipment, contact the Embassy as above.

Exhibit Space at U.S. Printing Show

New York City — Space is still available for companies wishing to participate in the Canadian Government Stand at **Graph-Expo East**, the largest printing equipment trade show to be held in the United States this year.

Being held October 3-6 at New York City's Javits Convention Center, the show features 400 exhibitors and attracts up to 30,000 buyers who are seeking to upgrade their printing and communications equipment.

The 3,000 foot² Canadian pavilion is situated in a prime location between two main entrance doors on Level Three of the Center.

This Level is reserved for companies exhibiting printing machinery and systems, printing supplies and accessories, post-press equipment and supplies, and materials handling equipment.

Canadian exporters (of printing machinery or other products mentioned above) who are interested in participating in **Graph-Expo East**, should contact Ted Weinstein, U.S. Trade and Tourism Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

EAITC-Sponsored Subcontractor Exhibition Scheduled for Toronto

Toronto — The **Fifth Annual SubContractor Exhibition (SUBCON V)**, sponsored by External Affairs and International Trade Canada, will be held June 3, 1992 at the Canadian Exposition and Conference Centre.

Designed to help Canadian companies obtain business as subcontractors in the fields of defence, aerospace (including repair and overhaul services), space and electronics, **SUBCON** brings together over 100 U.S. and Canadian prime contractors.

A comparable number of Canadian subcontractors and potential subcontractors also exhibit their products/services or product literature and capabilities at the show.

Persons seeking further information or wanting to participate in **SUBCON V** may contact Gisele Laframboise, Trade Development Operations (TPO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8099. Fax: (613) 996-8688.

WESTERN CANADA HOSTS MAJOR EVENTS: *Calgary's National Petroleum Show...*

Calgary — Billed as the largest energy show in the world, the **National Petroleum Show** will be held June 9-11, 1992 at Calgary's Stampede Park.

At the 1990 event, more than 1,100 companies exhibited their products and services to 42,104 attendees from across Canada, 37 U.S. states and 61 other countries.

Now marking its thirteenth year and considered the international marketplace for the world's energy industries, the biennial **National Petroleum Show** offers exhibitors a unique opportunity to expand established markets, attract new customers, develop joint ventures and business agreements, and to access energy opportunities.

Exhibitors display their products and services to a top flight audience of energy professionals from a round the world — people who influence the purchase of billions of dollars in products, equipment, supplies and services for the next decade.

CONTRACTS AWARDED

HN Engineering. (HNE), Burnaby (B.C.), has been awarded a contract to undertake a study of mobile radio systems operated by the Saudi Arabian Oil Company in Saudi Arabia. The project will provide information regarding mobile communications support for oilfield exploration, operations and maintenance activities.

Securiplex Europe S.A.N.V., a subsidiary of Securiplex Technologies Inc., Dorval (Quebec), has signed two contracts in Belgium.

The event, fully supported by all three levels of government in Canada — local, provincial and federal — is also a magnet for incoming buyers missions.

In 1990, some 162 buying missions from 43 different countries were brought to the show to meet with Canadian suppliers of oil patch goods and services — resulting in negotiations of over \$310 million worth of potential contracts.

Companies in Eastern Canada

wanting more information may contact Judy Hurd, Show Manager, National Petroleum Show, 1450 Don Mills Road, Don Mills, Ontario M3B 2X7. Tel.: (416) 442-2021. Fax: (416) 442-2207.

For Western Canada companies, the contact is Ward Brandow, Show Coordinator, National Petroleum Show, Suite 300, 999-8th Street S.W., Calgary, Alberta T2R 1N7. Tel.: (403) 244-6111. Fax: (403) 245-8666.

...And Regina's Canada Farm Progress Show...

Regina — Manufacturers, suppliers, buyers, exhibitors and visitors wanting to keep abreast of the latest in dryland farming technology and related products make it a point to be in Regina in June.

The reason is the **Western Canada Farm Progress Show** (June 18-21, 1992) which, since its inception in 1978, has gained an international reputation as dryland farming's premier showcase — annually attracting more than 500 exhibitors as well as delegations from every continent.

A one-stop shopping centre for leading edge technology and dryland farming techniques, the exhibition features a cross-section of agricultural implements, large and small, from rock pickers, rod weeders and chisel plows to monster tractors and

combines, to augers, grain bins and computerized remote sensing devices.

At the heart of the exposition is the International Business Centre. A centrally located area, the centre provides full services to enhance export opportunities.

These include 'dating sessions' which allow for the exchange of business information between manufacturers and delegates, comprehensive office and secretarial services, translation services and computerized listings of manufacturers and their products.

For more information, contact **Western Canada Farm Progress Show**, P.O. Box 167, Exhibition Park, Regina, Saskatchewan S4P 2Z6. Tel.: (306) 781-9200. Fax: (306) 565-3443.

Under a \$1.7 million contract **Securiplex** will supply fire detection and control systems for the new European Economic Community headquarters in Brussels. This city has also awarded **Securiplex**

a \$1.8 million contract to provide fire detection, extinguishing and safety controls for the city incinerator, which burns municipal waste and produces 12 per cent of the city's electricity.

Total Quality the 'A' Key in Exporting

Prepared by Michel P. Gimmig, Laliberté, Lanctôt, Coopers & Lybrand, Montréal

Total quality has become the minimum global standard, allowing exporters to count on a stable clientele.

Two heads of successful businesses, one French, the other Canadian, spoke last year to a distinct audience of Quebec business persons. Both attributed their success to constant quality research and to the certifications of their clients.

Michel Bricaud directs Bronzacier, France's leading small-to medium-size manufacturer, in terms of total quality, of gearbox yokes, 50 per cent of which are exported.

Karel Velan also has made quality his trademark. The company which carries his name has become the world's second most important manufacturer of steel valves, globe valves and check valves. Velan serves oil exploration and production companies, thermal and nuclear power plants, sectors where the quality of products is vital to maintaining output.

"...the customer wants one assurance: prove to me that your business is going to consistently give me the quality I am seeking."

The concept of quality has evolved rapidly in the past few years. It no longer refers only to making a product conform technically to the needs of the client, it must answer several requirements: cost, availability, delivery, after-sales service — all of which must be continually improved.

When it comes to choosing a supplier, the customer wants one assurance: prove to me that your business is going to consistently give me the quality I am seeking.

That satisfaction must be given to the supplier or he will take his business elsewhere.

Many enterprises now have in their possession an evaluation manual on the quality standards of their suppliers.

A European automobile manufacturer, for example, demands that all his services be subject to very strict quality control.

Three of the directives circulated to all service departments of the business are:

- The function of quality represents the client and, consequently, concerns all organizational units, from marketing to after-sales service.
- The different services of the supplier are interwoven and coordinated in the application of such matters as consultation, purchasing, methodology, etc.).
- The supplier has a "Quality Improvement Plan" keeping him informed on work flow, ongoing activities, persons responsible, and the results obtained. All divisions of the company are involved. From there, the coordination of investment plans with training is assured.

Clearly, this involves much more than simple product quality control. The client wants the assurance that all of the supplier's facilities are focussed on meeting his needs, that the supplier is constantly improving the quality of the product, and meeting new and higher standards.

Nothing Less Than 'A'

This same European automobile manufacturer is very clear: "Our objective is to have only A-rated suppliers by January, 1993." In a word, only total quality is acceptable.

This business classes — on a scale from A to D — his suppliers according to the quality of their products and services. The A-rated

supplier is "capable of developing the quality assurance procedure or of developing new products using its own resources."

For this firm, a supplier with an A rating will be actively involved in its customer's business, thereby furthering its own development.

The classification of the supplier can also bring into focus the function of cost. The client can insist on stability or even a price reduction in the long or short term to encourage his supplier to maintain his market.

"To succeed, will require concrete, convincing evidence that they offer not only quality products but also efficient global management of their operations."

In the context of global markets and international competition, the search for total quality has become a constant preoccupation.

International standards and Canadian exporters must tackle international competition more aggressively. To succeed, will require concrete, convincing evidence that they offer not only quality products but also efficient global management of their operations.

This implies certain fundamental changes in attitude and in the way of conducting business. For instance, to obtain and keep their market, they may be obliged to open their organizations to foreign 'quality auditors'.

Only if Canadian businesses include in their operations an ongoing thrust to meet their customers' quality requirements, will the "Made in Canada" label continue to be seen on international markets.

Markets Multiply

Canadian Exports to Puerto Rico Register 61 Per Cent Growth in 1991

Figures received from the Canadian Trade Commission in San Juan show that, in 1991, Canadian exports to Puerto Rico totalled \$411.9 million, making Puerto Rico Canada's third largest market in the region after Brazil and Mexico.

The figure, giving Canada a trade surplus of \$77.2 million, also represents a 61 per cent growth rate over 1990, indicating there are ample opportunities for Canadian exporters to this United States commonwealth.

Being a U.S. territory, the island is fully within the U.S. customs regime, meaning there are no further tariffs or customs barriers. Nor are there foreign exchange controls as the currency is the U.S. dollar.

This relationship with the United States also brought about a special U.S. government program of tax breaks and other benefits for industry over the past 25 years.

Through the program, hundreds of companies — mostly in the pharmaceutical, electronic, electrical, textile, clothing and footwear sectors — settled in Puerto Rico, helping to give the region an industrial base.

But the market is not restricted solely to Puerto Rico and the commercial/consumer products necessary to serve a population of 3.5 million people.

Puerto Rico's strategic location in the Caribbean makes it one of the most important distribution centres in the region. For instance, in 1988, the island imported \$14 billion worth of goods, much of which was re-exported to neighbouring islands.

Canada's major exports to Puerto Rico include paper products, produce, food, and automotive equip-

ment and parts, building materials and construction equipment. Also exported are agricultural and fisheries products, furniture, electronics and communications equipment, digital and automated equipment, and chemicals.

Many of these products have been promoted through Canadian government-sponsored trade fairs and missions, says Jim Bradford, Consul and Trade Commissioner with the Canadian Trade Commission in San Juan.

Bradford says "there are lots of trade shows in San Juan" and advises that these might be the best places to start for new or

would-be exporters.

As for the consumer products market, Bradford advises companies "to make sure that their prices are competitive. This is a very price-sensitive market."

On the industrial side, there are openings for specialized commercial equipment, Bradford says, especially in pharmaceuticals.

Further information on this market or on potential trade shows is available from Mr. Bradford, Canadian Trade Commission, Plaza Scotia Bank, 6th Floor, 273 Ponce de Leon, Hato Rey, Puerto Rico 00917. Tel.: (809) 250-0367/758-3500. Fax: (809) 250-0369.

PUBLICATIONS

Canada-Japan Fisheries

Recent trends in supply and demand conditions for seafood in Japan and the effects of these changes on the outlook for Canadian seafood exports to that country are analyzed in *Canada-Japan Fisheries Trade*, a research study published recently by the Canada-Japan Trade Council.

The study, complemented with many graphs, discusses future export opportunities, provides details on Canadian fish exports by species, and information on Japan's changing consumption patterns.

While noting that Japan is Canada's second most important export market for seafood, the study concludes that "while Canada may enjoy good sales now, there is scope for more market work in the foreseeable future." As well, "Canada is

well advised to engage in generic fish promotion to help maintain market share if not increase top-of-mind awareness."

Copies of the study are available from Canada-Japan Trade Council, Suite 903, 75 Albert Street, Ottawa K1P5E7. Tel.: (613) 233-4047. Fax: (613) 233-2256.

Technology Co-operation

20 Years, 1971-1991: Co-operation in Science and Technology (67EM) demonstrates that scientific and technological co-operation between Canada and Germany covers a wide spectrum, ranging from basic research to energy and environmental research, information technology and micro-electronics. The study is available from Info Export (see box bottom, page 8).

Continued on page 8—Publications

PUBLICATIONS

Europe 1992 and Canadian Value-Added Wood Products outlines the market characteristics, competitive strategies, opportunities, and measures to consider in exporting value-added wood products to France, Germany, Italy and the United Kingdom.

There are definite opportunities for Canadian value-added products in all markets and in a range of end uses, particularly in the form of upgraded raw materials for the woodworking industry, says the report.

The arrival of the Single Market in 1993 should also help, rather than hinder, access to European markets for Canadian suppliers.

To help realize these opportunities, the report recommends that Canadian suppliers improve their offerings; offer required grading and sizing; create customer loyalty; make a well analyzed choice on how to enter the market; understand market needs; and take a long-term view.

Copies of the report are available from the European Community Division, External Affairs and International Trade Canada. Tel.: (613)995-8297. Fax:(613)944-0034.

Trading House Connection

Selecting trading houses, understanding their roles and how they can be of use to exporters are among subjects dealt with in **Export Markets: The Trading House Connection** (5TE), copies of which are available through Info Export.

Vocabulary of Free Trade, a 450-page bilingual dictionary on this topic is published by the Secretary of State Department. The volume, costing \$28.95, includes 2,500 trade-related definitions, with both English and French equivalents.

Vocabulary of Free Trade (S52-2-204) is available from Canada Communication Group -Edition, Ottawa, Ontario, K1A 0S9. Tel.: (819)956-4802. Fax:(819)994-1498.

Argentina Oil and Gas

Canadian firms with special skills and technologies in oil recovery methods will be particularly interested in **The Oil and Gas Industry in Argentina** (#116LA), a study commissioned recently by the Canadian Embassy in Buenos Aires. In addition to indicating opportunities for Canadian firms, the study outlines the country's deregulation and privatization policy which, in general terms, ensures an extensive opening of the oil and gas industry (including exploration, production, refining and marketing) to private enterprise, tax stability and a realistic exchange rate.

A copy of the report is available through Info Export.

Business Agenda

Toronto - June 3 — The Fifth Annual SubContractor Exhibition (SUBCON V) - see article, page 4. Contact Gisele Laframboise, Trade Development Operations (TPO), External Affairs and International Trade Canada, Ottawa. Tel.: (613)996-8099. Fax:(613)996-8688.

Montreal - June 3-5 — The 10th Annual Montreal International Computer and Office Exhibition (SIIM 92) will focus on the latest in information technology and office automation. There will also be a series of professional development seminars, run in association with the Institute for Advanced Technology. For more information on SIIM 92, contact Diane Laporte, Show Manager, Montreal. Tel.: (514)288-8811. Fax:(514)288-9125.

Calgary - June 7-11 — The 11th International Conference on Offshore Mechanics and Arctic Engineering (OMAE 1992) will feature symposiums on such topics as pipeline, safety and reliability, offshore technology and arctic/polar engineering. For more information, contact D. Courchene, ITC Edmonton. Tel.: (403) 495-2959. Fax: (403) 495-4507.

Numbers to Note

The facsimile number for the Canadian Embassy in San José, Costa Rica is (011-506) 23 23 95.

The fax number for the Canadian

Consulate in Auckland, New Zealand is (09) 307-3111. An incorrect number, referring to the **Forestry Sector Report**, was published in the March 16, 1992 *CanadExport*.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EA/ITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Venezuela Conference Could See Canadians Strike Gold

Canadian companies are being strongly encouraged by Canadian commercial officers at the Canadian Embassy in Caracas to "look closely" at Venezuela's booming gold mining market with its "great potential and opportunities."

One of the best ways to take that look is to participate in or attend the **Gold Mining Seminar** being held June 25, 1992 in Puerto Ordaz, an industrial city located in Guayana, the Venezuelan mining region.

The event is organized by the Canadian Embassy in Caracas in collaboration with the Guayana Development Corporation and the Venezuelan Gold Association.

Embassy officials say gold production in Venezuela has soared at least tenfold in the last few years, making the country the tenth largest western gold producer with one of the highest growth rates in South America.

"The actual production, however, bears no relation to its world class potential," officials add, noting that latest evaluations indicate that, in a six-year period, Venezuela could develop its capacity to produce "at low break even levels" about 3 million ounces per year (93 tonnes per year) of gold.

With gold being the primary target for development, the government has realized the need for foreign capital, initiative, equipment and technology to increase gold production from the present level of 15 metric tonnes per year to 45 metric tonnes per year by the year 2000.

The **Gold Mining Seminar**, with participation by some 120

Continued on page 2 · Gold

Technology Partnership Plan Vehicle for Canadian Firms

Canadian high technology companies have an opportunity - until June 1, 1992 - to partner with prime contractors who bid on large systems contracts in the U.S. private sector and in the U.S. government.

Under the **Technology Partnership Program**, launched at the Canadian Embassy in Washington, major prime contractors are looking for Canadian partners in a wide range of operating environments (on mainframes, micros and networks).

Interested companies will take part in introductory training sessions - planned for late June in selected cities - on working with systems integrators.

The following technology areas are of particular interest: OCR and image products; multimedia and authoring software; CASE tools; 4GL tools and application

development services; system design, development and integration; acquisition and program management support; and inter-networking LAN and WAN.

Included as well are: artificial intelligence and expert systems; computer-based training and simulation; voice processing; multi-vendor e-mail; X.400 and X.500 products; satellite earth station components; satellite telemetry, tracking and command base hardware and software; data security productions and encryption algorithms; and telecommunications hardware and software.

Companies offering these technologies and wanting to explore the possibility of partnership with U.S. prime contractors

Continued on page 2 · Plan

Preferential Tariff Granted

Canada has granted the General Preferential Tariff (GPT) to Ukraine, the Republics of Estonia, Latvia, Lithuania, Armenia and the Russian Federation.

The GPT is a system of tariff preferences accorded to goods that originate in developing countries and most countries of Central and Eastern Europe.

The rates of duty on products eligible under the GPT are generally two thirds (or less) of the most-favoured-nation rates. The GPT applies to manufactured and semi-manufactured goods, but excludes most textiles, apparel, footwear and some steel

products.

The announcement was made by Secretary of State for External Affairs Barbara McDougall and Minister of State for Finance John McDermid.

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Canada

Gold Mining

Continued from page 1

invitees, will look at the present and future of this industry in Venezuela. Presentations by Canadian companies will be delivered on drilling in precambrian shields, reverse circulation drilling, remote sensing in mining exploration, the importance of the feasibility study in a mining project, and financing of mining projects.

The Venezuela gold industry "is entering a boom period and there is no doubt that Canadian industry could and should play a major role in its development," say Embassy trade officials.

These commercial officers are more than willing to assist Canadian companies interested in the Venezuelan market. They can identify potential partners for exploration, exploitation and/or manufacturing operations.

They can also help Canadian companies in identifying dynamic local distributors or agents that can help in marketing Canadian equipment locally.

For further information on the Gold Mining Seminar or on the Venezuelan gold mining industry, contact the Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Alegre, Caracas 1060, Venezuela. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

Plan Promotes Partnership

Continued from page 1

should summarize and fax up to two pages the following information: company product or service; its major applications; its competitive advantages; target end-users (who they are and their responsibilities); key benefits to your customers; major Canadian customers; major U.S. customers; expectations for the U.S. market in the next 18 months; and what

you would expect from a good match.

The information should be forwarded to Judith Bradt, Commercial Officer, Embassy of Canada, Washington, DC. Fax: (202) 682-7619; or to Doreen Conrad, United States Trade and Tourism Development Division, External Affairs and International Trade Canada, Ottawa. Fax: (613) 990-9119.

Japan Market Studies

The Japan Trade Development Division of External Affairs and International Trade Canada continues to expand its extensive series of export opportunities market surveys.

The survey series also includes a broader analysis of Japan's main regional markets, with reports encouraging Canadian firms to look beyond the traditional 'Tokyo-only' business trip.

The following order-coded market surveys (asterisk indicates a new study) are available through Info Export. To order, see box at bottom of page 12.

Atlantic Herring Roe (#60CE)
Bakery Mix (#61CB)
B.C. Salmon (#64CB)
Bottled Water (#63CB)

*Diagnostic Imaging and Implant Equipment (#114CB)
Food and Beverage (#76CE)
Food Processing Equipment (#65CB)
Food Service (#66CB)
Fruit Juice (#67CB)
Fukuoka and Kyushu (#113CB)
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Osaka and the Kansai (#58CB)
Ocean Industry Equipment (#100CB)
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*Sapporo and Hokkaido (#135CB)
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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

For further information on doing business in Japan, contact the Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel: (613)-995-1281. Fax: (613)-943-8286.

Potential Business Clients Plentiful in Spain

A Barcelona-based service company, one of whose functions is the specialized search for technologies and products for its clients, initially seeks technology product brochures that best meet its clients' needs. The contact, (quoting the reference number), for all clients is Jaume Angerri, Department of Technology Corporation, ICT, Via Laietana, 39, Art. 5e, 08003, Barcelona, Spain. Tel.: 319 88 11. Fax: 310 35 35.

Ref CIB: This company seeks novel or development stage products that have applications in the market for physically disabled people. Among the products/systems being sought are: electro-mechanical products for the blind (machines incorporating Braille, domestic or personal electronic devices); PC peripherals, new symbol language software that facilitates communication, new ways of transport for the physically disabled; and artificial voice incorporated systems (voice alarms, industrial robots with voice, new automatic telephone answering devices).

Ref MEC: A manufacturer/seller of geared valves and adapters for instrumental installations in the chemical and petrochemical industries seeks: new technologies to harden austenitic steel (316 degrees) and materials with better performance that could be used to substitute stainless steel. The firm also seeks new or improved valves, adapters, filters and joints for chemical/petrochemical installations.

Ref HIC: Engaged in the dyeing and finishing of fabrics, this company wishes to diversify its activities in the textile field. Being sought are new materials/products/ systems/ technologies for the garment sector (microfibre); ecologically advantageous chemical products

related to the textile field; and subcontracting/collaboration agreements to help widen its present range of technologies.

Ref VIN: This company is searching for new products and technical solutions within the thermal, acoustical and fire resistant insulation fields. Specifically, the firm seeks acoustical screens for roads, railway lines and tunnels; products to insulate and condition false floors; and fire resistant products (not paint) such as panels and putty.

Ref MAS: Being sought by this company are new kinds of paints and coatings with different compositions (water-based, powder, natural solvents, and environmentally-friendly raw materials) and with special performance (fire-resistant/retardant paints, rust-proofing paint, antigraffiti paint). In general, the firm is interested in any chemical product (including polyethylene, polypropylene, new plastics) related to the coating sector.

Ref LUV: Enjoying commercial relations with all of the most important car manufacturers in the world this manufacturer of all kinds of automobile rubber pipes wishes to expand its present activities and seeks new materials and systems that apply to the conduction of fluids. Being sought specifically are: new rubber formulations (applicable to petrol pipes); new material (technical plastics, synthetic elastomers) and solutions (cloths to reinforce and improve petrol pipes); adapters and quick connectors (to facilitate assembly of pipes within a car); and new fluid conduction systems (water, air, petrol, brake fluid). This firm has two major factories near Barcelona, has its own development team, and can manufacture products that are advanced and competitive.

Ref BAR: This well-positioned company that can adapt all its projects to suit the Spanish market is seeking advanced software and multimedia staff training tools (including business simulators, fourth generation programming languages, and systems that help one make marketing, financial and human resources management decisions). Only advanced and innovative tools are being sought.

Ref GAB: Selling to many diverse industrial sectors, this competitively positioned company which is engaged in iron wire drawing wishes to expand its range of activities. It seeks products and systems in which wire is an integral part (construction, automobile, wire display shelves); systems which facilitate working with wire (bobbins for use in construction); applications for irregularly shaped wire (triangular, square); substitute materials for iron wire; technologies to treat wire. Here, wire means the round strips of iron ranging in widths from 0.8 mm to 1.2 cm.

Ref DYC: This dynamic enterprise designs and implements lag power correction equipment in electrical installations. To expand its activities, the firm seeks new products and systems in the following areas: electrical network analyzers (compact equipment that measures all the electrical values of a power supply facility); electrical apparatus (contactors, switches, automatic circuit protection devices); fuses (semiconductor protection fuses); pole-mounted industrial power capacitors; and innovative relays. The firm also seeks an exchange of know-how in the power lag correction field.

Continued on page 4 - Spain

Spain Abounds in Potential Clients

Continued from page 3

Ref MASE: Approved by the most important motorbike and bus manufacturers in Spain, this company manufactures and markets a wide range of painting and industrial coatings (primers, clear coats, top coats). The firm, with an important research and development division, seeks new developments in electrostatic var-

nish for plastic pieces and primers for polypropylene.

Ref COL: All kinds of products for cleaning, disinfection and sterilization are being sought by a company which has been manufacturing, developing and marketing such items (through sole agents) since it was established in 1925.

The company is particularly interested in new hygienic products/ equipment for hospitals (syringes, endoscopes); the food industry (cleaning, pollution control systems); poultry (machinery to clean eggs); and livestock installations (disinfectant applicators, cleaning of silos).

BUSINESS OPPORTUNITIES

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

COSTA RICA—The Costa Rican Light and Power Agency is calling for prequalification of companies interested in carrying out a feasibility study, viability study and final design of a project to put electrical and telecom cables underground in San Jose. Conditions for prequalification can be obtained up until May 28, 1992 at a cost of US\$90. Contact the Canadian Embassy, Costa Rica. Telex: (Destination code 376) 2179 DOMCAN CR. Fax: (011-506) 23-23-95.

INDIA—An export marketing firm seeks a partner/joint venture arrangement pertaining to a Darwin, Australia-based industry engaged in agro-industry, forestry, and forestry products. Interested firms or individuals may contact Kishore Arora, President, Global Business Associates, 413 Commerce House, 140 Nagindas Master Road, Fountain, Bombay 400 023, India. Tel.: (22) 270000.

MEXICO—With an extensive background in industrial manufacturing and sales, the English-speaking owner of a company in Mazatlan wishes to contact Canadian manufacturers of marine, mining and aquaculture products. Contact Luis F. Ramirez Garcia, Tauro Ingenieria Naval, Romanita de la Pena No. 122, Mazatlan, Sinaloa, Mexico. Tel.: 011 52 (698) 2 85 15 or (698) 2 12 17. Fax: 011 52 (698) 2 12 17.

NEW ZEALAND—A company with Australasia-wide connections seeks a variety of commodities, including: product design and industrial control products, control valves, pneumatically-controlled valving, microswitches, proximity magnetic and capacity products, photo electric switching devices, liquid crystal displays and modules. Contact Peter Botha, Email Electronics Head Office, Private Bag 7, Auckland, New Zealand. Tel.: (64-9) 579-1155. Fax: (64-9) 579-2681.

NEW ZEALAND—An IBM remarketing company is looking for production scheduling and forecasting (PS2 or AS400) software pack-

ages. Contact David Smith, Madison Systems Ltd., P.O. Box 8279, Symonds Street, Auckland, New Zealand. Tel.: (64-9) 309-3655.

NEW ZEALAND—Specializing in telecommunications project management and systems engineering, a New Zealand-wide consultancy firm is interested in developing an association with a similar Canadian consultancy firm, particularly one that has an interest in satellite technology consultancy. Contact Keith Oliver, Managing Director, Teleconsultants N.Z. Ltd., P.O. Box 74-293, Auckland, New Zealand. Tel.: (64-9) 358-0445. Fax: (64-9) 358-0452.

UNITED ARAB EMIRATES—A professional trading group with bases in Cyprus, India, Tanzania and with associate companies in Iran and Jordan wishes to source the following from Canada: commodities, engineering and automotive units, and consumer products. Contact Raj Bharara, Director, Surura (MC) Ltd., P.O. Box 1140, Fujeirah Free Zone, Fujeirah, U.A.E. In Dubai, Tel.: 00971-4-224872; Fax: 00971-4-279029.

Lignes de crédit et protocoles

La SEE offre trois mécanismes de financement à l'exportation qu'elle peut établir avec des banques ou des institutions financières à l'étranger, dont les modalités sont fixées au préalable. Chacun d'entre eux permet aux acheteurs étrangers de se procurer des biens et des services canadiens à crédit et, dans chaque cas, la SEE paie directement l'exportateur canadien au nom de l'emprunteur, une fois que les modalités du contrat d'exportation ont été respectées.

Une ligne de crédit est une forme simplifiée de financement à l'exportation par laquelle la SEE prête de l'argent à une banque ou à une institution financière à l'étranger, qui rétrocède les fonds nécessaires aux acheteurs étrangers de biens et de services canadiens. Les transactions peuvent être conclues rapidement, du fait que la SEE et l'emprunteur étranger ont convenu d'avance des taux d'intérêt, des modalités de remboursement et des autres détails pertinents.

Un protocole de crédit acheteur est une entente conclue entre la SEE et une institution financière à l'étranger, par laquelle celle-ci peut garantir des prêts à l'exportation de la SEE aux acheteurs étrangers de biens et de services canadiens. La SEE et une institution financière à

l'étranger déterminent à l'avance la valeur totale des exportations canadiennes qui peuvent être garanties par le protocole et s'entendent au préalable sur la marche que doit suivre l'établissement financier à l'étranger pour garantir des transactions individuelles.

Un protocole de crédit fournisseur est un troisième type d'accord global conclu entre la SEE et une institution financière à l'étranger, qui permet à cette dernière de garantir les billets à ordre (reconnaissance de dette) émis par l'acheteur étranger à l'exportateur canadien en guise de paiement. La SEE achète ensuite les billets à ordre de l'exportateur canadien.

Actuellement, la SEE compte 45 lignes de crédit et protocoles permettant aux acheteurs de 21 pays d'avoir accès facilement à du financement à l'exportation. De plus, la SEE offre d'autres types de prêts à des acheteurs de plusieurs pays qui ne figurent pas sur la liste ci-dessous.

Si vous avez besoin de plus amples renseignements sur la façon dont le financement à l'exportation de la SEE peut vous aider à conclure une transaction à l'étranger, communiquez avec le bureau régional le plus proche.

CATÉGORIES

- 1) Emprunteur
- 2) Montant disponible au 31 décembre 1991
- 3) Modalités de remboursement
- 4) Interlocuteur des acheteurs auprès de l'emprunteur
- 5) Représentants de l'emprunteur en Amérique du Nord

- 1) CORPORACIÓN NACIONAL DEL COBRE
- 2) 15 000 000 \$ US
- 3) 3 à 7 ans
- 4) Cesar Lillo, directeur, Dette
Tél. : 56-2-690-3613
Télex : 240672/3
Télécopieur : 56-2-690-3669

- 1) Instituto de Fomento Industrial
- 2) 10 000 000 \$ US
- 3) 3 à 8 ans
- 4) Ricardo Rodríguez Beltran
Tél. : 57-1-283-8673
Télex : 044-642
Télécopieur : 57-1-283-8553

COLOMBIE

- 1) Banco Cafetero
- 2) 5 000 000 \$ US
- 3) 3 à 8 ans
- 4) Raúl Gonzalez Torres
Directeur, Succursales à l'étranger
Tél. : 57-1-282-7742
Télex : 44460 BNCACO
Télécopieur : 57-1-283-5207

- 1) Banco Unión Colombiano
- 2) 3 000 000 \$ US
- 3) 3 à 7 ans
- 4) Ernest Field, président
Tél. : 57-1-210-3408
Télex : 42050 RYBACO
Télécopieur : 57-1-211-4683

MEXIQUE

- 1) Banca Serfin, S.N.C.
- 2) 20 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Oscar Adad Rosas, vice-président
Affaires internationales
Tél. : 525-512-9000
Télécopieur : 525-512-1173
- 5) Ramón Diez-Canedo, Représentant
Tél. : 416-360-8900

- 1) Banco del Atlántico, S.N.C.
- 2) 10 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Jorge Pulido Fregoso, vice-président
Tél. : 525-544-5460
Télécopieur : 525-544-5283

MEXIQUE ET AMÉRIQUE DU SUD

Interlocuteur de la SEE : June Domokos, directrice

BOLIVIE, COLOMBIE, ÉQUATEUR, VENEZUELA

- 1) Corporación Andina de Fomento
- 2) 20 000 000 \$ US
- 3) 3 à 8 ans
- 4) Efraín Cazar, directeur, Financement
Caracas, Venezuela
Tél. : 58-2-285-5555
Télex : 27418 CAFVF
Télécopieur : 58-2-284-5754

CHILI

- 1) Banco O'Higgins
- 2) 15 000 000 \$ US
- 3) 2 à 8 ans
- 4) Alejandro Young Downey, directeur adjoint
Affaires étrangères
Tél. : 56-2-698-8424
Télex : 340306 Baohm Ck.
Télécopieur : 56-2-671-7152

- 1) Ecopetrol
- 2) 10 000 000 \$ US
- 3) 3 à 8 ans
- 4) Pedro Marquez
Directeur, Achats
Tél. : 57-1-288-3556
Télex : 44361
Télécopieur : 57-1-288-6440

- 1) Banco Internacional, S.N.C.
- 2) 10 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Jorge A. Salinas Nilson, vice-président
Commerce extérieur
Tél. : 525-566-2800/1636
Télécopieur : 525-535-7705

- 1) Banco Nacional de Comercio Exterior, S.N.C.
- 2) 40 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Rosa Maria Solís, vice-présidente
Affaires bancaires internationales
Tél. : 525-652-9529
Télécopieur : 525-652-7313

- 1) Banco Nacional de México, S.N.C.
- 2) 20 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Alfredo Soto, premier vice-président
Financement des importations
Tél. : 525-720-6021
Télécopieur : 525-510-4271
- 5) Karin Ruggeberg, représentante
Tél. : 416-368-1399
Télécopieur : 416-367-2543

- 1) Banco Nacional de Obras y Servicios Públicos, S.N.C. (BANOBAS)
- 2) 20 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) C.P. Gilberto Martínez Montes
Directeur intérimaire, Financement
Tél. : 525-583-1403
Télécopieur : 525-583-9791
- 1) Bancomer, S.N.C.
- 2) 10 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Magda Mesegué, directrice adjointe
Promotion commerciale
Tél. : 212-759-7600
Télécopieur : 212-888-4355/832-8459

- 1) Comisión Federal de Electricidad (CFE)
- 2) 30 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Alberto Castelazo, directeur général, Finances
Tél. : 525-553-6448
Télécopieur : 525-553-6538

- 1) Multibanco Comermerx
- 2) 10 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Esperanza Roch Soto, vice-présidente
Opérations bancaires à l'étranger
Tel. : 525-395-5609
Télécopieur : 525-207-5264

- 1) Nacional Financiera, S.N.C.
- 2) 30 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) José Luis Orenco, directeur, Financement bilatéral
Tél. : 525-325-7022
Télécopieur : 525-550-2557

- 1) Petróleos Mexicanos
- 2) 20 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Eduardo Ito, Finances internationales
Tél. : 525-254-1896
Télécopieur : 525-531-4955

- 1) Petróleos Mexicanos
- 2) 500 000 000 \$ US
- 3) jusqu'à 10 ans
- 4) Eduardo Ito, Finances internationales
Tél. : 525-254-1896
Télécopieur : 525-531-4955

VENEZUELA

- 1) Banco Provincial S.A.I.C.A.
- 2) 10 000 000 \$ US
- 3) 2 à 8 ans
- 4) Arturo Ganteaume, vice-président
Affaires internationales
Tél. : 582-574-3922/9622
Télécopieur : 582-574-1965

ÉTATS-UNIS ET ANTILLES

Interlocuteur de la SEE : Jim Brockbank, directeur

BARBADE

- 1) Barbados National Bank
- 2) 5 000 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) Lauretta Matthews, directrice générale
Affaires bancaires
Tél. : 809-427-5920
Télécopieur : 809-426-5048

- 1) Barbados Telephone Company Limited
- 2) 5 050 000 \$ US
- 3) jusqu'à 8,5 ans
- 4) K.C. Went, contrôleur intérimaire
Tél. : 809-429-5050
Télécopieur : 809-436-5036

TRINITÉ-ET-TOBAGO

- 1) Central Bank of Trinidad and Tobago
- 2) 15 000 000 \$ US
- 3) 3 à 8,5 ans
- 4) Nigel Chrichton, agent des opérations
Investissements et Changes
Tél. : 809-625-4835
Télécopieur : 809-627-4696

EUROPE

Interlocuteur de la SEE : David Hylton, directeur

BELGIQUE

- 1) Générale de Banque
- 2) 10 000 000 \$ CAN
- 3) 4, 6, 8 ou 10 ans
- 4) Paul Jacques, directeur
Division du Commerce international

DANEMARK

- 1) Den Danske Bank
- 2) 10 000 000 \$ US
- 3) 2, 3 ou 5 ans
- 4) Stig Moeller Nielsen
Financement des importations et des exportations
Centre de financement du commerce extérieur
Copenhagen Handelsbank, A/S
Tél. : 45-1-12-86-00
Télex : 12186E COCO DK
Télécopieur : 45-1-12-63-93

HONGRIE

- 1) Banque Magyar Nemzeti
- 2) 15 000 000 \$ CAN
- 3) jusqu'à 8,5 ans
- 4) Laszló Urban, premier directeur général adjoint
Affaires bancaires internationales
Tél. : 36-1-153-3535
Télex : 225755
Télécopieur : 36-1-153-1058
- 5) National Bank of Hungary
Tél. : 212-969-9270
Télex : 238180

ITALIE

- 1) Banca Nazionale Del Lavoro
- 2) 10 000 000 \$ US
- 3) 2, 3 ou 5 ans
- 4) Vincenzo Sentuti
Tél. : 06-4702-7562
Télex : 680549 BNLFIN I
- 5) W.A. Galbraith
Vice-président, Affaires bancaires internationales
Tél. : 416-365-7777
Télex : 06218880
Télécopieur : 416-365-0849

NORVÈGE

- 1) Den norske Bank
- 2) 10 000 000 \$ CAN
- 3) jusqu'à 5 ans
- 4) Arild Svensson, directeur général adjoint
Service des Affaires internationales
Tél. : 47-2-48-16-56
Télex : 78175 DNC N

PORTUGAL

- 1) Banco Português do Atlântico
- 2) 4 703 000 \$ US
- 3) 2, 3, 5 ou 7 ans
- 4) Maria Helena Allen Valenao, directrice régionale
Relations avec les Amériques
Tél. : 351-1-3461321/325036
Télex : 16559 BPA LXP/42944 ILBANK P
Télécopieur : 351-1-321307/3475315
- 5) Alfonso Finocchigro, directeur général régional
Tél. : 212-306-7800
Télex : ITT 428339
Télécopieur : 212-766-8047

ROYAUME-UNI

- 1) Banque de Montréal
- 2) 10 000 000 \$ US
- 3) 3 ou 5 ans
- 4) Soren Christensen, premier vice-président
Tél. : 44-1-236-3225
Télex : 021-622735
Télécopieur : 44-1-236-7041
- 5) Peter Wren, directeur principal
Développement des produits et Marketing
Financement du commerce extérieur
Tél. : 416-867-5584

TCHÉCOSLOVAQUIE

- 1) Ceskoslovenska Obchodni Banka, A.S.
- 2) 25 000 000 \$ CAN
- 3) jusqu'à 8,5 ans
- 4) Jaroslava Sindelarova, directrice régionale
Tél. : 42-2-232-2981
Télex : 122489
Fax : 42-2-232-3892

AFRIQUE ET MOYEN-ORIENT

Interlocuteur de la SEE : Didier Delahousse, directeur

ALGÉRIE

- 1) Banque Algérienne de Développement
- 2) 253 000 000 \$ CAN
- 3) 10 ans
- 4) M. Kebir, directeur, Financement extérieur
- 1) Banque Algérienne de Développement
- 2) 3 039 000 \$ US
- 3) 3 à 5 ans
- 4) M. Kebir, directeur, Financement extérieur

ISRAËL

- 1) Banque Hapoalim B.M.
- 2) 9 168 000 \$ US
- 3) 3, 5 ou 7 ans
- 4) Tovi Shpayer, vice-présidente
Commerce extérieur
Tél. : 03-5673416
- 5) Yehoshua Flam, représentant au Canada
Tél. : 514-935-1128
Télex : 5267448
- 1) Banque Leumi Le-Israel B.M.
- 2) 10 000 000 \$ US
- 3) 3, 5 ou 7 ans
- 4) Miriam Salzman, directrice adjointe
Tél. : 03-5148630
- 5) Menachem Inbar, président-directeur général
Tél. : 416-789-3392
Télex : 06-218582
Télécopieur : 416-785-9398

- 1) United Mizrahi Bank Limited
- 2) 10 000 000 \$ US
- 3) 3, 5 ou 7 ans
- 4) Ephraim Eisenmann, directeur adjoint
Tél. : 03-611218
- 5) Shmuel Messenberg
Premier vice-président à la direction
UMB Bank & Trust Co.
Tél. : 212-541-8070

TUNISIE

- 1) République tunisienne, Ministère du Plan
- 2) 37 123 000 \$ US
- 3) jusqu'à 10 ans
- 4) Abdelhamid Bouhaouala, directeur
Coopération internationale
Ministère du Plan, Place de la Monnaie

PACIFIQUE ET ASIE DU NORD

Interlocuteur de la SEE : Tom Macdonald, directeur

CHINE (RÉPUBLIQUE POPULAIRE DE)

- 1) Banque de Chine
- 2) jusqu'à 1 500 000 000 \$ CAN ou l'équivalent en dollars américains ou en devises acceptables*
- 3) jusqu'à 10 ans
- 4) Wang Huanbang, directeur général
Deuxième service du crédit
Télex : 22254 BCHO CN
- 5) Zhang Yang
Tél. : 416-362-2991

* Des modalités de financement concessionnel peuvent aussi être envisagées par le gouvernement du Canada par l'entremise de la SEE. Les fonds sont limités, et des critères particuliers s'appliquent.

PHILIPPINES

- 1) République des Philippines
 - 2) environ 11 000 000 \$ CAN ou l'équivalent en dollars américains**
 - 3) jusqu'à 10 ans
 - 4) R. Sibal, sous-secrétaire
Office municipal des projets téléphoniques
Tél. : 63-2-921-89-77
Télex : 67756 TELOP
- et
C. Latulipe, deuxième secrétaire, ACDI
Tél. : 63-2-815-95-36
Télex : 63676

** Financement offert en parallèle avec l'ACDI

ASIE DU SUD

Interlocuteur de la SEE : John Balint, directeur

INDE

- 1) Commission du pétrole et du gaz naturel
- 2) 54 700 000 \$ US
- 3) jusqu'à 10 ans
- 4) M.C. Nawalkha, Finances
Tél. : (Dehra Dun) 91-27121/27126
(poste 326)
Télex : (Dehra Dun) 0585-206/207
- 1) Indian Oil Corporation Ltd.
- 2) 8 700 000 \$ US
- 3) jusqu'à 10 ans
- 4) P. Sugavanam, directeur général adjoint, Finances
Tél. : (Delhi) 91-11-331-6540
Télex : (Delhi) 031-62556/66795

- 1) Oil India Limited
- 2) 8 500 000 \$ US
- 3) jusqu'à 10 ans
- 4) K.N. Pal, directeur, Finances
Tél. : 91-11-312-493
Télex : 031-62024 OILD-IN

- 1) Ministère des Affaires économiques
- 2) 5 000 000 \$ US
- 3) jusqu'à 10 ans
- 4) S. Vardhachary, secrétariat conjoint (TC)
Tél. : (Delhi) 91-11-3012881
Télex : 031-66175 FINE-IN

THAÏLANDE

- 1) Banque Siam Commercial
- 2) 25 000 000 \$ US
- 3) jusqu'à 10 ans
- 4) Na Bhengbhasang Krishnamra
Premier vice-président et directeur
Affaires internationales et Relations avec les institutions
Tél. : 66-2-256-1305/1304
Télex : 82995/828756-20142
Télécopieur : 66-2-253-6697

- 1) Banque Krung Thai
- 2) 25 000 000 \$ US
- 3) jusqu'à 10 ans
- 4) Salisa Nimsomboon, directrice, Marketing
Tél. : 66-2-254-9593
Télex : TH 81179
Télécopieur : 66-2-255-9391

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Product Licensing

Atlanta '96 Summer Olympic Games Yield Canada Licensing Prospects

The Atlanta Committee for the 1996 Summer Olympic Games (ACOG) advises that product licensees should concentrate their business interests as primes with well established distribution networks, in joint ventures or as suppliers.

Canadian companies must be able to commercialize their licenses from as early as August 10, 1992 immediately following the completion of the Barcelona Summer Games. To maximize their licensing royalties, ACOG indicates that applications will be received in May 1992 and licenses will be awarded as early as June 1992 to begin the sale of licensed products after August 10, 1992.

Within this very short time schedule: (a) current Olympic product licensees in Canada would be well advised to inform ACOG and the Olympic Trust of Canada of their intentions to apply for product licenses; (b) Companies wishing to acquire an Olympic product license for a product not licensed in Canada by the Olympic Trust of Canada would be well advised to apply to ACOG and to the Olympic Trust of Canada before the end of May 1992 since all applications will be considered by ACOG in June 1992 - applications must demonstrate sound financial histories and already established distribution networks; (c) Canadian firms wishing to apply for product licenses outside Canada should advise ACOG of their intentions, and at the same time, begin negotiations with foreign partners in third countries in which the product license will be commercialized.

Contacts are:

Donald Simpson, VP Marketing, Olympic Trust of Canada, 2 St. Clair Ave. West, Suite 606, Toronto, Ontario M4V 1L5;

Tel.: (416) 967-6681; Fax: (416) 967-4902.

Robert Hollander, Director of Merchandising, ACOG, 250 Williams St., Suite 6000, P.O. Box 1996, Atlanta, Georgia 30301-

1996, USA; Tel.: (404) 224-1629; Fax: (404) 224-1997.

David Peippo, Assistant Trade Commissioner, Canadian Consulate General, Atlanta, Georgia; Tel.: (404) 577-6810; Fax: (404) 524-5046.

Two (Food) Shows in One in Japan

Osaka — Canadian companies are being encouraged to participate in "two shows in one" at which the Canadian Consulate General in Osaka will have an information booth.

On the October 23-26, 1992 menu is the **6th Japan International Food Engineering & Industry Show (6th JIFES)** which, on the machinery side, features processing, packaging, materials handling and technology, and, on the food side, processed foods.

Participation in this event helps companies to establish better communication and relationships among food manufacturers, distributors and consumers. It also helps them to keep abreast of the latest trends in this lucrative Japanese market.

Those market trends indicate that:

- the heat and serve market is developing because of growth in two-income families;
- Western cuisine (in restaurants and fast food outlets, as well as in convenience and snack foods) is growing in popularity; and
- Japan's hotel and accommodation sector is becoming internationalized.

The show location also plays a significant role for companies trying to break into or expand their presence in this market:

Osaka, with a population of 22 million, is Japan's second-largest industrial, financial and commercial centre whose economy is almost equal to that of Canada (i.e. 3 per cent of the world's GNP).

JIFES, a specialized exhibition of food machinery, processed foods, and related industrial technology, is held every two years.

The 1990 **JIFES** attracted 443 exhibitors, 109 of which were from 15 overseas countries. This year's event is expected to equal or better that number, with an anticipated attendance of 120,000 visitors.

Main food exhibits include processed meat, poultry and marine food; dairy and sugar products; confectionery, bread and snack food; canned, bottled and frozen food; spices and alcoholic drinks.

Machinery exhibit classifications are: meat and marine products processing machinery; confectionery and bakery machinery; kitchen machinery; food processing machinery; and food packaging and materials handling machinery.

Interested parties seeking more information on participation should contact Greg Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8619. Fax: (613) 943-8286.

Canada Booth Set Up at Mediaville to Tune into French Cable TV Market

Toulon — A Canadian information booth intended to help Canadian cable companies break into France's cable TV market will be established at **Mediaville'92**, being held June 2-4 in Toulon (outside Paris), France.

The event marks the second year that Canadian television programs, equipment and consultants will be profiled at **Mediaville** where this year's theme is "Cable in 1992: New Initiatives, New Responsibilities."

Organizers of the information booth — External Affairs and International Trade Canada, the Department of Communications, and the Canadian Embassy in Paris — say that entry into the French cable TV market requires money, patience and resolve — but the rewards can be high.

They also note that French entrepreneurs, seeing Canada as a possible role model, are actively seeking Canadian partners.

Increasingly, cable networks in France are offering a basic service complemented by value-added options. With the introduction of Visiopass, an intelligent descrambler, pay-per-view TV has become a reality.

As well, major government policy changes affecting cable TV in France are underway and the push is on to overcome previous market penetration problems.

In the past few months, the priority has been to provide cable to every home by traditional means

and in a "commercially viable environment." And lower subscription rates have resulted in the number of cable subscribers reaching 820,000 in February of this year — a 50 per cent increase over the previous year.

Parties interested in exhibiting, speaking or visiting **Mediaville'92** or in learning more about the French cable TV sector may contact either Gary Luton, Commercial Division, Canadian Embassy, Paris. Fax: (011-33-1) 47.20.19.44. Tel.: (011-33-1) 47.23.01.01; or Patrick Julien, International Technical Cooperation, Department of Communications, Ottawa. Fax: (613) 990-8320. Tel.: (613) 990-4211.

Mexico Plastics Show Precedes Trade Mission to Bogota and Cali

Mexico City — Canadian companies have an opportunity September 7-11 to participate in Canada's National Stand at **Plast-Imagen'92**, one of the largest and most important plastics trade shows held annually in Mexico City.

After the show, and if they wish, participants may continue on, as part of a trade mission, to Bogota and Cali in Colombia, where commercial personnel from the Canadian Embassy will arrange meetings with key persons in the Colombian plastics industry.

Plast-Imagen'92 marks the third consecutive year that Canada will have a National Stand. At last year's event, 17 Canadian companies, out of more than 200 exhibitors from 15 countries, participated.

Informatics Shows Recruiting

South America/Puerto Rico — Canadian telecommunications and informatics firms should act now if they want to display company product literature or brochures at the following trade shows taking place in South America and Puerto this autumn.

The possibility also exists that companies could have their own booth — for which Program for Export Market Development (PEMD) applications would be considered.

The events, dates and locations are:

• **Inforven'92** — September 29-October 2, Caracas, Venezuela.

• **Caribecom'92** — October 7-9, San Juan, Puerto Rico.

For further information on having product literature/brochure displays or your own company booth at these shows, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

They learned that, with more than 3,000 enterprises in Mexico being engaged in the plastics industry, there are ample opportunities for those companies wishing to break into or expand in this market.

Companies interested in participating in or requiring further information on **Plast-Imagen'92** may contact Jon Dundon, Trade Fairs and Missions, Latin America

and Caribbean Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921.

For "specific commercial information" on Mexico, contact Marcel LeBleu, tel.: (613) 995-8804; or on Colombia, contact Georges Lemieux, Tel.: (613) 996-5548. All three persons may be reached at Fax: (613) 943-8806.

EAITC's 1992 - 1993 Calendar to Japan - Related Trade Fairs, Missions

Listed below are the 1992-93 major promotional projects for Japan in which External Affairs and International Trade Canada (EAITC) plans to participate.

For more information contact the International Trade Officers identified using the telephone number provided or fax: (613) 943-8286.

AERONAUTICS

• **Outgoing Security Products Mission** - Tokyo, Osaka and Hong Kong - May 92. Focus on airport and institutional security products. Contact Cathy Patton: (613) 995-8596.

• **Outgoing Seminar on Aviation/Airport Training Programs** - Japan - October 92 (Outgoing Mission). Focus on opportunities in aviation training. Contact Cathy Patton: (613) 995-8596.

AGRI-FOOD/SEAFOOD

• **Outgoing Canadian Capelin Mission** - Japan - May/June 92. Focus on Japanese capelin market. Contact Garnet Richens: (613) 995-1677.

• **Food Service Show** - Japan - (Info Booth) - September 92. Focus on hotel restaurant and institutional sectors. Contact Greg Bates: (613) 995-8619.

• **International Food Show Osaka** - Osaka - (Info Booth) - October 92. Focus on food and food processing equipment. Contact Greg Bates: (613) 995-8619.

• **Foodex 93** - Japan - (Core Info Area) - March 93. Focus on processed food. Contact Greg Bates: (613) 995-8619.

• **Spring Kansai Solo Food Show** - Osaka - (Solo Show) - March 93. Focus on processed and semi-processed food products. Contact Greg Bates: (613) 995-8619.

BIO INDUSTRIES/HEALTH CARE

• **Biotechnology Seminar** - Osaka - August 92. (Coinciding with Bio-Japan, Yokohama. Contact Cathy Patton: (613) 995-8596

• **Outgoing GIS Mission** - Japan - October/November 92. Focus on all aspects of geographic information systems. Contact Cathy Patton: (613) 995-8596.

• **Canadian Products for the Elderly Show** - (Solo Show) - March 93. Focus on health care/service products for the elderly. Contact Garnet Richens: (613) 995-1677.

CONSUMER PRODUCTS

• **Kobe International Gift Show** - Osaka - (Info Booth) - September 92. Focus on giftware/ crafts etc. Contact Garnet Richens: (613) 995-1677.

• **Kobe International Boat Show** - Osaka - (Info Booth) - November 92. Focus on pleasure boats/canoes/kayaks/small fishing craft. Contact Garnet Richens: (613) 995-1677.

• **Solo Outdoor Products Show (Resort & Leisure)** - Osaka - (Info Booth) - November 92. Focus on sporting goods and outdoor leisure products. Contact Garnet Richens: (613) 995-1677.

• **Tokyo International Furniture Show** - Tokyo - (Info Booth) - December 92. Focus on furniture (all kinds). Contact Garnet Richens: (613) 995-1677.

• **Tokyo International Gift Show** - Tokyo - (Info Booth) - February 93. Focus on giftware/crafts etc. Contact Garnet Richens: (613) 995-1677.

FOREST/CONSTRUCTION

• **Outgoing Kansai 2X4 Association Mission to Home Show (R-2000)** - Japan - September 92. Focus on building

materials/products. Contact John Wayne Hall: (613) 996-2463.

• **Kobe International Housing Fair** - Osaka - (Info Booth) - June 92. Focus on building materials/products. Contact John Wayne Hall: (613) 996-2463.

• **International Housing Fair** - Japan - (Info Booth) - October 92. Focus on building materials/products. Contact John Wayne Hall: (613) 996-2463.

• **Kansai Solo Building Products Show** - Osaka - (Solo Show) - October 92. Focus on building materials/products. Contact John Wayne Hall: (613) 996-2463.

• **Canadian Solo Log Home Show** - Japan - (Solo Show) - November 92. Focus on log homes/outdoor consumer products. Contact John Wayne Hall: (613) 996-2463.

• **Granite Show** - Tokyo/Nagoya - (Solo Show) - November 92. Focus on granite stone products. Contact John Wayne Hall: (613) 996-2463.

• **Resort Development Mission** - Japan - (Outgoing Mission) - November 92. Focus on resort development. Contact John Wayne Hall: (613) 996-2463.

INFO TECHNOLOGIES

• **Japan Electronics Show** - Osaka - (Info Booth) - October 92. Focus on info technologies and electronic products. Contact Sandra Neidy: (613) 996-2460.

• **Outgoing Mainframe Software Mission and Seminar** - Japan - (Outgoing Mission) - January 93. Focus on mainframe software. Contact Sandra Neidy: (613) 996-2460.

TRANSPORTATION

• **Outgoing Autoparts Mission to Japan** - Japan - October 92. Focus on autoparts. Contact John Wayne Hall: (613) 996-2463.

BUSINESS AGENDA

Vancouver — May 25-27 — Forest Sector 2000: The Application of Advanced Informatics to the Forest Industry Conference. To receive program or to pre-register, contact Forest Industries Branch, Industry, Science and Technology Canada, Ottawa. Tel.: 1-800-363-3256. Fax: (613) 954-3079.

Vancouver — May 29; **Montreal** — June 10; **Toronto** — June 11 — In a half-day seminar, Canadian Women Doing Business in Asia will present results of a new study based on country-wide interviews with women. Featuring tips for success in several Asian countries and networking opportunities, the seminar is open to members of both sexes. Contact Linda Peach, Vancouver. Tel.: (604) 666-1426. Fax: (604) 666-8330.

Vancouver — June 1-3 — Aquaculture Canada 92 is the 9th annual meeting of the Aquaculture Association of Canada. This event will cover such topics as salmon markets and farming, arctic char and mollusc cultures and new invertebrate species. To register, contact Aquaculture Canada 92 Secretariat, Vancouver. Tel.: (604) 822-1050. Fax: (604) 822-1069.

Ottawa — June 3-4 — 9th Annual Consultations with Canadian International Development Agency (CIDA) will, among other matters, provide the private sector with information on: CIDA's

new direction; the Private Sector Development Fund; strategic approaches to working with Non-Government Organizations to obtain new business; and doing business with CIDA and Multilateral Banks. The First Canadian Awards for Private Sector Contribution to International Development will also be presented. Contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888, ext. 234. Fax: (613) 563-9218.

St-John's — June 8-9 — Space Industry Forum in Atlantic Canada (SIFAC 92) provides an exceptional opportunity to identify potential space-related contracts and to talk to companies you could team up with to compete for these contracts. For further information, contact Linda Spurrell, St-John's, Newfoundland. Tel.: (709) 729-5592. Fax: (709) 729-5936.

Ottawa — June 11 — The Forum for Industrial Participation will deal with subjects relating to the review of Canadian industrial regional benefit policy, the Prosperity Committee on Industrial Competitiveness and NATO procurement potential. To register or for more information contact Bob Brown, Ottawa. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Regina — June 17-20 — The Canada Sheep Classic, in conjunction with the Western Canada Farm Progress Show, will feature

sheep exhibitions, marketing and sales. For more information, contact Kim MacDougall. Tel.: (306) 545-6190. Fax: (306) 359-0737.

St. Andrews-by-the-Sea — June 18-21 — The 5th Annual Atlantic Aquaculture Fair provides a forum for producers and suppliers to do business, and an opportunity for everyone involved in aquaculture to discuss technical issues and promote aquaculture. Contact Bonnie Mockbee, General Manager, New Brunswick. Tel.: (506) 529-4578. Fax: (506) 529-1016.

Quebec City — July 11-15 — 10th North American Mushroom Conference. Topics include mushroom specific marketing and how to sell a commodity in a competitive field where a few producers affect but do not control the market. For more information, contact the Canadian Mushroom Growers' Association, Ottawa. Tel.: (613) 226-4187. Fax: (613) 226-2984.

St-John's — June 23-25 — 8th Annual Onshore-Offshore Petroleum Exhibition is open to the public and those companies and visitors who are involved and interested in exploration and development of the hydrocarbon reserves off the Canadian East Coast. Anyone wishing further information regarding the exhibition may contact Atlantic Expositions Ltd., Newfoundland. Tel.: (709) 651-3315. Fax: (709) 256-4051.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6135). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Petroleum Boom in Saudi Arabia A Potential Bonanza for Canada

Saudi Arabia's national petroleum company, ARAMCO, is accelerating its US\$25 billion expansion program.

Spending on major capital projects will continue for at least the next two years as ARAMCO pushes forward to expand its current barrels per day production.

The ARAMCO expansion program and related projects in the petrochemical sector make Saudi Arabia, and its eastern province in par-

ticular, an attractive market for Canadian exporters of goods, services and technology.

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The eastern province of Saudi Arabia is undergoing an economic boom driven primarily by massive project spending by Saudi ARAMCO. The crown corporation, Saudi Arabian Basic Industries Corporation, or SABIC, also has ambitious expansion plans in the petrochemical field.

The Saudi ARAMCO plan remains the mainstay of the expansion in the eastern province. The Government of Saudi Arabia has set as a goal a production level of 10 million bpd. In 1990, production was approximately 6.3 million bpd and current production is 8 million bpd.

While it is difficult to obtain exact budget figures, it can be reasonably expected that Saudi ARAMCO will spend US\$25 billion on its expansion program by the end of this century. This estimate would have to change, of course, if Saudi Arabia found itself obliged to change its strategy and restrict production in response to significantly decreased demand.

Expenditures on exploration, production facilities, refinery refitting and transportation facilities will total at least US \$6.8 billion for 1992.

Major upcoming projects with their estimated costs include:

- South Safaniya tie-in platform expansion/replacement -

Continued on page 2 — Petroleum

New U.S. Food Labelling Laws Largely Good News for Canada

Canadian food exporters to the United States will have to reprint their product labels on all packaged and processed food being sold to the United States.

This undertaking is necessary to conform to the new U.S. food packaging regulations being mandated by the U.S. Food and Drug Administration (FDA).

The good news is that the introduction of the new labelling requirements will create market opportunities for Canadian exporters.

That's because U.S. printers do not have the capacity or capability to meet the demand that the production of such volume entails.

The FDA estimates that the new regulations will affect the products distributed by 17,000 food processors, supermarkets, wholesalers, restaurants and other food outlets. Labels for 257,000 different prod-

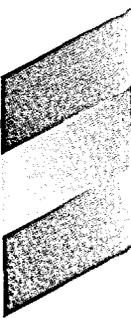
ucts will be affected, meaning that billions of individual labels, boxes, shrink-wrapping and other packaging will be required.

To help potential Canadian suppliers that have the capability to fill this demand, External Affairs and International Trade Canada can provide a list of food organizations in the U.S. and Canada that represent food processors. They will have the new packaging specifications.

Canadian printers should then contact these organizations to obtain their membership of those affected by the regulations or to find out how they are approaching this issue.

For a list of the associations, contact Ted Weinstein, U.S. Trade and Tourism Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 991-9479.

VENEZUELA
Supplement pages 5-8



Canada

Petroleum Projects Worth Billions

Continued from page 1

US\$300 million;

- Berri axle gas lift - US \$250 million;
- South Safaniya gas lift - US \$325 million;
- South Hawiyah water injection - US \$150 million; and
- Ras Tanurma refinery refit - total value of work over several years is estimated in the billions.

Saudi ARAMCO has contracted with three large American engineering firms to act as program managers. Fluor Daniels has responsibility for the northern area; Parsons has responsibility for the southern areas; and Lummus-Crest has responsibility for maintaining production capacity. These contractors are doing a significant amount of the work themselves — but many ARAMCO contracts are still open to bids from other firms.

Recently, Vela International Marine Ltd., a Saudi ARAMCO subsidiary, ordered three tankers of the very large crude carrier (VLCC) type from the Danish AP Moller Group for delivery in 1994 and 1995. This is very much a part of Saudi ARAMCO's corporate strategy of complete vertical integration from wellhead to pump.

As part of this strategy, Saudi ARAMCO has entered into joint

overseas refining ventures with Korean interests. ARAMCO owns a half share in Texaco's North American east coast refining and marketing interests. ARAMCO is reportedly negotiating similar deals with European and Japanese interests.

The petrochemical sector in the Kingdom is also growing rapidly.

“Significant opportunities exist for Canadian companies to participate in the eastern province's economic boom.”

SABIC, with the help of foreign partners, has developed a modern chemical industry centred in Jubail Industrial City in the eastern province.

Significant quantities of plastics, feedstock, fertilizers, industrial gases and other petrochemicals are produced.

SABIC plans a production expansion program of approximately US\$2 billion. For example, SAMAD, a joint venture between SABIC and the Taiwan Fertilizer Company, plans a US\$350 million project in Jubail to produce dimethyl hexanol.

A US\$153 million project is under way to expand polyethylene production at the Eastern Petrochemicals Co. factory in Jubail.

Significant opportunities exist for Canadian companies to participate in the eastern province's economic boom. The Saudi government and ARAMCO want to contract from a wider pool of suppliers to move away from over reliance on a core group of large American engineering firms.

Several large eastern province business enterprises experienced in dealing with Saudi ARAMCO are very interested in forming joint ventures with Canadian companies. SABIC's expansion presents opportunities for Canadian companies specialized in waste management and petrochemical technology.

For further information, contact: *The Houston office has purchasing responsibility for the Western hemisphere.*

ARAMCO Services Company, Vendor Liaison Unit, Purchasing and Traffic Department, 9009 West Loop South, Houston, Texas, USA 77096. Tel.: (713) 432-4406.

The Dhahran office has purchasing responsibility for the Middle East.

Saudi Arabian Oil Company, Vendor Liaison Unit, Building 3124, Room 12, c/o MSB, Box 87, Dhahran 31311, Saudi Arabia. Tel.: 966-3-875-5820.

Stephen Wilson, Second Secretary (Commercial)

Canadian Embassy, P.O. Box 94321, Riyadh 11693, Saudi Arabia. Tel.: 011-966-1-488-2288. Fax: 011-966-1-488-0137.

Kapil Madan, Assistant Trade Commissioner, Middle East Trade Development Division (GBTE), External Affairs & International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 990-5984. Fax: (613) 990-7431.

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Business Opportunities

ARGENTINA — A company wishes to contact Canadian investors (approximately \$250,000) interested in developing a **borax mine**. Contact Hugo V. Barros, Canteras Fray M. Esquiú, La Carrera, Fray Mamerto Esquiú, 4700 Catamarca, Argentina. Tel./Fax: 54-833-25507.

CZECHOSLOVAKIA — A company that produces **air processing equipment** (filters, separators, ventilators), **transport and desulfurization equipment** is interested in a **cooperative relationship**, including **joint production and technology transfer**. Contact Stanislav Kazecky, Director, Zavody na Vyrobu Vzduchotechnických Zarizení, 399 25 Milevsko, Czechoslovakia. Tel.: (0042 368) 81-2661. Fax: (0042 368) 3570.

CZECHOSLOVAKIA — A producer of **industrial equipment and systems** is looking for a partner for a **joint venture**. The company specializes in **waste water treatment** and is interested in **cooperation** to introduce **technology for removal and recycling of heavy metals from waste water**. Contact Vladimír Relich, Manager, Technical Department, Kralovopolska Strojirna, Krizikova 68, 660 90 Brno, Czechoslovakia. Tel.: (0042 5) 7116 ext. 514. Fax: (0042 5) 747 700.

KUWAIT — A publishing, advertising, visa, visitor, car and building materials firm can represent Canadians interested in doing business in Kuwait and Gulf markets. Contact Faisal Al Khadra, Al-Siyouf Al-Thahabiya, P.O. Box 472 Hawailli, Kuwait. Fax: 2446623 Kuwait.

CUBA

1992-1993 Trade Events Calendar

The Canadian Embassy in Havana, Cuba will be involved in a number of trade fairs (listed below) that are scheduled to be held on this Caribbean island during 1992-93.

Participation in such events, say commercial officers at the Embassy, is extremely valuable to exporters and would-be exporters, allowing them to learn about the market, to assess the market potential, and to meet key decision-makers.

• **ALIMEXPO'92** — September 16-21 — This trade show is oriented toward the food processing (machinery) industry, the use of non-conventional energy sources, and the packaging industry.

• **Havana International Fair** — November 2-8, 1992.

• **Health for All** — April 1993 — A specialized trade show for health care and hospital supplies and equipment.

• **Quimindustria'93** — May 11-

14 — This show features equipment, technology, products and services for the chemical industry.

• **Tecnotur'93** — May 19-25 — This is an international trade fair on technologies, designs, projects, products and equipment for the hotel/tourism industry.

• **International Trade Fair on Second Hand Equipment** — June 22-26, 1993.

*These trade fairs cover products, equipment and services that have a high priority in Cuba's import programs and attract buyers who take advantage of the presence of foreign suppliers to negotiate contracts.

Exporters interested in further information on these fairs, on the costs of participation or on specific export opportunities in Cuba should contact Commercial Division, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17/27. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586.

Contracts Awarded

CAE Electronics, Toronto, has been awarded an \$8-million contract by Electricity Supply Board (ESB) of Dublin, Republic of Ireland, to design and manufacture two full-scope fossil fuel-fired power station simulators. It is the only company to have manufactured full-scope power plant simulators for all three nuclear reactor types commonly used in North America.

SHL Systemhouse Inc. companies (headquarters Ottawa), have won contracts totalling \$15 million to design, build and implement a Document Imaging system (\$6 mil-

lion) for a United Nations Agency; to design, develop and implement a computerized construction management system (\$6.3 million) for the Ohio Department of Transportation; and to provide computer and outsourcing services (\$2.7 million) for the District of Columbia Department of Human Services.

Lovat Tunnel Equipment Inc., Etobicoke, has received an order from the joint venture of Campenon Bernard and GTM, to design and manufacture a 7.4M shielded hard rock tunnel boring machine designed to excavate twin tunnels for the Paris Metro.

Debt Recovery: Signals, Actions to Take

Prepared by Bob Corson, an international commercial debt recovery specialist with Milliken & Michaels, Delaware

With increased opportunities for Canadian companies to export to the U.S. comes the risk of increased collection problems. Business owners and credit executives are routinely forced to make decisions based on inadequate credit history. In many organizations, credit decisions are made and/or influenced by the sales department, increasing the possibility for losses. The following represents some suggestions that may help you avoid collection problems.

Prevention

The best time to insure an outstanding rate of collection is before you extend credit to a potential customer. A potential conflict exists - you want to make as many sales to as many customers as you can while protecting yourself from credit losses. This leads to conflicting goals between your company's credit and sales departments.

In addition to the standard contracts, agreements, personal guarantees, purchase orders and other documents specific to your industry, to prevent those potential losses, it is important that a credit application be completed and a credit report generated from a reliable credit reporting service before the sale. Many reliable U.S. credit and collection firms will guarantee their reports and will perform collection at no charge on firms that they recommend you extend credit.

Vital Warning Signs

Knowing the warning signs of credit and collection problems can help you protect your business. You can avoid significant losses and keep your customers paying on time and buying more goods and services from you.

Learn these early warning signs (see box) and commit yourself to acting when you see them. Even a

on-site evaluations and discussions with the decision-maker.

Litigation should be considered the restitution tool of last resort. By separating those that are unwilling to pay from those who cannot pay, you will minimize the use of litigation. Your debt recovery service should be able to conduct a comprehensive asset and liability search to help you determine if litigation is worth the effort.

Summary

The business climate in the world today can cause a company to be like a ship in a storm. Knowing the signs of potential disaster and taking corrective action can help get your company back on course without damage. **Restitution/Recovery**

The true cost in charge-offs is the loss of future revenues from the customer. Each month that an account is on "Credit Hold" is a

month your doors are closed to an established customer. In addition, many repeat buyers are reluctant to reorder because of their past-due balances with your company.

The procedure to recapture that customer must be followed quickly and professionally to allow your sales force the opportunity to resell under credit guidelines you re-establish. Reliance on phone calls and/or dunning letters is likely to prolong the problem and result in the customer buying from the competition.

EARLY WARNINGS

- Client submits marginal credit report
- Breaks terms, avoids contact, breaks first promise, finds fault with product/service

RED FLAG

- Ignores final 10-day demand letter, breaks second promise, ignores third phone call, refuses to sign personal guarantee, refuses to honour C.O.D.

DISASTER

- Disconnects phones, returns mail, refuses certified mail, bankruptcy, fraud bank liquidation, skip

ACTIONS

- UCC documentation, personal guarantees, cross-corporate guarantees.
- 10-day demand letter
- Asset & liability search

ACTIONS

- Place for collection

ACTIONS

- Initiate skip trace
- Consider litigation

few days delay can make the difference between successful collection and no collection.

Don't Gamble With Profits

When an account is "in trouble", you or your collection agency need to determine as soon as possible the exact nature of the problem.

Once determined, you can then proceed with the appropriate action to collect your funds and restore the customer. Debt recovery firms that have a field investigative staff can help get that information through

*More Than Oil and Gas***Venezuela Open to Canadian Business**

Indications of civil/political unrest earlier this year may have made Canadian exporters wary of exploring trade deals with Venezuela. There is no need for such concern.

Despite these occasional local disruptions, it is 'business as usual'—and there are numerous trade opportunities for Canadian exporters.

In fact, Venezuela has, and continues to be, one of Canada's most important export destinations in the Latin American/Caribbean market.

After Mexico and Brazil, Venezuela is Canada's largest trading

partner in the region, with two-way trade in 1991 reaching \$782 million.

The balance of trade in 1991 was in Venezuela's favour. With new import liberalization and privatization regulations* continually being introduced by the Venezuelan government Canadian exporters will gain even greater access to this market.

Canadian exports to Venezuela, traditionally, have been wheat, newsprint, wood pulp, motor vehicles and parts, and gas turbines and parts. But additional fields also offer promising opportunities (see **Fields of Opportunity**, page 6).

In 1991, exports of these items alone aggregated \$222 million while, at the same time, exports of Canadian manufactured goods — relating particularly to transportation and environmental sectors — increased appreciably.

Environmentally speaking, Canada and Venezuela have developed special and important relations concerning environmental projects.

Since 1988, the Export Development Corporation (EDC) has financed \$130 million worth of irrigation, water and sewage treatment projects in Venezuela.

Canadian firms also are preparing for projects worth an additional \$350

million — representing in value almost 30 per cent of all projects currently being pursued by Canadian firms in this country.

Venezuela's Department of the Environment has already identified and analyzed the country's needs in urban concentrations, coastal and inner water preservation and sanitation, forestry and other natural

resources development, inter-modal transportation, and tourist/park reserves.

* Among other changes, the Government of Venezuela, complying — ahead of schedule — with the latest Andean Pact Agreement on

Oil, Gas Procurement Seminars Scheduled

Invitations are being extended to parties interested in attending seminars with Bariven, the procurement arm of Petroleos de Venezuela (PDVSA), an integrated oil and gas company the size of Exxon Corporation.

Location and dates are: **Calgary**, June 15; **Toronto**, June 18; and **Montreal**, June 19.

Trade and Tariffs, has reduced, as of March 23, 1992, tariffs on categories according to grade of value added.

These include raw materials (5 per cent maximum); intermediate goods (10 or 15 per cent); and finished goods (20 per cent maximum). Furthermore, all import permits have been eliminated.

This decision could be interpreted as a sign of the government's commitment to continue with its liberal

non-protectionist commercial policy.

For further information on Canada-Venezuela trade

matters, contact François Laberge, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-8807. Fax: (613) 943-8806.

CANADA-VENEZUELA EXPORT/IMPORTS STATISTICS 1991 (\$Cdn 000s)	
EXPORTS TO VENEZUELA 1991	
Wheat	93775
Newsprint	49258
Wood Pulp	24259
Motor Vehicle Parts	21335
Trucks and Construction	19159
Vehicles (bulldozers, etc.)	
Parts of Gas Turbines	14572
Peas, Beans and Lentils	8849
Paper Products	7293
Potatoes	6428
Iron or Steel Products	4078
Sub-Total	249006
Others	51001
Total exports	300007
IMPORTS FROM VENEZUELA 1991	
Petroleum	446629
Reservoirs and Tanks	14876
Aluminium and Products	5071
Motor Vehicle Parts	3878
Bituminous Mixtures (Natural Asphalt)	3292
Electrical Switches/Breakers	1580
Ceramic Tiles and Fixtures	1368
Fruits and Coffee	969
Iron or Steel Products	300
Sub-Total	477963
Others	3598
Total Imports	481561

"Canadian firms are preparing for projects worth \$350 million."

Many Fields of Opportunity Identified

Agriculture, Food Products/ Services:

Potential in this sector is growing significantly, following Venezuela's joining the General Agreement on Tariffs and Trade (GATT) in 1990 and the opening of its import market.

As well, an institutional cooperation program involving Agriculture Canada and the local Department of Agriculture will help promote Canadian technologies related to this sector.

Information Technology and Electronic Products:

There will be an increased demand for telecommunications high technology equipment and services, particularly in light of the privatization of the local telephone company and with investments required to upgrade the quality of services.

Quality improvement of basic services will also generate increased demand for specialized information services and related equipment. (Oil sector alone to spend \$2 billion).

Oil/Gas Products, Services:

Venezuela has embarked on a program to significantly expand its oil and gas production (Sector 5-year plan: US \$40 billion). Export Development Corporation (EDC) financing is available for the procurement of Canadian goods and services by the state-owned oil company. In addition, a Canadian International Development Agency (CIDA) pro-active project is helping facilitate the transfer of technology and joint ventures specific to this and other sectors.

Mining/Metal/Mineral Products, Services:

Recent modification to the mining code and fiscal law affecting the exploitation of mineral resources marks the beginning of a new era in

Venezuela and should lead to significant growth of the mining industry. Demand for related equipment and services should increase accordingly, generating great possibilities for Canadian suppliers.

Environmental Equipment, Services:

The environment is one of the top priorities of the Venezuelan government. Several International

Financial Institution (IFI) loans now are under negotiation. The local Environment Ministry is well acquainted with Canadian expertise in this sector and has already negotiated several contracts with Canadian suppliers. There are further opportunities for services and equipment, with possible EDC direct financing or through its established general lines of credit.

— Sectoral Contacts —

Economic, Trade, Investment Information

Trade Section, Canadian Embassy, Edificio Torre Europa, 7th Floor, Avenida Francisco de Miranda, Campo Alegre, Caracas 1060A, Venezuela. Tel.: (011-58-2) 951-6166. Fax: (011-58-2) 951-4950.

Trade Commissioner, Venezuela and the Caribbean, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-8807. Fax: (613) 943-8806.

Industrial Cooperation Information

Industrial Cooperation Division, Americas Bureau, Canadian International Development Agency (CIDA INC.), 200 Promenade du Portage, Hull, Quebec K1A 0G4. Tel.: (819) 997-0548. Fax: (819) 953-5024.

Trade Insurance/Financing Information

Mexico and South America Division, Export Development Corporation (EDC), 151 O'Connor Street, Ottawa K1P 5T9. Tel.: (613) 598-2500. Fax: (613) 598-2504.

Market Prognosis Encouraging

The increase in local domestic and industrial demand and the continued openness of the economy create opportunities for Canadian exports of goods and services.

Traditional agricultural exports will maintain their competitiveness while agri-food exports should have new opportunities as Venezuelans partially recover lost purchasing power.

Oil, gas and petrochemical equipment and related services can

benefit from the increased activity of these very important sectors.

Sales of mining equipment, auto parts and advanced technology systems will also have strong opportunities. Continued interest in water and other environmental programs make services in this area a priority.

The ever increasing possibility of joint ventures in any of the above fields should be encouraged.

1992-1993 Trade Events Schedule

Outgoing Missions:

- **Computer Software Products and Services Mission to Venezuela** (Chile, Colombia) — September 1992.
- **Pulp and Paper Equipment and Services Mission to Venezuela** — November 1992.
- **Plastics Equipment Mission to Venezuela** (Brazil, Argentina) — January 1993.

Incoming Missions to Canada:

- **PDVSA-Bariven Oil Equipment and Materials Buyers** — June 1992. Visit to the National Petroleum Show and seminars in Calgary, Toronto, Montreal.
- **Royal Agricultural Winter Fair, Toronto and/or Canadian Western Agribition, Regina** — November 1992.

Business Shows in Venezuela:

- **Ferre'92 Hardware Trade Show** — August 1992 — Caracas.
- **Barquisimeto Agricultural Fair and Inforven'92 Telecom and Informatics** — Caracas — September 1992.
- **Merida Agri-Food Regional Fair** — January 1993.
- **Solo Canadian Trade Show** — Caracas — January 1993.

Planned:

Specialized Seminars (Caracas June-December 1992):

- **Investing in Gold Mining in Venezuela**
- **Spectrum Management**
- **Pulses**
- **Environmental Protection Entrepreneurial**
- **Canadian Phyto-sanitary Standards** (for Venezuelan exporters).

— VENEZUELA FACTS —

Basic Data

Area:

916,445 sq. km.

Population (1990):

19.8 million

Language:

Spanish (English is widely understood and spoken by the business community)

Country structure:

Federal Republic, 20 states, two federal territories, one federal district

Principal cities and population:

- Caracas, 4 million
- Maracaibo, 1.3 million
- Valencia, 1.2 million
- Maracay, 900,000
- Barquisimeto, 696,000
- Ciudad Guyana, 491,000

Economy

GDP/capita (1991): US\$2700

GDP Economic growth rate (1991): 9.2 per cent

Inflation:

30 per cent to 35 per cent

Currency:

Bolivar(es), abbreviated as Bs

Foreign Trade (1991):

US\$26.5 billion

Total Exports: US\$16.5 billion

Total Imports: US\$10.5 billion

Major Markets (1990):

U.S., 52.0 per cent; Germany,

5.1 per cent; Cuba, 3.4 per cent; Japan, 3.2 per cent; **Canada**, 2.9 per cent.

Major Suppliers (1990):

U.S., 46.1 per cent; Germany, 9.3 per cent; Italy, 4.8 per cent; Brazil, 4.1 per cent; Japan, 3.9 per cent; **Canada**, 2.9 per cent

Trade with Canada (1991)

Exports to Venezuela:

\$300.0 million (up from \$230.1 million in 1990).

Imports from Venezuela:

\$481.6 million (down from \$561.9 million in 1990).

Major Canadian Exports to Venezuela (1991):

wheat, newsprint, wood pulp, motor vehicle parts, trucks and construction vehicles, gas turbine parts.

Major Canadian Imports from Venezuela (1991):

petroleum, reservoirs and tanks, aluminum and products, motor vehicle parts, bituminous mixtures, electrical switches and breakers.

Canadian Direct Investment (1991):

\$400 million (including portfolio investment).

Canadian Visitors to Venezuela (1991): 172,000

Venezuelan Visitors to Canada (1991): 11,000

Industrial Cooperation**Canada-CIDA Activities in Venezuela**

A Canada-Venezuela industrial cooperation program was established in 1987 by the Canadian International Development Agency (CIDA). Since then, CIDA has sponsored more than 30 different Canadian private-sector initiatives estimated at \$7.0 million.

The sectors or sub-sectors of actual or proposed Canadian involvement are:

- dairy farming improvement;
- potable water, sewage systems;
- environmental project procurement;
- oil and gas services joint ventures;
- heavy oil extraction, processing;
- oil and gas environment protection;

- forestry management;
- railway transportation;
- inter-modal transportation;
- industrial joint ventures;
- geographic information systems;
- health management;
- fruit juice production;
- irrigation;
- coastal protection;

- petroleum recovery;
- aluminum technology;
- glue fabrication;
- wireline logging;
- river transportation;
- pulp and paper;
- abattoir; and
- spectrum management.

— Venezuela Market Studies —

The following market studies and sector profiles on Venezuela now are available through Info Export (see box at bottom of page 12 to order).

- *1991 Agricultural Sector Report and 1992 Forecast and Trade Opportunities*
- *Venezuelan Sector Profile: Imported Exotic Edible Fresh Fruits for Human Consumption* (July, 1991)
- *Margarita (Island) Food Market Research* (September 1991)
- *Venezuelan Sector Profile: Imported Processed and Non-processed Food Goods for Human Consumption* (1991)

tion (1991)

- *The Venezuelan Oil Industry: An Overview* (December, 1991)
- *Venezuela: Automotive Parts and Accessories* (September, 1991)
- *Venezuela: The Aluminum Industry Outlook* (1991)
- *Venezuela Gold Industry Report* (1992)

Other studies/reports in various stages of preparation include *Venezuela: Financial Sector Reform; Guidelines for Canadian Fish Exporters; Newsprint Survey; Asbestos Survey; Wheat and Oil Seed Survey; and Petrochemical Industry Report.*

**Panama Canal Zone
Open to Profitable
Proposals**

With the Panamanian government's takeover in 1997 of the Panama Canal Zone, the country will inherit considerable infrastructure (mostly buildings) and property, the use of which now is being considered.

What the government chooses to undertake could provide opportunities for some Canadian companies.

Installations include millions of dollars worth of office buildings, houses, schools, playgrounds, and roads, as well as a modern network of telecommunications linking this strategically located sector with the rest of the world.

The Panamanian government has suggested a number of alternate uses for the buildings/property: a specialized scientific research facility, an educational centre, light manufacturing, or as a base for in-

ternational organizations. It is also considering how the facility could be split into a variety of uses or privatized in a way profitable to the government.

Canadian firms familiar with the area's strategic location, its easy access to Latin America, and to shipping and air transport services, may wish to consider contacting the Panamanian government

with indications of how they might use this facility and how it could be turned into a profitable centre for business activity.

These firms should contact directly, Dr. Julio E. Linares, Minister of Foreign Affairs, P.O. Box Pan 4, Panama City, Panama. Tel.: 270013/274025. Fax: 507-273170.

Argentina Cuts Duty on Printing Paper

Argentina has reduced from 22 per cent to five per cent the customs duty on the importation of paper that is destined for use in printing books, magazines and newspapers.

Agri-Food Markets Grow for Canada's Exporters: ... to ASEAN ...

With agri-food imports in 1989 totalling US\$10 billion, of which US\$191 million was of Canadian origin, the countries which make up the ASEAN hold "great potential" for Canada's agri-food exporters.

The Association of South East Asian Nations consists of six countries (Thailand, Malaysia, Indonesia, Singapore, the Philippines and Brunei) with a combined population of 321 million people, representing a market that is quickly gaining in importance for Canadians.

Canadian Agri-Food Export Opportunities: ASEAN Region overviews each of the countries and Canada's major exports to them, highlights key Canadian opportunities in each, and describes their trade relations with Canada.

The convenient, four-page brochure, complete with graphs, also identifies eight agri-food market segments that hold the greatest potential for Canadian exporters:

- dairy genetics;
- meat (beef, pork, turkey and HALAL meats in some countries) and processed foods (canola oil, dairy, bakery and confectionery products, fruit juices, frozen fruits and vegetables, and convenience foods);
- animal feeds (canola meal, alfalfa products, feed ingredients, concentrates and supplements);
- swine genetics (export potential for swine breeding stock appears excellent);
- beef genetics;
- cereals;
- turkey breeding (increased demand from tourist trade, hotel and restaurant business); and
- technology for production, processing, storage and biotechnology (countries are seek-

ing state-of-the-art techniques in meat processing equipment, genetic engineering, vaccines, freeze-drying/cold storage, etc.).

Copies of the market report may be obtained from Murray Gwyer,

International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

...And to Mexico

When it comes to succinct analysis and concise overviews of the agri-food market in Mexico, Canadian exporters to this sector will find virtually all they need to know in **Mexico: Agri-Food Export Market Assessment** (#134LA).

Published in December 1991 by the International Programs Directorate of the Agri-Food Development Branch, Agriculture Canada, the report provides an agricultural profile of Mexico, discusses the North American Free Trade Negotiations, lists contacts in Canada and Mexico, and details export opportunities that exist or have potential for Canadian exporters to that country.

The export opportunities sector should prove particularly helpful to exporters or would-be exporters. Listed are a variety of reasons why Mexico presents "significant market opportunities" for Canada. This is balanced with mention of the "major constraints" confronting Canadian exporters.

More significantly, export market opportunities are identified and assessed for 10 specific products:

- dairy products (primarily skim milk powder);
- meats (including pork and beef);
- grains and oilseeds (particularly canola);
- animal genetics (in swine, beef and dairy);
- pulses (including coloured beans,

lentils and peas);

- seed potatoes; and
- processed foods and beverages.

Each of these product sectors are dealt with concisely, according to growth and size of market, opportunities for Canada, competitive analysis, constraints, and possible activities (or suggestions to enhance Canada's opportunities in a country whose agricultural imports total approximately US\$3.8 billion annually).

A copy of the report, quoting code number, may be obtained from Info Export. See box at bottom of page 12.

US\$75 million Thai EDC Credits

Canadian exporters and their buyers in Thailand can now benefit from recently signed Export Development Corporation (EDC) Lines of Credit, totalling US\$75 million with Krung Thai Bank Limited, Siam Commercial Bank and Thai Farmers Bank, all of Bangkok.

Canadian exporters are currently pursuing a wide range of activities in Thailand with projects such as commercial real estate development and communications services.

For more information, contact your nearest EDC office.

Brazil Site of Computer Software Show

Sao Paulo — An upcoming trade show, for which recruitment now is underway, provides an excellent opportunity for Canadian manufacturers of computer hardware, software and communications equipment to approach the Brazilian market.

Comdex Sucesu'92 (formerly Informatica), the principal South American informatics, computer and telecommunication exhibition will be held in Sao Paulo September 14-18. External Affairs and International Trade Canada will be present with a National Stand.

Organizers say changes in Brazilian government policies toward the importation of advanced technology equipment and services and the termination of market reserves for these products afford Canadian exporters increased opportunities in this sector.

Companies interested in participating in **Comdex Sucesu'92** should contact Jon Dundon, Fairs and Missions, Latin America and

Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Questions of a commercial nature concerning Brazil should be directed to Sven Blake, Brazil Desk Officer (LGT). Tel.: (613) 996-4199. Fax: (613) 943-8806.

October Fair Answers Office Needs

Cologne — Canadian companies now are being recruited to participate in an External Affairs and International Trade Canada-sponsored Core Area Stand at **ORGATEC'92**, being held October 22-27 in Cologne, Germany.

This **International Office Trade Fair** features displays that cover the complete range of office needs, including information and communications systems, office technology, hardware and software, accessories, office furniture and fittings.

The last show, held in 1990, attracted more than 2,100 exhibitors from 30 countries, including a large group participation from Canada.

In all, more than 200,000 trade visitors from 85 countries attended the event.

This year, the Canadian group exhibit will be situated in a prime location, right in the office furniture and fittings section.

For further information, contact the show organizer's Canadian representative: Mrs. Edel Wichmann, Cologne International Trade Shows, Canadian German Chamber of Industry and Commerce Inc., 480 University Avenue, Suite 1410, Toronto M5G 1V2. Tel.: (416) 598-3343. Fax: (416) 598-1840.

Event in Toronto Matches Mates

Toronto — An international business opportunities showcase and Canada's most cost-effective "catalogue matchmaker" will be held October 1, 1992 in Toronto.

World Trade'92, designed to coincide with Canada Export Trade Month, attracts 100 exhibitors and an audience of approximately 2,500 — primarily manufacturers, manufacturers' representatives, exporters, re-exporters, distributors and importers, freight forwarders, bank and government representatives.

At the first event held last year, there were exhibits, in addition to those from Canada, by such countries as Mexico, Czechoslovakia, Korea, Hong Kong, Romania, Italy,

Thailand, Sweden, Hungary and Yugoslavia, and a number of U.S. states.

The show is particularly suited to Canadian manufacturers who are interested in exporting their products and/or seeking representation abroad. (It is also a two-way street, with foreign establishments seeking distributor/agent representation in Canada.)

Interested firms can now register as exhibitors by contacting **World Trade'92** organizer: Sydney King, President, Canadian International Trade Association, Box 38, World Trade Centre, 60 Harbour Street, Toronto M5J 1B7. Tel.: (416) 651-2220. Fax: (416) 651-2519.

Computer Medical Care Show Set for Baltimore

Baltimore — The Canadian Embassy Trade and Investment Development Office in Washington, DC is recruiting Canadian companies to utilize the six 100 square foot spaces it has reserved at the **Computer Applications in Medical Care Trade Show** being held November 9-11, 1992 in Baltimore.

Sponsored by the American Medical Informatics Association, the event is expected to attract some 2,500 trade visitors.

Interested potential exhibitors should contact M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, DC 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

Italy's Food Expo Cooks up Business

Milan — Organizers are recruiting companies to participate in a trade fair that could open doors to a market valued in excess of \$30 billion.

Expo Food'92, being held November 6-10 in Milan, Italy, is an international food show in which Canada will be participating for the second time.

Now in its 22nd year, **Expo Food** is one of the largest specialized international food trade exhibitions in the world. More than 3,000 exhibitors are expected to participate in this year's event.

As well, the event expects to attract more than 200,000 trade visitors (approximately 80 per cent from the European Community, 10 per cent from Latin America, 5 per cent from Arab countries, and 5 per cent from other countries).

Industry spokespersons say that Italy is "a very large market" for imported foodstuffs, with annual purchases from foreign suppliers currently exceeding \$30 billion.

It is also a market in which Canadian firms have proved their competitiveness — Canada annually exports more than \$300 million in food products to Italy.

What's more, "good opportunities for increased sales of Canadian food lines" exist, especially for seafood products, prepared food and meal components, frozen vegetables, health and dietetic foods, beans and lentils, wild rice, berries, mineral water, and honey.

Participation in **Expo Food'92** is being organized by Interexpo Canada Inc. in collaboration with External Affairs and International Trade Canada and the Canadian Consulate General in Milan.

For further information, contact Louis D. Burke, President, Interexpo Canada Inc., Montreal. Tel.: (514) 933-7819. Fax: (514) 483-6595.

Australia's Economic Plan Benefits Canadian Exports

Australia's recently announced four-year economic plan will stimulate the country's sluggish economy with a \$2.3 billion injection in the next 16 months.

Any improvement in the country's economic fortunes bodes well for Canadian exporters, most especially in key areas which have accounted for a disproportionate amount of the total decline (Canadian exports to Australia declined in the last two years from \$1 billion to \$637 million), such as autoparts, newsprint, building supplies, and agricultural inputs.

Relevant Measures

Notable measures affecting Canadian export potential are:

- A lowering of the sales tax on automobiles by 5 per cent which

"A more buoyant Australian economy will increase advertising and the demand for Canadian newsprint."

should improve Canadian autoparts exports, which in 1991 were down 50 per cent from the previous year;

- A one-time payment to 1.9 million families which will quickly put an additional \$300 million into the economy and spur consumer spending;

- A series of financial measures including improved banks' bad debt writeoff provisions, accelerated depreciation capital equipment allowances, income tax cuts, and incentives for small business investment that will allow for more business spending in all areas.

Opportunities

A more buoyant Australian economy will increase advertising and the demand for Canadian newsprint. The local construction

sector will improve and this should create more demand for Canadian building products. The much needed farming assistance should help Canadian exporters of agricultural equipment. All these immediate and short-term measures could become an important factor in improving Canada's export position.

Competition Increases

Although the news for Canadian exporters to Australia is positive, the implications of other measures designed to increase Australian competitiveness (particularly in the Asia Pacific) are more difficult to assess for Canadian interests.

It is evident that the Australian economy, like Canada's, is undergoing structural changes to adapt to the global economy. Australia has chosen to move closer to Asia Pacific and its competitiveness in that region will become stronger.

Canadian companies can expect to face stiffer opposition from Australian firms in these markets. Concurrently, both Australia and Canada are undergoing rationalization of industry. At present, the two countries are parallel economies, often competing in the same markets and selling the same goods (i.e. minerals, agricultural products).

After structural adjustments the two economies may become more complementary and, as a result of more cooperation, more opportunities for Australian/Canadian ventures in third markets may evolve.

For further information pertaining to Canada-Australia trade matters, contact B. Hood, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

PUBLICATIONS

Construction

Parties wanting to establish direct links between Canadian construction companies interested or active in the international construction market and overseas opportunities should find what they are looking for in the *1992 Construction Export Directory*, produced by and available through the Canadian Construction Association, 85 Albert Street, Ottawa K1P 6A4. Tel.: (613) 236-9455. Fax: (613) 236-9526.

Transportation

Designed to meet the needs of small- and medium-sized exporters who frequently seek advice on transportation and such related matters as the documentary aspects of exporting, *The Exporter's Guide to Transportation* (#106TA) is published by the Transportation Services Division of External Affairs and International Trade Canada.

While outlining the transportation options that best suit the product or commodity to be exported, the guide focuses on the modes of transportation — road, rail, marine and air. Intermodal modes of transport and the services provided by transportation intermediaries (freight forwarders) are covered, as are such topics as: transport liability, exemptions and coverage, and freight insurance.

The more technical subject of preparing the goods for export shipment is dealt with in Appendix I,

while Appendix II lists industry and government publications, relevant industry associations and professional institutions, related government departments, and International Trade Centres.

Copies of the guide are available through Info Export (see box bottom of page 12).

U.S. Circuit

Southeastern United States Buyers of Printed Circuit Boards is now available. The study, just completed by the Atlanta Post, is a guide to electronic manufacturing firms who purchase printed circuit boards. Canadian companies interested in this publication should contact Steve A. Flamm, Export Development Officer, Atlanta. Tel.: (404) 577-6810. Fax: (404) 524-5046.

Russia Reports

Canadian companies doing business with the former Soviet Union now can keep abreast of developments by subscribing to *Russian Business Reports*, a weekly newsletter produced by a Canadian/Russian news team in Moscow and available throughout North America.

Providing timely information, the weekly reports on key business, economic, trade and legal developments. There are also news abstracts, graphs and charts highlighting the most important trends, and special features with an emphasis on the practical side of doing business in the Commonwealth.

For further information on Canadian subscriptions, contact Kerry Irwin, East-West Information Consortium, 298 Seaton Street, Toronto M5A 2T7. Tel.: (416) 921-2840. Fax: (416) 921-9873.

Business Agenda

Toronto - June 17-18— Opportunities in Germany and Eastern Europe: Construction Services and Products is the subject of a two-day incoming buyers mission from Germany and will feature the construction services sector (architectural, design and contracting) and the building materials supply sector. For more information, contact The Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

St-John's — June 23-25 — 8th Annual Onshore-Offshore Petroleum Exhibition is open to the public and those companies and visitors who are involved and interested in exploration and development of the hydrocarbon reserves off the Canadian East Coast. Anyone wishing further information regarding the exhibition may contact Atlantic Expositions Ltd., Newfoundland. Tel.: (709) 651-3315. Fax: (709) 256-4051.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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LATEST ISSUE
DERNIER
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AIMS Set to Achieve Globally Competitive Agri-food Industry

Comprehensive market strategies are being developed and implemented by Canadian agri-food associations in response to increasing global competitiveness in the agri-food industry.

To ensure that industry and government direct their resources toward activities that will produce the greatest benefits to this sector, federal government departments have initiated a process called AIMS—Agri-food Industry Market Strategies.

The federal government's role—following the findings of the Agri-food Policy Review that industry must lead market development activities—is to facilitate access to markets through partnerships with industry, thereby combining private and public resources.

Through AIMS, associations representing 18 sectors of the agri-food industry are committed to developing and implementing strategies that will enhance their ability to respond to well-defined market opportunities.

Such strategies include:

- a comprehensive forecast of the nature and quality of market demand for up to five years and a rationale for establishing selected market priorities;
- a thorough evaluation of the capacity of the sector to satisfy the prospective demand in terms of production, and technological and competitive ability;
- a strategic goal for each

Continued on page 7 — AIMS

Bigger "Byte" Possible in Jamaica Computer Market

In 1990, Jamaica imported almost US\$7 million worth of computers, related equipment and other data processing machines and units.

With the United States, the United Kingdom and Taiwan being the major suppliers, Canadian firms can certainly do better than the 1 per cent and 4 per cent share they achieved in the last five years.

Jamaica importers are willing to carry competitive Canadian products. To penetrate the market, it is considered necessary to appoint a stocking distributor or an agent to represent your products.

Jamaica's major users of computers and related materials are financial institutions, utilities, manufacturers, the mining industry, the distributive trade, government data bases, processing services and educational institutions.

These sectors all have requirements that can be met by further use of computerization but requirements vary from sector to sector and also between participants within any sector.

The majority of new sales in computers appear to be in upgrades and replacements among existing users. There is significant potential for light users and non-users to expand their use of computers but the challenge to a marketer is to be able to assess a potential client's requirements in terms of business applications and submit proposals that compare both cost and benefit in dollar terms.

The majority of computers purchased are PCs but the largest expenditures go for mainframes and

minicomputers. Whereas institutions that have mainframes may replace them with larger ones, those that use microcomputers are more likely to expand by adding other minis or even PCs rather than going to mainframes.

For the past two years, an annual trade show for information processing has been organized by Financial and Economic Resources Ltd., 12 Merrick Ave., Kingston. The Canadian High Commission and one Canadian company participated in Hi-Tech '91 and plans are in progress for the staging of Hi-Tech '92 in July. Participation in future Hi-Tech trade shows is recommended for prospective entrants to this market.

A detailed study, *The Jamaican Computer Market* (#711A) lists the more prominent distributors and provides information on duties and practices.

A copy of the study can be obtained from Info Export (see box at bottom of page 8).

For assistance, contact Geneviève Vassell, Commercial Officer, Canadian High Commission, P.O. Box 1500, Kingston 10, Jamaica. Tel. : (809) 926-1500; fax : (809) 926-1702; telex : (Destination code 291) 2130 Answerback : (2130 BEAVER JA).

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Canada

Sponsorship Makes Good Business Sense

Prepared by Elizabeth Bihl, Artsfunding International, Ottawa.

The idea of a corporation partnering as a sponsor with a cultural group is still a rather new concept. But, recently, corporations have found considerable benefits in such a relationship, with target marketing and business-to-business networking in the 90s being accomplished more and more through "corporate sponsorships".

Companies have found that mass marketing is not quite as effective as it once was, because today's consumers are becoming increasingly discriminating. The trend towards sponsorships is found worldwide as companies become attracted for a variety of reasons:

- favourable media exposure
- opportunity to entertain clients
- building company/product presence
- reaching select market segments
- business-to-business networking.

The term corporate sponsorship generally refers to a partnership which has been established for mutual benefit between a business sponsor and an event or a non-profit group.

Such a partnership has little to do with charity, donation or philanthropy; instead, it is a business arrangement between two partners.

It is important that sponsorship dollars support specific business goals.

Canada's cultural groups are highly regarded ambassadors around the world and have been invited to participate and perform internationally for the past century.

A business sponsor's involvement with such a touring group can be highly productive when applying suitable marketing techniques to position new business abroad or to develop new business networks. Touring cultural groups can act as excellent vehicles for supporting a specific business goal (such as reaching target audiences to convey corporate messages or developing business-to-business relationships).

Return for Investment

Generally, a sponsor will look for a situation where its marketing ambitions coincide with the needs of the cultural group to create a win-win outcome. This means the sponsor and the cultural group have to share common ground.

This is achieved, basically, by creating suitable marketing elements around a central activity such as a concert, dance or theatre production

Each performance can offer business networking opportunities

through invitations and receptions, as well as prominent sponsor recognition within the touring group's promotional materials, advertisements and media relations.

Guidelines for Success

It is important to define clearly the role and needs of each partner as both parties are entering negotiations to establish returns for their respective investment. Once a business deal, which must be negotiated step-by-step, has been agreed upon, it must be honoured fully and completely. That is, the business sponsor and cultural group must service what has been agreed upon.

Locating Partners

To facilitate a successful match-making of business and cultural groups (what works best for one business may not be suitable for another) potential sponsors must develop clearly definable company policies and guidelines regarding corporate sponsorship goals.

These must relate to company objectives and may include:

- cultural preferences (e.g. bands only)
- targeted services such as "in kind" or "employee support"
- marketing objectives
- levels of financial involvement.

Once guidelines have been established, businesses will be in a position to seek out or initiate sponsorship opportunities.

Canadian exporting companies which have already partnered in sponsorship with Canadian cultural groups touring abroad echo the advantages that major international corporations have long claimed and benefited from. Based on their experience, they see sponsorships clearly as "ideal" forums for reaching target markets, entertaining clients and many other intangible

Continued on page 7— Sponsorship

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EAITC's 1992 U.S. Trade-Related Events

The following are 1992 trade-related events in which External Affairs and International Trade Canada expects to participate. Further information is available from the officer responsible for the various sectors.

Advanced Technology Products/ Systems/Services

Electronic Components

Officer: D. Shaw Tel.: (613) 991-9474

- **MidCon** — September 1992 — Dallas, Texas. Electronic components, test equipment, systems and software.
- **NorthCon** — October 1992 — Seattle, Washington. Design tools, test and measurement, board-level components, packaging, manufacturing/production equipment and subsystems, including software.
- **Mission Out to Wescon** — November 1992 — Electronic components, test equipment, manufacturing/production equipment and subsystems.

Advanced Technology Products/ Systems/Services

Telecommunications

Officer: D. Shaw Tel.: (613) 991-9474

- **Incoming Buyers Mission** — July 1992 — Atlanta/Montreal. Telecommunications equipment, software & services.
- **South East Telecommunications** — August 31-September 2, 1992 — Orlando, Florida. Telecommunications equipment, software and services (PBX, electronic key systems and network management software).
- **IMCE (Land Mobile)** — September 1-3, 1992 — Atlanta, Georgia. Mobile communications equipment and services (cellular and radio).
- **Incoming Buyers Mission** — September 1992 — Chicago/Ontario. Telecommunications equipment, software & services.
- **Incoming Mission** — November 1992 — Various (Super-Conductor Super Collider) Advanced electronics, telecommunications equipment and software, computer hardware and software, advanced industrial materials.
- **Data '92** — December 10-12, 1992 — Miami, Florida. Software and peripheral hardware (multiplexers, bridges).

Agriculture/Food Products/Services

Semi-processed, Processed Food, Beverages

Officer: P. Egyed Tel.: (613) 991-9483

- **Summer International Fancy Food and Con-**

fection Show — July 26-29 1992 — Washington DC. Specialty food products.

- **Western Restaurant Convention & Expo** (California Restaurant Association Show) — August 15-18, 1992 — San Francisco. Equipment, food products, supplies and services for the US West Coast institutional foodservices and hospitality industry.
- **Michigan and Great Lakes Foodservices Show** — September 13-14, Detroit — Food and beverage products, equipment, supplies and services for the institutional foodservices and hospitality industry.
- **National Prepared Frozen Food Festival** — September 23, 1992 — East Rutherford, New Jersey. A foodservices trade show. Food products only - refrigerated and frozen - for the institutional foodservices trade.
- **Canadian Food and Beverage Show** — October 1, 1992 — Buffalo (or Syracuse). Food, beverage and seafood products.
- **Eastern Dairy Deli Show** — October 21-22, 1992 — Secaucus, New Jersey. All food products for dairy/delicatessen trade (including cheeses, cold cuts, baked goods, beverages, condiments).
- **Ohio Grocers' Association Show** — October 24-25, 1992 — Columbus, Ohio. Food products, equipment, supplies and services for the retail grocery trade.
- **International Hotel, Motel and Restaurant Show** — November 7-11, 1992 — New York. Food products, equipment, furniture, services for institutional foodservices and hospitality trade.

Consumer Products/Services

Apparel/Footwear

Officer: N. Peacock Tel.: (613) 991-9476

- **Midwest Men's Wear Collective** — July 1992 — Chicago. Men's clothing.
- **Canada Mode** — September 1992 — New York. Womens bridge price fashions.
- **Representative Locator Mission** — September 1992 — Minneapolis. Athletic apparel.
- **New York Fashion Creators** — November 1992 — Los Angeles. Womens bridge point fashions.

Consumer Products/Services

Arts, Crafts, Giftware

Officer: T. Weinstein Tel.: (613) 991-9479

- **Christmas in July Show** — July 10-14, 1992 — Seattle. Crafts, giftware.
- **Solo Show of Western Canadian Crafts/ Giftware** — July 13-15, 1992 — Seattle.

- **Gallery Buyers to Great Northern Art Festival** — July, 1992 — Inuvik. Indian, Inuit carvings, artwork.
- **Atlanta Gift Show** — July 1992 — Atlanta. Crafts, giftware.
- **Solo Representative Locator Show** — August 1992 — Columbus, Ohio, Crafts, giftware.

Consumer Products/Services

Cultural Industries (Book Publishing/Film/Video/Performing Arts/ Sound Recording)

Officer: D. Shaw Tel.: (613) 991-9474

Regional Bookfairs:

- **Pacific Northwest Booksellers Association** — September 1992 — Portland, Oregon.
- **Upper Midwest Booksellers Association** — September 1992 — Minneapolis.
- **New England Booksellers Association** — September 1992 — Boston. Trade and academic books.

Consumer Products/Services

Performing Arts

- **Mission In** — Dallas to Montreal Jazz Festival — July 1992 — Musical productions.
- **Mission In** — San Francisco/Boston to CINARS or Montreal Jazz Festival — July 1992 — Theatrical and musical productions.
- **Mission In** — Dallas to CINARS — December 1992 — Montreal. Theatrical and musical productions.
- **APAP** — December 1992 — New York. Theatrical and musical productions.

Consumer Products/Services

Printing Equipment/Services

Officer: T. Weinstein Tel.: (613) 991-9479

- **Graph-Expo** — October 3-6, 1992 — New York. Printing equipment trade show.

Construction/Related Products

Converted Wood Products

Officer: R. McNally Tel.: (613) 993-7486

- **Solo Building Products** — September 9-10, 1992 — Fitchburg (Boston). Construction products, building materials and related services.
- **Remodelling Show** — November 13-15, 1992 — Pittsburgh. All building products used by the remodelling industry - windows, doors, insulation, bathrooms, kitchen products, building materials.

Defence Products/Related Equipment/Services

Aerospace/Space

Officer: D. Murray Tel.: (613) 991-9481

- **Space Week '92** — July 1992 — Vandenberg Air

Force Base, California. First-time event for Canadian space and space-related companies to attend USAF-sponsored Space Week consisting of seminars, workshops, and exhibits. May include a "CANADA" portion in the schedule to highlight Canadian capabilities.

Contact: Canadian Consulate General, Los Angeles. Attention: Defence Programs Division, El Segundo, Cal. Tel.: (310) 335-4439; Fax: (310) 335-4493.

- **United States Marine Corps Show** — August 1992 — Washington. The Canadian Embassy in Washington will support those Canadian companies exhibiting or attending this show by providing a meeting place for selected US officials and US prime contractors to meet the Canadian companies off the show premises. **Contact:** Canadian Embassy, Washington. Tel.: (202) 682-1740; Fax: (202) 682-7726.

- **National Business Aircraft Association Show** — September 1992 — Dallas. A first-time event for a Canadian national stand and for participating Canadian commercial aircraft suppliers at one of the largest aircraft shows in the world. **Contact:** Canadian Consulate General, Dallas. Tel.: (214) 922-9806; Fax: (214) 922-9815.

- **Technology Innovation Show (Canadian) Washington** — September 1992 — The Canadian Embassy will stage a show in the Embassy to highlight technically innovative companies and products from the defence, defence-related sector to appropriate US military officials from the Pentagon, Military services headquarters, and leading Washington area prime contractors or representatives. **Contact:** Canadian Embassy, Washington. Tel.: (202) 682-1740; Fax: (202) 682-7726.

- **Outgoing Defence Simulation Product Mission** — September 1992 — Boston. This mission to US military officials and prime contractors in the Boston territory will consist of Canadian companies with proven capabilities in products and technologies in operational, training, and logistical simulation devices and systems. **Contact:** Canadian Consulate General, Boston. Tel.: (617) 262-3760; Fax: (617) 262-3415.

- **Outgoing Electro-Optics Mission to Wright-Patterson Air Force Base** — September 1992 — This mission will consist of Canadian companies in the electronics/optics sector with capabilities to meet USAF Military Specifications, or equivalent specifications as required. The companies will meet with the R&D and procurement officials to demonstrate their products and technology. **Contact:** Canadian Government Defence Trade Office, Dayton, Ohio. Tel.: (513) 255-4382; Fax: (513) 255-1821.

- **Incoming Philadelphia Medical Equipment Mission to Ontario/Quebec** — September 1992 — US defence procurement officers will be conducted to

selected companies specializing in the medical equipment, supplies, and techniques of interest to the US logistics system for multi-service use. **Contact:** Canadian Defence Production Office, Philadelphia. Tel.: (215) 697-1264; Fax: (215) 697-1265.

Defence Programs/Products/ Related Services

Security Equipment

Officer: P.-A. Rolland Tel.: (613) 991-9475

- **ISC East '92** — August 1992 — New York. Security equipment for the protection of persons and property in residences, protected premises, and public areas.
- **American Society for Industrial Security (ASIS)** — September 1992 — San Antonio, Texas. Security equipment for the protection of personnel, premises and capital equipment in plants, head offices and other industry locations.

Education/Training/Medical/ Health Care/Related Products

Pharmaceutical/Biotechnology

Officer: J.P. Petit Tel.: (613) 991-9482

- **IBEX International Biotechnology Exposition and Scientific Conference** — October 6-8 1992 — San Francisco. Biotechnology products and equipment related to biotechnology industry but also to biologicals, pharmaceuticals, diagnostics, veterinary, clinical tests, agricultural applications, chemicals, food processing, synthetics, plastics, energy fuels and minerals. Technology applications, venture capital and investment are also part of the event.
- **Outgoing Mission to IBEX** — October 6-8, 1992 — San Francisco. Biotechnology products, equipment and technology for the biotechnology industry looking for technology transfers and investment.
- **National Home Health Care Exposition** — November 14-16, 1992 — Atlanta. Home health care equipment and devices, medical equipment and devices.

Fisheries/Sea Products/Related Equipment Fish, Shellfish/Other

Officer: P. Egyed Tel.: (613) 991-9483

- **Underutilized Fish Species Seminar**- August 1992- Boston. Fish and seafood products. Contact Jack McManus, Canadian Consulate, Boston. Tel.: (617) 262-3760.
- **Canadian Aquaculture Promotion**- November 4, 1992- New York. Farmed salmon, cod, mussels, scallops, trout and any other species available on a commercial basis. Contact Richard Campanale, Canadian Consulate, New York. Tel.: (212) 768-2400.

- **Solo Seafood Show**- November 12, 1992- Detroit. Underutilized species of Canadian lakefish and seafood. Contact Jim Lyons, Canadian Consulate, Detroit. Tel.: (313) 567-2340.

Industrial Machinery/Environmental Equipment/Related Equipment

Environmental Products/Services

Officer: D. Marsan Tel.: (613) 991-9478

A - Trade Fairs:

- **Solid Waste Association of North America**- August 3-6, 1992- Tampa, Florida. Manufacturers and distributors of solid waste handling equipment, trucks and bodies, land fill compactors, incinerators, consulting services.
- **Water Environment Federation (Water Pollution Control Federation)**- September 20-24, 1992- New Orleans. Municipal and industrial wastewater treatment equipment, hazardous waste handling, treatment and disposal equipment.
- **9th Annual New Jersey Environmental Expo**- October 19-21, 1992- Edison, New Jersey. Environmental services and equipment for solid waste management, water resource management, environmental assessment, air pollution control and site reclamation.
- **Hazardous Materials Management Conference (HazMat West)**- November 10-12, 1992- Long Beach, California. Equipment for the handling, treatment, storage and transportation of hazardous materials and wastes.
- **Lower Great Lakes Waste and Recycling Expo**- November 13-14, 1992- Buffalo, New York. Focus is on equipment and services for public and private waste and recycling; however, companies from almost every sector exhibit.
- **Hazardous Materials Control (HazMat '92)**- November 1992- Washington DC. Systems and services for the collection, containment, and disposal of toxic/hazardous materials generated by the municipal and industrial processes.

B - Missions:

- **Mission to the Biotechnology and Waste Treatment Conference**- September 15-16, 1992- Grand Rapids, Minnesota. Industrial Waste Treatment, Bio Remediation.
- **Mission to the Pennsylvania State-Wide Environmental Event**- October 1992- Harrisburgh, Pennsylvania. Engineering consulting services/technologies.
- **NEBS Mission to the Lower Great Lakes Waste & Recycling Expo**- November 10-11, 1992- Buffalo, New York. Focus is on equipment and services for

public and private waste and recycling; however, companies from almost every sector will be invited.

• **NEBS Mission to the Industrial Waste Water-Fall 1992-** Pittsburgh. Municipal/industrial wastewater treatment equipment and technology services.

• **Mission Environmental Products & Services-Fall 1992-** Boston. Complete range of environmental products and services.

C - Workshops/Seminars:

• **Environmental Strategy Matching/Partnering Workshops-** Fall 1992- Seattle; Washington DC; Pittsburgh; Chicago; Los Angeles; and Atlanta. A series of workshops for 10 - 15 Canadian companies to be matched with appropriate US selected firms with similar interests for possible technology sharing, strategic alliances, sub-contracting arrangements.

Industrial Machinery/Environmental Equipment/Related Equipment

Hardware/Home Improvement

Officer: R. McNally Tel.: (613) 993-7486

• **International Lawn Garden & Power Equipment Show-** July 26-28, 1992- Louisville, Kentucky. Lawn & garden, power equipment, landscaping, outdoor storage sheds.

• **National Hardware Show-** August 16-19, 1992- Chicago. Hardware, home improvement (do-it-yourself), housewares, lawn & garden, pet supplies, and automarket aftermarket supplies.

Industrial Machinery/Environmental Equipment/Related Equipment

Materials Handling

Officer: P.-A. Rolland Tel.: (613) 991-9475

• **Great Lakes Industrial Show-** November 1992- Cleveland. Various machine tools and production machinery.

Industrial Machinery/Environmental Equipment/Related Services

Packaging Equipment

Officer: P.-A. Rolland Tel.: (613) 991-9475

• **PMMI Pack Expo-** November 8-12, 1992- Chicago. Packaging machinery, equipment and supplies.

Industrial Machinery/Environmental Equipment/Related Services

Production Equipment

Officer: P.-A. Rolland Tel.: (613) 991-9475

• **International Machine Tool Show-** September 9-17, 1992- Chicago. Machine tools, equipment and supplies, including metal cutting and forming ma-

chines, ancillary equipment and systems such as cleaning, degreasing, welding and heat treating equipment, motors, robotics, manufacturing support technology, supplies and consumables, as well as maintenance and safety products and equipment.

• **Design'92-** October 1992- Edison, New Jersey. High precision machinery, tools and software CAD-CAM, electrical and electronic components, engineering support services, fluid power, mechanical components, packaging materials, power transmission, shapes and forms.

Oil/Gas Products/Related Equipment

Officer: R. McNally Tel.: (613) 993-7486

• **Compressed Natural Gas Show-** July 7-9, 1992- Oklahoma City. Equipment and services related to the natural gas sector.

• **Society of Exploration Geophysics-** October 25, 1992- New Orleans. Equipment and related services for the oil and gas industry.

Power/Energy Equipment

Transmission/Distribution Equipment/Services

Officer: D. Shaw Tel.: (613) 991-9474

• **T & D World Expo '92-** November 10-12, 1992- Indianapolis. Power transmission and distribution equipment, software and services.

• **PowerGen-** November 17-19, 1992- Orlando. Power generation and distribution equipment, software and services.

Sectors/Services

Non-defence Government Procurement

Officer: D. Conrad Tel.: (613) 998-9441

• **Urban and Regional Information Systems Association (URISA) Show-** July 13-15, 1992- Washington DC. Geographic information systems (GIS) products and services.

• **FedMicro '92 Show-** August 11-12, 1992- Washington DC. Information technology software and hardware.

• **Trade Mission-** September 1992- Los Angeles/San Francisco. Software, technologies.

• **Federal Computer Conference-** December 5-6, 1992- Washington DC. Information technology.

• **Trade Mission to U.S. General Services Administration (GSA)-** August 1992- Itworth. Commercial products.

The second part of EAITC's U.S. Trade-Related Calendar of Events for 1992-1993 will be published in the next issue (July 2, 1992) of *CanadExport*.

Permanent Moscow Food Exhibition Free for Canada

Moscow — Canadian manufacturers in the food processing and preparation equipment industry have a unique opportunity to tap into this enormous market sector in Russia.

All they need do is exhibit — free of charge — in **Food Equipment 2000**, a “progressive promotional vehicle” for the trade that is scheduled to open in Moscow on July 15, 1992. The event is also to include a promotional small bakery.

The “first permanent exhibition” of its kind, the exhibition enables Canadian participants to establish international contacts with bakers, plant managers, government officials and leaders in the bakery industry.

More importantly, participation in the event will help exhibitors to realize better trading opportunities and to develop new markets.

Commerce International TJJ, coordinators of this ambitious project, will administer the entire event, leaving exhibitors with the sole responsibility of setting up equipment and educating TJJ technical staff on its proper operation and maintenance.

TJJ, which has operated in a process engineering and project management capacity in the Russian market for the past 10 years, states it can “speak the language” of the Russian food processing industry and is “fully qualified to strongly represent you” in this burgeoning marketplace.

For more information on how to take advantage of this opportunity to expand sales territory, contact Susan Leger, Exhibition Coordinator, Commerce International TJJ, 6955 Taschereau Blvd., Suite 202, Brossard, Quebec J4Z 1A7. Tel.: (514)443-1392. Fax:(514)443-9635. Telex: 05-25134 MTL/TJJ.

Hungary to Host Major Telecommunications Show

Budapest — One of the best ways to get in on the burgeoning telecommunications market in Central and Eastern Europe is to participate in what will be “the largest regional show that has ever been produced.”

With 16,000 square metres of exhibition space, **Europa Telecom 92**, being held October 12-17 in this Hungarian capital, is more than large enough to ensure the major international telecommunications equipment companies ample space to display their products and services to best advantage.

Hosted by the Government of Hungary, this international trade fair, which expects to attract more than 15,000 top-quality visitors, is organized by the International Telecommunication Union (ITU), a specialized telecommunications agency of the United Nations that is comprised of 164 member countries.

ITU officials note that, within the next 10 years, a total investment of US\$50-\$60 billion will have to be invested if Central and Eastern Europe is to obtain the telephone density equal to the rest of Europe.

(Even this estimate is conservative since it is based on the existing telephone density of Western Europe.)

But one thing is certain: The urgent need to catch up with the rest of the world with modern telecommunications networks and technology means that the new European market will be accelerating rapidly — and will provide “unparalleled opportunities” for communications equipment suppliers worldwide.

External Affairs and International Trade Canada (EAITC) will be participating, under a section of its Program for Export Market Development (PEMD) export trade promotion activity— in which companies cost-share expenses — with a National Stand at **Europa Telecom 92**.

Companies wanting more information on participation in **Europa Telecom 92** or on PEMD qualification criteria should contact Therese Gervais of EAITC's Trade Fairs and Missions Europe Trade Development Division (RWTF). Fax: (613) 995-6319.

AIMS

Continued from page 1

market for achievement over a three- to five-year period; and

- a description of annual market development and production activities designed to achieve the strategic goals over the first three years of the plan.

Departments participating in AIMS are Agriculture Canada; External Affairs and International Trade Canada; Industry, Science and Technology Canada; and Western Economic Diversification Canada.

To learn more about AIMS, contact Elwood Hodgins, Inter-

national Programs Directorate, Agri-food Development Branch, Agriculture Canada, 1st Floor West, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

Sponsorship

Continued from page 2

benefits which project images of quality, dignity and reliability.

For more information on how you can participate in corporate sponsorships, contact Info Export, toll-free tel.: 1-800-267-8376; (Ottawa area, 613-993-6435). Fax:(613) 996-9709.

BUSINESS OPPORTUNITIES

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

INDIA — A company engaged in the production of water and waste water treatment machinery wishes to enter technology transfer/licensing arrangements with Canadian companies, especially those that can provide the technology to solve difficult problems that arise in this field. Contact R.G. Vaidya, Managing Director, Akar Impex Pvt. Ltd., P.O. Box 577, New Delhi 110001, India. Tel.: (011) 8923291. Fax: (011) 8926025. Telex: 3166811 AKARIN.

POLAND — A Krakow-based company specializing in trading commodities seeks a joint venture partner for the supply of cement, gold, construction lumber, gasoline, scrap copper, and steel. The company, which can offer full consulting services for Canadian companies in the Polish market, also seeks investors for a housing project in Poland and to trade commodities with Canadian companies. Contact Rzazewski Grzegorz or Rzazewski Hanna, Inter-Media Business and International Trade Consulting

Service, Division of V.V.V. Enterprises Co. Ltd., UL. Florianska 44, Krakow, Poland. Tel: 011-48-12-229351/229362. Fax: 011-48-12-229344.

TAIWAN — A Taipei-based company seeks Canadian suppliers of glass wool ceiling board; glass wool roll (density: 16kg/m³ to 24kg/m³; thickness: 25mm to 50mm); glass wool press board (density: 32kg/m³ to 100kg/m³; thickness: 15mm to 30mm); glass seed; and fire-resistant heat insulation. Contact H. Lee, China-Asia Glass Wool Industrial Co., Ltd., 4F, No. 77, Nanking East Road, Section 3, Taipei, Taiwan. Tel.: 886-2-5166288. Fax: 886-2-5166289.

TAIWAN — A company here wishes to import cosmetic products, shampoo, detergents, lotions, beauty soap, and household cleansers. Contact Fred

Chou, Giantrich Enterprises Co., Ltd., 3/F, No. 9, Lane 121, Chung Cheng Street, Hsing Chung City, Taipei Hsien, Taiwan. Tel.: 886-2-2779489. Fax: 886-2-2779121.

UNITED STATES — A manufacturer of farm equipment for livestock management (primarily hogs and dairy cows) wishes to broaden its product line either by cross-marketing arrangements or licensing agreements or combinations of both. Product additions include: feed mixer, air intakes, feed carts, manure lagoon pump, barn cleaner, piston pump, plastic flooring, manure spreader, milking machines, nipple waterer, cable scraper, silo unloaders, feed wagon with auger discharge. Contact Desmond Benfield, 804 Cornwall Avenue, Waterloo, Iowa 50702. Tel.: (319) 234-4134.

PUBLICATIONS

The Cattle Breeding Market in Guatemala, a recent study prepared by the Canadian Embassy in Guatemala City, provides a general overview of these two sectors, cites import and export statistics, observes market trends, and provides a list of associations and distributors. For copies of the market study, tel.: (613) 995-0460. Fax: (613) 943-8806.

A combination spreadsheet, database and word processor, with

enhanced facilities for both letter of credit transactions and exports in general, the LC version 2.00 is now available. The program, which also features automatic currency conversion, mark up and discount facilities, runs on all IBM-PC and compatibles and interfaces with dot-matrix and laser printers. The LC 2.00 program is available (at a cost of \$1,600) from Samexco Ltd., 2935 Richmond Road, Suite 204, Ottawa K2B 8C9. Fax: (613) 829-8319.

Number to Note

The facsimile number for the Canadian High Commission in Lusaka, Zambia is (011-260-1) 225160.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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July 2, 1992

Trade Business Plan Released By Wilson

The first-ever International Trade Business Plan has been released by Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson.

"This is a practical, hands-on document that will help Canadian businesses establish plans and priorities for foreign market opportunities in the coming year," Wilson said.

As a business tool, the Plan includes a list of 1992-93 government-sponsored market development activities in all major sectors and all regions of the world.

"By presenting a cohesive International Trade Business Plan to industry, the provinces and the public at large, the government is helping to direct exporters and potential exporters to promising markets and outlining the federal programs and activities that can open doors to those markets," the Minister said.

"The market development focus of this Plan will also enhance exporters' ability to take advantage of the growing opportunities created by the Canada-U.S. Free Trade Agreement and the new markets that will flow from a successful North American Free Trade Agreement and the Uruguay Round of Multilateral Trade Negotiations.

"We are also issuing this Plan to generate comment from business to help ensure that our priorities and objectives are in balance," Wilson added.

The Plan was developed in close
Continued on page 2 — Trade

Telecommunications Market in India Expanding Dramatically

"The telecommunications sector in India is booming." So says Rajesh Pilot, the Minister responsible, who adds, "telecom services today are not a luxury but a pre-condition for economic progress."

It is this attitude which explains why the entire telecommunications sector in India is set to expand dramatically — offering export opportunities for small- and medium-size Canadian companies.

**U.S. TRADE FAIRS
CALENDAR** *pages 4-6*

The expansion plan follows from the mid-1991 liberalization process that eliminated the monopoly of the public sector Indian Telephone Industries (ITI).

If current plans are translated to reality, the Department of Telecommunications (DoT) will, between 1992-1997, introduce 12.5 million new lines. By comparison, in the last 40 years, only 4.5 million lines have been added. This expansion will cost DoT an estimated Rs. 40,000 crore - Cdn\$20 billion.

Given that DoT is a revenue producing department (including earnings of crucial foreign exchange), and the phenomenal pent-up demand, these targets do not appear unrealistic. Observes Pilot, "Even a peon today feels the need for a phone."

The broader objectives, to be accomplished by the year 2000, include:

- 20 million telephones and telex

connections on demand (requiring approximately Cdn\$500 billion of overall investment);

- at least one phone for every village;
- public payphones in urban areas within easy access of those who cannot afford their own phone;
- a network constructed so subscriber-dialled calls flow freely; and
- a voice and data network for the industry, compatible with similar international networks.

DoT wants the telecom industry to collectively produce a million lines next year and reach a capacity of five million lines per year by the end of the decade. ITI, which only produces about 500,000 lines per year, will be clearly unable to meet such a demand. Consequently, the large multinational corporations will be needed to fill the gap.

Already, Alcatel has formed a joint venture with Modi to manufacture digital switching exchanges. AT&T has combined with Tata Telecom to manufacture transmission equipment. Fujitsu has signed a Memorandum of Understanding with Punjab Electronic Development Corporation to produce electronic exchanges. Motorola, Ericsson and Siemens are all interested. Canada's Northern Telecom also has a

Continued on page 2 — India

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External Affairs and
International Trade Canada



Canada

Trade Business Plan

— Continued from page 1

consultation among External Affairs and International Trade Canada, Industry, Science and Technology Canada, and Investment Canada, and will result in a more coherent approach to trade, technology and investment matters.

The purpose of the International Trade Business Plan is:

- to promote broader awareness of the important global challenges and opportunities before Canada and to underline the need for Canadians to develop an outward-looking "trading culture";
- to enhance awareness of current federal policies, programs and activities to assist Canadian firms in their efforts to remain internationally competitive;
- to encourage ongoing dialogue between the private sector and the federal government to ensure that government priorities, strategies, and programs meet the real needs of Canadian companies; and
- to help co-ordinate activities with provinces to improve efficiency and reduce duplication.

"Canada's high standard of living is largely due to our capacity to be competitive in foreign markets," Wilson said. "The International Trade Business Plan is an element of our overall trade agenda to make

India Telecommunications

— from page 1

presence in the country.

The technology and equipment sought is all state of the art. Existing switches in India were developed in the late 1970s and have been produced since 1984. Since then, progress has been made in leaps and bounds. One measure is the vast jump in Busy Hour Call Attempts (BHCA). As the name indicates, the measure represents approximately how many calls can be completed in one hour. Exchanges now offer a BHCA of 1.2 million, four times the existing figure for exchanges in India.

It is not only the big multinationals that have significant prospects in India; prospects are also good for the smaller niche producers.

DoT has announced that it will soon float a global tender for value-added services. It will be giving franchises for areas such as cellular mobile phones, voice-mail, electronic mail, audio-conferencing,

video-conferencing, radio-paging, and videotext.

There are also areas of opportunity for peripheral equipment such as facsimile machines and modems. Many of these areas hold great potential, not merely due to the vast population but also as a result of geography. Cellular phones, for example, are still confined to the automobile but have wide application as a low-cost option in certain rural and remote areas.

There are possible future opportunities in telephone infrastructure as opposed to terminal services. It is in supplying these that many small- and medium-size Canadian firms can be most successful.

For further information, contact Antony Page, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7256. Fax: (613) 996-4309.

Canada more internationally competitive. The larger Prosperity Initiative, of which trade is part, emphasizes not only that we must compete, but that we can."

To obtain your copy of the Business Plan, contact Info Export (see box at bottom of page 8).

Russian Federation Gets Credit Lines

The Government of Canada, working through the Export Development Corporation (EDC) has signed two lines of credit with the Russian Federation (Russia).

One line of credit for \$100 million will finance the sale of Canadian capital goods, primarily in the oil and gas sector; the other, for up to \$62 million and representing the remaining unallocated balance of an original \$150 million food line of credit with the former Soviet Union, will be used primarily for the purchase of vegetable oil products, meat, fish, baby food, powdered milk and animal feed.

Exporters should direct inquiries to EDC offices located in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

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BUSINESS OPPORTUNITIES

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

CAMEROON— An entrepreneur seeking to set up shop to manufacture **rubber transmission belts and logrolling systems** would like to contact suppliers of appropriate machinery and equipment. Contact BMG, Trade Section, Embassy of Canada, Box 572, Yaoundé, Cameroon. Fax: (237) 22 10 90.

CAMEROON— A transportation company, specializing in rail and road bulking, urban trucking and transportation of express parcels, seeks a partner to provide **expertise in business management** (control of operational costs) and financing to expand truck fleet. Contact Link SA, Trade Section, Embassy of Canada, Box 572, Yaoundé, Cameroon. Fax: (237) 22 10 90.

CAMEROON— A business seeks partners with expertise in **quarry operation** to participate in expanding capital and in acquiring **new or used heavy equipment** (including leveller, loaders, dump trucks, caterpillars, compactors and crushers). Contact David Undoa, Trade Section, Embassy of Canada, Box 572, Yaoundé, Cameroon. Fax: (237) 22 10 90.

LITHUANIA — A computer trading company wishes to purchase a variety of items. They include: **modems** (2400, 9600, V42); **diskettes** (high density 5.25/3.5'); **dot matrix printers** (all carriage sizes, 9 and 24 pins); **laptop** (286 12-16MHZ), **desktop** (386 25-33MHZ); and **tower computers** (468 33MHZ); and **computer upgrades**. This company also requests price lists, information on taxes, shipping charges, and delivery terms. Contact Paulius Urbonas, Gojus International Ltd.,

Putvinskio 12A, Kaunas 3000, Lithuania. Fax: (70127) 225-642. Telex: 269896 RELAX SU.

NEW ZEALAND — A company which represents and produces local versions of Softdisk Publishing Inc.'s products and which is involved in the development of specialized software for on-line networks is interested in **computer software and on-line computer services via a modem**. Contact Alistair Stevens, I.T. Manager, Hargon International Ltd., P.O. Box 21-423, Henderson, Auckland, New Zealand. Tel.: (09) 837-1759. Fax: (09) 838-5663.

NEW ZEALAND — A company engaged in the repair, maintenance

and modification of all types of earthmoving machinery, cranes and trucks used in the forestry, mining and transportation industries seeks **supplier of component parts for its repair and maintenance divisions**. The company, which would like to act as **local agents to supply all similar operations in New Zealand**, is also interested in **importing and supplying specialist vehicles** (multi-drive trucks, dump trucks, waste disposal vehicles). Contact Wayne Fisk, Director, Wayne D. Fisk Limited (Diesel & Automotive Services), P.O. Box 35-064, Lower Hutt, New Zealand. Tel/Fax: 64-4-567-3069.

Three-Month Export Sales Total \$1,928 Million

The charts below (covering the period April through June 1991) summarize the quarterly report of External Affairs and International Trade Canada's Trade and Industrial Development Program and are based on the returns (up to February 18, 1992) available from 80 of the 90 missions in all five major regions abroad. Among other findings, they indicate that, during the April-June 1991 period, there were 656 confirmed export sales for a value of \$1,928 million.

REGIONS	MISSIONS		NUMBER CONFIRMED		VALUE CONFIRMED	
	TOTAL	REPORTING	EXPORT SALES		EXPORT SALES (\$M)	
Africa & Middle East	17	14	34		621	
Asia Pacific	19	14	95		241	
Europe	27	25	91		657	
Latin America/Caribbean	14	14	62		173	
United States	13	13	374		236	
Total	90	80	656		1928	
REGIONS	TRADE ENQUIRIES		INVESTMENT ENQUIRIES		BUSINESS VISITORS	
	Cdn	Local	Cdn	Local	Cdn Pr/Pub	Loc Pr/Pub
Africa & Middle East	3313	2811	32	102	448/434	681/587
Asia Pacific	707	7228	413	428	829/802	2336/2515
Europe	7645	7519	538	683	2112/723	1931/866
Latin America/Caribbean	9979	11143	75	61	513/895	877/2755
United States	8228	7063	338	471	1781/777	1692/622
Total	36237	35764	1396	1745	5683/3631	7517/7345

EAITC's 1992-93 U.S. Trade-Related Events

The following are 1992-1993 trade-related events in which External Affairs and International Trade Canada expects to participate. The first listing was published in CanadExport, Vol. 10, No. 11, June 15, 1992. Further information on these events is available from the officer responsible for the various sectors.

Advanced Technology Products/ Systems/Services

Computer Hardware/Software/Informatics/ Data Processing/Office Automation

Officer: G. Willows Tel.: (613) 993-6576

• **NetWorld Dallas**—October 13-15, 1992—Dallas. PC-based computer networking hardware, software, peripherals and accessories.

• **Comdex Fall**—November 16-20, 1992—Las Vegas. Small computer systems, hardware and software, peripherals and accessories.

Advanced Technology Products/ Systems/Services

Electronic Components

Officer: D. Shaw Tel.: (613) 991-9474

• **Mission In-** February 1993- Atlanta/Ontario. Electronic components, test equipment, manufacturing/production equipment, including software.

Advanced Technology Products/ Systems/Services

Telecommunications

Officer: D. Shaw Tel.: (613) 991-9474

• **ComNet'93**- January 1993- Washington. (See Non-defense Government Procurement).

Agriculture/Food Products/Services

Semi-processed/Processed Foods/Beverages

Officer: P. Egyed Tel.: (613) 991-9483

• **Solo Food & Beverage Show and Incoming Buyers Mission**- February 2, 1993- Vancouver. Food, beverage and seafood products.

• **Solo Food and Beverage Show**- February 3, 1993- Boston. Food, beverage and seafood products.

• **All-Canadian Wine Championships**- February 7, 1993- Detroit. Wine and spirits.

• **Incoming U.S. Buyers to the Canadian Food and Beverage Show**- February 14-16, 1993- Toronto. Food, beverage and seafood products for the institutional foodservices trade.

• **Winter International Fancy Food and Confection Show**- February 28- March 2, 1993- San Francisco. Specialty food products.

• **Natural Products Expo West**- March 23-25, 1993- Anaheim, California. Organic and health foods, lifestyle products for specialty retail outlets.

• **Canadian Food and Beverage Show**- May 1993- Minneapolis. Food, beverage and seafood products.

• **Canadian Wine Tasting**- May 1993- Buffalo. Wine and spirits.

Chemicals/Petrochemicals/ Related Equipment/Services

Chemicals/Plastics

Officer: R. McNally Tel.: (613) 993-7486

• **SPE (Society of Petroleum Engineers)**— October 4-7, 1992 — Washington. Oilfield drilling, extraction and pipeline equipment, as well as laboratory equipment and services, research and software and safety equipment for work sites.

• **Plastics USA** — October 13 - 15, 1992 — Chicago. Every segment of the plastics industry including machinery, plastic materials, processed products, instrumentation and process control equipment.

Construction/Related Products

Converted Wood Products

Officer: R. McNally Tel.: (613) 993-7486

• **National Association of Home Builders (NAHB)**- February 19-22, 1993- Las Vegas. Construction products, building materials and related services.

Consumer Products/Services

Apparel/Footwear

Officer: N. Peacock Tel.: (613) 991-9476

• **CANADA MODE** — February 1993 — New York. Womens bridge price fashions.

• **Midwest Men's Wear Collective**— February 1993 — Chicago.

• **NEXUS Mission to Super Show**— February 1993 — Atlanta. Athletic apparel.

Consumer Products/Services

Arts/Crafts/Giftwear

Officer: T. Weinstein Tel.: (613) 991-9479

• **Incoming Mission to Atlantic Craft Trade Show** — February 1993 — Halifax. Arts, crafts, apparel, giftware.

Consumer Products/Services

Cultural Industries (Book Publishing; Film & Video; Performing Arts; Sound Recording)

Officer: D. Shaw Tel.: (613) 991-9474

Regional Bookfairs:

- Winter — January 1993 — Chicago.

Film & Video

- **Solo Show - Canadian Connection** — November 1992 — Los Angeles. Canadian locations and services for film and video production.
- **Participation in IPS Meeting** — November 1992 — Baltimore. Selected Canadian film and video products.

Consumer Products/Services

Furniture

- Officer: T. Weinstein Tel.: (613) 991-9479
- **Designers Saturday Furniture Show**- October 15-17, 1992- New York. Office/contract furniture and seating.
 - **Incoming Mission to International Interior Design Exposition (IIDEX)**-November 20-22, 1992-Toronto. Office/contract furniture and accessories.
 - **Solo Institutional Furniture Show**- Date TBD-Minneapolis. Healthcare, institutional furniture.
 - **Solo Contract Furniture Show**-Date TBD-Dallas. Office/contract furniture and seating.
 - **Solo Contract Furniture Show**- Date TBD-Chicago. Office/contract furniture and seating.
 - **Incoming Mission to Toronto Furniture Market**- January 10-13, 1993- Toronto. Full range of residential furniture, accessories, and bedding.

Fisheries/Sea Products/Equipment

Fish/Shellfish/Marine

- Officer: P. Egyed Tel.: (613) 991-9483
- **Seafare International Southwest 93**- February 10-12, 1993- Long Beach, California. Fish and seafood products. Contact: Carl Light, Canadian Consulate, Los Angeles, tel.: (213) 687-7432.

Industrial Machinery/Environmental Equipment

Environmental Products/Services

- Officer: D. Marsan Tel.: (613) 991-9478
- **Petro-Safe '93**- January 1993- Houston. Hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, incineration equipment.
 - **Ocean Technology Workshop**-February 27, 1993-Newport. The purpose of this workshop is to promote trade, joint ventures, strategic alliances and joint development projects between Canadian and U.S. institutions. Expected attendance is 150 people representing companies and organizations involved in all aspects of marine technology including: hardware, software, engineering, exploration, consulting and

environmental protection. Canadian participants will have the opportunity to exhibit their products and services and to meet with potential U.S. partners, collaborators and buyers.

- **Hazardous Material (HazMat Central)**- April 1993- Chicago. Hazardous material management.

Industrial Machinery/Environmental Equipment

Hardware/Home Improvement

- **National Home Centre Show**-March 21-24, 1993-Chicago. Home improvement (do-it-yourself), lawn & garden equipment, hardware items.

Industrial Machinery/Environmental Equipment

Materials Handling

- Officer: P.-A. Rolland Tel.: (613) 991-9475
- **ProMat 93**- Materials handling equipment and systems including movement, storage, control and protection of products throughout the process of their manufacture, distribution, consumption and disposal.
 - **Association of Iron and Steel Engineers**- September 1993-Pittsburgh. Steelmaking equipment and equipment used in metals production and processing.
 - **Fabtech '93**- October 1993- Rosemont (Illinois). Sheetmetal fabrication and processing machinery.

Power/Energy Equipment/Services

Heating Equipment

- Officer: R. McNally Tel.: (613) 993-7486
- **Air-Conditioning, Heating and Refrigeration Exposition (ASHRAE)**- January 25-28, 1993- Chicago. All aspects of heating, ventilation and air-conditioning.

Sectors/Services

- Officer: D. Conrad Tel.: (613) 998-9441
- **Partnering Trade Mission**-January 1993-Boston. Geomatics.
 - **Trade Mission** - March 1993- El Paso. Transportation.

Sectors/Services

Non-defence Government Procurement

- Officer: D. Conrad Tel.: (613) 998-9441
- **Trade Mission to TechExpo** — October 1992 — Washington, DC. Information technologies, hardware and software and services.
 - **Trade Mission to U.S. General Services Administration (GSA)** — January 1993 — Itworth. Commercial (T.B.D.)
 - **Communications Networks (ComNet) '93** — February 2-4, 1993 — Washington, DC. Voice, data

communications, network products.

- **Federal Office Systems Exposition (FOSE)** — March 1993 — Washington, DC. Information technology.

Services Industries

Officer: D. Conrad Tel.: (613) 998-9441

- **Incoming Buyers Mission**- September 1992- Toronto/Moncton. Consulting engineering.
- **Interior Design/Architectural Mission**- September 1992- Atlanta.
- **Trade Mission**- October 1992- San Francisco/Los Angeles. Information technology services.
- **Trade Mission**- October 1992- Seattle.
- **Trade Mission**- October 1992- Atlanta. Defence software/environmental.
- **Trade Mission**- November 1992- Atlanta. Environmental services.

Transportation Systems/Related Equipment Automotive

Officer: A. McBride Tel.: (613) 993-5149

- **Urban Transit Mission**- August 1992- From Los Angeles to Toronto/Montreal. Equipment and technology associated with the operation of urban transit systems.
- **Ohio Automotive Wholesalers Show**- August 13 (Columbus); August 14 (Cleveland). Aftermarket parts and equipment for automobiles.
- **Incoming Urban Transit Reps from San Francisco to Vancouver or Toronto** — October 1992. Products relating to the operation of urban transit systems.

- **Sema/Big "I" Show** — November 3-6, 1992 — Las Vegas. Parts and accessories for specialty and high performance vehicles.

- **Incoming Transit Mission from Detroit** — January 1993 — Toronto. To View Canada's Compressed Natural Gas (CNG) Technology.

- **SAE (Society of Automotive Engineers)** — February 1993 — Detroit. Automotive original equipment sector.

- **Mid-American Trucking Show** — March 1993 — Louisville, Kentucky. Wide variety of trucking parts and accessories for both the original equipment and aftermarket sectors.

- **Incoming Transit Buyers Mission from New England** — March 1993. Transit equipment, systems, and technology.

Transportation Systems/Related Equipment Recreational/Working Boats/Accessories

Officer: J.P. Petit Tel.: (613) 991-9482

- **IMTEC (International Marine Trade Exhibit and Convention)** — First week of October 92 — Chicago. Recreational boats and marine accessories.

- **The Fort Lauderdale International Boat Show** — October 29-November 2, 1992. Recreational boats and marine accessories.

- **Incoming Buyers Mission to the Toronto International Boat Show** — January 10-19, 1993 — Toronto. Recreational boats and marine accessories.

- **The Miami International Boat and Sailboat Show** — February 13-19 1993 — Miami. (Specific dates to be known later in the year). Recreational boats and marine accessories.

Railway Supply Show on Track in Chicago

Chicago — Time is running out, but an opportunity still exists for a small number of companies to reserve space at Canada's National Stand at the **Railway Supply Association Exposition** being held here September 20-23, 1992.

Canada has participated previously in this event and, though it is held only once every four years, it is the major railway show in the United States.

This year, major equipment displays are expected to occupy more than 70,000 square feet of exhibition space, while about 5,000 linear feet will be devoted to other displays and information booths.

Organizers say the **Railway Supply Association Exposition** is an excellent show for domestic and international manufacturers and importers of parts, equipment and services since those who attend

the event are suppliers to and operators of railroad industries around the world.

To find out more about the exposition and participation costs, contact, as soon as possible, Alan D. McBride, U.S. Trade and Investment Development Bureau (UTI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5149. Fax: (613) 990-9119.

Brazil Hosts Major Shows:

Oil and Gas is One...

Rio de Janeiro — External Affairs and International Trade Canada (EAITC) now is recruiting companies to participate in the largest petroleum industry show in Latin America.

Rio Oil and Gas Expo'92, at which EAITC will organize a national stand for the third consecutive year, will be held October 18-23. It could also be the focal point of a combined trade mission to petroleum-related events taking place in Colombia and Argentina around the same dates.*

Rio Oil and Gas Expo in 1990 (it's a biennial event) attracted 25,000 visitors. There were 316 company exhibitors from 31 countries. This year's attendance should be even higher as the **Expo** coincides with the annual meetings of the Latin American Association of State-Owned Companies (ARPEL).

Participation in **Rio Oil and Gas Expo** is an excellent occasion for companies to showcase their products and services in this sector, one in which a number of export opportunities have been identified for Canadian companies.

These include deep water production systems, slant and horizontal drilling technologies, pipeline technologies, SCADA systems, environmental technologies, and software systems.

Opportunities in the country's growing natural gas sector have been identified as well and include distribution, consulting services, processing plants, compressors and turbines, natural gas conversion for vehicles, and instrumentation and software systems.

One of the event's sponsors, Petrobras, the country's oil and gas conglomerate, is increasingly active in sourcing advanced technolo-

gies overseas.

Through its new computerized sourcing network, individual Petrobras offices can draw up a pre-qualified list of suppliers (international and domestic) and contact them directly with invitations for tenders. (An affiliate office in Houston, Texas, is responsible for Petrobras procurement out of North America).

*Subject to the interest expressed by Canadian industry, External Affairs and International Trade Canada is considering participating in the **Colombian Petroleum**

Congress (October 13-16, 1992) and in a **Mission to Argentina** (October 26-29, 1992). These events would be included in a trade mission centred around **Rio Oil and Gas Expo'92**.

Companies interested in **Rio Oil and Gas Expo** and the potential related mission should contact Carlos Munante (tel.: 613-996-2268) or Sven Blake (tel.: 613-996-4199), both of EAITC's Latin America and Caribbean Trade Division. The fax number for both contacts is (613) 943-8806.

... Livestock, Agriculture, the Other

Porto Alegre — One of Latin America's most important livestock and agricultural trade shows, **Expoiner Brazil'92**, will be held August 29 to September 6 in Porto Alegre, in the Brazilian State of Rio Grande do Sul.

The event will represent Canada's seventh consecutive year of participation as an institutional exhibitor, with the country having a large information booth that is designed to enhance Canada's reputation as a supplier of first class genetics to the Brazilian livestock market, the second largest livestock herd in the world.

The long-term approach to technology development and continued commitment to its application has elevated Canada to the status of being one of Brazilian breeders' best partners.

Sales of Canadian breeding stock, genetic material and artificial insemination (A.I.) technology to Brazil have increased over the past decade due to the strongly continued Canadian presence in the marketplace. Anticipated 1991-92 sales

are around Cdn\$2 million.

Most Canadian firms that have participated in previous shows are now well established in this sector, with excellent prospects for additional sales in a growing and dynamic market.

At **Expoiner Brazil'92**, Canada will be relying on industry to assist in maintaining Canada's national marketing profile. The pavilion will be revamped to better highlight Canada's private sector capabilities and activities in Brazil. The venue will enable participants to show their products and company more effectively.

Companies interested in participating in **Expoiner Brazil'92** should contact as soon as possible the Canadian Consulate General in Sao Paulo, Brazil (fax: (55-11) 251-5057); or Sven Blake, External Affairs and International Trade Canada, Latin America and Caribbean Trade Development Division (LGT). Tel.: (613) 993-4199. Fax: (613) 943-8806. (Companies will be expected to share the cost of participation).

PUBLICATIONS

Guatemala Petroleum

Petroleum Industry Opportunities in Guatemala (69LA), a recent study prepared by the Canadian Embassy in Guatemala City, is designed to advise Canadian companies on the opportunities in that country's petroleum sector, highlighting aspects of legislation as well as investment recovery.

Also discussed are regulations, infrastructure and organization, short term perspectives, and how to submit a proposal.

Copies of the study are available through Info Export (see box at bottom of this page).

U.S. Trade Fairs

Marketing Plans 1992/93 details, complete in one volume, the dates, locations, and contacts for U.S.-oriented trade fairs, missions, and export-related events that the U.S. Trade, Tourism and Investment Bureau of External Affairs and International Trade Canada anticipates organizing between June 1, 1992 and March 31, 1993. A partial list is on pages 4 to 6 of this issue. Copies of the all-in-one booklet are available, quoting code #96UA, through Info Export, as per box at bottom of this page.

Hi-Tech Fair Guide

A 1992-1993 Guide to International Trade Fairs and Missions: Advanced Technology Sector lists External Affairs and Interna-

tional Trade Canada (EAITC)-funded activities in this sector in which there will be formal participation by EAITC. The events — pertaining to computer hardware/software, communications, electronics, television and broadcast, geomatics, and multiple sectors — are listed geographically: United States, Europe, Asia Pacific, Latin America and Caribbean, and Africa and the Middle East. Copies of the guide or more information on the events may be obtained from Advanced Technology Division (TAE), International Marketing Bureau, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 944-0050.

Hi-Tech in Holland

Canada-Netherlands Overview: A High Tech Perspective briefly describes the market and, in several cases, illustrates Canadian opportunities in a variety of high tech sectors.

These include: telecommunications (data acquisition and control systems); computer hardware (PC peripherals and add-ons); computer software (specialized graphics, CAD/CAM, desktop publishing); GIS geographic information systems (strategic partnering); and instrumentation (industrial automation, electronic, laboratory and process control applications).

Other sectors and opportunities include: defence (simulators, re-

motely-piloted vehicles, sonar, minesweeper systems); aerospace (systems, components, parts); and electrical/electronic (possibly high-value electro-medical and military electronics components).

Active cooperation is being pursued in the field of biotechnology, in advanced industrial materials, and in the environmental field. And possibilities for joint projects exist in telecommunications, language and image processing, new production systems, transportation and logistics systems.

Copies of the complete reports may be obtained from Commercial Division, Canadian Embassy, P.O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel.: (011-31-70) 361-4111. Fax: (011-31-70) 356-2823.

Quality in Action

How to talk about this aspect of quality in a corporate setting and how to move a company or a person from intellectual assent to conviction is dealt with in **Quality in Action**, a publication that can be obtained for \$34.95 from John Wiley and Sons Canada Limited. Tel.: (416) 236-4433. Fax: (416) 236-4448.

Tourism Activities

U.S. and Overseas Market Profiles with Lists of Tourism Promotion Activities Planned for 1992 (#34XA) is available through Info Export, as per box at bottom of this page.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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July 15, 1992

External Affairs and
International Trade Canada

Increased Demand for Security Services Means Market Opportunities in Belgium

Expected to grow at an annual rate of 5 per cent, the market in Belgium for security services and equipment offers opportunities for Canadian exporters, says a report received from the Canadian Embassy in Brussels.

According to the review of this sector, there are two totally different markets in Belgium for security equipment. One is a limited market for non-professional, low-priced products, sold mainly through do-

it-yourself distribution outlets and mail order catalogues.

The second market demands sophisticated and reliable products

and services. This sector has very good growth potential — given that potential robbery and break-in targets are being advised by all insurance companies that coverage will be provided only when approved equipment — put in by licensed installers and covered by an adequate maintenance contract — is in place.

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New Zealand Imports from Canada Require Health Certificates

The New Zealand Customs has published the following inventory of products imported from Canada which require a health certificate before they may be released from Customs control. They include:

- Breakfast cereals and mueslis
- Cereal, flour and starch preparations
- Cereals, whole grain
- Cheese
- Crustaceans and molluscs
- Desiccated coconut
- Edible nuts
- Extracts of juices of meat, fish, crustaceans or molluscs
- Fish and fish products
- Flours and meals of oil seeds or oleaginous fruits
- Frozen frog legs
- Fruit, dried, glace, candied or crystallized
- Fruit and vegetable juices
- Fruit, nuts, fruit peel and other parts of plants
- Herbs, spices and curry powder

- Mushrooms and truffles, prepared or preserved other than by vinegar or acetic acid
- Nuts, ground nuts and other seeds
- Other vegetables prepared or preserved other than by vinegar or acetic acid, not frozen
- Prepared or preserved meat in airtight cans or jars excluding preparations of blood
- Prepared or preserved liver of animals
- Prepared or preserved turkey
- Sauces and preparations thereof
- Sesame seeds
- Sesame seed oil and
- Soups, broths and preparations thereof.

For more information on market access into New Zealand, contact Ray Buciak, Asia Pacific Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.:(613)996-5945. Fax:(613)996-4309.

Market Growth

The report says the demand (imports totalled US\$360 million in 1990) for high-quality security systems is expected to increase for a number of reasons:

- Belgium hosts large numbers of multinational companies and international organizations;
- the number of intrusions has increased some 300 per cent over the last 10 years;
- there is a certain fear of terrorist activity;
- insurance companies will not cover car theft unless the vehicle is equipped with a licensed system that complies with strict regulations — currently, only 10 per cent of cars on the market are equipped with an alarm system.

Market Access

Canadian companies wanting to successfully enter this very open country — there are no major import barriers — should select a licensed agent/distributor/ installer or set up a subsidiary and go through the licensing procedure.

These companies also should have their equipment approved by

Continued on page 4 — Security

Canada

*International Trade***The Challenge Continues**

The Trade Commissioner profession offers many stimulating ways to serve the Canadian business community. Managing CanadExport for three years was one of my most challenging.

With a small, highly-motivated team, this newsletter has been transformed into a decision-making tool for exporters.

What CanadExport publishes must meet specific criteria: "Is this information going to help the reader make better decisions in the field of international trade?"

The other aspect that is deemed essential is to provide the contacts (names, telephone and/or fax numbers) who can provide further assistance on the topics covered: participation at trade fairs and exhibitions, market research, export assistance, etc.

The enthusiastic feedback from CanadExport's readers has been extremely rewarding for the newsletter team. Direct mail, daily requests for subscriptions, the rage of those, afraid of missing one issue, who are never satisfied with the time it takes our mailing house to change an address. (It takes only a few days but two issues are already in the mail to the old address).

But the ultimate feedback comes from all of you, who daily use the contacts and phone numbers that we provide to enable you to get involved one way or another in international trade.

Under a new Editor but with the same competent team, CanadExport will continue to provide access to the wide knowledge and expertise available in this department and in our foreign posts.

New formulas to increase market share have emerged in the last few years: strategic partnering, joint venture, manufacturing agreements, etc.

CanadExport's commitment to excellence will enable it to keep on top of these different ways its readers can become involved — hopefully, successfully — in international business.

I am going back in the field, to Barcelona, to assist Canadian companies in doing business with Spain. It will be my pleasure and my privilege to serve the readers of CanadExport.

René-François Désamoré
Editor-in-Chief

Achieving Trade Expansion Nets Foreign Service Award

Robert Turner, Canada's Trade Commissioner to Santiago, Chile, has been presented with the 1992 Foreign Service Officer Award.

The award, presented June 17, 1992 by Secretary of State for External Affairs, the Honourable Barbara McDougall, was in recognition of Mr. Turner's outstanding efforts and achievements in helping to expand Canadian trade and investment in Chile and throughout Latin America.

CanadExport Citation

René-François Désamoré, Editor-in-Chief of *CanadExport*, was presented with a Citation "for developing a highly successful newsletter for Canadian exporters."

The Citation was presented at the second annual banquet of the Professional Association of Foreign Service Officers.

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BUSINESS OPPORTUNITIES

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

COSTA RICA — The Canadian Embassy has been approached by the project head to see if there are Canadian companies interested in participating in the **planning, design, and construction of a meat packing plant** in the rapidly developing San Carlos region. The plant will be designed to process **48,000 beef animals per year and to eventually include by-product processing facilities**. Information on the availability of Canadian programs to assist exporters in this type of venture is available through the International Trade Centres (of Industry, Science and Technology Canada) in major Canadian cities. It is possible that Canadian International Development Agency funding could also be available. Interested Canadian companies wishing to discuss the project or requiring more information may contact Rodrigo Alberto Carazo Z., Project Executive, Apartado 896 Centro Colon (1007), San Jose, Costa Rica. Tel/Fax: 506-28-6149.

COSTA RICA — A well-established company in San Jose seeks **investors interested in equity investment opportunities for a tourism/development project** on the Pacific Coast. The project involves the construction of a high-quality resort with 10 four-person bungalows, an additional 14-room, one-storey building, casino facilities, swimming pool, pool side bar and tennis courts. Contact Freddy Alvarado, Centram Enterprises Ltd., #408-2120, San Francisco, Goicoechea, San Jose, Costa Rica. Tel.: (506) 33 01 86. Fax: (506) 23 91 51.

COSTA RICA — A specialist in the

assembly of light electronics seeks a **joint venture partner to locate assembly operations offshore** and to take advantage of **free trade zone facilities** in the region. The company has had extensive experience in the production of **security devices, PCBs and consumer electronics**. Contact Freddy Alvarado, Centram Enterprises Ltd., #408-2120, San Francisco, Goicoechea, San Jose, Costa Rica. Tel.: (506) 33 01 86. Fax: (506) 23 91 51.

COSTA RICA — A regional manufacturer of industrial and

agricultural conveyor systems seeks a **joint venture partner to manufacture and distribute conveyor systems** in both domestic and export markets. The company currently produces a wide assortment of conveyors, including **motorized belt conveyors, grain transportation systems and gravity conveyors**. Contact Freddy Alvarado, Centram Enterprises Ltd., #408-2120, San Francisco, Goicoechea, San Jose, Costa Rica. Tel.: (506) 33 01 86. Fax: (506) 23 91 51.

Agriculture Market in Mexico

Changes taking place in Mexico's agricultural sector are creating numerous opportunities for Canadian exporters interested in doing or expanding business with that country.

According to the latest information, that country's constitutional adjustments "will open a new chapter in Mexican agriculture, creating many private investment opportunities in the agricultural sector which is currently one of the most dynamic sectors in the Mexican economy."

One example of these adjustments is that foreign corporations now are able to buy land, within the limits established by law, for agricultural, livestock and forestry purposes.

Mexico's attempts to take a long-term agricultural development perspective and to introduce various forms of deregulation have created private investor opportunities in such areas as research and development, infrastructure, production, processing and commercialization (transportation, storage, marketing).

"For Canadians," the report says, "there are many opportunities for investment and technology transfer in dairy, processed foods, grains, poultry and forestry." In this context, the Embassy has identified over 60 high-profile joint venture projects in the agricultural sector.

What's more, the Mexican government promotes foreign investment in projects that help increase its exports. Especially promoted are joint ventures with Mexican producers or agro-industries, infrastructure development projects, as well as projects in storage, transportation, irrigation and seaport facilities.

The country's market for food and beverages is booming. Aggregate consumption of these products has increased 34 per cent from 1989 to 1990, reaching \$21 billion in the last year.

For further information, contact Marcel Lebleu, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8804. Fax: (613) 943-8806.

Agri-Food Markets Grow for Canada's Exporters: ... to Japan...

By far Canada's most important offshore trading partner — approximately \$20 billion in two-way trade — Japan also is Canada's second most important customer (after the United States) for agri-food products.

In 1990, agricultural commodities represented about 20 per cent (\$1.6 billion) of Canada's \$8.2 billion exports to Japan, ranking Canada fourth as a supplier, with 6.4 per cent market share. The country is Canada's number one market for canola, rye and buckwheat.

These and other trade matters are revealed in the report, *Japan: Agri-Food Export Market Assessment*, copies of which can be ordered as indicated in the last paragraph of this article.

According to the report, a number of factors — including Japan's declining ability to compete in food production, the exorbitant cost of agricultural land, and the movement of people from rural to urban centres — "will accelerate the growing demand for imported agricultural and food products."

But that doesn't mean it will be easy to increase Canada's share of this market. Japan continues to maintain highly protective measures and its entire agricultural farm and food policy (discussed in the report) is a controversial one.

Despite this, the report identifies the main growth sectors in Japan for Canadian agri-food exports. They are: meats (beef and pork); grains and oilseeds; processed foods and beverages; dehydrated alfalfa and hay; and animal genetics.

Each of these sectors are then analyzed according to: growth and size of market; opportunities for Canada; competitive analysis; constraints; and possible activities (that would enhance trade or reduce ob-

stacles to trade).

In addition to graphs, charts and maps, the report provides an agricultural and economic profile of Japan and lists useful contacts.

Copies of *Japan: Agri-Food Export Market Assessment* are

available from its publisher, International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, C.D. Howe Building, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

...And to Korea

With overall Canada-Korea trade in 1990 totalling \$3.8 billion — Korea has been enjoying a trade surplus in recent years — Korea became Canada's sixth largest trading partner.

And that trend is likely to continue, what with business persons from both countries agreeing that a realistic goal for trade between Canada and Korea is \$10 billion by the year 2000.

These and other trade matters are revealed in the report, *Republic of Korea: Agri-Food Export Market Assessment*, copies of which can be ordered as indicated in the last paragraph of this article.

The report notes that Canadian agri-food exports to Korea have been experiencing double-digit growth, reaching \$155.7 million in 1990. As well, that country has been targeted as a priority market by Canadian agri-food organizations involved with market development and promotion for feed grains, canola, alfalfa products, beef and swine genetics.

With these priorities in mind, the report analyzes eight specific sectors of potential opportunity for Canadian exports: hides and skins; grains; oilseeds and products; dehydrated alfalfa; beef; swine genetics; pork; and dairy genetics.

More significantly, each of these sectors is then looked at in terms of:

growth and size of market; opportunities for Canada; competitive analysis; constraints; and possible activities (remedies).

Copies of *Republic of Korea: Agri-Food Export Market Assessment* are available from its publisher, International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, C.D. Howe Building, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

Security Market

Continued from page 1

A.N.P.I., a non-profit test laboratory set up by the Association of Insurance Companies of Belgium.

The licensing of security equipment/services companies is governed by a law — which should be reviewed very carefully by companies thinking of establishing in Belgium — enacted in 1990. Application is made to the Ministry of the Interior.

Further information on the security services/equipment market in Belgium is available from Elizabeth Golberg, Second Secretary (Commercial), Canadian Embassy, 2, avenue de Tervuren, 1040 Brussels, Belgium. Fax: (011-32-2) 735-3383.

Telecom Exhibition in B.C. Opens Door for Global Traders

Vancouver—Exhibit space still is available, on a first-come, first-serve basis, for telecommunications companies that want to be part of an event that, in 1990, has generated \$62 million in sales to date.

It's also worth their while to attend concurrent conferences, lectures and seminars that will keep them abreast of the latest developments in a global communications market valued at \$500 billion.

INTER COMM 93, the **Global Telecommunications Congress & Exhibition**, will be held February 22-25 in Vancouver, B.C. and is well on the way to surpassing the inaugural event of 1990.

At the inaugural, more than 170 international telecommunications companies exhibited, occupying 400 booths. The concurrent Congress included 164 speakers and total attendance exceeded 6,000 persons.

INTER COMM 93 is expected to draw more than 200 leading telecommunications manufacturers and services providers, with attendance by more than 7,000 buyers from more than 50 countries. The Congress will feature 150 speakers in 40 sessions.

Exhibitor emphasis will be placed on a wide variety of areas, including broadband, business communications, cellular, data/digital communications, electronic messaging, engineering/consulting, personal communications systems, switching, teleconferencing, and transmission (fibre/electro optics).

Canadian companies wishing to participate in or wanting more information on **INTER COMM 93**, "the premiere international telecommunication event in Canada", should contact Will Fong, Project Director, **INTER COMM 93**, 500-1190 Melville Street, Vancouver V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

Brochures Invited for Shows:

...In Basel (Information Technology)...

Basel — Canadian firms in the computer hardware, software and peripherals sectors are invited to submit their corporate literature/videos for display at an External Affairs and International Trade Canada information booth (staffed by personnel from the Canadian Embassy in Berne) at **Orbit 92**, being held here September 8-12.

Orbit, billed as the **Information Exhibition for Communication, Office Organization and Infor-**

mation Technology, is the largest national information technology show in the Germanic part of Switzerland.

Interested companies should send — for arrival by August 20 — ten copies of their product literature/videos to Paul Connors, Commercial Division, Canadian Embassy, P.O. Box CH-3000, Berne 6, Switzerland. Tel.: 011-41-31-44-63-81. Fax: 011-41-31-44-73-15.

...In Britain (Aerospace)... and

Farnborough — Companies are being invited to participate — through the display of product literature — in an Information Booth which External Affairs and International Trade Canada will have within the Canadian Industry Stand at the **Farnborough International Aerospace Exhibition** being held here September 6-13, 1992.

The Canadian industry participation is being developed by private industry with the co-operation of the Aerospace Industries Association of Canada.

The Farnborough event is held biennially — alternating with the **Paris Air Show** — and, having

been held for more than 40 years, is one of the most significant aerospace and defence trade shows in the world.

At this year's show, participating companies will be able to display their products to more than 350,000 expected attendees.

For further information or to send literature — (literature must be received by August 7, 1992) — contact Louise Cameron, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3607. Fax: (613) 995-6319.

...In Basel (Environment)

Basel — Canadian environmental equipment, services and technology firms are now being solicited to freely display their product literature at a show being held in this city October 6-9, 1992.

Canadian Embassy personnel from Berne will staff the information booth which will be set up at **M.U.T.'92**, the **European Exhibition for Environmental Technology and International Con-**

gress for Environmental Technology and Research.

Companies interested in participating in **M.U.T.'92** should forward — for arrival at the **Embassy no later than September 25** — 25 copies of their brochures (and business cards) to Canadian Embassy, Commercial Division, P.O. Box CH-3000, Berne 6, Switzerland. **Shipments must show Berne as final destination.**

Recruitment Underway for U.S. Auto Specialty Equipment Show

Las Vegas — Space for up to 14 Canadian companies has been allocated at External Affairs and International Trade Canada's National Stand at SEMA/AI, being held here November 3-6, 1992.

SEMA/AI (Specialty Equipment Manufacturers Association/Auto International Association Show) is an excellent venue for domestic and international manufacturers and importers of parts and accessories for specialty/performance vehicles, light trucks and automobiles.

Last year — Canada has partici-

pated eight times at SEMA — Canadian exhibitors projected sales in excess of \$6 million.

Attendees at this event include warehouse distributors, chain stores, jobber/retailers, service and repair specialists, car dealers, tire dealers and rebuilders, designers, engineers, and marketing personnel — both from the major U.S. manufacturers and from U.S.-based foreign automobile manufacturers.

This year, as part of the Automotive Aftermarket Industry Week, SEMA will have the support of the U.S. Department of Commerce Foreign Buyers Program — which means more international buyers will be attending the show.

Companies interested in participating in SEMA'92 or wanting further information (including participation fee) on the show should contact, as soon as possible, Alan D. McBride, U.S. Trade and Investment Development Bureau (UTI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5149. Fax: (613) 990-9119.

Korea to Host Its Largest Exhibition

Seoul — Entering its sixth year and attracting buyers who are interested in sourcing the latest products from around the world, Korea's largest and most comprehensive exhibition — SITRA'92 — will be held September 29-October 5.

Organizers say exhibiting at SITRA (The Seoul International Trade Fair) will provide Canadian companies with "a wonderful opportunity to gain exposure in one of Asia's most important markets."

In 1990, SITRA attracted 435 exhibitors, including 183 from abroad. At that event, more than 3,100 buyers negotiated sales of nearly US\$550 million.

For more information on how your company can exhibit, contact Korea Trade Centre, 65 Queen Street West, Suite 600, Toronto M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893; or Korea Trade Centre, One Bentall Center, 505 Burrard Street, Suite 1710, Vancouver V7X 1M6. Tel.: (604) 683-1820. Fax: (604) 687-6249.

International Trade Fairs

Notices of international trade fairs in which Canadian companies might be interested but in which External Affairs and International Trade Canada (EAITC) may not be directly involved recently have crossed this desk. They include:

7th Izmir International Fair — August 26-September 10, 1992 — Izmir, Turkey. Contact IZFAS, Sair Esref Bulvari 50, 35230 Kulturpark, Izmir, Turkey. Fax: (90-51) 25 43 42. Telex: 52174 fair tr.

International Exhibition of Food Technology (FIDTA'92) — September 8-14, 1992 — Buenos Aires. Contact Rodolfo Rodriguez, Minister Counsellor, Embassy of Argentina, 151 Slater Street, Suite 400, Ottawa K1P 5H3. Fax: (613) 563-7925.

International Shipping & Marine Technology Market & Congress (SMM'92) — September 29-October 3, 1992 — Hamburg, Germany. Covers the latest developments in shipbuilding, ship operation technology, marine technology and port equipment. Anticipate 30,000 trade visitors/buyers from 50 countries. Contact Lorraine Reardon, EAITC. Fax: (613) 995-6319; or Erika Gothe, Canadian German Chamber of Industry & Commerce, Montreal. Tel.: (514) 844-3051. Fax: (514) 844-1473.

CONSTRUCTECNIA'92/SUBCONTRATA International'92/Transportec'92 — November 20-29, 1992 — Lima, Peru. Three specialized fairs covering machinery equipment and construction material; industrial subcontracting; and transportation. Contact Ms. Juana Kanna, Coordinator. Telex: 25504 PEFERIA. Fax: (5114) 523-907.

CANADEXPORT
suspends publication
for two issues during
the summer months.

The next issue
of **CANADEXPORT**
will be published
September 1, 1992.

Number to Note

The new facsimile number for the Canadian Embassy Post in Quito, Ecuador is (011-593-2) 503-108.

India's Engineering Trade Fair a Global Attraction

New Delhi — Canadian companies now are being recruited by External Affairs and International Trade Canada to participate in the **10th Indian Engineering Trade Fair (IETF)**, being held February 14-21, 1993 in Pragati Maidan, New Delhi.

Organized biennially since 1975 by the Confederation of Indian Industry, **IETF** attracts as many as 600 exhibitors from developed countries around the world.

It is the ideal venue at which to look for an "industrial collaboration" partner; to find an agent (agents are needed to sell to the Indian market); to contact potential customers; and to meet with government decision-makers in Delhi.

For Canadian participants, the **IETF**, complemented by seminars,

conferences and workshops, offers the best opportunities in the following sectors:

- financial and business services sector
- oil and gas products and services
- power and energy equipment and services
- information technology and electronic products and
- primary and secondary industrial and special machinery.

Canadian companies engaged in these sectors and wishing to participate in or seeking more information on **IETF** should contact R. Grison, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0952. Fax: (613) 996-4309.

NEW EMBASSY OFFICE IN ESTONIA

The address for the Embassy office in Tallinn, Estonia is Office of the Canadian Embassy, Toom Kooli 13-2nd Floor, EE 0001 Tallinn, Estonia. The telephone numbers are: (7-0142) 449-056 (local) or (358) 298103 (via Finland). The fax number is (358) 298104 (via Finland).

Reports Focus on Technology Markets in The Netherlands

For the first nine months of 1991, Canadian exports to The Netherlands totalled \$1.3 billion, giving Canada a trade surplus of approximately \$850 million.

The majority of Canadian exports were commodities, but increasingly the trend is toward manufactured end products, including computers, office equipment, machinery and high technology equipment.

Reports and overviews on the

characteristics of - and potential opportunities in - various technology markets in The Netherlands have been received from the Canadian Embassy in The Hague.

Copies of the complete reports may be obtained from Commercial Division, Canadian Embassy, P.O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel.: (011-31-70) 361-4111. Fax (011-31-70) 356-2823.

Events in Leipzig

August 23-25, 1992

Leipzig Fashion Fair.

September 3-7, 1992

URBANIA Municipal Services Trade Show: Equipment for municipal facilities, traffic information systems, cleaning/waste disposal equipment and services.

September 3-7, 1992

BUGRA Printing/Packaging Trade Show: Printing machinery, book-binding, packaging equipment, consulting services.

September 3-7, 1992

BIK'92 Office/Communications Systems Trade Show: Personal computers, work stations, office telecommunications systems, filing/retrieval systems.

September 16-19, 1992

TGA 3rd International Exhibition for Technical Equipment in Buildings.

October 30-November 4, 1992

MEBA Metalworking Trade Show: Manufacturing systems, machine tools for metal cutting, software, industrial robots, electronics, testers.

October 30-November 4, 1992

Construction Trade Show: Construction chemistry/preservation of structures, building machinery/tools, roofs/walls/facades, sanitary/heating systems.

December 3-8, 1992

Tourism/Camping Trade Show.

Persons wanting additional information on these events should contact Carlos Pechtel De Avila, Agent General for Canada, Leipzig Fair Canada Office, 11231 Jasper Avenue, Edmonton, Alberta T5K 0L5. Tel.: (403) 482-3427. Telex: 037-2991. Fax: (403) 488-0350. Toll-free: 1-800-661-2221.

BUSINESS AGENDA

Toronto—September 18-19—“Sri Lanka 92: Gateway to the Developing World” is a two-day trade exhibition designed, among other reasons, to promote bilateral trade between Sri Lanka and Canada. The exhibition is limited to 50 participants. To register or to obtain information on cost and booth size, contact Canada-Sri Lanka Business Council, 30A Hazelton Avenue, Toronto M5R 2E2. Tel.: (416) 849-1214. Fax: (416) 849-4823.

Toronto — September 20-22 — Exhibitors representing all sectors of the industry will promote their products at the Canadian Seafood and Frozen Food Show. For further information, contact Ralph Weil, Meteor Show Productions, Toronto. Tel.: (416) 229-2060. Fax: (416) 223-2826.

Vancouver—September 22-24—How the forest industry restructures itself to compete successfully in global markets for the next 20 years is one theme of the **Forest Summit Conference 1992**. In addition to workshops, three critical papers will be presented on: “Global Fibre Supply and Demand Trends”; Technology and the Knowledge-based Forest Industries of the Future”; and A View of Canada’s Forest Products Sector in 2010”. For registration and other information, contact Paddy O’Reilly, Conference Director. Fax: (604) 688-1573. Other forestry-related events include **Demo 92**, an exhibition of tree-felling equipment and machinery, Kelowna, September 17-

20, fax: 604-666-2353; **Wood Expo 92**, a showcase of the latest forest products, services, equipment and technology, Vancouver, September 23-25, fax: 604-433-9549; and

EXFOR-West, a display of state-of-the-art pulp and paper equipment and machinery, Vancouver, September 23-25, Vancouver, fax: 604-433-9549.

PUBLICATIONS

Chemical Market Surveyed in Guatemala

Canadian suppliers who undertake aggressive marketing activities and appoint local representatives could get a better share of one of Guatemala’s most important imports — chemicals — according to *Chemical Market Survey - Guatemala* (#65LA), a report recently prepared by the Canadian Embassy in Guatemala City.

In the last four years, the value of chemical imports to Guatemala has not been less than US\$262 million. In 1991, the value of chemical imports peaked at \$315 million — yet Canadian suppliers captured only very small percentages of the market, indicating there is “substantial potential for growth in the Canadian market share,” says the report.

What’s more, the chemicals that Guatemala imports in increasingly higher volumes are available from Canada. They include chemicals used in the fertilizer, food processing, sugar, soap, detergent, cosmetic, paint, and textile and water treatment industries — all of which are described in the study.

Copies of the report, which also

provides information on customs duties, shipping, agents and distributors, are available through Info Export (see box at bottom of page 8).

For additional information on Guatemalan or other Central American markets, contact T. A. Bearss, Latin American and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Arab Agricultural Directory

Canadian agricultural companies wanting to make their presence known in the Arab world are being invited to purchase advertising space in a major directory that is now being compiled. The comprehensive *Arab Agricultural Directory 1993*, in both Arabic and English, is being published by The Arab Agricultural Engineers Union, a group whose total membership now exceeds 150,000 Arab agricultural engineers. For more information on the directory, contact Omar Hajzoug, VP Marketing, Omar Publishing, 68 Stanley Avenue, Ottawa K1M 1P6. Tel/Fax: (613) 746-6780.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6135). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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LATEST ISSUE
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Dept. of External Affairs
Min. des Affaires Étrangères
September 1992
REVENUE TO BE PAID BY IMPORTERS
LE REVENUE À PAYER PAR LES IMPORTATEURS

CANADIAN EXPORT

Vol.10, No. 14

September 1992

PEMD: Now More Selective, More Effective

By Sylvie Bédard, Editor-in-Chief

To help Canadians more successfully export their goods and services, the federal government has brought significant changes to the well-known PEMD.

Most readers are familiar with the Program for Export Market Development (PEMD) and have probably used PEMD assistance at some point.

This program, often referred to as the cornerstone of federal gov-

ernment assistance to Canadian exporters, has undergone substantial changes in recent months to make it a more selective and effective support to export trade.

Here are the highlights of the new PEMD:

The first change is that, as of now, all proposed activities shall be accompanied with a documented marketing plan.

Various elements of the program are also modified:

Trade Fairs/Visits/ Marketing Agreements:

What is new is the establishment of a threshold concept: preference will be given to proposals from companies with annual sales greater than \$250,000 and less than \$50 million. Otherwise, other criteria related to these activities remain basically unchanged. This is by far the most commonly used element of the program: 82 per cent of the funds approved are for trade fairs and visits, which fall entirely under the responsibility of the regional International Trade Centres.

Project Bidding:

New features are that preference will be given to applicants with minimum annual company sales of \$1 million; there is now a minimum bid value of \$1 million; the minimum financial contribution from PEMD is \$25,000, whereas the maximum contribution is \$250,000. Moreover, approval of projects will now be done by a committee comprised of a cross section of members of Industry, Science and Technology Canada and External Affairs and International Trade Canada.

Continued on page 2 —
PEMD

Florida Amusement Attractions Serious Business for Canadians

Trade opportunities can arise in the most unexpected places — like the following that recently crossed this desk and which should prove quite attractive to certain Canadian exporters.

Several tourist attractions in Central Florida have indicated they are quite receptive to purchasing Canadian products. A summary follows:

• Walt Disney Attractions:

Located in suburban Orlando and operating Disneyworld and EPCOT Center, the parks feature numerous giftware boutiques that sell a variety of goods.

Of special interest to Canadian suppliers of 'Canadiana' giftware and souvenirs is the Canadian Pavilion at EPCOT. This is a two-stage outlet, with the "trading post" offering goods associated with 'rustic' Canada, and the Boutique of the Provinces selling more contemporary clothing, souvenirs, arts and crafts.

Products found in the trading

post include, among other items, Indian-motif jewellery, T-shirts, Inuit carvings, and arts and crafts. The Boutique shows leather sculptures, collector dolls, clothing and pottery. Price points in both outlets range from a few hundred dollars to several hundred dollars retail.

The EPCOT buyers will consider new lines of merchandise — if they meet Disney's quality, themes, and profit margins.

Companies wishing more details or wanting to explore selling to EPCOT should send photographs or catalogues, product descriptions, and price lists (in US dollars) to Nancy Sutton Scott, Merchandise Buyer, EPCOT Center, Box 10000, Lake Buena Vista, Florida 32830, United States.

Do not send samples and do not telephone. Ms. Sutton Scott or her colleague, Nancy Churchill, will initiate further contact, if warranted.

Continued on page 2 —Florida

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External Affairs and
International Trade Canada

Canada

PEMD: More Selective, More Effective

Continued from page 1

Special Activities (Trade Associations/Organizations):

There are key changes: Approval of project will be required from the association's board of directors; the minimum contribution is \$15,000, with a maximum contribution of \$100,000; only one application per fiscal year will now be permitted; maximum reimbursement of approved eligible costs will be 50 per cent; and, as is the case for Project Bidding, approval will be by

committee.

N.B. Two former elements of the program, Permanent Sales Offices Abroad and Innovative Marketing, are temporarily suspended, pending review of funding sources.

Of the \$18.3 million budget allotted to PEMD for the current fiscal year, \$3.9 million has been committed against 594 approved projects during the first quarter of the year, out of 934 applications. In other words, there is assistance available, if you have done your homework and come up with a

well-conceived documented proposal!

For more information, ask for your new PEMD handbook (recycle the oldies) from the closest regional International Trade Centre, the offices of which are co-located with Industry, Science and Technology Canada, or from Info Export (see box at bottom of page 8).

Mexico Shipment Requirements

A Mexican requirement that all livestock export health certificates be "consularized" (i.e., stamped at a Mexican Consulate in Canada) before shipment to Mexico has been eliminated.

The requirement had imposed time and financial constraints, particularly since many exporters of livestock to Mexico had only 30 days or less before the expiry of their health papers. Indeed, the procedure had been viewed as an onerous Customs requirement unrelated to health issues.

The same requirement, but this one pertaining to the shipment to Mexico of fish and food products, may "soon be eliminated", a Mexican Health official has advised the Canadian Embassy in Mexico City.

At the present time, however, exporters are reminded that the requirement remains in effect for the shipment of fish and food products to Mexico.

For more information on Mexican livestock, fish and food products export requirements, contact Trevor Wiebe, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5359. Fax: (613) 943-8806.

Florida Attracts Exporters

Continued from page 1

• Universal Studios:

The purchasing department at Universal is open to receiving bids for hundreds of products, from hardware (tools, nails, paint, nuts and bolts) to furniture, kitchen equipment, paper plates and cups, and machinery.

There is particular interest in Canadian printers who have the capacity and capability to provide millions of copies of brochures that contain six colours, special folds and other special effects.

Universal's purchasing agent would like to receive information

from Canadian companies that want to sell to his operation or that want to be placed on the mailing list for bids or tenders.

The contact is: Christopher Martin, Sr., Universal Purchasing Manager, 1000 Universal Studios Plaza, Orlando, Florida 32819, United States.

For further marketing information on Florida, contact the Canadian Consulate General, Suite 400 South Tower, One CNN Center, Atlanta, Georgia 30303-2705, USA. Tel.: (404) 577-6810. Fax: (404) 524-5046.

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

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

CZECHOSLOVAKIA — A dental firm wishes to import dental materials, perform spray filling work for other firms, obtain overseas representation and enter into a possible joint venture arrangement. The company also produces pharmaceutical, veterinary and cosmetic use preparations. Contact Rudolf Blabolil, Marketing Manager, Dental s.p., Povltavska 4, 180 00 Prague 8, Czechoslovakia. Tel.: (0042 2) 683 1581-3. Fax: (0042 2) 826442.

CZECHOSLOVAKIA — The Research Institute of Medical Engineering is interested in the joint development or production of medical equipment, the development of new markets, and in the representation of foreign firms in Czechoslovakia and Central and Eastern Europe. Contact Jan Kreisler, Marketing Manager, Research Institute of Medical Engineering, Kamenice 3, 658 09 Brno-Bohunice, Czechoslovakia. Tel.: (0042 5) 3175. Fax: (0042 5) 325909.

INDIA — One of New Delhi's leading manufacturers of materials handling equipment seeks new technology for the manufacture of same. The firm is looking particularly for suitable technical collaboration to manufacture conveyors/systems (for both surface and underground applications); heavy-duty and large-capacity crushers (single and double roll, hammer mills, impactors, ring granulators,

jaw crushers); vertical turbine pumps (sewage/sludge, submersible, chemical, horizontal split casing, and rubber-lined pumps); and electro-magnetic and electro-mechanical feeders. Contact K.K. Mohan Sharma, Vice President, Hyderabad Industries Limited, Sanatnagar, Hyderabad-500 018, India. Fax: 0842-261227.

KUWAIT — The Purchase Department of Kuwait Institute for Scientific Research, wishing to update its library, seeks the newest in laboratory and scientific product catalogues and bro-

chures. Material specifically being sought includes gas and petroleum technology, meteorological equipment, fish farming equipment and supplies, chemicals/reagents, and agricultural equipment. Suppliers of such catalogues can reroute the material through local agents, if any, or send directly to Purchasing and Stores Manager, Kuwait Institute for Scientific Research, P.O. Box 24885 Safat, 13109 Safat, Kuwait. Fax nos: 4846934/4834090.

MEXICO — An import-export firm can offer Canadian companies services pertaining to consulting, Customs duties, Customs law, locating buyers and sellers, and providing market studies. Contact Pedro P. Segura, Latin American Division, Bufete Internacional de Intercambio, S.A. de C.V., Descartes 55, Col. Anzures, Mexico 11590, D.F., Mexico. Fax: (525) 254-2553.

MEXICO — A producer and importer of medical products wishes to import the following from

Canada: radioactive isotopes and their compounds, health care products, medicines, diagnostics and biologicals. The firm also is interested in technology exchange and joint ventures. Contact Dr. Eduardo Larrea, Commercial Coordinator, Probifasa, S.A. de C.V., Mexico Tacuba # 1419 Col. Nva. Argentina, Del. Miguel Hidalgo, 11230 Mexico, D.F. Tel.: 3-99-56-44. Fax: 5-27-05-27.

NIGERIA — The Government of Cross River State Nigeria seeks Canadian companies willing to

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BUSINESS OPPORTUNITIES

ness in the following areas: pulp and mills industry; cement industry; soft drink industry; beer industry; and Canadian new and used car business. This Nigerian state has been declared an Export Free Zone and any company willing to do business here will benefit from export-free tax. Contact Patrick Ottoh, Yakurr Associates, P.O. Box 92, Yakurr L-G-A, UGEB, Cross River State, Nigeria.

TAIWAN — A prominent Taiwan firm is seeking a partner for technology transfer and wants to become an exclusive import agent for manufacturers of, among other items, servo motors, stepping motors and drives, industrial controllers, car parking equipment, industrial robots, and pellet auto supply systems. Contact Cindy Huang, Manager, Far East Trade Service Inc. (Taiwan Trade Centre), Place Montreal Trust, 1800 McGill College Ave., Suite 2108, Montreal H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

Events in Poland Concern Small, Medium Businesses

Warsaw—Canadian businesspersons anxious to familiarize themselves with the legal, financial and practical aspects of setting up and operating joint ventures in Poland might find it worth their while to attend events scheduled to take place next month in that country.

The 19th International Small Business Congress (ISBC) being held in Warsaw October 11-14 is traditionally attended by small and medium-size firms, representatives of small business associations, academic leaders, bankers

and government officials.

This year's topic is "Small Business as a Factor Integrating Eastern and Western Economies" and will reflect on the political and other changes that have resulted in a shift to a market economy and privatization.

During the Congress, participants will have an opportunity to visit small and medium-size Polish companies and to meet representatives of the Polish government, financial and business circles.

In conjunction with the Congress, and for the first time, the ISBC is

encouraging businesspersons from around the world to attend the 1st International Small Business Fair (Kooperacja), being held October 13-16 in Poznan.

This event will allow participants to demonstrate the scope and diversity of small business products and services—and the role played by small business as the chief subcontractor and supplier of big business. As well, the latest generation of machinery and equipment for small business will be on display.

Also scheduled for Warsaw (October 26-28) is the Third Investors Forum, specifically designed to inform foreign businesses of the legal, financial and practical aspects of creating and operating joint ventures in Poland.

The Forum will also facilitate direct contact between foreign businesspersons and Polish entrepreneurs and enterprises. Some 150 Polish projects for joint ventures or other forms of cooperation will be identified, screened and documented prior to the Forum.

At the Forum, individual meetings will be arranged between foreign and Polish businesses during which the specific projects can be discussed.

In addition to discussing foreign investments, incentives and guarantees, the Forum will focus on such sectors as machine tools, machinery for food processing and packaging, construction machinery and equipment, environmental protection equipment, chemicals, pharmaceuticals, brewing and engineering.

For further information, contact Waldemar Markiewicz, Trade Commissioner's Office of the Republic of Poland in Canada, 3501 Avenue du Musée, Montreal H3G 2C8. Tel.: (514) 282-1732. Fax: (514) 282-1784.

One of a Kind

Munich Hosts Most Important Information Technology Fair

Munich — Canadian companies have an opportunity to participate (October 20-23, 1992) in what is described as "the most important international trade fair for information technology and the manufacturing industry."

SYSTEC'92, held at the Munich Trade Fair Centre in conjunction with a congress of conferences and seminars, offers communications right across the board — from purchasing, development, logistics, production and quality assurance, through to marketing.

Focusing on the production industry — and how to make it profitable — SYSTEC exhibits include software and design hardware; networks and their components; industrial communications technologies; mobile communications and data bases; just-in-time solutions; industrial production aids; quality assurance tools and methods of testing.

At the last SYSTEC, held in 1990, there were more than 750

exhibitors from 17 countries who presented their solutions for integrating information technology into management strategies. The event attracted 40,000 specialist visitors from 53 countries.

This year's fair is expected to be even more comprehensive, giving all fields of manufacturing industry a chance to show themselves at their best — and to make contacts that pay off.

For further information on SYSTEC'92, contact Lorraine Reardon, Western Europe Trade, Investment and Technology Division — Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-6319.

Interested participants may also contact the show's Canadian organizers, Derek Complin, UNILINK International, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Catalogues, Personal Participation Can Capture Attention at Cuba Fair

Havana — Companies that want to explore the Cuban market can either participate personally or forward brochures for display at **Alimexpo, the International Fair of Food, Refrigeration, Packaging and Graphic Arts**, being held here September 16-21, 1992.

Cuba's message, say trade officials, is that it is "open for business" and is reorienting its trade relations to western suppliers.

Participation in the show will enable visitors to meet Cuban decision-makers to discuss requirements and to form strategic linkages. Personal contact and fre-

quent follow-up are keys to doing business in Cuba, trade officials add.

They also note that Canada is well respected as a reliable supplier of high-quality products and Canadian businesspersons always receive an especial welcome.

Sponsors of **Alimexpo**, many of them government departments, are interested not only in discussing immediate sales prospects, but in encouraging visitors to examine prospects for joint ventures and other forms of collaboration under Cuba's joint venture legislation (Law 50). The law provides

for transfer of profits and offers various tax and labour concessions.

Fair organizers have identified the following sectors as important priorities: food products for the tourism industry; technological equipment and packaging machinery for slaughterhouses; meat additives (e.g. Tripolyphosphate and caseinate); artificial casing.

There is also interest in dairy, meat, beverages, milling, bakery and canned products industry equipment, and raw materials.

For the packaging industry, there is, among other things, a need for: glass ampoule and vial-making machines for the pharmaceutical industry; rum-bottling lines; and electric welding equipment.

For the commercial refrigeration industry, requirements include: freezers; display cabinets; compressor and condenser units; ice-making machines; and equipment for ice cream shops.

For the industrial refrigeration industry, there is a need for: compressors for cold storage; equipment and systems for automation and control; and equipment for the handling, transportation and storage of perishable products; and thermal insulators.

Also identified as priority needs are: air conditioning units; heat exchangers; and computers and electronics applied to refrigeration.

Companies wanting to display brochures at the Information Stand at **Alimexpo** should courier 25 copies to Commercial Division, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7.

Canadian exporters interested in attending the exhibition are encouraged to contact the Com-

Continued on page 6 — Cuba

Show in El Salvador Opens Doors to Business Bonanza

El Salvador — Companies wishing to take advantage of the business opportunities in El Salvador should consider displaying their products at this country's bi-annual international fair which will be held November 4-15, 1992.

Officially called **La Feria Internacional de El Salvador**, the event runs longer than most trade fairs. Because of this, the Canadian Embassy will make space available to companies that wish to participate for only two or three days during the show.

The most promising sectors for the Canadian export of goods and services have been identified as: telecommunications equipment, electric power equipment, agricultural fertilizers, consumer goods, and textile/apparel machinery.

At the 1990 **La Feria**, the Canadian pavilion was visited by an estimated 300,000 people. That same event attracted 17 national

stands, participating companies from 31 countries, and over 800,000 visitors.

Canadian companies interested in participating in **La Feria** might wish to contact their nearest International Trade Centre to obtain information on possible financial assistance available to them through the Program for Export Market Development (PEMD).

For more details on the El Salvador market or for further information on participating in **La Feria Internacional de El Salvador**, companies may contact Tom Bearss, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Companies may also contact directly, André LeBlanc, Commercial and Economic Division, Embassy of Canada, San José, Costa Rica. Tel.: (011-506) 55-35-22. Fax: (011-506) 23-23-95.

Switzerland to Host Medical, Hospital Equipment Fair

Zurich — Canada will have an information booth-cum-catalogue display at the **International Medical and Hospital Equipment Fair (IFAS'92)** being held here November 3-6.

This will mark Canada's third participation in this event which is held every other year and which attracts as many as 400 exhibitors from more than 20 countries. About 30,000 visitors attend the show.

Products displayed at **IFAS** range from basic supplies for hospitals and medical practitioners to high technology equipment and sophisticated precision instruments and electronic devices.

Rehabilitation aids, implants, geriatric and orthopaedic appliances were very much in evidence — and very much in demand — at the 1990 show.

IFAS attracts chief buyers for hospitals and nursing homes, managers of insurance companies and Cantonal authorities, and members of government and government advisory committees. Medical practitioners, therapists, laboratory workers and pharmaceutical producers also attend.

Visitors to the Canadian Stand will complete forms indicating their interest. After the fair, inquiries will be forwarded to Canadian companies for action.

Canadian manufacturers and exporters of medical/hospital equipment, instruments and devices interested in having their descriptive and illustrated brochures displayed at the Canadian Stand should mail not more than three copies to:

Commercial/Economic Division, Canadian Embassy, P.O. Box, CH-3000 Berne 6, Switzerland. (*Shipment should be marked "for display at IFAS"*).

Markham, Atlanta Shows Focus on Service Sectors

Markham — Companies and organizations that can help manufacturers expedite their international trading initiatives will be the focus of attention at **Global Connections '92** being held here October 14-15.

This **International Import/Export Trade Development Trade Fair and Conference** will also be held in Atlanta, Georgia, November 18-19, 1992.

Global Connections, say its sponsors, will give service sector companies, government agencies, international trading houses, international banks, freight forwarders, Customs brokers, inter-

national communications companies and consultants an opportunity to display the services that can help open doors to international markets.

The venue consists of a trade fair arena, a seminar arena and a networking arena capable of accommodating 400 exhibitors and as many as 5,000 anticipated visitors.

For further information (registration, cost, etc.) on **Global Connections '92**, contact Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Quebec Association of Trading Houses Offers International Trading Courses

Montreal — Courses that will introduce participants to import-export techniques that are used in world trade are being held this month and next in Montreal.

Among the topics covered in **The International Trader-Introduction** are: market identification; client selection; sourcing; technicalities and cost of international transport; financing and methods of payment in international trade; risks; export pricing; and negotiation.

Open to all individuals — though registration is limited — who are interested in improving their skills in this sector of growing importance, the courses feature speakers who are highly experienced

traders.

Particulars are as follow: Location, The Quebec Association of Trading Houses (AMCEQ), Montreal; Date, September 22-October 29, 1992 (**English**); September 9-October 19, 1992 (**French**); Duration, 30 hours, Tuesdays and Thursdays from 18:30 to 21:30; Cost, \$450. Information and registration is through AMCEQ. Tel.: (514) 286-1042. Fax: (514) 848-9003.

These courses in international trading have been offered by AMCEQ since 1988. They were developed with the assistance of the Quebec Ministry of International Affairs and External Affairs and International Trade Canada.

Cuba Fair

Continued from page 5

Commercial Division of the Canadian Embassy in Havana. Telex: (Destination code 28) 511586 (CAN CU). Fax: (011-53-7) 33-2044.

For further information, contact Joseph Cogné, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.

Jordan**End of Crisis Creates Trade Opportunities**

Severely effected by the Gulf crisis and certain to feel continuing aftershocks, Jordan is a potential market that should encourage rather than discourage exporters.

Despite a high ratio of unemployment and a heavy demand on resources and public services, the country continues to show signs of social and economic recovery.

Canadian exports grew three-fold in 1991 to reach a record of C\$20 million in goods and approximately C\$13 million in services — much of it due to the growing support of the Canadian International Development Agency program.

Exporters must act quickly to consolidate representation and partners in order to capitalize on the wide-ranging opportunities, especially in forestry products, construction materials, agro-industry, mining, transportation, industrial machinery and services — all identified by the Canadian Embassy in Amman as having significant potential.

Jordan relies heavily on imports for its domestic consumption. The influx of over 300,000 "returnees" (mostly skilled professionals) from Kuwait boosted the population by about 10 per cent in the space of just a few months, stretching social infrastructure needs and generating additional demands for imports of all types, notably foodstuffs and raw materials.

The kingdom imported a record C\$3.0 billion in 1990. That's 40 per cent higher than the previous year. The Central Bank has amassed enormous gross reserves (now in excess of C\$4 billion) allowing the import trend to continue.

This could introduce a new era of industrialization. One local bank

estimates that over 300 new industrial firms were started in the second quarter of 1991 alone, concentrated in the agro-industry and in such light manufacturing as metal, electrical, plastics, pharmaceutical and chemical industries.

These factors present significant opportunities for aggressive Canadian exporters in a wide range of sectors.

For further information on po-

tential trade opportunities in Jordan, contact Africa and Middle East Trade Division (GBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6983. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

TV Market in Argentina

Excellent opportunities in the Argentine market exist for Canadian exporters/suppliers of equipment, programming and other related services to local cable and TV operators.

A memo from the Canadian Embassy in Buenos Aires indicates that, at present, there are more than 1,000 cable systems in operation, nearly 3,000,000 subscribers, and a rapid growth is expected in the near future.

The Embassy also reports there is an urgent need for upgrading existing facilities to make room for premium and PPV programming. In addition, Pay TV is starting (as scrambled VHF transmissions are being allowed) and it is likely there will be many of these services in the next two to three years.

To capitalize on this potential market, the Commercial Section of the Canadian Embassy in Buenos Aires has commissioned a study on *The Cable and TV Market in Argentina*. It will provide interested Canadian companies with a solid basis for entering this market.

Companies wishing a copy of the study or seeking information on

trade fairs that pertain to this sector should contact Ghislaine Harquail, First Secretary (Commercial), Canadian Embassy, Casilla de Correo 3898, 1000 Buenos Aires, Argentina. Fax: (011-54-1) 806-1209. Telex: (Destination code 033) 21383. Tel.: (011-54-1) 805-3032.

\$20 Million Credit to Kazakhstan

A \$20-million credit for trade with Kazakhstan will be used for mutually agreed upon projects in the oil/gas and agri-business sectors, International Trade Minister Michael Wilson announced during a recent trade mission which he led to that country, Russia and Ukraine.

"Kazakhstan holds impressive economic potential due to its large reserves of oil, gas and a variety of other minerals," Wilson said.

The credit will be administered by the Export Development Corporation, Canada's official export credit agency.

BUSINESS AGENDA

Montreal - September 15-November 17: A 30-hour session on **The Role of Transportation in Product Marketing**, a course which is part of the training activities of the MAI on cooperation with the Centre de Transport international des marchandises (CTIM). The same workshops will be given in Quebec City from September 22 to November 24. You may register with the CTIM by calling (514) 274-3573; fax (514) 274-9608.

Montreal - Wednesday evenings, from September to November and January to April: the course, **Introduction to International Trading**, will be offered by the Quebec Association of Manufacturers, in cooperation with the MAI. To register, telephone Ginette Desroches, Quebec Association of Manufacturers: (514) 866-7774.

Cambridge (Ontario) - September 17; Brantford - October 14; Mississauga - November 5; Scarborough - November 19 - International Trade Shows Made Profitable workshops. Contact Barry Siskind, International Training and Management, Toronto. Tel/Fax: (416) 483-3836.

Montreal - October 4, 5 and 6: 49th Annual Congress of the Canadian Exporters' Association. Additional details will be available in the September 15 edi-

tion. To register, contact Mrs. Jacqueline Miller in Ottawa at (613) 238-8888; fax (613) 563-9218.

Ottawa - October 12-16 - The International Laboratory Accreditation Conference (ILAC)

will be held in Canada for the first time. ILAC will feature experts from around the world and will bring delegates from some 40 countries. Contact the Testing Division, Standards Council of Canada. Fax: (613) 995-4564.

PUBLICATIONS

Business By Mail

A new guide that could help Canadian companies break into the \$150-billion-a-year catalogue house/direct mail business in the United States has been produced by the U.S. Trade, Tourism, and Investment Development Bureau of External Affairs and International Trade Canada.

A Guide to the U.S. Mail Order Catalogue Industry will help Canadian companies find U.S. catalogues that carry products similar to their own. It also provides tips on how to enter into an agreement with U.S. catalogue houses and contains a sample list of U.S. catalogues and the products they carry.

Copies of the guide (code #99UA) are available through Info Export (see box at the bottom of this page).

Australia Guide

A new edition of the booklet, *Australia: A Guide for Canadian Exporters* (#4CA), has just been published by the Asia Pacific South Trade Development Divi-

sion of External Affairs and International Trade Canada.

The publication answers questions most frequently asked about the Australian market, including sizing up the market, finding customers, pricing, getting the product to market, and getting paid.

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

Take Note

The fax number for the Canadian Consulate in Quito, Ecuador is (00-593-2) 503-108. Three new telephone lines are also now available: (00-593-2) 564-795, 506-162, and 506-163.

The Canadian Consulate General in Berlin has moved to the following address: Friedrichstrasse 95, 0-1086, Berlin, Germany. The telephone numbers (030 261-1161/1162/1163) and fax number (030 262-9206) remain the same.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 994-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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LATEST ISSUE

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CANADEXPORT

Vol.10, No. 15

September 15, 1992

NAFTA Gets Green Light

By now, anyone who reads a newspaper, watches television, or listens to radio, knows that a **North American Free Trade Agreement (NAFTA)** has been agreed to — in principle.

In principle, means the agreement, which will have an effect on most Canadian businesses, still has to be ratified by the appropriate governments in each country (Canada, the United States, Mexico). Following ratification, it will come into force on January 1, 1994. Those are 'givens'.

What is less clear is: How does the agreement impact on Canada's exporters or would-be exporters?

In an attempt to answer this (and other questions of interest to exporters), **CanadExport** will run periodic articles on the subject.

At this initial stage, we can cite statistics showing that, among a multitude of trade-related matters:

- Canadian exports to Mexico were up by 100 per cent during the first five months of this year, compared to the same period in 1991;
- The trade deal should open up a total North American **auto parts** market of more than \$12.8 billion by 1994;
- Two-way trade exceeded \$3 billion in 1991 and will exceed \$5 billion by the end of the decade; and
- Mexican tariffs and import licensing requirements will be eliminated — some immediately and others over five to 10 years — providing barrier-free access to 85 million consumers.

CanadExport's 'tentative' plans

Continued on page 2 — NAFTA

Funding of \$14.7 Million

Joint Ventures, Investments Promoted in Malaysia

Joint venture investment opportunities in Malaysia now are being promoted by Enterprise Malaysia Canada (EMC), an organization set up by the federal government — through the Canadian International Development Agency (CIDA) which is providing funding of \$14.7 million over five years.

The EMC is run on CIDA's behalf by an executing agency, the international business consulting firm of Coopers & Lybrand.

The booming economy of Malaysia, coupled with the strongly pro-development policies of its government, present significant opportunities for Canadian firms wishing to expand their business through overseas joint ventures.

The government's aim is for the country to be industrialized to the level of Western Europe and North America by the year 2020. (Some economic observers predict the goal could be reached by the year 2005.)

To achieve this goal, ambitious infrastructure initiatives are planned, involving highways, ports, airports, telecommunications, gas pipelines, hydro-electric schemes, water management, and housing projects.

The government also realizes it must acquire foreign technological expertise for its plans to succeed. A vigorous private sector (which includes a growing number of former government operations, recently privatized) also needs foreign technology and investment.

Michael Strong, the Vancouver-based Canadian Director of EMC,

says investments in joint venture projects made today by Canadian companies promise extremely handsome results.

"For example," says Strong, "for the last four years American companies investing in Malaysia have earned an average return on investment of 26.5 per cent.

"That compares favourably with returns of 16.1 per cent for all 10 countries in the European Economic Community and 10.8 per cent for U.S. companies investing in Canada over the same period."

In addition to its strategic location in Southeast Asia — providing access to a potential market of more than 300 million people — Malaysia offers other advantages.

The government encourages foreign investment, offers attractive tax incentives, and repatriation of funds. Cost of land and labour are attractive. The country's institutions are similar to those in Canada and the language of commerce is English.

For more information, contact the following Enterprise Malaysia Canada offices:

Continued on page 2 — Malaysia

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External Affairs and
International Trade Canada

Canada

*Atlanta 1996 Olympics***Sessions to Discuss Merchandise Licensing**

Information and meetings sessions for Canadian firms wishing to manufacture and sell licensed 1996 Atlanta Olympic Games merchandise in Canada and the United States will be held in **Toronto** (September 30, 1992) and in **Montreal** (October 1, 1992).

The 1996 Atlanta Olympic Games, marking the 100th anniversary of the modern Olympics, will be of special interest to Canadian firms seeking to commercialize licensed Olympic merchandise in the U.S.

U.S. consumer interest and demand for the 1996 Olympic commemorative products, limited editions and souvenirs will be strong — sales of this licensed merchandise over the next four years are expected to surpass, by many times, the \$130 million in sales recorded

at the 1984 Los Angeles Games!

At the information sessions, Robert Hollander, Vice President, Licensing, of Atlanta Centennial Olympic Products (A.C.O.P.), will discuss the U.S. licensing program. A U.S. trademark attorney from the Atlanta Committee for the Olympic Games will address legal issues regarding licensing and the sale in the United States of licensed Olympic merchandise. And the President of the Olympic Trust of Canada, Bill Wardle, will discuss the Canadian licensing program and its relationship to the U.S. licensing program.

These briefing sessions should be of particular interest to giftware, sporting goods, apparel and novelties firms — but there are potentially many new business opportu-

nities for Canadian firms wishing to undertake sub-licensing and sub-contracting on behalf of future American licensees, both in the United States and Canada.

The Games are four years down the road; however, **licenses are expected to be granted within the next few months** to enable licensees to begin commercializing their licenses as soon as possible.

The sessions are being co-hosted by External Affairs and International Trade Canada (EAITC); the Ontario Ministry of Industry, Trade and Technology (M.I.T.T.); the Quebec Ministry of International Affairs (M.I.A.); and the Olympic Trust of Canada.

To pre-register for these events and to receive an official "A.C.O.P. Preliminary Merchandise License Questionnaire", contact, in **Toronto**: Mary Palmer, M.I.T.T. Tel.: 416-325-6663 or, in **Montreal**: Jean-Pierre Leclerc, M.I.A. Tel.: 514-499-2153.

NAFTA — *Continued from page 1*

are to deal with **NAFTA** issues sector-by-sector, outlining how the deal may affect you as exporters or potential exporters.

We will need your input. You, our **business-oriented** readers, may forward questions that concern how the **NAFTA** agreement may impact on your entrepreneurial undertak-

ings. Tell us what you would like to see covered.

Direct queries, input, suggestions — preferably by fax or letter — to: **CanadExport/NAFTA**, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 992-5791.

Malaysia — *from page 1*

- Suite 700, 1111 West Hastings Street, Vancouver, B.C. V6E 2J3. Tel.: (604) 661-5728. Fax: (604) 661-5770.

- 1202 Sussex Centre West, 990 Burnhamthorpe Road West, Mississauga, Ontario L5B 3C3. Tel.: (416) 279-6966. Fax: (416) 279-0137.

- Suite 10.02 10th Floor, Plaza See Hoy Chan, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia. Tel.: (603) 230-2288. Fax: (603) 232-3740.

- Canada's Senior Trade Commissioner is located at the Canadian High Commission, Tingkat 7, Plaza MBf, Jalan Ampang, 50450, Kuala Lumpur, Malaysia. Tel.: (603) 261-2000. Fax: (603) 261-1270.

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

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

COSTA RICA — A company engaged in the production and export of **safety systems** (bank vault doors, night bank deposit boxes, safety filing cabinets) seeks a **joint venture partner to produce high security safety boxes**. An investment profile is available from Jacques Dupuy, P.O. Box 4540-1000, San José, Costa Rica. Tel.: (506) 334324. Fax: (506) 235722.

**C O S T A
R I C A** — A
c o f f e e -
p r o c e s s i n g

machinery manufacturer who exports 63 per cent of production seeks a **partner that can provide capital investment, technology and international marketing expertise**. An investment profile is available through Mr. Dupuy, as per Costa Rica notice above.

CZECHOSLOVAKIA — An independent research establishment involved in the production and finishing of bearings, the development of grinding machines, and the production and development of measuring and diagnostic instruments and testing machines is interested in **cooperation with foreign partners, particularly with respect to electronic devices and control systems intended for machine tools**. Contact Mrs. Marie Liskutinova, Manager, ZKL VUVL, a.s., Mariánské nám. 1, 61700 Brno-Komarov, Czechoslovakia. Tel.: (0042 5) 337840 ext. 327, 136. Fax: (0042 5) 339 871.

CZECHOSLOVAKIA — This country's leading manufacturer of **electronic components** (connectors, switches, sockets) for telecom-

munications, automotive electronics, military and computer applications is interested in **foreign cooperation for the expansion of its product line or in the introduction of new technologies**. Contact Jiri Subrt, Managing Director, Tesla Jihlava, Havlickova 36, 586 28 Jihlava, Czechoslovakia. Tel.: (0042 66) 24 670. Fax: (0042 66) 29 665.

HUNGARY — A plastics composite development and manufacturing company seeks a **joint venture partner capable of providing marketing and sales input**. The

possibility of turn key projects, possibilities for competitive Canadian companies exist in **joint ventures and technology transfer**. Canadian companies interested in exploring this market, seeking further advice or possible Korean partners should send product information to the Canadian Embassy, P.O. Box 6299, Seoul 100-662, Republic of Korea. Tel.: (011-82-2) 753-2605/8; 753-7290/3. Fax: (011-82-2) 755-0686; 774-6989. Telex: (Destination code 801) 27425 (CANADAK27425).

MEXICO — A company wishes to import, in quantities each of 100,000 pounds, **P V C resin and PVC**

compounds. The firm also has an interest in discussing **technology exchange, joint ventures and representation**. Contact Leopoldo Caraballo, Sales Manager, Telas Plásticas Extruidas, S.A. de C.V., Escuadron 201 # 145, Col. Nicanor Arvide, Mexico 01160. Tel.: 271 81 66. Fax: 272 14 98.

MEXICO — A company wishes to **represent Canadian firms and to import from Canada diesel oil, petroleum derivatives and new products for the petroleum industry**. Contact Alejandro Loyola, Lupeqsa, Noradino Rubio # 49, Col. Casa Blanca, 76030 Queretaro, Queretaro, Mexico. Tel.: (42) 16 03 58. Fax: (42) 16-16-54.

NIGERIA — An importer of a variety of commodities wishes to contact Canadian suppliers of **used refrigerators, used clothing and other general merchandise**. Contact Carol Mbah, Trade Trust Overseas Ltd., 58 Ojuelegba Road, P.O. Box 6879, Surulere, Lagos, Nigeria, West Africa.

BUSINESS OPPORTUNITIES

company has extensive knowledge in 12 patented technologies, including heat exchangers for stack gas cleaning; air-to-air heat exchangers; water pre-heating in boilers; power tube pipelines in power stations; and various FRP manufacturing equipment. Contact Ms. Magda Batky, KOMPOZITOR Kft., 1147 Budapest, Gyarmat u. 71. Hungary. Tel/Fax: (36-1) 252-6122.

INDIA — A company in New Delhi is interested in **importing technology or entering a joint venture (investment) arrangement for the manufacture of oxygenators and accessories**. The company currently imports and assembles a heart-lung pack and routine surgical devices. Contact Life-line Systems Pvt. Ltd., 50/10, Yusuf Sarai, New Delhi-110 016, India. Tel.: 665940. Fax: 6862680. Telex: 31-73306 LLSIN.

KOREA — There now appears to be an opportunity in Korea for Canadian companies that can **supply industrial-scale power plants**, the post reports from Seoul. While domestic competition eliminates the

Canada Welcome at Caracas Shows:

NEW TECHNOLOGIES

Caracas — Companies wishing to explore or enter the market for new technologies in Venezuela might find it worth their while to attend an upcoming exhibition, **ExpoConserv**, being held November 19-22, 1992 in this Venezuelan capital.

Since the inception of its economic adjustment program more than three years ago, Venezuela has gradually liberalized its economy. Not the least of which was affected in the government's move to a more open, global economy was the national trade and services sector — which must modernize, if it is to

& TOURISM

Caracas — Booth space for interested travel agents, retailers and wholesalers will be available at the **2nd International Exposition — Tourism 92**, being held in this Venezuelan capital November 9-11.

The first exposition, held last year, attracted 75 travel-related exhibitors, from airline and hotel representatives to car rental and cruise ship line agents.

Information received from trade officers in Caracas says "this exposition will offer an excellent opportunity for travel firms to promote Canada, their products and services to more than 3,000 travel agents and 600 commercial accounts."

Booth space prices range from US\$900 for 2x2 metres to US\$1,650 for 5x2 metres.

Interested companies should contact Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elegre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

stay afloat. Businesses in this sector must acquire technologies that allow them better control of inventory, invoicing, transportation, business administration, etc. so that they can better serve their clientele in this growing trend to free competition.

Recognizing the need for its members to be put in contact with available new technologies, the National Council of Trade and Services is organizing **ExpoConserv** which will attract exhibitors from, among other regions, the European Economic Community, the United States, Korea, and Japan.

This event provides participants with an excellent occasion to promote their new technologies: information gathering and management systems; telecommunications; retail sales equipment; and security systems.

Companies interested in participating, or wanting more information on **ExpoConserv**, may contact the Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elegre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

10th Anniversary

Cuba Fair a Magnet for Many

Havana — Celebrating its 10th anniversary, the **Havana International Fair** (November 2-8, 1992) is the premier event — customarily opened personally by President Fidel Castro — in Cuba's trade fair calendar.

And Canadians who act quickly can participate — either by purchasing their own booth or by submitting product literature for display at an Information Booth which will be staffed by personnel of the Canadian Embassy in Havana.

In addition to being a forum for importing and exporting to Cuba, the **Havana International Fair** is also promoted as a centre for fostering regional trade with the Caribbean and Latin America — and, more recently, to promote joint ventures or collaboration agreements with Cuban industry.

Embassy spokespersons say the fair has traditionally represented "an excellent opportunity to establish a direct business relationship

with Cuban buyers who normally take advantage of the large number of foreign suppliers to negotiate Cuba's acquisition programs planned for the beginning of the following year."

They also note that, while Cuba has reduced its foreign imports because of economic problems caused by the collapse of its trading relations with the former Soviet Union and other East bloc countries, it is now reorienting its trade relations toward Western suppliers.

"Under these circumstances," they add, "the present time is an appropriate one to either visit Cuba for the first time or to update contacts and provide tangible evidence of continuing interest in this market."

Another bonus is that a number of Cuban firms in the tourist, medical and certain key hard-currency-earning industries have become self-financing, enabling them to purchase needed equipment and sup-

Continued on page 5 — Cuba

Canadian Contingent Rigged Out for Oil Show in Singapore

Singapore — Companies interested in tapping into South East Asia's booming oil and natural gas market are invited to participate in **Offshore South East Asia 1992 (OSEA 92)**, being held December 1-4 at Singapore's World Trade Centre.

OSEA is a broad-based event for suppliers of offshore and onshore oil and gas equipment — primarily in the fields of exploration, production and transportation.

For companies selling to the oil and gas industry in the Asia-Pacific, the OSEA conference and exhibition has become the major biennial sales platform since the event began in 1976.

This year, External Affairs and International Trade Canada and the Government of Alberta have joined forces to make the 1992 show the biggest ever for Canadian exhibitors, giving companies the opportunity to display their promotional materials at the Government of Canada Information Booth.

Companies interested in **displaying their promotional materials** or wishing more information should contact Michelle McCormack, Third Secretary (Commercial), Canadian High Commission, Robinson Road, P.O. Box 845, Singapore 9016. Tel.: (011-65) 225-6363. Fax: (011-65) 226-1541.

Companies interested in **exhibiting at OSEA 92** — being complemented this year by a sistershow, **Refining, LNG & Petrochem-Asia 92** — should contact Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

U.S. Foreign Buyer Missions Invite Canadian Participants

Las Vegas/Chicago/Anaheim — Through the U.S. Department of Commerce, officials of the U.S. Embassy's Foreign Commercial Service in Ottawa are promoting three events at which Canadian participants could benefit through exposure to the U.S. as a potential import/export market.

United States trade representatives currently are organizing delegations of Canadian executives to these events as part of the U.S. Embassy's Foreign Buyer Mission (FBM) program. They expect to have the largest contingent of Canadian buyers ever.

The events, which include on-site briefings and networking opportunities, are:

- **Automotive Aftermarket Industry Week'92** — November 3-6, Las Vegas — the most complete presentation of automotive parts and services in one place for the first time in the history of the U.S. aftermarket.

- **Pack Expo'92** — November 8-12, Chicago — the largest packaging technology event in the Western hemisphere.

- **Wescon'92** — November 17-19, Anaheim — a premier high technology event with the newest and most advanced electronics products and services.

To register for participation, contact the Commercial Office of the U.S. Embassy in Ottawa. Tel.: (613) 238-5335 ext. 217.

U.S. Environmental Market Can Open Through Prime Contractors

Washington — A special briefing on U.S. environmental markets — including an opportunity for private appointments with key contacts in U.S. government and industry — is being organized by the Canadian Embassy in Washington.

The December 1, 1992 briefing, coinciding with the Superfund '92 Exposition, will inform interested participants about the innovative technology and services — for the removal and treatment of hazardous waste — that American prime contractors and government project

managers are seeking.

Eight American prime contractors in environmental markets, as well as officials from the Departments of Defence and Energy, are scheduled to present information on upcoming opportunities. Canadian firms that register in advance and whose products or services match the interests of American firms may request appointments with these speakers.

To register, contact Peter Drabble, First Secretary (Commercial), Canadian Embassy, Washington, D.C. Fax: (202) 682-7619.

Cuba Fair — Continued from page 4

plies directly on the basis of confirmed letters of credit.

Companies wishing to have their own stand at the **Havana International Fair** should book early as attendance is expected to be higher

than last year when 300 companies from 24 countries participated. (Minimum size stand is 9 square metres at US\$130/square metre).

Companies unable to attend

Continued on page 6 — Cuba

*Transactions Exceed US \$17 Million***Exports to Venezuela Financed by EDC**

Transactions in excess of US\$17 million have recently been concluded by Canadian exporters under a line of credit established by the Export Development Corporation (EDC) and Bariven, S.A., Venezuela.

Westinghouse Canada Inc. Hamilton, has sold gas turbine components with EDC financing of US\$9,327,826 to Lagoven, S.A.

Sierra Drill Manufacturing, Calgary, sold two drilling rigs to Maraven, S.A. with EDC financing of US\$5,596,533 million.

Reinforced Plastic Systems Inc., Mahone Bay (Nova Scotia), with EDC financing of US\$1,344,050, has sold reinforced plastic pipe to Maraven, S.A.

Natco Canada (a Division of Cummings Point Ltd.), Calgary, has

sold gas dehydration equipment to Lagoven, S.A. Financing of US\$1,060,466 was provided by EDC.

The line of credit with Bariven is EDC's first financing facility for the Petroleos de Venezuela S.A. group (PDVSA). Originally signed in January 1992, it represents one of the most rapidly utilized lines of credit ever established by EDC.

PDVSA has indicated its intention to increase its procurement in association with its ambitious expansion plans. This may result in further export opportunities to Venezuela for Canadian companies in the oil and gas sector.

EDC is Canada's official export credit agency responsible for providing export credit insurance, loans, guarantees, and other financial services to promote Canadian export trade. Its offices are located

in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

Contracts Awarded

Controlled Environments Limited (Conviron), Winnipeg, has been awarded two contracts. The first, by DuPont De Nemours, France, has a value of \$1.6 million; the second, by the United Nations, has a value of \$1.7 million. **Conviron** will install environmental growth rooms and chambers in both projects.

A US\$540,000 contract has been signed by **Groupe Berclain Inc.,** Sainte-Foy, Quebec, to supply its MOOPI computers to Cartonages Estrella S.A. de C.V. of Mexico.

A two-year contract (with purchase options) in excess of C\$9,500,000 has been awarded to **Mustang Engineered Technical Apparel Corp.,** Richmond, B.C. for the supply of its newest inflatable lifejacket, the Mark V, to the U.S. Navy. The company manufactures a wide range of personal safety and survival products for industrial, leisure and government users.

Small-to-Medium-Size Firms Favoured at Milan Food Fair

Milan — Organizers of the participation by Canada in **Expo Food** (November 6-10, 1992) have introduced a concept they are sure will encourage and assist medium- to small-size companies to be part of the Canada Stand.

An exhibition area of 30 square metres has been set aside to allow these companies (which are unable to take their own booth) to display their new foodstuffs, food additives, ingredients and equipment — at a very economical cost.

The key to the new product display area is having several companies sharing a common exhibition space — thereby substantially reducing the cost of participation while giving them the opportunity to

present their lines at this international trade show.

Costs are reduced in other ways, as well: the organizing firm, (Interexpo of Montreal), will have a company's descriptive literature translated into Italian; set up a company's sample display (which will be staffed at all times by a qualified Interexpo representative); record trade inquiries received; and make a market report. Arrangements can also be made with Interexpo for taste-testing.

For more information on this 'new product display concept' or for further details on **Expo Food**, contact Louis D. Burke, President, Interexpo Canada Inc., Montreal. Tel.: (514) 933-7819. Fax: (514) 483-6595.

Cuba Fair — *from page 5* personally may forward 30 to 40 product catalogues for display at the Information Booth. At the end of the fair, Embassy staff will advise companies of any interest generated by their brochure display.

In either case, the contact for sending brochures or for personal booth information is Commercial Section, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586. Answerback: (CAN CU).

NAFTA Information Sheets Available

The following information sheets — focusing on issues, industry sectors and provinces — relating to the North American Free Trade Agreement (NAFTA) are available through Info Export.

Businesspersons wanting copies should tick off their selections and forward by fax (613-996-9709) or mail to Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

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| <ul style="list-style-type: none"> <input type="checkbox"/> The Partnership (#201LA) <input type="checkbox"/> The Auto Industry (#212LA) <input type="checkbox"/> Aerospace and Defence (#233LA) <input type="checkbox"/> Agriculture (#211LA) <input type="checkbox"/> Alberta (250LA) <input type="checkbox"/> The Auto Industry (#243LA) <input type="checkbox"/> British Columbia (#249LA) <input type="checkbox"/> Business & Professional Services (#235LA) <input type="checkbox"/> Chemical, Pharmaceutical & Plastics Industries (#236LA) <input type="checkbox"/> Cultural Industries (#228LA) <input type="checkbox"/> Electrical Manufacturing Equipment (#237LA) <input type="checkbox"/> Energy (#219LA) <input type="checkbox"/> Environmental Equipment & Services (#238LA) <input type="checkbox"/> Environment (#224LA) <input type="checkbox"/> Financial Services (#215LA) <input type="checkbox"/> Financial Services (#240LA) <input type="checkbox"/> Food & Beverages (#241LA) <input type="checkbox"/> Forestry Industry (#242LA) <input type="checkbox"/> General Dispute Settlement (#222LA) <input type="checkbox"/> Government Procurement (#220LA) <input type="checkbox"/> Health Care (#230LA) <input type="checkbox"/> Human Rights (#231LA) <input type="checkbox"/> Industrial Equipment (#243LA) <input type="checkbox"/> Information Technologies (#244LA) <input type="checkbox"/> Intellectual Property (#221LA) <input type="checkbox"/> Investment (#218LA) <input type="checkbox"/> Labour, Wages & Adjustment (#225LA) <input type="checkbox"/> Legislative & Consultative Process (#232LA) <input type="checkbox"/> Manitoba (#252LA) <input type="checkbox"/> Metals/Fabricated Metals (#239LA) <input type="checkbox"/> Canada-Mexico Environment & Labour Agreements (#226LA) <input type="checkbox"/> New Brunswick (#255LA) <input type="checkbox"/> Newfoundland (#258LA) <input type="checkbox"/> Nova Scotia (#256LA) <input type="checkbox"/> Ontario (#253LA) | <ul style="list-style-type: none"> <input type="checkbox"/> Prince Edward Island (#257LA) <input type="checkbox"/> Protection of Canadian Sovereignty (#227LA) <input type="checkbox"/> Quebec (#254LA) <input type="checkbox"/> Recreational, Household, Healthcare Products (#245LA) <input type="checkbox"/> Saskatchewan (#251LA) <input type="checkbox"/> Services (#214LA) <input type="checkbox"/> Standards (#210LA) <input type="checkbox"/> Subsidies/Antidumping (#223LA) <input type="checkbox"/> Telecommunications (#216LA) <input type="checkbox"/> Textiles & Apparel (#213LA) <input type="checkbox"/> Textiles, Apparel, Footwear (#246LA) <input type="checkbox"/> Transportation Services (#247LA) <input type="checkbox"/> Transportation Services (#217LA) <input type="checkbox"/> Urban Transit/Rail Equipment (#248LA) <input type="checkbox"/> Water (#229LA) <input type="checkbox"/> Yukon/Northwest Territories (#259LA) <input type="checkbox"/> NAFTA Overview/Description (#12LA) <input type="checkbox"/> Export Opportunities in Mexico (#205LA) <input type="checkbox"/> FTA Benefits (#203LA) <input type="checkbox"/> How NAFTA Affects FTA (#207LA) <input type="checkbox"/> Prosperity: The Trade Link (#202LA) <input type="checkbox"/> Rules of Origin (#209LA) <input type="checkbox"/> Tariffs (#208LA) <input type="checkbox"/> Trade Promotion in Mexico (#206LA) |
|--|--|

**REQUESTS SHOULD BE
FORWARDED TO:**

Name _____

Company _____

Address _____

Postal Code _____

BUSINESS AGENDA

Ottawa — October 14 — Businesspeople, experts in international relations, and lawyers are the target audience for "Doing Business in the Americas: The Liberalization of the Markets ... A World to Discover!", a one-day conference focusing on the new liberalization of these markets and the Canadian trade policies concerning them. Speakers include experts in free trade and international business from Canada, the United States and Latin America. Organizers are the Faculties of Law and Administration (University of Ottawa), Centre for Trade Policy and Law, and the Canadian Exporters' Association. For further details and registration information, tel.: (613) 564-7047.

Ottawa — October 15 — Subjects relating to the review of Canadian industrial regional benefit policy, the Committee on Industrial Competitiveness, and 'offset' procurement potential will be discussed at the Fall meeting of the Forum for Industrial Participation being held at the Ottawa Congress Centre. The meeting is open to all interested parties, but pre-registration is required. Contact R.C. Brown, President, 1538 Featherston Drive, Ottawa K1H 6P2. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Toronto — October 19 (reception/dinner); October 20 (conference) — "Trade Disputes: Settlement Mechanisms and Future Prospects" is the subject of one-day sessions

focusing on aspects of dispute settlement under the Canada-U.S. Free Trade Agreement; the North American Free Trade Agreement; and the General Agreement on Tariffs and Trade. For further information, contact conference organizers, the Canada-U.S. Business Association, Etobicoke, Ontario. Tel.: (416) 621-1507. Fax: (416) 620-5392.

Saskatoon — October 28-30 — Business Expo '92 will feature seminars and speakers to help small business obtain potential sales of their products and services and increase their exposure. Contact Rick Harnett, Saskatoon Chamber of Commerce, Saskatoon. Tel.: (306) 244-2151. Fax: (306) 244-8366.

PUBLICATIONS

New Exporters Directory

Canadian companies wishing to expand their share of the global market could be off to a good start by advertising their products and services in the *Canadian Exporters Catalogue Directory (CECD) 93-94 Edition*, now being compiled by a British Columbia publisher.

The hard-bound directory's premier release is scheduled for early 1993. It will be distributed — through federal and provincial trade consulates in 126 countries — to selected buyers and decision-makers.

The CECD — companies interested in advertising in the directory must do so by November 30, 1992 — is viewed favourably by External Affairs and International Trade Canada, the British Columbia Trade Development Corporation, and the Canadian Manufacturers' Association.

For particulars, contact Fouad

Tabet, President, International Publishing & Development Inc., P.O. Box 2317, Clearbrook, British Columbia V2T 4X2. Tel.: (604) 855-9115 or 1-800-667-0991. Fax: (604) 855-9117.

Canada-Japan Relations

A four-times-per-year magazine, *The Canadian*, published by The Canadian Chamber of Commerce in Japan, is available at an annual subscription rate of C\$65.00 (including air postage).

The magazine — published in January, April, July and October — focuses on Canada-Japan trade relations and includes articles on opportunities in the Japanese market, as well as practical advice on how to succeed in that market.

For further information, contact The Canadian Chamber of Commerce in Japan, P.O. Box 79, Akasaka Post Office, Minato-Ku, Tokyo 107, Japan. Fax: 813-3408-4190.

InfoExport

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

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CANADEXPORT

Vol.10, No. 16

October 1, 1992

October is Canada International Trade Month

The date of this issue coincides with the kick-off to a month-long (October) annual campaign that highlights the importance of international trade to Canada's economic and social well-being.

Canada International Trade Month (CITM) celebrates the successes of Canadian companies in the international marketplace and, through a series of events for Canadian exporters, encourages

and assists Canadian enterprises to pursue international business opportunities.

One of the many trade development programs offered to Canadian businesses by External Affairs and International Trade Canada, CITM is a cooperative effort with the department's International Trade Centres, other federal government departments and agencies, and private trade associations and organi-

zations across Canada.

A major event in the month-long campaign is the **Canada Export Award**, which, this year, is celebrating its 10th Anniversary.

A symbol of achievement and excellence in exporting Canadian goods and services to all parts of the world, the Award is sponsored by External Affairs and International Trade Canada. It is presented to Canadian companies that have shown their ability to compete and prosper in the global trading arena.

This year's recipients will be announced by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson at a special ceremony in Montreal on October 5. The presentation of the Award is held in conjunction with the 49th Annual Convention of the Canadian Exporters' Association. (See related article on page 5).

Since the program's inception, 124 successful exporters, selected from some 2,000 candidates, have received a Canada Export Award. To celebrate the program's 10th Anniversary, the 124 Award recipients have been invited to attend the 1992 ceremony in Montreal. They will be presented with a special

Continued on page 2 — Trade

Bridge Across the Pacific

Festival Hong Kong Means Business

This month and next, several Canadian cities will be humming to the business savvy, sights, sounds, and tastes of Hong Kong.

Festival Hong Kong 92 was launched officially in Toronto in late September. It will wind down in Vancouver toward the end of October, though some events run into November. Indeed, the Governor of Hong Kong is scheduled to visit Canada in November to formally close Festival activities.

The promotional undertaking, financed by Hong Kong to the tune of \$6.0 million, is the reciprocal event of Canada's successful Festival Canada'91, held last summer in Hong Kong.

Both festivals were developed to reinforce the growing partnership and promote friendship between the two regions.

The theme of **Festival Hong Kong 92** is "Hong Kong and Canada: Bridge Across the Pacific" and while numerous cultural events (dragon dances, street parades, art exhibits and food festi-

vals) may steal the show, the bottom line is very much business.

In Calgary, for instance, business leaders see the festival as an opportunity for the city to sell its expertise in telecommunications, environmental protection and engineering. The city expects up to 500 Hong Kong business leaders, sponsors, organizers and volunteers between October 1-14.

Along the same lines, the Vancouver chapter of the Hong Kong Canada Business Association is organizing a workshop and seminar on Hong Kong's new airport and related infrastructure projects.

Major business luncheon/seminars, featuring high-level Hong Kong and Canadian government and business persons, are scheduled for the five key centres across Canada: Toronto, Montreal, Calgary, Ottawa and Vancouver. Similar events will be held in other cities, including Winnipeg, Halifax, Edmonton, Regina

Continued on page 5 — Festival

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External Affairs and
International Trade Canada



Canada

Trade Month Realizes Export Visions — from page 1

commemorative booklet highlighting their exporting achievements.

Another vital component of **Canada International Trade Month** and an event that was officially opened by Minister Wilson in Toronto on September 30 is **ExportVision'92** (formerly Marketplace).

This trade development program brings Canadian exporters together with experienced Canadian Trade Commissioners from Canada's embassies, high commissions, and consulates around the world.

In association with Canada's International Trade Centres, **ExportVision** helps Canadian exporters and export-ready companies to keep up with international market conditions. It also informs them of how best to take advantage of emerging trade opportunities.

As part of **ExportVision**, international trade experts from External Affairs and International Trade Canada will be on hand to discuss selling goods and services to Canada's closest trading partners — the U.S. and Mexico — and to other markets around the world, including Europe and the Asia-Pacific.

Trade Commissioners participating in these events are grouped into specific sectoral teams, representing a wide range of industries that offer potential export opportunities.

In October, the following sectors are represented:

- Environmental Equipment and Services
- Building Products
- Consumer Products (Apparel)

- Tourism
- Agri-Food and Fish Products (to the U.S.).

For further information on **ExportVision'92**, contact the International Trade Centre in your area.

INTERNATIONAL TRADE CENTRES

British Columbia

Vancouver
Tel: 604-666-0434
Fax: 604-666-8330

Alberta — Calgary

Tel: 403-292-6660
Fax: 403-292-4578

Edmonton
Tel: 403-495-2944
Fax: 403-495-4507

Saskatchewan — Regina

Tel: 306-780-5020
Fax: 306-780-6679

Saskatoon
Tel: 306-975-5315
Fax: 306-975-5334

Manitoba — Winnipeg

Tel: 204-983-8036
Fax: 204-983-2187

Ontario — Toronto

Tel: 416-973-5067
Fax: 416-973-6049

Quebec — Montreal

Tel: 514-283-8185
Fax: 514-283-8794

New Brunswick — Moncton

Tel: 506-851-6452
Fax: 506-851-6429

Prince Edward Island

Charlottetown
Tel: 902-566-7400
Fax: 902-566-7450

Nova Scotia — Halifax

Tel: 902-426-7540
Fax: 902-426-2624

Newfoundland — St. John's

Tel: 902-772-5511
Fax: 902-772-2373

Australia Imposes Vehicle Duties

Australia has imposed, effective July 1, 1992, a special import duty of \$12,000 per vehicle on all used or secondhand motor vehicles. This special duty is in addition to the normal ad valorem duty applied to such vehicles. However, certain vehicle imports, under narrowly defined circumstances, may be exempt from this duty.

For further information on the export of motor vehicles to Australia, contact Ray Buciak, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

CANADEXPORT

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

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

COSTA RICA — A producer, exporter of high-precision molds, dies, and precision tools wishes to enter a joint venture agreement to buy new machinery to help increase production and exports. Investment profile is available from Jacques Dupuy, P.O. Box 4540-1000, San José, Costa Rica. Tel.: (506) 334324. Fax: (506) 235722.

**C O S T A
R I C A** — A well-known company is interested

in a joint venture to produce metallic components for switches and other electric devices that will be exported to Central American and Caribbean markets. Investment profile is available from Mr. Dupuy, as per Costa Rica notice above.

COSTA RICA — A producer of electric resistance and other components for industrial and domestic heaters seeks a partner to produce water heaters and industrial or domestic driers. Investment profile is available from Mr. Dupuy, as per Costa Rica notice above.

CZECHOSLOVAKIA — A manufacturer of hydraulic elements and machinery for use in general engineering and aeronautics wishes to establish business contacts with similar companies. Specifically, the company produces piston motors and pumps, high-pressure hoses, filters, hydromotors, control elements, and excess pressure tanks for the aircraft industry. Contact Evzen Rudolf, Technical

Engineer, Strasnicka 783/1, 102 22 Prague 10-Hostivar, Czechoslovakia. Tel.: (0042 2) 752 141. Fax: (0042 2) 752 568.

CZECHOSLOVAKIA — A company here wishes to contact Canadian firms for the possible production of new telecommunications and electronic products as well as for possible cooperation in mechanical production and tool design. The company currently manufactures power line carrier equipment and transmission systems, measuring instruments and various parts for telecommu-

nications systems. Contact Josef Martinec, Director General, U nakladoveho nadrazi 6, 130 65 Prague 3-Zizkov, Czechoslovakia. Tel.: (0042 2) 772857. Fax: (0042 2) 776345.

CZECHOSLOVAKIA — A company that produces a comprehensive range of measuring and inspection equipment (callipers, micrometers, gauges, electronic measuring devices) is seeking partners for possible cooperation in production of same. The firm is also interested in the manufacture under license or representation for products complementing its present product line. Contact Borek Palounek, Trade Director, SOMET, statni podnik, Modlanska 1, 415 88 Teplice, Czechoslovakia. Tel.: (0042 417) 3124. Fax: (0042 417) 29077.

CZECHOSLOVAKIA — A firm that produces building, earth-moving and transport machines (low-loading trailers, compactors, mobile sweepers, waste crushers) is interested in cooperative production or capital investment

from a foreign partner. Contact Jan Langer, Technical Director, Stavostroj a.s., 549 01 Nove Mesto nad Metuji, Czechoslovakia. Tel.: (0042 441) 76111. Fax: (0042 441) 71528/71620.

MEXICO — A company whose major clients include Mexican federal and state governments wishes to import construction equipment and waste water treatment plants. The firm will also discuss joint venture, technology exchange, representation and investment considerations. Contact Alberto Alvarez, Industrial Manager, P y a s a Ingenieros Civiles, S.A. de

C.V., Insurgentes Sur 1877-303, Col. Guadalupe Inn, 01020 Mexico D.F. Tel.: 227-0200. Fax: 550-6027.

MEXICO — A company wishes to import automotive parts from Canada or to represent auto parts manufacturers. Contact Alejandro Galindo Munoz, San Francisco 340-201, Col Del Valle, 03100 Mexico, D.F. Tel.: (525) 687-9248.

NEW ZEALAND — A well-respected engineering/manufacturing firm offers equity participation (\$200,000.00 risk capital) to companies/individuals with established exporting operations that are closely, but not exclusively, associated with the hospitality industry. The company's intent is to establish an export division for the international marketing and selling of already locally successful high-quality hospitality industry products. An opportunity also exists to diversify into a broad range of manufactured goods. For further details, write or fax Export Investment Opportunity, P.O. Box 9044, Newmarket, Auckland, New Zealand. Fax: (649) 529-2035.

BUSINESS OPPORTUNITIES

Florida Show, Conference Focus on:

Food, Beverages in Miami...

Miami— Canadian food and beverage products will be promoted at a one-day-table-top exhibit being held in this Florida city December 10, 1992.

On December 11, there will be a visit to the Miami Free Trade Zone, as well as a meeting with representatives of one of the major cruise lines to discuss procedures on supplying cruise lines.

Organizers say that, given the procurement requirements of hotels, resorts and cruise ship lines, "South Florida offers an extensive market." The region is also a trade

gateway to the Caribbean and Latin America — from which agents and distributors will be encouraged to attend this event.

The food and beverage show is being hosted by the Canadian Government Trade Office in Miami. Co-sponsors are the Canadian Consulate in Atlanta, Georgia, and the Canadian High Commission in Jamaica.

Persons wishing to exhibit should contact the Canadian Government Trade Office in Miami. Tel.: (305) 372-2352. Fax: (305) 374-6774.

... and Health Care in Fort Lauderdale

Fort Lauderdale — Canadian health care technology firms have an opportunity to present their products and services to a target audience at the **South Florida Health Care Conference** being held here October 15-16, 1992.

The target audience includes end users, distributors, value-added resellers, investors and executives in the health care (and related) field.

The conference, whose theme is "Enhancing the Quality of Health Care in a Cost-Containment Environment", will focus on the large and lucrative trade, investment and technology transfer opportunities in South Florida.

As this region also is the gateway for trade into the Caribbean and Latin America, the conference will also explore export opportunities for Canadian companies into this market.

The conference is sponsored by the Canadian American Business Alliance (CABA) of South Florida.

Persons interested in attending this conference should contact CABA President Michael J. Donnelly (tel.: 305-782-1119); or the Canadian Government Trade Office, Miami (tel.: 305-375-9287; fax: 305-374-6774).

Global Connections Match-Maker

Markham — Companies attending **Global Connections'92**, a trade fair/conference being held here October 14-15, will find that their participation can lead to the opening of opportunities for matchmaking.

A must attend for those considering entering the international trade arena, **Global Connections** gives service industries an opportunity to showcase their trade and joint venturing capabilities.

The organizers of the event, Exsel Marketing Inc., also is working closely with the U.S. Department of Commerce (Georgia and North Carolina) to help Canadian manufacturers to showcase and sell their products to U.S. companies at two trade fairs being held in the U.S. November 10 and 11, 1992.

Participation in these shows could result in concrete leads and contracts — especially for Canadian companies involved in environmental technology, autoparts, aftermarket products and services.

Interested parties should contact, Regina Pearce, Exsel Marketing Inc., Toronto. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Caracas Hosts Construction, Housing Show

Caracas — The **Materials and Technologies for the Construction and Housing Industries Fair** will be held here October 23 to November 1, 1992.

Currently, the construction industry is one of the most dynamic in Venezuela, with an annual growth of 38 per cent.

More than 150 firms participated at the last event which attracted 60,000 visitors, of which 35,000 were industry professionals.

This year's event will also feature a series of technical seminars and conferences.

Companies interested in participating in the show — booths cost

approximately US\$240 per square metre — should contact the Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elégre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

*Export Award a Highlight***CEA Annual Convention Extends Invitation**

Members and non-members have an opportunity to attend one of the most important exporting events planned for this year.

It's the **49th Annual Convention of the Canadian Exporters' Association**

Festival — *from page 1*

and Saskatoon.

At time of writing and with further additions expected, it was confirmed that at least 44 Hong Kong VIPs and 14 delegations would be coming to Canada as part of the **Festival Hong Kong 92** promotions—a clear indication that business and trade matters are a big part of this undertaking.

Indeed, trade links are increasing at an unprecedented rate, with two-way trade having increased more than 500 per cent in dollar terms between 1981 and 1991. Two-way trade now stands at almost \$2 billion annually.

The increasing influx into Canada of people from Hong Kong (approximately 28,000 immigrants each year) also has an economic spin-off: Hong Kong's investment rate in Canada (at \$4.0 billion per year) outstrips its investment anywhere else. This important economic link could give Canada a built-in advantage in business dealings with other countries in Asia, particularly China.

For further information on **Festival Hong Kong 92** contact, for **cultural information**, David Lysne, tel.: 613-995-9295. For **trade-related matters**, contact Dan Mrkich, tel.: 613-995-6962. Both persons are with External Affairs and International Trade Canada, Ottawa.

being held October 4-6 at Montreal's Queen Elizabeth Hotel.

A highlight, and a major event of October being **Canada International Trade Month**, will be the presentation of the **Canada Export Award**.

The Award, sponsored by External Affairs and International Trade Canada and celebrating its 10th Anniversary, will be presented October 5 by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson.

The **CEA Annual Convention** is a forum for exporters of goods and services and for firms providing services to exporters to learn and network with other exporters and government officials. It also brings

One panel on "World Markets" will have five workshops that will discuss prospects and challenges in the United States, Latin America, Africa, the Middle East, Europe and Asia-Pacific.

together representatives from business, labour, government and academia.

This year's theme, "Team Canada: The Way Ahead", will be elaborated on by a panel that will discuss the essential ingredients for Canada's economic well-being in an increasingly inter-dependent global trading environment.

One panel on "World Markets" will have five workshops that will discuss prospects and challenges in the United States, Latin America, Africa, the Middle East, Europe and Asia-Pacific.

Other panels will discuss, through concurrent sessions:

- international transportation, with a focus on key elements to improve transportation competitiveness;
- new trends and developments in export financing;
- the North American Free Trade Agreement and its current status;

• a dialogue on how government and industry can work together more effectively to develop a winning export team;

- the North American and Canada/US Free Trade Agreements, covering such issues as rules of origin, drawbacks and dispute settlement;
- international trade barriers;
- trade and the environment;
- case studies of strategies employed by three 1992 Export Award winners; and

• the trading house 'key' to export markets and the use of countertrade by successful practitioners.

At time of writing, the slate of keynote speakers, panelists and moderators (some still to be confirmed) included: Robert Bourassa, Premier of Quebec; Michael H. Wilson, Minister of Industry, Science and Technology and Minister for International Trade; Robert Clark, Canada's Deputy Chief Negotiator for the North American Free Trade Agreement (and his Mexican counterpart, Dr. Jaime Zabludovsky); senior administrative officials from federal and provincial governments; and presidents/CEOs from the private sector, including associations.

Persons wishing further information may contact Louise Doucet, CEA, Ottawa. Tel.: (613) 238-8888 ext. 225. Fax: (613) 563-9218.



*Czech and Slovak Federal Republic***Services Sector Offers Opportunities**

The following provides an overview of specific segments of the services sector and is based, to a large extent, on a November 1991 presentation by Dr. Jan Vanous, President of the Washington, D.C.-based PlanEcon Consulting Company.

Given the historic neglect of non-financial services in the Czech and Slovak Federal Republic (CSFR), and taking into account such factors as market size, growth potential, local competition and profitability, PlanEcon sees above average opportunities for much of this sector. In particular, 'high' or 'superior' opportunities were predicted in the following areas: shopping centres; supermarkets; hardware stores; wholesale distribution networks; international shipping services; courier services; legal services; management and technical services; electronic security services; hotels and other accommodation services; car rental agencies; fast food; cable and regular television; gambling; hunting; cosmetic/plastic surgery; dental services; and language schools.

Distribution and Retail:

Under the Communist government, distribution systems for many products (automobile parts and construction materials) were highly monopolistic and generally combined both the wholesale and retail aspects of distribution into one state organization. The retail units of the state-owned distribution networks are now being offered to private investors through the privatization process.

The fate of the wholesale sector is less clear. On the one hand, privatization could offer investors the opportunity to essentially gain control of the distribution system for

an entire market sector. On the other hand, many wholesalers are heavily indebted and frequently burdened with unsaleable inventory, and may not survive the transformation to private ownership. Regardless, a wholesaling vacuum certainly exists in the CSFR at present and either the acquisition of existing systems or the development of new wholesaling networks could offer significant opportunities for foreign investors.

The retail sector also represents some interesting opportunities, given that for almost all products, the emerging private competition is generally undercapitalized and poorly supplied. For example, a department store in a mid-sized town with no other such store could be a promising investment. In terms of food products, the number of stores relative to the size of the population is low; in addition, 90 per cent of the existing stores comprise less than 100 square metres. Therefore, supermarkets represent excellent potential, with Dutch, German, Austrian and Spanish companies already undertaking some activity in this area.

For retail operations, location and security of supply are clearly the key elements for success. Although some Western goods are doing well here, it is important to keep in mind the limited incomes and price consciousness of CSFR consumers. For example, a Dutch supermarket chain which has established nine outlets in the Republic carries 99 per cent local products because of the much greater cost of imported goods.

On an individual product basis, the examples of Tchibo coffee and Wrigley chewing gum demonstrate the potential effectiveness of well-organized marketing and distribu-

tion networks. Tchibo representatives used marketing blitzes to cover every district in the Republic and have successfully captured virtually the entire CSFR coffee market. Wrigley has used a similar strategy, relying heavily on an effective sales/customer service team to back up its distributor and in only eight months has generated \$6 million worth of turnover on the CSFR market.

Transport:

Local competition is reasonably strong. However, there appear likely to be opportunities in specialized areas such as international shipping services or courier services.

Non-Financial Services:

Western legal and accounting practices are doing well in the CSFR market. A number of British and American legal firms offering "consultancy" services and the "Big Six" accountancy firms are also active. Although domestic competition will develop (for example, in the accounting sector), Western firms should be able to retain a significant market share, particularly in the legal services area.

A number of newly-established private guard services are doing reasonably well in the CSFR market. Over the next few years electronic security systems seem likely to be an area of particularly high growth.

Hotel, Restaurant Services:

The number of high-priced hotel beds has increased significantly since November 1989. However, the unfulfilled demand for mid-priced rooms (\$50-\$80/night) remains extremely strong. As more reasonably-priced rooms become

Continued on page 7 — Services

Services — from page 6

available, the high-end hotels could find themselves facing occupancy problems.

MacDonalds is scheduled to open in Prague this year. Several other fast food franchises have also been investigating the market, which holds strong potential for fast food outlets. On the other hand, more traditional restaurant business may face some difficulties over the near term as their prices necessarily increase in order to more accurately reflect input prices.

Entertainment and Publishing:

Cable television appears to be an area of strong potential, given the relatively large market size. Gambling is another probable growth area.

Health and Medical Services:

The continuing disintegration of the hospital supply system could lead to eventual collapse, meaning possible opportunities for Western firms in both medical supplies distribution and hospital/health care sector (i.e. health care administration and management).

Repair Services:

Despite significant local competition, specialized services (i.e. for automobile transmissions, brakes, etc.) should emerge over time. In particular, franchised repair shops could find a niche in the CSFR market.

For further information on this market, contact Commercial Annex, Canadian Embassy, Na Petynce 120, 169 00 Prague 6, CSFR. Fax: (011-42-2) 355 476; or Central and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-1277.

Informatics Import Tariffs Gradually Lowered By Brazil

On July 22, 1992, the Government of Brazil introduced a new import tariff schedule for informatics. Further reductions are to follow this month and July 1993. The average import tariff will be lowered from 40 per cent to 30 per cent in 1992, with a further decrease to 25 per cent in 1993.

The new policy reflects the determination of the Brazilian government to continue its move toward the greater liberalization

of this sector.

The lowered tariffs (as in the attached sectoral/percentages schedule chart below) should lead to greater market accessibility for Canadian suppliers.

Further information is available from Luis Bustos, Brazil Desk Officer, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

BRAZIL — New Informatics Import Tariff Schedule

	Previous	July '92	Oct. '92	July '93
A) End products	50	45	40	35
B) Mounted printed circuit boards	50	40	35	30
C) Modules	35-50	30-40	25-35	20-30
D) Semiconductor components	40	20	—	15
E) Non-mounted printed circuit boards	30	20	—	15
F) Critical components	30-50	Duty-free	—	—

Brazil's Environment Studied

The Potential Brazilian Market for Canadian Products and Services in the Environmental Protection Field (# 163LA) provides market intelligence on Brazilian requirements in such areas as basic sanitation, municipal waste management, industrial pollution control and ecosystem preservation.

The report also indicates — as did **EcoBrasil'92**, the recent interna-

tional exhibition of environmental technologies held in Sao Paulo — that there is a strong demand for Canadian expertise in pollution clean-up and control systems.

Companies interested in receiving this new market opportunities publication should contact Info Export (see box at bottom of page 12, quoting publication code number).

Lebanon

Former Trade Partner on Rebound

Peace in Lebanon has lasted for more than a year after 16 years of civil strife.

The Canadian Embassy in Amman reports that while the stability is still fragile, expectations are high that Lebanon, formerly one of Canada's major trading partners in the region, is poised for a rebound.

The Embassy has identified several sectors which hold significant potential. These include telecommunications, energy, construction, agro-industrial goods and services, and consulting engineering.

The government's emergency plan calls for spending in excess of US\$2 billion over the next year — just to restore basic water, electricity and telecommunications services.

Once the "Paris of the Middle East", Beirut has a central core that is devastated. It is uncertain if much of it can be repaired or will need replacement entirely.

However, a reconstruction effort of huge proportions is anticipated. Conservative estimates set the costs in the tens of billions of dollars.

The government's emergency plan calls for spending in excess of US\$2 billion over the next year — just to restore basic water, electricity and telecommunications services. Most of the funding is expected to come from significant donor contributions, led by Saudi Arabia.

While funds have so far been slow in arriving, Saudi Arabia has granted \$60 million for the urgently needed water and electricity repairs in Beirut and a World Bank-sponsored donor group is reported to have received \$700 million in pledges.

Other countries have been ag-

gressive in pursuing lucrative contracts, notably companies from the United States, France and Italy.

For example, Bechtel, in association with Lebanese partners, has been awarded a key contract to prepare the reconstruction master plan. An Italian company has started work on a \$30-million scheme to improve the water supply system.

The Embassy reports that more technical and advisory services are still needed to assist in the refurbishment of key sectors, where Canadian exporters have a solid reputation and a proven track record.

Construction has always been a boom sector in Lebanon and the apparent end of the civil war has been followed by a strong revival of construction activity. A housing ministry survey estimated that 286,000 housing units had been damaged during the war and that 35 per cent required complete reconstruction. The same applies to industrial, agricultural and commercial buildings, in addition to the transportation infrastructure.

Telecommunications were severely disrupted by the civil war and the poor service offered by the state PTT prompted many businesses to resort to satellite and cellular phone systems to maintain international links. Private telephone systems are also used for internal communications and the government is planning large investments as it struggles to restore control.

The same is true in the energy sector where private electrical generators flourish. Large areas of Lebanon continue to experience major power failures and supplies are available for only six to eight hours daily.

Électricité du Liban (EDL), which

covers 85 per cent of the country, has significant hydroelectric resources but they are now almost fully exploited. EDL recently indicated that, in addition to network renovation, an extra 2,400 MW of capacity was required in the coming decade, costing more than \$3.4 billion to install.

Exporters will need to act quickly to consolidate representation and strategic partnerships in order to capitalize on the multitude of short- and medium-term opportunities offered by government reconstruction investments.

A Japanese company recently completed repairs to two 70 MW units and Italy just signed an agreement to provide two gas turbines.

Exporters will need to act quickly to consolidate representation and strategic partnerships in order to capitalize on the multitude of short- and medium-term opportunities offered by government reconstruction investments. In addition, Lebanon's hyper-active private sector has renewed demands for goods and services in every conceivable sector.

For more information on trade opportunities in Lebanon, contact Africa and Middle East Trade Division (GBTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 990-5985. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In this issue, CanadExport introduces a series highlighting the sectors of priority for Canadian business. The information comes from the Commercial Section, Canadian Embassy, Mexico City. This introductory feature deals with the agro-business sector. For more information on the Mexican market, contact Marcel Lebleu, Mexico Desk Officer, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

AGRO-BUSINESS (food products, fish, grain and seeds)

Mexico currently imports in excess of \$2 billion of agricultural and food products annually. The Canadian and Mexican agricultural sectors are more complementary than in competition with each other — given the climatic conditions of each country.

Mexico continues to be an important market for Canadian grains, oilseeds and oilseed products. The potential exists to move over \$100 million of bread wheat and canola seed and oil and special crops annually. There is also good potential for Canadian feed grains, such as barley, as well as malting barley or malt for the growing Mexican brewing industry.

Livestock inventory levels in Mexico reflect conditions of limited arable land, water supplies, and especially acute supply-demand imbalance in the grains and oilseeds sectors. Mexico is not likely to become self-sufficient in livestock or in meat in the near future. A growing demand for breeding livestock, pork and meat products in Mexico is anticipated.

The Mexican processed food products market also offers significant sales potential for the Canadian firms. Because of changes in the eating patterns of Mexicans (due to urbanization and higher incomes generated by enhanced economic conditions), Canadian specialty food products (cookies, biscuits, frozen potato products and other frozen and microwaveable products, bottled water, convenience and snack foods) have developed a market niche in Mexico despite U.S. competition.

Mexico's total apparent consumption of fish, crustaceans, and mollusc increased 13 per cent on average during the last four years to currently exceed one million tons. The Mexican market for these products is expected to continue increasing at an average annual rate of 3.5 per cent to reach US\$1.2 billion by 1994. Canada has a 4.2 per cent average share of the import market (representing 8 per cent of total consumption),

concentrated in fresh and frozen processed fish, in particular salmon, cod, hake, lobster and crab. Good market prospects also exist in fish harvesting and processing technology and equipment.

Mexico, for the foreseeable future and because of limiting agricultural and fish production conditions, will continue to rely on imports to supply basic and processed foodstuffs to its growing population.

This being the case, the Mexican agro-food market shows considerable potential. Improved access to this market would allow Canada to build on the inroads achieved to date.

CANADA-MEXICO TRANSPORTATION

One of a series of publications that deals with the distribution and transportation needs of Canadian exporters, *Transportation Services Between Canada and Mexico* (#49LA) provides descriptive and statistical information as well as mode-by-mode analyses of transportation links between the two countries.

The market guide, in addition to covering trucking, rail, marine and air modes of transportation, highlights unique circumstances that new exporters to Mexico should be aware of when making decisions to move merchandise south.

There is also information on freight forwarders, warehouse facilities, Mexican transport entities, companies and contacts.

Produced by External Affairs and International Trade Canada, the guide is available through Info Export (see box at the bottom of page 12).

Postings**Trade Commissioners at Your Service**

New trade commissioners have been assigned to Canada's posts the world over. They are, by location and name:

Algiers — J. Morrow
 Algiers — J. Broadbent
 Amman — M. Abou-Guendia
 Ankara — R. Henry
 Atlanta — J. Graham
 Auckland — J. Schwartzburg
 Bangkok — A. Pag
 Barcelona — R. F. Désamoré
 Beijing — G. Manuge
 Beijing — G. Potvin
 Bonn — F. Hess (investment)
 Bonn — G. Tognet
 Bonn — E. Mallory

Boston — M. Rooney
 Brussels (EEC) — S. Brereton
 Bucharest — T. Greenwood
 Buenos Aires — D. Cohen
 Buenos Aires — K. Beacock
 Buffalo — J-G Tardif
 Canberra — R. Pudifin
 Canberra — P. MacArthur
 Caracas — D. Goldfield
 Chicago — C. Patton
 Dallas — W. Maybee
 Dayton — A. Lyons
 Detroit — N. Dellavalle
 Dusseldorf — C. Nagy
 Helsinki — L. Battel
 Hong Kong (language) — S. Fraser
 Hong Kong — A. Argyris
 Houston — S. Szukits

Jakarta — L. Gies
 Kingston — D. Shearer
 Kingston — I. Burchett
 Kuala Lumpur — D. Mulroney
 Kuwait — D. Abletta
 Kuwait — R. Farrell
 Lima — R. Mailhot
 London — P. MacKinnon (investment)
 London — M. Clark
 London — C. Latour
 Manila — D. Bishop
 Manila — D. Caldwell
 Melbourne — G. Rishchynski
 Milan — N. Lomow
 Minneapolis — R.C. Lee
 Moscow — V. Smith
 Nagoya — R. Mason
 New York — A. Dann
 New York — N. Guérin
 Orlando — M. Saucier
 Paris — L.R. Kohler
 Paris — P. Boulanger
 Philadelphia — G. Lemieux
 Princeton — B. Leger
 Rabat — R. Marceau
 Riyadh — G. Rassam
 Rome — D. Shortall
 Rome (FAO) — A. Andrigoe
 San Juan — G. Milot
 San José — D. Jacques
 Santa Clara — L. Branch
 Santa Clara — C. Miller
 Sao Paulo — S. Blake
 Seattle — R. MacNab
 Seoul — D. Daley
 Seville — P. Veilleux
 Singapore — M. McCormack
 Stockholm — C. Thornley
 Sydney — F. Uy
 Tehran — D. Haro
 The Hague — P. Brettle
 Tokyo — S. Wilson
 Tokyo — L. Scanlon
 Tokyo — G. Brunet
 Tokyo — M. Romoff
 Washington — C. Duguay
 Washington — D. Weiner
 Washington — D. Buxton
 Wellington — K.L. McFarlane

CONTRACTS AWARDED

Chemetics International Company Limited, Vancouver, has won a contract with Phoenix Pulp and Paper of Thailand to supply engineering services, equipment and materials for an integrated chemicals bleaching plant. The Export Development Corporation (EDC) will provide financing of US \$5,720,000 and the Canadian Imperial Bank of Commerce will lend an additional US\$4,300,000 to support the sale.

National Oilwell Canada Ltd., Calgary, has concluded a sale of equipment to the Oil and Natural Gas Commission of India (ONGC) with financing of up to US\$141,500 by the Export Development Corporation (EDC). National Oilwell is well-known in the oil and gas industry and has had significant success in export markets.

Varnet Corporation, Montreal, has an agreement with Carlson Systems Corporation of Omaha,

Nebraska. The contract, valued at \$1.8 million, calls for the installation and distribution of software modules.

Bell Helicopter Textron, Ottawa, has been awarded a contract to supply a 206L III helicopter to a Czechoslovakian buyer. Financing of up to US\$960,000 is being provided by the EDC.

General Electric Canada Inc. concluded a sale of DC electric motors and related services to Mexico with financing of US\$1.033 million from the EDC.

Saskatchewan Telecommunications International Inc. (SaskTel International) will supply telecommunications equipment and services to the Republic of the Philippines, with EDC providing financing up to C\$11.45 million, and the Canadian International Development Agency providing financing up to C\$6.2 million.

Mexican Market Studies Available

Companies interested in expanding their marketing efforts in Mexico may wish to obtain a copy of one of several sectoral "Market Studies" available from External Affairs and International Trade Canada (EAITC):

- Agricultural Equipment, Seeds and Related Chemicals (17LA)
- Automotive Industry and Auto Parts (18LA)
- Bottled Water (122LA)
- Computer Software (19LA)
- Consumer Products Distribution System in Mexico (52LA)
- Distribution System for Fish and Fish Products (121LA)
- Educational Systems (20LA)
- Electronic Components (21LA)
- Food Processing and Packaging Equipment (148LA)
- Forestry Harvesting and Woodworking Equipment (22LA)
- Industrial Process Control Instruments and Equipment (54LA)
- Iron and Steel Industry (23LA)
- Machine Tools and Metalworking Equipment (24LA)
- Meat and Livestock Products (120LA)
- Mining Industry (25LA)
- Oil and Petroleum Industry (26LA)
- Plastics Industry (50LA)
- Pollution and Environmental Control (27LA)
- Safety and Security Related Products (53LA)
- Shipping Documents and Customs Regulations (28LA)
- Sporting Goods and Leisure Products (29LA)
- Telecommunication Equipment and Systems (30LA)
- Tourism, Hotel and Restaurant Equipment (31LA)
- Transportation Services between Canada and Mexico (49LA)

Copies of "Market Studies" are available by calling Info Export: 1-800-267-8376 (Ottawa area: 613-

944-4000; or fax: (613) 996-9709.

Two-way trade between Canada and Mexico reached \$3 billion in 1991 and is expected to double during the current decade. There has been heightened interest in the Mexican market in the wake of the North American Free Trade negotiations, and those Canadian companies which have not already done so are encouraged to seek out the many export opportunities that exist. Canadian firms have in the

past demonstrated an ability to compete effectively in Mexico and this pattern of success is expected to continue.

Companies requiring additional information to assist in their sales and marketing strategies for the Mexican market are encouraged to contact Marcel Lebleu, Mexican Desk Officer, Latin America and Caribbean Trade Division, EAITC. Tel.: (613) 995-8804. Fax: (613) 943-8806.

PUBLICATIONS

Accessing India

Information on documentation, quarantine regulations, import/export policy, Customs regulations, licensing, non-tariff considerations, prohibitions and other relevant matters can be found in *India: Practical Aspects of Market Access* (#237CB), recently published by the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada.

Copies of the publication may be obtained from Info Export (see box at bottom of page 12).

For more information on exporting to India, contact Michael Wondergem (PST). Tel.: (613) 996-5903. Fax: (613) 996-4309.

Technology Down Under

The Australian market for advanced technology products is worth \$14 billion, of which an estimated \$50 million to \$60 million is attributed to the computer-aided design, manufacturing and engineering (CAD/CAM/CAE) industry.

A Brief Guide to the CAD/CAM/CAE Market in Australia, produced by the Canadian Consulate in Melbourne, suggests that now is

the "opportune time" for Canadian firms to address this market — one that is in "an embryonic stage and realizing only one-third of its potential."

As Australia emerges from a recessionary climate, it is expected there will be an increasing need for this technology in the areas of architecture/engineering and construction. Significant growth areas also include mining, topographical, municipal, simulation and animation applications.

A copy of the study is available through Info Export (see box at bottom of page 12).

For more specific information on this Australian industry and potential export opportunities for Canadians, contact the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

Interested parties may also wish to contact directly Helen Rowell, Commercial Officer, Canadian Consulate, 6th floor, 1 Collins Street, Melbourne, Victoria, 3000, Australia. Tel.: (03) 654-1433. Fax: (03) 650-5939.

PUBLICATIONS

Trade Fairs Directory

Alphabetical listings of more than 3,500 shows taking place in approximately 75 countries can be found in *International Trade Fairs & Conferences Directory 1992-93*. Each listing provides a brief description of the show, dates, frequency, location, attendance, market area, number of exhibitors and details on contacts.

An authoritative guide for exhibitors and visitors, the directory also lists the shows geographically and by industry classification. Conferences, seminars, and symposiums worldwide — often held in conjunction with trade fairs — are also listed alphabetically. Contact Co-Mar Management Services Inc., 366 Adelaide Street East, Suite 339, Toronto, Ontario M5A 3X9. Tel.: (416) 364-1223. Fax: (416) 364-6557.

Transportation Guide

Small and medium-size shippers who frequently face uncertainties about transportation to distant markets are likely to find *The Exporter's Guide to Transportation* (106TA) a helpful handbook.

The guide covers all transportation modes, focusing particularly on service features and equipment used. Also among the subjects described are transportation intermediaries (e.g. freight forwarders, who can be of immense help to exporters in dealing with the complexities of international transportation); and documentary and insurance requirements (bills of lad-

ing, air waybills, cargo insurance).

Companies wanting to enhance their competitiveness in the global marketplace may obtain a copy of the guide through Info Export (see box at bottom of this page).

U.S. Study on Disk

Telecommunications Market Study: Southeast United States (#100UA), available only on WP 5.1 diskette, has been prepared by the Canadian Consulate General in Atlanta, Georgia.

Oriented toward the needs of small and medium-size Canadian suppliers considering the southeast U.S. as a potential market, the study focuses on major suppliers, manufacturers, telephone service providers, and interconnects, and lists the major decision-makers in the region.

A copy of the diskette, quoting the code, is available through Info Export (see box at bottom of this page).

Investment Trips

Increasingly, and with a view to enhancing their operations, Canadian firms of every size are looking outside the country for investment partners offering capital, technology or market access.

They may be helped in their pursuits by reading *Looking for Investment Partners Abroad: Planning Your First International Investment Trip* (#78XA), a booklet prepared for Canada's Investment Development Program and its participating de-

partments: Investment Canada; External Affairs and International Trade Canada; and Industry, Science and Technology Canada.

Intended to assist companies in planning and preparing an international trip to meet with potential investment partners, the booklet contains practical advice on how to conceptualize and arrange the first visit and how to avoid common pitfalls.

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

AGENDA

Toronto — October 7 — A one-day conference organized by the Canadian Council for the Americas (CCA) will inform Canadian companies on business and investment leads and potential opportunities in Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. To register or for further information, contact the CCA. Tel.: (416) 367-4313. Fax: (416) 367-5460.

Toronto — October 19-20 — The Canada-U.S. Business Association (CUSBA) Conference, in conjunction with the Binational Secretariat, Canadian and U.S. sections, focuses on "Trade Disputes: Settlement Mechanisms and Future Prospects". Contact CUSBA, Etobicoke, Ontario. Tel.: (416) 621-1507. Fax: (416) 620-5392

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-1000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Trade Data Bank Accesses Markets

Annual data on the imports and exports of 66 major trading countries now can be accessed, on a cost recovery basis, by government and non-government users.

Through External Affairs and International Trade Canada's **International Trade Data Bank** users also have access to European Community (EC) and Organization for Economic Cooperation and Development (OECD) data (as aggregations).

Available from 1962 for most industrialized countries, the data provide commodity trade information by region and trading partner and are compatible with the United Nations' Standard International Trade Commodity Classification (SITC).

In all, the data bank contains information on trade flows for some 2,600 to 4,400 individual commodities, depending on the revision.

Since the figures are used to show movements of commodities in international trade, the national currency values are converted to US\$1,000 at current rates. Quantities (normally expressed in metric tons) are also available for certain commodities and reporting countries.

The bank reports are available in laser print-out, magnetic tape, cartridge, or diskette. The reports are available in English, French, or in a bilingual version.

The **International Trade Data Bank** is cost recoverable and an initial estimate is provided to clients. Costs vary depending on the number of (SITC) products, partner coun-

Continued on page 2 — Trade

The Winners:

Awards Recognize Achievements Attained by Canadian Exporters

On October 5 — and on the occasion of its 10th Anniversary — the **Canada Export Award** was presented to 14 Canadian companies by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson.

The presentation ceremony was held at the 49th Annual Convention of the Canadian Exporters' Association and was one of the highlights of the month-long trade events across Canada that promote October as **Canada International Trade Month**.

The **Canada Export Award**, sponsored by External Affairs and International Trade Canada, is presented to Canadian companies that have shown their ability to compete and prosper in the global trading arena. It is a symbol of achievement and excellence in exporting Canadian goods and services to all parts of the world.

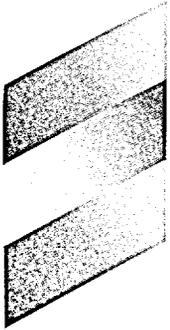
Since the program's inception, 124 successful exporters, selected from some 2,000 candidates, have received a **Canada Export Award**.

This year's winners are:

- Aqua Health Ltd. — Charlotte-town, Prince Edward Island
- RIVIERA CONCEPTS INC. — Don Mills, Ontario
- DU PONT CANADA INC. — Mississauga, Ontario
- Standard Aero Limited — Winnipeg, Manitoba
- EICON Technology — Montreal, Quebec
- VAS-CATH INCORPORATED — Mississauga, Ontario
- Hartford Fibres Ltd. — Kingston, Ontario
- Weatherhaven Resources Ltd. — Burnaby, British Columbia
- IBM Canada Ltd. - Manufacturing and Development — Markham, Ontario
- Whitewater West Industries Ltd. — Richmond, British Columbia
- LAB Chrysotile, Inc. — Thetford Mines, Quebec
- NORA BEVERAGES INC. — Mirabel, Quebec
- Nortech Surveys (Canada) Inc. — Calgary, Alberta
- Riese-Vermont Canadian Lake Wild Rice — La Ronge, Saskatchewan

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Canada

A NEW LOOK AT EXPORTING

Canadian Women Doing Business in Asia

It was the title that hooked me. Texts about Canadian business women are rare: rarer still if they deal with women doing business in Asia. I found this sixty-page study so fascinating that I have made it the subject of my first editorial.

Canadian Women Doing Business in Asia was produced jointly by the Vancouver office of Industry Science and Technology, Canada (ISTC) and of the Asia Pacific Foundation of Canada (APFC.) This report puts to rest the widespread myth that it is difficult for women to do business in this region. In fact, the opposite seems to be true. According to interviews with 22 women, each with more than two years of experience doing business in Asia: women are well suited for doing business in Asia because they often show flexibility, listen, consult, work well in groups and are good in interpersonal relations. Men or women who have or develop these aptitudes, will have an edge.

The impression one gets from the experiences of the women featured in this report is that often it is their manager back home, not their Asian interlocutor, who had reservations about their doing business in Asia. The Asians show a certain initial reticence in placing their trust in a foreigner, man or woman, until they have evaluated his or her reaction to a society that differs so much from Canada.

This trust is the key to business success in Asia, as in Africa or any other foreign market. A relationship of mutual trust is not established overnight. It takes

time and care. Business deals will come later.

The women quoted in this report stress the importance of doing one's homework, and knowing one's subject. This is what matters, more than gender, as well as such factors as age and the position one holds in the pecking order back home. Which brings up the question of the business card, an indispensable tool, in Asian terms, for determining who are the real decision makers.

Besides giving observations valid for the whole area, *Canadian Women Doing Business in Asia* has a chapter for each market: the People's Republic of China, Hong Kong, Japan, Indonesia, Taiwan and Thailand. The particularities of each market are discussed as far as business in general is concerned. There are also tips on making contacts, negotiating contracts etc.

Because it puts to rest old myths and suggests a whole repertory of practices suited to Asian reality, this report belongs on your bookshelves, if you're interested in the Asian market.

Copies of the report can be ordered from Linda Peach, researcher and coordinator for this project. The International Trade Centre, Scotia Tower, Suite 900, 650 West Georgia Street, P.O. Box 11610, Vancouver, B.C. V6B 5H8. Tel.: (604) 666-1418. Fax: (604) 666-8330.

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

Trade Data — from page 1

tries, reporting countries, years and options.

For a detailed explanation of the system or for information on how it can benefit users, contact J. Flood (Tel.: 613-992-6941) or M. Swarts (Tel.: 613-995-3711), International Trade Data Bank, Library Services Division (BMS), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

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

AUSTRALIA — One of this country's largest manufacturers of **plastic outdoor furniture** wishes to form an association with Canadian companies for the license or exchange of moulds for counter items. The products need not be furniture-related, but should be compatible to the utilization of 2500-ton and 1350-ton injecting moulding machines. Contact Jack Chen, J.C. Tanloden Pty Ltd., 8 White Street, Clayton, Victoria 3168. Tel.: (03) 543-2077. Fax: (03) 543-1725.

AUSTRIA — Companies interested in establishing **industrial operations or other business/trade concerns in Lower Austria** may find the services of Eco Plus helpful. Owned by the Government of Lower Austria, Eco Plus, which runs four fully-developed industrial parks, supports industries wishing to set up in this region. Contact Eco Plus, Corporation for Industrial Development and Regionalization in Lower Austria, Lugeck 1, P.O. 1476, A-1011 Vienna, Austria. Tel.: 43-1-513 78 50-35. Fax: 43-1-513 78 50-44.

BRAZIL — A well-established Brazilian company, involved in fields that range from oil exploration and pulp and paper concerns to computer graphics, wishes to represent additional Canadian enterprises. Contact Gabriel Agostini, AMW Comercio E Participacoes Ltda., R. Joana Angelica, 116-S/401, Ipanema. Tel.: (011-55-21) 287-0644. Fax: (011-55-21) 521-0435.

CHINA - A Guangdong Province-

based manufacturer of **paints and industrial coatings** wishes to upgrade its product range and equipment to better take advantage of the rapid development in the Pearl River Delta. The company is seeking **transfer of technical know-how and possible cooperation with foreign companies in the paint and coating industry**. Submit relevant information to Alex Chan, Deutsche Pfanner (HK) Ltd. (% Chung Fa Paint Factory), Room 904 Easey Commercial Building, 253-261 Hennessy Road, Wanchai, Hong Kong. Tel.: (852) 598-6322.

Fax: (852) 598-4692.

CUBA — The Canadian Embassy in Havana has been informed that a company here, ConsumImport, is issuing a request for quotes for the supply of approximately **750,000 incandescent and fluorescent lamps**. The value could exceed C\$250,000. The lamps are urgently needed by such end-users as the Ministries of Sugar, Internal Commerce and Agriculture. Further details/specifications (unit quantities, wattages, voltages) are available from the Canadian Embassy, Havana. Fax: (011-53-7) 33-2044.

CZECH AND SLOVAK FEDERAL REPUBLIC — An institute is interested in **production or marketing cooperation** with a firm involved in **research and development of data transfer, paging, security, control, testing and measuring systems**. The institute also is active in the area of microwave communication and cable and broadband networks for signal transmission. Contact Vaclav Neumajer, Director, Tesla VUST (Research Institute for Radiocom-

munications), Novodvorska 994, 14221 Prague 4-Branik, CSFR. Tel.: (0042 2) 4702. Fax: (0042 2) 472 3551.

HONG KONG — A subsidiary operation here is inviting proposals for the construction of a chemical plant synthesizing 200 metric tons of d-phenylglycine and 100 metric tons of d-hydroxyphenylglycine per year. Interested parties should have relevant experience in the production technology, including its hardware and software. Resumes may be sent to Mr. C. K. Pong, Deutsche Pfanner (HK) Ltd., Room 904 Easey Commercial Building, 253-261 Hennessy Road, Wanchai, Hong Kong. Tel.: (852) 598-6322. Fax: (852) 598-4692.

TAIWAN — Suppliers of **scrap paper for recycling** are being sought by Mr. Lu, Manager, Toprack Industrial Corporation, 3F, No. 100, Ti-Hwa Street, Section 1, Taipei, Taiwan. Tel.: 886-2-5557345/5580167. Fax: 886-2-5567283. Telex: 16961 JFIC.

UNITED NATIONS — Developing countries of the Asia-Pacific, through a United Nations regional centre — the Asian and Pacific Centre for Transfer of Technology (APCTT) — seek **information on technology, its development, transfer and utilization**. Specific areas are agro-industrial, environmental and waste management. Appropriate companies can have their commercially-proven products and process technologies freely promoted in the region by submitting catalogues, brochures or videos to Director, APCTT, 49, Palace Road, P.O. Box 115, Bangalore-560 052, India. Tel.: 266930-33. Telex: 845 2719 APCTIN. Fax: 91-812-263105.

BUSINESS OPPORTUNITIES

Canada to Host Expo in Venezuela

Caracas — Following the highly successful **Canada Expo** solo show held this past January in Monterrey, Mexico, Canadian companies now have an opportunity to participate in **Canada Expo '93**, to be held January 26 to 28 in this Venezuelan capital.

Canada Expo '93 will feature the capabilities of Canadian equipment manufacturers and providers of related services in:

- petroleum
- mining
- computer
- environmental process control
- machine tooling
- packaging and labelling
- telecommunications
- plastics
- auto servicing and
- agro-industry

Canadian exporters of goods and services now have more opportunities in Venezuela because of an increase in domestic and industrial demand, the country's concurrence with the General Agreement on Tariffs and Trade (GATT), its more liberal trade policies, and the lowering of tariffs.

Canadian companies, say trade officials, can and should take advantage of these opportunities to further increase their exports to Venezuela. The country is Canada's third-largest market in Latin America.

Exports of Canadian goods and services to Venezuela are growing steadily and, in 1991, were valued at \$300 million. That's a 30 per cent increase over the 1990 figure.

Companies interested in participating in **Canada Expo '93** or requiring further information concerning the show may contact Ms. Sony Marques, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), External Affairs and International

Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6142. Fax: (613) 943-8806.

General economic and trade information is available from Francois Laberge, also of LGT. Tel.: (613)

943-8807. Fax: (613) 943-8806.

Specific commercial information and/or assistance can be obtained directly from the Commercial Section, Canadian Embassy, Caracas. Tel.: 011-582-951-6166. Fax: 011-582-951-4950.

Western Europe

Science, Technology Cooperation Program

If your company is involved in Technological Research and Development (TRD) and is exploring or establishing common projects with Western Europe, the **Program for Cooperation in Science and Technology with Western Europe** is for you.

This program, with a limited budget, finances up to two-thirds of costs related to missions or workshops aimed at exploring the possibility of undertaking TRD projects with European partners.

Priority will be given to projects that lead to joint research of commercial and/or industrial benefits for Canada.

Last year, 46 applications were approved, among which 14 beneficiaries were science-based departments, 21 universities and 11 private associations and companies.

Most projects were undertaken with counterparts from France, Germany and the United Kingdom. In general, contributions are within the range of \$2,000 to \$5,000.

Applications may be submitted by researchers, consultants, companies, universities, science-based departments or agencies in the various levels of government, public and private applied research centres, and Canadian professional or industrial associations.

For more information or to obtain application forms, contact the Western Europe Trade, Investment

and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0612. Fax: (613) 995-6319.

Construction Show Set for Turkey

Istanbul — Companies in construction-related fields are invited to either **exhibit** their products or **submit** their product literature for display and distribution at **Construction Turkey 93**, being held here January 7 to 10.

The product literature — to be displayed at the External Affairs and International Trade Canada Information Booth — should be submitted by Canadian companies that produce construction equipment and systems, building materials, heating and plumbing systems, insulation, and interior finishes. Exhibitors also fall into the same categories.

Trade officers at the Canadian Embassy in Ankara report that Turkey has a very active construction sector. They also say that **Construction Turkey** will be the country's only international trade show in the construction sector in 1993. It is expected to attract 15,000 qualified visitors who have

Continued on page 5— Construction

*Opportunities/Observations***European Bank for Reconstruction and Development**

Headquartered in London, the European Bank for Reconstruction and Development (EBRD) is the newest Multilateral Development Bank, its first loans having been approved in 1991.

The main purpose of the EBRD is to foster the transition towards open market-oriented economies and to promote private and entrepreneurial initiative in the former Communist countries of central and eastern Europe.

Canada, as in other Development Banks, is among the major shareholders and is represented on the EBRD's Board of Directors.

How the EBRD is Different

The EBRD functions as a Development Bank, much in the same way that the World Bank and other regional Development Banks serve their respective borrowing regions. However, the EBRD has a few distinctive features that differentiate it from these Banks.

One important characteristic is the EBRD's overriding focus on the private sector. Its Charter stipulates that not less than 60 per cent of its financing must be directed either to private-sector or to state-owned enterprises implementing a program to achieve private ownership and control. For these loans, the EBRD acts much as a merchant bank or as the World Bank's International Finance Corporation (IFC). Only the remaining 40 per cent of its financing is used (as in traditional Development Bank projects) for loans to governments of member countries.

The EBRD provides loans, equity investment, debt guarantees, and underwriting, all of which are offered at market terms — never at subsidized or concessionary rates.

The loans are made available with a variety of terms, usually with a

maximum final maturity of 10 years for commercial enterprises. In the case of private-sector projects, the Bank normally limits its financing to 35 per cent of the total capital required for a project and the minimum loan that the Bank will consider is ECU 5 million (approximately C\$ 7.0 million).

This being the case, the minimum size of a Bank-funded project would have to be in the area of C\$20 million (35 per cent of this being provided by the EBRD).

The Bank will seek to make funds for smaller loans and investments available through local financial intermediaries. However, the Bank does not issue guarantees for export credits nor undertake insurance activities.

Who Can Participate in EBRD Projects

The EBRD should be of interest to Canadian investors and exporters interested in central and eastern European markets. It is worth noting that the EBRD's procurement rules are similar to those of other Development Banks and that a significant contingent (6.8 per cent) of the Bank's professional staff is Canadian, and occupying key positions.

One of the important aspects of pursuing opportunities associated

with EBRD projects is the monitoring of its new projects.

The EBRD recently began publishing a newsletter entitled, *Procurement Opportunities*, which provides early notification of its future supply, public works, and consulting service requirements. For the moment, the newsletter contains mostly information on the EBRD's project pipeline, but tender notices and contract award information will also eventually be published.

The annual subscription cost is £50. Anyone interested in subscribing should send a cheque (payable to the European Bank for Reconstruction and Development) to **Procurement Opportunities**, Procurement Unit, European Bank for Reconstruction and Development, 122 Leadenhall Street, London, England EC3V 4EB.

Other documents, such as the EBRD booklets *How to Work with the European Bank for Reconstruction and Development* and *Procurement Policy and Rules*, are available on demand.

For more information, contact the Financial and Business Services Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-1100.

Construction Turkey — *Continued from page 4*

purchasing authority.

Companies wishing to exhibit can receive exhibition brochures and further information from the show's Canadian representative, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Companies with product literature for display should send up to 100 copies of their brochures — for arrival by December 15, 1992 — to R. Henry, Counsellor (Commercial), Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, 06700 Ankara, Turkey.

Environment a Priority in:

Canada-U.S. Strategic Alliances

Does your business specialize in the environment, and are you interested in the American market? If so, you may already be involved in the strategic alliances initiative being organized by External Affairs and International Trade Canada (EAITC) in concert with Industry, Science and Technology Canada (ISTC) and Investment Canada (IC).

The initiative is designed to generate and promote agreements

between Canadian and American companies. The United States Trade and Tourism Development Division (UTO) encourages the formation of strategic alliances between Canadian firms with proven technology and American firms already active in a given sector. The Trade and Investment Development Division (UTI), for its part, concentrates on promoting American investments in

Canada. One of the most effective ways of attracting investors is to help them find a Canadian partner. Thus, although each of the EAITC divisions has its own frame of reference, their activities often overlap. In many cases, their joint interventions in the field are of benefit to both parties.

Environment, in particular the treatment of waste water and the management and elimination of solid/toxic wastes, was selected as the first target area. The potential is tremendous: to begin with, the market is one of high growth: according to Organization for Economic Cooperation and Development figures for 1990, this sector generated expenditures of \$81 billion — nearly 40 per cent of the world total — in the United States alone. Annual growth is expected to reach some 4.5 per cent.

A few months ago, a series of six seminars was held across Canada, during which 253 companies active in the field were informed of both the potential and the requirements of this market. The second stage begins later this month and will continue through the winter. It will feature round tables in U.S. cities for prospective partners selected from both sides of the border. These round tables may be followed by one-on-one encounters between participating firms.

If your company has innovative, recognized technology in the waste water or solid/toxic waste management sectors, if you are looking for U.S. partners with complementary technology, or if you feel ready to launch into a larger market, this program may be for you.

EAITC contacts are Donald Marsan, UTO, tel.: (613) 991-9478; Regis Beauchesne, UTI, tel.: (613) 993-6577.

Licensing Service Window to World

Canadian companies are being encouraged to discover **dISTCover** — the logical starting point for firms looking for licensing or joint venture opportunities internationally.

"Your window to a world of business opportunities", **dISTCover** is a licensing opportunities service that is delivered through the Business Service Centres in all the regional offices of Industry, Science and Technology Canada (ISTC).

The service is designed primarily for small and medium-size enterprises in the manufacturing sector that want to be introduced to companies and organizations around the world that are willing to license Canadian companies the right to manufacture their products and use their processes and technologies.

The reverse is also true: Canadian companies can enter the data base to license their products and processes internationally. All they need do is fill out a form available from officers at the ISTC Business Service Centres.

The data available through **dISTCover** comes from technology brokers, agents and govern-

ments from around the world who provide opportunities from companies, universities and laboratories — as well as from the World Bank of Licenseable Technology (a U.S. source which also includes technologies from around the world). The Canadian agent for this source is the Canadian Industrial Innovation Centre (CIIC)*.

Several international and Canadian sources are merged into the **dISTCover** data base and new sources are being investigated on an ongoing basis. **dISTCover** provides access to approximately 25,000 licensing offers.

Access to **dISTCover** data is through key words. A manufacturer of nickel-cadmium batteries might select the words 'battery' and 'nickel'.

The system will search for key words provided by the user who is able to identify companies wanting to license.

For more information, contact Ron Doherty, **dISTCover**, Industry, Science and Technology Canada, 235 Queen Street, Ottawa K1A 0H5. Tel.: (613) 954-4977. Fax: (613) 954-5463.

* An article on CIIC appeared in *CanadExport*, Vol. 10, No. 7.

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here in the second article in the series is the transportation equipment sector. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

TRANSPORTATION EQUIPMENT

Demand in Mexico for all types of transportation equipment has increased exponentially, what with the substantial industrial development during the last few years.

Moreover, with the rapid growth in urban population in all major centres, there has developed a significant demand for reliable and environmentally clean urban transit services.

The transportation sector now is a priority of the Mexican government, representing an essential element of the country's continuing development.

With transportation being seen as the cornerstone of commerce and tourism — two pillars of the Mexican economy — the Mexican government, through the involvement of the private sector, has undertaken a vast program of modernization of the transportation infrastructure (airports, railways, roads, public transit).

The government has also greatly liberalized imports in the increasingly important automotive sector. Industries in Mexico also are relying more on their own means of transportation, creating potential for the purchase of planes, helicopters and buses.

Motor Cars

Mexico's modernization offers significant opportunities for Canadian companies, particularly given the needs on the part of Mexicans to purchase large quantities of steel rail, locomotives and spares, rolling stock (including its repair and overhaul) and track machinery — all areas of Canadian capability.

In road transport, Mexico's system is old and inefficient. The country has fallen behind in its replacement of worn out vehicles. (Motor carriers, on average, have been in service for more than 12 years). The market for new and used buses is large and growing. In addition, many Mexican motor carriers repair their vehicles with used parts. The size of the potential market increases considerably when one considers that, in addition to trucks and buses, local freight and passenger service vehicles are also aging.

Motor Car Parts

Automotive parts is the most important element of Canada-Mexico trade relations. Canadian auto parts exports to Mexico grew from C\$50.3 million in 1988 to C\$89.8 million in 1989, a growth rate of 78.5 per cent. In 1990, Canadian exports grew another 117 per cent to C\$194.5 million.

In the past few years, total apparent consumption of auto parts in Mexico has been increasing at an average annual rate of 21 per cent. The total market for auto parts amounted to over US\$9.7 billion in 1990. Preliminary data for 1991 place apparent consumption as high as US\$15.4 billion, reflecting a 58 per cent increase. Imports are expected to grow 16 per cent annually and represent 33 per cent of total consumption by 1994, as opposed to 24 per cent in 1989. This process is due, basically, to a rapid growth in imports — both of engines and automobiles — by local assembly plants. In the future, imports destined to the local market and to the aftermarket will grow in importance.

During the last four years, Canada has consistently increased its market share of Mexico's transport sector and, at 5 per cent, is now equal to the main suppliers (Japan, Germany, France and Brazil) of such goods. This augurs well for the future.

Editor's Note

The notice in the September 15 issue of *CanadExport* on the availability of NAFTA Information Sheets generated a very good response. However, on some faxed requests, names and addresses were illegible. If your requests have not been answered, please phone Info Export (see box at the bottom of page 8).

BUSINESS AGENDA

Calgary — October 27; **Winnipeg** — October 28; **Vancouver** — October 29 — In these cities and on these dates, seminars entitled **Canadian Commercial Corporation (CCC): The Competitive Edge in Selling to Governments Abroad** will be conducted. Contact Cynthia Young, External Relations, CCC, Ottawa. Tel.: (613) 995-5281. Fax: (613) 992-2134.

Ottawa — November 2-4 — **Canadian Wind Energy Conference and Exhibition '92** will focus on strategies to address market constraints, international markets and export opportunities, and new technology developments. Contact Mike Bourns. Tel.: (403) 289-4399. Fax: (403) 249-7910; or Jeff Passmore. Tel.: (416) 322-1560. Fax: (416) 322-1562.

Toronto — November 4-6 — National marketing seminar on **Proactive Strategies for Achieving Marketing Excellence in the 1990s**. To register (fee is \$795.00 per participant), contact Programme Coordinator, Institute for International Marketing, Ottawa. Tel.: (613) 831-1052. Fax: (613) 831-8452.

Mississauga — November 5; **Scarborough** — November 17 — **International Trade Shows Made Profitable** seminars. For more information or to register, phone or fax International Training and Management Company, Toronto 416-483-3836.

Winnipeg — November 5-6 — **Transportation to Mexico: Implications of the NAFTA** will be the subject of the semi-annual meeting/conference of the Canadian Transportation Research Forum (CTRF) being held at the Transport Institute, University of Manitoba. Contact Doreen Gusdal. Tel.: (204) 474-9097.

Montreal — **Toronto** — **Calgary** — **Vancouver** (Monday-Wednesday on consecutive weeks in November) — Forwarders, shippers, importers and carriers involved in

international dangerous goods traffic will find these three-day courses of special interest. Topics to be reviewed in an active classroom format include Canadian Regulations, International Maritime Dangerous Goods Code, and U.S. Department of Transport Rules. Registration fee of \$481.50 includes GST. For specific dates or more information, contact Marilyn Massoud, Secretary-Manager, Canadian International Freight Forwarders Association, P.O. Box 929, Streetsville, Ontario L5M2C5. Tel.: (416) 567-4633. Fax: (416) 542-2716.

PUBLICATIONS

Survival in Russia

Russia: Business Survival Guide (third edition, March 1992) is a comprehensive, up-to-date resource written by and for people doing business in Russia or travelers to this country. Contents cover preparations, travel and accommodations, money, food, doing business, and Russian business law. In addition to a telephone directory with more than 4,000 listings, the guide contains city street maps, a yellow pages phone directory of goods and services, and reference information on publications and government services. Contact Kerry Irwin, Director of Marketing, East-West Information Consortium, 242 Gloucester Avenue, Oakville, Ontario L6J3W7. Tel.: (416) 849-6507. Fax: (416) 842-3841.

Argentine Sulphur Market

Canadian Sulphur Market in Argentina (168LA) paints a rather bleak outlook, given the overall decline in world markets for this product. However, the four-page review, commissioned by the Canadian Embassy in Argentina, indicates "Canada has been performing extremely well in Argentina by maintaining its market share in a depressed market." Indeed, Canada is the largest exporter of sulphur to Argentina, but future demand is mixed at best. According to local importers, "future Canadian exports of elemental sulphur will depend upon price and delivery." A copy of the report, quoting code number, is available from Info Export (see box at bottom of this page).

InfoExport

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

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CANADEXPORT

Vol.10, No. 18

November 2, 1992

External Affairs and
International Trade Canada

Small Business

10 Stepping-stones to Export Success

Foreign markets offer small businesses an opportunity to increase sales, improve profitability, lower unit costs, diversify business activity, spread risk, gain new experience and develop new ideas.

The discipline of exporting forces companies to focus their resources more carefully and to organize themselves more effectively.

Tips on how to enter foreign markets have been published in numerous issues of *CanadExport*. The following are from a publication by Industry, Science and Technology Canada. These guidelines can help prepare companies entering international markets for the first time.

 **AGEXPORT**
Supplement: pp. I-IV

- **Evaluate export potential**
A good place to begin is by assessing your company's export potential. This involves evaluating both your organizational readiness and your product readiness to enter international markets. Exporting is not for everyone. Sufficient financial resources and an organizational commitment to expand internationally are prerequisites for success. Before launching an export drive, you need a clear idea of your competitive advantage in your current markets. What needs does your product or service satisfy in the Canadian market? Who already uses it? Why?

Continued on page 4 — Stepping

November is Services Month

November is **Services Month in Canada**, a trade promotion initiative that now is celebrating its second anniversary.

It was initiated in 1991 by Minister of Industry, Science and Technology and Minister for International Trade, Michael H. Wilson.

This year, **Services**

Month will focus on the important contribution of the services industry to Canadian prosperity and will feature several activities catering to the specific needs and interests of Canada's fast-growing services sector.

The theme of **Services Month '92** is "Strategies for Turning Opportunities into Success".

Highlights of the month-long program will be the hosting, by Minister Wilson, of two National Conferences: one in **Toronto** (November 5); the other in **Montreal** (November 26).

These conferences are a follow-up to last year's consultations with services industries and will feature top executives speaking about their success in dealing with key services sector issues.

Trade in Services

A variety of international trade promotion events and initiatives will be held during **Services Month**, including seminars, trade missions, the release of trade publications and market study reports.

Companies and consultants who seek to export their services will

be especially interested in activities such as the workshop on "Consulting Opportunities in World Bank Agriculture Sector Projects" or the release of a "World Market Survey on Health Care Services".

Of the 60-plus initiatives being planned during **Services Month**, a calendar soon be

Mois des  Month

able - see contact end of article for more than a dozen will deal directly with export market opportunities.

ExportVision/ NAFTA

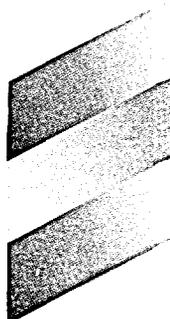
ExportVision is the flagship trade promotion event which began in October during **Canada International Trade Month**. The 'vision' extends into November to cover the services sector of **Services Month**.

Under **ExportVision**, a group of trade commissioners from Canadian embassies around the world will be in Canada to meet with services exporters and discuss business opportunities in their respective markets.

Continued on page 2 — Services

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Dep't. of External Affairs
Min. des Affaires extérieures
NOV 17 1992



Canada

Services Month Conferences Slated — from page 1

The one-day events will also highlight the new opportunities for services exporters arising from the North American Free Trade Agreement (NAFTA). Speakers from the business community and the negotiating team will be present to discuss the implications of NAFTA for Canadian services industries.

The NAFTA and services segment of **ExportVision** will visit the following cities: **Moncton** (November 23), **Toronto** (November 24), **Québec** (November 25), **Vancouver** (November 30), **Calgary** (December 1), and **Saskatoon** (December 2).

Companies should register in advance (address provided below).

Capital Conferences

Another major export-oriented event will be the series of conferences entitled "Capital Projects Abroad: Opportunities for Canadian Companies".

These conferences will examine strategies to involve more Canadian exporters—from all segments of industry—in international capital projects and will feature speakers from the financial community, private-sector consortiums, contractors and consulting engineering firms, international organizations and government agencies which can play a support role in capital project bidding.

Organized by Industry, Science and Technology Canada (ISTC), in cooperation with External Affairs and International Trade Canada (EAITC), the one-day conferences will be held in **Toronto** (November 2), **Montreal** (November 3), **Calgary** (November 4) and **Vancouver** (November 5).

For further details on **Services Month** activities related to international markets, or to obtain reg-

istration forms, please contact the Financial and Business Services Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2 Fax: (613) 943-1100.

Interested parties may also call the following hotline number to obtain the full calendar of events or for enquiries regarding **Services Month**: 1-800-461-2266. Hearing impaired may call: 1-800-465-7735.

Fraudulent Practices Precaution Issued by Benin's Trade Minister

The Embassy of Benin has asked us to print the following circular note for the benefit of Canadian exporters to Benin.

SUBJECT: Provisions to make before entering into business relations with trading partners in Benin.

In the interest of forestalling the many cases of breach of trust being perpetrated against foreign companies by fraudulent companies that are uttering false cheques from Benin in payment for merchandise delivered to them, I hereby warn foreign companies to exercise caution by obtaining all the guarantees required by international trading practice before exporting any goods whatsoever to Benin.

With this in mind, I urge you to take the following precautions:

- 1) *Make sure that the Benin company really exists by requesting a photocopy of its Professional Trader's Card and its Importer's Card;*
- 2) *Before establishing any business relations, make sure that these two cards are authentic. Check with the Ministry of Trade and Tourism, Telex 5040, Box 2037, Cotonu, Republic of Benin.*

Foreign companies are urged to follow the above procedures to the letter in order to avoid being victimized by the fraudulent companies that are tarnishing the reputation of Benin.

**Minister of Trade
and Tourism, Benin.**

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

Business Opportunities

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

CHINA (People's Republic) — The largest foreign trade corporation in Jiangsu Province seeks Canadian manufacturers/suppliers of **corrugators, molds, accessories, related tooling, co-extrusion heads and die, pipe perforators, rotary cutters and extruders.** For sizes, specifications and quantities, contact Li Cheng Xing, Jiangsu Provincial Foreign Trade Corporation, 29 East Beijing Road, Nanjing, China 210008. Fax: (025) 711532. Telex: 34139 JICNJ CN.

HUNGARY — An open international tender (bid closing date December 15, 1992) has been issued on behalf of the Ministry of Transport, Communications and Water Management for work on a **road construction project.** Work is expected to begin in April 1993 for completion by mid-1995. Tender documents cost a non-refundable 3,800 ECU, with payment being made to the account of UTIBER Ltd. no. 214-15533, Orszagos Kereskedelmi es Ritelbank (OKHB). Queries or payment should be addressed to Jozsef Starkbauer, UTIBER Ltd., H-1115 Budapest, Csoka u. 7-13, Hungary. Tel.: 36-1-166-6848. Fax: 36-1-166-6678. Telex: 224965 utber h.

SWITZERLAND — A company here wishes to represent (for distribution in Switzerland) a well-established Canadian manufacturer/supplier of **bathing suits for men.** Contact K. Gerne, SPOTEC SA., CH-1261, La Rippe, Berne, Switzerland. Tel.: (41-22) 367 14 27. Fax: (41-22) 367 18 88.

Potential Business Clients Plentiful in Spain

The Canadian Trade Office in Barcelona has identified a number of potential joint venture and business opportunities in Spain. Canadian firms interested in the following should — quoting the appropriate reference code number — send general information on their companies to René-François Désamoré, Commercial Office, Canadian Consulate, Travessera de les Corts, 265 Entl. 1, 08014 Barcelona, Spain. Fax: 343-410-77-55.

Ref PLA — A well-established manufacturer of plastic packaging for the cosmetics, pharmaceutical and food industries wishes to import similar value-added products and to enter into a joint manufacturing agreement to manufacture such products in Spain. The company also seeks new or innovative packaging systems.

Ref ADE — Established in Barcelona in 1953, a manufacturer of a wide range of paints for furniture, industry and decoration wishes to broaden its product line. The company wishes to enter a distribution/commercialization agreement for machines and accessories that can be sold to painters (airless system painting machines, compressors, drip sponges); painting tools (brushes, spatulas); paint to cover plastics; powder paints; paints with added value (flame retardant, anti-damp); protective paint for wood.

Ref SOL — A forty-year old firm engaged in the manufacture of a broad range of loop towels, aprons, mittens and bathrobes wishes to import similar products or manufacture them under license. The company is interested particularly in new fibres or new developments in the textile industry that have detailed technical characteristics (flame retardant, chemically resist-

ant) and that have sanitary (bed spreads), agriculture (hail storm protectors for silos), and security (bullet-proof vests) applications.

Ref MIS — A consultancy firm based in Barcelona and engaged in the informatics, telecommunications, electronics and services sectors, seeks similar companies that are interested in entering the Spanish market. The firm is particularly interested in forming distribution/representation agreements, licensing agreements and joint ventures.

Ref MUR — A manufacturer and distributor of decorative products (artificially antiqued stone panels) wishes to import new and innovative panels (imitation stone, brick) for interior and exterior decoration; plastic materials (false fire screens); and cement-fibre decorative systems (for fountains). The company has a network of more than 70 distributors throughout the country.

Ref INT — A young, innovative company involved in interactive television will consider any kind of collaboration, including investment proposals that will enable it to strengthen its position in this field. The technology allows TV spectators to participate, in real time and from home, in various TV programs.

Stepping-stones to Exporting — Continued from page 1

- **Select and research target foreign markets**

If you conclude that exporting makes sense for your business, the next step is to research foreign markets. Don't try to enter several foreign markets at once. Better results will come from concentrating your efforts on one or two specific markets that offer the best potential. An initial screening can help to identify these. Having selected a particular market as worthy of further scrutiny, you must then consider such issues as product potential, tariffs and non-tariff barriers, and local distribution options. You will need information about the size of the market for your product, who supplies it, and key competitors. For most small Canadian companies, especially those new to exporting, the United States is the most accessible and attractive initial export market.

- **Learn the technical and financial elements of exporting**

You need to become familiar with the principal trade terms and techniques relevant to exporting, as well as with the financial aspects of exporting. Overseas shipping, for example, requires selection of an optimal transport mode, proper packing and marking of goods, and preparation of various documents. An international freight forwarder can provide valuable assistance in arranging export documentation, insurance and transport.

- **Assess market entry/distribution alternatives**

Once you have assembled a picture of the target market for your product or service, you are in a position to assess possible entry and distribution options. The main options are direct sale to foreign distributors or end-users using your own sales force; using a foreign agent or representative; relying on a Canadian-based intermediary; or some

form of direct investment or joint venture in the target market. Each option has advantages and disadvantages.

- **Determine your price**

For exporting to make business sense, your price must cover your costs and yield an acceptable profit. The factors you must consider in setting an export price include your domestic costs, costs associated with exporting, market demand, and your desired profit margin. A number of different formulas can be used. In export pricing, you must take into account such factors as tariffs, foreign sales taxes, exchange rates, and insurance and shipping costs.

- **Promote your product**

Well-planned promotion is a key element of success in any new market. In export promotion, it may be necessary to modify your packaging or advertising to account for foreign tastes or climatic factors. The main vehicles for promoting your product or service are trade and business journals, catalogues, direct mail campaigns, and participation in trade shows and fairs.

- **Arrange financing**

Financing your deal may pose special challenges. Options for transacting business with foreign buyers include cash in advance, open account transactions, bills of exchange, and letters of credit. Each has advantages and disadvantages. Normally, revenues from an export sale will take longer to be received than those from a domestic sale. In the meantime, you will be spending to negotiate the deal, produce the goods, and ship them. If your cash-flow cannot withstand such an investment, you should look for alternative sources of financial assistance. Export credits are available from various Canadian and international organizations.

- **Get the product to market**

For manufacturers, shipping goods to foreign destinations involves selecting a mode of transport and assembling and preparing various documents. Exercise some caution in the arrangements you make to ship your goods. Make sure that they will be received by a trustworthy associate at the other end and that storage and transportation will be secure. The uncertainties associated with doing business in some markets are such that goods can easily be lost or stolen if they are not attended to properly. An international freight forwarder can provide valuable assistance.

- **Implement your export plan**

For the novice exporter, making modest initial sales is the best way to proceed, since this will allow you to become familiar with the export process while limiting your risks. As your knowledge and comfort level increase, you may decide that it is worth stepping up your export efforts.

- **Review/revise your strategy**

Successful companies and entrepreneurs learn from their mistakes. Miscalculations, surprises and unanticipated problems are inevitable in any new business venture. After an initial try at exporting, you may find that you need to modify your product, choose a different distribution channel, or alter your price or promotional strategy. It may even be necessary to focus on different target markets. The key is to retain the flexibility and adaptability to respond quickly to what you learn. In exporting patience and tenacity usually pay off.

For a copy of *Exporting for Competitiveness: Ten Steps for Small Business*, write to Entrepreneurship and Small Business Office, Industry, Science and Technology Canada, 5th Floor East, 235 Queen Street, Ottawa K1A 0H5.

Participants Now Being Recruited for Geotechnology Show in Germany

Cologne — The starting point for success in geotechnology/geosciences markets is to exhibit at **Geotechnica'93**, being held here May 5 to 8.

Show in Spain Sure Source of Business for Building Suppliers

Barcelona — As the major trade fair in Spain, **Construmat 93** gives Canadian companies an excellent opportunity to display their products and their expertise in the building supplies field.

Construmat runs from March 29 to April 3, 1993 and will attract nearly 3,000 exhibitors and more than 200,000 visitors.

A number of Canadian companies already have taken advantage of the expansion in Spain's construction market and are selling their products throughout the country. Dozens of Canadian houses are being built there.

Canadian manufacturers of doors, locks, electrical equipment, heating systems (conventional and solar), air conditioning, plumbing fixtures, glazing, and interior woodwork will find **Construmat** an ideal locale for displaying their wares to Spanish and European companies eager for new products and technologies.

Those who would like to be among the 10 Canadian companies to participate in the Canadian pavilion at **Construmat 93** or wishing further information should contact Luc Santerre, Western Europe Trade, Investment and Technology Division, External Affairs and International Trade Canada, Ottawa. Fax: (613) 995-6319.

First held in 1991, the show/congress attracted 18,000 visitors to view the 440 exhibits from 13 countries — ample proof that the event was well worth repeating.

While on-site sales by Canadian participants were neither expected nor generated, anticipated or follow-up sales over a 12-month period were estimated at between \$18 million and \$20 million.

This and the unique nature of the show/conference (at which Canadians excelled in their presentations) convinced External Affairs and International Trade Canada to once again have a National Stand.

The first participation proved that, when Canadian companies exhibit as a group, the National Stand is ensured a "prime location" — one that will afford exhibitors the opportunity to broaden their existing networks or to establish themselves

in new niche markets.

Also, participation in this event, say Canadian-based trade officials in Germany, can "act as a crystal for future technology transfer and collaborative activities."

Leading edge technologies at the exhibition/congress cover such areas as remote sensing, environmental technologies, geo-information systems, and cartography — areas in which Canadians are more than expert.

Companies interested in participating in **Geotechnica'93** and wishing further information should contact Therese Gervais, Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Room For Making Contracts At Major Toronto Furniture Show

Toronto — One of the world's largest shows for contract/office furniture — **The International Interior Design Exhibition (IIDEX)** — will be held in Toronto November 19-21, 1992.

Canadian trade commissioners from posts around the world have recruited high-profile buyers for this venue, considered one of the best shows of its type.

More than 20,000 designers, architects and specifiers (persons who specify a particular make, model, design, or colour) will get acquainted with Canadian know-how in furniture manufacturing.

One hopes that participants at

this year's **IIDEX** will be as successful as the Knoll Group of Canada.

As a result of previous participation — and thanks to the recruitment of U.S. buyers to **IIDEX** by the Canadian Consulate General in Dallas — this Weston, Ontario company sold \$15.5 million worth of customized office furniture to the Dallas headquarters of the U.S. Federal Reserve Bank.

Further information on **IIDEX '92** is available from Michel Samson, U.S. Trade and Tourism Development Division, EAITC. Tel.: (613) 991-9479. Fax: (613) 990-9119.

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

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

With Canadian International Development Agency and Agriculture Canada financial backing, this pilot program will focus primarily on development of joint ventures

among export firms from Ecuador, Costa Rica, Jamaica, Trinidad and Tobago, Uruguay and Canada.

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

In Canada, the potential partners could include firms beyond the agro-industrial sector. Any firm that can

identify a benefit from working in the long term with a LAC firm may be a possibility for inclusion.

Examples include agro-industrial firms, manufacturers using agricultural products as an input, distributors of agro-industrial products to the end user, and firms able to supply required inputs such as machinery, technology, management skills, and financing.

Products and Types of Long-Term Joint Venture Partners

Most identified Latin American firms are exporters of value-added agro-industrial products:

- Frozen purees and pulps of tropical fruits exporter (banana, papaya, pineapple, guava) — Looking for a partner with financial and technical capability to expand processing capacity.
- Cocoa powder and coconut producer — Looking for a partner with interest in sharing investment in a turnkey operation for industrial coconuts.
- Pre-cooked wheat and rice pastas producer — Looking for a distribution and technology joint venture.
- Sauces and pasta producer — Interested in a distribution partner that can provide established market and brand name for sales in North America and Latin America.
- Dry tropical fruits producer — Interested in an investor partner that can provide technology and market expertise for expanding exports to the U.S. and Europe.
- Tropical fruit juices, jellies and marmalades — Looking for a distribution partner that can also provide assistance to export to Europe and Japan.
- Baby foods from tropical fruits and vegetables producer — Looking for a partner that can provide

Continued on page 8— Agro

Mexico Shows Have Food, Consumer Goods on Menu

Guadalajara — Canadian suppliers of processed food, beverages, store equipment, leisure goods, housewares and giftware have an opportunity to penetrate these markets in Mexico.

They could open the door to this potentially lucrative market by participating in **ANTAD'93**, being held here March 27-30.

This will be the second time that External Affairs and International Trade Canada (EAITC) has participated in this event.

The 29 Canadian companies that participated in 1992 found the show so successful that they recommended a return engagement.

And little wonder.

ANTAD attracts some 10,000 managers/buyers that represent supermarkets, department and specialty stores that serve the fast-growing Mexican food and consumer goods market.

Indications are that consumer imports into Mexico are growing constantly — because of consumer curiosity to try new products and because imports of this kind are viewed as a status symbol.

Indeed, imports are expected to

grow 10 per cent per year between now and 1994. In the last three years imports of processed foods alone have doubled to reach over \$650 million annually.

Companies (up to 30 can be accommodated on a first-come, first-serve basis) that can schedule a stop-over in Mexico City have the added bonus of being able to attend a **Canada Food Show**, being held April 1 at the Canadian Embassy.

The fee is \$950.00 for companies wishing to participate in the Canadian pavilion at **ANTAD**; \$1,200.00, if also attending the Mexico City **Canada Food Show**.

Companies wanting to participate in or seeking more information on these events may contact Ms. Sony Marques, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6142. Fax: (613) 952-3904.

Specific commercial information and/or assistance can be obtained directly from the Commercial Section, Canadian Embassy, Mexico City. Tel.: 011-52-5-254-3288. Fax: 011-52-5-545-1769.

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here in the third article in the series is the transportation equipment sector. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

PETROLEUM EQUIPMENT AND SERVICES

The *Oil & Gas Journal* says Mexico's petroleum production ranks third in the world, with reserves estimated at 45 billion to 60 billion barrels. This is big business by any standard but, until recently, much of the business that this production could represent was out of the reach of Canadian companies. Only now is the market opening up to foreigners. Canada, with its leading technology and cooperative business style, is well placed to capture a good part of it.

The petroleum industry is fundamental to the Mexican economy, being one of the country's principal foreign currency earners. Petroleos Mexicanos (PEMEX), the state monopoly controlling the exploration, exploitation and distribution of these resources, is one of the world's largest companies. During the 1980s, much of PEMEX's earning power went to servicing Mexico's crushing debt payments.

Now, after a decade of absolutely minimal purchasing, PEMEX is becoming more active, with plans to spend as much as US\$20 billion over the next four to five years on equipment and services. Consumption of oil and gas field equipment is expected to grow by about 4.5 per cent annually, reaching US\$801.6 million this year.

Although PEMEX always has relied on imports (US\$213 million in 1988; an expected US\$280.4 million in 1992), Mexico tried to limit foreign participation in this strategic industry through import substitution to maintain its sovereignty, encourage its domestic industry and to save scarce foreign exchange. Facing today's fierce global market, PEMEX is more open to the idea of foreign suppliers and services contracts.

Under major restructuring, planning and purchasing authority will devolve to the regions, to the various operating departments and, for most primary and secondary petrochemicals, entirely to private industry (including foreign companies).

At the moment, many tenders and all regional purchasing are open only to domestic suppliers. However, the increasing use of international turnkey projects

and keen interest in foreign technology may tip the trend away from 'domestic only' policy — especially if reinforced by a North American Free Trade Agreement (NAFTA) which guarantees access to government agency contracts.

To meet domestic demand, Mexico must maximize its vast natural gas resources and petrochemical capacity. To meet international competition, especially in its petrochemical industry, the country will need to modernize its plants (ethylene, etc.).

The petrochemical industry is expected to grow an estimated 8 per cent per year between 1990 and 1994. Canadian resin, plastics machinery and tool and die exporters can capitalize on a predicted US\$4 billion to US\$5.5 billion of investment over that time.

PEMEX finally has the resources to bring in the latest technology to improve its efficiency, safety and environmental impact. Canada has the expertise to supply this need.

Labels Must be in Spanish For Products Mexico-Bound

As of September 24, 1992, all products entering Mexico must bear labels that are written in Spanish.

Products that fail to meet this new standard will be refused entry; those that got through and were later detected will be impounded and manufacturers will be fined 150 per cent of their value.

Certificates demonstrating compliance with the standard must be granted before the product can go on sale in Mexico. Such certificates can be obtained from the General Directorate, Secretariat of Economy and Finance (SECOFI), Mexico.

Exporters to Mexico requiring further information should contact Marcel Lebleu, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 995-8804. Fax: (613) 943-8806.

BUSINESS AGENDA

Toronto — November 5 — **"Let's Talk Risk" Workshops.** Contact the account manager, tel.: (416) 973-6211, fax: (416) 862-1267; **Vancouver** — November 16 — tel.: (604) 666-6234, fax: (604) 666-7550; **Edmonton** — November 18 — tel.: (403) 292-6898, fax: (403) 292-6902; **Winnipeg** — November 20 — tel.: (204) 983-5114, fax: (204) 983 2187; **Montreal** — November 24 — tel.: (514) 283-3013, fax: (514) 878-9891; EDC head office in Ottawa, tel.: (613) 598-2500, fax: (613) 237-2690.

Ottawa — November 19 — A Business Connexion seminar organized by Environment Canada will be held at the Chateau Laurier Hotel. One of the topics presented will be "Trade Negotiations: A Sustainable Development Perspective". To register, contact Dina Derenzis, Ottawa. Tel.: (613) 526-4249 or 1-800-267-0666.

Mississauga — November 25-26 — **1993 Tourism Outlook Conference & Tourism Marketing Trends Conference.** This is a unique and timely opportunity to get solid market knowledge, expert economic interpretation and competitive thinking on the future of the tourism industry. For complete details, contact Dina Derenzis, Conference Registrar, The Conference Board of Canada, Ottawa. Tel.: (613) 526-4249. Fax: (613) 526-4857.

Toronto — December 14 (Export Issues); December 15 (Import Issues) — Two intensive courses de-

signed to, among numerous relevant issues, update Customs professionals on the North American Free Trade Agreement (NAFTA) and cross-border issues and to provide practical, proven strategies to minimize Customs duties and taxes.

Complete details, registration fee information are available from Rebecca Young, Marketing Manager, Institute for International Research, Toronto. Telephone toll-free 1-800-461-2398 or (416) 928-1078. Fax: (416) 928-2994.

Agro-Industry Ventures — from page 6

technical assistance and market distribution in North America and Europe.

- Packaged pigeon peas exporter — Looking for a partner to set up distribution in North American ethnic market.

- Tomatoes products and tropical jams and sauces exporter — Looking for a partner interested in sharing technology and capital investment for production expansion and setting up distribution in North America and Japan.

- Temperate fresh fruit and vegetable exporter — Looking for a partner to set up distribution off season in North America, Europe and Asia.

- Natural products (from honey and others) producer — Interested in a partner that can provide technical assistance and distribution in North America or other markets.

- Pastas and prepared foods exporter — Interested in a partner to set up distribution in the U.S.

- Natural products for pets' market — Looking for a partner to set up distribution in North America and Europe.

Types of Assistance

This project also can find potential Latin American agro-industrial partners for raw materials supply development or new export production development.

The project offers the following assistance — **Free** — to Canadian firms:

- Identification of selected Latin American and Caribbean (LAC) companies that have a capacity to provide stable sources of raw materials or finished products;
- Provision of financial and technical information on these LAC companies;
- Provision of information on the LAC country involved;
- Introduction of the firms, and assistance for visits to LAC countries, as required, in the establishment of initial negotiations; and
- A support network in both countries.

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

Info Export

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

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LATEST ISSUE
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External Affairs and
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Vol.10, No. 19

November 16, 1992

Market Totals \$ Trillions

How to Sell to U.S. State Governments

By Doreen Conrad

Regardless of the kind of products or services your firm offers, there is probably a need for it in one of the numerous U.S. government markets: federal, state or local.

These levels of government comprise the largest market for goods and services in the world. Annual

spending in state and local governments alone totalled \$2.15 trillion in 1991.

Interested? Then you'll want to know how to go about getting your share of this multi-billion dollar market and what is required to be successful.

It may be easier than you think; some paperwork is involved, but when you understand the forms and procedures, it's not difficult. And state governments already are thinking about freer trade with Canadian companies as a result of the commitment to further discuss their inclusion in future North American Free Trade Agreement (NAFTA) negotiations.

In fact, many states do not have in-state preference policies and the Buy America Act applies only to federally-funded programs.

Services Month Seminars Focus on Export Markets

External Affairs and International Trade Canada (EAITC) has planned several activities marking the fact that November is Services Month in Canada.

One of these activities is the ExportVision'92 series of seminars

sels (Belgium), Riyadh (Saudi Arabia), Rabat (Morocco), Budapest (Hungary), Mexico, Boston, Atlanta, Chicago, Minneapolis, San Francisco and Los Angeles.

In addition to the one-on-one meetings with trade commissioners, participants will hear a number of guest speakers address topics such as how to market services to the U.S., the implications of the North American Free Trade Agreement (NAFTA) for Canada's services industry, and other services-related issues.

The one-day seminars will be held in **Moncton** (Nov. 23), **Toronto** (Nov. 24), **Québec City** (Nov. 25), **Vancouver** (Nov. 30), **Calgary** (Dec. 1) and **Saskatoon** (Dec. 2).

For more information about ExportVision '92 or to obtain a registration form, please contact the Financial and Business Services Division, EAITC. Tel.: (613) 996-0705. Fax: (643) 943-1100.

The Fair Way to do Business Pages 2 & 4-8

for exporters of services. As with other events which were just held in October, Canadian trade commissioners will be brought in from selected embassies around the world to meet with exporters and discuss opportunities for service exports in their respective markets.

Trade commissioners from the following Canadian Missions will participate in the event beginning November 23: Bangkok (Thailand), Kuala Lumpur (Malaysia), Santiago (Chile), Kingston (Jamaica), Brus-

Trade Mission Planned

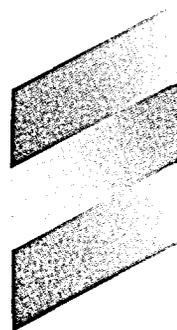
To learn the specifics about selling to state governments, the U.S. Trade and Tourism Development Division (UTO) of External Affairs and International Trade Canada will be sponsoring a trade mission to a three-day workshop on the subject February 16-18, 1993 in Orlando, Florida.

The workshop is sponsored by the U.S. National Association of State Purchasers Association, and will be

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Canada

A NEW LOOK AT EXPORTING

Trade Fairs: Should You Take the Plunge?

In this issue we take a close look at trade fairs, as we do from time to time in our columns and editorials (see March 1, 1991, "Trade Fairs Are a Gold Mine". For many companies, involvement in trade fairs is an important part of their marketing strategy. News about trade fairs is found in most issues of this publication, as well as in the material received from various associations and trade magazines.

On the other hand, in these difficult times, businesses will think twice before investing time and money, since more than ever, they must get the most out of every dollar they spend. They must first decide whether taking part in a fair is worthwhile, given the human and monetary costs involved, and then select the fair that will bring the best return for the company.

The first step is to compare the cost of participating in the fair with what it would cost you to visit each potential customer in order to get the same amount of exposure. To do this, divide the total cost by the number of customers you expect to contact. The initial cost may have seemed too high initially, but this calculation, not to mention other quantifiable considerations, such as the time and money saved by meeting everyone in the same place, may change the picture somewhat.

For those whose products are difficult to transport, such as heavy machinery, a fair will often provide an opportunity to assemble your product and show it to potential customers who would be unable to view it unless they visited your plant.

A professional fair should expose you to the best work being done in your industry and give you an idea of where you stand in relation to it. In addition, many fairs and exhibitions have training and development sessions available, where you will be able to meet industry leaders and to expand your network of contacts.

The location of your booth and the quality of your immediate neighbours will definitely affect the flow of visitors in your direction. The interest generated by a neighbour will benefit you. Of course, the converse is also true. In many foreign events, External Affairs and International Trade Canada prefers to have all Canadian exhibitors located in the same area.

Another positive factor is this: those who visit your booth will already have an interest, be it specific or vague, in your sector. Dealing with them will probably be easier than knocking on doors and meeting people "cold."

These positive aspects must be considered along with some negative ones: for example, can you afford to have one or two people away from the office for a few days? Some small businesses may find this a key consideration. Will your company be able to meet the immediate increase in business that a fair may generate? If not, you would be better advised not to participate just yet than to end up with dissatisfied customers. If you have already attended an event in the past, you will doubtless want to make sure that new potential customers are likely to be there, and to consult the list of confirmed exhibitors.

Some trade fairs are more costly than others, and may not necessarily be your best choice.

As we have seen, there are many factors to consider before deciding whether or not participation in a trade fair is a good investment for your company.

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

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

COSTA RICA — A large agricultural cooperative that produces sugar, coffee and oranges is seeking **new and second-hand equipment for food processing**. The cooperative urgently needs the processing equipment for citrus fruit juice production. Correspondence in Spanish would be more effective, though written English is understood. Interested Canadian firms may contact directly Dagoberto Rodriguez, Cooperativa Agricola Industrial Victoria R. L., Apartado Postal 176-4100, Grecia, Costa Rica. Tel.: (506) 44-5638/5866. Fax: (506) 44-63-46.

ETHIOPIA — With a bid closing date of December 10, 1992, the Institute of Agriculture Research is inviting sealed bids from eligible bidders for the supply of **agricultural machinery** (five sets of seed-cleaning and processing equipment, four combine harvesters, seven tractors and loader-mounted digger, and agricultural implements); **vehicles** (12 station wagons, five pick-ups and three buses); and **21 radio receivers**. Tender documents (No. IDA-1521-ET-2-92) are available against payment of approximately C\$15.00. Interested Canadian suppliers may contact DOMCAN (telex 21053); or fax 251-1-512818 for assistance in obtaining tender documents.

FURSTENTUM LIECHTENSTEIN — A company here seeks suppliers of **food and non-food**

products (consumer goods); **industrial/chemical intermediates**; **generic pharmaceuticals and related technology** (sales of production licenses and manufacturing units). Contact A. Beck Ag. Tel.: 41-75 2 83 77. Fax: 41-75 8 10 10.

IRAN — A trading company with five years of experience in supply-

BUSINESS OPPORTUNITIES

ing raw and semi-finished material to tire rubber and soap manufacturers wishes to import the following from Canadian companies: **non-edible tallow, edible and non-edible essence, butadiene rubber, ethylene propylene monomer, styrene butadiene rubber, isobutene isoprene rubber (non-standing), and butadiene rubber (oil extended)**. Contact Trans Khazar Trading Company, 62, Fatemi Avenue, Tehran, Iran. Tel./ Fax: (021) 654579.

NEW ZEALAND — A newly-formed company specializing in the electronics field seeks to expand its product line with **new and innovative electronic products**. Contact Stephen Loo, Knight Werkes Ltd., P.O. Box 97-458, South Auckland Mail Centre, Auckland, New Zealand.

NEW ZEALAND — A company seeks a manufacturer in Canada to make its **ergonomically-designed chair** to sell in the North American market. A component would have to be purchased from the company in New Zealand and a royalty would be required. Contact Ross Rieger, Managing

Director, Health Appliance Centre, P.O. Box 56-248, Auckland, New Zealand.

PHILIPPINES — A well-established company engaged in the manufacture and distribution of **water purification and water treatment equipment** is interested in associating with **Canadian companies for partial assembly or manufacture of such equipment** for the Asian and Philippine markets. Contact Robert So, President, Systemnomics (Philippines) Inc., P.O. Box 2068, Manila, Philippines 1099. Tel.: (632) 22-16-71. Fax: (632) 522-4147.

TAIWAN — Suppliers of various quantities and qualities of **scrap rails, cast iron, wood, mild aluminum, mild steel and scrap copper wires and cables** are being sought by a Taiwan company. Complete specifications and details are available from the Taiwan Trade Centre, Place Montreal Trust, 1800 McGill College Ave., Suite 2108, Montreal, Quebec H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

UNITED STATES — An importer and distributor of **toys, novelties and low to medium technology consumer and industrial products** is interested in establishing agreements with small to medium-size Canadian companies that have not yet penetrated the U.S. market. Send product literature, price lists and inquiries to: J.M. Mumford, President, Tradewell International, Inc., 4902 Carlisle Pike, #293, Mechanicsburg, PA 17055 USA. Tel/ Fax: (717) 697-6529.

Choosing the Correct Trade Show

Exhibiting or participating in international trade shows can be a positive marketing tactic, one that has the potential to open doors to a range of new markets.

But the problem can be that, with so many shows to choose from, how do you determine the one you should attend, the one that best meets your needs and objectives?

The following points or considerations that may help you make the correct choice have been gleaned from a variety of sources.

If the show you are thinking about attending has a long history, there are areas you can plug into for information that will help give you a feel for the show's potential.

Information, for instance, can be gathered from show management (most such organizations have very good and valid data), from one of several independent organizations that rate shows, or from talking to others who have participated in previous shows.

One of the best bets is to gather information on the type of audience that previous shows have attracted, as well as information on the composition of the exhibitor base.

Shows for a broad audience will attract exhibitors with products for a large, undifferentiated audience. They usually are quite large, attracting huge crowds. Conversely, shows for narrow segments of industry tend to attract fewer exhibitors and attendees.

But, while numbers are worth considering, they should not be the sole factor on which to base a decision to attend or not attend a particular show. The number of attendees should be weighed in terms of the quality of the attendee that will be visiting your stand.

From the information you receive from show management, there will be names of companies that exhib-

ited previously. Look carefully at this list and ask yourself, among other questions: Are these companies selling to the same clients you want to reach? Are any of them direct competitors? Have they participated consistently in previous shows? Yes answers suggest you should look further into this show. It could be for you.

Getting a profile of attendees is equally helpful. Are they from the types of company to which you would like to sell? Do the representatives have purchasing power or influence? Are they people you might already be reaching in other ways? If the answers are yes, you most likely should exhibit at this show.

That being determined, it is recommended that you attend the show — initially as an observer, rather than as an exhibitor. This way you get the real feel of the event. Plan well in advance, so you visit the show at which you are likely to exhibit the following year.

Prior to the visit, evaluate all pre-show publicity and promotions — they often are geared to the different groups that the show is trying to attract, giving you a good profile as well as indicating which industries the show managers consider more or less important.

You also can call some of the companies that have exhibited at previous shows. Have "specific" questions ready to ask, such as: how many people visited your booth? Can you trace any sales to show participation? Are you planning to attend the show again?

You should now have sufficient information to attend the show. The pre-registration package you receive can also be helpful in evaluating the show, informing you who is attending, where their exhibits are located, names and titles of those staffing the exhibits (it helps when

you want to meet specific people, especially if they have influence in facilitating a sale).

Arrive at the show at least a half hour before opening on the first day. This way you will see how well organized the show people are. Are there too few staff registering visitors, so that long line-ups result? Is registration smooth? Are the registrars friendly and well informed?

Before visiting specific exhibits that you pin-pointed during your research, walk the entire show area. It will give you the feel of the layout, an indication of heavy traffic areas, how many people visit or pass by a booth (is it traffic flow or attendee composition and quality that creates the activity?), and the location of your competitors.

On the last day, return to the show and casually visit a few exhibitors who sell non-competitive products to your market. The exhibitors, though likely tired, usually are willing to provide their rough evaluation of the show.

General, rather than specific questions are appropriate at this time, as head counts, prospect identification and other tallies will not be completed until after the exhibitors have returned home.

When the show has closed, contact the show managers, requesting their post-show evaluation, most of which is quantitative, including facts and figures on show attendance and traffic. Many include personal factors which can help you put your observations into perspective. You might also want to re-contact some of the exhibitors.

In the end, be sure you know — before participating — how each show stands in your industry sector. Participation costs money and you want to be sure you are spending it on a venture that will give you the best bang for your buck.

EAITC's 1992-93 U.S. Trade-Related Events

The following are 1992-93 U.S. trade-related events in which External Affairs and International Trade Canada (EAITC) expects to participate. Further information on these events is available from the officer responsible for the various sectors.

Advanced Technology Products/ Systems/Services

Computer Hardware/Software/Informatics/ Data Processing/Office Automation

Officer: G. Willows Tel: (613) 993-6576

- **NetWorld Boston** — January 12-14, 1993 — Boston. PC-based computer networking hardware, software, peripherals and accessories.
- **Comdex Spring/Windows World** — May 24-27, 1993 — Atlanta. Small computer systems hardware, software, peripherals, accessories and related products.
- **PCExpo** — June 29-July 1, 1993 — New York. The show highlights small computer systems, hardware, software, peripherals, and accessories.

Consumer Products/Services

Apparel and Footwear

Officer: N. Peacock Tel: (613) 991-9476

- **Canada Mode Show** — February 27 — March 2, 1993 — New York. Women's apparel.
- **Mid-West Men's Wear Collective** — February, 1993 — Chicago.

Furniture/Furnishings

Officer: M. Samson Tel: (613) 991-9479

- **Solo Office Furniture Shows** — March 1993 — Cleveland & Columbus. Office furniture products.
- **Solo Healthcare Furniture Show** — March 25-26, 1993 — Minneapolis. Healthcare furniture products.

Defence Programs/Products/ Related Equipment/Services

Security Equipment

Officer: P.A. Rolland Tel: (613) 991-9475

- **COPEX USA'93** — May 25-26, 1993 — Baltimore.

Non-Defence Government Procurement

Officer: D. Conrad Tel: (613) 998-9440

- **Trade Mission to U.S. General Services Administration (GSA)** - January 1993 — Fort Worth. Commercial safety clothing.

- **Communications Networks (ComNet)'93** — February 2-4, 1993 — Washington, D.C. Voice, data communications, network products.
- **Federal Computer Conference & Expo West** — May'93 — Anaheim.
- **Federal Office Systems Exposition (FOSE)** — April 1993 — Washington, D.C. Information technology.

Industrial Equipment/ Environmental Equipment

Environmental Products/Services

Officer: D. Marsan Tel: (613) 991-9478

- **Hazardous Material Control Resources Institute's (HMCR) Superfund'92** — December 1-3, 1992 — Washington. Systems and services for the collection, containment and disposal of toxic/hazardous materials generated by the municipal and industrial processes.
- **Petrosafe'93** — January 26-28, 1993 — Houston. Hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, incineration equipment.
- **Ocean Technology Workshop** — February 26, 1993 — Newport, Rhode Island. The purpose of this workshop is to promote trade, joint ventures, strategic alliances and joint development projects between Canadian and U.S. institutions.
- **Plant Engineering & Maintenance Show (PEM'93)** — March 8-11, 1993 — Chicago. Pollution control equipment and supplies/services for the industrial manufacturing facilities.
- **American WaterWorks Association Expo & Conference** — June 6-10, 1993 — San Antonio, Texas. Water meters, pipes, valves and other components for the water works industry.
- **Hazardous Materials Management Conference** — June 9-11, 1993 — Atlantic City, NJ. Equipment for the handling, treatment, storage and transportation of hazardous materials and waste.
- **Air & Waste Management Association** — June 13-18, 1993 — Denver, Colorado. Showcase of products and services for air pollution control and waste management such as instrumentation, control equipment, engineering and consultants services.
- **Waste Expo'93** — June 23-25, 1993 — Chicago. Solid and hazardous waste collection, transportation

Continued on page 6

U.S. Trade Events — *Continued from page 5*

and disposal equipment, related support equipment, products and services.

Production Machinery

Officer: P.A. Rolland Tel: (613) 991-9475
 • **National Industrial Fastener Show** — May 24-26, 1993 — Columbus, Ohio.

Power and Energy Equipment/Services

Transmission and Distribution Equipment/Services

Officer: A. McBride Tel: (613) 993-5149
 • **Power Gen'92 Show** — November 17-19, 1992 — Chicago. Power generation equipment.

Services

Officer: D. Conrad Tel: (613) 998-9440
 • **Trade Mission - Media Contacts** — January 1993 — San Francisco.
 • **Transportation Trade Mission** — March 1993 — El Paso.
 • **Consulting/Engineering Trade Mission** — December, 1992 — Seattle.
 • **Trade Mission** — November 1992 — Atlanta. Defence software/environmental/info tech services.
 • **Seminar** — Consulting Engineering Partnering Skills — January, 1993 — Vancouver.
 • **Seminars** — Exporting Marketing Services to the U.S. — November 23 - December 2, 1992 — (Moncton,

Toronto, Quebec City, Montreal, Vancouver, Calgary, Saskatoon).

- **Mission** — Selling to State Governments, Orlando — February 16-18, 1993.
- **Mission** — Architectural Partnering Opportunities — January 1993 — Minneapolis.

Transportation Systems/Related Equipment

Automotive (Original Equipment)

Officer: A. McBride Tel: (613) 993-5149
 • **Society of Automotive Engineers Show** — March 1-4, 1993 — Detroit. Auto parts.
 • **Mid-America Trucking Show** — March 4-6, 1993 — Louisville. Truck parts and equipment.
 • **Incoming Transit Mission From Michigan to Ontario and Quebec** — January 1993. To view Canada's Compressed Natural Gas (CNG) Technology.
 • **Incoming Transit Buyers from New England and New York to Ontario and Quebec** — March 1993. Transit equipment, systems and technology.
 • **International Public Transit Expo (IPTE)** — October 4-6, 1993 — New Orleans. The world's largest exposition featuring equipment and technologies associated with urban transit systems. Canada will be represented at the IPTE with a National Stand. Space is now available for companies wishing to participate in this world class event.

1993: Africa, Middle East Trade Events

The following are trade-related events in which External Affairs and International Trade Canada (EAITC) expects to participate in 1993.

For further information, contact Eric Brown, Africa and Middle East Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 990-6592. Fax: (613) 990-7437.

- **Trading House/Consumer Products Mission to Yemen, United Arab Emirates and Saudi Arabia** — January, 1993.
- **Environmental Equipment, Technology and**

Services — Mission/Seminar to Israel — February, 1993.

- **Canada-Saudi Arabia Joint Economic Commission** — February 1993 (tentative) — Riyadh, Saudi Arabia.
- **Environment Equipment and Services Technical Seminars to the Maghreb** — February 1993 — Algeria, Morocco, Tunisia.
- **Kuwait International Fair** — February, 1993.
- **Middle East Oil Show** — April, 1993 — Bahrain.

Japan-Related Trade Fairs, Missions

Listed below — alphabetically by sector and in chronological order — are major promotional projects for Japan in which External Affairs and International Trade Canada (EAITC) plans to participate between now and the end of fiscal year 1993.

For more information on these events or details on how to participate, please contact the International Trade Officers identified using the telephone number provided or the following facsimile number: (613) 943-8286.

Agri-Food/Seafood

- **Foodex 93** — Japan — (Core Info Area) — March 93. Focus on processed food. Contact Greg Bates: (613) 995-8619.
- **Spring Kansai Solo Food Show** — Osaka — (Solo Show) — March 93. Focus on processed and semi-processed food products. Contact Greg Bates: (613) 995-8619.

Bio Industries/Health Care

- **Outgoing GIS Mission** — Japan — December 92. Focus on all aspects of geographic information systems. Contact John Scofield: (613) 995-8596.

Consumer Products

- **Solo Outdoor Products Show (Resort & Leisure)** — Osaka — (Info Booth) — November 92. Focus on sporting goods and outdoor leisure products. Contact Wayne House: (613) 995-1678.
- **Tokyo International Furniture Show** — Tokyo — (Info Booth) — December 92. Focus on furniture (all kinds). Contact Pat Cronin: (613) 996-2460.

Forest/Construction

- **Great Outdoor Canada Solo Log Home Show** — Tokyo — (Solo Show) — November 92. Focus on log homes/outdoor consumer products. Contact Wayne House: (613) 995-1678.
- **Granite Show** — Tokyo/Nagoya — (Solo Show) — November 92. Focus on granite stone products. Contact Wayne House: (613) 995-1678.

Info Technologies

- **Outgoing Mainframe Software Mission and Seminar** — Japan — (Outgoing Mission) — January 93. Focus on mainframe software. Contact Pat Cronin: (613) 996-2460.

- European Events of Interest -

Listed below — alphabetically by sector and in chronological order — are the 1993 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include *Outgoing Sellers' Missions (SM)* from Canada and *Incoming Buyers' Missions (BM)* from abroad.

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

Agriculture/Food

- **Agrotica** — Thessalonika, Greece — February, 1993 — Annual show for agricultural products promotion: seed potatoes & soybeans, livestock semen & herd improvement, services, also forest products (IB).
- **SIA International Agricultural Show** — Paris, France — March 1-8, 1993 — Animal breeding stock (CA).

Construction Products/Services

- **BAU 93** — Munich, Germany — January 19-24, 1993 — Building products, joint partnering (IB).
- **Construction Turkey 93** — Istanbul, Turkey — January, 1993 — Construction, building materials (IB).
- **Batibouw** — Brussels, Belgium — February, 1993 — Value-added wood products and construction materials (CA).

Consumer Goods

- **London International Boatshow** — London, England — January 7-17, 1993 — Marine leisure (CA).

Continued on page 8 — Europe

Europe — from page 7

- **Harrogate International Toy Fair** — Harrogate, England — January 11-16, 1993—Toys, games, Christmas products (CA).
- **CPD Collection Premiere** — Duesseldorf, Germany—February 7-10, 1993 — Annual ladies' wear fashion show for Canadian haute couture.
- **ISPO (Spring) 93** — Munich, Germany — March 4-7, 1993 — Sporting goods, including winter apparel (NS).
- **International Hardware Fair 93** — Cologne, Germany — March 7-10, 1993 — Tools, locks, fittings, building and do-it-yourself supplies (NS).
- **Igedo** — Duesseldorf, Germany — March, 1993 — Fashion and clothing (CA).

Defence

- **International Maritime Defence** — Brighton, England — March 31-April 2, 1993—Acoustics, ASW, environmental protection, navigation, night vision systems, radar, rescue and survival, sonar and other high technology ocean industries with emphasis on defence and coast guard applications.
- **Paris Air Show** — Le Bourget, France — June 10-20, 1993.

Fisheries/Sea Products/Equipment/Services

- **Outgoing Fish and Food Mission** — Nordic Countries — January, 1993 — Fish/shellfish/other food (SM).

Forest Products

- **Eurobois 93** — Lyon, France — March, 1993 — Forestry equipment and wood products (IB).

Transportation

- **Aftermarket 93** — Wembley, England — February 16-18, 1993 — Automotive spare parts and accessories (CA).

Paris Air Show Recruiting

Le Bourget — For the eighteenth time, Canada once again plans to fly high at the world's largest and most prestigious air show.

The **Paris Air Show (PAS)** is being held in this Paris suburb from June 10 to 20, 1993. Canada, through External Affairs and International Trade Canada, again will have a prominent national pavilion.

PAS is "the" show that Canadian companies "must" attend if they want to mingle and make business contacts with the more than 147,000 "professional" visitors from around the world who attend this 10-day exhibition.

Since 1965, Canada has been participating at PAS — held every second year and alternating with

the Farnborough International Aerospace Exhibition — with a national stand and chalet of the highest quality.

In 1991, when PAS was last staged, 39 Canadian companies and three provinces were represented. Canadian participants announced more than \$750 million in sales during the event!

Canadian aerospace companies interested in participating in PAS'93 should contact Andre Pascal (tel.: 613-996-5555) or Louise Cameron (tel.: 613-996-3607), both with Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Sales to States — from page 1

presented by senior purchasing officials representing more than 30 states.

Participants also are afforded the opportunity of having a 10-minute individual interview with the purchasing officials.

If you are interested in participating, you should — **by December 18, 1992** — fax (613-990-9119) to Doreen Conrad of UTO the following information:

- Company name, address and contacts
- Description of product or service
- Currently exporting to the U.S.?
- Currently selling to state government(s)?

Interested companies are encouraged to book early, since space is limited.

Getting Started

Here are some tips on selling to U.S. state governments.

The procurement function at the

state level is highly centralized: purchasing divisions acquire most common-use goods and services on behalf of other state agencies. It is important — in order to determine how potential bidders are selected — to contact the purchasing division of the state to which you would like to sell. Some use source lists; others advertise upcoming requirements. Some charge a fee to be included on the vendor list; others do not.

Next, you should make contacts at the user agency. It's important to understand the mission of the agency, its needs and organizational structure. You can also learn about budgets and budget cycles.

Agencies have some degree of delegated purchasing authority, ranging from \$100 to \$25,000, depending on the state. All of this information is readily available.

Continued on page 12— Rules

Automobile Spare Parts**Canada Could Get Better Share of Guatemala Market**

Five-year import statistics (1987-1991) show Guatemala has a 'healthy' import replacement parts market, with imports in 1991 totalling US\$20,512,481.00.

The same statistics reveal that Canadian sales in that period were merely 1 per cent or less in terms of market share.

These are among the findings in *Automobile Spare Parts: An Overview of the Market — Guatemala*, a review prepared by the Trade Division, Canadian Embassy, Guatemala City.

The review also notes: "There is no reason why, in a \$20-million-a-year consumer market in which Canadian manufacturers have proven expertise, in which geographic proximity and a devalued dollar are added incentives, Canada cannot increase its export participation in direct competition with countries like Sweden, Mexico, Italy, Spain and South Korea."

This is all the more noteworthy, considering that the market is likely to expand. That's because "the vehicle population is increasing dramatically", meaning that, in the short- and medium-term, the market for replacement parts will increase accordingly.

Furthermore, a survey undertaken by the Embassy indicates that about 15 per cent of dealers' stocks are purchased from independent exporters. "This is the share of the market that Canadian exporters should concentrate on," the review suggests.

Other positive factors for Canadians interested in penetrating this market:

- local manufacturing is not a factor that could affect Canadian participation in the Guatemalan marketplace;
- the Guatemalan market is easily

accessible as the government does not require importers to meet any special regulations, such as import licenses or labelling in Spanish, or any special packaging regulations.

The review also covers such areas as import tariffs, price quotations, terms and methods of payment, shipping services, distribution channels, and lists the automobile spare parts most requested by Guatemalan importers.

It concludes with some helpful advice.

"For Canadian companies interested in the Guatemalan market, we suggest that working with an established and aggressive representative/agent is the most effective way of penetrating the market.

"This approach is further enhanced if the manufacturer renders continuous support to his representative by keeping in contact with the customers by mailing catalogues and updated information and by making periodic visits to the mar-

ketplace to coordinate activities with his agent and to make joint calls on local customers.

"A genuine interest in servicing and working with the importers is still the number one marketing tool in this marketplace."

Copies of the report, quoting code number 66LA, may be obtained from Info Export (see box at the bottom of page 12).

Further information on trade matters relating to Guatemala is available from Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Interested parties may also wish to contact directly the Commercial Division, Canadian Embassy, P.O. Box 400, Guatemala City, Guatemala. Fax: (011-502-2) 321419. Telex: (Destination code 372) 5206 (5206 CANADA GU).

1992 Canexport Directory Now Available; Advertisers Being Sought for 1993 Issue

A new bi-annual buyers' guide that promotes Canadian goods and services to business communities around the world has been published by Canexport Publications Inc., Pointe-Claire, Quebec.

The next issue, for firms wishing to be included, is scheduled for release in March, 1993. *The Canexport Directory*, with a total press run of 60,000 copies, is published in two editions, English-French and Spanish-English and is distributed, free of charge, through foreign Chambers of Commerce, trade missions, Canadian embassies and international import/export organizations to ensure maximum exposure for advertisers.

Canexport also provides a convenient no-charge referral service to potential buyers through an innovative fax database system.

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

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here are the fourth (mining equipment and services) and fifth (forestry equipment and services) articles of the series. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

MINING EQUIPMENT/SERVICES

Canada's mining technology is second to none, while Mexico's is, with some notable exceptions, 50 years behind recent advances. The country desperately wants to revitalize its mining industry.

With the North American Free Trade Agreement (NAFTA) in mind, Mexico is dramatically restructuring its mining regulations to allow foreign investment and to encourage the adoption of more effective, safe and environmentally-sound practices.

New investors are being sought to update inefficient operations. In 1991, foreign investment was more than US\$515 million (compared to US\$485 million in 1990). Mexicans themselves are bringing back their money, investing more than US\$570 million in 1991 (about US\$220 million in 1990).

Traditionally, Mexican miners have had great difficulty in keeping operations going — much less initiate new ones — because of snarls in red tape, arbitrary decisions, uncoordinated policy and deficient information.

These problems have now been reduced considerably. As a result of the improved business climate, Mexican companies have been spending an estimated 30 per cent more on parts and projects each year, perhaps US\$600 million total in 1990.

A study prepared by KPGM-Peat Marwick estimates that a North American Free Trade Agreement would stimulate a 13.2 per cent increase in mining production over its first 10 years, simply from increased economic growth and demand for basic materials.

All this increased activity equals opportunity for Canadian equipment and expertise.

Overall, the NAFTA will make life easier for Canadian companies on such issues as protection of intellectual property, coordination of standards, taxation, work permits and access to government tenders.

For instance, government agencies are considering a

project (estimated to exceed US\$30 million over the next few years) to thoroughly map their country. Other large-scale projects also are on the drawing board.

Despite the low commodity prices that are bringing hard times to miners around the world, there is an undercurrent of optimism throughout the entire Mexican mining industry. A NAFTA will help Canadians tap into this potentially dynamic situation.

FORESTRY EQUIPMENT/SERVICES

Mexico's forestry sector has the potential of becoming an important contributor to the nation's economy.

It will require considerable financial and technical assistance to improve efficiency in silviculture, public and private resource administration and in the manufacture and marketing of the country's wood products.

Once this assistance is forthcoming, it will translate into increased opportunities for Canadian equipment and services — as well as technology transfer and joint venture opportunities.

The Mexican forestry industry has been operating with old and out-dated machinery, which (thanks to improved economic and import conditions) it has started to substitute for newer equipment.

This trend is expected to continue. By 1994, the total market is expected to reach US\$54.9 million, after an average annual growth of 5 per cent.

Imports have played a major role in this industry, since the bulk of forestry harvesting and wood-working equipment is not manufactured in Mexico.

Local production is limited to the most simple tools, including circular and single band saws, hand tools,

Continued on page 11— Mexico

*Mexico:***Priority Sectors***Continued from page 10*

motors, edge cutters and parts and accessories.

All of the larger and more sophisticated equipment is imported, including multiple band saws, chain saws, plywood presses, particle board manufacturing equipment, boilers and driers for wood or cellulose, hoists, winches and cranes, planes and cutting tools for working wood, machine tools for working wood (such as sawing machines, planting, milling or cutting machines, sanding or polishing machines, drilling, splitting, defibrating machines, bark-stripping machines, lathes and furniture-making equipment).

Imports accounted for 70 per cent of the total market in 1987, increasing to 83 per cent in 1988, and to 84 per cent in 1989.

Used machinery and equipment also are in high demand in Mexico, since state-of-the-art technology is still not frequently used and is limited to the very large firms.

The most important supplier of forestry harvesting and wood-working equipment to Mexico is the United States, with about 50 per cent of the market share. In the last few years, Canada's share has improved significantly, going from 1 per cent in 1990 to 10 per cent at the present time.

Products and services for which there are good market prospects include: pulp, newsprint, forest harvesting machinery, pulp/paper mill machinery, tree nursery establishment and management technology, reforestation, personnel training at the primary production level, wood harvesting technology and equipment. Forest protection, reforestation and forest fire fighting technology are also areas of high priority.

CONTRACTS AWARDED

Mason Tools Ltd., Ottawa, has been awarded a contract to supply fishing tools to India's Oil and Natural Gas Commission (ONGC). The transaction is supported by a loan of up to C\$131,000 with the Export Development Corporation (EDC) and a grant of C\$80,291 from Canadian International Development Agency (CIDA). Mason Tools Ltd. specializes in oil drilling equipment and has marketed its combination bumper sub, hydraulic jar and low spring rate shock-sub worldwide.

Technophar Equipment and Service Limited, Ottawa, has sold four hard gelatin capsule manufacturing machines to Gelcap SRL of Romania with the Export Development Corporation (EDC) providing the buyer with financing of US\$3,451,000. Technophar has built its reputation on developing, manufacturing and installing state-of-the-art innovative equipment. Major international contracts have been signed or completed in over 10 different countries.

VME Equipment of Canada Ltd., Guelph, has sold a Michigan loader model L190B to Triturados y Agregados de Veracruz, S.A. of Mexico, with Export Development Corporation financing to the buyer of US\$178,412.19.

Petroleum 'Recovery Institute (PRI), Calgary, has been awarded a contract of an International Membership and Technology Transfer Agreement to India's Oil and Natural Gas Commission (ONGC). The transaction is supported by financing of up to US\$185,184 from the Export Development Corporation

(EDC) and a grant of US\$113,500 from the Canadian International Development Agency (CIDA). PRI is a world-class research institute.

Sandvik Process Systems Canada, Ottawa, has sold a 48-inch Sandvik belt cooler for novolac resins to Fordath, S.A. de C.V. of Mexico with financing of up to US\$92,680 by the Export Development Corporation (EDC). Sandvik Process Systems Canada is a major international company that produces equipment for freezing and drying food, sorting packages and chemical processes.

ABB Combustion Systems, Ottawa, has won a contract with the Electricity Generating Authority of Thailand (EGAT) to build two 300 megawatt steam generating plants in north Bangkok. The Export Development Corporation (EDC) is providing up to US\$73 million in financing to support the transaction. ABB Combustion Systems has become one of the leading Canadian manufacturers of steam generating plants.

Boviteq inc., Saint-Hyacinthe, an embryo transfer centre, has concluded an important commercial agreement to ship Holstein frozen embryos to the State of Parana, Brazil. By the end of 1992, the centre will have shipped 700 embryos to this market. As well, and in association with Holstein Quebec and the provincial Ministry of Agriculture, the centre signed a contract for the shipment of 400 embryos to the province of Ludo in Spain. This contract represents the largest volume of embryos ever imported by Spain.

Rules Key to State Markets — from page 8

How to be Competitive

The main key to success in state government markets is knowing the rules. A condensed version of the rules by state is available in the publication, *State and Local Government Procurement*, (ordering instructions at end of article). You also can buy a complete set for each state, usually for about \$40. Each state purchasing commission can tell you how to proceed.

The other important element becoming increasingly important in vendor selection is the value-added or service factor. The level of service offered actually can make the difference in winning or losing a contract.

Another significant factor in purchasing decisions is the responsiveness of the bid to the real need of the agency which will use the product or service. That's why it's important to understand the mission of the agencies.

Recycled Products/Business

Do you sell recycled products? If you do, there is tremendous advantage for you in bidding on state government purchases.

There are a very limited number of U.S. suppliers that offer recycled products, making it a market niche ripe for the picking by Canadian firms.

In many states, a 10 per cent price preference is given to bids which offer recycled products (paper, re-conditioned equipment, re-refined oil, plastic products).

Recycled Products

Suppliers of recycled products may be interested in exhibiting at the **Southeast Recycled Products Procurement Conference and Vendor Show** which will take place February 15-16 in Orlando, Florida, in conjunction with the trade mission mentioned earlier.

Where to Obtain Information

One of the best sources of information on state government procurement is the Council of State Governments. This organization publishes a number of inexpensive books on state government pro-

urement, including: *How to Do Business with the States*; *The Contract Cookbook for Purchase of Services*; *Purchasing Preference Practices: A 50-State Overview*; *State Geographic Information Activities Compendium*; *State and Local Government Purchasing*; and *Directory of State Environmental Officials*.

For a free publications catalogue, or a list of state purchasing offices, fax (613-990-9119) your request to Doreen Conrad, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, Ottawa.

BUSINESS AGENDA

Montreal—December 1; **Toronto** — December 2; **Calgary** — December 4 — "Business Opportunities in Turkey Seminar", organized jointly by provincial government trade organizations and the Canadian Council for Turkish Trade, targets companies open to joint ventures and provides information on trade assistance programs. Contact Louis J. Duhamel, Montreal. Tel.: (514) 866-1633. Fax: (514) 875-5004.

Victoria—November 19, 1992—2nd Annual Computers' 92 and "Mini-Biz" Trade Show, organized by Trade Trends Marketing. For information contact Ruth Roman. Tel.: (604) 361-9598. Fax: (604) 361-9335.

Vancouver—November 19, 1992—Selling Goods and Services to the U.S. Federal Government Seminar

(Non-defence U.S. Government procurement). The director of the Business Service Center at the General Services Administration (GSA) in Auburn, Washington will cover in detail the art of "Selling to the GSA". Contact Jacalin Crosfield. Tel.: (604) 666-1440. Fax: (604) 666-8330.

Toronto—November 23-26—Canadian Computer Show & Conference. Organised by Industrial Trade & Consumer Shows, Inc. (ITCS), the computing event of the year will have the technology solutions to help business increase efficiency and competitiveness. Registration is restricted to businesspersons 18 years and over. For more information, contact Deborah Dugan, Marketing Manager. Tel.: (416) 252-7791. Fax: (416) 252-9848.

InfoExport

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

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CANAD EXPORT

Vol.10, No. 20

December 1, 1992

External Affairs and
International Trade Canada

Singapore Shows Right Stuff

The Republic of Singapore has emerged as the most favoured location in Southeast Asia for trade shows. The country also offers Canadian firms many advantages as an export market.

Recent figures released by the Union of International Fairs (UFI) in Paris, France, confirm that, of its 40 approved shows in Asia and the Middle East, 15 (38 per cent) take place in Singapore.

Of the 23 approved shows that are held in Asia, 15 (65 per cent) are held in Singapore.

Show Criteria

To be sanctioned by the UFI, shows must demonstrate that they have reached a professional standard that takes into account the following criteria:

- a sound track record. Exhibitions

must take place at least three times successfully in the same city;

- a high percentage of foreign participation. A minimum number of visitors must come from outside of the host country; and
- meet the high standards in fair facilities, as outlined in UFI rules.

Major trade shows — most held annually — hosted by Singapore include: **CommunicAsia** and **Asia Telecom** (telecommunications); **Food and Hotel Asia**; **Offshore South East Asia** (oil and gas); **Asian Aerospace**; **Sibex** (building products and construction technology); **WatermexAsia** (water management and technology); **EnvironmexAsia** (environmental management and technology); and **ChemAsia** (chemical and process engineering).

Market Advantages

Singapore, in addition to hosting top-quality trade shows, also offers Canadian companies other advantages as an export market.

For example, as a traditional re-export centre (entrepôt), Singapore's free trade policy means that there are virtually no barriers to trade and almost no tariffs on incoming goods.

As well, many multi-national corporations have regional headquarters or international procurement offices in Singapore, contributing to the country's role as a major sourcing centre for ASEAN and Southeast Asia markets.

What's more, Singapore has an excellent transportation infrastructure, including one of the best natural harbours in the world. Its Changi International Airport consistently has been judged one of the best anywhere.

Singapore's population of 2.8 million is educated and hard-working. English is widely spoken. The per capita income is more than C\$17,000. Unemployment is about 2 per cent and the inflation rate in 1991 was 3.4 per cent.

Continued on page 8 — Export

Agriculture is Subject of Seminars

One of the activities being organized as part of Services Month '92 is a **Workshop on World Bank Opportunities for Agricultural Consultants**.

The event will take place at Toronto's Royal York Hotel on December 7, 1992, and will feature speakers from the World Bank, from successful private-sector consulting firms, from the Canadian Embassy in Washington, from the Canadian International Development Agency (CIDA), other government agencies that offer assistance and support programs to exporters of services.

The workshops are co-sponsored by Industry, Science and Technology Canada (ISTC), External Af-

fairs and International Trade Canada (EAITC), the Agricultural Institute of Canada and the Canadian Consulting Agrolologists Association.

Although the event is being held in Toronto only, all Canadian consulting firms interested in developing country markets are welcome to attend. There is no registration fee, but the number of places may be limited and consultants are encouraged to register — on a first-come basis — to reserve their seat. Contact David Mullen, tel.: (613) 954-2946 or fax: (613) 941-8464 to obtain copies of the workshop program and registration form.

RETOURNER A LA BIBLIOTHEQUE DU MINISTERE

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Min. des Affaires extérieures

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Canada

SOR/92-584; 9 October, 1992

In an effort to reach as many businesspeople as possible, the Federal Court of Canada has instructed that CanadExport publish the following:

FOREIGN EXTRATERRITORIAL MEASURES ACT

Foreign Extraterritorial Measures (United States) Order, 1992

WHEREAS the United States is proposing to adopt a measure, set out in section 1706 (a)(1) of the National Defense Authorization Act for Fiscal Year 1993, as passed by the United States Congress on October 5, 1992, which affects section 515.559 of the Cuban Assets Control Regulations, 31 C.F.R., Part 515, and constitutes a measure affecting trade or commerce between Canada and Cuba;

AND WHEREAS, in the opinion of the Attorney General of Canada, that measure is likely to adversely affect significant Canadian interests in relation to trade or commerce between Canada and Cuba involving business carried on in whole or in part in Canada or is otherwise likely to infringe Canadian sovereignty;

THEREFORE, the Attorney General of Canada, with the concurrence of the Secretary of State for External Affairs, pursuant to section 5 of the Foreign Extraterritorial Measures Act, hereby revokes the Foreign Extraterritorial Measures (United States) Order (1990), made on October 31, 1990*, and makes the annexed Order requiring persons in Canada to give notice of communications relating to, and prohibiting such persons from complying with, an extraterritorial measure of the United States that adversely affects trade or commerce between Canada and Cuba in substitution therefor.

Ottawa, October 9, 1992

Kim Campbell
Attorney General
of Canada

Concurred: Barbara McDougall
Secretary of State
for External Affairs

ORDER REQUIRING PERSONS IN CANADA TO GIVE NOTICE OF COMMUNICATIONS RELATING TO, AND PROHIBITING SUCH PERSONS FROM COMPLYING WITH, AN EXTRATERRITORIAL MEASURE OF THE UNITED STATES THAT ADVERSELY AFFECTS TRADE OR COMMERCE BETWEEN CANADA AND CUBA

Short Title

1. This Order may be cited as the *Foreign Extraterritorial Measures (United States) Order, 1992*.

Interpretation

2. In this Order, "corporation" means a corporation that is registered or incorporated under the laws of Canada or of a province and that carries on business in whole or in part in Canada; (*personne morale*); "extraterritorial measure of the United States" means the measure set out in section 1706(a)(1) of the *National Defense Authorization Act for Fiscal Year 1993*, as passed by the United States Congress on October 5, 1992, to the extent that it affects trade or commerce between Canada and Cuba. (*mesure extraterritoriale des États-Unis*)

Notice

3. Every corporation and every officer of a corporation who receives, in respect of any trade or commerce between Canada and Cuba, any directives, instructions, intimations of policy or other communications relating to an extraterritorial measure of the United States from a person who is in a position to direct or influence the policies of the corporation in Canada shall give notice thereof to the Attorney General of Canada.

Prohibition

4. No corporation shall comply with an extraterritorial measure of the United States in respect of trade or commerce between Canada and Cuba or with any directives, instructions, intimations of policy or other communications relating thereto that are received from a person who is in a position to direct or influence the policies of the corporation in Canada.

*SOR/90-751, 1990 *Canada Gazette*, Part II, p. 4918

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

BUSINESS OPPORTUNITIES

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

CHINA (People's Republic) — Canadian companies interested in exporting their **technologies and products** to China — most likely through a **joint-venture association** — may wish to contact Zhang Mao, General Manager, Strain Eighth Co. (Canada), Room 1, No. 3, Lane 1634, West Nanjing Road, Shanghai, China 200040. Tel.: 8621-2533551. Fax: 8621-3248360 Ma Xinkui, % Shao Zhixiong.

JORDAN — The Canadian Embassy in Amman reports that a number of Jordanian investors are in the market for **low-cost factories and complete production lines that can be procured only as used or second-hand and in good working condition**. Specifically, the requirement is for, among other items: **industrial factories for the production of foodstuffs and food preparation; plastics products; sanitary ware; electric and fluorescent bulbs; paints; chemicals; medical disposables; automotive filters; radiators; and spare parts**. Interested parties may submit their offers to the Canadian Embassy which will then forward them to potential Jordanian clients and investors for study and eventual direct negotiations with suppliers. Contact Sahid Museitif, Senior Commercial Officer, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6) 666-124. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

NICARAGUA — A local company seeks to form a **partnership or investment plan** to carry out the second phase of a **tourist development complex**. Contact Antonio Barberena Salinas, Del Calvario 2 Cuadrasal Oeste, Jinotepe, Carazo, Nicaragua, Central America. Tel.: (011-505-2) 41-737.

TANZANIA — A small **apparel manufacturer** wishes to enter into a **joint venture with a Canadian textiles/garments manufacturer**. The company's

emphasis is on setting up a **knitting mill** with an annual production capacity of 600,000 T-shirts and other knitted fabrics. The joint venture would involve **investment** in a variety of **knitting, sewing and other machinery, plant equipment and technical personnel**. Contact Raza Kara, Managing Director, Teena Garments Manufacturers Ltd., P.O. Box 5416, Dar-es-Salaam, Tanzania. Tel.: 63786. Fax: (255) (051) 46150/62409. Telegram/Cable: DAR ES SALAAM (TEENAGAM).

CONTRACTS AWARDED

B & H Architects International Inc., Toronto, a subsidiary of Bregman & Hamann Architects, has been awarded the contract to design the new airport terminal at China's Xiamen Gaoqi International Airport. In a joint venture with the East China Architectural Design Institute, B & H was the only western design firm shortlisted by the jury. Construction for the new terminal is scheduled to start this year. When completed, the terminal will handle eight million to ten million passengers annually.

Canatom, in association with **Atomic Energy of Canada Limited (AECL)**, Montreal, has obtained a contract to build two new CANDU stations, Wolsong 3 and 4, in South Korea. Canatom will take part in design, procurement and construction management, for an estimated value of \$40 million spread over the next four to five years.

COM DEV Ltd., Cambridge, Ontario, has won a \$7 million contract with Alenia Spazio of Rome, Italy, to supply on-board signal processors for the communications payload that will be used on the European Space Agency's European Mobile Satellite. A world leader in the development of on-board signal processing, COMDEV is the only North American company to be involved in this European Space Agency-sponsored project.

SR Telecom Inc. (SRT), Montreal, has been awarded a \$1.6 million (US \$1.4 million) contract in an ongoing project to provide first-time telephone service and to expand existing telephone installations in Botswana. SRT designs, manufactures and markets point-to-multipoint microwave products for the provision and upgrading of telephone services to remote areas. The company is a world leader in this technology and its systems are now in use in 68 countries.

Shanghai Site of Plastics Show

Shanghai — This city, the industrial capital of China and the country's most important city for the plastics industry, is host — May 20 to 24, 1993 — to the **8th International Exhibition of Plastics and Rubber Industries (Chinaplas'93)**.

And Canadian companies are invited to participate, affording them an opportunity to make inroads into China's plastics industry (8 per cent annual growth rate predicted to 1995) and its rubber industry (annual growth rate of 5 per cent to be maintained to 1995).

At last year's exhibition, at which Canada participated, there were 149 exhibitors (81 per cent of whom were repeat performers, and 98 per cent of whom were satisfied with their participation). There were 59,000 visitors from 18 countries.

Exhibits include machines, moulds and accessories; auxiliary equipment for extrusion plants;

presses; blow moulding machines; machines for foam production and reactive resins processing; post finishing and printing machines; post processing machinery; and raw materials and auxiliaries.

Application/reservation forms and other information are available from **Chinaplas'93**, Adsale Exhibition Services Ltd., 21/F, 109-111 Gloucester Road, Wanchai, Hong Kong. Tel.: 852-511-5011. Telex: 63109 ADSAP HX. Fax: 852-507-5014.

General information may be obtained from Robert LeBlond, East Asia Trade Division (PNC), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6987. Fax: (613) 996-4309.

Interested parties may also contact directly Gilles Potvin, Third Secretary (Commercial), Canadian Embassy, 19 Dongzhimenwai Dajie, Chao Yang District, Beijing PRC 100600. Telex: 22717 CANAD CN. Fax: (861) 532-4072.

Telecom Big Business in Kiev

Kiev — Canadian companies have an opportunity to demonstrate their telecommunications expertise, form potential business ties, and 'raise the flag' May 9 to 12, 1993.

That's when Kiev University hosts the **1st Annual Ukrainian Telecommunications and Information Industry Trade Show and Conference (NeoCom'93)**.

Show organizers say that the Ukraine, with a population exceeding 51 million and with a land mass the size of France, will spend more than \$10 billion on telecommunications development by the year 2000.

They also point out that former Ukrainian telecommunications military suppliers have joined the

private sector and now are looking for joint venture partners, where opportunities exist in the cellular, satellite, fibre optic and broadcast industries.

Canadian companies, because of their leading edge expertise and because of the traditional linkages between Canada and the Ukraine, are well positioned to generate opportunities in this expanding regional market.

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

Panama City Show Gate to World Markets

Panama City — For the eighth consecutive year, External Affairs and International Trade Canada (EAITC) will participate in a unique international trade fair that features products — and buyers — from around the world.

EXPOCOMER'93, being held in Panama City from March 10 to 15, 1993, will be of particular interest to Canadian food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products suppliers, as well as companies involved in telecommunications, and medical and healthcare fields.

EXPOCOMER is one of the largest and most important general trade fairs in Latin America. It is worth participating in because:

- It is the venue for the immense markets of the increasingly open markets of the Caribbean, Central America and South America.

- The Colon Free Zone, the second most important after Hong Kong, enhances the opportunities for Canadian exporters in the region — and serves as a springboard to the rest of Central America.

- Previous Canadian participants have developed new and lucrative markets and now are well placed in all of Central America. Other participants could have the same success.

For more information on **EXPOCOMER'93**, contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Information also is available directly from Manuel Ruiz, Canadian Embassy, San José, Costa Rica. Tel.: (506) 55-35-22. Fax: (506) 23-23-95.

New Exporters to Border States Agenda

The New Exporters to Border States (NEBS) program is a crash course for small and medium-size businesses in the essentials of exporting to the United States, providing first-hand exposure to a nearby marketplace in a U.S. border state. International Trade Centres (ITCs) can provide further NEBS information. ITCs are co-located with Industry, Science and Technology Canada.

NEBS to New England (Boston)

- Originating in Montreal/Eastern Canada. **Computer Software Sector.** January 12-14, 1993. Contact Huguette Lanoue, ITC, Montreal. Tel.: (514) 283-3650.
- Originating in Moncton, N.B. and Atlantic Canada. **Intercultural Marketing Services.** January 26-28, 1993. Contact Ben Hong, ITC, Moncton. Tel.: (506) 851-6669.
- Originating in Halifax, N.S. and Atlantic Canada. **Food Products Sector.** February 1-4, 1993. Contact Kirsten Tisdale, ITC, Halifax. Tel.: (902) 426-9957.
- Originating in Laval or St. Jean, Quebec. **Multisectoral.** Dates to be determined. Contact Huguette Lanoue, ITC, Montreal. Tel.: (514) 283-3650.
- Originating in Moncton, N.B. and Atlantic Canada. **Building Materials/Technology Transfer Sectors.** February (date to be determined), 1993. Contact Claude Lapointe, ITC, Moncton. Tel.: (506) 851-6445.
- Originating in Montreal, Quebec and Eastern Canada. **Biotechnology Sector.** March 2-4, 1993. Contact Huguette Lanoue, ITC, Montreal. Tel.: (514) 283-3650.
- Originating in St. John's, Newfoundland and Eastern Canada. **Seafood Products Sector.** March 15-18, 1993. Contact Paul Rose, ITC, St. John's. Tel.: (709) 772-4864.

NEBS to Buffalo

- Originating in Central Ontario. **Multisectoral.** March 24-25, 1993. Contact Bob Garcia, Ontario MITT. Tel.: (416) 325-6859; or Renée Lazarz, Canadian Consulate General, Buffalo, N.Y. Tel.: (716) 852-1247.
- Originating in St. Jean, Quebec. **Federal Business Development Bank.** May (date to be determined), 1993. Contact Paul Delaney, ITC, Montreal. Tel.: (514) 283-3531; or André Aura, Nouvelle Exportateurs de St. Jean, Quebec. Tel.: (514) 359-9999.

NEBS to Detroit

- Originating in Quebec and Ontario. **Shoe Manufacturers.** January 9, 1993. Contact Anne Cascadden, Canadian Consulate General, Detroit. Tel.: (313) 567-2340.
- Originating in Ontario. **Automotive Aftermarket Manufacturers.** February 19, 1993. Contact Ron

Biddle, Canadian Consulate General, Detroit. Tel.: (313) 567-2340.

- Originating in Central and Southwest Ontario. **Multisectoral.** February 23-24, 1993. Contact Bob Garcia, Ontario MITT. Tel.: (416) 325-6859.
- Originating in Ontario. **Food Manufacturers.** March 10-11, 1993. Contact Maureen Angus, Ontario Ministry of Agriculture. Tel.: (416) 861-2400.

NEBS to Minneapolis

- Originating in Alberta, Saskatchewan, Manitoba. **Software.** February 16-18, 1993. Contact Chuck McGriff, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641. In Manitoba, contact Dick Davis, ITC, Winnipeg. Tel.: (203) 983-4586. In Saskatchewan, contact David Dix, ITC, Saskatoon. Tel.: (306) 975-4343.
- Originating in Alberta, Saskatchewan, Manitoba. **Building Products.** March 3-5, 1993. Contacts as immediately above.
- Originating in Northwestern Ontario. **General (Multisectoral).** March 10-11, 1993. Contact Dana Doyle, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641.

NEBS to Seattle

- Originating in Vancouver, B.C., Alberta, Western Canada. **Mining Equipment.** December (date to be determined), 1992. In B.C., contact Rick Stephenson, ITC, Vancouver. Tel.: (604) 666-1443. In Alberta, contact Neil VanBostelen, ITC, Edmonton. Tel.: (403) 495-4414; or Audrey Albright, Alberta Ministry of Economic Development and Trade. Tel.: (403) 427-4809.
- Originating in Vancouver, B.C., Alberta, Western Canada. **Software.** January (date to be determined), 1993. Contact Stephenson/VanBostelen/Albright as above.
- Originating in Vancouver, B.C., Alberta, Western Canada. **Marine/Leisure Craft.** January (date to be determined), 1993. Contact Stephenson/VanBostelen/Albright as above.
- Originating in Vancouver, B.C., Alberta, Western Canada. **Giftware (Multisectoral).** February (date to be determined), 1993. Contact Stephenson/VanBostelen/Albright as above.

Financial and Business Services

This Division Means Business

The importance of the services sector to Canada's economy and to its international trade is getting increased recognition nationally.

Domestic services industries account for 66 per cent of gross domestic product and over 71 per cent of employment. They also offer substantial potential for increased exports—particularly under the Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA).

Service sectors of particular importance include engineering and management consulting, training, financial, communications and transportation.

A strong Canadian services sector is critical to the competitiveness of Canada's resource, manufacturing and other industries which purchase services as inputs. In this manner they contribute to industrial competitiveness and facilitate the penetration of Canadian technology and equipment into foreign markets.

The importance of services exports is reflected in the creation of External Affairs and International Trade Canada's (EAITC's) Financial and Business Services Division (TPF) which has become EAITC's focal point for export financing and International Financial Institution matters.

It is also concerned with consulting engineering, architectural and construction services, trading houses, education and training services, financial, legal and accounting services, management consulting, advertising, health and distribution services.

Recent activities have included TPF's first ever business services trade mission to Central and Eastern Europe. The mission consisted of representatives from the financial, legal, management consulting,

and education and training services sectors.

Also conducted was a cross-Canada program of seminars to highlight financial support available to the services sector.

For **ExportVision'92**, held in November, TPF organized the NAFTA/services component, seminars that were held in six major cities across the country.

In addition to these specific trade activities, the division also coordinates the regular reporting of mar-

ket intelligence on services from overseas, disseminates such intelligence to the industry, and coordinates EAITC's National Services Month.

For further information on how TPF can assist services companies, contact Marie-Lucie Morin, Director, Financial and Business Services Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6210. Fax: (613) 943-1100.

Private Sector Reaps Rewards

The first **Canadian Awards for Private Sector Contribution to International Development** were presented recently at the 9th Annual Canadian Exporters' Association (CEA)/Canadian International Development Agency (CIDA) Consultations.

The awards are a CEA initiative intended to underline the importance and excellence of the contribution of the private sector to international development.

The 1992 award-winning companies were selected by a "blue ribbon" panel from submissions by 45 companies (entering a total of 57 projects) from across Canada.

Awards in the following categories were:

- **The Engineering Award** (sponsored by The SNC Group): to, in a tie, **Reid Crowther International Limited**, Calgary (for a water distribution system for 8 million people in Lagos, Nigeria); and **Novaport**, Halifax (for the feasibility study, design and project management of the expansion of cargo and cruise ship port facilities in Dominica, West Indies).

- **The Industrial Cooperation Award** (sponsored by Northern Telecom): to **Coopers & Lybrand**, Toronto (for work in establishing a Stock Exchange in Ghana).

- **The Environment Award** (sponsored by Babcock & Wilcox): to **La Société d'ingénierie Cartier Limitée**, Montreal (for a project in Burundi and Niger involving the production and marketing of fuels obtained from the devolatilization of coal or peat in the replacement of fuel wood to avoid deforestation).

- **The Transport Award** (sponsored by General Motors of Canada Ltd.): to **Canac International Inc.**, Montreal (for a project to adapt CN Rail Yard Inventory System to China Railways).

Minister for External Relations and International Development Monique Landry presented the awards, noting that "Canada's private sector is an essential partner in development efforts ... a key player in promoting sustainable development in Third World countries."

Continued on page 7— Rewards

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here in the sixth and last article of the series is the telecommunications sector. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

TELECOMMUNICATIONS, ELECTRONICS, SOFTWARE

Electronic components, telecommunications equipment and systems, and computer software are sectors in Mexico that represent the greatest potential for Canadian business.

The importation of parts also represents major opportunities, since most components of locally-manufactured products are imported.

The country's government and its private sector are dedicated to modernizing and upgrading its telecommunications infrastructure which now is undergoing fundamental alterations.

Deregulation and privatization are the crucial factors changing the face of Mexico's telecommunications sector, opening private investment and service in areas such as cellular telephones, construction and administration of microwave earth stations, facsimile, electronic mail, and data transmission services.

The Mexican market for telecommunications was valued at US\$557.7 million in 1989 and increased 48.5 per cent to US\$828.2 million in 1990. Total apparent consumption is expected to increase at an average annual rate of 12 per cent, rising to US\$1,303.2 million by the end of 1994.

The privatization of TELMEX, the liberalization of the telecommunications sector, and the increased demand for access to the latest technology by Mexican firms that are becoming more internationally oriented will see rapid growth in the telecommunications market.

In 1987, total imports of electronic components amounted to US\$97.9 million and grew—as a result of the country's trade liberalization policies—an unexpected 35 per cent in 1988 to US\$132.2 million. In 1990, imports reached US\$166 million.

Some Canadian products with best sales prospects in Mexico include: power supplies; bare boards; cable harnesses; integrated circuits; multi-layer circuit boards; electronic tubes; cables and connectors; multi-

ple connectors; relays; switches; resistors; capacitors; semiconductors; transistors; inductors; and diodes.

The market for computers has experienced the most dynamic growth rate of all Mexican industrial product sectors in the last few years, estimated at 30 per cent annually since 1983.

Imports of equipment increased 20 per cent annually during the same period. Between 1984 and 1989, software sales increased at an average annual rate of 22 per cent. The purchases of computer software in Mexico were estimated at US\$127.3 million in 1988 and US\$159.1 million in 1989. This market is projected to grow at an average annual rate of 23 per cent and reach US\$296.7 million by the end of this year.

Of the total software market, approximately 53 per cent is for microcomputers; 30 per cent for minicomputers; and 17 per cent for mainframes.

It is estimated that software sales for microcomputers will grow at an estimated annual rate of 36 per cent in the next five years; sales of software for minicomputers, 17 per cent; and for mainframes, 11 per cent.

Rewards — from page 6

The 1993 awards will be presented at the 10th CIDA/CEA Consultations which will be held in Ottawa in the Spring of 1993. Application deadline is January 31, 1993.

For further information on the awards or to receive an application form for the 1993 event, contact Paule Charest, Canadian Exporters' Association, 19, Chemin du Ravin, Ste-Thérèse, Quebec, J7E 2T5. Tel.: (514) 434-4196. Fax: (514) 430-5684.

PUBLICATIONS

Mexico Matters

Exporters, manufacturers, marketing departments, sales teams and consultants—indeed, all industries that will be affected by the North American Free Trade Agreement (NAFTA), are likely to find value in *Doing Business with Mexico, A Comprehensive Guide to the Mexican Marketplace*. The \$79.95 binder-bound guide (for easy updating), provides information that is useful to any company trying to take advantage of this multi-billion-dollar market. Among the contents are Business and Trade Regulations, Marketing in Mexico, Entry Regulations and Tips, Negotiating in Mexico, Countertrade, Federal and Provincial Government Programs, and Contacts.

Available from the same publisher is *Business Mexico* (\$125.00 for 12 issues), a monthly newsletter that features timely news on NAFTA negotiations, seminars, trade shows, trade opportunities, travel tips, and business comments.

For further information on these publications or on the complete *Image Library* (\$49.95) of the states of Mexico in PCX bit-mapped format for IBM-compatible PCs, contact International Marketing Publications (IMP), P.O. Box 359, Carleton Place, Ontario K7C 3P4. Tel.: (613) 257-2601. Fax: (613) 253-8473.

Connecting Globally

Small and mid-size business owners are the major target audience of *International Business*

Communications (IBC), a six-times-a-year publication that made its debut in October. The publication—subscription fee is \$60.00—promotes international business and world trade by focusing on countries that offer exceptional trade opportunities. The inaugural edition features business development in India as well as an article on trade written by International Trade Minister Michael Wilson. Future issues of the magazine will focus on Canada, Malaysia, Indonesia, the Philippines and Latin America. In each featured country, *IBC* sets up distribution and sales agreements. The magazine, with an initial circulation of 12,000, is delivered—through Canadian embassies and trade commissions—to small business and business communicators around the world. For more information, telephone (in Toronto) 416-256-2093; or fax: (416) 787-7587.

Export Opportunities — from page 1

Opportunities

In 1991, Canadian exports to Singapore totalled \$267 million. The major sectors of opportunity for Canadian companies are in information technology and electronic products; environmental equipment and services; agriculture and food products; transportation systems and equipment; defence products and services; and oil and gas equipment and services.

trade shows in Singapore may contact directly the High Commission for Canada, 80 Anson Road #14-00 and 315-00, IBM Tower, Singapore 0207. Tel.: 011-65-225-6363. Fax: 011-65-225-2450.

General information on Singapore—or copies of market studies in certain sectors—may be obtained from Ted Weinstein, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309/952-3904.

Contacts

Companies interested in learning more about export opportunities or

Defence Office Moves

The Canadian Defence Production Office (CDPO) has moved to The Canadian Government Trade Office (CGTO), GSB Building, One Belmont Avenue, Suite 611 Bala Cynwyd, Philadelphia, Pennsylvania 19004, USA. Tel.: (215) 667-8210. Fax: (215) 667-8148. The former CDPO premises were retained and can be reached at: Tel.: (215) 697-1264. Fax: (215) 697-1265.

InfoExport

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

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CANADEXPORT

Vol.10, No. 21

December 15, 1992

External Affairs and
International Trade Canada

Supplements Support Departments, Agencies In Helping Exporters

In our November 2 issue, it was Agriculture Canada's supplement; today, it's CIDA's; others will follow. *CanadExport* is opening its pages to other federal departments and agencies.

CanadExport's mandate, as the trade newsletter of External Affairs and International Trade Canada, is to contribute to the growth in Canadian exports by informing our readers on government policies and programs in support of international trade and, more specifically, on this department's efforts. We also inform readers on trade potential identified by our posts throughout the world.

In addition to our own department, others also develop programs that

CIDA

Supplement: pp. I-IV

can be useful in designing export strategies. Our supplements will help simplify the collection of information, an exercise too often frustrating for businesspeople — given the multiplicity of government assistance programs and initiatives available to business.

Let's say this is *CanadExport's* response to the observations of the Steering Group on Prosperity, which deplored the confusion created by the more than 400 assistance programs they had compiled at all levels of government. Or that it's *CanadExport's* gift to our readers, a gift which will be repeated during the new year!

Canada-Mexico:

Partnering For Success

Mexico, a market of 85 million people, offers Canadian business a wide variety of export opportunities. A successful structural reform program, coupled with one of the world's highest rates of economic growth, is creating wealth and stimulating consumer demand — much of it for foreign goods and services.

Canadian firms that have made a commitment to the Mexican market have been learning how to respond to these challenges and are already reaping substantial rewards. Canadian exporters need to act now to position themselves for new opportunities emerging from the North American Free Trade Agreement (NAFTA).

As with all opportunities, there are also challenges. To assist Canadian firms to compete in Mexico, External Affairs and International Trade Canada (EAITC), in conjunction with the Bank of Montreal and the Atlantic Canada Opportunities Agency (ACOA), has commissioned a comprehensive guide, *Mexico-Canada: Partnering For Success*. The comprehensive handbook contains 10 chapters describing the business environment in Mexico, the opportunities and how best to pursue them.

Partnering For Success demonstrates the importance of strategic alliances in achieving success in Mexico's trading environment. The alliance may be with an agent, distributor or joint-venture partner.

The guide describes how to find suitable contacts in Mexico, how to negotiate mutually advantageous agreements, and how to avoid common pitfalls. It also contains sections to assist exporters to develop an export strategy and information on sev-

eral Mexican laws and regulations that can affect exporting and the conduct of business with Mexico.

Copies of *Mexico-Canada: Partnering For Success* can be obtained by contacting:

- your nearest ACOA office in Atlantic Canada;
- the Regional Trade Finance Managers at the following Bank of Montreal locations:
Vancouver — Robert Lorenzin. Tel.: (604) 665-2740.
Montreal — Albert Poirier. Tel.: (514) 877-9465.
Toronto — Pierre Lambert. Tel.: (416) 867-6410.
Mexico City — Tom Murphy. Tel.: (52-5) 203-8211.
- or call: EAITC's InfoExport, toll-free at 1-800-267-8376; (Ottawa area: 944-4000). Fax: (613) 996-9709. (Code 175LA).



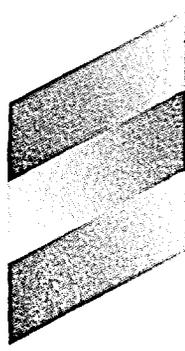
Season's Greetings!

CanadExport

Returns Jan. 15, 1993

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Canada

SOR/92-584; 9 October, 1992

In an effort to reach as many businesspeople as possible, the Federal Court of Canada has instructed that **CanadExport** publish the following in two consecutive issues, the first being Dec. 1, 1992.

FOREIGN EXTRATERRITORIAL MEASURES ACT**Foreign Extraterritorial Measures (United States) Order, 1992**

WHEREAS the United States is proposing to adopt a measure, set out in section 1706 (a)(1) of the National Defense Authorization Act for Fiscal Year 1993, as passed by the United States Congress on October 5, 1992, which affects section 515.559 of the Cuban Assets Control Regulations, 31 C.F.R., Part 515, and constitutes a measure affecting trade or commerce between Canada and Cuba;

AND WHEREAS, in the opinion of the Attorney General of Canada, that measure is likely to adversely affect significant Canadian interests in relation to trade or commerce between Canada and Cuba involving business carried on in whole or in part in Canada or is otherwise likely to infringe Canadian sovereignty;

THEREFORE, the Attorney General of Canada, with the concurrence of the Secretary of State for External Affairs, pursuant to section 5 of the Foreign Extraterritorial Measures Act, hereby revokes the Foreign Extraterritorial Measures (United States) Order (1990), made on October 31, 1990*, and makes the annexed Order requiring persons in Canada to give notice of communications relating to, and prohibiting such persons from complying with, an extraterritorial measure of the United States that adversely affects trade or commerce between Canada and Cuba in substitution therefor.

Ottawa, October 9, 1992

Kim Campbell
Attorney General
of Canada

Concurred: Barbara McDougall
Secretary of State
for External Affairs

ORDER REQUIRING PERSONS IN CANADA TO GIVE NOTICE OF COMMUNICATIONS RELATING TO, AND PROHIBITING SUCH PERSONS FROM COMPLYING WITH, AN EXTRATERRITORIAL MEASURE OF THE UNITED STATES THAT ADVERSELY AFFECTS TRADE OR COMMERCE BETWEEN CANADA AND CUBA

Short Title

1. This Order may be cited as the *Foreign Extraterritorial Measures (United States) Order, 1992*.

Interpretation

2. In this Order, "corporation" means a corporation that is registered or incorporated under the laws of Canada or of a province and that carries on business in whole or in part in Canada; (*personne morale*); "extraterritorial measure of the United States" means the measure set out in section 1706(a)(1) of the *National Defense Authorization Act for Fiscal Year 1993*, as passed by the United States Congress on October 5, 1992, to the extent that it affects trade or commerce between Canada and Cuba. (*mesure extraterritoriale des États-Unis*)

Notice

3. Every corporation and every officer of a corporation who receives, in respect of any trade or commerce between Canada and Cuba, any directives, instructions, intimations of policy or other communications relating to an extraterritorial measure of the United States from a person who is in a position to direct or influence the policies of the corporation in Canada shall give notice thereof to the Attorney General of Canada.

Prohibition

4. No corporation shall comply with an extraterritorial measure of the United States in respect of trade or commerce between Canada and Cuba or with any directives, instructions, intimations of policy or other communications relating thereto that are received from a person who is in a position to direct or influence the policies of the corporation in Canada.

*SOR/90-751, 1990 *Canada Gazette*, Part II, p. 4918

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THE BUSINESS OF DEVELOPMENT

Vol.1, No. 1

December 15, 1992

Private Sector Plays Key CIDA Role – Minister

The time has changed when development assistance was a process essentially carried out between governments. The private sector has emerged as a key player in development cooperation.

CIDA continues to encourage greater private sector participation in our development efforts because we have found that the goal of sustainable development is best served when people have a stake in the process, and when mutual benefits can be gained. This applies to Canadians as much as it does to our counterparts in developing countries.

I am pleased to present this feature on CIDA and its Industrial Cooperation (INC) program.

INC is one of the many mechanisms at CIDA for involving Canadians in international development.

Through INC, many innovative Canadian exporters have gained access to new markets, and have been able to share and build upon their expertise with partners in developing countries.

MONIQUE LANDRY
Minister for External
Relations and International
Development

What CIDA Is; What CIDA Does

The Canadian International Development Agency (CIDA), established in 1968, is the federal government agency responsible for implementing Canada's Official Development Assistance (ODA) policies and for administering most of the development assistance budget—\$3.1 billion in 1991-1992. CIDA's mission is to support sustainable development in developing countries. A substantial portion of the ODA budget, as much as 60 cents of each aid dollar, is spent in Canada on the procurement of goods and services required for development projects abroad. CIDA has thus forged working partnerships with Canadians in the private sector for the delivery of Canadian development assistance.

Our aid program is an important link between Canada and more than 100 countries that contain about four-fifths of the world's population. Development cooperation also connects us to the fastest growing markets in the world—the markets of developing countries, notably in Asia. As developing countries

themselves have said: "trade follows aid". The linkages established by our aid program expand our trading relationships. At the same time they promote our private sector's global competitiveness by putting Canadian skills and technology to work in the global economy.

CIDA programs provide incentives to support investment in developing country enterprises, and give many Canadian firms their first chance to break into overseas markets. CIDA programs such as Industrial Cooperation (INC) encourage joint ventures and investment by absorbing some of the costs, and reducing some of the risks, of doing business in new markets.

Canada's aid program promotes our national interests while serving those of the international community. In short, our cooperation in world development helps build a more favourable international environment in which Canadians—and our counterparts in other countries—can prosper.

Canadian Candy Dandy in Thailand

With financial encouragement from CIDA INC, Ganong Brothers Ltd. entered into a joint venture agreement with a Thai company—Rubia Industries, a subsidiary of Berli Jucker, to manufacture chocolate and confectionery products.

INC helped to fund the necessary feasibility studies and market re-

search. The decision was go. The Thai and Canadian partners split the start-up costs and share evenly the ownership of the venture. The factory began production in July 1989, with sales in excess of \$1,000,000 in the first 12 months of operation. Ganong has gained a foothold in the burgeoning Asian

Continued on page IV — Candy

*CIDA INC***CIDA's Industrial Cooperation Program (INC)**

Since its creation in 1978, the \$75 million CIDA INC program has provided financial incentives to over 1,600 firms from every region of the country. This support has resulted in long-term associations between Canadians and private sector partners in developing countries. These partnerships have proven to be true win-win situations. They allow developing countries to solidify their economic base by providing access to much needed technologies available in the Canadian marketplace. Canadians in turn gain international trading experience, access to larger markets, and downstream sales while creating jobs at home.

CIDA INC reflects Canada's policy of supporting the pivotal role played by the private sector in strengthening the economies of developing countries.

By offering Canadian businesses a broad range of incentives to share resources and problem solving techniques with their private sector partners in developing countries, CIDA INC assists exporters to meet the challenge of displaying, on the world stage, their ingenuity and knowledge for the benefit of host countries and Canada.

Business Development

The two key mechanisms available are **Investment** and **Professional Services** with additional assistance through the **Specialized Activities** program.

Investment-oriented programs offer three different mechanisms which support eligible Canadian companies, particularly manufacturers, to explore possibilities for long-term joint ventures with developing country businesses. Up to

\$15,000 is available for **Starter Studies**, or a preliminary analysis of factors and conditions in a country where a long-term association is being considered. To carry out more in-depth evaluations, up to \$100,000 is available for **Viability Study** support.

Once the concept is finalized, up to \$500,000 can be contributed to **Project Support** as an encouragement to out-of-country investment. INC shares some of the risks not normally associated with similar investments in developing countries.

Professional Service-oriented programs feature five mechanisms to help the Canadian private sector, mainly consulting firms, financial institutions and business associations, to conduct studies and provide guidance and advice to potential clients in developing countries. **Capital Project Preliminary Study** (up to \$350,000) and **Capital Project Detailed Study** (up to \$500,000) are two programs to co-finance (pre) feasibility studies for developing country clients who have lined up financing for their eventual investment projects — usually with one of the International De-

Continued on page III — INC

The INC Program Eligibility Requirements

To be eligible for funding through the INC program you:

- Must be established and operating in Canada and have either sales/revenue performance data for at least two years or annual sales/revenues exceeding \$100,000;
- Must be paying corporate income taxes when you make profits;
- Must have a track record in the services offered or manufacture the products for which assistance is required;
- Must be financially sound and have the necessary human, financial and technical resources to carry out the work;
- Must be registered with one or more International Financial Institution (IFI) likely to finance the downstream work and be able to negotiate a project agreement committing the partner in the developing country without making the Government of Canada a party to this agreement.

The first step for interested groups is to contact the CIDA INC Program Manager for the country you are interested in. Detailed pamphlets on the INC programs introduced here are available from CIDA headquarters in Hull, Quebec, tel. (819) 997-7901, and from CIDA's Regional Advisors, c/o the International Trade Centres (ITC), in Vancouver, Calgary, Winnipeg, Montreal and Moncton, or from other ITCs across Canada.

INC — from page II

velopment Banks. Canadian firms thereby position themselves for longer-term work overseas if and when this investment or others in the sector are financed.

In addition to its regular funding mechanisms, INC's **Specialized Activities** program supports other initiatives that facilitate business linkages in developing country markets. TEMIC, a not-for-profit Montreal-based institute established by the telecommunications industry, trains key managers from developing countries and familiarizes developing country telecommunications authorities with Canadian products, services and expertise, thereby promoting cooperation and trade.

The Washington-based Canada/IFC Industrial Cooperation Fund, created by CIDA INC at the International Finance Corporation (IFC), a World Bank affiliate, enables the private sector in developing countries to link with Canadians to identify new ventures overseas. By getting involved at the design stage of bankable projects, Canadian companies often find themselves associated over the long haul with their original private sector clients from developing countries.

INC supports the Trade Facilitation Office Canada (TFOC) which promotes increased linkages between exporters in developing countries and Canadian importers, leading to new commercial opportunities.

CIDA INC also sponsors seminars, international missions, exhibitions and specialized training institutes — particularly for executives from developing countries, providing a **value-added** service to the Canadian exporting community.

Environmental Opportunities

Project Supports Tech Cooperation

Sustainable development is the key to economic prosperity and to a sound natural environment. Environmentally-sustainable models of development are being sought by developing countries as they industrialize, leading to an increased demand for environmental technology. This demand is matched by a willingness on the part of the Canadian private sector to transfer technology.

The program's goal is to assist developing countries in building local capacities to produce environmental technology adapted to their needs through long-term cooperation with Canadian producers of environmental technologies. Like other INC programs, this initiative aims at a more efficient transfer of technology to developing countries, through cost-sharing of the expenses associated with any adaptation of a Canadian company's technology to local conditions.

CIDA is taking action now to promote joint ventures in environmental technology. Higher priority will go to project proposals from eligible Canadian firms which

have concluded or nearly concluded a long-term business collaboration in a developing country to implement joint ventures for the transfer and production of environmental technology.

Who is Eligible?

CIDA INC welcomes proposals that involve testing, adaptation, and demonstration of an environmental technology to meet specific applications in resource management, processing and manufacturing operations, or for use in municipal services. These activities must be part of the development of a business plan to produce the technology under a joint venture arrangement in the developing country.

CIDA can contribute up to \$500,000 under its Project Support program (Investment) for testing, adaptation and demonstration of the technology. The Canadian firm and its local partner will be expected to share in the total cost of the project.

For further information on eligibility criteria, please contact Richard Smith, Program Manager, INC (819) 997-0541.

New Market in South America ...Thanks to INC

WESTERN OILFIELDS ENVIRONMENTAL SERVICES of Calgary recently received a contribution from CIDA INC to explore a joint venture with an Ecuadoran firm. Western Oilfields has more than 15 years of experience in providing comprehensive environmental services to the oil and gas and mining industry in Canada.

Together with AEROMAPA Ltd. of Ecuador, an aerial mapping and geographic surveying operation, Western Oilfields plans to develop an integrated environmental protection service to Ecuadoran industry and government.

The combination of the Canadian and Ecuadoran partners will create

Continued on page IV — Thanks

CIDA Helps Private Sector to Harness the Benefits of a Global Economy

The recently released National Action Plan on Prosperity recommends the development of a global trade, investment and technology strategy by the private sector. For globalization efforts to succeed, it will be essential to have new and sustainable international business.

The IMF predicts that in 1993, imports of the developing countries will grow at a rate 40 per cent faster than that of developed countries. The dynamic and growing countries of the developing world offer the best prospects for generating new business, and Canadians must act now to secure their share of these expanding markets.

Through Industrial Cooperation and other programs, CIDA is well placed to assist the private sector in gaining new ground.

CIDA has an advantage in fostering Canadian business interests in developing countries because it has established a long-term presence through its sponsoring of development efforts in the developing world.

Looking beyond one-time exports sales, CIDA has stressed the generation of sustained, mutually beneficial, trade-investment relationships between developing countries and Canada.

CIDA can provide valuable brokerage services because it is positioned to identify new opportunities - as well as potential risks - for Canadian businesses.

Developing country partners in the private and public sector will also be reassured by a CIDA component in the business proposal of a Canadian firm as it forges alliances in new markets.

Success Breeds Success Co-financing from CIDA INC Yields Sales in Morocco, Europe

Thanks to co-financing from CIDA INC, LAB-VOLT LTÉE — a Quebec manufacturer of teaching material in electronic engineering, telecommunications, and controls — was able to demonstrate its worth in Morocco.

This enabled it to secure a \$1.2 million contract from the Office marocain de la Formation professionnelle et de la promotion du travail (Technical Training and Job Promotion Office of Morocco) to equip 17 technical schools in Morocco.

Another company in Europe then signed a second \$500,000 contract with LAB-VOLT because of the success of the Moroccan project.

In the long run, the Canadian company plans to set up an equipment assembly, maintenance and repair plant with a Moroccan partner to serve 43 more schools, using Canadian components.

The INC-funded project enabled LAB-VOLT to penetrate a new market while contributing to better training of Moroccan technicians.

A leader in manufacturing technical teaching material, LAB-VOLT received the federal government's **Canada Export Award** in the fall of 1987.

The company has about a hundred employees and exports approximately 85 per cent of its products to cover 60 countries.

Thanks to INC — from page III

a superior product for environmental planning, mitigation and assessment for industrial and resource management projects in Ecuador. The joint venture has already enjoyed success by winning a small contract locally.

This is a good example of Canada's environmental technology being put to work for the benefit of Ecuador, Canada and the environment.

Through the provision of state-of-the-art environmental planning and

technology, the operations of the intended joint venture company will provide substantial in-country resources to address environmental needs and concerns.

This joint venture will lead to increased export of Canadian services, and the creation of new jobs in Canada and Ecuador.

A developing country like Ecuador will benefit by gaining access to new and important environmental technology.

Candy — from page I

market. Other potential markets include the "Asian Tigers" and Japan, and the partners are considering doubling the plant's size.

Both countries benefit from this joint venture. In Thailand's case, there is the added employment of 25 people, of whom 20 are women. For Canada, this enterprise has

triggered the sale of over \$100,000 worth of equipment to date, and profits generated in Thailand are shared with Canadian partners.



Canadian International
Development Agency

South America, Mexico Shows Recruiting: In Sao Paulo - Communications

Sao Paulo — The timing — April 13 to 16, 1993 — of **TELEXPO'93** could hardly be better for companies that are seriously interested in exploring Brazil's telecommunications market.

This **3rd International Telecommunications, Broadcasting and Teleinformatics** trade show comes at a time when Brazil is deregulating and opening its market to international competition and abolishing its restrictions on the import of similar locally-manufactured telecommunications products.

What's more, all aspects of the country's communications market are valued at US\$3.6 billion — and **TELEBRAS**, the state telecommunications holding company, in its 1991 annual report, says there are plans to invest US\$19 billion in the industry through to 1996.

TELEXPO, Brazil's only trade event dedicated specifically to the telecommunications market, attracts buyers and specifiers of telecommunications, broadcast, cable and teleinformation equipment companies, procurement managers, chief engineers, and sales and marketing specialists. The 1992 event attracted 12,000 professional visitors.

Major exhibit categories include: telephone equipment, telex systems (public and private); commutation, installation and network material; microwave radio systems; multiplexers; rural telecommunications systems; military telecommunications; and network and cable systems.

As well, there are exhibits of visual communications; AM/FM broadcasting; antenna systems; training equipment; audiovisual equipment; transmitters; radio links; TV equipment; modems; concentrators; data and fax terminals; printers;

teleprinters; testing equipment; and other items applicable to the market.

For information pertaining to participation in **TELEXPO'93**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa

K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

For general commercial information on Brazil, contact Luis Bustos (same address as above), tel.: (613) 996-5549; fax: (613) 943-8806; or directly, contact the Commercial Division, Canadian Consulate General, Sao Paulo, tel.: (011-55-11) 287-2122; fax: (011-55-11) 251-5057.

In Mexico City - Packaging, Labelling

Mexico City — Packaging and labelling industry suppliers and manufacturers wishing to break into or expand their presence in the Mexican marketplace should find it worth their while to participate in **EXPO-PAK'93**, being held here May 18-21, 1993.

This international event traditionally has attracted large numbers of decision-makers and end users from the food and beverage, pharmaceutical and cosmetics industries — particularly those whose work centres around packaging/labelling systems and machinery — as well as suppliers of raw materials.

For information pertaining to participation in **EXPO-PAK'93**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

For general commercial information, contact External Affairs and International Trade Canada's Mexico Desk Officer, tel.: (613) 995-8804; fax: (613) 943-8806; or contact directly, the Commercial Division, Canadian Embassy, Mexico City, tel.: (011-525) 724-7900; fax: (011-525) 724-7982.

In Monterrey - Machine Tools

Monterrey — Mexico's machine tools import market, valued at an estimated US\$324 million annually, will take centre stage March 9 to 12, 1993.

That's when Monterrey will play host to **METAL EXPOMEX'93**, at which External Affairs and International Trade Canada — which now is recruiting participants — will sponsor a Canada Pavilion.

Organizers say that the rapid expansion of Mexico's manufactur-

ing industry and its contract processing sector has created a strong demand for imported machine tools.

Products with the best sales prospects include numerically-controlled machine tools; machining centres; lathes; milling machines; grinding machines; centering, honing, punching, shearing, bending and forming machines; jig and vertical boring machines; and

Continued on page 4 — Machine

In Mexico City - Telecommunications, Computers

Mexico City — External Affairs and International Trade Canada now is recruiting companies to participate in its Canada Stand at EXPO COMM MEXICO '93, being held here February 9 to 12, 1993.

Participation in the 2nd Annual International Telecommunications, Computer and Office Automation Exhibition and Conference for Latin America could help companies break into Mexico's telecommunications infrastructure which is being upgraded and in which foreign investors are expected to invest \$30 billion over the next 10 years.

The growth of the Mexican market — imports currently account for 25 per cent of the equipment used

on an annual basis — has been sparked by the privatization of Telmex and the opening up of the market in cellular, fax, paging, data transmission and networking fields.

The event, first held last year, attracted participants from 13 countries, including 22 companies from Canada.

For further information on EXPO COMM MEXICO '93, contact Carlos Munante, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2268. Fax: (613) 944-0479.

Taiwan - Catalogue/Video Shows

Taiwan — Interested parties have until December 21, 1992 to apply to participate in annual catalogue and video shows being held during March 1993 in Taiwan's four largest cities.

Participation in either the Industrial Materials/Machinery/Components C & V Show or in the Agent-Seeking C & V Show costs US\$100.00.

In return, a company's catalogues and/or promotional video are

exhibited to thousands of specially-invited potential buyers — whose inquiries will be forwarded to company participants shortly after the shows.

For further information, contact Far East Trade Service Inc. (Taiwan's official trade promotion organization, CETRA), 1800 McGill College Avenue, Suite 2108, Montreal, Quebec H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

Machine — from page 3

horizontal drilling machines.

Other products with good sales prospects include gear-cutting and finishing machines; polishing and moulding machines; copying machines; shaping machines; sawing machines; cutoff machines; arc welding machines; wire-drawing machines; presses; cutting pliers; saws; wedges; knives; blades; special dies; and tools.

For information on METAL EXPOMEX '93, contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358. Fax: (613) 944-0479.

Vancouver (January 12); Toronto (January 14); Montreal (January 15) — African Development Bank (AFDB) Seminar. Organized by External Affairs and International Trade Canada, topics will focus on the policies and procurement cycle at the AFDB and will be presented by Mr. B. Merghoub, the AFDB representative in Washington and Mr. Namoko, Deputy Director of the London, U.K. office of the AFDB. The Canadian Executive Director

at the Bank, Mr. M. Belanger and the Trade Commissioner resident in Abidjan will also participate. The International Trade Centres in each of the cities visited will be able to advise those interested in attending of the location. For further information you may also contact Linda McDonald, Deputy Director, Africa and Middle East Trade Development Division, (EAITC), Ottawa. Tel.: (613) 993-6593.

BUSINESS AGENDA

Info Export

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

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