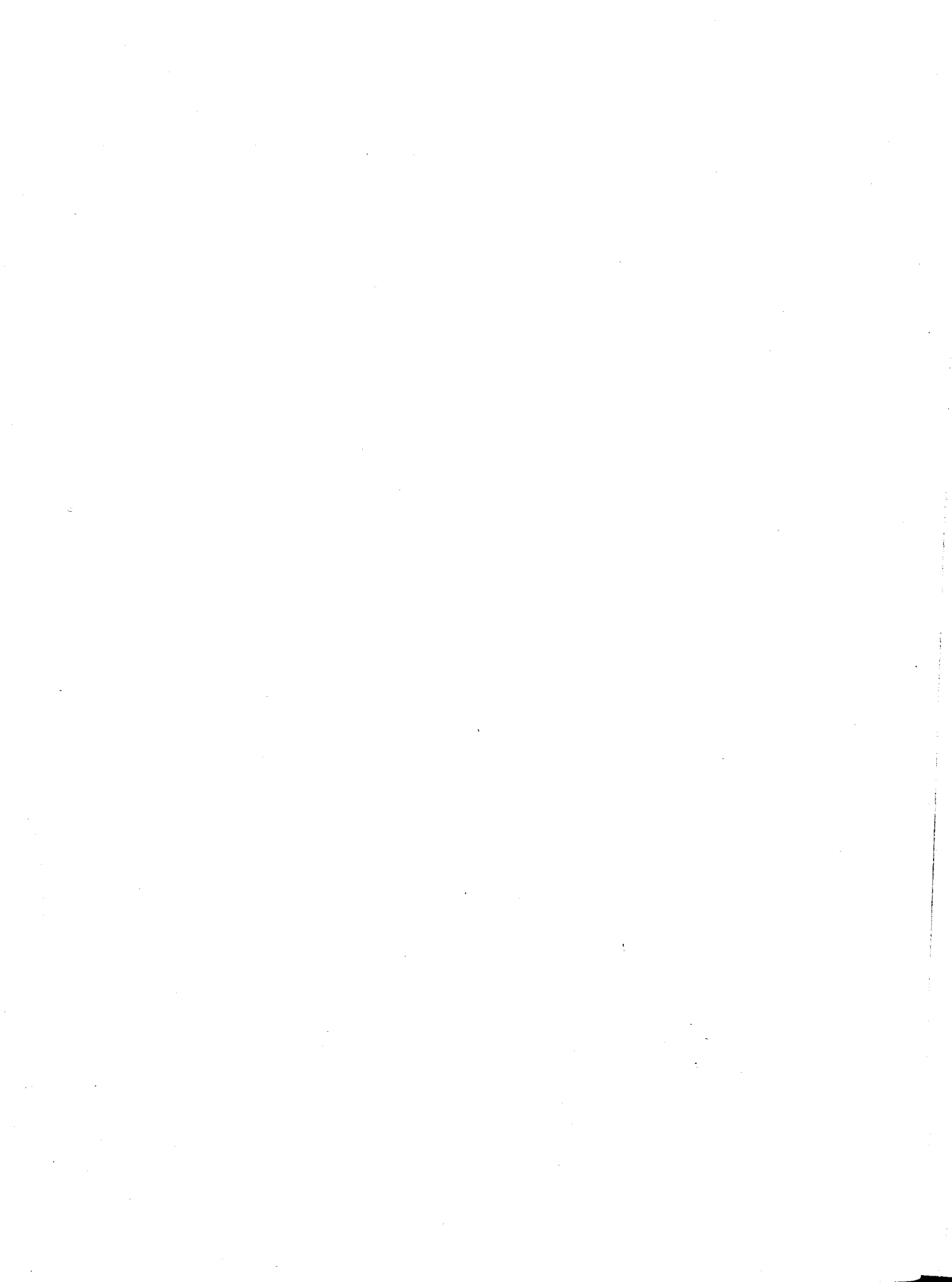


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# CANADEXPORT

Vol.15, No. 1

January 13, 1997

## Canada's Action Plan for Japan

"Japan's continued economic restructuring and deregulation has the potential to create countless new and diverse opportunities for Canadian businesses," said Minister for International Trade the Honourable Art Eggleton, as he launched a new edition of *Canada's Action Plan for Japan* in Tokyo, November 26, 1996.

As this fourth edition of *Canada's Action Plan for Japan* is

released, Canada's second-largest trading partner is offering an increasingly favourable business climate in other ways too: Japan's yen is still relatively high-valued, its consumers are becoming increasingly value conscious, it has a large pool of available capital and technologies and, not least, the Japanese business community is keen to develop partnerships with Canadian firms.

In 1995, two-way trade between Canada and Japan surpassed \$24 billion, and exports alone increased by 24 per cent to \$12 billion. Japan is also Canada's third most important source of foreign direct investment, valued at \$12.5 billion in March 1996, and the second-largest portfolio investor, valued at \$43.5 billion in March 1996.

### Action Plan Objectives

*Canada's Action Plan for Japan* provides a co-ordinated and business-led approach to expanding this business relationship. It outlines a strategy to realize trade opportunities in seven of Japan's highest-growth sectors: **building products; fish and seafood products; processed food products; furniture, health care and medical devices, tourism, and information technologies.**

In addition to describing each sector, the *Action Plan* provides an outline of the business climate specific to each sector, the

market opportunities, action plan objectives and specific activities, including participation in trade shows, seminars and trade missions, and dissemination of timely market information and intelligence.

The *Plan* stresses the need for Canadian companies to be aware of what is going on in a particular market, to adapt products to Japanese tastes and lifestyle, and to promote their products effectively in Japan.

### Promoting Investment and Partnerships

The *Action Plan* will promote investment in sectors in which Canada has demonstrated particular strengths of interest to potential investors. Tourism, for example, continues to be the *Continued on page 3 - Canada's*

## Team Canada: A Current Affair

*CanadExport* is pleased to announce the launching of a new regular feature within its pages.

*Team Canada: A Current Affair* will highlight and profile the various initiatives and activities carried out under the Team Canada umbrella.

Team Canada is a partnership between federal/provincial/municipal governments and the private sector dedicated to supporting Canada's international business development efforts.

The feature kicks off in this issue with a look at the Team Canada trade mission currently underway in South Korea, the Philippines and Thailand — a mission that amply demonstrates the Team Canada theme: "Working together, we are taking on the world."

*CanadExport* would like to hear from you about any Team Canada-related initiatives, activities or programs in which you are involved.

Please send your ideas, suggestions and information to: *CanadExport*, Fax: (613) 992-5791; e-mail: canad.export@extott07.x400.gc.ca

## CANADEXPORT ON-LINE

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

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# TEAM CANADA: A CURRENT AFFAIR

## Largest Team Canada Mission Sets Sights on South Korea, Philippines and Thailand

*More than 400 business people, heads of educational institutions and municipalities, and young entrepreneurs are taking part in the Team Canada trade mission to South Korea, the Philippines and Thailand from January 8 to 20, 1997.*

Led by Prime Minister Jean Chrétien and Canada's First Ministers, the Team Canada 1997 trade mission will generate new business for Canadian companies in the fastest-growing region of the world.

### Canada's Year of Asia Pacific

This fourth and most comprehensive Team Canada trade mission kicks off *Canada's Year of Asia Pacific* in 1997, which is aimed at building on Canada's strong ties with the Asia-Pacific region. Two-way trade of goods and services between Canada and the three countries being visited totalled \$8.3 billion in 1995, and the potential for more business with each country is considerable.

This mission will promote Canada's world-renowned expertise in information technology, agri-food, financial services, edu-

cation and culture, environment, transportation, energy and natural resources, telecommunications, and building products and construction, all of which are in high demand in Asia Pacific.

"Canadian firms excel in the building of sound and sustainable economic infrastructures," says Prime Minister Chrétien. "They specialize in providing goods and services that help economies grow. These are areas of terrific growth in Asia. Sharing this know-how will ultimately benefit both ourselves and our Asia-Pacific partners."

The Team Canada 1997 trade mission will provide the participating companies and organizations with an opportunity to conduct vital market research, meet and interview potential distributors and customers, and position themselves as players in the global marketplace. For many companies,

especially small- and medium-size enterprises, the trade mission will give them first-hand knowledge about new markets and how to break into them.

### Success Breeds Success

As on previous, highly successful Team Canada trade missions, the members of the Canadian business delegation are expected to complete and sign numerous contracts and agreements. Previous trade missions have generated an estimated \$20 billion in business deals and have helped more than 700 Canadian businesses gain access to new markets and create new jobs at home.

"These missions are helping us to increase exports and create jobs for Canadians. They also demonstrate what we can accomplish when we work together," says Prime Minister Chrétien.

### CANADEXPORT

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*Editor-in-Chief:* Amir Guindi  
*Managing Editor:* Don Wight  
*Associate Editor:* Louis Kovacs  
*Layout:* Yen Le

*Telephone:* (613) 996-2225  
*Fax:* (613) 992-5791  
*E-mail:* canad.export@extott07.x400.gc.ca  
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Mail to: *CANADEXPORT* (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

### A Mission First

The trade mission includes, for the first time, the participation of young entrepreneurs who are active in business and seeking new opportunities in Asia. They will attend special business activities in each of the countries visited, in addition to the regular business events.

### Opportunities Abound Korea

The opportunities in each of the  
*Continued on page 3 – Team*

## Largest Team Canada Mission – Continued from page 2

three countries are abundant. The information technology and telecommunications market in Korea, which is expected to exceed \$50 billion within the next five years, is already a significant source of opportunities for Canadian companies. Korea is also undertaking massive investments in infrastructure upgrading and development, and its industry must continue to source highly sophisticated equipment and technology if the country is to pursue its quest for globalization and improved competitiveness.

### The Philippines

Opportunities in all sectors of the Philippine economy exist for

Canadian firms. As in Korea, a massive investment in infrastructure requires technology, machinery, equipment and services. Most noteworthy are the opportunities in the telecommunications, power and energy, transportation, engineering and high-technology sectors. The substantial middle class that is emerging is creating enormous opportunities for Canadian consumer and food products.

### Thailand

In Thailand, opportunities stem from the government's emphasis on upgrading human resources in the public and private sectors, improving quality of life, reducing pollution, diversifying trade and

improving urban transportation and telecommunications infrastructure. Canadian know-how is in demand in power generation and oil and gas exploration, but also in urban waste management; human resources development; advanced technology and telecommunications products and services; urban transport systems and equipment; services for airport expansion, aircraft and avionics; and port and railway expansion.

*CanadExport* will follow up with information on business deals signed and partnerships and joint ventures created as a result of this Team Canada trade mission.

## Canada's Action Plan for Japan – Continued from page 1

largest source of overseas tourism revenue for Canada — a record \$661 million in 1995, an increase of 20 per cent over the previous year.

The Keidanren (Japan's powerful Federation of Economic Associations) sponsored a Business Partnerships Mission which visited Canada in September 1996 to study opportunities in the information technology and processed food sectors. Its report, which is being widely circulated in Japan, should serve as a catalyst for further investment in Canada.

The *Action Plan* encourages the planning of promotional campaigns in Japan such as Canada's three-year agri-food "Canada: Blessed by Nature" campaign, which was

launched in March 1996 to draw attention to the full range of value-added foods and beverages produced by Canadian farmers, fishers and high-technology food and beverage processing companies.

Promoting the development of technology-based partnerships is another vital component of the *Action Plan*. Successfully adopting and adapting innovative technologies and processes can be key to success. Canada has leading technologies in a broad spectrum of sectors, including telecommunications and medicine, and Japan has world-class technologies in areas such as advanced materials and manufacturing. Technology-based partnerships in all sectors have played a key role in develop-

ing trade between the two countries.

Opportunities for increased business linkages are not confined to the seven sectors of the *Action Plan*. For instance, given the global reach of Japanese companies and the fact that Japan is the world's largest source of official development assistance, many diverse opportunities exist for Canadian involvement in Japanese projects in third countries. Targeting government support for business development in the seven sectors of the *Action Plan* reflects the need to focus limited resources where they will be most effective — in areas that offer significant opportunity and that parallel areas of demon-

*Continued on page 8 – Action*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or 613-944-1078; or call (613) 992-3005.

# Information System Gateway to Projects Worth \$Billions

Canadian exporters now can gain complete and timely information on international projects that are funded by the multilateral development banks.

And it's thanks to a new system developed by the Department of Foreign Affairs and International Trade.

The **International Financial Institutions (IFI)/Capital Projects Information System** gives users access to more than 2,500 bidding projects that are valued in excess of \$12 billion annually.

It will inform Canadian exporters on these opportunities and improve their chances of success.

The system captures, integrates and disseminates IFI project information. Contact information is available on agencies implementing projects in borrowing countries, as well in Canadian missions and IFI field offices abroad.

## Team Canada Concept

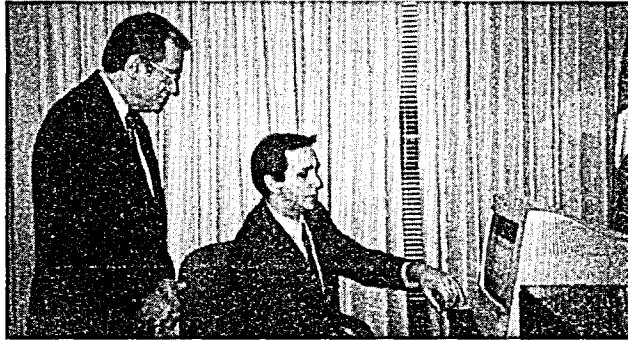
At the December 2, 1996 launch, International Trade Minister Art Eggleton said: "This new information system is a true reflection of the Team Canada partnership between governments and the private sector."

The system currently provides access to project information from the following institutions: World Bank; Inter-American Development Bank; the European Bank for Reconstruction and Development; the African Development Bank; Asian Development Bank;

International Finance Corporation and United Nations Development Program.

Canadian companies may obtain more information on the IFI Capital Projects Information System and access it by contacting the Department of Foreign Affairs and International Trade's Internet site at <<http://www.dfait-maeci.gc.ca>> under the international business development category.

Canadian companies may obtain more information on the IFI Capital Projects Information System and access it by contacting the Department of Foreign Affairs and International Trade's Internet site at <<http://www.dfait-maeci.gc.ca>> under the international business development category.



*DFAIT's Jean-François Leroux (seated) demonstrates the IFI system to International Trade Minister Art Eggleton.*

## Nominations Solicited for Canada-U.S. Business Achievement Award

Individuals, associations, businesses and government organizations across Canada and the United States have until **March 1, 1997** to submit nominations for the **1997 Award for Canadian-American Business Achievement**. The Award will be presented **June 5, 1997** during ceremonies at the Embassy of Canada, Washington, DC.

Inaugurated in 1995, the Award is an annual presentation that recognizes Canadian and U.S. companies for excellence in innovation, business growth and community commitment (the three basic criteria for selection). It also promotes Canada-U.S. business

partnerships and cooperation. To enter, a Canadian and American team of companies must complete a brief **Nomination Form** that provides information on business achievement and partnering success.

Nomination forms may be obtained from and returned — **no later than March 1, 1997** — to either of the following: **The Foundation for Canadian-American Business Achievement, in Canada:** 96 Equestrian Drive, Kanata, Ontario K2M 1H6, Tel.: (613) 831-7713; Fax: (613) 592-4491; **in the U.S.:** 425 8th Street N.W., Suite 334, Washington, D.C., 20004-2111, Tel.: (202) 363-1487; Fax: (202) 686-5426.



January 13, 1996 – No. 5



Minister of Foreign Affairs

Ministre des Affaires étrangères

Ottawa, Canada K1A 0G2

## Message from the Minister

It gives me great pleasure to once again raise the curtain on Canada's international cultural affairs agenda for the coming months. In addition to the *Calendar of Events*, you will find in this issue of the *Cultural Attaché* news items on three important cultural initiatives by the *Department of Foreign Affairs and International Trade*.

*Canada's Year of Asia Pacific (CYAP)*, a celebration of our links to countries of the Asia Pacific Region will demonstrate the effectiveness of culture as an instrument for building strong and sustainable international relations for Canada. In anticipation of our role as host country for *Asia Pacific Economic Council (APEC) Economic Leaders' meeting* in Vancouver in November 1997, DFAIT will assist and encourage Canada/Asia Pacific cultural joint ventures in communities all across Canada. Participants from abroad are being invited to send us their best performing and visual artists and their productions. In some cases, visiting artists will collaborate in their initiatives with Canadian communities who share their cultural roots. Culture is a major component of the CYAP alongside an equally intensive program of activities aimed at building partnerships in business, investment, youth and other ventures. Details related to the Cultural component of CYAP can be found on the back page of this issue.

The official opening of the refurbished *Canadian Cultural Centre* in Paris by Prime Minister Jean Chrétien on January 22 celebrates the completion of several years of work by our Embassy in Paris to ensure that Canada's image in the European cultural cross roads remains strong and modern. At its core there will be a *Centre for New Media* which together with the private sector will exploit the interdependence of Canada's innovative and cultural creativity, and simultaneously serve as a medium to showcase Canada's artistic and literary accomplishments. The Centre also supports the Canadian Studies community in Europe by facilitating access to research material from a variety of sources on this side of the Atlantic.

The third initiative concerns the Department's new guidelines for responding to the many requests received to support international activities by Canadian artists and cultural groups. The new guidelines aim at facilitating the process. They also reconfirm the objective of the international touring component of the *International Cultural Relations* program as an instrument of Canadian diplomacy. I am confident that these guidelines will assist us in ensuring that the full spectrum of Canada's geographic and cultural diversity will be reflected abroad.

Sincerely,

**LETTER FROM THE EDITOR**

With this fifth issue of *L'Attaché culturel/Cultural Attaché*, we begin the cycle of a new year in Canadian cultural and academic activities abroad. On the first anniversary of the publication, it seems appropriate to review its objectives and its accomplishments.

*L'Attaché culturel/Cultural Attaché* is published 3 times a year by the *Department of Foreign Affairs and International Trade's International Cultural Relations Bureau* in the Fall of 1995. Its initial objective was to inform Canadians, including the media, about Canadian cultural and academic activities abroad. As broad as this objective appeared before the birth of the publication, it now seems faint when compared to what the magazine has become in just one short year. The nature of such a means of communications, and the implications of its content have triggered responses which in turn have activated a whole new spectrum of responsibilities and concerns.

While the Canadian cultural community continues to constitute the pool of our readers, specialized groups now increasingly rely on the information put forth in the magazine. Journalists have come to consider the publication as a reference for future and past events; Canadian Embassies and Consulates around the world find it a useful promotion tool; and the Canadian cultural industry and the academic communities look to *L'Attaché* for additional exposure.

The publication aims to inform on two key sectors: the cultural and the academic. *L'Attaché culturel/Cultural Attaché* reports on the three fundamental aspects of the Third Pillar implementation: cultural and academic relations as instruments of Canadian diplomacy; export and marketing assistance for products and services of the two sectors; and encouragement of and assistance with the internationalization of higher education in Canada.

Canada has emerged as a leader in the field of high technology and the new media. These components can no longer be ignored in every day activities; they are becoming fundamental to both the cultural and academic sectors. This is especially evident in the academic world where new learning technologies are changing the paradigms of education and providing radically new opportunities to link internationally. This was clearly demonstrated in a round table with senior officials from the World Bank and representatives of the Canadian distance learning community co-hosted by the *Department of Foreign Affairs and International Trade and the Prime Minister's Office* in October.

From the first issue, which contained only 12 pages, to the fifth issue which contains 24, we have reached our cruising speed and developed many systems to bring you as useful a publication as possible. Nonetheless, improvements will continuously be made as suggested by readers' responses. Canadian Embassies and consulates around the world have been most cooperative throughout this trial year and we appreciate all their input and support.

*L'Attaché culturel/Cultural Attaché* can now be located on its web site where the Calendar of Events can be accessed at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca).

EDITOR-IN-CHIEF: **ROBIN HIGHAM**EDITOR: **ELIA GORAYEB**EDITORIAL ASSISTANT: **CAROLINE-ANNE COULOMBE & LILIANE SIMARD**PUBLISHING: **BOÎTE NOIRE**

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**NEW GUIDELINES FOR INTERNATIONAL TOURING**

The *International Cultural Relations* program of the *Department of Foreign Affairs and International Trade* provides funding to showcase abroad the work of Canadian performing and visual artists, writers, and professionals in the field of film and television. We are aiming at "cultural diplomacy" using Canada's cultural sector to build Canada's profile abroad, and create an awareness and appreciation of our values, accomplishments and creativity. The program has helped to launch the international careers of Canadian artists and seeks to highlight Canada's cultural and regional diversities and the increasingly prominent role played by aboriginal artists. There is a special emphasis as well on Canada's youth and on the use of the new media technologies in creating and delivering Canadian messages.

To ensure the program's relevance in rapidly changing international conditions, we undertook a review during 1996. The resulting new guidelines have streamlined the assessment process and will enable the *Department* to respond more effectively to the increasing number of funding requests received. One major change is the elimination of grant submission deadlines in most categories. Copies of the new guidelines are available on request at the following fax number (613) 992-5965.

**CANADA GUEST OF HONOUR AT THE GUADALAJARA INTERNATIONAL BOOK FAIR**

Canada was the guest of honour at the tenth *Guadalajara International Book Fair in Mexico* (FIL) held from November 30 to December 8. The Canada stand, a joint project of the *Department of Foreign Affairs and International Trade*, the *Association for the Export of Canadian Books* (AECB) and the *Association nationale des éditeurs de livres* (ANEL), was officially opened by the *Secretary of State for Latin America and Africa*, the Honourable Christine Stewart. It consisted of a forest of Canadian fir trees accommodating 35 companies, a bookstore, a display of illustrations from Canadian children's books and a video corner where Canadian films were shown continuously. Thirteen Canadian authors travelled to Guadalajara for the occasion.

To mark Canada's participation as guest of honour, a number of Canadian events were held over the ten days of the fair, including the third international congress of the *Mexican Association of Canadian Studies*, a food fair, and a cultural festival, where several thousand spectators came to applaud the following Canadian artists: the Aboriginal dance group from Alberta *Red Thunder*, the *Vic Vogel* jazz trio, the Calgary theatre troupe *One Yellow Rabbit*, dancer *Dulcinea Langfelder* with her piece *Portrait d'une Femme avec Valises*, and four up-and-coming rock groups, *Headstone*, *Shade*, *Les Secrétaires volantes* and *Babelfish*.

The FIL is the largest book fair in the Spanish-speaking world. It received over 260,000 visitors and more than 500 publishing houses from 25 countries. More than 800 professional buyers and publishers took part in the three days reserved for the industry. The publishers were kept busy selling rights and signing co-publishing agreements with publishers from both Mexico and the rest of Latin America. The Canadian entrepreneurs all said they found the event very worthwhile, like the Montreal publisher who signed a co-publishing translation agreement for 40 titles, and said they planned to attend the FIL again in 1997 to consolidate their foothold in Latin America, a burgeoning market. Between 1992 and 1995, Canadian book exports to Latin America and the Antilles went from \$1.2 million to \$8 million and there is every indication that this trend will continue.

The Guadalajara experience demonstrated once again the remarkable synergy to be found in the pursuit of Canadian interests abroad through a healthy injection of cultural diplomacy.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
02/12/96" 31/01/97	Maia & Scotia II" works by Joan Dymianuv Landings Gallery Edinburgh, Scotland	This exhibition by the Toronto artist won the 12th <i>Royal Over-Seas League</i> exhibition.
07/12/96 00/03/97	John Howe:Tolkien's "Middle Earth" Internet London, UK	West coast illustrator Howe takes the viewer on an exciting visual journey, encountering a series of landmarks and images all-too familiar to the Tolkien reader
00/01/97 00/03/97	Wajdi Mouawad et Carole Fréchette en résidence Théâtre Artistic Athévains et Théâtrales, maison d'édition Paris, France	Ces auteurs canadiens travailleront en ateliers d'écriture avec des jeunes en milieu scolaire, tant à Paris qu'en banlieue. De plus, présentation publique, au Théâtre du Rond-Point de Paris, de leur travail et de celui de la canadienne Marie-Line Laplante.
00/01/97 09/02/97	<i>Serious Games</i> Laing Art Gallery Newcastle-upon-Tyne, UK	A major exhibition of art works using different forms of interactive technology including Canadian Char Davies' "OSMOSE" virtual reality piece. It will also be exhibited from 00/03/97 to 00/06/97 at the Barbican Art Gallery in London.
00/01/97	Réouverture du Centre de documentation Centre culturel canadien Paris, France	Avec la rénovation du Centre culturel canadien de Paris, le Centre de documentation prend une nouvelle orientation et adopte une fonction tridimensionnelle: bibliothèque, archives et documentation électronique. La bibliothèque existante, depuis 1970, est mise à jour et son catalogue informatisé est devenu accessible sur Internet via le site du MAECL. Les heures d'ouverture sont étendues à la journée entière, sans interruption, de 10 heures à 18 heures, du lundi au vendredi.
01/01/97 15/02/97	<i>The Water fait mal</i> et autres pièces de et par le chorégraphe Benoît Lachambre En tournée à Blois, Nantes, St-Herblain, St-Nazaire, Angers, France	Après avoir travaillé avec Louis Falco à New York, le Toronto Dance Theatre, Marie Chouinard, l'European Dance Development Center de Arnhem aux Pays-Bas, le Klapstuc à Leuven, en Belgique, la Ménagerie de Verre à Paris, ce jeune chorégraphe canadien est en train de devenir la coqueluche en France. Le 11/03/97 au De Vooruit à Gand, Belgique.
06/01/97 01/02/97	Canada promotion at KaDeWe KaDeWe (Kaufhaus des Westens, Hertie group of department stores) Berlin, Germany	For two weeks, <i>KaDeWe</i> will feature Canadian products and highlight Canadian culture, including First Nations Dancers from Alberta.
07/01/97 26/01/97	"Absolution" by Robert Sherwood The White Bear Theatre London, UK	Canadian playwright Sherwood's award-winning play "Thugs" was hailed by <i>Time Out</i> as 'an abrasive theatrical Cross between "Naked Gun" and "Reservoir Dogs"' (Critic's Choice Aug/96).
08/01/97 25/01/97	"The Fever" starring Clare Coulter The Royal Court Theatre Upstairs London, UK	Following her recent triumph in Wallace Shawn's one womanplay "The Fever" at the <i>Edinburgh Festival</i> , Canadian actress Clare Coulter repeats the astonishing performance.
14/01/97 19/01/97	FIPA/Festival international des Programmes audiovisuels. Biarritz, France	Sélection des programmes canadiens suivants: <i>Marguerite Volant</i> de Charles Binamé (catégorie série); <i>Long Day's Journey into Night de David Wellington</i> (catégorie fiction); <i>Silence</i> de César Battista (programme court); <i>Jesus in Russia</i> de Elliott Halpern et <i>Sex Cops: the Selling of Innocence</i> de William Cobban (catégorie reportage), <i>Le sort de l'Amérique</i> de Jacques Godbout (catégorie documentaire).

CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
15/01/97 27/03/97	La pièce "Salvador" de Suzanne Lebeau En tournée en France	Mise en scène de Gervais Gaudreault, la pièce sera jouée par le <i>Théâtre du Carrousel</i> .
15/01/97 10/02/97	Kazimir Glaz exhibition "The Essence" International Cultural Centre Krakow, Poland	Originally from Poland, painter Kazimir Glaz has been living in Toronto since 1968. "The Essence" features works from the French and Canadian series from 1956-1969.
16/01/97 21/01/97	International Course on Embryo Transplants and Echography in Cattle University Complutense of Madrid Madrid, Espagne	Participation of Professor Mapletoft and Professor Palasz from the University of Saskatchewan.
17/01/97 09/02/97	10e édition de la Biennale internationale de l'image de Nancy <i>Instants de ville</i> Hangar de la CGFTE, galerie de l'Hôtel de ville, galerie Thermale et galerie Robert Doisneau Nancy, France	Exposition internationale qui comporte une importante participation canadienne: Claude Philippe Benoît, Alain Paiement et Michèle Waquant.
18/01/97 25/01/97	Residency O'Vertigo Danse Schouwburg Arnhem Arnhem, Netherlands	Invited to prepare their show <i>La Bête/The Beast Within</i> .
20/01/97	Conférence de l'Ambassadeur Centre d'Estudis de Formacio Continuada Barcelone, Espagne	La conférence organisée par l'Université de Barcelone porte sur les relations commerciales entre l'Espagne et le Canada.
21/01/97 25/01/97	Paul Chamberland, poète Université de Mons-Hainaut, Centre d'études Québécoises, Théâtre poème Mons, Liège et Bruxelles, Belgique	Conférences sur la poésie canadienne et participation au colloque organisé par l'Université de Mons-Hainaut "Ecriture et engagement, Charles Plisnier".
23/01/97 13/02/97	Exposition "Portraits de la vie et de l'art: la photographie de Roloff Beny aux Archives Nationales du Canada" Sotheby's Madrid, Espagne	Rétrospective d'une centaine de portraits photographiques dans le cadre d'une tournée européenne. Cette exposition, produite par les Archives Nationales du Canada, est rendue possible grâce à la Ford Motor Company. Les Archives soulignent l'appui de la Fondation Roloff Beny.
24/01/97 20/02/97	"Transitions. Art contemporain des Amérindiens et des Inuits du Canada" Centre culturel canadien Paris, France	Une exposition organisée par Barry Ace du <i>Ministère des Affaires indiennes du Canada</i> .
24/01/97	Lancement de "The Collected Stories" de Mavis Gallant Centre culturel canadien Paris, France	Anthologie avec présentation de l'écrivain et critique Alberto Manguel avec la collaboration de la Librairie canadienne de Paris - Abbey Bookshop.
24/01/97 03/02/97	Canadian Brass tour Various concert halls Germany & Switzerland	Canadian Brass will perform concerts in each of the following cities: 19/01/97 in Bern, on 20/01/97 in Zürich, on 21/01/97 in Biel, on 22/01/97 in Meggen (near Luzern), on 23/01/97 in St. Gallen, on 24/01/97 in Frankfurt, on 26/01/97 in Freiburg, on 27/01/97 in Bremen, on 28/01/97 in Hannover, on 29/01/97 in Würzburg, on 30/01/97 in Bamberg, on 31/01/97 in Stuttgart, on 01/02/97 in Karlsruhe and on 03/02/97 in Heidelberg.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
24/01/97 31/01/97	Concerts de la Société des Vents de l'Ensemble Clavivent Musée d'Orsay et la Villette Paris, France	L'ensemble de musique pour les jeunes joue, les 24/01/97, 30/01/97, 31/01/97, l'Histoire du petit tailleur. Le 28/01/97, concert grand public avec la même oeuvre et <i>Le Bal masqué</i> au Musée d'Orsay, le 30/01/97 en soirée: concert avec la Société Nationale et la Société Française de musique contemporaine, le 29/01/97 à La Villette, Paris : ouverture d'Expolangues 97, avec un concert de ce même ensemble : <i>Le piano muet</i> , conte écrit par Gilles Vigneault et mis en musique par Denis Gougeon.
27/01/97	Lancement de livres Centre culturel canadien Paris, France	Quarante quatre minutes, quarante quatre secondes de Michel Tremblay (Éditions Leméac/Actes-Sud) et L'Univers de Michel Tremblay: dictionnaire des personnages de Jean-Marc Barrette (Presses de l'Université de Montréal).
28/01/97	Louis Lortie, piano Grote Zaal, Concertgebouw Amsterdam, Netherlands	Canadian pianist of international renown performs in the series Master Pianists.
29/01/97 02/02/97	Expolangues Grande Halle de la Villette Paris, France	Le Canada sera le pays hôte d'honneur. Nombreuses manifestations canadiennes en perspective.
29/01/97 09/02/97	Canadian films International Film Festival Rotterdam Rotterdam, Netherlands	The Canadian film producer David Cronenberg presents his latest hit, "Crash", John Greyson presents his latest film, Lilies, based on Canadian author Michel-Marc Bouchard's play <i>Les Feluettes</i> , Bernard Hébert presents <i>Night of the Flood</i> and Lynne Stopkewich presents <i>Kissed</i> .
29/01/97 08/02/97	National Print Exhibition Mall Galleries London, UK	The exhibition will include the work of Canadian printmaker Elaine Kowalsky.
30/01/97	Gail Anderson-Dargatz's "The Cure for Death by Lightning" Canadian High Commission London, UK	The Canadian author will launch her novel and give readings. This book, published in January by Virago, has been selected as UK "Booksellers' Choice" for the New Year.
30/01/97 31/01/97	O Vertigo Danse DanseDe Warande Turnhout, Belgique	La compagnie de danse montréalaise O Vertigo présente sa toute nouvelle chorégraphie "La Bête".
30/01/97	Anne Michaels' "Fugitive Pieces" Canadian High Commission London, UK	The renowned Canadian author will launch her novel and read from it. This book, published by Bloomsbury, shot to the top of Canadian bestseller lists when first published.
31/01/97 09/02/97	Gothenburg Film Festival Various cinemas Gothenburg, Sweden	The Canadian films "Hard Core Logo" by Bruce MacDonald, "Polygraph" by Robert Lepage and "The Size of Water Melons" by Kari Skogland will participate in the festival.
31/01/97	Exposition de Chan Ky Yut Musée municipal La Roche-sur-Yon, France	Dans le cadre de sa tournée européenne, l'exposition de cet artiste établi à Ottawa est présentée au Musée municipal de la Roche-sur-Yon.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
00/02/97 00/03/97	Exposition de Robert Bourdeau Galerie Beaudoin Lebon Paris, France	Exposition du photographe canadien.
00/02/97	Publication du recueil de poésie canadienne "Unidos en la lucha, la poesía canadiense y la Guerra Civil española Madrid, Espagne	Publication en espagnol du recueil "Sealed in Struggle, Canadian Poetry and the Spanish Civil War", édité en 1995 par Nicola Vulpe et Maha Albari, traduit en espagnol par Bernd Dietz et publié par La Compade.
01/02/97	Cultural Aspects of Québec Leicester University Leicester, UK	Seminar for students and faculty.
01/02/97 10/02/97	Guillermo Verdecchia tour Universities of London, Nottingham & Glasgow London, Nottingham, Glasgow, UK	Canadian playwright and performer tours UK universities for a week of readings, lectures and solo performances.
03/02/97	Soprano Valdine Anderson St. John's Smith Square London, UK	Canadian soprano sings with Sinfonia 21, Britain's outstanding, leading-edge chamber orchestra in the premiere of "Daughters' Letters". Other performances include 05/02/97 and 11/05/97 at the Corn Exchange in Cambridge, 06/02/97 at the Great Hall, Lancaster University in Lancaster, 07/02/97 at the Elvet Methodist Church in Durham, 09/02/97 at the Turner Sims Concert Hall in Southampton.
06/02/97	Banff Film & Television Award ceremony Canadian High Commission London, UK	Reception and presentation of award for Outstanding Achievement in Television to Channel 4 from the Banff Film & Television Festival.
06/02/97 07/02/97	Foreign Ministries: Change and Adaptation Macdonald House, Canadian High Commission London, UK	Symposium involving Canada and organized by Centre for International and European Studies, Coventry University.
06/02/97 08/02/97	'Lludw'r Garreg' - the Welsh translation of 'Cendres de Cailloux' by Daniel Danis Sherman Theatre Cardiff, UK	The play is co-directed by Cathie Boyd from Glasgow, Scotland and Stéphane Théoret from Montreal. Other tour dates include 10/02/96, 11/02/96 and 13/02/97 at Theatr Colwyn in Colwyn Bay, Wales, 14/02/97 at Welfare Hall in Ystradgynlais, Wales, 17/02/96 at Theatr Mwidan in Cardigan, Wales, 18/02/96 at Canolfan Arad in GochAberystwyth, Wales, 19/02/96 at Coleg Normal in Bangor, Wales, 20/02/97 at Neuadd Dwyfor in Pwllheli, Wales, 21/02/97 at Ucheldre Centre in Holyhead, Wales and 22/02/96 at Theatr Twm O'r Nant in Denbigh, Wales.
08/02/97 23/03/97	Dominique Blain exhibition Arnolfini Bristol, UK	This exhibition features recent and commissioned work the canadian artists. The show will include works, some of which are entirely 'object-based' and some a combination of objects and photographs.
08/02/97	Concert du pianiste Marc-André Hamelin Salle du Conservatoire d'art dramatique Paris, France	Ce pianiste canadien offrira également une prestation le 18/04/97 au Queen Elizabeth Hall, Royal Festival Hall dans le cadre d'une tournée de la Grande- Bretagne.
11/02/97 16/03/97	"La Bohème" de Puccini Opera van Vlaanderen Anvers et Gand, Belgique	Le célèbre opéra est mis en scène par le canadien Robert Carsen à Anvers du 11/02/97 au 25/02/97 et à Gand du 05/03/97 au 16/03/97.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
14/02/97 16/02/97	Annual meeting of the "Association for Canadian Studies in German-speaking Countries" Beilngries, Germany Bonn, Germany and Vienna, Austria	Annual meeting of Canadianists from all German-speaking countries, including Austrians, held under the President of the Association, Prof. Ursula Mathis from the University of Innsbruck/Austria, on the topic "Nationalism and Globalization". Held in Bavaria this year, the conference will include exhibits of Inuit Art Exhibit and the ICCS "Books on Canada 1997" exhibit.
14/02/97 02/03/97	Rebecca Caine in "Figaro's Wedding" London Coliseum London, UK	Canadian Rebecca Caine sings the role of Susanna with the English National Opera.
14/02/97 11/05/97	"Just Evergon: 1987-1997" National Museum of Photography, Film & Television Bradford, UK	A major exhibition on the work of Evergon, one of Canada's foremost contemporary artists, consisting of more than 100 works and surveys the evolution of Evergon's The exhibition is being held in conjunction with Evergon being awarded the 1996 <i>Bradford Fellowship in Photography</i> .
15/02/97 30/04/97	Premiere of play by Michael Ondaatje Schiller-Theater North Rhine Westphalia, Wuppertal, Germany	"Buddy Boldens Blues" ("Coming Through Slaughter")
15/02/97 13/04/97	"Ohrenlust" (The Passion of the Ear) de Lani Maestro Centre d'art contemporain de Basse-Normandie, Hérouville St-Clair, France	Dans le cadre de sa programmation 1996-1997 entièrement consacrée à l'art canadien contemporain.
15/02/97 16/03/97	"...from the Transit Bar" and "Body Missing" Royal University College of Fine Arts Stockholm, Sweden	Video installations by Vera Frenkel of Toronto. The exhibition will also appear at the Arts Centre in Luleå, Sweden from 03/05/97 to 08/06/97.
17/02/97	"Lonely Child" by Claude Vivier St. John's Smith Square London, UK	Sinfonia 21 performs Canadian composer Claude Vivier's "Lonely Child".
17/02/97 01/03/97	Première mondiale d'une chorégraphie de Jean Grandmaître Opéra Garnier, Paris, France	Création mondiale, par les Etoiles, les Premiers Danseurs et le Corps de Ballet de l'Opéra de Paris, d'une chorégraphie insérée dans le répertoire de la pièce "Musings", chorégraphie du canadien James Kudelka.
18/02/97 06/04/97	"Le Faucon" de Marie Laberge Théâtre Déjazet Paris, France	Reprise de cette pièce écrite par la dramaturge canadienne Marie Laberge créée l'an dernier au <i>Théâtre International de langue française de Paris</i> .
20/02/97	Olivier Lalouette, ténor Palais des Beaux-Arts Bruxelles, Belgique	Le canadien Olivier Lalouette chante en soliste avec la Chapelle Royale, l'Orchestre des Champs-Élysées et le Collegium Vocale.
22/02/97	Birkbeck College <i>Annual Canadian Studies Symposium</i> Birkbeck College, University of London, London, UK	The title of Symposium this year is "Transport in Canada". Precedes the <i>Annual Conference of British Association for Canadian Studies</i> from 24/03/97 to 27/03/97 at University of Wales, Swansea.
25/02/97 28/03/97	Exposition de Angela Grauerholz Galerie Françoise Paviot Paris, France	Exposition de la photographe canadienne.



EUROPE

DATE	EVENT / PLACE	DESCRIPTION
25/02/97	Baritone Gerald Finley performs works by Wolf St. John's Smith Square London, UK	This is part of the <i>Song at St. John's Series</i> .
26/02/97 24/04/97	Lorraine Fontaine/Jacqueline Salmon Centre culturel canadien Paris, France	Installation <i>Le Pont de l'Île</i> de Fontaine et photographies de Salmon réalisées dans le cadre d'une résidence au <i>Banff Centre for the Arts</i> . Il s'agit d'une confrontation entre une artiste canadienne (Lorraine Fontaine) et une artiste française (Jacqueline Salmon) sur le thème des Amérindiens. Cette exposition, organisée en collaboration avec la critique d'art française Dominique Baqué, sera reprise par le <i>Centre d'art contemporain de Basse-Normandie</i> dans le cadre de sa programmation 1996-1997 consacrée à l'art contemporain canadien.
27/02/97 10/03/97	"Les lions mécaniques" la Halle aux Grains/Scène Nationale de Blois, et Centre Georges Pompidou/Paris Blois, Paris, France	Pièce produite par une compagnie française et chorégraphiée et dansée par le canadien Benoît Lachambre. Les 27/02/97, 28/02/97 et 01/03/97 à la Halle aux Grains/Scène Nationale de Blois et du 05/03/97 au 10/03/97 au Centre Georges Pompidou/Paris.
28/02/97 03/03/97	<i>La La La Human Steps</i> Théâtre de la Ville Paris, France	Une production de la compagnie canadienne.
5/02/97 16/02/97	<i>Office National du Film et Softimage</i> Festival du dessin animé et du Film d'Animation Bruxelles, Liège et Gand, Belgique	Participation de plusieurs films récents de l'ONF des réalisateurs canadiens André Leduc, Munro Ferguson, Claude Cloutier et Jo Dee ainsi que présentation des programmes de Softimage dans le cadre du Festival.
00/03/97	Travelling Book Display by the International Council for Canadian Studies (ICCS) and the Association for the Export of Canadian Books (AECB) University of Linz, Linz, Austria	The ICCS/AECB Travelling Book Display 1997, a collection of some 400 new academic publications covering a variety of disciplines, will also be shown in Innsbruck, Austria in 04/97.
00/03/97	"Margaret's Museum" UK	Theatrical release of the Canada/UK co-production filmed in Nova Scotia and starring Helena Bonham-Carter.
01/03/97	NEXUS Stuttgart, Germany	The Canadian percussion quintet gives a solo recital. They will also appear in Ulm, Germany, on 02/03/97, in Hannover, Germany from 05/03/97 to 07/03/97, in Amsterdam, The Netherlands on 08/03/97 and in Hamburg, Germany on 09/03/97.
02/03/97	Concert du St-Lawrence Quartet Salle Olivier Messiaen, Radio-France Paris, France	Enregistrement en public de cette prestation du quatuor canadien.
04/03/97 05/03/97	<i>New Moves Across Europe 1997 Festival</i> Glasgow, UK	Canadians José Navas and Cas Public participate in the event. Navas, winner of the New York Bessie award in 1995, participates in a programme of Tramway. Cas Public performs at Tramway 1 "Suites Furieuses", a programme choreographed by Canadian Héléne Blackburn, whose aesthetic commitment is total and unwavering.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
05/03/97 10/03/97	Antonine Maillet, "Le Chemin Saint-Jacques" Paris/Province, France	Tournée de promotion dans le cadre de la parution de son roman aux Éditions Grasset.
06/03/97 07/03/97	Colloque international : <i>La sagesse pratique</i> Université de Picardie Amiens, France	Autour de l'oeuvre de Paul Ricoeur. Participation du Professeur Jean Grondin de l'Université de Montréal.
07/03/97 20/04/97	Pierre Bruneau, peintre Artothèque de Caen Caen, France	Le peintre canadien expose ses peintures phosphorescentes.
07/03/97 12/05/97	Shelagh Keeley Galerie Annette De Keyser Anvers, Belgique	Première présentation d'importance des dessins de cette artiste ontarienne en Belgique. Shelagh Keeley expose à la même période à la Galerie A. Vidal de Paris.
09/03/97 16/03/97	European Teacher Training Seminar on the topic "Holocaust in Education" Vienna School Board Vienna, Austria	In cooperation with the <i>Montreal Holocaust Memorial Centre</i> , the Vienna School Board holds a one-week seminar with participants from Austria, Canada, Germany, Hungary, and Slovakia.
12/03/97 17/03/97	Salon du Livre de Paris Porte de Versailles Paris, France	De nombreuses maisons d'éditions et auteurs canadiens participent annuellement à cette plaque tournante du domaine de la littérature.
13/03/97 16/03/97	Salon de l'Étudiant Espace Champerret Paris, France	Participation d'universités canadiennes.
13/03/97 23/03/97	<i>Festival Musiques en scène</i> à Lyon Lyon, France	Création et présentation, par les Choeurs de Lyon, d'une oeuvre du compositeur canadien José Evangelista et, dans le cadre de l'espace des Installations Sonores, d'une oeuvre de Robin Minard, artiste canadien spécialisé dans l'installation sonore dans des environnements publics.
16/03/97 17/03/97	O Vertigo's "The Beast Within" Mousonturm, Frankfurt, Germany	The Canadian dance company presents its successful show.
16/03/97 15/06/97	"Through a Glass Darkly" Museum of Modern Art Oxford, UK	A group exhibition exploring the theme of taxonomies in photography, art and science including the work of Canadian photographer Vld Ingelevics.
17/03/97	Accordionist Joseph Petric St. John's Smith Square London, UK	This performance by the Canadian accordionist is part of a UK tour.
19/03/97 16/04/97	Événement multidisciplinaire UNESCO Paris, France	L'événement comprend deux participations canadiennes: la manifestation multidisciplinaire inuit est organisée par l'Association Inuksuk et l'exposition de Norman Hallendy est organisée par le Musée canadien des civilisations.
20/03/97	Martin Beaver, violon Palais des Beaux-Arts Bruxelles, Belgique	Soliste invité par l'Orchestre Philharmonique de Liège sous la direction de Pierre Bartholomé.
21/03/97	Birkbeck Guest Lecture Birkbeck College, University of London London, UK	Annual Guest Lecture preceding Canadian Studies Symposium.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
21/03/97 13/04/97	"Clown Chatouille" (Sonia Côté) Liège et Bruxelles, Belgique	Tournée de la clown Chatouille dans divers centres culturels et cafés-théâtres, dont Liège le 21/03/97 et Bruxelles du 02/04/97 au 13/04/97.
24/03/97	Architect Peter Kardeew University of Swansea Swansea, UK	The Canadian architect lectures at the British Association for Canadian Studies.
28/03/97	Holly Body Tattoo Cultureel Centrum Berchem Anvers, Belgique	Première présentation en Belgique de cette compagnie de danse de Vancouver.
31/03/97 03/04/97	Mozart opera "Le Nozze di Figaro" Vienna State Opera Vienna, Austria	The Canadian soprano Adrienne Pieczonka sings the part of the Countess (Almaviva) on 31/03/97 and 03/04/97.
00/04/97	Rebecca Caine BBC Radio 3 UK	This Canadian artist sings in Menotti's "The Telephone" and Bernstein's "Trouble in Tahiti".
00/04/97	Theatrical release of the film "Intimate Relations" UK	This is a black comedy co-produced by Canada/UK and directed by Philip Goodhew.
00/04/97 00/05/97	Tournée de Talking Pictures et du François Houle Trio, Divers endroits France	Tournée de ces deux ensembles de jazz canadiens.
00/04/97 00/06/97	Wathahine: Photographs of Native Women by Nancy Ackerman. City Museum Bristol, UK	This exhibition documents native women in Canada from Labrador to Vancouver who have fought to improve their own lives and those of their families.
00/04/97 00/05/97	Robert Carsen met en scène "Nabucco" de Verdi Opéra Bastille Paris, France	Une autre mise en scène signée par le canadien Robert Carsen.
01/04/97 05/04/97	Festival Mundial de Danzas Folklóricas Palma de Mallorca, Espagne	Participation des compagnies Pigeon <i>Inlet Dancers</i> de Terre-Neuve et <i>Stave Falls Scottish Dancers</i> de Colombie-Britannique.
04/04/97	"L'Evasion" de et par Abel et Gordon Centre Culturel Saint-Niklaas, Belgique	Comédie burlesque imaginée par un explosif duo belgo-canadien. Lui est malhabile, bruxellois et myope. Elle est rousse, torontoise et refoulée.
06/04/97	"Phantoms", par le Quatuor Henschel. Abbaye de l'Epau Le Mans, France	Création du quatuor commandité par la Canadian Broadcasting Corporation (CBC) à la jeune compositeur canadienne Heather Anne Schmidt.
07/04/97	Louis Lortie, piano Anton Philips Zaal The Hague, Netherlands	Canadian pianist Lortie, together with Frank Peter, Zimmerman violin, perform the 2nd piano concerto by Chopin. They will also give performances at Kleine Zaal, Concertgebouw in Amsterdam on 09/04/97.
07/04/97 19/04/97	Tchaikovsky opera "Eugene Onegin" Vienna State Opera Vienna, Austria	The Canadian soprano Adrienne Pieczonka sings the part of Tatjana on 07/04/97, 11/04/97, 15/04/97, and 19/04/97.

**CANADIAN ARTISTS ABROAD -  
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**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
09/04/97	Carol Shields John Adams Institute Amsterdam, Netherlands	Canadian author Carol Shields participates in the "American Literature Today Series".
10/04/97	Fergus McWilliams in Concert Beethovenhalle Bonn, Germany	Canadian Fergus McWilliams (horn) is a member of the Berlin Philharmonic Orchestra, and he will perform with his own ensemble.
10/04/97 12/04/97	Bryan Adams in concert Wembley Arena London, UK	This internationally acclaimed Canadian pop star performs.
13/04/97 11/05/97	"Exploration 97" - Children's arts exhibition Royal West Academy of England Bristol, UK	The exhibition is about "The Matthew" sailing from Bristol to Newfoundland. This is part of the "Cabot 500" festival.
13/04/97	Academic Relations Meeting Innsbruck, Austria	Third meeting of its type, held at intervals of approx. 1 1/2 years, bringing together selected representatives from Austrian universities covering a variety of disciplines, to encourage closer cooperation and exchange of information in both the traditional Canadian Studies subjects and in other fields.
13/04/97 20/04/97	Wagner opera "Lohengrin" Vienna State Opera Vienna, Austria	The Canadian tenor Ben Heppner sings the part of Lohengrin on 13/04/97, 16/04/97, and 20/04/97.
14/04/97	Opening of a Canadian Studies Centre, coupled with an interdisciplinary symposium Innsbruck, Austria	An interdisciplinary Canadian Studies Centre is being opened at the University of Innsbruck. The aim of the Centre will be the coordination of academic teaching and research on Canada.
16/04/97 18/04/97	Irène Stamou Le Limelight Kortrijk, Belgique	Résidence et présentation d'une nouvelle chorégraphie de la chorégraphe canadienne sur une musique du compositeur belge Walter Hus.
18/04/97 19/04/97	Conférence sur l'Administration de la justice dans les États plurilingues Barcelone, Espagne	Organisée par le Gouvernement de Catalogne et l'Université de Gerona. Participation du professeur José Woerling de l'Université de Montréal et du juge Jean-Louis Beaudoin de la Cour d'appel du Québec.
19/04/97 30/04/97	"Tu ne violeras pas", mise en scène de Wajdi Mouawad Huy, La Louvière, Tournai, Belgique	Tournée comprenant une performance à Huy le 19/04/97, La Louvière le 23/04/97 et Tournai du 28/04/97 au 30/04/97.
22/04/97 23/04/97	"Le Carré des Lombes", de Danièle Desnoyers De Vooruit Gand, Belgique	Résidence et première mondiale de la nouvelle oeuvre de la chorégraphe montréalaise Danièle Desnoyers.
24/04/97 28/04/97	Salon Musicora Grande Halle de la Villette Paris, France	Les artistes et professionnels de la musique du Canada y ont un kiosque intitulé MusiCanada. Présentation de la vie musicale canadienne; rencontres, colloques, concerts.
26/04/97	"Camera Obscured" Photographers Gallery London, UK	An exhibition about photographic documentation and public museums curated by Canadian photographer and writer Vld Ingelevics.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
00/05/97	Cours supérieur d'études canadiennes Université de Extrémadure Cáceres, Espagne	Organisé par le Centre d'études canadiennes de Cáceres et l'Association espagnole d'études canadiennes. Le même mois, autre cours à l'Université de Barcelone, organisé par le Centre d'études canadiennes de Barcelone et l'Association espagnole d'études canadiennes.
00/05/97	Exposition de Zev Robinson Galerie Santa Bárbara Madrid, Espagne	Exposition des toiles les plus récentes de ce peintre de Montréal qui habite maintenant à Londres.
00/05/97	Journées canadiennes à Cordoue Université de Cordoue Cordoue, Espagne	Organisées par le département d'anglais de l'université de Cordoue et l'Association espagnole d'études canadiennes.
02/05/97 04/05/97	Conference at Edinburgh University Centre of Canadian Studies Edinburgh University Edinburgh, Scotland	Conference on the theme of the Klondike Gold Rush.
03/05/97 05/05/97	Violinist Chantal Juillet Warwick Arts Centre London, UK	This performance by the Canadian violinist is part of the Warwick Arts Festival.
06/05/97 10/05/97	Symposium sur le développement urbain Université de Barcelone Barcelone, Espagne	Organisé par les Universités de Barcelone et de Montréal, avec la participation d'une douzaine de chercheurs canadiens.
06/05/97 15/06/97	"Les Reines" de Normand Charette Théâtre du Vieux Colombier de la Comédie française, Paris, France	C'est la première fois qu'une pièce d'un auteur canadien est jouée à la Comédie française.
07/05/97 13/05/97	Mozart opera "The Magic Flute" Vienna State Opera Vienna, Austria	The Canadian tenor Michael Schade sings the part of Tamino on 07/05/97 and 13/05/97.
08/05/97	Opening concert of "Wiener Festwochen" Konzerthaus Vienna Vienna, Austria	The Canadian tenor Michael Schade sings in the Schubert mass (in E flat major), the formal opening of the 1997 "Wiener Festwochen", on 08/05/97.
13/05/97 14/05/97	Colloque franco-canadien de droit maritime Université de Nantes Nantes, France	Participation des professeurs Braën, Emmanuelli, McRae (Ottawa), Lacasse (Laval), Perret et Tetley (McGill). Colloque organisé en collaboration avec l'Université d'Ottawa. Rens: M. Tassel (tél: 02 40 29 22 28)
14/05/97 15/05/97	Conference at Centre for Canadian Studies University of Leeds Leeds, UK	The theme of the conference is "Sustainability in Environmental Management in Canada".
15/05/97	Cirque du Soleil presents "Alegria" Munich, Germany	This marks the German debut of "Alegria".
23/05/97 24/05/97	"Les Belles Soeurs" de Michel Tremblay Théâtre de l'Ancre Charleroi, Belgique	"Les Belles Soeurs" du dramaturge Michel Tremblay, dans une mise en scène belge continuent leur tournée.

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
20/12/96 16/05/97	Canadian Education Centre Monthly Pre-departure Seminar The Canadian Embassy Seoul Seoul, Korea	Monthly orientation program to provide Korean students leaving for Canada with information to help better prepare themselves to adjust to new life in Canada.
28/01/97 15/02/97	Bryan Adams multiple venues in Australia Cairns, Townsville, Brisbane, Newcastle, Sydney, Canberra, Hobart, Launceston, Melbourne, Adelaide, Perth, Australia	Multi-city tour of Canadian singer/songwriter Bryan Adams.
06/02/97 07/02/97	"A Child Growing Up" Canadian Consulate General and Official Residence Sydney, Australia	Fundraising performances of Professor David Kemp's one man play "A Child Growing Up" in support of the Royal Blind Society.
10/02/97 14/02/97	29th Australian Universities Language & Literature Congress, University of Sydney Sydney, Australia	Academic conference to be attended by Dr. Victor Froese (University of British Columbia), Professor Ute Lischke-McNab (University of Toronto), Dr. Malcolm McGoldrick (University of Regina), Professor Osadnik (University of Alberta) and Garold Murray, Vancouver.
14/02/97 17/02/97	Hong Kong Arts Festival Different venues Hong Kong	The Canadian theatre group <i>Les Deux Mondes</i> performs "The Tale of Teeka" at City Hall Theatre as part of the festival, and on 08/03/97 and 09/03/97, the Montreal Symphony Orchestra performs at the <i>Concert Hall</i> in the Cultural Centre.
19/02/97 01/03/97	International Bamboo Organ Festival (IBOF) Las Pinas Church Metro Manila, Philippines	Canadian Soprano Linda Maguire from Toronto performs at the Festival (IBOF) which revolves around a 16th century bamboo organ and features classical baroque music.
20/02/97 21/02/97	Celine Dion Show Taipei International Convention Centre Taipei	Concert by the international super pop star from Canada Celine Dion. She will perform for the first time in Korea on 21/02/97 and 22/02/97 at the Sejong Cultural Centre in Seoul, Korea.
21/02/97	Gleebooks Draw Canadian Consulate General Sydney, Australia	Draw of grand prize winner of a trip for two to Canada to visit the 1997 Vancouver International Writers' Festival. The "Gleebooks" Christmas catalogue was distributed to 400,000 with the Weekend Australian (November 30, 1996) and featured a tourism promotion of Canada and Canadian literature.
04/03/97 23/03/97	"White on White" Exhibition Hong Kong Visual Arts Centre Hong Kong	A joint presentation between the Pottery Workshop and the Canadian Clay & Glass Gallery.
07/03/97 09/03/97	Korea Student Fair Korea Exhibition Centre (KOEX) Seoul, Korea	Annual study abroad fair organized by KOEX. Local study abroad agencies and other countries' educational promoters will also attend the event.
09/03/97	The George Leslie MacKay 125th Anniversary Symposium MacKay Hospital Taipei	To celebrate Dr. MacKay's arrival in Taiwan 125 years ago.
12/03/97 13/03/97	Montreal Symphony Orchestra in Seoul Seoul Arts Centre	Montreal Symphony Orchestra gives two evening performances.

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**ASIA PACIFIC**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
13/03/97 23/03/97	Seoul, Korea I MUSICI de Montréal Various venues Delhi, Mumbai, Calcutta, Bangalore, Goa, India	Performances by Montreal's renowned Chamber Orchestra.
13/03/97 24/03/97	John Ralston Saul The National Library of Australia, Canberra and other venues Gold Coast, Sydney, Melbourne, Canberra, Australia	Australian tour of Canadian author John Ralston Saul to attend The 1997 Word Festival, Canberra and visit Sydney, Melbourne and Queensland for series of readings and public speaking engagements.
01/04/97 30/05/97	Beyond Golden Mountain Tour Island-wide tour in Taiwan Taichung/Tainan/Kaohsiung/Hualien/Ilan, Taipei	This is an exhibition of Chinese-Canadians in Canada over the past century.
04/04/97 05/04/97	Repercussion Singapore, Singapore	Canadian percussion group Repercussion performs in Singapore and on 01/04/97 and 02/04/97 at The National Concert Hall, Taipei.
24/04/97 26/04/97	DynamO Théâtre Singapore, Singapore	DynamO Théâtre performs in Singapore.
02/05/97 07/05/97	Productions Omer Veilleux Inc. National Theatre Hall Taipei/Kaohsiung, Taipei	Productions Omer Veilleux Inc. is a solo one-man play organized by International New Aspect.
03/05/97 11/05/97	The Second Annual Canadian Film Week Majestic Theatre Taipei	The Second Annual Canadian Film Week features a great line-up of Canadian productions.
17/1/97 02/02/97	Sydney Fringe Festival Bondi Pavilion Amphitheatre & other venues Sydney, Australia	After sell-out seasons earlier in the year at the Melbourne Comedy Festival and the Adelaide Fringe Festival "The Three Canadians" are now returning to Australia for the third annual Sydney Fringe Festival.

**AFRICA / MIDDLE-EAST**

15/02/97 20/02/97	Dance Workshop for Palestinian Dancers Popular Arts Centre Ramallah, Israel	Canadian dancer/choreographer Margie Gillis will give 3 master classes, 1 lecture demonstration and a studio performance to Palestinian dance professionals and enthusiasts.
28/02/97 01/03/97	Margie Gillis and Rina Schenfeld Dance Performance Suzanne Dellal Centre for Dance Tel Aviv, Israel	Canadian dancer/choreographer Margie Gillis joins her Israeli counterpart Rina Schenfeld on stage at the Suzanne Dellal Centre in Tel Aviv for a unique evening of Canadian and Israeli modern dance. Plans are to contribute March 1st proceeds to a soon-to-be-established Canada-Israel Fund for the Arts.
22/03/97 26/03/97	Palestinian International Writers Conference: New Themes for a New Era Bir Zeit University Bir Zeit, Israel	A Canadian writer/poet will participate in this international gathering of writers.
27/03/97 04/04/97	The Fourth International Poets' Festival Mishkenot Shaananim Jerusalem, Israel	A Canadian poet will participate in this well-known biennial event, where poets from around the world gather to read from their works, meet their colleagues, and take part in a variety of literary workshops and seminars.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
01/01/97 28/02/97	Inuit Art Exhibition, "The People" Alaska Shop Chicago, USA	The Alaska Shop features a large collection of Inuit art. This show entitled "The People" includes such artists as Johnny Acuak and QiatsuQ Shaa.
19/01/97	'96-'97 Concerts in the Garden Southfield Lathrup High School Lathrup Village, Michigan, USA	The Gusé Family from Canada combines vocals, fiddling and dance.
23/01/97 07/03/97	"The Promise of Monsters" Rockville Arts Place, Rockville, MD, Washington, USA	The Promise of Monsters will draw together the work of three women artists (Shannon Kennedy, Andrea Mancuso and Canadian Nell Tenhaff) who use diverse photographic methods to address issues related to gender, biotechnology, and the body.
25/01/97 27/02/97	Ben Heppner in "Elixir of Love" Lyric Opera Chicago, USA	Ben Heppner is acclaimed throughout the U.S., Europe and his native Canada as one of the world's leading tenors. These will be his first Turandot performances. Mr. Heppner will be singing the role of Calaf. From 07/05/97 to 10/05/97 at the Orchestra Hall in Minneapolis, MN.
28/01/97	CANADA SERIES I: Richard Gwyn New School for Social Research New York, USA	Canadian Toronto Star international affairs columnist and award winning author, Richard Gwyn will provide his personal perspective on Canadian and American societies, histories, and values that bind them and issues that distinguish them.
01/02/97 11/02/97	The Children of Kush Arising Cincinnati Playhouse Cincinnati, Ohio, USA	Performance by the Black Theatre Workshop from Montreal.
01/02/97 28/02/97	"Tribute to the Polar Bear: Master Predator of the Arctic Kingdom" Orca Aart Gallery Chicago, USA	An exhibition featuring sculpture in stone and bone, masks, prints and jewelry by Inuit, Eskimo and Northwest coast artists, including Nalenik Temela and Nuna Parr.
01/02/97	Mur-Mur, by DynamO Theatre ArtsConnection New York, USA	Canada's theatre for young audiences brings its critically-acclaimed production to New York's popular ArtsConnection programme. DynamO will also present "The Challenge" on 09/02/97 and 10/02/97 at the Everett Performing Arts Center in Everett, Washington.
03/02/97	Royal Winnipeg Ballet Performance Concert Hall, Von Braun Civic Centre Huntsville, AL, USA	They will also be at Shea's Buffalo Center for the Performing Arts in Buffalo, NY on 01/02/97, at the Thomas Wolfe Auditorium, Asheville Civic Centre in Asheville, NC, on 05/02/97, at the Peace Center for the Performing Arts Greenville, SC, on 06/02/97, at Memorial Hall, University of North Carolina in Chapel Hill, NC on 07/02/97.
04/02/97	CANADA SERIES III: Culture: Show Business or Nation Building? New School for Social Research New York, USA	Do Canadians and Americans view culture in the same way? Americans see show business and large entertainment industry; Canadians see nation building and national identity. Canadian and American cultural/entertainment leaders renew the debate.



**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**AMERICAS**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
06/02/97 08/03/97	Richard Margison in "Norma" Lyric Opera Chicago, USA	Canadian Richard Margison will play the role of Pollione in his debut with Lyric Opera.
09/02/97	Montréal Danse Western Washington University Performing Arts Series Bellingham, Washington, USA	Montréal Danse will present contemporary dance repertoire.
19/02/97	I Musici de Montreal Society of the Four Arts Palm Beach, FL, USA	The canadian chamber orchestra performs in an exclusive Palm Beach setting. They will also perform on 21/02/97 at the Tennessee Williams Fine Arts Center in Key West, FL.
20/02/97 11/05/97	Jeff Wall exhibition Hirshorn Museum and Sculpture Garden, Smithsonian Institution Washington, USA	Jeff Wall (born 1946, Vancouver, British Columbia) is known for a body of work distinguished by both its format and subject matter.
21/02/97 22/02/97	"Crossing Borders" 2nd Student Conference Niagara University Lewiston, NY, USA	A multi-disciplinary binational student conference and art exhibition on Canada-US themes hosted by The Golden Horseshoe Educational Alliance, Niagara University, University of Toronto's Department of Geography, The Canada-U.S. Trade Center (SUNY at Buffalo) and the Consulate General of Canada, Buffalo.
22/02/97 23/02/97	"Just So Stories", by Mermaid Theatre of Nova Scotia Victoria Theatre Dayton, Ohio, USA	Children's performance by Mermaid Theatre of Nova Scotia. They will also be performing this remake of Rudyard Kipling's popular tales on 25/02/97 at the Stocker Arts Center in Elyria, Ohio, on 27/02/97 in Oyster Bay, NY, from 04/03/97 to 06/03/97 in New Mexico, on 09/03/97 in New Hampshire, on 12/03/97 and 13/03/97 in Vermont, on 14/03/97 in Lowell, Mass, from 18/03/97 to 21/03/97 in Long Island, on 22/03/97 in Manhattan, from 23/03/97 to 27/03/97 in La Guardia City. From 31/03/97 to 05/04/97 at the Broadway Centre for the Performing Arts in Tacoma, Washington, Mermaid Theatre will present family concerts and workshops for Tacoma public school. They will perform on 08/04/97 and 09/04/96 in Elmira, NY, on 14/04/97 and 15/04/97 in Sylvania, Ohio, on 19/04/96 and 20/04/96 in Detroit, on 21/04/96 in Grand Rapids, Michigan, on 22/04/96 in Ann Arbor, Michigan, on 26/04/96 and 27/04/96 in Louisville, Kentucky, and at the J.F.Kennedy Center for Performing Arts in Washington, DC from 29/04/96 to 04/05/96 before closing the tour on 11/05/97 in Halifax.
23/02/97	Connie Kaldor Swallow Hill Music Center Denver, CO, USA	The Juno-winning singer will perform in concert on a shared bill with American folk singer Tom Paxton.
23/02/97	Catherine Robbin, mezzo-soprano Garden Court, National Gallery of Art Washington, USA	Recital by this Canadian emerging star with Michael McMahon, piano, including Elgar's Sea Pictures and works by Brahms and Schubert.
27/02/97 01/03/97	"Echoes of the River" Stocker Arts Center, U of Notre Dame Notre Dame, Indiana, USA	Un nouveau spectacle de la troupe de mouvement acrobatique DynamO Théâtre de Montréal.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
01/03/97 31/03/97	"Small Arctic Masterworks" Orca Aart Gallery Chicago, USA	An exhibition of beautifully carved stone and antler sculpture talented Canadian Inuit artists, such as Lucy Tasseor, Joe Kavik and Toonoo Sharky. Also featuring argillite and sterling silver jewelry by the native tribes of British Columbia.
03/03/97	Irish Rovers Macomb Center for the Performing Arts Mt. Clemens, Michigan, USA	The Vancouver-based Irish band in concert.
03/03/97	Quartetto Gelato Wharton Center, Michigan State University East Lansing, Michigan, USA	Another performance by the Toronto-based quartet. On 04/03/97 at the Kleinhans Music Hall in Buffalo, NY, Quartetto Gelato presents a variety of delightful melodic flavours — from tangos to "Danny Boy" and gypsy fiddling to operatic arias. They have also been invited to perform on 17/04/97 at the Broadway Centre for the Performing Arts in Tacoma, Washington. On 20/04/97 they will participate at the Anchorage Concert Association in Anchorage, Alaska and on 09/02/97 at the Kennedy Center Terrace Theater in Washington.
06/03/97	Chiefly Feasts: The Enduring Kwakiutl Potlatch Thomas M. Evans Gallery Washington, USA	This remarkable travelling exhibition, bringing to life the stunning artworks, dramatic dances, lavish hospitality, and sumptuous cuisine of the traditional Northwest Coast potlatch. "Chiefly Feasts" displays vibrant and exquisite masks, bowls, belts, whistles, daggers, rattles, blankets, and headdresses.
07/03/97	Ann Michaels Knopf New York, USA	Award winning poet/author, Ann Michaels from Canada will be in New York to promote her magnificent new novel "Fugitive Pieces".
09/03/97	Angela Chang Walter Reade Theatre New York, USA	Edmonton pianist Angela Chang is featured in an afternoon concert at Lincoln Center.
11/03/97 13/03/97	"Mirror Game" Location to be announced Dayton, Ohio, USA	Children's performance by Green Thumb Theatre Company of Vancouver. They will also be performing "Showdown" from 14/03/97 to 18/03/97 at a venue to be confirmed in Springfield, Ohio.
13/03/97	Carol Shields, Author Fortnightly of Chicago Chicago, USA	Award-winning author Carol Shields, will deliver a presentation to the Fortnightly, a literary society founded in 1873.
13/03/97 15/03/97	Indianapolis Symphony Circle Theatre Indianapolis, Indiana, USA	The guest Conductor will be Hans Graf, from the Calgary Philharmonic Orchestra.
13/03/97	"Eugene Onegin" Metropolitan Opera New York, USA	Canadian director Robert Carsen and designer Michael Levine receive their New York debut at the Metropolitan Opera debut of "Onegin".
14/03/97	Grand Rapids Chamber Music Society St. Cecilia Music Society	Performance of Canadian chamber musicians L'Ensemble Arion.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
15/03/97	Grand Rapids, Michigan, USA Nexus performances with <i>Memphis Symphony Orchestra</i> Convention Center Memphis, TN, USA	Percussion quintet joins symphony for two performances: "The Story of Percussion-in the Orchestra", with Vincent Danner, conductor; and "From Rags to Riches", with Bill Cahn, conductor. After a busy 25th anniversary season during which NEXUS was honoured in Rochester by the Canadian Consulate Buffalo, the Canadian percussion quintet performs in recitals, workshops, and master classes at several colleges in West Virginia; 09/04/97 West Liberty College in West Liberty, WV, 10/04/97 at West Virginia Wesleyan, 11/04/97 at University of West Virginia, 12/04/97 at West Virginia State College, 13/04/97 at University of West Virginia, and 15/04/97 at Shepherd College. The Canadian percussion ensemble will also perform in concert with the Omaha Symphony Orchestra from 24/01/97 to 26/01/97 at the Symphony Hall in Omaha, NE. This engagement is part of a 25th anniversary USA tour for this popular group. The tour includes performances on 16/01/97 in Ann Arbor, Michigan, on 18/01/97 in Chicago, 19/01/97 in Glen Ellyn, Illinois, on 22/01/97 and 23/01/97 in Kansas City, from 04/02/97 to 09/02/97 in Costa Mesa, on 10/02/97 in Northridge, California, and on 06/04/97 at Miami University and 08/04/97 in Ohio.
15/03/97	Detroit Symphony Orchestra Orchestra Hall Detroit, Michigan, USA	Guest Eric Nagler from Toronto provides family entertainment.
15/03/97 22/03/97	Benjamin Butterfield, tenor Different venues California, USA	The Canadian tenor performs the role of the Evangelist in "St. Matthew Passion" with the Philharmonia Baroque. On 15/03/97 and 16/03/97 in Berkeley, on 19/03/97 in Walnut Creek, on 21/03/97 in San Francisco and on 22/03/97 in Palo Alto.
15/03/97 16/03/97	Rich Little Macomb Center for the Performing Arts Mt. Clemens, Michigan, USA	This Canadian master impressionist presents yet another concert.
16/03/97	Le Cirque Eloize Venue to be determined Columbus, Ohio, USA	Daring acrobatics, breathtaking balancing, comedy, theatre, dance and music make up this exciting show. This Montreal-based company of seven multi-talented performers will also perform on 22/03/97 and 23/03/97 at the Victoria Theatre in Dayton, Ohio, on 25/04/97 at the Arts Center of the College of DuPage, Glen Ellyn, Chicago, on 26/04/97 at the Krannert Center of the University of Illinois, Champaign, Chicago, on 15/02/97 at the Lisner Auditorium, George Washington University in Washington.
16/03/97	Judith Skelton Grant 92nd Street Y New York, USA	Canadian biographer Judith Skelton Grant talks about her book "Robertson Davies, Man of Myth", as part of the Y's popular "Biographers & Brunch" series.
19/03/97	Lyne Comtois in "La Colombe" L'Opera Français - Alice Tully Hall New York, USA	Mezzo-soprano Lyne Comtois, a Montreal native, is featured in L'Opera Français' "La Colombe" under the direction of Canadian native Yves Abel.
21/03/97	Kalamazoo Symphony	Guest pianist is Canadian Jon Kimura Parker. He will also

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
	Miller Auditorium, Western Michigan University Kalamazoo, Michigan, USA	appear with the Columbus Symphony at the Ohio Theatre in Columbus, Ohio on 02/05/97 and 03/05/97.
01/04/97	Les Ballets Jazz de Montreal Florida Southern College Lakeland, FL, USA	The company performs in the Florida College Festival of Fine Arts. On 03/04/97 at the Tampa Bay Performing Arts Center in Tampa, FL, and on 04/04/97 at the Florida Theatre Performing Arts Center in Jacksonville, FL, on 08/02/97 in Ashland, Ohio, on 11/02/97 in Mount-Pleasant, Michigan, on 14/02/97 in Sandusky, Ohio, on 16/02/97 at the Prairie Center for the Arts in Schaumburg, on 21/02/97 in Springfield, Illinois. They will appear in Phoenix, Arizona on 14/04/97 and 15/04/97 for activities and a residency and on 17/04/97 for a performance, on 18/04/97 in Chandler, Arizona, on 19/04/97 in Tucson, Arizona, at the Anchorage Concert Association in Anchorage, Alaska on 02/05/97 and 03/05/97, on 04/05/97 in Valdez, Alaska and on 07/05/97 in Irvine, California.
04/04/97 05/04/97	"Zorba" Macomb Center for the Performing Arts Mt. Clemens, Michigan, USA	Musical based on "Zorba the Greek" with Elias Zarou in title role.
09/04/97	Les Violons du Roy UB Center for the Arts Amherst, NY, USA	This ensemble from Québec City performs Baroque and Classical music using modern instruments.
12/04/97	<i>Tafelmusik</i> Venue to be determined New Albany, Indiana, USA	This Canadian baroque chamber ensemble of international renown has more performances in the U.S.: on 16/04/97 at the Thomas Wolfe Auditorium, Asheville Civic Centre in Asheville, NC,
12/04/97	Natalie MacMaster Cedar Cultural Center Minneapolis, MN, USA	The Cape Breton musician in concert.
13/04/97	Pianist Angela Hewitt Janet Wallace Fine Arts Center St. Paul, MN, USA	Solo recital by this Canadian pianist now living in London. This recital is part of a series presented by the Frederic Chopin Society.
16/04/97 19/04/97	"Les Belles Soeurs" Bowling Green State University Theatre Bowling Green, Ohio	This is the most famous play by Montreal's Michel Tremblay.
17/04/97	Les Grand Ballet Canadiens The Washington Center for the Performing Arts Olympia, Washington, USA	Les Grands Ballet Canadiens will present contemporary dance repertoire.
18/04/97 20/04/97	Canada-U.S. Law Institute Conference Case Western Reserve University Cleveland, Ohio, USA	Conference title: 'NAFTA Revisited'.
18/04/97	La Bottine Souriante Victoria Theatre Dayton, Ohio, USA	Quebec music group appears at CITYFOLK festival.
18/04/97	Ohio Canadian Studies Roundtable Columbus-Worthington Holiday Inn Columbus, Ohio, USA	One-day meeting of Ohio's Canadian Studies professors.

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DATE	EVENT / PLACE	DESCRIPTION
24/04/97	"The Hobbit", by Théâtre Sans Fil Oak Harbor College Oak Harbor, Ohio, USA	This Montréal based giant-puppet troupe performs J.R.R. Tolkien's "The Hobbit". They will also give a performance on 19/04/97 at the Performing Arts Center at Rockwell Hall, Buffalo State College in Buffalo, NY.
25/04/97	The Rankins Kentucky Center for the Arts Louisville, Kentucky, USA	East Coast folk group appears at major Kentucky venue.
27/04/97	Canadian Brass Macomb Center for the Performing Arts Mt. Clemens, Michigan, USA	The Canadian Brass likes to create an informal and playful atmosphere. And it knows how to draw a fine line between good musical fun and just plain hamming it up. It's also a virtuosic, Grammy-winning quintet that has single-handedly revolutionized brass music. The ensemble will also perform at the DAR Constitution Hall in Washington on 22/02/97.
28/04/97 02/05/97	Canada Week Franklin College Franklin, Indiana, USA	Celebration of Canadian film, theatre, literature and music.
00/05/97	Two Pianos, Four Hands Promenade Theatre New York, USA	Ed & David Mirvish take Canada's unequivocal gold-plated hit to New York. This two-man play starring Ted Dykstra and Richard Greenblatt shows how two men spent their respective youths learning how to be concert pianists.
02/05/97 10/05/97	"Cake Walk" Franklin College Franklin, Indiana, USA	Production of play by Montreal playwright Colleen Curran.
15/05/97	Rock & Roll Hall of Fame 1997 Induction Ceremonies Rock & Roll Hall of Fame and Museum Cleveland, Ohio, USA	Saskatchewan's Joni Mitchell to be inducted into Hall of Fame.
15/05/97 18/05/97	Robert Lepage's "Seven Streams of the River Ota" Performing Arts Chicago Chicago, USA	Directed by Robert Lepage and performed by the Ex Machina theatre ensemble from Canada, this is a drama in two parts, each filling one evening. This exquisite troupe of stage imagists bring together many of the central tragedies of the 20th century - AIDS, Hiroshima, the Holocaust - to find survival amidst the suffering and healing in reviewing the messages of history.
07/05/97	Gordon Gietz Alice Tully Hall New York, USA	Canadian tenor sings title role in the opera "Beatrice & Benedict".

OPENING OF THE CANADA-CHINA EXHIBITION HALL

December 16, 1996 marked the opening of the *Canada-China Exhibition Hall* in the *Museum of National History* in Tiananmen Square, Beijing. The Hall will be a permanent showcase of the collaborative project of the *Canadian Foundation for the Preservation of Chinese Cultural and Historical Treasures*, the *State Bureau of Cultural Relics*, and the *Chinese Museum of National History*. *Minister of International Trade Art Eggleton* and *Mr. Wang Guangying*, Vice-Chair of the *Standing Committee* of the National People's Congress represented the two governments at the event which received good coverage by the Chinese and Canadian media.

DATE	EVENT / PLACE	DESCRIPTION
09/02/97 12/02/97	MILIA-Marché international des nouveaux médias Cannes, France	Kiosque canadien avec présence d'environ une quinzaine de sociétés canadiennes.
12/02/97 18/02/97	Rencontres internationales en art contemporain ARCO - Foire internationale d'art contemporain Madrid, Espagne.	Participation des conférenciers canadiens Derrick de Kerckhove ET DE A.A. BRONSON
18/01/97 19/01/97	Canadian Education Centre-Bangkok Education Fair Shangri-la Hotel Bangkok, Thailand	Education fair.
24/01/97 25/01/97	Canadian Education Centre-Singapore Fair Hyatt Regency Singapore Singapore, Singapore	Education fair.
26/01/97	Canadian Education Centre-Kuala Lumpur Fair Dewan San Choon Kuala Lumpur, Malaysia	Education fair.
06/04/97 11/04/97	18th International Jerusalem Book Fair Jerusalem International Convention Centre Jerusalem, Israel	This well-known book fair allows authors and publishers to establish new contacts, develop projects, and conclude business deals. It also is host to the Aspen Institute Forum. Anna Porter of Key Porter Books will attend. There will be a Canadian book stand and a display of Canadian children's books.
22/01/97 25/01/97	International Showcase for Performing Arts for Young People Comstock Community Auditorium Kalamazoo, Michigan, USA	Showcase for performing arts presenters. Seven of the eighteen showcased troupes are Canadian.
21/02/97 23/02/97	ArtFair Seattle Seattle, Washington, USA	Inuit Gallery, Catriana Jeffries Gallery and Buschlen/Mowatt Fine Arts Ltd. of Vancouver will participate in this sixth annual modern and contemporary fine art fair.
04/04/97 15/04/97	Brazil International Education Fair (Salao do Estudante '97) Colegio Sao Luis Sao Paulo, Rio de Janeiro, Curitiba, Brazil	Latin America's largest education fair. Over 30 Canadian schools and universities will participate for the second time.

#### "WINNING INTERNATIONAL EDUCATION AND TRAINING CONTRACTS"

*The Department of Foreign Affairs and International Trade (DFAIT) and Alberta Economic Development and Tourism (AEDT) co-sponsored the "Winning International Education and Training Contracts" National Workshop in beautiful Canmore, Alberta from December 4-6, 1996. The purpose of this Workshop was to enable Canadian-based international education and training (E&T) suppliers to: increase their awareness of export opportunities in the E&T sector; gain a better understanding of the E&T projects that are financed by International Financial Institutions (IFIs) as well as the IFI contract bidding process; gain hands-on experience in putting together "winning" contract bids; and expand their networking opportunities. Over 150 representatives of private and public organizations from across Canada, federal and provincial governments, and IFIs involved in international education, training and technology transfer participated in this Workshop.*

## CANADIAN CULTURAL CENTRE IN PARIS REOPENS

Since its inauguration in 1970, the Canadian Cultural Centre in Paris (CCC) has dedicated itself to presenting and promoting internationally renowned Canadian artists as well as academics.

While continuing to fulfill that function, upon reopening on January 22, 1997, the CCC will also have a new direction and new objectives. The CCC will become Canada's showcase in France and Europe, with an added focus on Canadian creativity and expertise in the field of high technology. That is why the Canadian Cultural Centre in Paris has created a Centre for New Media (CNM), linked to the much-awaited Documentation Centre with an electronic network capable of providing information on a range of available databanks and CD-ROMS, the cultural services of the Canadian Embassy, which include the academic services and the Paris branches of Telefilm Canada, the National Film Board, and the National Archives.

The innovative feature of the Canadian Cultural Centre to be found on the ground floor is the Centre for New Media. Some of the most technologically advanced Canadian companies collaborated in the development of the CNM, including Teleglobe Canada, Alex Informatique and Public Technologies Multimedia Inc. This is a unique project forming the core of the Cultural Centre.

Canada is a leader in the field of multimedia. This is a reflection of the fact that Canadian creators and artists are at the cutting edge, using computer technology both for artistic purposes and as a working tool. The Cultural Centre will constitute a meeting point for high technology, our artistic and intellectual expression and our culture in all its diversity. As we spotlight the creations and products of our artists and cultural industries, we will also be showcasing the research and innovations of Canada's information technology industry.

New media is in a state of constant redefinition and informatics is developing at an accelerated pace. The concept of the Centre for New Media must therefore be very adaptable. The CNM's facilities are simple to use; they are open to the general public who will have access to on-site services that are linked to Internet and the virtual world.

## BEAVER AWARD FOR CREATIVITY



Recipients of the Beaver Award for Creativity are Canadian Officers serving Abroad nominated by their peers in recognition of their contribution to the advancement of Canada's international presence through cultural and academic initiatives. The Beaver Award for the fifth issue of the publication goes to Ann Garneau, for her unfailing commitment and her work at the Canadian Consulate in New York City. Just before taking up her new post in Ottawa in September 1996, Ann was involved in organizing the projects "Music from the Rock - Newfoundland Canada" at the famous cabaret club Bottom Line in New York City followed by "Atlantic, Canada and Beyond!" project at the Lincoln Center Outdoor Festival on August 31, 1996. Her innovative approach to this project encouraged a host of new partnerships which made for an unprecedented synergy between cultural and tourism sectors as well as media both in New York and throughout Atlantic Canada. Those recent initiatives were characteristic of Ann's four years as senior cultural officer at the New York Consulate General. Congratulations and a special thanks to Ann from the Cultural Beaver!

**CANADA'S YEAR  
OF ASIA PACIFIC: CULTURAL COMPONENTS**

As part of Canada's Year of Asia Pacific in 1997, a variety of business, youth, cultural and other related activities is anticipated throughout the year across Canada.

**GOALS OF THE CULTURAL COMPONENT OF CYAP**

- to celebrate the cultures of over two million Canadians of Asia Pacific origin
- to promote awareness and understanding among Canadians of the Asia Pacific region through the widespread presentation of its traditional and contemporary cultures
- to create lasting benefits for all participants by enhancing trade relationships and further exchange in the cultural sector between Canada and the Asia Pacific

Limited funding will be made available for projects initiated by Canadian artists, organizations and community groups whose work aligns with objectives and criteria established by the Department for the CYAP. Such projects will be proposed to the Department through a regionally administered selection process.

**ELIGIBLE PROJECTS**

Five categories of projects will take place during CYAP:

- Asia Pacific-related projects initiated by Canadian community organizations (CYAP funding could be made available to ongoing or new festivals, celebrations, exhibits, etc.)
- Projects undertaken by artists or art organizations which illuminate an aspect of Asia Pacific culture
- A limited number of collaborative projects, in which Canadian and Asia Pacific artists cooperate on the creation of an original work (For the most part, these projects will build on existing relationships between artists or groups on both sides of the Pacific. Collaborative projects between artists in different parts of Canada or between various communities are also eligible)
- Canadian organizations wishing to present in Canada works touring from the Asia Pacific region
- Collective projects which bring together artists or their works from three or more countries of the Asia Pacific and Canada.

**DO YOU WANT TO KNOW MORE?**

The two deadlines for applying to CYAP funds are January 17, 1997 and March 21, 1997. For more information, please call Viviane Leroux at (613) 944-1232 or send a fax to her at (613) 996-4309.

**CANADIAN STAND AT MILIA**

Canada will be participating for the first time with a national booth at MILIA (*International Publishing and New Media Market*). This fair, to be held in Cannes, France, from February 9 to 12, 1997, is the major European multimedia trade fair and brings together over 10,000 professionals from every continent. MILIA is an essential step in the conquest of the European market by Canadian producers in this leading-edge sector. This major initiative is being led by the *Department of Foreign Affairs and International Trade*, working in close cooperation with the *Department of Canadian Heritage, Industry Canada, Telefilm Canada* and the private sector.



# TRADE FAIRS AROUND THE WORLD

## Environment Show, Seminars Set for India

**NEW DELHI** — An international **Environmental Trade Fair (EN'97)**, for which participants now are being recruited, will take place here February 9 to 15, 1997. An added option is a three-city seminar tour to Madras, Bombay and either Bangalore or Calcutta, between February 17 and 22, 1997.

Being held in conjunction with

the 12th **India Engineering Trade Fair** and with Canada as Partner Country, **EN'97** is one of South Asia's largest energy and environmental trade fairs. It is considered an ideal venue for Canadian environmental companies to exhibit products, showcase technologies, and promote consulting/engineering services.

The fair targets such sub-sectors as: water treatment, hazardous waste, solid waste, air pollution, waste water and sewage, and recycling technologies.

The market in India for environmental products, technologies and services is estimated at C\$700 million. Growing by as much as 35 per cent per year, the

*Continued on page 7 — India*

## Canada at COMDEX Mexico

**MEXICO CITY, MEXICO** — More than 65,000 buyers and decision makers are expected to attend **COMDEX '97**, Mexico's information technology, computers, software, telecommunications and networking trade show, being held here February 25 - 28, 1997.

The Department of Foreign Affairs and International Trade (DFAIT) will host an Information Booth which interested Canadian companies are invited to use.

Three major conferences, designed to attract potential buyers, also are on the agenda.

For more information on **COMDEX '97** (the participation fee is \$120.00), contact Kim O'Neil, Mexico Division, DFAIT, Ottawa, Tel.: (613) 996-8625; Fax: (613) 996-6142.

## Edu Canada a Class Act in Mexico

Canada's educational marketing event of the year, **Edu Canada 97**, will be taking place in three cities in Mexico between March 1-8, 1997.

The event promotes — at venues in Monterrey, Mexico City and Guadalajara — the full range of Canadian educational services. It is of particular interest to educational institutions (colleges, universities, technical schools) as well as to companies engaged in education and training fields.

**Edu Canada 97** is sponsored by the Department of Foreign Affairs and International Trade, with the participation being organized by a Montreal-based company.

Interested parties seeking additional information on **Edu Canada 97** may contact Dr. Bruce Mabley, SIGMA VI, 5252, de Maisonneuve Boulevard West, Montreal, Quebec H4A 3S5, Tel.: (514) 484-2992; Fax: (514) 484-2217; E-mail: sigma6@infobahnos.com

## Educational Supplies Show

**DUBAI, UNITED ARAB EMIRATES** — Suppliers of educational infrastructure, teaching aids, materials and services appropriate to primary, secondary and tertiary education are the principal attendees at **Eduotec Arabia** being held here April 8-11, 1997.

**Eduotec Arabia** is held parallel with the **Gulf Education & Training Exhibition**, the largest and most important annual student recruitment fair in the Middle East. Regularly drawing more than 13,000 visitors, it attracts some 200 institutes from Europe, North America, the Gulf States and Australasia.

With a commitment to ambi-

tious educational training programs, the six Gulf Co-operation Council states — United Arab Emirates, Saudi Arabia, Qatar, Kuwait, Bahrain and Oman — provide multi-million dollar opportunities for suppliers of a wide range of educational technology, equipment and materials.

For participation at **Eduotec Arabia** and further information, contact the show organizer's Canadian representative: Helen M. Roberts, Manager, International Business Development, Cosmos Pacific Investment & Consulting Inc., 2628 Granville St., Vancouver V6H 3H8, Tel.: (604) 263-6146; Fax: (604) 263-1652.

# SHARING TRADE SECRETS



## MULTI-MEDIA TOOLS HELP BOOST CANADIAN EXPORTS

*Canadian exporters can avail themselves of many tools when it comes to getting a helping hand at making their products and services known to foreign buyers. Export Media-Com Inc. and International Publishing and Development Inc. are two firms providing just such assistance.*

Their staple product is an export catalogue designed to promote Canadian capabilities abroad.

Canadian companies featured in these publications receive worldwide promotion through a vast network of distribution channels — ranging from federal and provincial governments, as well as Canadian and Foreign Chambers of Commerce to Canadian Diplomatic Missions in over 126 countries.

They have also been used very successfully in trade shows and the Prime Minister's Team Canada missions to China, Asia and Latin America.

### CANEXPORT

Now in its fifth year of publication, Lachine-based *CANEXPORT* — circulation of over 45,000 — was launched almost six years ago as an annual full colour trilingual (English-French-Spanish) export catalogue.

By late 1995, the company expanded its activities, under the name Export Media-Com Inc., and the following year launched a second full colour, trilingual publication, *EXPORT PLUS*, focusing on four sectors: environment, hi-tech and communication, natural resources, and industrial.

"This represents over 80 per cent of Canadian exports," says Export Media-Com President Joseph Vella.

In addition to the printed media, Vella has added an electronic dimension with the *Virtual Market Place*, an interactive mul-

timedia catalogue — promoting Canadian companies' products and services worldwide — which can be accessed on the Internet (<http://www.virtualmarketplace.com>), in addition to being available on an interactive multimedia CD-ROM.

Introduced this year is participation in international trade shows via touch screen information kiosks, for immediate business contacts between users and Canadian companies.

### Exporters Catalogue

Published by International Publishing and Development Inc., the *Canadian Exporters Catalogue* (CEC)'s fifth edition is expected to top 35,000 printed copies and 50,000 CD-ROM versions next year.

Beyond the hardbound catalogue and fully-searchable CD-ROM, company President Fouad Tabet now also has developed what he describes as "a much accessed World Wide Web site."

Starting this year the CEC's index and sector introductions are presented in 10 major international languages.

"This should make our product even more user-friendly around the globe," says Tabet, "and give Canadian exporters greater sales opportunities."

In addition to its wide international distribution network, the CEC has also obtained the backing of the Canadian International Development Agency (CIDA) and

its officers at home and abroad.

"As a result of all its support and distribution networks, this year alone," says Tabet, "the CEC has been showcased in over 900 trade shows worldwide."

### Results-oriented

These marketing efforts on behalf of Canadian exporters appear successful.

"The Team Canada 1994 mission to China alone," says Vella, "generated over \$100 million for nine major companies we helped break into the Chinese market, while last year's mission to Latin America resulted in \$60 million sales for five of 'my' companies."

As for CEC, since its first publication in 1993, "this program has been responsible for over \$1 billion in exports," Tabet reports, "and that number is expected to increase in the upcoming years, due to the overwhelming requests participants are receiving."

The company recently opened new offices in Edmonton, Toronto and Montreal — in addition to its head office in Abbotsford, B.C.

### Contacts

- Export Media-Com Inc. Tel.: (514) 636-6018 or 1-800-644-5865. Fax: (514) 636-4281.
- International Publishing and Development Inc. Tel.: (604) 855-9115 or 1-800-667-0991. Fax: (604) 855-9117. E-Mail: [ipd@worldexport.com](mailto:ipd@worldexport.com). Internet: <http://www.worldexport.com>.

# PUBLICATIONS

## China Business Journal Debuts

Companies interested in exporting, investing or conducting business in China now have at their disposal a new — it debuts this month — official economic and business journal that will keep them abreast of the latest developments.

The *Monthly of Socioeconomy in Beijing, Tianjin, Shanghai and Guangzhou*, focuses on China's four key business centres, providing economic reviews, official briefings, new policies, regulations, guidelines, statistics, government policy changes, social trends and more than 140 economic indicators.

Each city-region features an

analysis of such sections as: agriculture, transport, commerce, postal communications, tourism, finance, technology, cultural education, urban development, construction, investment, employment population, price fluctuation, and civic life.

Provincial and central government policy considerations, directives, and legislation are also published — to provide readers with advance insight on planned or soon to be introduced policy changes.

The *Journal*, costing US\$250 for 13 issues per year, is available through Asian Market Information Services (AMIS), a division of Inteledigm Corporation. To order, call 1-800-665-5369, ext. 2223 or visit the Internet site on the World Wide Web at <http://www.asian-facts.com>

## Quebec International Business Directory

The editorial team of the *Bottin international du Quebec* for 1997 is preparing its fourth edition. This directory, over 2,500 copies of which are published annually, provides the postal and telephone coordinates of international stakeholders in Quebec and other provinces and foreign partners such as exporters, trading houses, consulting firms and the areas and countries where they are active. A business listing in the publication costs \$55, tax included. The final date for inclusion is **February 19, 1997**. For information, contact QUEBEC DANS LE MONDE, Tel.: (418) 659-5540; Fax (418) 659-4143; e-mail: [quebecmonde@total.net](mailto:quebecmonde@total.net)

## India Environment

*Continued from page 5*

industry could reach \$3 billion by the year 2000. With its worldwide reputation as a leader in advanced environmental technologies, Canada is well placed to capitalize on India's environmental needs.

### City Seminars

The three-city tour seminars afford companies the opportunity for on-site visits with local firms and the chance to develop potential customers, joint venture or strategic alliance partners.

Each city seminar will be attended by more than 50 select industrial and municipal executives. Invited Indian guests will be chosen based on the business interests of Canadian participants.

Contact the Canada-India Business Council, Toronto, Tel.: (416) 868-6415, ext. 233; Fax: (416) 868-0189.

# BUSINESS OPPORTUNITIES

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

**KENYA** — A reputable local entrepreneur is looking for a Canadian **joint venture partner in horticulture, floriculture and flower seeds production**. Contact Mr. J.P. Mbugua, Director, Del Monte Kenya Ltd., P.O. Box 47624, Tel.: (011-254-2) 725-824; Fax: (011-254-2) 727-397.

**MALAYSIA** — A trading company seeks manufacturers/suppliers of **phythalic anhy-**

**dride, ethyl hexanol and rolled cardboard to be used as a stiffener in the packaging of soap bars**. Contact D. Siamaky, Kuala Lumpur, Malaysia, Fax: (603) 255-4931.

**MIDDLE EAST** — An Ontario-based firm, on behalf of its Middle East buyers, seeks **jeans, low-cost clothing and shoes, and surplus consumer goods**. Contact Reza Amirshaghghi, R&M United Trade Network Inc., 5775 Atlantic Drive, Unit #6, Mississauga, Ontario L4W 1H3, Tel.: (905) 564-3616; Fax: (905) 564-5240; E-mail: [rmunited@nbelmed.com](mailto:rmunited@nbelmed.com)

# BUSINESS AGENDA

## College Programs on International Trade

**Ottawa** — International trade programs are being offered, in collaboration with The Forum for International Trade Training (FITT), by Ottawa-based La Cité collégiale. The courses, conducted in French, are on weekends, with the Winter Session running from January 17 to April 19, 1997 and the Spring Session from May 2 to June 28, 1997. The program leads to a diploma or certificate and is accredited by the International Association of Trade Training Organization (IATTO) which is recognized in 23 countries. The accreditation also is recognized by the funding members of FITT, representing more than 300,000 Canadian companies. For registration, cost and other information, contact Diane Vaillancourt, Chairper-

son, International Trade Programs, tel.: (613) 742-2493 ext. 2098 or 1-800-267-2483. Information on the

college is available at WWW.lacite.on.ca. Information on FITT can be obtained at WWW.FITT.ca

## Toronto to Host Supercharged Home Show

**Toronto** — February 2-4, 1997 — More business is one of the pluses that buyers and exhibitors are promised at the **Canadian Hardware/Housewares/Home Improvement Show (CHS)**. The CHS'97 is the 92nd annual edition of Canada's largest national hardlines marketplace, where doing business is the primary reason to participate. Organizers say that, with more than 1,200 hardlines displays, featuring tens of thousands of home and do-it-yourself products, there will be no shortage of buying opportunities at this trade only event. For registration or other information, contact CHS, 6800 Campobello Road, Mississauga, Ontario L5N 2L8, Tel.: (905) 821-3470 or 1-800-268-3965; Fax: (905) 821-8946.

## Action Plan for Japan — Continued from page 3

strated Canadian expertise.

### Japanese Investment Strategies

Japanese investment strategies are increasingly oriented toward reducing costs by shifting operations overseas, by emphasizing international procurement, and through more active intra-company trade in materials, finished products and services. While short-term investment plans have

focused on dynamic Asian markets, the prospects for further investment in Canada remain promising since Japanese companies will need to retain market share and pursue fully integrated production abroad, including research and development and the manufacture of component parts.

### Contacts

Copies of *Canada's Action Plan for Japan* may be obtained from

the Department of Foreign Affairs and International Trade's InfoCentre: 1-800-267-8376 or 613-944-4000; through your local International Trade Centre, or through the Internet on the Department of Foreign Affairs and International Trade website: <http://www.dfait-maeci.gc.ca>; (enter Ni-Ka Online in most search engines to reach the Japan website directly). FaxLink: 613-944-4500.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT



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## CIBS '97-'98

RETURN TO DEPARTMENTAL LIBRARY  
RETOURNER A LA BIBLIOTHEQUE DU MINISTRE

# Key to Team Canada Partnerships

Canada's International Business Strategy (CIBS) for 1997-1998 is a key element of the federal government's commitment to a "Team Canada" partnership with the private sector and the provinces – a partnership based on developing winning strategies that generate jobs and promote growth for Canadians.

Through the involvement of National Sector Teams consisting of government and private sector representatives, CIBS gives Canadian industry an opportunity to influence government's international business priorities. The result is a document offering a series of strategies spanning 27 key industry sectors. Each strategy identifies the main objectives that government and industry will pursue to help Canadian firms capture emerging global trade, technology and investment business. This year, for the first time, the sectoral strategies have been written by the National Sector Teams.

With full industry participation, CIBS ensures that government strategies and initiatives reflect the real needs of Canadian industry. At the same time, CIBS works to reduce overlap and duplication between governments and to direct government resources where they can genuinely "make a difference."

This year, CIBS incorporates two new sectoral strategies, *Aboriginal Products, Services and Technologies*, and *Construction, Architectural and Engineering Services*.

### CIBS includes...

- **Overview:** This section of CIBS consists of a *Strategic Overview* summarizing Canada's main trade policy and international business development objectives; a *Geographic Overview* identifying key challenges, priorities and opportunities within each of the world's major geographic regions; and a complete list of Canada's International Trade Centres.

- **Industry Sector Strategies:** The main component of CIBS is the 25 *Industry Sector Strategies*. A hard copy abridged version of the strategies offers the main challenges identified by the National Sector Teams in pursuing international business opportunities, and the strategic directions government and industry will follow to take advantage of emerging global trade, technology and investment opportunities. A longer version of the texts, including a profile of each industry sector and the international environment of which it is a part, can be read on-line, obtained by fax, or ordered on diskette.

- **International Activities:** National Sector Teams have compiled and will maintain an

updated list of international events and initiatives that provincial and federal governments plan to undertake in support of the strategies. Contained in the "evergreen" *CIBS Compendium* and available on-line, the list includes a description of each activity, contact names and telephone and fax numbers of government co-ordinators. Canadian companies interested in participating in the various initiatives are encouraged to contact the department or agency listed for details. Those without on-line access can obtain periodically updated lists from their local International Trade Centre, or via fax-back.

*Continued on page 7 – CIBS*

### CANADEXPORT ON-LINE

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

*Central America  
Supplement II will be published  
in our May 5, 1997 issue.*

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# TEAM CANADA: A CURRENT AFFAIR

## Team Canada 1997: More than Meets the Eye

*At the time of writing Team Canada 1997 had just set out on its 13-day whirlwind trade mission to the Republic of Korea, Thailand and the Philippines. Most of the talk about the mission has centered on the expected \$2 billion in contract signings, but much more took place during the mission, from the signing of bilateral agreements and meetings with high-level foreign dignitaries to trade fairs and exhibits, business forums and cultural exchanges. Following is a snapshot of some of the less publicized events that were scheduled during the mission. Upon Team Canada's return, CanadExport will publish a special issue devoted entirely to the mission, the contracts and agreements, the discussions and negotiations, and an inside look at the many activities and events that made this the most comprehensive and far-reaching Team Canada trade mission to date.*

### Republic of Korea, January 8-14

#### January 10

Prime Minister Chrétien met with **President Kim Young Sam** to discuss matters of mutual interest between the two countries. Following the meeting, International Trade Minister Art Eggleton and Secretary of State (Asia-Pacific) Raymond Chan were to sign a number of bilateral agreements with their Korean counterparts, including:

- **Mutual Recognition Arrangement (MRA) on Telecommunications Equipment**, which will greatly enhance bilateral trade in telecommunications, radio and information technology;

- **Social Security Agreement**, which will allow for Canada Pension Plan coverage of Canadians working in Korea;

- **Extension of Memorandum of Understanding (MOU) on Agriculture and Agri-food**, to continue for one year the MOU signed by Canada and Korea in October 1995;

- **Arrangement to MOU on Working Holiday Programs** to extend the exchange program between Canada and Korea originally signed in October 1995. The program enables young Canadians and Koreans to tour and live in each other's countries for up to one year.

Minister Eggleton was a fea-

tured speaker at the **Korea-Canada Forum for Science & Technology Partnership**. The forum is a joint effort of the Department of Foreign Affairs and International Trade (DFAIT), with the National Research Council and Industry Canada. Expert panelists discussed areas of technology-based partnerships including joint ventures, technology exchanges and R&D collaboration.

The Prime Minister and the official delegation opened the **Canadian Inuit Art Exhibit**, which featured 50 Inuit sculptures and was part of a larger program of activities that included the showing of two Inuit movies on Korean television. The exhibit then moved for two weeks to a snow and ice festival in the Mount Sorak area.

#### January 11

The Prime Minister and the premiers met with some of the young Canadian entrepreneurs participating in the mission.

#### January 13

Prime Minister Chrétien addressed Korean business leaders at the **14th Joint Conference**

*Continued on page 3 — Team*

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*Editor-in-Chief:* Amir Guindi  
*Managing Editor:* Don Wight  
*Associate Editor:* Louis Kovacs  
*Layout:* Yen Le

*Telephone:* (613) 996-2225  
*Fax:* (613) 992-5791  
*E-mail:* canad.export@extott07.x400.gc.ca  
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Mail to: **CANADEXPORT** (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

## Team Canada 1997 – Continued from page 2

### of Canada/Korea Business Councils.

Mr. Chrétien met with **Korean Prime Minister Lee Soo-Sung** and key members of his cabinet. Following the meeting, the Prime Minister and the premiers visited the National Assembly to meet with government and opposition members.

### The Philippines, January 14-16

#### January 14

Prime Minister Chrétien and the official delegation met with **President Fidel Ramos** at Malacanang Palace. Following the meeting, International Trade Minister Art Eggleton was expected to sign the **Canada-Philippines Air Transport Agreement** with Secretary of Foreign Affairs Domingo Siazon Jr. Under interim agreements, Canadian Airlines International began service three times a week between Vancouver and Manila via Hong Kong in October 1996, and Philippines Airlines began non-stop service between Manila and Vancouver four times a week in September 1996.

#### January 15

The Prime Minister met separately with **Senate President Ernesto Maceda, Speaker of the House of Representatives Jose De Vencia** and **Mr. Sato, President of the Asian Development Bank.**

President Ramos addressed about 700 Canadian and Philip-

pine business executives participating in a full-day business networking and information exchange conference at the Philippine International Convention Center. The President's speech was followed by a presentation from Mr. Chrétien.

This was the first **Canada-Philippines Business Forum** where captains of industry in key Canadian and Philippine sectors, including telecommunications, agri-food, energy and environment, gathered to exchange notes and discuss plans for future co-operation.

The Prime Minister and the official delegation visited the **Taguig-Pateros Foundation**, a model community project supported by the Canada Fund and organized by a group of professionals headed by Congressman Dante Tinga to assist families in Taguig and Pateros. Participants are actively involved in arts and crafts activities such as pottery, ceramics, weaving and leather works.

The Canada Fund promotes sustainable development at the grassroots level and has supported 600 projects totalling more than \$9 million over 14 years. It is one of the key elements of Canada's bilateral assistance program in the Philippines.

#### January 16

Following the Prime Minister's visit with **former Philippine President Corazon Aquino**, Mr. Chrétien and the premiers

met with some of the most influential business leaders in the Philippines.

### Thailand, January 17-20

#### January 17

After Prime Minister Chrétien's meeting with **Prime Minister Cahavalit Yongchaiyudh** of Thailand, an expanded meeting was held with Canadian premiers and Thai ministers.

A number of **bilateral agreements** were expected to be signed at a special ceremony, including:

- **The Foreign Investment Promotion and Protection Agreement (FIPA)**, negotiated on December 20, 1996. When formally approved, the FIPA will help ensure Canadian investors can compete in a stable environment and give investors the right to international arbitration in case of disputes.

- **MOU on Environmental Co-operation** with the Thai Ministry of Science, Technology and Environment, which would provide a broad and flexible framework for co-operation on environment and sustainable development issues.

The Prime Minister addressed some 700 business people at the **Thai-Canada Business Conference.**

Mr. Chrétien attended a special  
*Continued on page 7 – Team*



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078; or call (613) 992-3005.

# Canadian Awards for International Development 1997

Active and successful in the developing world? Be recognized for your achievements: apply for an International Development Award.

For five years, the Canadian Awards for International Development have recognized the achievements of Canadian business in supporting economic and social progress in the developing countries of Africa, Asia, Latin America and the Caribbean, as well as the countries in transition in Central and Eastern Europe.

These prestigious awards, presented by the Minister for Inter-

national Co-operation at a gala dinner during the annual meeting of the Alliance of Manufacturers & Exporters Canada with the Canadian International Development Agency, have so far recognized 23 companies (from close to 300 applicants) whose work in the developing world has been particularly outstanding.

A brochure, listing the overall aims of the Awards and the application procedure is available from the Alliance's Ottawa office. If you are active in the developing world, you too could be a winner. Contact Jacqueline

Parent, Tel.: (613) 238-8888, ext. 233; Fax: (613) 563-9218. Do it now! *Closing date for applications is February 21, 1997.*

## Canada On-line in South Africa

The Canadian High Commission in South Africa, with the recent launch of its Internet home page, has joined the growing number of Canadian missions abroad to take to the fast lane on the Information Superhighway.

The site enables visitors to access information on a wide range of topics relating to Canada and South Africa. These include, among other subjects, political, economic and trade relations, visa and tourist information, Canadian International Development Agency activity and defence liaison.

Users will also find the excellent links to a variety of other African search engines very helpful.

With the wealth of information now available at the touch of a button, this service is likely to provide the impetus for new initiatives benefiting both Canadians and South Africans.

## Israeli Chamber Informal Source of Business Information

Exporters to Israel who are seeking business contacts or advice or who are interested in establishing international commercial relationships will find an informal friend in the Israel-Canada Chamber of Commerce and Industry.

The Tel Aviv-based Chamber complements officially mandated institutions and organizes symposia and conferences at which colleagues from Israel and Canada can promote their ideas and interests.

Membership in the Chamber — there is a sister office in Toronto — also enhances a business person's understanding of cultures and markets in the target country. This understanding can lead to agent/distributor agreements or to agreements

with joint venture or investment partners — developments that are likely to increase with the implementation of the Canada-Israel Free Trade Agreement.

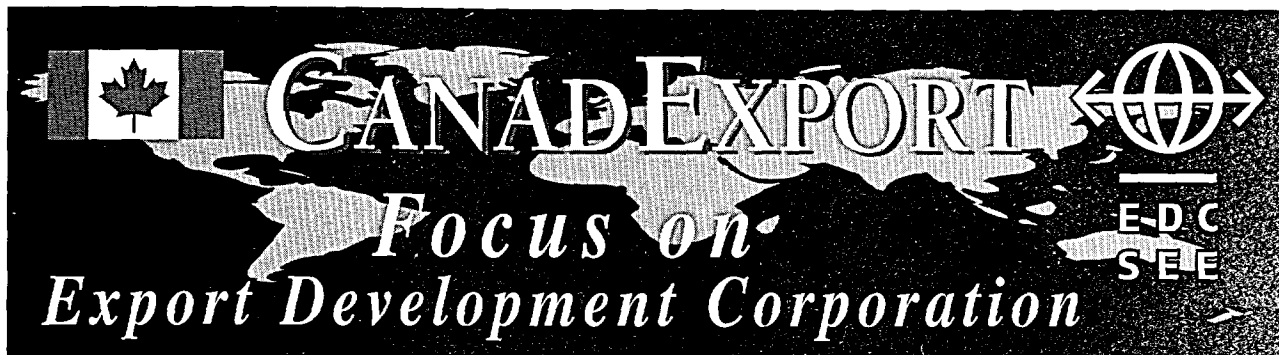
The co-ordinates for the Chamber in Israel are: 65 Allenby Road, 65134 Tel Aviv, Israel, Tel.: (011-972-3) 620-2544; Fax: (011-972-3) 620-2513.

In Canada, the sister Chamber co-ordinates are: 48 St. Clair Avenue West, Suite 1100, Toronto, Ontario M4V 2Z2, Tel.: (416) 961-7302; Fax: (416) 961-0696.

### CANADEXPORT ON-LINE

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





## Export Insurance and Financing: A Winning Combination

*As thousands of Canadian businesses are discovering, exporting can be a risky business. Big or small, exporters face a wide variety of commercial and political risks such as buyer bankruptcy, broken contracts, wrongful calls against bid or performance guarantees, cancellation of import or export permits, or trouble getting money out of the country.*

"These risks, added to the growing competition for available capital to fund exports, is making it tough for Canadian companies to grow into new markets," says Paul Labbé, President of Export Development Corporation. EDC was established over 50 years ago to encourage Canadian business to export by providing to them risk management services, including insurance and financing to Canadian exporters and their global customers.

"What we bring to the table is a wide variety of financial solutions and insurance support, as well as extensive market and sectoral expertise," says Labbé. "We have teams dedicated to different market sectors such as information technology and industrial equipment so that we understand your business as well as you do. We also have a team dedicated to small and medium-sized businesses which includes customized financial support."

To help exporters better manage their risks, EDC's insurance services cover everything from non-payment by the exporter's buyer to war, revolution, insurrection or other political disturbances. For example, both EDC's credit and bonding insurance offer exporters receivables protection

and the ability to obtain additional working capital and a draw on their bank-line of credit. EDC's bonding coverage for terms of more than one year can also help exporters obtain surety bonds and bank guarantees.

"Our financing options include direct loans, leveraged lease financing, note purchase arrangements and project risk financing. Lines of credit, with predetermined terms and conditions, also provide an exporter's customer

with access to financing," Labbé explains.

EDC has established more than 40 lines of credit with foreign banks and agencies in some 20 countries. Transactions supported under these lines of credit are usually valued at between US\$50,000 and US\$5 million, providing buyers with a ready source of financing and exporters with a valuable marketing tool to promote their products and services worldwide.

### Financing Support Gives Exporters an Edge

"EDC's financing support gives Canadian exporters an edge when they bid on overseas projects," Labbé says. "Trade deals increasingly depend on complex and tightly negotiated financing arrangements where a few basis points in interest rates can make or break the deal. Exporters are having to bid not just on the basis of quality and price, but also on the basis of the financing package supporting the sale. Further, they are often called upon by the customer to carry

part of the financing cost of the purchase."

The risks of financial participation in projects, in both developed and developing countries, are far more complex than those faced by EDC just a few years ago. In fact, the growth in commercial lending and limited-recourse project finance is fundamentally reshaping EDC's loan portfolio. In 1995, almost 90 per cent of

*Continued on page IV*  
**Financing Support**

## Coverage for Higher Risk markets extended

*To complement its drive to provide more flexible financing, the Corporation is also getting more aggressive in a number of higher risk, non-traditional emerging markets, according to Keith Milloy, EDC's Chief Underwriter, Short-Term Insurance.*

In the fall of 1996, for example, EDC announced an additional \$1.5 billion in new export financing to support sales of Canadian goods and services to 50 higher risk emerging markets worldwide. This brings the total amount of financing available for emerging markets to more than \$5 billion.

EDC has also adopted a far more flexible position on insuring transactions in higher risk markets. In supporting exporters that do business in Lebanon and Egypt, for example, EDC has been restricted to providing coverage on transactions supported by Irrevocable

Letters of Credit; now it supports open account transactions.

"Our customers are increasingly doing business in these markets using open account terms, which puts their foreign receivables at great risk," Milloy explains. "It was critical that EDC be willing to support exports to

### Strong financial performance supports new risk approach

these markets on an open account basis."

This initiative is made possible,

Milloy adds, by EDC's continuing strong business performance. Net income for the first half of 1996 more than doubled to \$60 million from \$29 million a year earlier. Business volume (the total dollar value of exports supported by EDC) was \$10.8 billion, up 25 per cent from the first six months of 1995.

Capital was augmented by an additional \$50 million of equity provided early in the year, bringing total shareholders' equity to more than \$1.2 billion, including \$322 million in retained earnings.

## Sectoral Approach Delivers Focussed, Customized Service

Over the past year, EDC has established seven cross-product, full-service teams devoted to specific industry and market sectors, complementing the Corporation's geographic and product expertise. These teams target specific industry sectors such as industrial equipment (which includes the oil and gas sector), information technology, forestry, transportation, base and semi-manufactured goods, engineering and professional services, and financial institutions. An eighth team, the Emerging Exporters Team, serves the needs of smaller exporters with annual export sales of less than \$1 million.

"Although our customers have long recognized EDC's strong

foreign market expertise, they have also told us we needed to develop a thorough understanding of their business sector and the competitive challenges they face," Labbé says. "This was the major driving force behind our decision to restructure along sectoral lines."

Other reasons included the need to streamline service to customers, respond more quickly to insurance and credit applications, increase EDC's capacity to manage risk and provide strengthened support to smaller exporters.

The teams are based at EDC's head office in Ottawa with business development managers located at the Corpor-

ation's seven regional offices in Vancouver, Winnipeg, Calgary, Toronto, London, Montreal and Halifax.

"Because EDC is often called upon to provide financing to the exporter's buyer, these teams are also developing in-depth sectoral expertise in foreign markets, complementing their domestic knowledge," Labbé adds. This knowledge helps exporters better understand the risks and opportunities they face.

"These teams have greater autonomy to generate financing solutions for customers across all product lines and to make quicker decisions than was possible in the past," Labbé says.

## Smaller Exporters: Minimize Risk, Export with Confidence

*EDC and its Emerging Exporters Team are on call for smaller exporters — companies with annual exports of up to \$1 million — to help them grow their exports through specialized insurance and financing support.*

The Emerging Exporters Team is staffed by a wide variety of specialists who are in the business of managing risks associated with exporting.

The team offers services including export credit insurance and export financing. Export credit insurance is a risk management tool that protects exporters against 90 per cent of a loss if foreign buyers don't pay. Small business will often use this security to obtain working capital financing from their bank. Export financing involves loans to foreign buyers so that they can purchase Canadian capital goods.

Small businesses involved in exporting have three key needs: quick decisions, accessibility and the elimination of red tape. Everything about the way the group works — from the application processes through to the ongoing relationship with exporters — has been designed with these fundamentals in mind.

EDC offers export credit insurance and line of credit financing over the phone. The difference between this and other call-centres is that you're reaching an experienced decision maker (not an operator), someone who can make decisions on the spot. That means EDC can put coverage in place on the spot in as little as 15 minutes, handle all ongoing export credit needs of customers, and refer entrepreneurs to others if EDC cannot help

directly. The team can also fax applications and information regarding its services instantly while on-line with customers. Customers and potential customers can dial a 1-800 line from 9:00 a.m. to 5:00 p.m. their time from anywhere in Canada.

It is this streamlined approach that has won kudos from its many new customers. Since the team's inception in early 1995, more than 2,000 small businesses have better risk protection on their exports to the U.S. and overseas.

Philip Humfrey, President, Excalibur Machine & Tool Co. says the team's efforts to respond to his unique needs as a small business involved in exporting is welcome.

For smaller exporters like Excalibur, obtaining bank financing can be a challenge. "With the support of EDC, we have been able to arrange bank financing on our foreign accounts receivables, growing our U.S. customer base to more than 60 per cent of annual sales."

Another new way to obtain financing against a company's export business is the Master Accounts Receivable Guarantee (MARG). Developed in co-operation with eight major financial institutions, the program helps exporters increase their operating lines of credit. MARG works because EDC provides a guarantee to the bank, turning the exporter's receivables into working capital. Companies apply for

the program through their banks. Once approved, the funds are available under their operating line of credit up to a maximum of \$500,000.

Not all exports are sold on 30-day or 60-day credit terms. Exporters whose foreign buyers are requesting medium-term financing (i.e., a repayment period of more than one year) in order to purchase Canadian capital goods and related services now have a number of options available to them. Depending on the needs and characteristics of the deal, EDC's team of specialists can work with Northstar Trade Finance, a B.C.-based company specializing in financing for capital goods exports, or directly with exporters and their foreign buyers to find the right solutions.

No company is too small to export, and no company is too small for EDC. The emerging Exporters Team can be reached at 1-800-850-9626.



# Services at a Glance

## Insurance

**Export Credit Insurance** protects exporters for up to 90 per cent of the value of their exports if the foreign buyer doesn't pay.

**Foreign Investment Insurance** covers up to 90 per cent of losses due to three types of political risk: not being able to convert local earnings into hard currency or to get hard currency out of the country; expropriation; or war, revolution or insurrection.

**Performance Security Insurance (PSI)** covers the performance bond issued by the exporter's bank with a letter of guarantee which bonds an exporter's performance to the buyer. The bank is required to pay the buyer on its first demand for any reason. PSI offers 90 per cent coverage for the exporter in the event of a wrongful call on the bond, or a rightful call beyond the control of the exporter.

**Performance Security Guarantee (PSG)** is a 100 per cent guarantee to the bank against any call, either rightful or wrongful. In essence, the PSG becomes a working capital guarantee, allowing the exporter to fully utilize its line of credit.

## Finance

**Supplier Credit Financing** includes a note purchase agreement where EDC purchases from an exporter a series of promissory notes issued by the foreign buyer upon the sale of goods or services.

**Buyer Credit Financing** includes direct loans and lines of credit. Direct loans are a financing arrangement between EDC and a buyer, or a borrower on behalf of a buyer, for a predetermined transaction. Loans usually involve large trans-

actions with long repayment terms.

**Lines of Credit** are a streamlined form of financing in which EDC lends money to a foreign bank, institution or purchaser, which then lends the necessary funds to foreign purchasers of Canadian goods and services. Interest rates, repayment terms and other details are pre-arranged between EDC and the foreign borrower, which speeds up the turnaround time.

## Financing Support

*Continued from page 1*

EDC's financing business was concluded on a commercial basis, up from 74 per cent the previous year.

"It is vitally important that EDC and other financial institutions help marshal the capital and manage the risks implicit in these trends. This is essential both to help exporters win immediate sales and to provide them with opportunities to secure lasting footholds in markets with high-growth potential," Labbé says.

To meet this need, EDC has established a subsidiary, Exinvest Inc., dedicated to developing innovative new financing mechanisms, and a special project finance team, which last year supported projects in Colombia, the Philippines and other countries. It has also created a new Risk Management Office and established procedures for evaluating loan portfolios on an industry, geographic and transaction basis, to reinforce its ability to manage changing risks in the global marketplace.

## CONTACTS

### HEAD OFFICE:

151 O'Connor Street  
Ottawa, Ontario K1A K13  
Tel.: (613) 598-2992  
Fax: (613) 598-6858

### REGIONAL OFFICES:

#### Vancouver:

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Fax: (902) 423-0881

**Toll free number**  
to all regional offices:  
Tel.: 1-888-332-3320

## TRADE FAIRS AROUND THE WORLD

### Communications Professionals to Meet at INTER COMM 97 in Vancouver

VANCOUVER — Over 7,000 visitors from more than 70 countries are expected to attend **INTER COMM 97**, Canada's premiere international communications congress and exhibition being held here February 24-27, 1997.

The event — which focusses on the Pacific Rim-North America, Asia Pacific and Latin America — offers a 400-booth showcase of the latest applications in voice, data, image and networks, as well as a new wireless feature area.

Some 175 speakers in 50 major sessions will be addressing five main themes: carriers and public network developments; wireless communications; enterprise networking; intranets, the Internet and the global information infrastructure; and regional infrastructure evolution.

**INTER COMM 97** will also be hosting other major concurrent events, including the World Teleport Association's 13th General Assembly; the Microwave Theory and Techniques Society's 2nd In-

ternational Symposium on Wireless Technologies; a major meeting of the Intelligent Transportation Society of America; and Globex's Canada Link 97.

For more information on these

events, contact **INTER COMM 97**, 2500-1177 Hastings St., Vancouver, Tel.: (604) 669-1090, Fax: (604) 682-5703, Internet: <http://www.intercomm97.com>

### China Delegation to Attend INTER COMM 97

VANCOUVER — Industry and government decision makers from the Beijing and Shanghai regions, and possibly telecom executives from Hong Kong, will comprise a delegation that will attend the international telecommunications/information technology show, **INTER COMM 97**, being held here February 24-27, 1997.

The delegation's specific interests include Internet and intranet technology and services; wireless and mobile communications; PCS; LMDS; broadcasting technology; and satellite ground station equipment and services.

Also planned are technical seminars and social partnering sessions to support the mission, which is organized by Industry Canada and the Department of Foreign Affairs and International Trade (DFAIT).

For further information on the mission, contact Neil Clegg, China Division, DFAIT, Ottawa, Tel.: (613) 995-6962, Fax: (613) 943-1068.

### Americana 97 — Environmental Technology in the Americas

MONTREAL — **Americana 97**, the **Pan-American Environmental Technology Trade Show**, will return to the Montreal Congress Centre March 18-21, 1997.

Over 5,000 delegates and 350 exhibitors from North, South and Central America are expected to attend.

In addition to the Trade Show, some 140 technical and scientific conferences will give participants an opportunity to become more familiar with the environment industry, to learn about business opportunities and to improve their companies' competitiveness.

The show will feature eight

main topics, including drinking water, municipal and industrial waste water, air purification, and solid and hazardous wastes.

For further information on **Americana 97**, contact organizer Jean-Pierre Dubois, Tel.: (514) 270-7110, Fax: (514) 270-7154.

# SHARING TRADE SECRETS

## New England's First Self-Checkout System Developed in Canada

*After only three years in business, Optimal Robotics Corporation of Montreal is already 90 per cent export-based, having found itself a niche market just south of the border.*

That's where the 40-employee-strong young company started selling its first self-checkout system about one and a half years ago, in Louisville, Kentucky.

But it was the premiere launching last summer of Optimal's system by Shaw's Supermarkets Inc. in Derry, New Hampshire, that attracted all the media attention.

As Bridgewater, Massachusetts-based Shaw's has over 100 outlets in New England, the introduction of the "U-Scan Express" has already led to further Optimal sales opportunities — including Star Markets in Boston (system recently installed), and signing of a number of other major retailers in the U.S.

### Best opportunities in the U.S.

"Selecting the U.S. as our first focus," recalls Optimal's Executive Vice-President Henry Karp, "was a conscious effort because it's the largest market, and that's where the money is as well as the opportunities."

How did that choice come about?

"We went to trade shows down south," says Karp, "mainly in the grocery sector, where we made a lot of contacts."

As a matter of fact, the company still attends such events — not only specializing in groceries, but also for other retailers, home depots and drug companies.

"Another reason for starting out across the border," admits Karp, "is that we found U.S.

retailers generally more willing to innovate than here in Canada. U.S. product acceptance is therefore a good test for gaining acceptance in other markets," he advises.

### How the "U-Scan Express" system works

Designed for express lanes — 15 items or less — simple, colourful touch screen displays lead shoppers step-by-step through the scanning and purchasing process. And if they have any questions, there is always a cashier — one per four machines — there to help.

After choosing a payment method — credit card, cash, cheque or food stamps — shoppers pass each of their items over the scanner (it registers price and weight) and place them in shopping bags.

Each bag sits on a "smart scale," which then calculates the correct weight of the bag based on the weight of the items scanned. If there is any discrepancy — an item not scanned is placed in the bag — an automated voice will remind the shopper to re-scan the item.

And if shoppers are purchasing items such as cigarettes, the "smart" machine will also ask them to show a cashier proper ID.

"As an added feature," says Karp, the 'U-Scan' can even double as an automatic teller machine (ATM) if shoppers need to withdraw some extra cash."

It took Optimal nearly two years before venturing into the world of exports.

"We only started selling actively last year," says Karp, "after spending two years developing and fine-tuning and getting ready to commercialize our product for large chains."

Selling south of the border also prompted the company to switch manufacturing of its product from Laval, near Montreal, to localities directly in the US market.

"This way," states Karp, "we didn't have to go through the burdensome and inconvenient paperwork involved in cross-border documentation, brokerage and clearing procedures — despite the Canada-U.S. Free Trade Agreement — which can hold up a small one-truck shipment for up to three days."

### Expansion planned

The company will likely continue this option as it plans to expand into another half-a-dozen locations in the U.S. next year — in addition to its current nine, including several more systems in Kentucky and Massachusetts as well as in Indiana, Virginia, Ohio and Texas.

"Our longer-term goals," confides Karp, "will see company expansion into Canada and Europe."

For more information on Optimal Robotics Corporation, contact Optimal's Executive Vice-President Henry Karp, Tel.: (514) 738-8885, Fax: (514) 738-2284, E-mail: [optimal@vir.com](mailto:optimal@vir.com)

# Team Canada 1997 – Continued from page 3

audience with the **King of Thailand, Bhumibol Adulyadej.**

## January 18

The Prime Minister officially opened the **Tourism and Table Top Food Fair**, a three-day event with 50 Canadian agri-food companies which was expected to attract over 500 Thai agri-food representatives.

Mr. Sukavit Rangsitphol, Deputy Prime Minister and Minister of Education, and Mr. Chrétien opened the **Canadian Education Fair** which was designed to

draw attention to Canada's expertise and know-how in the field of education.

Twenty-two **young entrepreneurs** on the Team Canada delegation were joined by young Canadian business people working in the Philippines and Thailand for an informal reception and discussion with the Prime Minister and the official delegation.

## January 20

The 42 Canadian and Thai participants in the **Canada World Youth Program** met with the

Prime Minister and the official delegation. The participants spent three months in Canada on projects based in Ontario, and in three areas of Thailand. The Canada-Thai program is focussed exclusively on agricultural projects and has been in operation in Thailand for 12 years.

Fifteen Thai **chief executive officers** were invited to a reception and luncheon at the Oriental Hotel to meet the Prime Minister and members of the Team Canada delegation.

## CIBS '97-'98 Key to Team Canada Partnerships

Continued from page 1

### Where can I get a copy?

CIBS is a public document available to anyone at no charge.

To obtain copies of the *Overview* or the abridged *Industry Sector Strategies*, please contact the Department of Foreign Af-

fairs and International Trade's InfoCentre at:

\* Tel: 1-800-267-8376 (Ottawa area: 944-4000); Fax: (613) 996-9709; FaxLink: (613) 944-4500 (from a fax machine)

\* Internet: <http://www.dfait-maeci.gc.ca>

\* or complete the following

coupon quoting the appropriate codes.

*Note: The full Industry Sector Strategies are available only on diskette, via FaxLink (normal long-distance charges apply) or through the Internet.*

## CIBS 1997-1998

CIBS, including the *Overview*, is available on two (2) WordPerfect diskettes, or in printed copy as two distinct documents, the *Overview* and the *Industry Sector Strategies*. It can also be obtained by FaxLink, or found, along with the *Compendium*, on our World Wide Web site.

To order the diskettes or printed copies, please send the form below to: InfoCentre, DFAIT, 125 Sussex Drive, Ottawa K1A 0G2, or fax to: (613) 996-9709. For immediate delivery via fax, call the InfoCentre's FaxLink at (613) 944-4500 and select the Main Index. CIBS and the Compendium  
<http://www.dfait-maeci.gc.ca>

- 139TA Overview - English
- 139TF Overview - French
- 136TA Industry Sector Strategies - English
- 136TF Industry Sector Strategies - French
- 146TA Diskette - English
- 146TF Diskette - French

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 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Tel.: \_\_\_\_\_ F:  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Province: \_\_\_\_\_ Po



## BUSINESS OPPORTUNITIES

### Input Sought for Panama Canal Feasibility Studies

The Government of Panama, which on December 31, 1999, assumes overall control of the Panama Canal, is seeking financial and technical input to update 1993 studies that were conducted to determine what should be done to accommodate newer ships that are too large to cross the existing canal.

Canadian companies, particularly those with engineering or technical skills, are being asked if they are interested in participating in these studies and if they would be interested in bidding on eventual tender calls for the upgrade of the canal.

The cost of updating the studies is estimated at US\$20 million, of which the European Union has

agreed to contribute approximately 50 per cent. The hope is that other main canal users, including Canada, will contribute toward these costs. Only firms located in the contributing countries will be eligible for contracts related to the completion of the studies, which are to be managed by the Inter-American Development Bank.

The 1993 studies, commissioned by Panama, the United States and Japan, considered two options: a third set of locks or a new (sea level) canal. Not much credence is now being given to the latter option, which could cost about US\$40 billion. The cost of a third set of locks could reach US\$8 billion or US\$10 billion.

Interested parties may reply to the above two questions by contacting Céline Boies, Central America and Caribbean Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2, Fax: (613) 944-0479; E-mail: celine.boies@extott12.x400.gc.ca

For further information, contact either Ms C. Boies, Tel.: 613-996-6129, or Ambassador Louise Léger, Canadian Ambassador to Panama, Edificio Banco Central Hispano, 4to Piso, Avenida Samuel Lewis, Calle Gerardo Ortega, Ciudad de Panama, Republica de Panama, Tel.: (011-50-7) 264-9731, Fax: (011-50-7) 263-8083.

## BUSINESS AGENDA

### Making Trade Shows Work

**MARKHAM** — February 6, 1997; **VANCOUVER** — February 12; **WINNIPEG** — March 6 — Trade show expert Barry Siskind presents a series of workshops entitled **Making Trade Shows Work**, aimed at

show co-ordinators, sales managers and staff.

For further information, contact the International Training & Management Company, Tel.: 1-800-358-6079; Fax: 1-800-358-6084; E-mail: itmc@ican.net

### CSA Software Partnering Conference

**CHICAGO, ILLINOIS** — March 6, 1997 — Canadian software companies interested in developing information technology alliances are invited to take part in the **CSA Software Partnering Conference**. The

conference is an excellent opportunity to learn about the business and strategic direction of dozens of software and information technology companies. The event is being hosted by the Canadian Consulate General of

Chicago, KPMG Peat Marwick, and Freeborn & Peters. Casey Cowell, President of Chicago-based U.S. Robotics, is the keynote speaker. For information, contact (312) 939-5355.



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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OTTAWA



# CANADEXPORT

Vol.15, No. 3

February 17, 1997

## Canada and the United Kingdom: Lifelong Partners in Trade

*The United Kingdom is one of the strongest political and economic partners Canada has in Europe and globally is second only to the United States. More than one third of Canada's exports to the European Union (EU) are sold in the U.K. and it is Canada's third-largest market for exports.*

Bilateral merchandise trade, which has remained relatively constant over the past seven years, increased by 12 per cent in 1995 to \$9.4 billion. Canadian exports to the U.K. totalled \$3.9 billion in 1995, up 16 per cent from the previous year, while imports grew by 9 per cent to \$5.5 billion. Canadian exports for the first nine months of 1996 have risen by 7.4 per cent from 1995 to \$2.9 billion.

While merchandise and services trade performance has been strong, 1996 provided further evidence that investment is becoming the most dynamic element of

the Canada-U.K. economic relationship. Nearly half of Canada's direct investment in the EU is located in the U.K.; \$13.8 billion in 1995, which is 9.7 per cent of all foreign Canadian investment.

Total U.K. investment in Canada in 1995 was \$16.5 billion, representing nearly 40 per cent of Europe's investment in Canada.

For Canadian companies, the U.K. is considered a favoured point of entry into the EU and a stepping stone to other European markets. In the same manner, Canada remains an important gateway for British companies

entering the North American market.

London is also a key foreign exchange market as well as a vital source of international capital for portfolio and equity investment. A world leader in scientific and technological development, the U.K. offers significant opportunities for Canadian companies for co-operation in research and development.

This issue of *CanadExport* features an eight-page supplement on the United Kingdom, outlining the many opportunities available to Canadian companies in various sectors of the U.K. market as well as information on upcoming trade fairs, tips on doing business in the U.K. and Canadian success stories.

## Eggleton Leads Business Mission to Israel

*Acting quickly on the opportunities opening up for Canadian businesses as a result of the signing of the Canada-Israel Free Trade Agreement, Minister for International Trade Art Eggleton will lead a business mission to Israel from February 23 to 27, 1997.*

"Since we signed the free trade agreement with Israel on January 1, 1997, the potential for increased business with Israel has risen considerably, and we want Canadian companies to take advantage of these opportunities as soon as possible," said the Minister.

Although the Israel 1997 Busi-

ness Mission will showcase Canada's expertise in all areas, its focus is on seven rapidly emerging sectors that have been enhanced by the agreement: agri-food and fish; high-technology products and services; telecommunications; pharmaceuticals and health care; construction

*Continued on page 5 — Business*

### CANADEXPORT ON-LINE

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

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# TEAM CANADA: A CURRENT AFFAIR

## Team Canada Business Conference: Bringing Asian Business Opportunities Home

*The Team Canada 1997 trade mission might be over, but the work of bringing the opportunities home is just beginning.*

**Team Canada: Bringing Asian Business Opportunities Home**, a conference scheduled for Toronto on March 26, 1997, targets small and medium-sized enterprises (SMEs) wanting to enter Asia-Pacific markets or expand activities in the region.

Building on the awareness generated by the Team Canada mission and Canada's Year of Asia Pacific, the conference will offer country/region briefings, breakout sessions on sector-specific market opportunities, workshops on developing Asia-Pacific business strategies, and opportunities for business-to-business networking.

### High-Level Speakers

Among the prominent speakers invited to address the conference are Dr. Bill Saywell, President, Asia Pacific Foundation of Canada; Donald Campbell, Ambassador to Japan; Stan Gooch, High Commissioner in India; and

Richard Li, Chairman and CEO, Pacific Century Group.

Participants will be able to network with senior business and government representatives recognized as leading authorities on Asia-Pacific issues. As well, they will be able to pursue potential business opportunities with representatives of the many companies attending the conference. More than 20 information tables will be set up by Asia-Pacific trade and business organizations to provide free information on Asian markets and investment opportunities.

### Canadian Successes/ Opportunities

A wrap-up forum will feature Canadian success stories. Senior executives from leading Canadian companies on the Team Canada missions to Asia will participate at this session, sharing their experiences and taking questions from the floor.

The conference offers tremendous opportunities for SMEs and larger businesses to acquire the information and contacts they need to invest successfully in the fast-growing Asia-Pacific region.

By the year 2000, the Asia Pacific will contain 60 per cent of the world's population and produce 50 per cent of its gross domestic product. By 2020, it will encompass 7 of the top 10 economies in the world. In 1996, Canada's exports to the Asia Pacific amounted to almost \$27 billion, making the region Canada's second-largest trading partner after the United States.

### Similar Events Planned

The Team Canada conference, expected to attract between 200 and 300 registrants, is Toronto's only major business event for SMEs to focus exclusively on the Asia-Pacific region. Similar events are scheduled for the Atlantic provinces in spring 1997, Ottawa in the summer and Western Canada in the fall.

Principal organizers of the Team Canada conference are the Asia Pacific Foundation of Canada, the Canadian Chamber of Commerce, the Pacific Basin Economic Council Canadian Committee, the Asian Business Studies Program, the Ontario International Trade Corporation and the federal Department of Foreign Affairs and International Trade. Major sponsors include

*Continued on page 3 – Asian*

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*Editor-in-Chief:* Amir Guindi  
*Managing Editor:* Don Wight  
*Associate Editor:* Louis Kovacs  
*Layout:* Yen Le

*Telephone:* (613) 996-2225  
*Fax:* (613) 995-0667  
*E-mail:* canad.export@extott23.x400.gc.ca  
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# CANADA AND EUROPEAN UNION SIGN ACTION PLAN

*On December 17, 1996, Canada and the European Union (EU) signed a Political Declaration and Action Plan to consolidate and guide Canada's close, historic links with the EU. The Action Plan will advance Canadian-European relations in areas such as trade, foreign and security policy and new, emerging global issues such as migration and the internationalization of organized crime.*

The European Union is the world's single largest market, accounting for about 37 per cent of total world trade. It is the world's largest exporter of services and largest importer of goods, and is Canada's second-most important trading and investment partner after the United States. Canadian exports to the EU, which increased 33 per cent in 1995 over 1994, support over 130,000 jobs in Canada. In 1995, direct foreign investment from the European Union countries in Canada totalled \$36 billion. During the same period Canadian investment in the EU amounted to \$27.9 billion making EU the second-largest recipient of Canadian direct investment.

## Asian Business Opportunities

*Continued from page 2*

Export Development Corporation, the Business Development Bank of Canada and the University of Toronto.

For registration information, contact Robert Lynn, Program Manager, Tel.: (416) 869-0541, Fax: (416) 869-1696.

*CanadExport* will be attending the Team Canada business conference...look for coverage in future issues.

**The Political Declaration** underscores the common values, history, traditions and culture that bind Canada and the EU together. It commits both parties to co-operate in the pursuit of common interests in the areas of trade and security as well as in respect for democratic values.

**The Action Plan** builds on the 1976 Joint Framework Agreement on Economic Co-operation which established an improved structure for managing the bilateral relationship between Canada and the European Community, and the 1990 Transatlantic Declaration which addressed the political dimension of the relationship, and serves as a roadmap for future co-operation between Canada and the EU in four main areas: economic and trade issues; foreign policy and security issues; global issues; and fostering links.

**The Action Plan** obliges both partners to undertake a study on ways to facilitate trade in goods and services and to further reduce or eliminate tariff and non-tariff barriers. This study could lay the basis for future trade negotiations in the World Trade Organization (WTO) or elsewhere in which Canada could resolve other regulatory and trade problems with the EU.

It provides for the initiation of a transatlantic business dialogue that would result in the establishment of transnational strategic business alliances, technology transfers and other forms of industrial co-operation. This dialogue is also intended to provide an early opportunity for the business community to be consulted and provide input on these or other matters of mutual interest, including the trade study.

**The Action Plan** calls for improved mechanisms aimed at the early identification and timely resolution of trade disputes. It urges maximum support for the completion of a number of ongoing negotiations. Foremost among these are four agreements dealing with recognition of standards certification, competition policy, customs co-operation and veterinary standards equivalency. These agreements should greatly assist Canadian exporters in gaining access to the EU markets.

**The Action Plan** commits both parties to co-operate on information technology by:

- exchanging views and co-ordinating on regulatory issues, paying particular attention to pro-competitive policies and regulatory regimes, interconnection and interoperability, including

*Continued on page 8 – Action Plan*



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078; or call (613) 992-3005.



# 1997 Canada Export Awards: Applications Invited

Following another successful year, the **Canada Export Award Program** is accepting applications for the 1997 awards. The Minister for International Trade will present the awards in Quebec City on October 6, 1997.

Each year, 10 to 12 Canada Export Awards for overall export achievement are presented. This year, for the first time, the Program's three corporate sponsors — Canadian Imperial Bank of Commerce, Export Development Corporation and the Stentor alliance of telecommunications companies — will each present special awards in the areas of job growth, small and medium-sized exporters, and the use of research and development and service innovations.

Since the Program's inception

in 1983, 190 Canadian exporters, selected from over 3,000 applications, have received the prestigious Canada Export Award.

### Who Can Apply?

Any firm or division of a firm resident in Canada that has been successfully exporting goods or services for at least the past three consecutive years — 1994-1996 — can apply.

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

### How Are Winners Chosen?

Winning entries are chosen by the Canada Export Award Selection Committee. This group of experienced business people

from across Canada considers the following criteria, among others, in choosing the winning companies:

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

### What Can the Award Do for You?

Winning companies can use the award logo on their products, letterhead, advertisements and other promotional material for three years. A national and international publicity and promotion campaign, built around the winners, highlights their accomplishments in the international marketplace.

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

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

Applications for the 1997 Canada Export Award Program must be received by April 15, 1997.

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

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

*Fax: (613) 996-8688 Telephone: 1-800-267-8376*

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# CANADA EXPORT



## Focus on the United Kingdom

### One of Canada's Strongest Political and Economic Partners

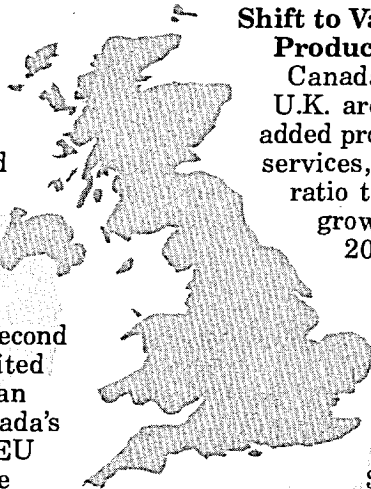
Historically, relations between the United Kingdom and Canada have been and continue to be very close. The U.K. is often a major ally in international forums, is an advocate of stronger transatlantic ties between the European Union (EU) and North America, and is also a frequent associate in peacekeeping operations.

#### U.K. a Major Commercial Partner

The commercial relationship with the United Kingdom is by every measure the most extensive. Canada has in Europe and globally is second only to the United States. More than one third of Canada's exports to the EU are sold in the United Kingdom. The U.K. is Canada's third-largest market for exports and remains the key gateway market for most Canadian firms, particularly small and medium enterprises and first-time off-shore exporters.

#### Canada-U.K. Trade Relations

Bilateral merchandise trade increased by 12 per cent in 1995 to \$9.4 billion. Canadian exports to the U.K. totalled \$3.9 billion in 1995, an increase of 16 per cent from the previous year, while imports grew by 9 per cent to \$5.5 billion. Canadian exports for the first nine months of 1996 have increased by 7.4 per cent from 1995.



#### Shift to Value-added Products and Services

Canada's exports to the U.K. are shifting to value-added products and business services, whose combined ratio to total exports has grown in 10 years from 20 per cent to over 40 per cent.

Canadian earnings for business services have increased by over 60 per cent, from \$443 million in 1991 to \$728 million in 1995. There has been particularly strong growth in chemicals, industrial machinery, defence and aerospace products and processed food. Exports of Canadian consumer products valued at \$200 million in 1995 are reaching new record levels, led by women's apparel, sporting goods, furniture, toys and games.

Canadian companies view the U.K. as a favoured point of entry into the EU and a stepping stone to other European markets. In the same manner, Canada remains an important gateway for British companies entering the North American market.

#### New Contracts Spell Continued Growth

The conclusion in 1996 of several

long-term contracts involving Canadian firms underlined bright prospects for continued trade growth with the United Kingdom. This was particularly true in the defence and aerospace sector where Canada put on a strong showing at the Farnborough Air Show. Key contracts in this sector included a \$45-million helicopter sale to the U.K. Ministry of Defence, and two simulator contracts, worth a total of \$47 million, to the Royal Artillery and to the Royal Navy.

Canadian firms also had outstanding success in the mass transit field, including a \$650-million contract for 250 freight handling locomotives, \$78 million for light rail vehicles, \$63-million to overhaul and refurbish 381 British rail passenger cars and a

*Continued on page II*  
**One of Canada's**

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# One of Canada's Strongest Partners

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\$488-million contract to build a light rail system for South London.

Canada also demonstrated its leading-edge strength in software design and telecommunications with lucrative contracts being awarded to Canadian firms for wireless equipment, fixed radio-access networks and the upgrading of British Telecom's video networks.

Agri-food and seafood sales also reached new heights in 1996. Total exports are well on their way to topping 1995's \$350 million in sales, placing the U.K. second only to the U.S. as a market for Canadian processed food and beverage products. The Canadian High Commission was involved in 68 Canadian food and wine festivals in 1996 and facilitated 32 new commercial ventures between Canadian exporters and U.K. importers in this sector.

Canada-U.K. trade in services continued to outpace merchandise trade in 1995. Canadian services exports to the U.K. grew by 40 per cent between 1993 and 1995 and a further 7 per cent in the first nine months of 1996. Given the strong U.K. position in many services sectors, particularly as the world's foremost financial centre, services trade continues to offer strong growth potential.

## Canada-U.K. Investment Relations

While merchandise and services trade performance has been strong, 1996 provided further evidence that investment is becoming the most dynamic element of the Canada-U.K. economic relationship. Nearly half of Canada's direct investment in the EU is located in the U.K., \$13.8 billion in 1995, which is 9.7 per cent of all foreign Canadian investment.

Total U.K. investment in Canada in 1995 was \$16.5 billion, representing nearly 40 per cent of Europe's investment in Canada. The main sectors are finance and insurance; food, beverage & tobacco; energy and chemicals. These sectors accounted for almost 75 per cent of U.K. investment in Canada. Not only is the London financial market a vital source of international capital for portfolio and equity investment, but as a world leader in scientific and technological development, the U.K. offers important opportunities for Canadian companies for partnership in research and development. (See **Canada-U.K. S&T Cooperation** on page IV.)

## U.K. an Important Entry Point

In terms of direct investment into the EU, Canadian firms traditionally view the U.K. as the entry point into Europe. Canadian companies invest in the U.K. to gain a market presence in the EU, to form technology partnerships allowing them access to European capabilities, and to benefit from skilled labour and well developed capital markets. Some 400 Canadian companies are established in the United Kingdom.

## CE Mark, a European Requirement

The CE (Conformité Européenne) mark has been introduced to show whether a product complies with European requirements in terms of safety, health, environment and consumer protection. Products for which CE marking is mandatory include construction products, hot water boilers, gas appliances, machinery, medical devices, electromagnetic compatibility products, active implantable electromedical devices, non-automatic weighing instruments, personal protective equipment, simple pressure vessels, telecommunications terminal equipment, low voltage products, toys, and a number of other goods.

The usual means by which the requirements are met is by manufacturing to specified European standards. It is possible to use other means to show that products are manufactured in conformity with the essential requirements, but the attestation process can be more complicated. Attestation can be by self-certification, independent certification or third-party testing, depending on the Directive and the type of product. The burden on manufacturers becomes more onerous as the safety risk (real or perceived) increases.

Products meeting the requirements of the relevant Directive(s) carry the CE marking, which then entitles them to be sold anywhere in the EU without further testing or certification. The CE marking is thus a means of enabling free circulation of products within the European Union.

# Opportunities Still Plentiful

*There is great dynamism to the relationship between the United Kingdom and Canada, and the U.K. market continues to offer broad potential to Canadian exporters. The Government of Canada is preparing to release an Action Plan for the United Kingdom, which will highlight some of the key sectors offering substantial opportunities to Canadian firms, particularly small and medium-sized enterprises. Among these opportunities are:*

## **Aerospace and Defence**

The U.K. is a major player in the aerospace industry, representing about 10 per cent of the world market. The U.K. has a number of very large aerospace and defence companies, which often act as the prime contractors for important projects and could serve as appropriate partners for Canadian firms. Canadian firms have had recent success in exporting sonar and radar systems, space and tactical communications systems and targeting systems to the United Kingdom.

## **Agriculture, Food and Fish Products**

In 1995, U.K. agri-food imports totalled \$30 billion. Canadian agri-food and fish exports to Britain rose from \$300 million in 1994 to \$350 million in 1995. The U.K. is Canada's second-largest processed food and beverage market after the United States and is one of Canada's largest agri-food markets in the European Union.

The value-added segment of the \$30-billion U.K. food and beverage market represents the single largest opportunity for Canadian agri-food exporters. About 60 per cent of Canada's current food exports are in this market segment.

The establishment of the World Trade Organization, along with the recently negotiated Canada-EU Agriculture Agreement, provide Canadian companies with an opportunity to increase their exports of cereals, canary seed, cooked and peeled shrimp, oats, pork and cheese. And the new Canada-EU Veterinary Agreement should give Canadian beef exporters substantial new commercial opportunities.

The U.K. imports about \$2.5

billion of fish and fish products a year and is Canada's most important market for canned salmon and lobster. Additional opportunities exist in frozen and canned crab, flatfish (sole and halibut), frozen scallops and herring.

## **Business and Professional Services**

The U.K. market for business and professional services is one of the largest in Europe, estimated at \$15 billion annually. Three quarters of U.K. employment and two thirds of U.K. GDP (\$1.4 trillion) are in services. The market, however, is extremely competitive with some of the largest international service companies based in the United Kingdom.

The market for architectural and engineering services has undergone considerable restructuring in recent years due to increased competition from other service firms, privatization and subcontracting. The best opportunities lie in international marketing, product development, engineering consulting and media/communications services.

## **Consumer Products**

The U.K. consumer products sector is vast, with retail sales topping \$120 billion. Several product groups stand out as significant for Canadian exporters, including toys and games, textiles, clothing and furniture. Canadian exporters tend to be most successful in high-end, value-added products.

## **Cultural Products**

The U.K. has one of the largest markets in the English-speaking world for cultural products and is the fourth-largest market in

the world for music recordings. It is also Canada's largest co-production partner in film and television, with the two countries collaborating on 28 productions in 1994. With the reopening of Canada House in the spring of 1998, the Canadian High Commission will be able to showcase Canadian artists to U.K. audiences.

## **Environmental Equipment and Services**

Environmental equipment and services is a large and growing market in the United Kingdom. It is expected to increase by 6 per cent annually to more than \$20 billion by the year 2000, with the most rapid growth predicted to be in pharmaceuticals, chemicals and plastics. This is a highly competitive market, which is increasingly opening up to foreign suppliers. The most promising opportunities can be found in municipal water and waste water treatment, monitoring and testing, air and marine pollution control, landfill gas systems and bioremediation of contaminated land.

## **Forest and Building Products**

Although the U.K. continues to be a significant market for forest products (imports of lumber, wood pulp, newsprint, paper and paper board from Canada exceeded \$900 million in 1995), Canada's market share has fallen in recent years as a result of technical barriers and competition from foreign suppliers. Between 1990 and 1995, Canada's share of the U.K. softwood import market fell from 40 per cent to 12 per cent, down from first to fifth place, after

*Continued on page IV*  
**Opportunities Still Plentiful**

# Canada-U.K. S&T Co-operation

British expertise in science and technology (S&T) is internationally recognized. The U.K. is known for its excellence in the basic sciences and applied research in such sectors as ocean technology, bio-pharmaceuticals, chemicals, automotive, aerospace, food processing and information technology. Extensive collaborative links among researchers exist between Canada and the United Kingdom in a wide range of fields, from marine science and bio-pharmaceuticals to space technology. In 1995-96, several strategic partnerships were struck in industrial waste water, ocean, and software technology sectors.

Significant opportunities are available for Canadian research- and technology-oriented companies in the U.K. to acquire commercial technologies, enter into strategic alliances and technology partnerships, and use linkages with U.K. researchers to access projects under the European Union's R&D Framework Program (for research, technological development and demonstration activities) through the Canada-EU Agreement on Co-operation in Science and Technology.

The S&T Agreement, signed in 1995, encourages and facilitates

co-operation in areas of common interest, including agri-food and fisheries, medical and health research, non-nuclear energy, environment, forestry, information technologies, communications, telematics for economic and social development, and mineral processing.

The agreement covers shared use of research facilities, exchange visits by scientific and technical personnel, information exchanges and related activities as well as the management, allocation and exercise of intellectual property rights.

## Opportunities Still Plentiful – *Continued from page III*

Sweden, Finland, Russia and the Baltics.

The good news is that conditions are in place to regain lost market share. The U.K. construction sector is experiencing strong growth, and imports of lumber and building components are growing at the fastest pace in Western Europe. Opportunities for imports of added value wood products (doors, windows flooring) abound, stemming from the recent introduction of Timber 2005, a U.K. initiative to increase the use of wood in building and construction.

Furthermore, restrictions on imports of green timber from Canada will likely be relaxed in 1997, and confidence in Canada's forest management record is stronger than it has been in recent years. A Greenpeace campaign favouring the use of wood from sustainable sources over other non-renewable building products will further add to the potential in this market.

To seize these opportunities, Canadian forest product exporters will have to step up their marketing activities, in line with their competitors. Local Canadian industry presence is lacking, and this is beginning to send signals that Canada is not committed to the U.K. and European markets.

### Health Care

The U.K. is a major pharmaceutical manufacturer and a world leader in pharmaceutical research and development. It has probably the fastest licensing authority in Europe. Britain is at the forefront of biotechnology and is home to one third of all

European companies active in this market. There are already several successful partnerships between Canadian and U.K. companies and there are good prospects for further co-operation. The U.K. is also one of the world's largest markets for medical devices.

The U.K. presents many opportunities for Canadian health-care companies, not only as an export market but as a gateway to the European Union, one of the world's largest health-care markets.

### Information Technologies

The U.K. information technology (IT) market is worth over \$80 billion and is tied with France as the second- and third-largest market in Europe behind Germany. Over half of the U.K. IT market is represented by telecommunications equipment and services, with other growth areas being personal computers, local area networks, educational services, software, and Internet software and services. There are about 1.5 million Internet users currently in the U.K., and it is estimated that this figure will increase to 7.7 million by the year 2000.

### Tourism

The U.K. continues to be Canada's most important overseas market in terms of number of visitors. Some 645,000 British tourists visited Canada in 1995, spending \$585 million (excluding air fare). Indications for the future are very positive, with more than 1,000 different Canadian tour products available to the British market.



# Doing Business in the U.K.

*Although doing business in the United Kingdom is in many ways similar to doing business in Canada, there are a number of considerations that should be taken into account when entering into transactions in various sectors.*

## General

To be successful in the U.K., companies need to have good local representation. Larger companies have subsidiaries in this market, while smaller firms tend to select a local partner that is involved in a complementary business. This is often the only way for smaller companies to compete in this market.

## Aerospace/Defence

Given the high technical standards in this sector, ISO-9000 certification is often a prerequisite for bidding. European standards for Radio Frequency Interference and Electromagnetic Compatibility must be met. Companies with unique defence products should contact the Procurement Office of the U.K. Ministry of Defence. Companies seeking to become long-term suppliers may need to invest in a local facility to ensure regular service and liaison.

## Agriculture, Food and Fish Products

As well as the regulatory and statutory framework that surrounds the U.K. market, the level of the "service package" required is critical in realizing export success. This means that Canadian exporters need an understanding of the market structure, the importance of key players at the import, wholesale and retail levels, production distribution factors, product quality and presentation, packaging, supply and pricing.

## Consumer Products

Import tariffs, for most consumer products from Canada range from 5 per cent to 17 per cent.

These products generally have to comply with packaging, labelling, user information and safety requirements.

## Cultural Products

Sales of recordings are often inextricably linked with live performances. It is important, particularly in the pop/rock fields that musicians are prepared to tour. It is difficult to arrange a tour in the U.K. from a Canadian base and it is recommended that a U.K. tour manager be employed for this purpose. Book publishers are encouraged to make personal contact by attending fairs like the London International Book Fair and work through a local distributor or agent.

## Environmental Equipment and Services

Any Canadian company wishing to enter this market must establish a local presence. Technology licensing and strategic alliances are the obvious strategies for most companies, while alliances with public limited-liability companies also offer opportunities to introduce Canadian technologies.

## Forest Products

Softwood imports from Canada are subject to EU phytosanitary requirements that stipulate the removal of all bark. Furthermore, such products must be either kiln dried or heat treated. Under discussion with the European Commission is an Enhanced Visual Inspection Program which would obviate these requirements. More recently, some end users are requesting that products originate from sustainably managed forests.

## Building Products

Building products must conform to the appropriate British standards and companies are also advised to obtain certification from the British Board of Agreement.

## Information Technologies

Equipment must meet European standards for electrical safety and Radio Frequency Interference and Electromagnetic Compatibility. The equipment must also carry a "CE Mark" to show that it may be legally offered for sale. (See page II.) Marketing major systems may require companies to have ISO-9000 quality registration and associated IT standards. Any equipment using radio frequency spectrum will come under particular scrutiny and a shift of frequency may be required. Telecommunications services are licensed by the Department of Trade and Industry in co-operation with the Office of Telecommunications and the Independent Television Commission for cable and terrestrial TV.

## U.K. On-Line

Visit the United Kingdom page of the DFAIT Web site to find sector reports and contacts. In the reports, you will find the e-mail address of the sector officer at the Canadian High Commission in London or the URL for some key companies in your sector. You will also find *Canada's Action Plan for the United Kingdom*.

The U.K. page is <http://www.dfait-maeci.gc.ca/english/geo/europe/e-Unking.htm>

# SUCCESS STORIES

## Top Drug and Explosives Detection Company Consolidates U.K. Market Share... Without a Blast

*A unique, state-of-the-art product has catapulted Mississauga-based Barringer Research Ltd. into the world's top bomb and drug detection expert whose leading-edge detectors are now being used in over 35 countries.*

Founded in 1961, it is only ten years ago that the medium-sized company switched from geophysics and started applying a unique idea from oil and gas exploration to drug and explosives detection.

### First steps in the U.K.

Barringer's Vice President, Sales, David Martinak, recalls that the company's first customers in the U.K. back in 1990 were the Home Office and the Ministry of Defence — both still play a large role in evaluating new products and emerging technologies.

"But our most recent contracts in that country," he says, "include supplying, through the end of 1996, our IONSCANR explosive detector units to European Passenger Services Ltd. (EPSL) — which provides passenger rail service from the U.K. to the Continent via the Channel Tunnel."

The company had won, three years earlier, a similar contract worth over \$3 million with The Channel Tunnel Group Ltd. of London, for protecting the Eurotunnel — "one of the greatest engineering feats of the century" — on both the U.K. and French side.

"These contracts were won through a tight tendering process," recalls Martinak, "by beating out our main competitor — from the U.S.A."

How did Barringer, whose detectors are also found in many airports in the U.K. and other parts of the world, do it?

### Quality and reputation

"What put us above the competition was not only price and quality," explains Martinak, "but especially equipment performance and reputation, as well as long-term costs."

When it comes to reputation, he also acknowledges the solid support received from the Canadian Commercial Corporation — "equivalent to Canadian Government backing," says Martinak who, occasionally, has plugged into other sources of help such as the Export Development Corporation (EDC), the former Ontario Development Corporation, the Canadian International Development Agency (CIDA), and the Program for Export Market Development at the Department of Foreign Affairs and International Trade (DFAIT).

Barringer's IONSCANR 400 is now being used by drug interdiction and security agencies such as Canada Customs (capturing over \$60 million worth of illegal drugs since 1994), U.S. Customs, the FBI and French Rail Authorities.

### Develop good contacts

"In many respects," says Martinak, "it is a small world, in the fields of counterterrorism and drug interdiction. Gaining acceptance into the worldwide law enforcement community and developing a solid source of contacts is essential to business success."

Canada Customs, Transport Canada and the Canadian Police have been constant sources of support for Barringer — including co-operation on the original product research — all of which have frequent contact with similar agencies in other countries.

"Additionally," says Martinak, "we maintain regular contact with the Canadian High Commission in London — and Canadian Trade Commissioners in other parts of the world — for possible new customers and business."

Opening an office in the U.K. in 1995 — Barringer also has one in Paris and plans one in Southeast Asia later this year — has been another good move, according to Martinak.

"It has been a very good investment for our company," he says, "and proven an excellent mechanism for expanding in the U.K. and elsewhere in Europe — the leader in airport security."

But such a move needs preparation, he warns.

"Choosing the right people, through a good network of contacts, is key to success," he advises, adding that "at our company, we don't sit at home but invest a great deal of marketing dollars on travelling, making routine contacts and holding face-to-face meetings.

"And we have a great ally in the Canadian Government which is very supportive of export initiatives," says Martinak whose company also participates at key international trade shows.

*For further information on Barringer, contact company Vice President, Sales, David Martinak. Tel.: (905) 238-8837, Fax: (905) 238-3018.*

# SUCCESS STORIES

## Vancouver Company Breaks into Upscale U.K. Furniture Market

*Selling high quality reproductions of original antique furniture to one of the meccas of that trade – London – is no small feat. Vancouver-based William Switzer and Associates Limited has managed just that.*

With most of its exports to the U.S.A., the over 40-year-old company of close to 100 employees (75 in Canada) started doing some serious research in the U.K. market three years ago.

### Presenting your product

That's when the company also got invited to participate in the very select DECOREX trade show in London, with some assistance from the Program for Export Market Development (PEMD) at the Department of Foreign Affairs and International Trade (DFAIT).

"Trade Commissioners at the Canadian High Commission in London," explains company Vice President Renee Switzer, "also helped us tremendously by providing us with opportunities for networking and hosting a promotion event on its premises – before we opened our own showroom in London last year."

In addition to tapping the vast knowledge and experience of the High Commission, Switzer recommends companies do their homework thoroughly.

### Be prepared

"Make sure there is a market for your product," she advises, "before launching into an operation that may take two to three years before achieving success.

"Be patient," she warns, "because things don't just happen overnight."

In their case, William Switzer and Associates were able to find an agent selling to the top 1 per cent of trade representatives –

their target audience – and who helped get an invitation to participate at DECOREX.

The company has been returning to that show every year now, extending its contacts not only in the U.K. but throughout Europe and the Middle East.

"London is a focal point for many international markets," she says, "and our continuous participation is opening new doors."

Other advice from the 80-per cent export-based company includes facing the challenge of doing business long-distance.

"You must be there often," she says, "and make sure you hire the

right people.

"One of the biggest mistakes to avoid," she adds, "is to try a new venture without full confidence in your product and in the end result, and without plenty of capital and resources."

And Switzer should know, with sales now extending to far away places such as Japan, Singapore and Hong Kong.

*For more information on Switzer and Associates, contact company Vice President Renee Switzer. Tel.: (604) 255-5911, Fax: (604) 255-5931.*

## Janna Systems Inc.

A young and independent Toronto-based software company of 40 people, **Janna Systems Inc.** – specializing in lightning-fast and easy-to-use relationship management solutions – was introduced to the U.K. market about a year ago by a very proactive Canadian High Commission in London.

"We are already expecting our U.K. sales to reach some 10 per cent of our total business in the U.S.A., our main export market since 1995," says Janna Systems President William Tatham, "and we are looking forward to further expansion there and elsewhere in Europe."

He is not only highly appreciative of the Canadian Commercial Section's efforts in

London, but suggests that Canadian companies make greater use of all the help available from their government.

"Exporters should also recognize," Tatham advises, "that product requirements in foreign markets are often different, and should make sure they check out not only the current, but also past clients of any prospective partner or distributor."

For more information on **Janna Systems** – and its Janna Contact family of contact-, document-, and time-management software designed for individual users, small business, and corporate enterprises – contact company President William Tatham. Tel.: (416) 483-7711, Fax: (416) 483-3220.

# Upcoming Trade Fairs in the United Kingdom

*The following trade fairs are just some of the venues available to Canadian businesses to showcase their products and services. It is recommended that companies contact the Canadian High Commission in London, England, to confirm dates and locations.*

**April 1997 – HELFEX: International Health Products Expo – London** – Health food and beverages, complementary medicines, beauty products and sport nutrition.

**Contact:** Helfex, Tel.: (011 44 181) 398-9520; Fax: (011 44 181) 398-6906.

**April 1997 – COMDEX UK** – Information technology and telecommunications equipment and services.

**Contact:** Softbank Comdex Inc., Tel.: (011 44 181) 741-8899; Fax: (011 44 181) 741-8833.

**October 7-10, 1997 – IMDEX: Maritime Defence Exhibition – National Maritime Museum, Greenwich, London** – International co-operative naval projects; defence applications of all marine sciences activities; maritime defence.

**Contact:** Spearhead Exhibitions Ltd., Tel.: (011 44 181) 949-9222; Fax.: (011 44 181) 949-8193

**October 1997 – Voice Europe 1997 – London** – Computer, telephony integrating products and services.

**Contact:** Adventure Exhibitions, London Tel: (011 44 1244) 378-888; Fax: (011 44 1244) 370-011

**October 1997 – PAKEX – Manchester** – Packaging machinery, materials, equipment and services.

**Contact:** Reed Exhibition Companies Ltd., Tel.: (011 44 181) 910-7870; Fax: (011 44 181) 940-2171.

**November 4-6, 1997 – IWEX '97 – NEC, Birmingham** – The International Water and Effluent Treatment Exhibition.

**Contact:** Turret Group plc., Tel.: (011 44 01923) 228-577; Fax.: (011 44 01923) 221-346

**November 4-6, 1997 – Food Ingredients Europe – London** – Sweeteners, enzymes, cheeses, oils, starches, nuts, stabilizers, cocoa, colours, flavours and spices.

**Contact:** T & G Food Ingredient Services Inc., Glenview, Illinois, 60025, U.S.A.; Tel: (847) 635-9960; Fax: (847) 635-6801

**November 16-21, 1997 – Interbuild – Birmingham** – Building materials, equipment and services.

**Contact:** Montgomery Exhibition Ltd., Tel.: (011 44 171) 486-1951; Fax: (011 44 171) 486-8773.

**November 1997 – Brighton's TMA Telecom Manager's Association** – Telecommunications and related products.

**Contact:** TMA Ventures, Tel.: (011 44 137) 231-6000; Fax: (011 44 137) 281-8888.

## CONTACTS

### In Canada

United Kingdom, Ireland Desk  
Department of Foreign Affairs  
and International Trade  
Northern Europe (REN)  
125 Sussex Drive  
Ottawa, Ontario  
K1A 0G2  
Tel.: (613) 995-9766  
Fax: (613) 995-6319

### In the United Kingdom

Canadian High Commission  
Macdonald House  
One Grosvenor Square  
London W1X 0AB  
England  
Tel.: (011-44-171) 258-6600  
Fax: (011-44-171) 258-6384; 258-6322 (Tourism)

# Trade Commissioners to Meet with Telecom Companies at INTER COMM 97

Trade Commissioners from the Department of Foreign Affairs and International Trade's missions in China, Thailand, Malaysia, Indonesia, Philippines, Vietnam, Chile, Singapore, India and the United States will be available to meet with Canadian telecommunications companies at **INTER COMM 97** at the Vancouver Trade and Convention Centre from February 24 to 27, 1997.

**INTER COMM 97** is North America's truly international telecommunications conference

and exhibition covering voice, data, image and networks. More than 60 countries will participate in the event with over 150 foreign buyers attending. This year's event has a special focus on Asia Pacific and the Pacific Rim, and will offer over 125 booths showcasing telecommunications products and services. The show will provide participants with the latest information on developments in the communications industry, and promises an outstanding environment for them to gain a competitive advantage

and greater market share.

Don't miss the Canadian Trade Commissioners at this event! Make an appointment with them at the Team Canada booth on the main exhibition floor.

For more information on **INTER COMM 97** contact the head office in Vancouver by phone at (604) 669-1090 or by fax at (604) 682-5703. For information on the Trade Commissioner Service contact Monique McGrath at (613) 996-8709 or by fax at (613) 996-8688.

## Business Mission to Israel – *Continued from page 1*

and building products; paper and forestry products; and transportation.

### Canada-Israel Business Relations

The Israeli market is diversified and sophisticated. In 1995, Canada-Israel trade reached \$450 million, an increase of 37 per cent over 1994. Canadian exports to Israel were \$216 million in 1995, close to a 50-per-cent jump from the previous year. And from January to April of 1996, Canadian exports had already reached \$71.3 million, more than 11 per cent better than the same period in 1995.

### Agreements open doors

The signing of the free trade agreement has played a significant role in the growth of Canadian exports to Israel. But several recent developments have also contributed. For example, the establishment of the Canada-Israel Industrial Research Foundation in 1993 has helped to

strengthen industrial co-operation between Canadian and Israeli firms.

Another example is the inauguration, in June 1995, of Air Canada's non-stop service to Israel. In 1995, over 84,000 Israelis visited Canada and this service should facilitate even greater travel between the two countries.

Minister Eggleton noted, "There is no better time to explore the new opportunities in the Israeli market. Through this mission we are telling Israel that Canada is serious about doing business, and that we have the products, services and expertise its economy needs to continue to grow and prosper."

During the mission, Minister Eggleton will witness the signing of a number of new commercial agreements between Canadian and Israeli firms. "I am particularly excited about these agreements," added Mr. Eggle-

ton. "They could mean thousands of jobs for Canadians and the potential for even more growth down the road." In addition to the signings, a mini-trade fair will give Canadian companies the opportunity to introduce themselves to potential clients, agents and distributors in Israel.

### West Bank and Gaza

Minister Eggleton will also take part in several meetings with government and business leaders in the West Bank and Gaza, which have been extended the same benefits that Israel will enjoy under the free trade agreement.

## Erratum

*CanadExport* – Vol. 15,  
No. 2, p. 4

The article "Canada On-line in South Africa" should have contained the address of the new web site:

<http://www.canada.co.za>

# SHARING TRADE SECRETS

## Calgary Software Company Plunges into World Markets



*With about half of its 300 clients in the United States, Calgary-based QMASTER Software Solutions Inc. is ready to tackle the European market...and beyond.*

This small (12 employees) but growing management application company — scheduling, distributing, printing and managing processes and output — started selling seriously south of the border in 1992, only two years after it was launched.

So why did it choose the United States as its first export destination?

"That's the closest and largest market," replies QMASTER's Director of Marketing Darlene Sheldon, "and the one offering the greatest potential."

**The Road to the United States**  
Before embarking on the road to exports, the company consulted the International Trade Centre (ITC) in Calgary.

"The Trade Commissioner there," recalls Sheldon, "helped us put together an export package — including advice on documentation, how to ship products, and general pointers on marketing."

QMASTER also contacted the Commercial Sections of the Canadian Embassy in Washington and Consulate General in Boston, but it made most of the direct contacts in the United States on its own.

"Our leading edge product is so highly specialized," says Sheldon, "and cuts through various fields, so finding the right contacts is a little trickier."

In any case, with the Canadian help and through much private investigating, the company is now

selling across 48 states, making the United States the destination of some 50 per cent of its exports.

Another very useful way the company found for developing contacts is by attending trade shows thanks in part to some PEMD (Programme for Export Market Development) assistance from the Department of Foreign Affairs and International Trade (DFAIT).

**Tapping into Europe...and beyond**

QMASTER's venture into Europe also started in Calgary during one of the one-on-one Export Vision and Outreach programs organized by DFAIT. Under these programs, Trade Commissioners and Commercial Officers from various Canadian missions abroad periodically return to Canada to meet prospective exporters interested in their region.

"That's how we met Canadian Commercial Officers posted in the United Kingdom, France and Sweden," says Sheldon, "and they advised us on possible distributorships in their respective territories."

As a result, the company recently signed such agreements in the United Kingdom and Sweden, and is in the midst of final negotiations in France, while investigating similar possibilities in Germany.

"These Canadian Commercial Officers helped us tremendously,

ly," says Sheldon, who recalls that after the first distributor signed up in England went out of business, the Canadian trade official in London helped her find a substitute "in record time."

As an added bonus, QMASTER's new U.K. distributor will also help market and support the Canadian company's products in Australia, Malaysia and Singapore.

**Perseverance Key**

"It is important to make frequent visits to potential markets," advises Sheldon, "and to put a face to your contacts."

"And if you don't succeed at first, persevere and don't give up," she adds, "because all of a sudden there may just be a need for your product."

Another piece of advice is to stay in constant touch with your distributors, by E-mail, phone and visits — "because they have to be managed."

"Even before you start, get all the advice you can," she recommends. "Contact your local ITC, get on the WIN Exports data base, subscribe to *CanadExport*, be visible on the Internet, apply for assistance through various export programs and participate in trade shows."

For more information on QMASTER, contact the company's Director of Marketing Darlene Sheldon, Tel.: (403) 264-8322, Fax: (403) 265-5307, E-mail: Darlene@qmaster.com

# TRADE FAIRS AROUND THE WORLD

## Building Mechanics Industry to be Featured at Second MECANEXPO-CIPHEX

**Montreal** — Over 200 companies from across North America will be participating in **MECANEXPO-CIPHEX '97** this April 24 and 25 in Bonaventure Square.

The event will encompass all specialties in the building mechanics industry, including plumbing, heating, air conditioning and ventilation, hydronics, refrigeration, fire prevention and specialized tooling. Participating industry professionals can look forward to technical conferences and free seminars, bus transportation for visitors from outly-

ing areas, and hands-on home automation applications for building mechanics. The trade fair is organized jointly by the Quebec Corporation of Master Pipe-Mechanics (CMPMQ) and the Canadian Institute for Plumbing and Heating (CIPH). Some 8,000 visitors are expected to attend.

For further information, contact Johanne Clément, CMPMQ, Tel.: 1-800-465-2668 or (514) 382-2668, Fax: (514) 382-1566. For information in English, contact

Elizabeth McCullough, CIPH, Tel.: 1-888-ASK-CIPH, or (416) 695-0447, Fax: (416) 695-0450.

## FISPAL '97, World's 4th Largest Food Fair

**SÃO PAULO, BRAZIL** — About 140,000 food industry professionals will gather here to view the latest products and services on display at **FISPAL '97**, the world's fourth-largest food fair to take place June 11-14, 1997.

The event, which encompasses the entire scope of the industry, will bring together exhibitors from the food, drinks, packaging, equipment, raw materials and services sectors. Organizers expect 1,900 exhibitors and have already received confirmation from over 500 exhibitors representing 20 countries in North and South America, Europe, Africa and Asia. The fair is predicted to generate US\$2.7 billion in business.

For details on attending or exhibiting at **FISPAL '97**, contact Alecia Fowler, International Sales, Reed Exhibition Companies, 383 Main Avenue, Norwalk CT 068521, Tel.: (203) 840-5336, Fax: (202) 840-9336.

## Damascus Site of SIFA '97

**DAMASCUS, SYRIA** — 1995 and 1996 were banner years as Syria introduced its first and second prestigious Syria International Fair, known as **SIFA**, in the capital city of Damascus. Hundreds of international companies from over 25 countries, including Canada, were represented.

For **SIFA '97**, May 23-27, 1997, over 70,000 square metres in the heart of downtown Damascus have been set aside. **SIFA '97** is a unique opportunity for Canadian companies hoping to make further inroads into this rapidly emerging market.

Syria encourages private capital investment and has lifted import restrictions to allow resumption of large-scale imports by the private sector.

A wide range of investment

and trading opportunities exists in the following sectors: telecommunications (e.g., international exchange lines, microwave links, submarine fibre optic cables); power production/distribution (e.g., upgrading and conversion of power generation plants); agriculture (e.g., cattle breeding, agri-industrial modernization, land reclamation); oil and gas (e.g., treatment of heavy oil and sour gas); transportation (e.g., purchase of Western-made electric and diesel locomotives).

For further information, contact Fawaz A. (Frank) Enayeh, ARENCO Associates Ltd., Tel.: (613) 930-3876, Fax: (613) 830-7821, Home page: <http://www.bluemaple.com/arencoca.htm>

## BUSINESS OPPORTUNITIES

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

### CARIBBEAN/LATIN AMERICA

— Established companies in the Caribbean and Latin America seek **technology transfer and joint ventures** with Canadian companies in **cattle, pigs, fowl, feed, corn and new product ideas**. Contact Cleveland Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109, Fax: (416) 410-5517, E-mail: emtegrp@idirect.com

**JAMAICA** — Solar heating technologies for home, office and farm are being sought by the Canadian-based representative of a Jamaica company that is interested in **technology transfer and joint ventures**. Quoting code number JA0984, contact Cleveland H. Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109; Fax: (416) 410-5517; E-mail: emtegrp@idirect.com

## CANADA OPEN FOR BUSINESS IN THE U.A.E.

The Canadian Embassy in Abu Dhabi was established in August 1996 with the arrival of the first Canadian resident Ambassador, Stuart McDowall. The Embassy is located in Tawam Tower 1, 1<sup>st</sup> Floor, Suite 00-1 (between Khalifa Street and the Corniche), Box 6970, Abu Dhabi, United Arab Emirates. Tel.: (971) 2-263655, Fax: (971) 2-263424.

The United Arab Emirates (U.A.E.) represents an import market of \$30 billion per year. Canada has less than 1 per cent of this market, and its goal is to increase its exports to the U.A.E. from \$200 million to \$300 million over the next three years. Opportunities abound in all sectors, especially oil and gas, building materials, construction,

agriculture, telecommunications and information technology, defence and transportation.

The new Canadian Embassy, working in close co-operation with its Trade Division and Mr. Rick Winter, the newly appointed Consul and Senior Trade Commissioner in Dubai, welcomes inquiries from Canadian exporters. Mr. Winter can be contacted at the Canadian Consulate, P.O. Box 52472, Dubai, U.A.E., Tel.: (971) 4-521717, Fax: (971) 4-517722. In Canada, contact Joanne M. Legault, Trade Commissioner, Maghreb and Arabian Peninsula Division, Department of Foreign Affairs and International Trade, Ottawa, Tel.: (613) 944-6983, Fax: (613) 944-7431.

## The Action Plan — Continued from page 3

standardization issues, universal service, access to information and the protection of IPR; and,

- exchanging views on their respective development of the information highway in order to identify opportunities for joint development of business and public sector products and services, to provide new cultural links and to enhance their ability to promote cultural and linguistic diversity.

**The Action Plan** also calls for co-operation on new issues such as trade and environment, trade and competition policy and commits both sides to work together

in the WTO to advance common interests such as adherence to the multilateral trade regime and a successful and substantive follow-up to the December 1996 Singapore Ministerial meeting.

### Contacts

Copies of the **Canada-EU Political Declaration and Action Plan** may be obtained from the DFAIT's InfoCentre: 1-800-267-8376 or (613) 944-4000 or through the DFAIT's Internet websites:

- <http://www.dfait-maeci.gc.ca/english/whatsnew/menu.htm>
- <http://www.dfait-maeci.gc.ca/francais/whatsnew/menu.htm>



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT



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## Chan Mission to China Targets Emerging Interior Markets

Secretary of State (Asia-Pacific) Raymond Chan will lead a Canadian trade mission to China March 3 to 15, 1997. Accompanying him will be a business delegation representing some 40 Canadian companies.

### Focus on the interior

Mr. Chan's visit is a follow-up to his first China trade mission in May 1996. That mission explored

opportunities in the fast-growing markets of the more affluent coastal regions. The current mission complements that activity

with its focus on the emerging markets of the Chinese interior. Visits are planned to cities in the interior provinces of Sichuan, Hubei, Yunnan and the Guangxi Autonomous Region, as well as to the capital Beijing.

Development of China's interior markets is a priority for China's central government. Canadian firms have significant opportunities in infrastructure projects — power, communications, transportation — and in resource industries. Other business potential exists in environmental and agricultural projects and in urban infrastructure development.

### Building on existing ties

Mr. Chan's mission to China is designed to build on Canada's

*Continued on page 7 — Mission*

## CANADEXPORT ON-LINE

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

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## Christine Stewart to Lead Delegation to South Africa

Secretary of State (Latin America and Africa) Christine Stewart will head a trade delegation to Kenya and South Africa, March 21 to 26, 1997. A primary goal of the delegation is to support the activities of Canadian companies in eastern and southern Africa.

### Kenyan agenda

With its recent privatization of various sectors, including telecommunications, Kenya offers some exciting opportunities for

### Canadian firms.

While in Kenya, Mrs. Stewart's delegation will work to advance

*Continued on page 6 — Delegation to South Africa*

## Prime Minister's Visit to France: an Enhanced Partnership

Prime Minister Jean Chrétien paid an official visit to France on January 22 and 23, accompanied by Industry Minister John Manley and a delegation of 25 business leaders.

During the visit, the Prime Minister and his French counterpart Alain Juppé signed a Declaration of Enhanced Partnership whereby the two governments will adopt an activity program setting the course for relations between our two countries as the 21st century approaches.

### Trade agreements signed

The visit was marked by the signing of trade agreements and deals between the following companies:

Cancom (Canada) and Havas Overseas (France) — agreement for broadcasting by French television stations in Canada and in

*Continued on page 5 — Visit*

# TEAM CANADA: A CURRENT AFFAIR

## Special *CanadExport* Issue on Team Canada 1997

*CanadExport has prepared a special issue chronicling the tremendous success of the recent Team Canada trade mission to Korea, the Philippines and Thailand.*

This special issue, introduced by the Minister for International Trade Art Eggleton, features the success of Canadian companies that inked contracts and agreements, and takes an inside look at some of the many activities and events that took place during the 12-day mission.

Based on first-hand reports by *CanadExport* reporter John Dunn, the issue highlights the observations of many Team Canada participants, which included the Prime Minister, provincial premiers, federal ministers, city mayors, business people from both large and small Canadian companies, from high-tech industries to the arts, heads of universities and colleges, business organizations and associations, students and young entrepreneurs.

Entitled **Team Canada 1997: Flight to Future Success**, this special issue also includes:

- a report on the education sec-

tor, which was given special status for the first time on this mission;

- profiles of the economies of Korea, the Philippines and Thailand, and the opportunities available to Canadian companies in these three countries;

- a behind-the-scenes look at what goes into planning and organizing a trade mission of this magnitude;

- a summary of the contracts signed by Canadian companies and of bilateral agreements reached between Canada and Korea, the Philippines and Thailand;

- profiles of some of the companies that took part in the trade mission; and

- a special section on how Canadian companies can take advantage of the many export-related services available from Team Canada members.

Be sure to look out for **Team Canada 1997: Flight to Future Success**.

TORONTO — March 26, 1997 — The Team Canada Business Conference, **Bringing Asian Business Opportunities Home**, is designed specifically to help small and medium-sized businesses find and develop opportunities in the Asia-Pacific region. Organized by the Asia Pacific Foundation of Canada, the Pacific Basin Economic Council Canadian Committee, the Asian Business Studies Program, the Ontario International Trade Corporation and federal Department of Foreign Affairs and International Trade, the conference is a key Toronto event marking Canada's Year of Asia Pacific.

Confirmed speakers include Donald Campbell, Ambassador to Japan; Stan Gooch, High Commissioner in India; Richard Li, Chairman and CEO, Pacific Century Group; William McGurn, Senior Editor, *Far Eastern Economic Review* (Hong Kong); Len Crispin, President, Ontario International Trade Corporation; K. Sato, President and CEO, Marubeni Canada Ltd.; and Tim Reid, President, Canadian Chamber of Commerce. Export Development Corporation, University of Toronto, William M. Mercer, Maclean's Magazine, Toronto Star, Canadian Airlines and Jade Tours are gold sponsors of the event.

To register, contact Robert Lynn, Program Manager, Asia Pacific Foundation of Canada, Tel.: (416) 869-0541, Fax: (416) 869-1696.

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Department of Foreign Affairs and International Trade (DFAIT)

# IFIs: NEWS, NOTES & OPPORTUNITIES

## The EBRD: Opportunities for Canadian Participation

*The European Bank for Reconstruction and Development (EBRD) was set up to help 26 countries in Central and Eastern Europe and the former Soviet Union to develop market-based economies.*

A publicly owned investment bank, the EBRD directs 25 per cent of its operations to financing commercially oriented public infrastructure, mostly through technical co-operation funds. The remaining 75 per cent of the Bank's activities focus on financing private sector projects. For each project, the Bank requires private sponsors to provide debt or equity financing for at least 35 per cent of the project's value.

### Canadian contribution

Canada contributes to the Bank's efforts in a variety of ways. For example:

- Canada is the eighth-largest shareholder in the EBRD, accounting for 3.4 per cent of the Bank's capital of ECU20 billion.
- Canada contributes to two funds administered by the EBRD: the Canadian Technical Co-operation Fund — which has financed Canadian consulting assignments worth ECU3.65 million — and the Nuclear Safety Account, a multi-lateral fund used to improve safety at nuclear stations. To date, Canada has contributed C\$19.5 million to this US\$250-million fund.

As well, Canada's Export Development Corporation has signed a framework agreement with the Bank to facilitate co-operation in

private sector projects.

### Opportunities for Canadian firms

Canadian firms are participating in both private and public sector initiatives with the EBRD. On the private sector side, Canadian firms have co-operated with the Bank in sponsoring oil projects in Russia and gold mining and agricultural development projects in Kyrgyzstan. On the public sector

side, Canadian engineering consultants and law firms have bid for and won technical co-operation contracts at the Bank.

This is a promising start, but there are greater opportunities ahead. The EBRD offers special project financing and loan syndication opportunities to Canadian financial institutions. And Canadian banks are responding by

*Continued on page 9 —  
The EBRD*

## EBRD's 1997 Annual Meeting and Business Forum

The European Bank for Reconstruction and Development (EBRD) will hold its Annual Meeting of the Board of Governors in London from April 12 to 15, 1997. The Business Forum, held in conjunction with the Annual Meeting, consists of country presentations, seminars and information services designed to give participants opportunities to:

- gain first-hand market information and intelligence on investment and business opportunities in the 26 countries of the EBRD's operation;
- meet EBRD staff and other international finance specialists; and
- network with ministers, senior government officials and business people from Central and Eastern Europe and the former Soviet Union.

Canadian businesses and investors interested in participating in the 1997 Annual Meeting and Business Forum (registration fee: £200) should fax their organization's name and address with complete contact information to: The Office of the Director for Canada and Morocco, EBRD, Tel. : (44-171) 338-6062.



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078; or call (613) 992-3005.

# WTO Conference Moves Trade System Forward

*The 129-member World Trade Organization (WTO) entered 1997 fresh from its first-ever ministerial conference, which set the stage for new advances in world trade. A key development at the ministerial conference in Singapore in December was an agreement by 14 countries to establish free trade in information technology products by the year 2000.*

The ministers, including Canada's Minister for International Trade Art Eggleton, were in Singapore to give political guidance to the WTO, review implementation of multilateral trade agreements, and plan the ongoing work of the organization.

## Solid results

Among other things, the ministers:

- reaffirmed their resolve to move ahead with global negotiations on agriculture in 1999 and in services in 2000;
- agreed to work programs on the link between investment and trade and on the interaction between trade and competition policy; and
- decided the WTO should study how to increase openness in government procurement, a necessary step to reducing the possibility of corruption in foreign government contracting.

"This solid result reflects the faith of both developed and developing nations in open markets and in a strong, rules-based trading system," said Mr. Eggleton at the conclusion of the conference. "It should bring direct benefits to Canadian exporters and investors by opening more markets abroad. That contributes to more jobs and growth in Canada."

## Information technology agreement

Canada and 13 other economies, representing more than 85 per

cent of the \$500-billion-a-year global trade in information technology, made commitments in Singapore to eliminating tariffs on hundreds of products ranging from computers to telephone headsets in stages between 1997 and 2000. This Information Technology Agreement becomes effective once the number of participating countries accounts for 90 per cent of global trade in these products. Work on the agreement continues with a first round of tariff cuts proposed for July 1, 1997.

The agreement is expected to lead to increased competition because of falling tariff barriers. That will benefit Canadian exporters by increasing access to export markets because of lower tariffs. And it will help users of information technology products, since these products are key elements in most industrial and business processes. Canadian exports of information technology products amounted to \$13 billion in 1994.

The ministers also reaffirmed their commitment to conclude an agreement on basic telecommunications services, such as telephone and international satellite services, in February 1997 and to resume talks on financial services by April 1997.

## Other achievements

In addition, the ministers said they were committed to observ-

ing internationally recognized "core" labour standards. They underlined their support for the International Labour Organization (ILO) and its mandate to establish and promote these labour standards.

They added that economic growth and trade liberalization contribute to promoting core labour standards. In addition, they rejected the use of core labour standards for protectionist purposes such as protecting domestic industry from low-cost imports. Core labour standards cover such issues as freedom of association, the right to collective bargaining, forced labour including child labour, and non-discrimination in employment.

As well, the ministers confirmed their commitment to fully implementing the provisions of the WTO Agreement on Textiles and Clothing. And they endorsed a Canadian proposal for a conference in 1997 on technical assistance to help developing countries implement their trade commitments.

In effect, the conference was a step along the road to what Mr. Eggleton said was Canada's ultimate goal — "a world in which goods, services and investment flow freely across national borders, under a common set of rules established by universal agreement."

## PM's Visit to France — *Continued from page 1*

other North American markets.

Alis Technologies (Canada) and SCii Télécom (France) — purchase by Alis, a leader in communications software in 90 languages, of 51 per cent of SCii.

NOVA Expertise Solutions (Canada) and Dassault Investissements (France) — investment by Dassault of Fr32 million (\$8 million) in NOVA, a specialist in software for automatic payment and transaction security using smart cards.

COMDEV International (Canada) and Alcatel Espace (France) — two agreements to supply Alcatel with subsystems for telecommunications satellites, including a contract of Fr20 million (about \$5 million) for the M2A satellite.

CAL Corporation (Canada) and Alcatel Espace — agreement to develop and jointly market a satellite terminal with optical link, to allow communications between satellites by optical laser.

Groupe Informission Inc. (Canada) and Sporen S.A. (France) — trade alliance to develop software to enable computer clocks and calendars to make the transition to the year 2000.

Aquarium Adventures (Canada) and Cofathec et Sodexo (France) — letter of intent to create a shared-risk company to respond to tender calls for the construction and operation of large aquariums.

### Business seminar

A seminar organized jointly by the Paris Chamber of Commerce and Industry and the Canadian Embassy attracted over 200 representatives from the French business community.

The event enabled three Canadian companies — Bombardier, Groupe LGS and Alis Tech-

nologies — to share lessons drawn from their experience in France. In addition, two French companies — Sextant Avionique and Limagrain — discussed the results of their efforts in Canada.

The favourable conditions available for French investors in Canada were a prevailing theme of the visit. France is Canada's fourth-largest foreign investor, and French companies are present in all sectors. Canadian investment in France has risen tenfold since 1985.

### Advanced technology and finance

The visit also opened the door for dialogue between GIFAS, the French Aeronautical and Space Industries Group, and Canada's Aerospace Industries Association.

As well, Mr. Manley, accompanied by representatives of companies in the financial and information technology sectors, paid a visit to France Télécom. The two parties began a dialogue on what France's liberalization of its telecommunications sector — beginning with the privatizing of France Télécom — will mean for the Canadian industry.

### Renewal of the transatlantic relationship

The "enhanced partnership" between France and Canada coincides with the renewal of the transatlantic relationship, confirmed last December 17 with the signing of a joint Canada-European Union action plan.

One of the action plan's priorities will be to establish dialogue between high-level representatives in the European and Canadian business communities.

### Enhancing trade

The two governments set an

ambitious objective for their business communities: to double the amount of trade between them by the year 2000. Since information technologies are among the most promising sectors, specific activities will be pursued to promote growth in them.

The recently inaugurated Media Centre in the Canadian Cultural Centre on the Esplanade des Invalides in Paris will provide a prestigious backdrop for many of these activities. This window on Canadian technological excellence and creativity was developed in partnership with leading-edge Canadian firms.

### Action plan

France is one of 10 priority markets identified by the Department of Foreign Affairs and International Trade.

Following consultations with Team Canada members, an action plan will be published in the spring of 1997 outlining a strategic framework for expanding our relations in commerce and investment, and in science and technology, and for stimulating strategic partnerships.

The plan's priority sectors include telecommunications and information technologies, the aeronautical and space industries, agri-food and consumer goods, environment and tourism.

### Future activities

The plan will be included in the activities arising from the France-Canada "enhanced partnership." Other activities are already taking shape. Visits by the Paris Chamber of Commerce and Industry and the Conseil du Patronat français to explore investment prospects are planned for 1997 and 1998

*Continued on page 6 — Visit*

## GO-Team Set for Rapid Response in Priority Markets

Art Eggleton, Minister for International Trade, announced in February the creation of the Global Opportunities Response Team (GO-Team), comprised of trade commissioners posted for short-term assignments in priority markets. They will assist Canadian exporters to quickly assess and respond to emerging opportunities in these markets.

"Exports and foreign investment create jobs in Canada, making international business development a key component of the Government's economic agenda," said Mr. Eggleton. "I am committed to ensuring that the necessary means are available to allow Canadian firms to take full advantage of the fast-emerging trade

opportunities in foreign markets. The GO-Team has been created to serve this important function."

Five additional trade commissioners have been assigned in each of the following countries:

- Denise Jacques and Diane Bellon to Israel and Chile respectively to help in the follow up to the recent free trade agreements negotiated with these two countries as well as a business mission led by Minister Eggleton to Israel and the highly successful Canada Expo trade fair held in Santiago, Chile, in December 1996;

- Shannon O'Donoghue and Andrée Cooligan to the Philippines and Thailand respectively and Marcel Lanneville to Seoul to help maximize the benefits of the

many opportunities generated by the recent Team Canada trade mission to these three countries.

A sixth trade commissioner will be assigned to Brazil shortly to assist with major trade and investment initiatives taking place there.

"The Trade Commissioner Service (TCS) — trade officers and counsellors working at embassies abroad and at the Department of Foreign Affairs and International Trade — has brought international business opportunities to Canadians for more than 100 years," Mr. Eggleton said. "The role of the TCS is more vital than ever in a world of global markets and freer trade. In that regard, the GO-Team will offer enhanced services to Canadian companies."

## Delegation to South Africa — *Continued from page 1*

these opportunities, holding meetings with senior Kenyan ministers, with Canadian and Kenyan industry representatives, and with the Kenya-Canada Business Association.

The delegation will also visit the SR Telecom site in Masai Mara and attend the Kenyan launch of Nortel's Instafon system.

### Canada-South Africa Trade

South Africa, too, holds significant potential for Canadian business and investors as it opens its economy to international markets. In the post-Apartheid era, bilateral trade between the two countries has surged over 150 per cent and is expected to continue its rapid growth.

The delegation's South African agenda will include high-level meetings with South African ministers and government officials. Mrs. Stewart will be keynote speaker at the Canada-South Africa Trade and Investment Seminar

in Capetown. Sponsored by the Western Cape Investment and Trade Promotion Agency, the seminar will offer an outstanding opportunity for Canadian firms to meet potential business partners in the Cape region.

### Mrs. Stewart to attend TEL.COM '97

A highlight of the delegation's South African tour will be a two-day visit to TEL.COM '97, the eighth biennial conference and exhibition on telecommunications in southern Africa, which will take place in Johannesburg from March 24 to 26, 1997.

Mrs Stewart is there to help promote business opportunities in the telecommunications sector. The Department of Foreign Affairs and International Trade has reserved space at TEL.COM '97 for a Canadian national stand. In addition, four Canadian firms have their own stands.

For more information about the

Kenya/South Africa trade delegation, contact Robert G. Farrell, Eastern and Southern Africa Division, Department of Foreign Affairs and International Trade, Tel.: (613) 944-8133, Fax: (613) 944-7437, E-mail: robert.farrell@extott02.x400.gc.ca

## Visit to France

*Continued from page 5*

respectively. Also being discussed is a visit to Canada in June by the general secretaries of France's publicly owned science and technology firms.

For information on the visit or on opportunities in France, contact Mr. Robert Richard, Deputy Director, Western Europe Division, Department of Foreign Affairs and International Trade, Tel.: (613) 995-5172, Fax: (613) 995-5772.

## The Canada Export Award

# Winning Companies Reap Big Benefits

Does winning the Canada Export Award translate into concrete benefits for a company? **The answer is yes.** In a recent survey conducted for the Department of Foreign Affairs and International Trade, 92 per cent of the polled winners said that winning this prestigious award has helped them promote their products and services to potential customers both in Canada and abroad.

For K. Lynn Riese, President of **Riese's Canadian Lake Wild Rice** of La Ronge, Saskatchewan, winning the Canada Export Award in 1992 helped his company experience a boom in international sales. "Since 1992, our sales have increased yearly by 60 per cent. Some of this is definitely attributable to our Canada Export Award win," said Riese, whose company is the largest independent wild rice producer in Saskatchewan.

Albert Bohemier, President of **Survival Systems Limited** of Dartmouth, Nova Scotia, agrees that winning the Canada Export Award can help gain credibility overseas. "Receiving the award has meant a lot to us because it enhances our credibility with our clients," he said. Survival Systems, a 1995 winner, specializes in safety training for the offshore, marine, military and industrial sectors.

For Richard L'Abbé, President of **MED-ENG Systems Inc.** of Ottawa, Ontario, the big payoff has been increased visibility for his company in Canada. MED-ENG Systems, presented with the award in 1989 and in 1995, designs and manufactures bomb

disposal apparel and equipment used by police forces and the military in more than 96 countries around the globe. "The Canada Export Award has helped put us on the map domestically, raising our profile with the media, our business partners and the financial community," said L'Abbé.

All three companies, like other winners, have taken advantage of their win by using the Canada Export Award logo on their business cards, letterhead and promotional materials. One 1992 recipient, Nora Beverages Inc. of Mirabel, Quebec, the manufacturer of the popular "Naya" brand of bottled water, embossed its bottle caps with the award logo.

The Canada Export Award honours Canadian companies that have excelled in exporting to countries around the world. Under the theme "Partners in Trade," the **Canadian Imperial Bank of Commerce (CIBC)**, **Export Development Corporation (EDC)** and **AdvantageTM**, the alliance of Canada's only full-service telecommunications companies, are official sponsors of the 1997 Canada Export Awards, which are presented by the Department of Foreign Affairs and International Trade.

The Honourable Art Eggleton, Minister for International Trade, will be presenting this year's awards on October 6 at a special ceremony in Quebec City. "Now, more than ever, exports are vital to Canada's economic growth and to job creation for Canadians," said Mr. Eggleton. "The Canada Export Award is one of the highest honours exporters can receive. It

recognizes the tremendous contribution Canadian companies are making at home and abroad. This award also sends a message to new exporters, about the opportunities for prosperity and jobs. I strongly encourage exporters from all parts of the country to apply this year for this important award."

For more information on the Canada Export Awards, contact Beverly Hexter, Canada Export Award Program, Department of Foreign Affairs and International Trade, Tel.: (613) 996-2274, Fax: (613) 996-8688.

## Mission to China

*Continued from page 1*

strong bilateral trade and commercial ties with China — ties forged with the help of the rich cultural and linguistic links provided by the Chinese Canadian and Hong Kong Canadian communities.

Like the recent Team Canada mission to China in 1994, the visit will underline the Canadian government's support for Canadian business efforts in China. The trip follows Prime Minister Chrétien's high profile visit in November 1996 and takes place during Canada's Year of Asia Pacific.

For more information about the mission to China, contact the China Division, Department of Foreign Affairs and International Trade, Bob Grison, Tel.: (613) 992-0952, or David Hamilton, Tel.: (613) 944-1273.

# SHARING TRADE SECRETS

## INFRASTRUCTURE MANAGEMENT COMPANY HITS ROADS TO EXPORTS

*From a small group of graduate students nearly 20 years ago to one of the most successful high-technology pavement engineering and infrastructure management companies, the road has been paved with a great deal of success.*

It was back in 1978 that Dr. Matt Karan, having just graduated from the University of Waterloo, founded Pavement Management Systems Ltd. (PMS), the company of which he is president.

(PMS co-founders were fellow student, Dr. Frank Meyer — now company Vice-President — and honorary company Chairman, Dr. Ralph Haas, a civil engineering professor, as well as two others who are no longer associated with the company.)

From those small beginnings in Paris, Ont., PMS has not only grown into a world-renowned firm — now located in neighbouring Cambridge — of over 100 people, but has joined ITX Technologies and become part of the 1,100-strong Stanley Technology Group Inc.

### The road to exports

ITX Stanley Ltd. (ITXSL), as it is now known, had no export experience — outside the U.S. where it opened an office in 1981 — before joining the Stanley Group eight years later.

"We started out in the U.S.," says Karan, "because we knew there was a market potential there, and quickly expanded into Phoenix, Chicago and Buffalo."

Now the company has been active in countries such as Syria, Kuwait, Turkey, China, Vietnam and the British Virgin Islands, while pursuing other leads in the Far and Middle East as well as Eastern Europe.

"Our great advantage in China and elsewhere," Karan explains, "is our unique service and excel-

lent reputation based on strong ties with, and credentials from, the University of Waterloo, active participation in international conferences, and good relations with international lending institutions."

In China, for example, ITXSL is helping the federal Ministry of Communications in establishing a priority programming system for road improvements by providing training to the Chinese, both locally and in Canada.

This, as well as other projects in Jiangsu and Fujian provinces and Shanghai, is funded by the World Bank.

### Roadmap to success

"We follow diligently the tender notices issued by the World Bank and other major international financial institutions," confides Karan. "This is an excellent way to stay in the pipeline of upcoming projects."

He also recommends staying in touch with the Canadian International Development Agency as well as with the Ontario International Trade Corporation — it helps Ontario companies abroad — and with the Ministry of Transportation of Ontario (MTO).

"But before going to a new country," says Karan, "we check with the Canadian trade commissioners in the region, to get as much information as possible as well as a list of useful contacts.

"Now we receive faxes from Canadian embassies and MTO for projects coming up," he says.

Another very effective, although expensive, ITXSL approach is to

put on seminars in a prospective country.

"We specialize in tailoring our project approach to the unique needs and requirements of our clients," reveals Karan, "and we have been involved in many technology transfer training courses and workshops.

"The objective of these seminars is not hard sell," says a confident Karan. "If they are successful, sales will follow."

### Pointers

"For this to happen and to be competitive," he adds, "you need something unique to offer, something that puts you in an advantageous position."

Another recommendation is to study markets very carefully, focussing only on those that look promising. "Be patient," he advises, "go with the flow, take a trip to the job site, investigate local habits and don't rush things if the cultural customs are slow."

In addition, Karan suggests getting a good local partner who can also help with any language difficulties.

"Above all," he says, "you need the right team to do the job, the proper mix of expertise and attitude, for any mistake can be very costly to correct."

And he speaks from experience, having recently won a locally financed integrated infrastructure management system in Kuwait — the first such project in the world.

For further information on ITXSL, contact company President Dr. Matt Karan, Tel.: (519) 622-3005, Fax: (519) 622-2580.



# BUSINESS OPPORTUNITIES

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

**CHINA (PEOPLE'S REPUBLIC) —** A Canadian-based consulting company seeks companies interested in meeting trade groups from China to explore business opportunities in the following areas: **environmental technology and products, metals technology and products, power generation technology and products, specialty chemicals, medical technology and products, agri-products and tourism.** Contact Elite International Professional Exchange Ltd., Suite 900, 1788 West Broadway, Vancouver, B.C. V6J 1Y1, Tel.: (604) 737-8997, Fax: (604) 738-5882, E-mail: elite\_international@bc.sympatico.ca

**INDIA —** An Indian agriculture and agro-industry consulting firm seeks a Canadian partner to help set up an **integrated horticulture complex** with world-class facilities. Facilities to be developed include a model nucleus farm for technology transfer, precooling centres, a packing house for fruits and vegetables, a refrigerated transport system, and temperature-controlled warehouse. Interested companies should contact Agrotech Projects, 12-A Murali Street, Mahalingapuram, Madras 600 034, India, Tel.: (91) 44-825-8716/823-4008, Fax: (91) 44-825-8716.

**JAMAICA —** On behalf of its clients, a Canadian company wishes to present the following opportunities:

- A Jamaica-based company seeks joint venture partners in **building and operating a**

**rest/nursing home.** The facility will be located near Montego Bay Airport. (code JA01897)

- A world-renowned farm operation seeks joint venture partners in **chicken, egg, feed, pig, goat, equipment and machinery.** (code JA01797)

- Several construction companies seek joint venture partners in **solar energy technologies.** (code JA01697)

- A large city seeks joint venture partners for **garbage collection, processing and recycling.** Transportation, technology and financing are essential. (code JA01597)

- Several small fishing companies seek joint venture partners to improve their **fishing opera-**

**tions and technologies.** (code JA10497)

Using the codes, contact Cleveland Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109, E-mail: emtecgrp@idirect.com

**SOUTH ASIA —** On behalf of its South Asian buyers, an Ontario firm seeks **aluminium bars, aluminium granules, ferro alloys and other secondary aluminium alloys.** Contact: J.K. Jain, PeJay Tading Ltd., 1270 Playter Place, Oakville, Ontario L6M 2V4, Tel.: (905) 469-8869, Fax: (905) 469-9259, E-mail: jkjain@netcom.ca

## The EBRD — Continued from page 3

actively building trade lines, setting up project finance units and taking part in EBRD loan syndications.

Canadian resource-based firms — particularly those in the oil and gas, mining, agri-business, and pulp and paper industries — also have excellent potential in the region served by EBRD. Russia, Ukraine, Poland, Romania and Kazakstan are just a few of the EBRD countries offering Canadian firms a competitive advantage if they invest in partnership with the Bank.

Other industry sectors well placed to take advantage of EBRD facilities are telecommunications, aircraft manufacturing and airport construction,

road and rail transport, waste water treatment and electricity generation and transmission.

### For more information...

The Canadian Office at the EBRD works with Canadian firms to help them better understand how the Bank operates and how to pursue EBRD opportunities in the private and public sectors. Contact John Kur, Director's Assistant, Office of the Director for Canada and Morocco, European Bank for Reconstruction and Development, One Exchange Square, London EC2A 2EH United Kingdom, Tel.: (44-171) 338-6509, Fax: (44-171) 338-6062, E-mail: kur@ebrd8.ebrd.com

# TRADE FAIRS AROUND THE WORLD

## Grocery Fair Features Export Pavilion

VANCOUVER — Taking place March 9 to 10, 1997, the eighth **Annual Grocery Showcase West '97** will for the first time incorporate an export pavilion. The pavilion will highlight Canadian companies that are export-

ing or ready to export. Buyer missions from the United States, Japan and Taiwan will use the pavilion as their home base while at the fair.

The export pavilion is a cooperative effort by Agriculture

and Agri-food Canada (AAFC), the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Federation of Independent Grocers. DFAIT and AAFC representatives from the four western-most provinces will be on hand to share their resources and expertise (e.g., on labelling and markets) with show participants.

For further information, contact Richard Philippe, AAFC, Tel.: (604) 666-7797, Fax: (604) 666-7235, E-mail: PhilippeR@em.agr.ca

## Vietnam Expo '97

HANOI, VIETNAM — The Vietnam international trade fair, **Vietnam Expo '97**, will take place April 3 to 7, 1997. Exhibits will include consumer goods, industrial equipment and materials; environmental protection and medical equipment; agricultural and food-processing equipment; packaging; garments; vehicles; and giftware, art and handicrafts. The event is co-ordinated by the Vietnam Chamber of Commerce.

For information, contact Van T. Tran, Trade and Investment Director, Vietnam Trade Council, 70 Gloucester Street, Ottawa, Ontario K2P 0A2, Tel.: (613) 231-6369, Fax: (613) 235-1515.

## MULTIMEDIA™ 97 Presents International Media Awards

TORONTO — The **MULTIMEDIA™ 97 Exposition and Forum** will take place at the Metro Toronto Convention Centre, May 6 to 9, 1997.

**MULTIMEDIA™ 97** is Canada's most established exhibition and conference targeting the breadth of new media and communications technologies industries. Now in its sixth year, the show attracts more than 23,000 attendees annually and this year will include over 80 seminars and 400 exhibits. The show focusses on innovative communications technologies including virtual reality, visual communications, electronic design, video/film production, photography, and multimedia and

Internet communications and how these segments are converging under the influence of digital technology.

Presentation of the 1997 International Digital Media Awards will take place during **MULTIMEDIA™ 97** at the Design Exchange (downtown Toronto), on May 7, 1997. This international competition recognizes excellence in the production of interactive digital media, highlighting both the technology and the creativity behind the new media.

For information on **MULTIMEDIA™ 97**, contact Laura Ranieri or Jennifer Abramovitz at The Cohen Group, Tel.: (416) 756-7996.

## INTERNATIONAL WIRELESS COMMUNICATIONS EXPO

LAS VEGAS, U.S. — The **International Wireless Communications Expo** will take place April 22 to 24, 1997. Held at the Sands Convention Centre, the increasingly popular show attracts over 10,000 attendees from over 70 countries. Buyers at last year's show were especially interested in two-way radios, antennas, mobile data, pagers and systems integration.

The Canadian Consulate General in Los Angeles is organizing exhibits at the show. For details, contact Jeffrey Gray, Tel.: (213) 346-2752, E-mail: jeffrey.gray@nngls02.x400.gc.ca

# BUSINESS AGENDA

**VICTORIA** — March 18-19, 1997 — The theme of this year's **Leading Edge Training Technologies Conference, LETT'97**, is "Training Technologies for the Future: Opportunities and Challenges." Aimed at middle and senior managers in the public and private sectors; consultants and trainers; educators; and software developers and researchers, the conference will feature a selection of over 20 workshops and research papers and a networking lunch. **LETT'97** is hosted by the University of Victoria's Division of Continuing Studies (TEC Programs) at the Victoria Conference Centre. For more information, contact Drew Williams, Tel.: (250) 721-8779, Fax: (250) 721-8774, E-mail: [lett@uvcvcs.uvic.ca](mailto:lett@uvcvcs.uvic.ca) or visit the LETT Web site: <http://www.uvcvcs.uvic.ca/tecweb/lettthome.htm>.

**TORONTO** — March 11, 1997 — The City of Vienna will host a conference entitled **Vienna — A Competitive Business Location in Europe** at the Four Seasons Hotel. The conference is designed to highlight the advantages of investing and doing business in Vienna, a vibrant city at the heart of the new Europe.

The slate of speakers from the Canadian corporate sector includes Frank Stronach, CEO of Magna International; Clive Allen, Vice-President and General Counsel at Nortel; and Michael Lord, Vice-President, Communications and Public Relations, Bombardier Inc. Vienna.

Topics to be covered range from direct investment and strategic alliances to trade opportunities in a wide range of sectors.

For conference information, contact the Austrian Consulate in

Toronto, Tel.: (416) 488-4082, ext. 51, Fax: (416) 488-4231. For information on developing new business in Austria, contact the Trade Section of the Canadian Embassy in Vienna, Tel.: (43-1) 531-38-3351, Fax: (43-1) 531-38-3906.

**ST. JOHN'S** — April 21-22, 1997; **MONCTON** — April 24-25, 1997; **HALIFAX** — April 28-29, 1997 — These two-day seminars focus on **ways to win business financed by international financial institutions (IFIs)** such as the World Bank, African Development Bank, European Bank for Reconstruction and Development and the Inter-American Development Bank.

Presented by Development Bank Associates of Washington, D.C., the seminars explore how to identify IFI-financed business opportunities, participate in the bid process, solve bid problems and market bids. The seminars are sponsored by the Canada-Atlantic Provinces Co-operation

Agreement on International Business Development in association with the Alliance of Manufacturers and Exporters of Canada.

For details, contact (in **Newfoundland**) Keith Warren, Tel.: (709) 772-5511; (in **New Brunswick**) Ben Hong, Tel.: (506) 851-6669; (in **Prince Edward Island**) David Cook, Tel.: (902) 566-7576; (in **Nova Scotia**) Maryann Everett, Tel.: (902) 426-6658.

**HAMILTON** — April 23-24, 1997 — The Automotive Parts Manufacturers' Association (APMA) will be holding its **Annual Conference and Exhibition** at the Hamilton Convention Centre. Keynote speakers will include Chrysler Vice-President Tom Stallkamp, Dana Corporation Chairman and CEO Woody Morcott, as well as Ontario Premier Michael Harris. The theme of the two-day event — it will also

*Continued on page 12*  
**Business Agenda**

## Vietnam Mining '97

**HANOI, VIETNAM** — April 8-11, 1997 — Organized by the Vietnam-Canada Trade Council and Trade Investment and Support Centre, **Vietnam Mining '97** is a conference and exhibition targeting mining companies, foreign investors and mining analysts, and equipment vendors and suppliers.

The event offers mining companies opportunities to find joint venture partners, meet with local and foreign mining industry leaders, and learn about operating in remote locations, managing risk, and about current and potential mineral exploration.

Investors and analysts will, among other things, be able to identify local mining projects for investment and learn about the taxation and other incentives for foreign investment in mining.

Opportunities for equipment vendors and suppliers include identifying local needs for advanced mining equipment and making contact with potential importers.

For information, contact Van T. Tran, Trade and Investment Director, Vietnam Trade Council, 70 Gloucester Street, Ottawa, Ontario K2P 0A2, Tel.: (613) 231-6369, Fax: (613) 235-1515.

# PUBLICATIONS

## Recent Publications for Canadian Exporters

Publics Works and Government Services — Publishing (formerly: Canada Communication Group) has recently issued the following information publications to help exporters gain an edge in today's competitive market:

The *Export Financing and Insurance Vocabulary*, published by Export Development Corporation, provides trilingual (English-French-Spanish) definitions of complex terms pertaining to international trade, finance, economics and insurance. (Catalogue no. S52-2-230-1996)

The *NAFTA Customs Procedures Manual*, published by Revenue Canada, explains clearly and precisely the applicable rules that exporters deal with daily,

from the Certificate of Origin to post-import claims and corrections. (Catalogue no. RV31-44-1995E/F)

**CUSTOMS TARIFF 1997: Departmental Consolidation**, published by Revenue Canada, sets out Canada's import and export duty rates. (Catalogue no. RV55-2-1997E/F)

**Quality Assurance in Services: An ISO 9000 Workbook for Small Professional Firms**, published by Industry Canada, is a complete guide that follows a step-by-step approach for small companies interested in ISO 9000 certification. (Catalogue no. C2-271-1995E/F)

**Diplomats, Consulars and**

**Other Representatives in Canada** (Catalogue no. E12-3-1995), published by the Department of Foreign Affairs and International Trade, is an invaluable source for contacting embassies and other foreign officials residing in Canada. **Canadian Representatives Abroad** (Catalogue no. E12-5-1995), also from DFAIT, provides names, addresses, telephone and fax numbers of Canada's diplomatic representatives abroad. Both guides help exporters reach the appropriate individuals for their information needs.

To order copies or for further information on the above publications, contact Publics Works and Government Services — Publishing at (819) 956-4800.

## Doing Business with India

The 1997 edition of *Doing Business with India* is a three-part volume containing an update on India's economic reforms and policies governing foreign investment, technology transfer, industry set-up, collaborations, licensing and import-export; a resource directory and reference guide; and economic indicators and statistical information about India. The 284-page softcover guide delivers the

information needed by foreign business executives and non-resident Indians seeking to expand their operations in India or enter this rapidly growing market.

**Doing Business with India** retails for US\$59.95 a copy plus shipping and handling. It can be obtained by contacting Business Times, P.O. Box 33364, Farragut Station, Washington, D.C. 20033, U.S.A, Fax: (301) 572-7233.

## Business Agenda

*Continued from page 11*

hear addresses by senior executives from other corporations such as Toyota, Linamar, Harley-Davidson — is "Automotive Superhighway — from Vision to Vehicle — What to Do Tomorrow to Win." For more information or registration, contact the APMA in Toronto, Tel.: (416) 620-4220, Fax: (416) 620-9730.



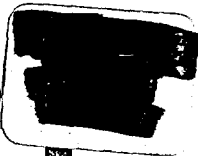
DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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# CANADEXPORT

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## An Ancient Country Becomes a New Frontier

RETOURNER A LA BIBLIOTHEQUE DU MINISTRE

*With the eighth-largest economy in the world, China is showing up on global radar screens as an emerging giant, even before resuming full sovereignty over Hong Kong this year. Continuing economic reforms are creating significant investment and export opportunities for Canadian firms, but the challenge is also great.*

China's economy has quadrupled in size since economic modernization became the hallmark of Chinese government policy in 1978. In an interview with *CanadExport* shortly after the death of Chinese leader Deng Xiaoping last month, Canada's ambassador to China, Howard Balloch, expressed confidence that China's current leadership will stay the course of economic reform.

"I think that power is more shared in China than perhaps it has been ... in the past, and that the leadership that will follow Deng Xiaoping is largely already

in place ... . The reform that began 18 years ago has brought to China the longest period of sustained stability and progress in China's history. And I don't, in China, hear very many people talking about changing that broad direction."

That broad direction has been to increase economic growth, productivity, diversity and efficiency through the application of market mechanisms — all of which spell opportunities for Canada to expand on an already good commercial relationship.

Currently, Canada has direct investments worth \$340 million in China and \$1.98 billion in Hong Kong. Hong Kong, in particular, continues to be a vital source of investment, a fertile market for Canadian technology, goods and services, and an ideal base from which to access expanding markets in China and the Pacific Rim. Even after reverting to China, Hong Kong will retain considerable autonomy in economic, trade, cultural and political affairs for at least 50 years.

China and Hong Kong combined now represent Canada's third-largest trading partner after the United States and Japan. In 1996, two-way trade stood at almost \$8 billion

*Continued on page 5 — China*

## Canada: Investment Location of Choice

*Canada is becoming the venue of choice for foreign firms seeking to penetrate North American markets. As evidence, foreign direct investment in this country almost doubled between 1985 and 1995, to top \$168 billion.*

Fuelling the expansion in foreign investment are Canada's healthy economic growth (Canada is expected to lead the G-7 in 1997); preferred access under the North American Free Trade Agreement to a huge and affluent market of 378-million people; low inflation; world-class transport and commu-

nications; highly skilled labour; and inexpensive energy.

And these are only some of the attractions. Other major lures include Canada's generous R&D incentives; lower business costs

*Continued on page 4 — Canada*

### CANADEXPORT ON-LINE

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

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# TEAM CANADA: A CURRENT AFFAIR

## Thinking of Exporting? Talk to your Local Team Canada Regional Trade Network

*You will, of course, have heard of the Team Canada missions overseas, but did you know there's a strong domestic team working for you here at home? Federal, provincial and local Team Canada partners have joined together to launch Regional Trade Networks (RTNs) in each province to help ensure you gain the maximum benefit of available exporter services.*

These Networks allow government and the private sector to work together at the regional level to generate new international business opportunities for Canadian business. They also represent a major step forward in efforts to reduce overlap and duplication between governments and focus resources where they can genuinely make a difference.

RTN partners include Industry Canada, the Department of Foreign Affairs and International Trade, Agriculture and Agri-Food Canada, regional development agencies, the Export Development Corporation, the Canadian Commercial Corporation, Canada Mortgage and Housing Corporation, the Business Development Bank of Canada, provincial governments and, sometimes, industry associations.

Each Network has four key areas of focus:

- export preparation services,
- market information and intelligence,
- export counselling, and
- international financing.

### What RTNs can do for you...

RTNs offer you quick access to the special expertise of all the partners in your Regional Trade Network. Services include:

- export readiness assessment,
- export counselling,
- export preparation and training,
- information on trade fairs and missions,
- introduction to foreign buyers visiting your province,
- contacts in international markets,
- worldwide leads on international business opportunities,

- technology transfer,
- liaising with Canadian embassies,
- export financing and insurance, and
- market information and intelligence.

### For more information...

As a starting point and for information on exporting, check our Web site (<http://reliant.ic.gc/index.html>) or contact your province's Canada Business Service Centre:

#### Newfoundland:

Tel.: 1-800-668-1010  
St. John's: (709) 772-6022  
Fax: (709) 772-6090

#### Prince Edward Island:

Tel.: 1-800-668-1010  
Charlottetown: (902) 368-0771  
Fax: (902) 566-7377

#### Nova Scotia:

Tel.: 1-800-668-1010  
Halifax: (902) 426-8604  
Fax: (902) 426-6530

#### New Brunswick:

Tel.: 1-800-668-1010  
Fredericton: (506) 444-6172  
Fax: (506) 444-6172

#### Quebec:

Tel.: 1-800-322-4636  
Montreal: (514) 496-4636  
Fax: (514) 496-5934

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*Managing Editor:* Don Wight  
*Associate Editor:* Louis Kovacs  
*Layout:* Yen Le

*Telephone:* (613) 996-2225

*Fax:* (613) 996-9276

*E-mail:* [canad.export@extott23.x400.gc.ca](mailto:canad.export@extott23.x400.gc.ca)

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## INTERNATIONAL FINANCIAL INSTITUTIONS: NEWS, NOTES & OPPORTUNITIES

### IFC Introduces Program to Reach New Markets

*The International Finance Corporation (IFC) has introduced a program to expand the geographic range of its activities to smaller and poorer countries and to countries experiencing difficult transitions to market economies.*

The Extending IFC's Reach Initiative will promote private-sector development in countries where IFC's activity has been severely constrained due to challenging country conditions and obstacles to private-sector activity.

Sixteen countries, or clusters of countries, have been targeted for the program. They include Albania, Azerbaijan, Bosnia-Herzegovina, Cambodia, Central African Republic, Chad, Congo, the Eastern Caribbean, El Salvador, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Guyana, Kazakhstan, Laos, (the Former Yugoslav Republic) Macedonia, Mongolia, Mozambique, Senegal, Slovak Republic, Uzbekistan, Western Africa and, in the Palestinian Authority, the West Bank and Gaza.

The Initiative will be implemented as a three-year pilot program comprising two basic elements: first, IFC will establish a presence in each country by placing investment staff in the field. Field staff will learn about the country's private-sector needs by developing relations with local entrepreneurs and directly identifying commercially sound enter-

prises and projects.

Second, IFC has created a US\$40-million Small Enterprise Fund to support smaller-scale investments in these countries. The Fund will be used to invest in projects with total costs of between US\$250,000 and US\$ 5 million. IFC's own investments are expected to range from US\$100,000 to US\$2.5 million, covering approximately 40 per cent of each project's total cost.

While the Fund will primarily provide debt financing, it will

also have the flexibility to make equity and quasi-equity investments and to provide local currency guarantees.

For more information on the Extending IFC's Reach Initiative, contact IFC's Corporate Relations Department, Tel.: (202) 473-7711, Fax: (202) 676-7711. Additional information on IFC activities is available on the Department of Foreign Affairs and International Trade's Web site:

<http://www.dfait-maeci.gc.ca>, under Trade/IFI.

### Are You a Canadian Investor in Poland?

The Canadian Embassy in Warsaw is conducting an investors' survey to update information on Canadian investment in Poland.

Survey responses to date indicate that Canadians are investing most heavily in manufacturing, finance, the food industry and construction.

Since Canadian investment in Poland has traditionally been underreported, your participa-

tion in this survey is important. Survey information will be used to help promote Canadian business in Poland.

If you have not been approached by the Canadian Embassy to participate in the survey, please contact Teresa Zieliska, Commercial Section, Canadian Embassy in Warsaw, Tel.: (48-22) 629-8051, ext. 3257, Fax: (48-22) 629-6457, e-mail: [commerce@wsaw01.x400.gc.ca](mailto:commerce@wsaw01.x400.gc.ca)



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078; or call (613) 992-3005.

# Canadian Wins King Faisal International Prize

Canadian James Francis Gusella is one of three researchers to share this year's King Faisal International Prize for Medicine. Gusella, who is Bullard Professor of Neurogenetics at Harvard Medical School, received the award for groundbreaking research on Huntington's disease. Huntington's dis-

ease results in totally disabling motor disorders and functional and psychiatric changes.

The prestigious King Faisal International prizes are presented annually in several categories. Merit governs the selection process, and each prize includes a cash award of

US\$200,000. The 1997 announcement brings the total number of laureates to 118 from 32 countries.

## CANADEXPORT ON-LINE

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

## Canada: Investment Location of Choice

*Continued from page 1*

than in the United States; and a low dollar, which has helped make Canada a great place for exporters — exports have been climbing by 16-17 per cent annually for much of the decade.

These advantages may seem obvious to Canadians. But they are not always apparent to foreign investors. To help companies decide to invest or reinvest in Canada, the International Marketing Group of the Department of Foreign Affairs and International Trade conducts various marketing and communication activities. For example, it has recently produced Canada Investment Facts, an electronic presentation in Acrobat Reader, and released a new issue of its international newsletter, Canada Investment News, providing information on investment successes, prospects and joint ventures or strategic alliances with partners in Canada.

For more information, contact the International Marketing

Group, Department of Foreign Affairs and International Trade, Tel.: (613) 995-4128, Fax (613) 995-9604, FaxLink: (613) 944-

6500, Internet: <http://www.dfait-maeci.gc.ca/english/invest/imd/indindex.html>.

Among the multinationals stepping up their investment in Canada in recent years are:

- Merck Frosst — \$260 million in pharmaceutical R&D spending over the past five years.
- Ericsson Communications Inc. — over \$375 million invested since the early 1990s to expand R&D facilities and develop a technical assistance centre.
- Ford Motor Company of Canada, Limited — a \$4.5-billion investment in plant facilities and equipment since 1992.
- Cosmair Canada — \$25 million spent in 1996 to expand manufacturing capacity for cosmetics.
- Wyeth-Ayerst Canada Inc. — \$60 million spent in 1993 on a plant to produce the active ingredient in Premarin, a hormone-replacement product.
- Petresa Canada Inc. — a \$180-million joint venture between SCF and Petroquímica Espanola to produce an essential component in the manufacture of surfactants.
- Stora Forest Industries — \$650 million allocated to construction of a state-of-the-art specialty paper plant.
- Testori Americas Corporation — construction of a \$1-million plant in 1994 to build specialized interior components for aircraft and mass transit vehicles, followed shortly by the announcement of an \$11-million expansion.
- Standard Knitting Ltd. — \$8 million invested to upgrade computer technology and buy advanced knitting equipment.



# CANADA EXPORT



## Focus on China

# The Re-engineering of China

*With more than one-fifth of the world's population and an economy that has been doubling in size every eight years, China is emerging as the economic motor of the Asia Pacific, with growing political significance. What happens in China will be relevant to the economic health of all major trading countries and to virtually every issue of the global community.*

• China's economy has quadrupled in size since economic modernization became the hallmark of Chinese government policy in 1978. With current GDP standing at about \$750 billion, the country is already the eighth-largest economy in the world, even before resuming full sovereignty over Hong Kong this year. Annual growth is averaging 9 per cent, the world's fastest growth rate in the last decade. This growth is projected to continue at a similar rate, and by early in the next century China is predicted to become the world's largest economy.

### Internal restructuring gathers momentum

The economic reforms that began in the late 1970s were the catalyst for redefining the role of the state in China — a redefinition that has gathered momentum since the early 1990s. The central tenet of China's economic reforms was that of increasing economic growth, productivity, diversity and efficiency through the application of market mechanisms.

In commerce, industry and service, the non-state sector has demonstrated tremendous growth, while the state sector has continued to stagnate. The financial sector is also now undergoing a transformation as the state

gradually backs out of direct involvement.

### Foreign investment continues to grow

China has become a major destination for foreign direct investment, with annual flows increasing from US\$4 billion in 1990 to more than \$38 billion in utilized foreign investment by the end of 1995. Hong Kong and Macao remain the major source of foreign investment into China, with nearly 60 per cent of the total, while the U.S., Japan and Taiwan each represent about 8 per cent of the total. Industry has captured more than 50 per cent of the investment, followed by real estate and utilities at 30 per cent. Most investment to date has been focused in the coastal regions, and the government is now strongly encouraging investment into the interior.

Canadian direct investment in China reached \$340 million in 1995. However, any investment requires lengthy and detailed negotiation and usually includes substantial requirements for technology transfer. Canadian firms should study all aspects of a prospective investment carefully and commit resources with caution and a clear understanding of Chinese investment policy and law.

### Canada-China trade relations

China's foreign trade has outperformed the world average by a factor of more than two. China's imports have grown from under US\$12 billion in 1978 to more than US\$132 billion by the end of 1995, while its exports have increased from under US\$10 billion to US\$149 billion.

Trade between Canada and China has grown rapidly over the last quarter century. From only \$161 million when diplomatic relations were established in 1970, two-way trade stood at almost \$8 billion in 1996. Over the last five years, Canadian exporters have increased their sales by 35 per cent, to \$2.85 billion. China and Hong Kong combined now represent Canada's third-largest trading partner after the United States and Japan.

*Continued on page II  
The Re-engineering*

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# Chinese Provincial Regions Offer Distinct Markets

While the central government in Beijing continues to exercise a paramount role in economic leadership and setting priorities, China should also be viewed as a collection of distinct regional markets differentiated by geography, culture and dialects, economic structure, level of development and growth prospects.

Major regions and the provinces they encompass are:

- **Northeast China** (Heilongjiang, Jilin and Liaoning provinces);
- **Greater Beijing** (Hebei, Beijing, Tianjin and Shandong);
- **Central Provinces** (Shaanxi, Henan, Hubei, Anhui, Hunan and Jiangxi);
- **Southwest China** (Sichuan);
- **Greater Shanghai** (Shanghai, Jiangsu and Zhejiang); and
- **South China** (Guangdong, Fujian and Hainan).

Each of these regions has a population of more than 100 million and a GDP exceeding US\$20 billion. The regions of Guangdong, Shanghai and Bei-

jing play the leading role. The Central Provinces have lower per capita incomes, but population density promises good returns in the consumer markets of the future in some sectors.

Infrastructure development will also require significant capital investment. In every region, the key consideration is finding the appropriate client, agent/distributor, representative or joint-venture partner.



## The Re-engineering of China — Continued from page I

Canada's priority export sectors are well matched to China's requirements for imported goods, services and technology, particularly in the areas of agriculture and agri-food, infrastructure (energy, transportation and telecommunications) and environmental protection.

### Market characteristics

The most important issue to be considered by any Canadian firm contemplating doing business in China is that the market is still highly protected. Non-tariff barriers, including recently introduced tariff rate quotas for

certain agricultural commodities, are highly developed, and administrative barriers are formidable.

Changes to China's tariff policy have eliminated import duty exemptions for foreign-financed projects, although a number of preferential policies, such as advantageous tax regimes for investors, remain in place. China has made significant advances to protect intellectual property, but enforcement remains problematic. The lack of transparency and the arbitrariness of changes in regulations, taxes and tariffs are also considerable problems for market access.

### Market potential significant but challenging

China holds significant market potential for Canadian firms, but the challenge is also great. China's commitment to pursue further economic reform should sustain high growth and continue to generate promising opportunities for exporters in sectors of Canadian comparative advantage, even as uncertainties about the pace and direction of reform complicate efforts to plan market development strategies.

# Hong Kong: the "Heart of Asia"

*As a major global and regional trading and finance business centre, Hong Kong is considered to be one of the primary places in the world for networking, information exchange, deal making and sourcing investment dollars.*

The postage-sized territory of 6.3 million represents an impressive pool of wealthy, well educated, internationalized and knowledgeable people sitting in the geographic heart of Asia and controlling huge flows of goods, services and investment.

In facing the 1997 handover to the People's Republic of China after 150 years of British rule, the economic transition to China has already largely occurred with the transfer of Hong Kong manufacturing to China, mainly in the Pearl River Delta but increasingly beyond to the north and inland.

On the other hand, huge sums of Chinese capital and assets are located in or funnelled through Hong Kong. The city is heavily services oriented, outpacing much of the world, particularly China, in developing the trade of invisibles.

## Canada-Hong Kong investment relations

The territory continues to be a vital source of investment, a fertile market for Canadian technology, goods and services, and an ideal base from which to access expanding markets in China and the Pacific Rim. Canada has \$1.98 billion worth of investments in Hong Kong, while Hong Kong has \$2.6 billion of investment in Canada.

## Canada-Hong Kong trade relations

Hong Kong is Canada's fifth-largest trading partner in the Asia-Pacific region and is becoming an increasingly important trading partner and

commercial centre for Canadian business. Two-way trade in 1996 was approximately \$2.3 billion.

Hong Kong is also an important re-export point for other

*Continued on page VIII*  
Hong Kong

## The 1997 Transition: Preserving Hong Kong as a Business Hub

On July 1, 1997, Hong Kong will revert to China after 150 years of British rule. It will be known as the Hong Kong Special Administrative Region (HKSAR) of the People's Republic of China. Details of the sovereignty transfer have been determined by the Sino-British Joint Declaration of 1984, and by the Basic Law, the constitution for the territory that was promulgated by the Chinese National People's Congress in April 1990. The Basic Law ensures the implementation of "one country, two systems." It grants considerable autonomy to the HKSAR in economic, trade, cultural and political affairs for 50 years after 1997.

### Economic System

- The HKSAR government will safeguard the free operation of financial business and the free flow of capital in the territory, whereby no exchange control policy will be applied after 1997. The Hong Kong dollar will continue to circulate and will remain freely convertible.
- After 1997, the Exchange Fund will be managed and controlled by the HKSAR government, primarily for regulating the exchange value of the Hong Kong dollar.

### Status as a Trading Nation

- The HKSAR will remain a

separate customs territory and will be allowed to continue to take part in relevant international organizations and international trade agreements.

- Export quotas, tariff preferences and other similar arrangements obtained by the HKSAR will be enjoyed exclusively by the HKSAR. The HKSAR government will have authority to issue its own certificates of origin for products manufactured locally in accordance with the prevailing rules of origin.

- Trade, including that with the mainland, will continue to be governed by international rules.

- The HKSAR will remain an international and regional transportation centre, with its own aircraft and shipping registers.

- Separate membership in the World Trade Organization, Asia Pacific Economic Co-operation (APEC), Pacific Economic Co-operation Council (PECC), Pacific Basin Economic Council (PBEC), and Pacific Trade and Development Conference will continue.

- English will continue to be used as an official language, in addition to Chinese.

### Taxes

- The HKSAR will continue to have an independent taxation system after 1997.

# Opportunities in a Complex but Promising Market

*China is not a market for everyone. Canadian exporters are best able to succeed if they are price and quality competitive, prepared for lengthy negotiations, committed for the long term and in possession of a range of international business development experience. Export strategies must take into account that China is not just one market, but many regional markets.*

Hong Kong can provide early signals of emerging opportunities in China, as well as significant financial and networking resources. However, Hong Kong is not only a "gateway" to China or an Asian regional hub; it is sufficiently international that the market can be exploited as a cutting-edge, trend-setting "shop window" for the rest of the world.

## Advanced technology products and systems

China's central and provincial governments and large cities all place a priority on incorporating advanced technology into their economies. During the current five-year plan (1996-2000), the government intends to invest some \$80 billion in China's telecommunications infrastructure. Government officials are also grappling with issues stemming from limited telecommunications service competition and severe limitations to foreign involvement in the sector. It is expected that the new telecommunications bill to be presented this year may open new avenues for foreign investors.

While local and international competition is fierce in China and Hong Kong, particular opportunities exist for Canadian firms offering unique or niche technologies in the areas of telecommunications, satellite communications and computers and software. Particular opportunities exist in areas such as digital switching and transmission, fibre optics, Asynchronous Transfer Mode (ATM) systems, network management and control, and wireless communications, as well as for co-operation and direct sales in earth observation, satellite communications, ground stations and robotics. The Chinese government is also encouraging joint ventures in the computer field to promote technology transfer and to develop a viable export industry.

Hong Kong companies are seeking new telecommunications technologies to manufacture high value-added products in their plants, which, in many cases, have been relocated to South China. In the computer field, particular opportunities for Canadian business are in systems integration for an array of Hong Kong government projects and for large companies needing to automate processes and systems.

## Agriculture and agri-food products

With 22 per cent of the world's population but only

7 per cent of the world's arable land, China faces an enormous challenge in feeding its growing population.

Opportunities for Canadian business exist in bulk-agri-food commodity exports, value-added agricultural products, services and technology and, to some extent, fully processed manufactured foods. There are particular opportunities for Canadian suppliers of value-added agricultural products, services and technology that are organized and strategically positioned in the China market. Promising opportunities also exist in manufactured foods, despite import and regulatory barriers and stiff competition.

Using Hong Kong as an entrepôt for South China and other regional markets has been a successful approach for Canadian exporters of ginseng, oil-seeds, beef, port, poultry, seafood, beverages and confectionary.

## Building products and services

The opportunities for Canadian firms in the building products sector in China are growing. Since the early 1990s China has been undertaking

*Continued on page V – Opportunities*

## Infrastructure Development in China

China's infrastructure has been unable to keep pace with economic growth. This deficiency represents a potentially serious bottleneck to further development. The Chinese government fully recognizes the need to address these problems before they become endemic, and sectors such as energy, telecommunications and transportation are the focus of intense activity ranging from regulatory development and structural reorganization to project implementation. Opportunities for Canadian companies exist in all these areas, but funding is a challenge and competition is intense.

# Opportunities in a Complex but Promising Market

*Continued from page IV*

a construction program of monumental proportions. Demand for housing will continue to rise as China's population grows. China is seeking to open the sector to foreign products, services and investment. Although effective laws and regulations are lacking, reform efforts have led to tariff reductions, foreign investment incentives and joint-venture regulations to attract foreign technology and expertise.

Project management and engineering services are needed for the complex residential and industrial construction planned in Hong Kong and South China, which can now be considered one market with respect to the use of higher-quality building products and services.

## Environment

Intense agricultural and industrial development and underdeveloped manufacturing technologies, along with recent awareness of and commitment to addressing environmental issues among the Chinese, all point to opportunities for Canadian exporters of environmental technologies. China plans to invest approximately US\$22.5 billion over five years and will be looking for other nations to participate by providing co-operation, technical aid and economic support. Priorities are flue gas desulphurization; build-operate-transfer (BOT) sewage treatment plants using soft loans; advanced pulp and paper technology; energy efficiency; and advanced-technology organic treatments for highly concentrated wastes encountered in the confectionary, printing and dyeing industries.

## Energy

China continues to suffer from a shortage of electric power. There are ambitious plans to increase generating capacity by 17 000 MW per year to reach 300 000 MW by the year 2000 through an aggressive project development plan, centring primarily on thermal and hydro power, and including an important expansion of China's nuclear power capacity. China is also working to improve its transmission and distribution network, at the same time addressing the need for changes to the regulatory and structural environment.

Notwithstanding fierce competition in the sector, Canadian suppliers have been successful in exporting energy-sector equipment and expertise to China, much of it to projects funded by international financial institutions. There are

increasing opportunities for independent power projects, but these must be considered with careful attention to the regulatory environment.

## Transportation

China's transportation infrastructure is undergoing radical change. Following a period of rapid growth in the civil aviation fleet, China is now engaged in a huge program of airport reconstruction and development, as well as significant planned investment in air traffic control. A national trunk highway system is being developed, financed through a combination of government investment and international financial institution loans, and a number of privately funded toll highways and bridges are also planned or under construction. Coastal and inland waterway facilities are also growing.

Considerable opportunities exist for Canadian engineers, suppliers and investors for road, waterway, railway, and airport projects. Demand is growing for airport equipment, both airside and groundside, as well as for specialized repair and testing equipment. There are also opportunities in the area of airport management and technical training and in training related to safety and regulatory issues.

Significant infrastructure development in Hong Kong is part of a strategic expansion plan for the next century. Important freight and passenger rail projects are planned. The soon-to-be-completed airport and related infrastructure projects require the construction of several high-capacity bridges, roads and a rail line to connect the airport to Hong Kong Island.

For more detailed information about opportunities in these and other sectors in China and Hong Kong, please refer to the Department of Foreign Affairs and International Trade's *1996-1997 China and Hong Kong Trade Action Plan* — available on the Department's Internet site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

# IFIs Commit Funding to China

International financial institutions, such as the World Bank, Asian Development Bank (ADB) and Japan's Overseas Economic Co-operation Fund (OECF), are committing significant funding to help China maintain sustainable growth. Projects funded by the institutions offer significant opportunities for Canadian firms.

On July 1996, the World Bank announced a new three-year rolling lending program for China that anticipated a US\$2.5-3 billion annual lending. This will amount to a total of up to US\$9 billion for the 1996-1998 fiscal-year period. The funds will be targeted at supporting China's macroeconomic and

structural reforms, alleviating infrastructure constraints and eradicating poverty.

The Asian Development Bank is also anticipating future lending to China of approximately US\$4 billion during the 1996-1998 fiscal years. Future ADB lending to China will be targeted to infrastructure building, with the leading sectors being transportation and energy, followed by environment, finance, industry and agriculture. The majority of ADB projects will be in the interior provinces.

Similarly, Japan has agreed to commit a total of US\$5.1 billion in OECF loans to 40 projects in China over the three-year period from 1996 to 1998. This first half

of the fourth batch of loans will not only provide loans for the type of economic infrastructure projects that have been funded in the past, but will also give high priority to environmental, agricultural and interior development projects.

**Canadian liaison office at the World Bank**, Tel: (202) 682-7719, Fax: (202) 682-7789;

Project information documents: <http://www.worldbank.org/cgi-bin/waisgate>

**Canadian liaison office at the Asian Development Bank**, Tel: (63-2) 867-0001, Fax: (63-2) 810-1699, <http://www.asiandevbank.org>

## Tips for Doing Business in China

Companies planning to do business in China need to be aware of the peculiarities of the Chinese market before plunging in. Cultural sensitivity is a must; differences do exist between Western and Chinese business practices. The following is some practical advice, useful to all Canadian companies doing business in China, but particularly for those interested in investing there.

### Before you leave home

- Do your homework. This is important in any market, but crucial in China. Use all information sources available — Canadian missions overseas, publications, the Internet, the Canada-China Business Council, banks, personal contacts, and representatives.

### Business and social customs

- Cultivate your *guanxi* (relationships); these are very important in China, where trust must be established before discussing deal specifics. Repeated meetings are needed to establish your credibility and to create a per-

sonal rapport with whomever you will be dealing with. Don't underestimate the value of introductions made by trusted intermediaries.

- Have patience. During business negotiations, emphasize the long-term association a business relationship would be able to bring. Do not rush negotiations with eyes set only on the signing of the contract. Companies often have to wait a couple of years before signing a contract.

- Count on high overhead costs, for such things as invitations to visit Canadian installations, hiring a local representative, frequent travels to the market, the time spent negotiating the bureaucracy, and banquets, which are an indispensable part of business in China.

- Be adaptable and courteous. You may be called to sing at a karaoke bar, or to toast with *mao tai*, a very strong local brew.

- Be aware of the importance in China of "saving face" and the Chinese reluctance to say "no." Direct overt criticism or confrontation are seldom used, and

can be considered insulting. Don't assume that because somebody says "yes," your message has been understood and will be implemented as you planned it.

- Clear communication is essential. Distance and cultural and linguistic barriers can lead to misunderstandings. Consider hiring an experienced professional interpreter.

### Legal situation

- As China gradually develops a coherent commercial law corpus, many areas remain undefined, and it may be difficult to enforce judicial decisions. Flexibility and personal contacts will be more useful than the law.

### Sources:

*Climbing the Great Wall: Canadians Doing Business in China*, Department of Foreign Affairs and International Trade, 1995.

*China: A Guide for Canadian Business*, Department of Foreign Affairs and International Trade, in co-operation with the Canada-China Business Council, 1994.

## Doing Business in China with EDC

The Export Development Corporation (EDC) can help Canadian exporters compete in China by providing them with a wide range of financial and risk-management services, including medium- to long-term financing for their buyers, export credit insurance, performance security insurance and foreign investment insurance.

Currently, EDC has lines of credit with three financial institutions in China — Bank of China, China Construction Bank and Bank of Communications — totalling US\$325 million in available financing. The Corporation continues to expand its list of preapproved borrowers and guarantors for medium- and long-term business. In this context, EDC is well positioned to consider selected policy banks, specialized commercial

banks and creditworthy international trust and investment corporations.

Since 1979, EDC has supported approximately 250 export transactions — all involving key Chinese government-owned banks — and has provided more than \$3 billion in financing to China. In the future, EDC hopes to assist exporters in a variety of situations, including joint ventures, technology transfer, commercial bank risk, corporate risk, limited recourse and project financing/limited recourse structures.

Tel: 1-888-332-3320

Fax: (613) 598-6697

e-mail: [export@edc4.edc.ca](mailto:export@edc4.edc.ca)

Internet: <http://www.edc.ca>

## Canada-China Business Council

The Canada-China Business Council (CCBC) is a private-sector, non-profit membership organization incorporated in 1978 to facilitate and promote trade and investment between Canada and the People's Republic of China. It has offices in Toronto, Vancouver, Beijing and Shanghai.

The CCBC offers its members a package of business services, including introductory market studies, setting up meetings, and the use of offices, work stations or "virtual offices" in Beijing. The CCBC also maintains, with DFAIT support, an Internet site that offers up-to-date business information on

China and links to other China-related sites.

Tel: (416) 954-3800

Fax: (416) 954-3806

e-mail: [ccbc@istart.ca](mailto:ccbc@istart.ca)

Internet: <http://www.ccbc.com>

## CIDA in China

The Canadian International Development Agency (CIDA)'s development co-operation program with China focuses on three strategic policy objectives:

- to promote China's economic reform efforts,
- to promote environmentally sustainable development, and
- to increase China's capacity to improve governance, respect for human rights and democratic development processes.

Since mid-1994, CIDA and China's Ministry of Foreign Economic Relations and Trade have reached agreement on 21 new bilateral projects, with a total funding commitment of approximately \$143 million to be disbursed over the period from 1996 to 1997.

### Contact:

Tel: (819) 994-3429

Fax: (819) 997-4759

### CIDA INC

An important source of financing for Canadian ventures in China is the special fund available through CIDA under its Industrial Co-operation Program (CIDA INC). This program provides the costs of Canadian firms that are unique to doing business in developing countries. INC will help ensure Canadian companies success by supporting development of partnerships such as joint ventures and licensing arrangements, and by funding the development components of ventures such as environmental assessments. INC will also provide support to Canadian firms to share their skills and experience with partners in China and other countries.

### Contact:

Rhonda Gossen

Tel: (819) 997-0556

Fax: (819) 953-5024

Internet: [rhonda\\_gossen@acdi-cida.gc.ca](mailto:rhonda_gossen@acdi-cida.gc.ca)

# Hong Kong: the "Heart of Asia"

Continued from page III

countries' (especially China's) goods to and from Canada.

The cultural and business ties between Hong Kong and Canadian cities such as Toronto and Vancouver are extensive. It is a testament to these close linkages that this August, in Canada's Year of Asia Pacific, Vancouver will play host to the World Chinese Entrepreneurs Forum, a gathering of overseas Chinese business people being held for the first time outside Asia.

## Exports shifting

Canadian exports to Hong Kong stood at \$1.2 billion in 1996, compared with \$1.76 billion in 1995 and \$898 million in 1994. The composition of Canadian exports to Hong Kong is changing. More than 55 per cent of Canadian exports to Hong Kong

in 1995 were manufactured and semi-manufactured products, including telecommunications equipment, machinery, chemicals and synthetic textile fibres. The balance of exports were in food and raw materials.

Priority market development sectors include information technology such as telecommunications and computers; construction materials and services; furniture and furnishings; services such as legal, banking, accounting, and insurance; tourism; educational and training services; food and beverages; environment; pulp and paper; security products; advanced manufacturing technology; medical and biotechnology sectors; and cultural industries.

## A strategic partner

Hong Kong's vital position as an international business, financial and communications gateway to the burgeoning China market is providing Canadian business with a wealth of new opportunities.

The more than 100,000 Chinese-Canadians who have returned to Hong Kong in the past 10 years are the vanguard of this expanding trade, helping to marry Canadian technology and expertise with Hong Kong capital and experience in the China market. The expanding Canadian business presence in Hong Kong shows every sign of maintaining Hong Kong as one of Canada's most strategic business partners well into the future.

## Hong Kong has Largest Chamber of Commerce outside Canada

With some 900 members and four full-time staff, the Canadian Chamber of Commerce in Hong Kong (CCCHK) is a networking organization for those interested in business ties in and with Hong Kong, China and Asia. It organizes frequent business-related events in Hong Kong and publishes a bi-monthly magazine, *Canada Hong Kong Business*.

The Canadian Chamber of Commerce in Hong Kong is celebrating its 20th anniversary in 1997.

Tel: (852) 2845-1654  
Fax: (852) 2526-3207  
Internet: [www.cancham.com.hk](http://www.cancham.com.hk)

## Hong Kong-Canada Business Association

The Hong Kong-Canada Business Association (HKCBA) was formed in 1984 to encourage and promote trade and investment between Canada and Hong Kong across a broad range of industries and events.

Distinguished as the largest bilateral trade association in Canada, the HKCBA has more than 3,000 members, with 10 sections across the country.

Tel: (416) 368-8277  
Fax: (416) 368-4321



# SUCCESS STORIES

## Small Montreal Firm Builds Exclusively on Chinese Market

*From building products to telecommunications, Xenexi Group Investments Ltd. is diversifying its operations in China to take advantage of the vast opportunities available in that huge market.*

After a four-year association with Nampac Building Products Inc. — a Montreal-based exporter of Canadian building products to Europe and Asia — one of the associates, Dr. Steven Wan, decided to focus exclusively on China by creating Xenexi in 1992.

The 100 per cent export-based company — with a staff of only six in Montreal and another 30 in China — has never looked back.

What started out as a distribution system for Canadian building products such as doors, windows, roofing materials, flooring, and paint turned two years later into turnkey contracts for close to 100 wood-frame villas in Wuhan and Shanghai.

"Our operations," says a happy Xenexi General Manager Angus Zitman, "represented the first penetration of Western-style wood-frame housing to the Chinese market."

These ventures were so successful that Xenexi has started two new projects for the construction of another 150 villas this year.

### Challenges and help

One reason for Xenexi's success in this field is its decision to focus on a niche market it helped to create itself.

"There is a lot of competition in the construction and building products sector in China," admits Zitman, "but our North American style villas are upscale houses — geared mainly for overseas executives — a market too small for our main competitors."

But before seeing any return

on all the time and effort invested in China, Xenexi had to face many challenges — finding the right contacts and decision makers, developing personal relationships, contending with constantly changing government policies.

"Having left the country more than 10 years before returning to prospect there for Xenexi, even Chinese-born company President Wan — familiar with both language and culture — turned first to the Canadian Embassy in Beijing," Zitman recalls.

"Canada's Trade Commissioners provided excellent support," he confides, "suggesting contacts, recommending good lawyers for negotiating — there is no brand name or patent protection in China — and helping with everything, from participating in trade shows and high-level meetings to press releases."

Xenexi also received tremendous help with visiting Chinese delegations from Industry Canada in Montreal, as well as official support for financial arrangements from the Quebec Ministry of International Relations.

### Building trust key to success

"China's business style is based more on trust than on legal contracts," advises Zitman, "and this can only be achieved by developing special relationships, or *guanxi*, which takes time.

"This is all part of forming contacts and networking," Zitman explains, "which are crucial if we want to be successful in China. Without

trust there is no business relationship."

According to Zitman, Canadians are viewed favourably by the Chinese, giving them an edge over business people from many other countries.

"This can help open the door in China," he says, "as well as all the good publicity generated in 1994 and 1995 by the Prime Minister's Team Canada mission — the phones in our Beijing office didn't stop ringing all week — and those led by the Governor General and the Housing Minister, in addition to the Prime Minister's visit to Shanghai last November."

### Success upon success

With construction still representing its bread-and-butter business in China, Xenexi has recently started building on its success by establishing two joint ventures in VSAT (Very Small Aperture Terminal) satellite telecommunications network equipment manufacture and engineering service in Shenzhen, and one in Beijing.

Customers for these include People's Bank, China-On-Line (information provider) and major paging companies, as well as the Ministry of Water Resources (gathering data to help with flood control on rivers such as the Yangzi and Yellow).

**For more information on Xenexi, contact General Manager Angus Zitman.**

Tel.: (514) 281-9221

Fax: (514) 281-5095

# SUCCESS STORIES

## Ontario Company Strives to Further Encapsulate Chinese Market

*With close to 10 years experience in China, Technophar Equipment & Service Limited is continually adapting its marketing techniques to the new realities brought about by the Chinese government's changes in policies and regulations.*

The Tecumseh (near Windsor)-based world leader in the design and manufacture of hard and, more recently, soft gelatin capsule-production machines and associated technology, is solidly implanted in China.

"As a matter of fact," says Technophar's Executive Vice President Bill Hrecniuk, "with over 47 of our machines sold throughout China, this huge market now represents close to 65 per cent of our total exports.

"But it won't be easy to hang on to this market share," he admits, "with the imposition of new duties on complete production lines and tightened loan policies."

### Adjusting to market conditions

This has led the company to adjust its ways of doing business in China by increasing its presence through joint ventures.

As a result, and in addition to direct sales, Technophar is offering other options, including prompt shipment of spare parts dispatched from a convenient depot in China, and technical service technicians permanently stationed in China to assist in problem-solving and upgrading of existing equipment.

"The key to our continued success in China," reaffirms Hrecniuk, "is quality products at affordable prices."

### Success based on good contacts

How did Technophar build such a solid business in China?

"We worked very hard at carefully selecting the right contacts," says Hrecniuk, "and establishing a solid network of people in the capsule industry."

The company made extensive use of the resources available at the Canadian Embassy and Consulates in China.

"There are really good people there," Hrecniuk adds, "the Trade Commissioners gave us leads and we still get good information from them."

But it was really up to the company to select its agents.

"This can take a long time," Hrecniuk explains,

"with a lot of exploring before each side is comfortable with the other, which can be very expensive since you might have to return three or four times to establish a solid relationship."

Now Technophar has two Chinese-born on staff, one in China and the other in Canada.

"You need to have someone who is aware of the ways over there," he advises, "but also someone you can fully trust; and that takes patience because you have to be very selective."

Even with the right contacts, Hrecniuk finds that the Chinese are becoming much tougher business people.

"They do a lot of price shopping," he says, "and they know what they want and what they are talking about, so you need a top product with an attractive price to convince them."

### Future prospects

According to Hrecniuk, the demand for hard gelatin capsules in China increases by 10 per cent annually. This will lead to a corresponding increase in the demand for modern high-speed equipment as the Chinese government introduces new policies to modernize the pharmaceutical industry and the handmade method of making capsules.

With four more hard capsule turnkey projects in progress, Technophar signed a contract for a soft capsule production line facility — with a planned expansion for an additional four lines — during Prime Minister Jean Chrétien's visit to Shanghai last November.

"Taking advantage of such high level visits and especially the 1994 Team Canada mission to China — where Technophar signed contracts totalling \$12 million — can really pay off," suggests Hrecniuk, "because ceremony is important and relationships between government and business are important."

**For more information** on Technophar, contact the company's Executive Vice President Bill Hrecniuk.

Tel.: (519) 727-4114

Fax: (519) 727-4333

# SUCCESS STORIES

## Hong Kong Gateway to China for Small B.C. Company

*From bathroom and plumbing retailer to swimming pool and spa — and eventually construction material — wholesaler, a small Richmond, B.C., company has become 100 per cent export-based, with half of its sales to Hong Kong.*

Bathroom City Enterprises Ltd. has been in business for nearly three decades, but it was only four years ago that it went into wholesale — and soon after started exporting.

### DFAIT help crucial

"Our first venture into Hong Kong came some three years ago," says the company's Operations Manager Ali Tejani, "but not without some solid backing from the Department of Foreign Affairs and International Trade."

After initial contact with DFAIT, Tejani went to the Commission for Canada in Hong Kong.

"Trade Commissioners there were of great assistance," says Tejani, "from providing guidance on local trade culture and helping find interpreters, to assisting with credit reference and negotiating letters of credit with our first customers."

According to Tejani, Hong Kong — and its huge neighbour, China — is not an easy market for Canadian companies to crack, so he strongly recommends working with DFAIT and Canada's Trade Commissioners in the field.

"They were always there," he recalls, "day or night, whenever we needed them. We couldn't have done it without all their help."

### Totally different business culture

Tejani has seen many Canadian companies fail — with great loss of investment — in Hong Kong and China because they didn't pay enough attention to human relations.

"Interpersonal relationships are key," he says, "and you must cultivate these before you can even think of sitting down and talking business."

"In other words, it's not something you can take lightly," he advises, "it's not something that just happens. You have to be persistent," he adds, "constantly going after customers who don't like long speeches about your product but are more interested in human relations."

According to Tejani, Canadian companies must also be adequately financed before going into that market.

"Hong Kong business people are very tough," he warns. "They know every trick in the book, so when it comes down to business, they can be tough."

### A market worth pursuing

Bathroom City's three-year presence in the Hong Kong and Chinese markets is leading it from success to success.

With a staff of only 25 — seven in Richmond and the rest in showrooms in Hong Kong and China — the company's export list has topped 120 products, from plumbing, bath and kitchen cab-

inets and swimming pools to construction material, exterior doors, shower doors and windows.

"Most of our products come from Canada — much of it, like hardwood floors and Kindred, Steel Queen kitchen sinks, from Ontario," says Tejani, "with the only items manufactured by our company being kitchen cabinets."

Thanks to its marketing skills specially adapted to that market, Bathroom City has now become the sole China agent for the largest U.S. manufacturer of spas in the world (Sundance Spa) and Sta-Rite Industries, one of the largest pool pumps and accessories manufacturer in the world.

With close to half of its sales to Hong Kong being resold to China, the company has already established a solid presence in that huge country in anticipation of July when Hong Kong will again become part of China.

"Business is booming in many parts of China, especially Shanghai," says Tejani, "but we are confident that Hong Kong will remain just as attractive as now."

**For more information on Bathroom City Enterprises Ltd. — its export markets include Singapore, Malaysia, the Philippines and Taiwan — contact the company's Operations Manager Ali Tejani.**

Tel.: (604) 278-3220  
Fax: (604) 278-3293

# CONTACTS

## IN CANADA

*For information about trade with China and Hong Kong, contact the International Trade Centre nearest you.*

### InfoCentre

The InfoCentre has a broad range of background information and sectoral market studies on China and Hong Kong.  
Tel: 1-800-267-8376  
Fax: (613) 996-9709

China Division (PRC)  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Tel: (613) 996-0905  
Fax: (613) 943-1068

## IN CHINA

Canadian Embassy  
19 Dong Zhi Men Wai Street  
Chao Yang District  
Beijing 100600  
People's Republic of China  
Tel: (86-10) 6532-3536  
Fax: (86-10) 6532-4072

Canadian Consulate General  
West Tower, Suite 604  
1376 Nanjing Xi Lu  
Shanghai 200040  
People's Republic of China  
Tel: (86-21) 6279-8400  
Fax: (86-21) 6279-8401

Consulate of Canada  
China Hotel Office Tower  
Room 801  
Liu Hua Road

Guangzhou 510015  
People's Republic of China  
Tel: (86-20) 8666-0569  
Fax: (86-20) 8667-2401

## IN HONG KONG

Commission for Canada  
13th Floor, Tower 1  
Exchange Square  
8 Connaught Place  
Central, Hong Kong  
Mailing: G.P.O. 11142  
Tel: (852) 2810-4321  
Fax: (852) 2810-6736  
E-mail:  
td.hkong@hkong02.x400.gc.ca  
Internet:  
<http://www.canada.org.hk>

## Some Useful Internet Addresses

### HONG KONG SITES

Canadian Commission  
<http://www.canada.org.hk>

Canadian Chamber of Commerce  
<http://www.cancham.com.hk>

Hong Kong Trade Development Council  
<http://www.tdc.org.hk/main/>

Hong Kong Trade Development Council  
"Market Profile on Mainland China"  
<http://www.tdc.org.hk/main/china.html>

South China Morning Post  
<http://www.scmp.com/>

The Hong Kong Standard  
<http://www.hkstandard.com/>

### INFORMATION ON CHINA

Canada China Business Council (CCBC)  
<http://www.ccbc.com>

Asia Business Connection  
<http://asiabiz.com/news.html>

Asia Business Daily  
<http://infomanage.com/~icr/abd>

Asia, Inc.  
<http://www.asia.inc.com/>

Asia Week  
<http://www.pathfinder.com/asiaweek>

China Council for Promotion of International Trade  
<http://www1.usa1.com/~ibnet/ccpithp.html>

China Daily on the Web  
<http://chinadaily.com.cn.net>

China News Digest  
<http://www.cnd.org:8000/>

China Window  
<http://china-window.com/window.html>

Look at Shanghai  
<http://www.cyberway-to-china.com/sucdi>

Marco Polo  
<http://www.calweb.com/~marcop/report.html>

Shanghai Panorama  
<http://www.shanghai.iserv.net/>

The Asian Institute of Technology's Country Information - China  
<http://www.ait.ac.th/asia/infocn.html>

# SHARING TRADE SECRETS

## Laval Company Makes a Breakthrough in Israel

*BioChem Pharma, Canada's largest biopharmaceuticals company, has just signed its first strategic alliance with an Israeli company.*

A little over a year ago, its pharmaceuticals subsidiary, BioChem Thérapeutique, signed a preliminary one-year agreement with XTL Biopharmaceuticals, a private company in Israel, on co-operation in research to find new antiviral compounds for the treatment of hepatitis C.

BioChem was so satisfied with this preliminary year, calling it one of "exemplary co-operation," that it has renewed the agreement for three years.

### Seizing the Opportunity

"Everything happened so fast," said Dr. Mario Thomas, Vice-President of Planning and Business Expansion at BioChem Thérapeutique.

It was through business contacts that BioChem first heard of XTL. The latter sent a representative to the international firm headquartered in Laval, which in turn sent an emissary to XTL, and found that the Israeli company shared the same interests.

All this took less than three months, and led to a strategic alliance between the two firms.

"We have to be ready to show initiative," said Dr. Thomas, "and act quickly, because the biopharmaceutical research community in Israel is very well organized and knows exactly what it wants."

It is necessary to go to Israel to seek out opportunities, because competition there is very keen in biotechnological and biopharmaceutical research.

"You have to get there first and

meet the people on their home turf," added Dr. Thomas. "It is a highly skilled community, but one that is prepared to enter into alliances with qualified partners."

### Support Received

Once in Israel, through none other than XTL, its future partner, BioChem heard about the Canada-Israel Industrial R and D Foundation. BioChem immediately submitted an application, and obtained a grant corresponding to one-third of the cost of its joint research project.

"I wouldn't say that the grant made the difference between signing the agreement and not signing, Dr. Thomas explained, "but it certainly helped."

This alliance with XTL has also opened other doors for BioChem in Israel, where the scientific community is very tightly knit and, therefore, easier to

approach once you have your foot in the door.

"Through this strategic alliance with XTL," added Dr. Thomas, "we were introduced to other researchers and academics in Israel; this could lead to other opportunities."

### Quality and Reputation

BioChem is no newcomer to biopharmaceuticals. Last year its drug 3TC, used in the treatment of HIV/AIDS, was introduced on the U.S. and Canada markets. It is now available in over 20 countries.

Currently, its drug for hepatitis B is at the third stage of clinical pre-licensing testing.

For further information on BioChem Pharma and its projects in Israel, contact Mrs. Michèle Roy, the firm's Director of Communications. Tel.: (514) 978-7938, Fax: (514) 978-7755.

## China, a New Frontier

*Continued from page 1*

between Canada and China and approximately \$2.3 billion between Canada and Hong Kong.

But China is not a market for everyone. Canadian exporters must be price and quality competitive, prepared for lengthy negotiations, committed for the long term and in possession of a range of international business development experience.

This issue of *CanadExport* features a 12-page supplement on China and Hong Kong, outlining the many opportunities available to Canadian companies in various sectors of the markets, as well as advice on doing business in China, organizations dedicated to promoting trade between Canada and China and Hong Kong, and Canadian success stories.

# TRADE FAIRS AROUND THE WORLD

## Entry Point to Booming Construction Market

**PRAGUE, CZECH REPUBLIC — FOR HABITAT '97**, the fourth **International Housing Trade Fair**, will be held May 29 to June 1, 1997. **FOR HABITAT '97** is the largest exhibition to

address the needs of the booming Central European construction market. It offers an ideal forum for Canadian firms to promote their products, technologies and consulting engineering services.

The fair targets industry sub-sectors such as residential construction, reconstruction, modernization, finishing, household

*Continued on page 7 —  
International Housing*

## International Agriculture Fair

**SANLIURFA, TURKEY — Turkey's 10th International Agriculture Fair, Agro-Gap '97**, will be held April 2-6, 1997. This year's fair takes place in the heart of Turkey's mass regional development project, the GAP — Southeastern Anatolia Project. With the project aiming to open up 75,000 km<sup>2</sup> of previously non-arable land for farming, demand for know-how, machinery, seeds, agricultural chemicals, and irrigation systems is high.

For further information, contact CNR International Fair Organizations, Inc., Dunya Ticaret Merkezi Ataturk Havalimani Karsisi, 34830 Yesilkoy, Istanbul, Tel.: (90-212) 663-0881, Fax: (90-212) 663-0975.

## Food Show in Seoul

**SEOUL, SOUTH KOREA —** Canadian companies have a chance — May 7-10, 1997 — to explore the market potential of one of Asia's fastest-growing food markets.

Attendance at the **15th Annual Seoul International Food Technology Exhibition (Seoul Food '97)** helps participants find potential Korean distributors, importers or joint venture partners for their products and services. The event is expected to attract more than 50,000 visitors and 360 exhibitors.

Exhibitors will include manufacturers and distributors of food, food additives, beverages, liquors, processing machinery, packaging machinery, and hotel and restaurant equipment.

For further information on **Seoul Food '97**, contact Ana Yu, Market Analyst, Commercial Section, Consulate General of the Republic of Korea (formerly Korea Trade Centre), Box 9, Suite 600, 65 Queen Street West, Toronto M5H 2M5, Tel.: (416) 368-3399; Fax: (416) 368-2893.

## Opportunities in Renewable Energy

**OTTAWA —** A commercial trade show and markets conference, **Renewable Energy: Releasing Canada's Stranded Opportunities**, will be held here April 14-15, 1997. Minister of Natural Resources and Honourary Conference Chair Anne McLellan will preside over the opening of the show, which will feature over 20 exhibitors ranging from firms specializing in hydroelectricity generation, solar power and wind power technologies and equipment to the federal departments of industry, natural resources and the environment.

The conference program includes a panel discussion on the "why and how of renewable energy development" and presentations on climate change, solar thermal energy production, small

hydro, photovoltaics, wind energy production, environmental policy, biomass-fuelled district energy and bioenergy. As well, Ambassador Sandra Fuentes-Berain, Embassy of Mexico, and High Commissioner for India, Prem K. Budhwar will be present to speak about business opportunities in the renewable energy field.

Conference sponsors include Industry Canada, Natural Resources Canada and Environment Canada, the Ontario Ministry of Environment and Energy, and various power producers (e.g., Ontario Hydro) and related associations.

For more information, contact Passmore Associates International, 600-255 Albert Street, Ottawa K1P 6A9, Tel.: (613) 566-7005, Fax: (613) 233-9527.

# BUSINESS OPPORTUNITIES

## Guatemala Signals New Readiness for Business

With economic reforms and a peaceful end to its 34-year civil war, Guatemala offers a wealth of new trade and investment opportunities for Canadian firms.

Some of these opportunities stem from the country's ambitious peace-building effort. The (estimated) \$2-billion program will include construction of physical and social infrastructure and comprehensive institutional and legal reform.

Other opportunities flow from deregulation, planned for 1997, of energy and telecommunications services, and from anticipated tenders for proposals to administer the state-owned railway, airport and ports as private concessions.

In addition, Guatemala has announced import tariff reductions on a range of products from primary metals, through intermediate and finished products. The duty on imports of primary metals, for example, was slashed from 5 per cent to 1 per cent

effective January 1997.

On the investment front, a proposed mining law will improve the climate for foreign investors by cutting government royalties and speeding up the issuing of exploitation permits. As well, a new foreign investment law, now before Congress, will enable Guatemala to adhere

to bilateral foreign investment protection agreements currently under negotiation.

Further information on Guatemalan opportunities is available from Céline Boies, Latin America and Caribbean Trade Division, Department of Foreign Affairs and International Trade, Tel.: (613) 996-6129, Fax: (613) 944-0760.

## International Housing Trade Fair

*Continued from page 6*

and garden products, and furnishings.

**FOR HABITAT '97** is organized by the Canada-Czech Republic Chamber of Commerce (CCRCC), a not-for-profit, self-funded business organization that promotes trade and investment between Canada and the Czech Republic. CCRCC will host an information booth at the Canadian Pavilion, which Canadian companies are invited to use. CCRCC can also arrange

for individual booths or participation in a minibooth program.

For more information on the trade fair and on the Canadian firms participating at the Canadian Pavilion, contact Mirjana Sebek-Heroldova, CCRCC Marketing and Project Co-ordinator, Tel.: (416) 367-3187, Fax: (416) 367-6011; or Lubomir Novotny, CCRC Managing Director, Tel.: (416) 367-3432, Fax: (416) 367-3492.

## Thinking of Exporting? — *Continued from page 2*

### Ontario:

Tel.: 1-800-567-2345  
Toronto: (416) 954-4636  
Fax: (416) 954-8597

### Manitoba:

Tel.: 1-800-665-2019  
Winnipeg: (204) 984-2272  
Fax: (204) 983-3852

### Saskatchewan:

Tel.: 1-800-667-4374  
Saskatoon: (306) 956-2323  
Fax: (306) 956-2328

### Alberta:

Tel.: 1-800-272-9675  
Edmonton: (403) 422-7722  
Fax: (403) 422-0040

### British Columbia:

Tel.: 1-800-667-2272

Vancouver: (604) 775-5525  
Fax: (604) 775-5520

### Northwest Territories:

Tel.: 1-800-661-0599  
Yellowknife: (403) 873-7958  
Fax: (403) 873-0101

### Yukon:

Tel.: 1-800-661-0543  
Whitehorse: (403) 633-6257

# BUSINESS AGENDA

**VANCOUVER** — April 20-24, 1997 — Organized by the Canadian Electricity Association and an official event in Canada's Year of Asia Pacific, the **Electricity '97** conference and exposition is the main event for the Canadian electricity industry in 1997. Key themes this year are the opportunities emerging in Canada's new competitive electricity market and the rapidly growing Asia-Pacific marketplace. More than 1,000 electric industry professionals from Canada and abroad are expected to attend.

Participants will find a conference program packed with technical and business expertise on issues such as electricity trade and restructuring; hydro and fossil technology operations and services; transmission and distribution technologies; network operations and information systems; metering and customer services; and health, safety, the environment and public consultation.

Over 50 leading manufacturers, suppliers and industry resources will be featured in the **Electricity '97** exposition. The line-up includes names such as 3M Canada Company, the Electric Power Research Institute, GEC Alsthom, General Electric of Canada Inc., Honeywell Ltée, Hydro-Québec, Omicron Electronics Corp. USA, Ontario Hydro, Powertech Labs Inc. and Unistrut Building Systems.

To register or for information, contact Taff Chitayat, Canadian

Electricity Association, 1 Westmount Square, Suite 1600, Montreal, Quebec H3Z 2P9, Tel.: (514) 934-6484, Fax: (514) 937-6498 or register through the Internet at <http://www.canelect.ca/e97.html>

**ST. JOHN'S** — April 21-22, 1997; **MONCTON** — April 24-25, 1997; **HALIFAX** — April 28-29, 1997 — These two-day seminars focus on **ways to win business financed by international financial institutions (IFIs)** such as the World Bank, African Development Bank, European Bank for Reconstruction and Development and the Inter-American Development Bank.

Presented by Development

Bank Associates of Washington, D.C., the seminars explore how to identify IFI-financed business opportunities, participate in the bid process, solve bid problems and market bids. The seminars are sponsored by the Canada-Atlantic Provinces Co-operation Agreement on International Business Development in association with the Alliance of Manufacturers & Exporters Canada.

For details, contact (in **Newfoundland**) Keith Warren, Tel.: (709) 772-5511; (in **New Brunswick**) Ben Hong, Tel.: (506) 851-6669; (in **Prince Edward Island**) David Cook, Tel.: (902) 566-7576; (in **Nova Scotia**) Maryann Everett, Tel.: (902) 426-6658.

## Introduction to the Russian Market

**Moscow** — May 1-17, 1997 — August 18-September 1, 1997 — A two-week course, **Introduction to the Russian Market**, will deliver information and know-how and provide networking opportunities for foreign business people and investors wishing to enter the Russian market.

The course runs from Monday to Friday, five days per week, and will encompass general lectures; small study groups; and visits to Moscow enterprises, government ministries and other institutions. Representatives of central economic institutions in the Russian Federation will give lectures and participate in group sessions.

Offered by the International Academy of Entrepreneurship (Moscow), the course is led by Fred Eidlin, Director of the Waterloo-Laurier-Guelph Centre for East European and Russian Studies.

For registration information, contact Professor Fred Eidlin, Department of Political Studies, University of Guelph, Guelph, Ontario N1G 2W1, Tel.: (519) 824-4120, ext. 3469, Fax: (519) 837-9561, e-mail: [feidlin@css.uoguelph.ca](mailto:feidlin@css.uoguelph.ca)



DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling the InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board at 1-800-628-1581 via a computer modem; and by visiting the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca>.

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OTTAWA



# CanadExport

Special Issue — March 1997

Team Canada - Équipe Canada

Ministre du Commerce International



Minister for International Trade

Ottawa, Canada K1A 0G2

## Message from the Minister

*It was with great pleasure that I joined the Prime Minister, provincial premiers and more than 500 Canadians from the business, academic and political communities for the Team Canada 1997 trade mission to South Korea, the Philippines and Thailand.*

*This third and most comprehensive Team Canada mission has brought home solid evidence of how valued Canadian goods, services, technology and expertise have become in this dynamic and fast-growing part of the world.*

*Canadians have long recognized that international trade is vital to a prosperous economy. We now export more on a per-capita basis than any other industrialized country in the world, and exports continue to grow at an unprecedented rate.*

*From this mission, Canadians returned with \$2.1 billion in business and the potential for even more down the road — success that shows our ability to compete in the international marketplace and create jobs and stimulate economic growth at home.*

*Equally worth celebrating are the partnerships that were formed, not only between Canadians and Asians, but also among Canadians themselves, who discovered during the mission the benefits of working together as a united team. In this special issue of CanadExport, I invite you to read about what we can accomplish when we work together as Team Canada.*

Sincerely,

Art Eggleton

Dept. of External Affairs  
Min. des Affaires extérieures

MAR 21 1997

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# Team Canada 1997: Flight to Future Success

**S**aturday, January 20, 1997. Vancouver International Airport. The flight arrives from Bangkok, and out step a group of people you might not expect to see sharing the same plane. The Prime Minister of Canada, provincial premiers, federal ministers, and city mayors; business people from both large and small businesses, from high-tech industries to the arts; heads of universities and colleges and of business organizations and associations; students and young entrepreneurs; and members of the media — they have all travelled together to and from the most successful and comprehensive trade mission in Canadian history: Team Canada 1997.

Team Canada 1997 was a whirlwind tour of South Korea, the Philippines and Thailand, countries that are part of one of the fastest-growing economic regions in the world — Asia Pacific — and that purchased \$20.7 billion of Canadian products and services in the first 11 months of 1996.

In solid signed deals, Team Canada 1997 — the third such mission to Asia — brought home more than \$800 million of business, along with \$1.3 billion in agreements and understandings, and the potential for even more down the road.

The passengers leaving the plane look tired but satisfied. Some have come home with firm

contracts signed. Others have returned with a promise of future success. Still others have the satisfaction of having played an important intermediary role. As a team, they have helped pave the way to a brighter future for all Canadians, whether in growth for Canadian companies, doors opened to new export markets, jobs at home, or a boost to the national economy.

More than 500 people took part in the mission. They came from all parts of Canada and all sectors of the economy, offering everything from Internet technology to Newfoundland wine, from New Brunswick stuffed lobsters to television communications systems, from churches to log cabins, from water distillation equipment to education programs, from space satellites to Canadian wheat.

Together they represented a microcosm of the diversity of the Canadian economy.

## A united front

The advantage of being part of a mission to export such a diverse array of products and services might not be obvious at first, but as Aylmer, Quebec, art dealer Carol Ann Gingras discovered, being part of the delegation put her in a better position to open doors that were once shut to her. "People are interested in Team Canada," she says. "With it, they aren't just looking at a little art company on its own. It's a whole package." She maintains she made more headway in 12 days than on a previous three-month trip to Japan.

To Trevor Hewison, director of Shuttle Craft Canada of Saskatoon,  
*Continued on page 3 — Flight to Future Success*

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Managing Editor: Don Wight  
Associate Editor: Louis Kovacs  
Design: Boîte Noire  
Layout: Yen Le

Telephone: (613) 996-2225  
Fax: (613) 996-9276  
E-mail:  
canad.export@extott23.x400.gc.ca  
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Flight to Future Success — Continued from page 2

the Team Canada concept is vital in establishing a presence in a new market — something that is very difficult, he says, especially when the two cultures are so different.

“Where would you start? We would not have an idea.”

What the Team Canada 1997 participants discovered is that they could marry their strengths and help each other. Those with experience in the international marketplace could help newcomers by providing advice and sometimes introductions to potential clients. The presence of the Prime Minister, premiers and ministers served to give companies added credibility with potential customers, business partners and investors. Forming partnerships among themselves could also give the companies an added advantage.

“The networking we are doing with all those Canadian companies is as important as making contact with a potential client in Korea,” says Jean-Pierre Sauriol, President and CEO of DESSAU Inc. of Laval. He agrees that trying to do business alone in foreign countries is a difficult undertaking. “If we can find potential partners with other Canadian companies, it’s much easier for us. If they have a potential project, they’ll give us the information or we may go together on the project.”

Government support enhances credibility

Crucial to the building of relations between Asians and Canadians were the intermediary and support roles played by the representatives of the Canadian government.

Korean business people want to see Canadian government involvement before they commit to any deals, says Tae Ri Lee, President of TRL Microwave Technology Inc. of Burnaby, B.C. “Once they see the government involvement, they feel much more comfortable. It gives us a tremendous amount of credibility.”

Official ceremonies that appear to be mere media photo opportunities are extremely important to the host Koreans, explains Lee, who came to Canada from Korea in 1974. “What appears to be just a formality,” he says, “in the end really makes the sale. A nicely packaged good sells much better.”

Even companies experienced in this part of the world do not underestimate the effect of a Team Canada mission on local officials and business people. For many companies, their government’s endorsement is essential.

Agra Inc., for example, already does business in the three countries visited by the mission. But, as

President and CEO Alex Taylor points out: “A lot of the clients we

have, in fact, are governments or are corporations that are owned and controlled and influenced by governments in those countries, and, therefore, it’s very good for us to be seen to have government support, because in those countries, they like dealing, in some ways, government to government.”

Agra, based in Oakville, has 155 offices in 22 countries around the world. On this trip, the company’s subsidiary, AGRA-Monenco, signed a memorandum of understanding with Kabool Engineering and Construction of Seoul to market its AxiM project management systems and services, following up on a previous \$2-million contract with Kabool.

Even a company with a solid international presence like SPAR Aerospace Ltd. recognizes the importance of government involvement. Negotiations on its \$155-million contract with the National Research Council of Thailand to construct a remote-sensing satellite system were held up until intervention by Prime Minister Jean Chrétien, at the request of SPAR, closed the deal.

Continued on page 4 — Flight to Future Success

## Flight to Future Success — Continued from page 3

This building of closer ties among the participating companies, associations, institutions, politicians and government officials was one of the most profitable offshoots of the mission.

### Building relations abroad

Arriving in the three countries as a genuine "team," the delegates were in a much better position to build relations with their Asian counterparts — and building relations is crucial to the success of a trade mission, or any attempt to penetrate a new market.

"You've got to develop these relations," says Hugh O'Donnell, Managing Director, Geomatics, of SHL Systemhouse in Ottawa. "Then the opportunities will come. There's nothing that replaces face-to-face meetings."

Business delegates were given many opportunities for these face-to-face meetings — whether in large business forums, in small networking meetings or at receptions.

One of those who played an intermediary role at these kinds of meetings, introducing business people to each other, was Kitchener Mayor Richard Christy. Christy understands the full impact of such relations in this

market, pointing out that "while Canadians like to sign contracts and get on with it," Asian business people like to develop personal relationships based on trust and loyalty.

### Canadians the real winners

The real beneficiaries of Team Canada 1997 are the Canadians at home. As Peter Capkum, Chairman of the Board of Val d'Or's Quebeco (1996) Homes Inc., explains, "When we sell houses on the foreign market, we have to buy windows, carpet, hardwood, cupboards [on the Canadian market]. It creates jobs directly and indirectly."

*Canadians like to sign contracts and get on with it; Asian business people like to develop personal relationships based on trust and loyalty.*

Richard Christy, Kitchener Mayor

production, company President Walter Froese was planning to hire 30 to 40 employees almost immediately upon his return from the mission.

For Quality Log Homes Ltd. of Abbotsford, B.C., production will quadruple as a result of a \$6.37-million contract it won to build log cabins in the Philippines. To keep up with

SPAR Aerospace Ltd. will also be expanding, as a result of its \$155-million contract with Thailand's National Research Council; 40 to 50 "highly skilled jobs" will be created at the company's Ste-Anne-de-Bellevue plant.

### Opening doors to the future

The \$2.1 billion in new business and the jobs being created are solid evidence of the success of Team Canada 1997. But the mission's success has another side, one that extends far beyond the landing of the plane at Vancouver International Airport.

Relationships are key, as mission participants discovered. But relationships take time to develop, points out Jean-Marie Toulouse, Director of the École des hautes études commerciales de Montréal. "Attention placed on instant contract signings often misses the point. What's more important is what happens in the long term once you have made those important introductions."

GTA Consultants Inc. President Gilles Thériault agrees that the key to developing international business is patience. "It takes several years to

*Continued on page 5 — Flight to Future Success*

## Team Canada Brings Home over \$2.1 Billion in New Business Deals

In ceremonies in Korea, the Philippines and Thailand, Canadians signed a total of 180 deals, worth \$874.6 million in commercial contracts and \$1.25 billion in agreements in principle, including memorandums of understanding and letters of intent.

Prime Minister Jean Chrétien, who witnessed the signings, pointed out that the companies entering new business relationships in Asia represent a wide range of industries and expertise from across Canada. "These deals mean new jobs not only for the companies signing deals, but also for their suppliers and other business partners."

The following is only a small sampling of companies from across the country that brought home business deals from the mission.

Bennett Environmental Inc. (BEI)  
Vancouver, British Columbia

This manufacturer of thermal and oxidation/incineration and soil remediation products and services signed a technical co-operation agreement worth \$10 million with Korea Cottrell to build incinerators for waste destruction.

In the Philippines, BEI, which employs 30 people, signed memorandums of understanding to supply its products through joint ventures with C.N.P. Products of Manila and with Gateway Property Holdings. These joint ventures together could result in sales of \$13 million per year.

In Thailand, BEI signed a joint-venture agreement worth \$4 million with Valance Corporation Ltd. of Bangkok to develop a central incineration facility.

Polar Bear Water Distillers Mfg. Co. Ltd.  
Pickardville, Alberta

This manufacturer of water distillation equipment for residential, commercial and industrial use signed contracts with Westwood Korea Industries Inc. of Seoul, Kaizen Trade International Corp. of Quezon City, the Philippines, and Omniact Co. Ltd. of Bangkok for the

*Continued on page 6 — New Business Deals*

## Flight to Future Success

*Continued from page 4*

develop a sound business venture in a new market. We know how it works."

How it works is that entering a new market requires not only the right contacts, but also information on the economy, the labour force, the language and social customs, the political climate, the tax structure... the list goes on. As a result of this Team Canada mission, there is now an infrastructure of information, assistance and contacts in place to help businesses keep on tapping into the Asia-Pacific market.

Team Canada has opened the door to a long-term and profitable business relationship between Canada and the Asia-Pacific region in which other Canadian businesses can share and from which all Canadians can benefit.



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078; or call (613) 992-3005.

## Canada and Korea Sign New Bilateral Agreements

On January 10, the second day of the 1997 Team Canada mission, Prime Minister Jean Chrétien and Canada's First Ministers witnessed the signing of agreements on telecommunications and social security during a meeting with Korean President Kim Young Sam.

- The Mutual Recognition Arrangement (MRA) will facilitate trade in telecommunications, radio and information technology equipment, which will ensure the mutual acceptance of each country's test results for regulatory purposes. The MRA will facilitate the regulatory approval of equipment and will allow exporters to complete testing procedures in Canada.
- Canada and Korea also agreed to begin market access negotiations on telecommunications and related equipment, to be concluded in 1997.
- The Social Security Agreement will ensure the continuity of Canada Pension Plan coverage when a Canadian is posted to Korea for up to five years. It also ensures that the employee and his or her employer are exempt from contributing to the Korean social security system during this period.

At the signing ceremony, Prime Minister Chrétien pointed out that the Canada-Korea Special Partnership, signed in 1993 to forge closer co-operation in areas of trade, investment and industrial technology, has been a driving force behind stronger Canada-Korea bilateral and economic relations. "Today's announcements on telecommunications bode well, as they will help further open the Korean market to our products and enhance opportunities for Canadian and Korean businesses," said the Prime Minister.



### New Business Deals — Continued from page 5

purchase and distribution of Polar Bear products for either one or two years. The contracts are estimated at \$1.5 million.

University of Saskatchewan  
Saskatoon, Saskatchewan  
The University of Saskatchewan's Veterinary Infectious Diseases organization signed a memorandum of understanding with the National Veterinary Research Institute of Korea to collaborate on the development of new vaccines for the control of major animal diseases and in the application of advanced molecular biotechnology for the improvement of animal welfare. Collaboration will include the exchange

of scientific and technical information and visits of scientists and experts.

Canadian Wheat Board  
Winnipeg, Manitoba  
The Canadian Wheat Board, which exports wheat and barley to 70 countries around the world, signed a letter of agreement with seven Thai flour mills to target sales in excess of 1 million tonnes of wheat over the next five years. This business is valued at \$250 million at current wheat prices.

*Continued on page 20 — New Business Deals*

## Canada and Thailand Reach New Bilateral Agreements

On January 17, Prime Minister Jean Chrétien and Team Canada witnessed the signing of nine bilateral agreements that will enhance trade and investment and co-operation between Canada and Thailand on fish and fish product inspection, the environment and education.

"These bilateral agreements will help create a more secure business environment, so important for trade and investment, and will expand our education, scientific and industry links," said the Prime Minister.

### Foreign Investment Protection Agreement

This agreement will provide greater protection for investors from both countries by establishing improved conditions for investment and enabling Canadian investors to compete in a stable, transparent environment. The main features include most-favoured nation status and national treatment for investors with very little screening; compensation for investors in the case of expropriation; and the right of investors to international arbitration in the case of disputes. Canada has maintained sectoral exemptions in areas such as culture.

Memorandum of understanding (MOU) between Revenue Canada and Thailand's Ministry of Finance  
This MOU will allow the two countries to enhance their tax, excise and customs administration.

Agreement to conclude a mutual recognition agreement (MRA) regarding fish inspection and control systems

The two countries have agreed to work as quickly as possible to complete an MRA that would seek to

improve efficiencies and reduce duplications in these systems. The Thai Department of Fisheries would be the responsible authority for approving plants in Thailand to export products to Canada. Products would be subject to reduced frequency of inspection.

MOU on environmental co-operation between the Thai Ministry of Science and Environment Canada  
This MOU will provide the framework for bilateral work on various projects and activities such as environmental laws, pollution prevention and global environmental issues.

Two separate MOUs on academic co-operation between the Thai Ministry of University Affairs and Nova Scotia and New Brunswick  
These MOUs cover the development of institutional links at the undergraduate and postgraduate levels, diploma programs, specialized training courses and the promotion of staff and student exchanges, as well as the exchange of information and co-operation in developing specific education projects and programs, and in research and development.

Letter of intent for a Radarsat Station Licence Agreement between the National Research Council of Thailand (NRCT) and RADARSAT International  
This letter of intent confirms NRCT's intention to receive data

directly from the Canadian Radarsat satellite and to conclude a Network Licence Agreement with RADARSAT International Inc.

Letter of intent on integrated congress development between the University of Saskatchewan and King Mongkut Institute of Technology (KMIT)

This letter of intent confirms the collaboration between both parties regarding the training of KMIT staff for the new campus in the Chumthong province. The University of Saskatchewan will provide advisory services and participate in science park development and joint doctoral degree programs in targeted areas of science and technology.

Co-operation agreement between the Alliance of Manufacturers & Exporters Canada and the Federation of Thai Industries  
This agreement will provide a framework whereby both parties agree to exchange professional experiences relating to services rendered to their respective associates, facilitating their relationships and providing adequate support for the successful outcome of specific programs.



## Orion 2000 Nets Potential \$85 Million

**K**arim Lakhani has a vision of the not-so-distant future in Manila, Bangkok, and dozens of other leading Asian cities: a pager beeps, and the owner of a small store checks the message, then pulls out his cell phone to sell his shares in a particular company. His Internet package has been monitoring the price of selected stocks and beeped him when it hit the right price.

Or, says the youthful president of Richmond, B.C.'s., Orion 2000 Technologies Ltd., you could replace the store-owner with a farmer in a rural area who wants to check grain prices on the New York Stock Exchange.

Those are just two of the possibilities that Lakhani's company hopes to see become reality in the next few years. In the meantime, Orion took part in the Team Canada 1997 trade mission to Asia to begin marketing A-Net, a secured global interchange network for electronic data interchange, debit, credit and electronic banking.

"The reason that we chose Asia as the starting point is that we want to set a standard. We are hoping that standard features that we supply become the mainstay of a large number of small and medium-sized companies."

Lakhani believes that sales of \$50 million to \$100 million are a realistic goal over the next five years. He has good reasons for his optimism: Orion 2000 came away from the 1997 Team Canada trade mission with agreements or memorandums of understanding worth a potential \$85 million.

Orion signed tripartite agreements worth \$65 million with nine Philippine development banks — members of the Association of Development Financing Institutions in Asia and the Pacific (ADFIAP) — to develop its A-Net network for ADFIAP members.

ADFIAP has 79 member banks in 33 Asia-Pacific countries. Lakhani believes the Association's 10 million customers will provide an excellent base from which to launch his company's products.

Orion also signed memorandums of understanding with the Industrial Finance Corporation of Thailand and with the Korea Technology Banking Corporation for the A-Net network and secured electronic commerce products. Each project is valued at \$10 million.


Orion has lined up partners in Canada and the United States to develop its products, including TRW Inc., SLM Software of Toronto and RAT International of Victoria.

Lakhani is optimistic that once sales start coming in, "probably twice as many jobs will get created locally as get created overseas." In addition, all of Orion's joint venture

*The Team Canada mission gave Orion "credibility" in the eyes of potential foreign investors and other Canadian firms.*

Karim Lakhani  
President

partners will also see job gains, because, Lakhani adds, "it's a whole network of services that is required."

"This trip worked out very well for us because we developed contacts in Korea that would probably have taken years to develop," says Lakhani. He adds that the Team Canada mission gave Orion "credibility" in the eyes of potential foreign investors and other Canadian firms. 



## CIMA+ Looks Overseas for Expansion

**I**n 1986, CIMA+ had 15 employees and did most of its business close to its home base of Laval, Quebec. A decade later, the engineering firm employs more than 500 people and has energy, telecommunications and transportation projects on the go in Asia, South and Central America and the West Indies.

The company's senior associate and chairman of the board, Kazimir Olechnowicz, understands that to secure jobs and assure future growth, it's essential to penetrate an increasingly competitive foreign market.

"We have good people and good potential," he says. "We have developed a lot of expertise in an area where we feel we are the best in the world. If we are to stay at the top, it's important to compare ourselves with the best in the world."

Businesses can't rely on their domestic markets anymore to ensure future prosperity, says Olechnowicz. While CIMA+ once did the bulk of its work on Quebec-based engineering projects, it is now looking far afield for new opportunities.

For CIMA+, the 1997 Team Canada mission to the Asia Pacific provided just those opportunities. In the Philippines, CIMA NAT, a subsidiary of CIMA+, signed memorandums of understanding to form partnerships with the provinces of Leyte and Aklan for the turnkey modernization and expansion of their respective airports. The projects are valued at \$10 million and \$5 million.

CIMA NAT also signed a memorandum of understanding to form a partnership with Philippines Airlines for the design, development and implementation of a turnkey training centre for ground and flight operations, valued at \$50 million.

"It's very motivating to get a project in Asia — to be chosen because we have the best technology and the best prices," Olechnowicz says. Olechnowicz also initiated discussions with the Philippines' energy

minister to discuss developing various hydroelectric projects.

This is not the first time the Team Canada approach has been useful for CIMA+. A CIMA+ affiliate that went on the 1994 Team Canada mission to Asia is now resulting in significant new business in Vietnam, says Olechnowicz.

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*The Canadian government has helped us a lot. Export Development Corporation financing is important, particularly in emerging markets.*

Kazimir Olechnowicz  
Senior Associate and Chairman

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"The Canadian government has helped us a lot," he says, adding that Export Development Corporation (EDC) financing is important, particularly in emerging markets that are eager to begin major projects but

lack the necessary capital. Some CIMA+ projects in Vietnam have already benefitted from EDC financing.

Olechnowicz believes Canada is well placed to succeed in international markets. Canada is "very competitive" because of its technological expertise and low dollar, and Canadians are "always well received" when they travel abroad. According to Olechnowicz, many Canadian companies find out when they travel that "we are better than we thought we were."

Olechnowicz also stresses that Canada's bilingual, multicultural makeup is a distinct advantage in the international marketplace. Olechnowicz, who has Polish roots, has already put his Polish language skills to good advantage on business trips to Poland.

It is Olechnowicz's experience that Canadian companies in and out of Quebec work very well together, and that this co-operation leads to important new possibilities in world markets.



# LSC 2+1 Successful at Home and Abroad

**L**ise Laflamme, President of the Gatineau, Quebec, software maker LSC 2+1, has a prescription to boost business in Canada: arrange for a few hundred business people to cross the nation in a train, aided by mentors and management specialists. You could call it the Domestic Team Canada.

The Team Canada 1997 mission has been doubly successful, says Laflamme, because it has not only promoted Canadian business abroad, but has also allowed firms to make valuable contacts with potential partners within Canada.

This networking on both domestic and international levels is, according to Laflamme, worth more than any government assistance program, and it has made the mission a great success for her firm. Among potential partners Laflamme met on the mission were Computer Devices Canada, CIMA+ and DESSAU Inc.

LSC 2+1 produces software that can make highly specialized maps pertaining to geological exploration, defence planning, the location of public utilities, communications and many other areas.

The company, which now employs about 40 people, got its start with support from the National Research Council and Natural Resources Canada.

Laflamme notes that the Business Development Bank of Canada has also been very helpful with strategic planning over the past several years.

*The Team Canada 1997 mission has been doubly successful, because it not only promoted Canadian business abroad, but has also allowed firms to make valuable contacts with potential partners within Canada.*

Lise Laflamme, President

The firm just hit its first \$1 million in sales in the past five months. One third of those sales were domestic, one third were in the United States, and the rest were from other points around the globe.

This Team Canada mission is not the company's first foray into the Asia-Pacific region. The company has had sales in Thailand, including to the nation's army, and has a distributor in Korea. It is now in the process of signing on new distributors in the Philippines that it came on this mission to seek out.

Laflamme recognizes that for the company to grow and to create new jobs, it is critical that it penetrate foreign markets — and not just the United States. "I would hope to have 90 per cent of our sales outside Canada in the next year," says Laflamme. "We need that."

If all goes according to plan, Laflamme is optimistic that her firm can reach sales of \$30 million to \$40 million in the next three to four years. The networking

she did with both international and domestic companies will have played no small part in that success.



Team Canada • Équipe Canada

Success Stories

## Royal Star Moving in New Directions

**B**axter Simms, more at home in P.E.I. seafood circles than at official receptions, is working the crowd in Bangkok's Oriental Hotel, feeling a bit out of place.

Simms, the CEO of Royal Star Foods Ltd. of Tignish, P.E.I., wants to expand his company's operations for lobster, crab, herring and mackerel. While the company's oldest markets in New England are still lucrative, the competition is fierce, and margins are slipping. But the "folks back home" are depending on his efforts. Bangkok may be warm and sunny, but Simms is feeling the heat in a different way altogether.

Simms already knows the value of exports: 95 per cent of his company's products are sent beyond Canada's borders, mostly to the United States, Europe and Japan. Last year the company's sales in fish products were about \$18 million.

But to maintain his firm's 330 seasonal jobs, and to give those employees even more work at higher wages, Simms has been knocking on doors in Seoul, Manila and Bangkok, trying to penetrate new markets.

"I'm here because I have to increase my margins. I have to increase the length of time my employees work, and I have to get my market strength up. I'm here to do business."

Many of the high-level contacts that Simms wants to do business with were at the Oriental Hotel, and their interest will be crucial in developing the kind of market clout he needs to move his company in new directions. Simms has ambitious plans for several lines of sophisticated, value-added fish products such as spreads and artfully stuffed lobsters.

Simms is unsure about the Thai market just yet, but an informal survey among Thai business people at a luncheon where lobster was served was encouraging: "They loved it."

Simms was likewise encouraged by his visit to Seoul and Manila. In Seoul, he made several important contacts, one of whom had already called his company back home to enquire about products, prices and distribution before Simms had left Asia.

In addition, a Korean businessman promised to visit the plant shortly to see the product at the source.

In Manila, Simms met the head of a major Philippine food import company and was invited to tour a fish plant. If all goes well, he said, Royal Star may even import some of the plant's products.

If Simms was, as he admits, sceptical about the usefulness of Team Canada missions before he left home, he's now a believer: "Do you know how long it would take me to make contacts if this didn't exist? I don't know if it could be done."

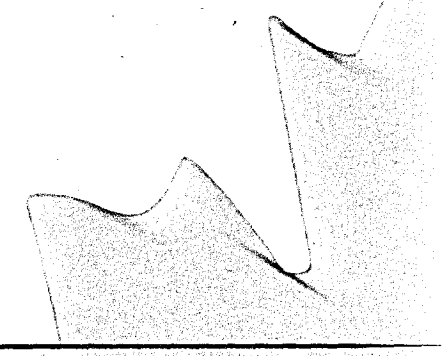
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*Do you know how long it would take me to make contacts if the Team Canada mission didn't exist?*

*I don't know if it could be done.*

Baxter Simms, CEO

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## Education: a New Player on the Team

**A** first for Team Canada 1997 was the inclusion of a large delegation from the education field, one of the eight key sectors of the Canadian economy highlighted on this trip.

Sixteen university and college presidents and deans were among 60 people from the education sector who took part in the mission.

Among them was Dr. John Tibbits, President of Conestoga College of Kitchener, Ontario. Tibbits gets right to the point when asked why he was on the Team Canada mission: "revenue generation."

Education may not seem at first glance to be a business venture, but generating revenue is just as important to maintaining a high level of excellence in Canadian institutions as are a good curriculum and a competent teaching faculty.

Over the last four years, foreign student enrolment in Canada's universities has dropped by 18 per cent, depriving the institutions of significant tuition fees and threatening graduate programs in engineering and mathematics — programs that Canada's high-technology industry banks on and that traditionally rely on Asian participation.

### Aggressive marketing strategy needed

University officials believe that the erosion in foreign enrolment is due to a combination of aggressive marketing strategies from institutions in other countries such as Australia, the United States and the United Kingdom and, conversely, ineffective marketing on the part of Canadians.

"We haven't developed a coherent articulate strategy for marketing ourselves abroad: we've been modest to a fault," Guelph University President Mort Rozanski was quoted as saying in *The [Sherbrooke] Record* before embarking on the Team Canada plane. The trade mission was an effective way to try to reverse this trend.

Team Canada missions are essential to letting Asian governments and businesses know that Canadians are serious about exporting their talents and products, says Tibbits. This mission has given Conestoga added credibility, he adds, and will make future deals go more smoothly.

### Broadening educational horizons

Tibbits sees numerous possibilities in the international market for what he terms "training and cultural tours." These involve bringing in foreign students for well rounded courses that combine specialized training with introductions to life in Canada.

Tibbits was also on the mission to scout out opportunities for bringing English as a Second Language (ESL) teachers from Korea, Thailand and the Philippines — as the College is already doing in China.

In addition, Tibbits is looking into developing a new program where by Asian students could take the first year of a Conestoga diploma in their home country, using the college's curriculum, and then finish their studies in Canada once their English skills are proficient. In the future, Tibbits also hopes that Asian students will be able to complete their entire education in their home countries by following Conestoga courses and purchasing training programs and teaching materials from the college.

### The benefits of selling education

Steven Kelley agrees that marketing and selling educational services is the main way that colleges and universities can stay afloat when funding is cut.

*Continued on page 13 — Education: a New Player*

# Education: a New Player on the Team — Continued from page 12

*Team Canada missions are essential to letting Asian governments and businesses know that Canadians are serious about exporting their talents and products.*

John Tibbits  
Director

the École des hautes études commerciales de Montréal, had three main objectives on the Team Canada trip: recruiting foreign students, looking for new areas for student exchanges and trying to set up new training programs.

### International programs vital

The school's students already have the chance to participate in exchange programs with 59 universities in the world. Under the programs, credits taken by students in the exchange country are recognized by their home institution. On the mission, Toulouse spoke to representatives from two universities in Korea and two in Thailand about the program.

The school is also involved in various global education projects that build, operate and then transfer institutions to their host countries. "Its international programs are vitally important for a variety of reasons," says Toulouse. Most importantly, they give faculty members expertise they couldn't get by staying home. "In an open world economy," he stresses, "this kind of expertise is necessary to be able to compete and grow."

In addition, students and faculty develop a broader world view; the change of pace and culture energizes them and improves their research and teaching.

"The income and expertise gained from international projects also protects and even creates jobs," says Toulouse. Professors teaching in other countries have to be replaced by someone else in Canada. Sometimes an older professor will decide to stay in his or her host country, opening up a spot for a younger academic in Canada.

### Canadian education on display

Numerous Canadian educators not on the Team Canada mission were well represented in Bangkok at the city's first Canadian Education Fair, held the weekend of January 18.

Representatives from 43 educational institutions plus local sponsors were on hand to answer questions from Thai students and to demonstrate the attractiveness of education in Canada.

Educators pointed out that as well as generating revenue for universities and colleges, having international students come to Canada is also an important learning experience for Canadian students, one that will make them more sensitive and aware of cultural differences when they enter the business world.



The chairman of Nova Scotia Community College in Halifax points out that five years ago, the college generated none of its own funding; now it raises about \$10 million a year through customized training activities — about one-sixth of its total budget.

The college is now moving forward on two potential contracts in Thailand to add to the one it already has with Thailand's Ministry of Labour to establish a training facility for youth and women. The two new contracts would involve tourism training and the development of curricula for Thailand's community colleges.

Jean-Marie Toulouse, Director of

## OPPORTUNITIES IN KOREA

**K**orea is one of the developing world's biggest success stories. Since the 1950s, it has transformed itself from a poor, agricultural national to a modern economy fuelled by exports. In 1995, the Korean economy grew by 8.7 per cent. An average annual growth rate of 7 per cent is predicted until the year 2000. Korea's gross domestic product (GDP) in 1995 was estimated at \$615.6 billion.

Since taking office in February 1993, the current administration has carried out a series of measures improving the climate for foreign investment, including liberalization and deregulation of the economy, simplification of procedures and financial assistance. By the year 2000, nearly all sectors in Korea will be open to foreign investment. Foreign universities will be allowed to set up campuses in Korea in 1998.

### Trade and investment

The dynamic growth of Korea's domestic market makes it a most lucrative investment destination. Foreign investment has increased by a large margin each year since 1993. In 1996, US\$3.2 billion was invested in Korea, a 64.8 per cent increase from 1995. Making Korea's business environment more conducive to foreign investment is high on the government's agenda.

The Canada-Korea Special Partnership was announced by Prime Minister Jean Chrétien and President Kim Young Sam at the 1993 Asia Pacific Economic Co-operation (APEC) Leaders' Meeting. The partnership is designed to forge closer co-operation in areas of trade, investment and industrial and technological co-operation. It has also fostered closer collaboration in international fora such as APEC and

the World Trade Organization (WTO) and was instrumental in Korea's accession, in late 1996, into the ranks of the Organization for Economic Co-operation and Development.

The two leaders announced, in October 1995, their support for the establishment of a Canada-Korea Forum. The forum held its first meeting in November 1996 to discuss ways to promote mutual understanding and to deepen and broaden the bilateral relationship.

Canada's trade relationship with Korea continues to gain momentum. With two-way trade at almost \$6 billion in 1995, Korea is Canada's third most important export destination in the Asia-Pacific region and sixth-largest export market in the world. The Korea market presents growing opportunities in areas of Canadian expertise, including energy, oil and petrochemicals, transportation, defence, aerospace, construction services and materials, and computers.

### Transportation equipment and services

Opportunities exist for Canadian companies in the automobile sub-sector, particularly in the provision of maintenance equipment where there are insufficient or inadequate domestic suppliers. Because of

recent trade liberalization initiatives, the Korean market will become open to imported automotive products, generating opportunities for Canadian companies in the aftermarket. Korean manufacturers will also be interested in joint venture initiatives with Canadian companies to give them greater access to North American technology.

### Energy and natural resources

As the Korean economy grows, it will continue to present opportunities for Canadian metal and mineral exporters. The demand for coal is expected to grow by at least 15 per cent over the next two years. The market for potash is expected to increase.

Opportunities also exist for Canadians in the growing import market for thermal power generation equipment and liquefied natural gas equipment. Foreign technology and equipment are needed to complement current Korean capabilities and to stimulate local technical development.

Korea is one of the world's largest importers of forest products, and the market is expected to grow. Currently, Korea needs a sustainable supply of unprocessed wood from other countries to cope

*Continued on page 15 — Opportunities in Korea*

## OPPORTUNITIES IN KOREA — Continued from page 14

with its own tightening supplies of wood products.

### Construction and building products

Demand for construction materials is expected to increase as the country improves its infrastructure. Major construction product imports in demand include wood and wood products, cement and processed steel products. Softwood lumber products are major import items for the Korean construction industry. There is also a demand for construction technology and training in such areas as bridge and dam construction, water works, plant engineering, tunnel construction, and architectural and design skills.

### Financial services

Korea's financial services markets are expanding in concert with the rest of the economy. Business opportunities are arising in both commercial and retail financial services markets. Corporate finance, insurance, merchant and investment banking, and venture capital are all emerging facets of the country's financial markets. Canadian financial companies have the expertise and resources to be very competitive in Korea.

### Environmental industry

The rapid growth of the Korean economy has had a significant impact on the environment. Public concern has prompted the government to invest in environmentally friendly technologies, especially with

respect to air pollution control and water treatment. Greater demand for advanced, cost-effective systems with higher efficiencies is presenting opportunities for Canadian suppliers, particularly in the areas of vehicle emission control, clean-room technology and pollution monitoring/measurement.

### Information technology and telecommunications

Ongoing liberalization of the telecommunications and information services industry will create an attractive market for foreign suppliers. Canadian information technology and telecommunications companies should expect promising export and investment opportunities in the sale of geographic information systems (GIS); global positioning system receivers and related chip sets for automatic navigation applications; digital mapping technology; image processing equipment and related software; multidimensional database technology; map data; and education/training services. Significant opportunities also exist for Canadian firms prepared to work with Korean partners to develop GIS applications for municipalities and utilities.

Opportunities also exist in the area of remote sensing applications, particularly for satellite communications equipment (up and down link); remote sensing equipment and services; software; data processing engineering; and technology transfer and training.

### Education

Korea is interested in Western methods of education, business training and technology. Business opportunities for Canadian institutions exist on two levels: attracting Korean students and business people to Canada and selling Canadian training programs, educational services and products in Korea. Canada offers many opportunities to Korean business people for corporate training programs. The area of greatest interest for Korean companies is management training, particularly in international business management practices, followed by language training and cross-cultural communications.

### Tourism

Canada has become a popular destination for Koreans, as evidenced by a 95 per cent increase in Korean visitors in 1995. Koreans are considered big spenders internationally, spending an average US\$1,666 (inclusive of airfare) in 1995. Koreans like sports and outdoors activities such as hiking, climbing, golf and skiing. Canada, with its reputation for nature and beauty, should continue to have considerable success in attracting Korean visitors.

### Cultural industries

Opportunities for Canadian cable television and programming companies are strong. Other opportunities exist in film and video, production and programming services, music and publishing industries, and visual arts.

# OPPORTUNITIES IN THE PHILIPPINES

**T**hanks to a decade of political and social reforms, the economic potential of the Philippines is being unleashed and the world is taking notice of the "Newborn Tiger."

The People's Power revolution led by Corazon Aquino in 1986 ended a long period of dictatorship and political and economic instability, and the current government has continued, and expanded on, the economic liberalization reforms of the Aquino administration. The liberalization of trade and foreign exchange and investment regimes, the reduction of entry barriers in banking and insurance, and the encouragement of private-sector investments have all helped the Philippines rebound from a series of domestic crises.

The positive political and economic climate of recent years has led to renewed confidence in the Philippines. The country's economy, as measured by gross domestic product (GDP), grew by 4.7 per cent in the first quarter of 1996. Gross national product (GNP) reached 7.1 per cent in the first six months of 1996 — the highest rate in five straight years of accelerating growth. The inflation rate has fallen over the last few years from 18.7 per cent in 1991 to 7.9 per cent as of August 1996. This decline is attributed to fiscal and monetary management and increased strength of the peso.

## Trade and investment

The Philippines is trying to encourage foreign investment as a means of developing its economy and infrastructure. The liberalization of the country's economy has greatly contributed to making it an attractive destination for foreign investment.

Canada was one of the first governments to recognize the Aquino administration in 1986 and the first country to extend export credits to the new government. Since then, bilateral trade has increased six-fold, to reach \$826 million in 1995.

Canadian investment in the Philippines is currently valued at approximately \$1 billion. It is concentrated in three principal sectors: financial services, agri-food

and mining. There are approximately 20 joint venture agreements and other arrangements involving Canadian and Philippine interests, reflecting the growing importance of this bilateral commercial relationship.

The main sectors of opportunity for Canadian business include telecommunications and information technologies, power and energy, mining and forestry, and the environment.

## Transportation equipment and services

The Philippines' dynamic transportation sector presents many opportunities for Canadian suppliers. In the next decade, the Philippine government is expected to spend US\$14 billion on transportation infrastructure. With the expansion of highways and the Light Rail Transit system, opportunities exist for Canadians in the bus, truck and auto-related subsectors. There is also demand for avionic and ground-based equipment for two major international airports scheduled to be built during the next decade, as well as opportunities in private port development and in the expansion of container and roll-on/roll-off facilities.

## Energy and natural resources

In the Philippines vast mining industry, there is a market for small-scale mining equipment of greater technical reliability than that produced locally. The oil industry deregulation expected in 1997 will enable the market to become more competitive. There will be a need to upgrade technology to meet market demand. Indicators point to increased oil and gas exploration and production, creating opportunities for Canadian suppliers of all types of exploration and production equipment, as well as for consultants with expertise in offshore and onshore drilling and production, geophysics and geothermal drilling.

*Continued on page 17 — Opportunities in the Philippines*



## OPPORTUNITIES IN THE PHILIPPINES — Continued from page 16

### Construction and building products

A construction boom has increased demand for imports of cement, wallboard and floor covering materials, and other basic materials. Because price can influence purchase decisions, there are good opportunities for Canadian companies seeking joint-venture partnerships to manufacture these products locally (which can reduce cost). Sales opportunities exist for low-cost construction materials that are resistant to tropical conditions and sufficiently durable to withstand typhoons and earthquakes. Prefabricated structures also have good sales potential.

### Environmental industry

The biggest potential for environmental projects lies in the treatment of wastewater and solid waste. Growth in the market for air pollution control equipment and services is expected to remain strong into the next century. The following areas offer the best prospects for Canadian environmental consulting services: air pollution management, biodiversity studies, environmental modelling environmental impact assessments, geographic information systems/remote sensing, hazardous waste management, natural resource management, pollution control systems design, risk/endangerment assessment and solid waste management

There is intense competition in the small but growing environmental consulting field. Canadian companies seeking market access might consider forming alliances with other foreign companies already established in the Philippines.

### Information technology and telecommunications

The Philippines' growing information technology and telecommunications industries are prime export markets for Canadian technologies and services. The telecommunications industry anticipates increased growth and greater opportunities for Canadian com-

panies supplying of communications equipment and technology. The market for computers and peripherals, which is almost wholly dependent on imports, is expected to increase in the next few years. Demand for imported computing software and encoding services is also expected to grow.

### Education

Notwithstanding the high quality of education in the Philippines, political stability and availability of scholarships, there is still considerable interest among Filipinos in seeking a Canadian education. Filipino students have positive impressions of Canada and are attracted by Canada's support for cultural minorities and the relative safety of Canadian society. Potential customers for Canadian educational services include government, private universities and colleges, and private-sector businesses interested in the continuing education of their employees.

### Tourism

With more disposable income, more and more Filipinos are travelling for leisure. As of May 1996, the number of Filipino visitors to Canada was up 24 per cent over the same period in 1995. The increase in visitors was a major determining factor in the signing of a bilateral Air Transport Agreement between the Philippines and Canada in January 1997. This increase in the number of Filipinos travelling offers Canadians in the tourism sector many opportunities.

### Cultural industries

Good opportunities exist for Canadian companies in the following subsectors: film, video and television, production and programming services, music and publishing industries and visual arts.



## OPPORTUNITIES IN THAILAND

A recent Organization for Economic Co-operation and Development study has predicted that as a result of its dramatic economic changes over the last 25 years, Thailand will rank among the 10 largest economies in the world by 2010. Thailand now boasts one of the highest growth rates in the Asia-Pacific region — 8.5 per cent in 1995 — and is among the world's newly industrialized countries.

In 1986, Thailand turned its economy around through sound macroeconomic management. This included the promotion of a competitive exchange rate policy and a large influx of foreign investment in export sectors. Growing trade with Asian partners, which increased by 23 per cent from 1986 to 1989, contributed to a more mature, diversified market structure. Thailand began to experience economic development, with GDP growth averaging 10 per cent per year, reaching 13.2 per cent by 1989.

Thailand's annual per capita GNP grew on average by 8.2 per cent between 1985 and 1994, making it the world's number one economy during that period. Currently, Thailand's inflation rate is showing a downward trend, with the most recent figures at 4.3 per cent. Annual GDP growth is expected to continue at approximately 7 to 8 per cent for the next few years. As a result, Thailand should continue to be one of the highest growth performers on the economic stage.

### Trade and investment

Thailand is an attractive business partner for Canada. It has a robust economy, is rich in natural resources and has an investment climate protected by a bilateral Foreign Investment Protection Agreement, signed during the Team Canada 1997 mission. Joint ventures and other long-term commercial possibilities open the door for Canadian firms to establish themselves. Thailand is Canada's second-largest export market in Southeast Asia. Two-way trade reached \$1.6 billion in 1995, up from \$1.3 billion in 1994. The 300-member Thai-Canadian Chamber of Commerce in Bangkok and the Thailand Business-Council of Canada (TBAC) in Canada attest to the strong commercial interest between the two countries.

Thailand is undergoing liberalization of several of its sectors, including banking and financial services, power generation, transportation and education. Major projects are planned in the transportation, energy and telecommunications sectors to meet Thailand's development targets. Canadian capabilities can play a role in the country's development plans as it seeks to become a strategic regional hub.

Numerous opportunities between Canadian and Thai businesses exist in waste management, human resources development, advanced technology and telecommunications, urban transit systems and equipment, and airport expansion, aircraft and avionics, as well as port and railway expansion, power generation and oil and gas exploration.

### Transportation equipment and services

Thailand is planning to invest US\$77 billion in transportation infrastructure over the next decade. Construction and development of the infrastructure are expected to proceed unabated. Consumer demand for transportation-related products, including commercial vehicles, motorcycles and automobile tires, is expected to remain high. Canadian transportation firms may find opportunities in the automotive, heavy and light rail, aerospace and shipping sectors.

The Thai government's ongoing and broad-based airport development plan should generate significant sales prospects for Canadian companies, particularly for airport and ground support equipment. The Thai government is also upgrading and expanding its port facility's infrastructure, which will create good opportunities for Canadian companies, particularly for engineering and other consulting services.

*Continued on page 19 — Opportunities in Thailand*

## OPPORTUNITIES IN THAILAND — *Continued from page 18*

### Energy and natural resources

Strong economic growth has sparked a sharp increase in demand for energy that shows no signs of slowing. There is virtually no local production in Thailand; 90 per cent of all power, equipment and services are imported. There are opportunities for Canada to increase its current 17 per cent share of the market, particularly with the current plans to reorganize and privatize the Electricity Generating Authority of Thailand.

### Construction and building products

Areas of opportunity for Canadian exporting companies include interior finishes, residential roofing systems, wood (lumber and furniture grade), curtain-walling, energy efficient doors and windows, component technology for mass production of sections, specialized concrete technology (prestressed, modular, lightweight), and technology, products and services related to infrastructure projects.

Increasingly severe labour shortages, rising costs and intensified competition have created growing demand for prefabricated technology and products. Prefabricated components represent the best export opportunities for Canadian companies. The do-it-yourself market for building hardware is an emerging subsector in Thailand, and opportunities are increasing for the supply of knobs, hinges, pulls and braces, door stops, catches and latches.

### Financial services

The Thai finance ministry has approved the upgrade of seven offshore bank branches into full service bank branches, including the Bank of Nova Scotia. New Bangkok International Banking Facilities (BIBF) licences will also be granted as part of the expected liberalization of the financial sector. The BIBF upgrade is part of a five-year plan to liberalize Thailand's financial industry by 2000 and to meet WTO commitments. The upgrade will allow foreign banks to strengthen their operations in Thailand and allow Thai banks to gradually become globally competitive financial institutions.

### Environmental industry

Interest in the environment is expanding throughout Asia. In July 1996, environment ministers from the 18 member countries of APEC adopted an action program to improve the urban environment by co-operating on issues such as sustainable cities, clean technology and clean production. As the Thai government and the private sector respond to the growing pollution problem in the country, there will be increased opportunities for Canadians in the sale of environmental technology.

### Information technology and telecommunications

Despite governmental investment in information technology, some projects have been scaled down due to inadequate budgets and lack of trained personnel. Canadian firms will need to partner with strong national partners to win government contracts.

Advanced telecommunications products and equipment are readily available in Thailand. However, fixed telephone service is inadequate and the existing infrastructure cannot meet growing demand. There are opportunities for Canadians in installation and service to meet the government's target of 12 million fixed lines by the year 2001 — double the current number.

### Education

Thailand is aggressively upgrading its educational facilities, equipment and curricula. Good opportunities exist for suppliers of more traditional education products such as desks, audiovisual equipment and books. The market for scientific equipment and analytical instruments is increasing by 5 per cent annually. Growth in demand for computers is even greater, with an average 40 per cent annual growth.

Canadian universities and other educational institutions will find good business opportunities in English as a Second Language and summer or semester break

*Continued on page 20 — Opportunities in Thailand*

## OPPORTUNITIES IN THAILAND — *Continued from page 19*

programs (April and October); custom corporate education packages; distance education; and in attracting high school and transfer students and university graduates and undergraduates to Canada.

### Tourism

The greatest potential for attracting Thai tourists to Canada is in the following areas: tour groups (Thais

generally make their first visit to a new destination as part of a group); family itinerary travel (those who have already travelled as part of a group often return with their family); incentive travel (in the increasingly competitive Thai corporate world, trips are seen as strong motivators); and student study tour (Thai parents like to send their children abroad for a study tour or to

camp during school breaks, especially during summer holidays).

### Cultural industries

Good opportunities exist for Canadian companies in the following subsectors: film, video and television, production and programming services, music and publishing industries, and visual art



## NEW BUSINESS DEALS — *Continued from page 6*

Edwards International  
Mississauga, Ontario

Edwards International, the export sales, engineering and marketing arm of Edwards Systems Technology, a leading manufacturer and supplier of fire detection systems, with over 1,300 employees in Canada and abroad, signed a contract with Teeya Master Systems of Bangkok to sell and install fire alarm systems for commercial and industrial buildings. The contract is valued at \$12 million over five years.

Le Groupe CGI, Montreal, Quebec

Le Groupe CGI, the largest Canadian-owned information technology company, with more than 1,700 employees in Canada and abroad, signed a contract to supply Nakornthai Strip Mill Public Company Limited of Chonburi with a business system that will support various activities in a new steel production facility in Thailand. In the Philippines, CGI also signed a contract with ADI Alternative Development Initiative to transfer technology to professionals working in the design and management of telecommunications networks. Total value of the contracts is \$2.5 million.

Universal Systems Ltd.

Fredericton, New Brunswick

Universal Systems Ltd., a software and systems integration company that develops, supports and markets geographic information systems and employs 75 people, signed a memorandum of understanding with the National Mapping and Resource Information Agency for the supply of its CARIS software for a digital hydrographic data processing and charting system capable of producing paper and electronic nautical charts. The agreement is valued at an estimated \$1 million.

Acadian Seaplants Ltd.

Dartmouth, Nova Scotia

A 1996 Canada Export Award recipient, Acadian Seaplants, which manufactures seaweed products and employs 100 full-time workers and more than 1,000 seasonal workers, signed a letter of intent with Inter Crop Ltd. of Bangkok to purchase Acadian Seaplants' products. The agreement is valued at \$1.4 million.



## Team Canada at Work

**P**reparations for the Team Canada 1997 trade mission began immediately after the mission to South and Southeast Asia in January 1996. Guill Rishchynski, who headed the organizing team in the Department of Foreign Affairs and International Trade, explains what went on behind the scenes.

"First, the existing database of eligible companies was expanded from 1,400 to 2,200 export-ready companies." To be considered eligible to participate on the Team Canada mission, companies had to be corporate entities based in Canada that have existing export capacity. They also had to have either existing activity or an interest in the Asia-Pacific market.

Invitations to the 2,200 companies were sent out in October. "People were given more time than before to consider the invitation. We followed up with a massive telephone campaign. We received 400 positive responses — that's a 20-per-cent success rate."

Rishchynski explains that consultations held with key stakeholders such as the provinces and previous mission participants were key to creating an even more successful mission.

"We learned lessons from the first two Team Canada missions [in 1994 and 1996] in making this one even better," he says.

### New initiatives added in 1997

As a result of these consultations, and at the request of Prime Minister Jean Chrétien and Minister for International Trade Art Eggleton, unique initiatives were instituted for Team Canada 1997.

The sharing of one plane by representatives of government, business, education and the media was one initiative that helped create a sense of solidarity, even before the participants arrived in Asia. "It fostered a sense of belonging among business representatives and politicians — of being in this endeavour together. An incredible chemistry developed that was important to the success of the mission."

Another initiative that contributed to this positive chemistry was the number of meeting opportunities between business leaders and the Prime Minister, provincial premiers and federal ministers. "There wasn't a day that passed that the official delegation and business people didn't see each other — whether at breakfasts, luncheons, signing ceremonies or workshops," says Rishchynski.

For the first time, too, the Prime Minister hosted a "Team Canada Forum" in all three countries, during which political leaders, including Minister for International Trade Art Eggleton, Secretary of State (Asia Pacific) Raymond Chan and the provincial premiers met with company representatives to discuss issues related to the mission.

Similarly, the premiers hosted two breakfasts — one at the beginning and one at the end of the mission — for the key business people from their respective provinces. Blocks of time were also set aside for the premiers to attend certain events with their business people.

Another first for Team Canada 1997 was the inclusion of education as a separate sector. Sixty people from the education field took part in the mission, including 16 college and university presidents [see article on education, p. 12].

The participation of mayors from municipalities across the country was sought to provide an intermediary role between local businesses and potential Asian partners.

*Continued on page 23 — Team Canada*

## Export Services Key to Success

**T**here has never been a better time for Canadians to establish or enhance small businesses and to gear up for export markets. Abundant opportunities in the global marketplace, decreasing trade restrictions, the globalization of markets, and improved travel and communications infrastructures make exporting in the 1990s more viable than ever before, particularly for small and medium-sized companies. In today's global business environment, taking advantage of export opportunities is one of the best ways for a company to grow and prosper.

Exporting can bring significant benefits — expansion or diversification of a business, more jobs and increased profits. It can also place demands on companies that they may or may not be prepared to meet. Whether you are new to exporting and need information on how to get started, or you are an experienced exporter looking for business leads, Team Canada services can help you succeed.

### Team Canada: more than meets the eye

Team Canada is more than just trade missions. It is a major component of the federal government's Jobs Strategy and a concerted effort on the part of all levels of government and the private sector to help Canadian companies prepare to enter and succeed in foreign markets.

Participation in Team Canada missions has helped hundreds of Canadian businesses make major inroads in world markets. But you don't have to go on a mission to benefit from Team Canada's expertise and services.

And you don't have to be a large company. Any small or medium-sized Canadian business can easily

access all of Team Canada's export preparation information and resources.

### Making the export leap

Your first step, particularly if you are contemplating a business start-up or are new to exporting, is to contact one of the 12 Canada Business Service Centres (CBSCs) throughout Canada. The federal government has teamed up with provincial governments and the private sector to offer a consolidated service to Canadian business.

CBSCs can provide information and advice on a wide range of issues, from establishing a business, getting ready to export and accessing financial assistance pro-

grams to searching for market opportunities and identifying regulations, licences and permits.

### Connecting with market opportunities

Once you are export ready, the next step is to register your company on the WIN Exports (World Information Network for Exports) database. WIN Exports is used by the Trade Commissioner Service's worldwide network of trade experts to match your company's products and services with the needs of foreign buyers.

Think of the Trade Commissioner Service as your advance global marketing team: a network of

*Continued on page 23 — Export services*

- To connect with the Canada Business Service Centre nearest you
- To obtain information about Info-Fairs across Canada
- To obtain a copy of *Your Guide to Government of Canada Services and Support for Small Business* or the *Guide to Export Services*
- To register in Win Exports or to obtain information about the Program for Export Market Development, or
- To learn how to gain access to the full spectrum of information and intelligence on exporting, from getting started to arranging financing and distribution to closing the deal

**CALL 1-800-454-9999**  
8 a.m. to 8 p.m. EST Monday to Friday (except holidays)

## Export Services Key to Success — Continued from page 22

more than 600 specialized officers in 128 embassies, high commissions and consulates in all of the world's major markets.

Using such tools as WIN Exports and the services of the Ottawa-based International Business Opportunities Centre, trade commissioners connect exporters with prospective buyers. They can also identify the right government program to help exporters succeed, such as the Program for Export Market Development (PEMD). PEMD helps increase export sales of Canadian goods and services by sharing the costs of activities that companies normally could not or would not undertake alone, thereby reducing the risks involved in entering a foreign market.

And trade commissioners play a major role in the organization and eventual success of Team Canada missions.

If you are already exporting and are looking to expand to new markets, you can also contact one of the 12 International Trade Centres (ITCs) in Canada. These centres provide valuable information on international markets, partnerships and alliances, opportunities for technology transfer, trade fairs and missions, as well as conferences and seminars. But, most important of all, ITCs are your direct link to the

Trade Commissioner Service — your gateway to export markets.

**Team Canada partners offer even more**  
The Team Canada Market Research Centre produces a full range of product and country market reports for Canadian exporters. These reports contain information on the demand for products, competitive environment and channels of distribution in markets around the world. They also provide information on partnering prospects, key contacts and promotional venues.

Across Canada, Info-Fairs feature exhibits from over 20 federal agencies and departments that support small businesses, including exporters, through programs, services and partnerships. Team Canada officials are also on hand to demonstrate their programs and services and to direct participants to appropriate sources of information.

If you have access to the Internet, plug into the Department of Foreign Affairs and International Trade's web site at <http://www.infoexport.gc.ca> or Industry Canada's Strategis site at <http://www.strategis.ic.gc.ca> to get information on global business opportunities, events and services.



## Team Canada at Work — Continued from page 21

"We changed things to respond to client demand — both businesses and government. The planning process was a fine tuning of events," says Rishchynski.

**Looking ahead to future missions**  
The consultations and fine tuning will not stop now that the mission is over. Since the Prime Minister announced in Manila that there will likely be another Team Canada

mission, Team Canada organizers have already begun preparations, including important follow-up from Team Canada 1997.

The database of eligible companies is being expanded, and a questionnaire is being sent out to this year's participants for their feedback on the

*Continued on page 24 — Team Canada*

## Team Canada at Work — Continued from page 23

mission. New this year is the formation of a network of alumni in order to create a dialogue between former, current and new participants on the role and usefulness of trade missions.

"The small and medium-sized businesses that took part in the mission are an inspiration for other small businesses to get into the global market. And there's now an infrastructure — at the federal, provincial and municipal levels — to support them," says Rishchynski.

That infrastructure extends right around the world, wherever there are Canadian embassies and trade commissioners to assist Canadian exporters. Trade commissioners continue to be a valuable resource in providing business leads, distributing information and giving support. "In the wake of the Team Canada 1997 mission, embassy representatives will start discovering that their list of local contacts has been expanded. Everything they do in the next year will hook back to the Team Canada mission," explains Rishchynski.

### GO-Team following up on opportunities

The Department of Foreign Affairs and International Trade is making doubly sure that opportunities spawned by Team Canada missions and free trade agreements are not lost. As part of a new departmental initiative — the Global Opportunities Response Team (GO-Team) — trade commissioners are being posted for short assignments in priority markets in order to be able to quickly assess and respond to

emerging business opportunities for Canadian companies abroad.

Three members of the GO-Team have been assigned to the Philippines, Thailand and Korea to maximize the benefits of the numerous opportunities generated by Team Canada 1997.

### Team Canada — a process

Rishchynski stresses that Team Canada is not just a series of events but a process: "It starts when a firm decides to get into the international market and has the financial capability to sustain it."

Team Canada is an invitation to experienced exporters and newcomers alike to board the plane of opportunity that is travelling to all parts of the world. It is supported by a ground crew of dedicated civil servants, trade commissioners, and other government representatives, both at home and abroad. The "Export Services Key to Success" article on pages 22-23 tells you how this team can assist you to board an international flight to future success.

Fax your request to become part of the Team Canada database to: (613) 996-3406



Team Canada • Équipe Canada

Info  
Centre

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; the InfoCentre Internet World Wide Web site at <http://www.dfait-maecti.gc.ca> using the Gopher menu.





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## Third Americas Business Forum

# Art Eggleton to Lead Business Delegation to Brazil

Minister for International Trade Art Eggleton will lead a Canadian delegation of some 60 business people to the Americas Business Forum in Belo Horizonte, Brazil, May 13-15, 1997.

Already in its third year — the first two get-togethers were in Denver, Colorado, and Cartagena, Colombia — the Forum is a special venue where the private sector is invited to exchange views on the proposed Free Trade Area of the Americas (FTAA).

Trade Ministers' Meeting focussing on the FTAA — offers an excellent opportunity to form a cohesive private-sector voice to provide input to policy makers and to shape the direction of free trade in the Hemisphere.

barriers, investments and services, and infrastructure.

### Networking potential

In addition, there will be tremendous opportunities for participants to network with the 1,000 or so business representatives expected to attend from the 34 countries (all except Cuba) that make up the Western Hemisphere.

The Forum — which immediately precedes the one-day Hemispheric

This year's Forum will include workshops on such issues as market access, standards and non-tariff

## EDC Sets Records in 1996

Export Development Corporation (EDC) supported a record \$22 billion of Canadian exports in 1996, serving almost 3,000 customers and increasing business volume by 28 per cent. Over 18,000 other firms benefitted indirectly from EDC activities, when they acted as suppliers to EDC-financed transactions.

In 1996, the proportion of small and medium-sized exporters assisted by the Corporation rose 23 per cent over the previous year, accounting for over 85 per cent of its customer base. Also in 1996, the volume of exports by EDC's smaller customers rose 36 per cent to \$3.8 billion, while nearly 140 of EDC's smallest customers expanded their export sales to more than \$1 million.

Responding to strong demand for exports to higher-risk markets, EDC committed an additional \$1.5 billion in financing for these markets in 1996. Total financing available for higher-risk markets was more than \$5 billion. At the same time, the agency reduced restrictions on insurance coverage in 33 higher-risk markets.

Brazil is Canada's largest export market in Latin America, with 1996 two-way trade topping \$2.5 billion —

*Continued on page 4 — Business*

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## Team Canada Market Research Centre Key to Unlocking Foreign Markets

**M**arket intelligence and information is critical to any business, and especially to exporters. Canadian exporters need reliable, up-to-date information on foreign markets to compete successfully abroad. And they need to know what is happening in their specific subsector in key markets.

That's why the Department of Foreign Affairs and International Trade (DFAIT) created the Team Canada Market Research Centre. An integral part of the federal government's Jobs Strategy, the Centre produces a full range of market reports to help Canadian exporters identify foreign market opportunities.

The Centre works with National Sector Teams, trade associations and other industry groups to understand exactly what market intelligence and information exporters need most. Then it ensures that information is compiled and distributed to exporters in a form that they can use easily and effectively.

### Meeting information needs

The Market Research Centre was established to respond to the needs of Canada's exporters, who have told the government that they require short reports that focus on specific subsectors and product or service niches. Approximately 400 market reports will be produced each year.

### Market snapshot

Market reports provide a quick snapshot of the opportunities in a specific market for a specific product or service. Centre staff obtain the latest commercial and political information from many sources, including on-line databases and existing government market studies. They also help

*Continued on page 5 — Team Canada*

## Market Intelligence Division: At the Crossroads of Market Intelligence

**I**n addition to operating the Team Canada Market Research Centre, the newly formed Market Intelligence Division assists DFAIT's posts abroad to gather market intelligence and information. The Division works closely with National Sector Teams, associations and other industry groups to analyze and determine the market intelligence and information needs of industry, which it relays to Canadian missions around the world.

Divisional officers ensure that the information gathered by the posts gets to Canadian exporters in a timely and accurate manner. At the crossroads between the private sector, domestic and foreign missions, International Trade Centres and other government departments, the Division is dedicated to providing industry with the information it needs to compete successfully in foreign markets.

The Market Intelligence Division also carries out a host of other important activities designed to assist Canadian exporters, including outreach and training with industry associations, and consultation on international business strategies, as well as serving as a point of access for trade and sector-specific information, advice and referral.

In addition, the Division manages the Special Activities component of DFAIT's Program for Export Market Development. This program assists national trade or industry associations in activities related to the generic promotion of the association's products or services, improved market access, or the generation of market intelligence and information for the benefit of the industry.

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Managing Editor: Don Wight  
Associate Editor: Louis Kovacs  
Design: Boite Noire  
Layout: Yen Le

Telephone: (613) 996-2225  
Fax: (613) 996-9276  
E-mail:  
canad.export@extott23.x400.gc.ca  
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## Technical Co-operation Fund Boosts Canadian Consultants in the Caribbean

**A** new fund launched by the Canadian government and the Caribbean Development Bank (CDB) will give Canadian consultants an excellent mechanism for participating in the early stages of CDB-financed projects.

The US\$2.6-million Canadian Technical Co-operation Fund will support short-term consultancy missions and advisory services related to:

- identifying, preparing, implementing and evaluating CDB-financed projects;
- economic and sector work required by the CDB;
- technical assistance to the CDB to enable it to address its mandate more effectively; and
- staff training at the CDB.

### Priority activities

The CDB will be responsible for identifying, evaluating and approving activities undertaken with Fund resources. Priority will be given to activities in the following broad areas:

- poverty reduction, including social and gender equity and the meeting of basic human needs;
- human resource development;
- economic growth and development, including economic competitiveness issues, access to the Free Trade Area of the Americas and the North American Free Trade Agreement, micro- and small enterprise development, and other areas where the CDB believes it has a competitive advantage; and
- environmental protection.

### Who's eligible?

The Fund will be administered by the CDB, and procurement will be limited to Canadian firms defined as Canadian citizens or landed immigrants resident in Canada and to Canadian firms, corporate bodies and non-governmental organizations whose principal place of business is located in Canada. Up to 25 per cent of

funding for a specific project may be used to finance consultants from the CDB's borrowing member countries to work in conjunction with Canadian consultants. Such local linkages will likely be a consideration in the evaluation of specific proposals.

CDB's usual procurement procedures with respect to use of funds will apply: Canadian firms will be required to register with the CDB in order to be eligible for contracts administered under the Fund.

The maximum amount per assignment is US\$100,000, although there is a provision for exceeding this amount if circumstances warrant. Eligible expenses are limited to fees, travel and subsistence. Goods and equipment related to an assignment may also be eligible under exceptional circumstances. The Fund is expected to be fully utilized by March 31, 2001.

### For further information...

Interested firms can obtain registration forms from the Director, Projects Department, Caribbean Development Bank, P.O. Box 408, Wildey, St. Michael, Barbados, Tel.: (246) 431-1600, Fax: (246) 426-7269, e-mail: [webstep@caribank.org](mailto:webstep@caribank.org)

Pipeline and project information on all CDB-financed projects can be obtained from the Special Advisor to the Canadian Director of the Caribbean Development Bank, Trade Department, Canadian High Commission, P.O. Box 404, Bridgetown, Barbados, Tel.: (246) 429-3550, Fax: (246) 437-8474, e-mail: [charlotte.hutson@bdgtn01x400.gc.ca](mailto:charlotte.hutson@bdgtn01x400.gc.ca)



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call (613) 992-3005.

## Smart Marketing Pays Off ... in Education Too

The Canadian Embassy in Caracas is participating in a creative, low-cost partnership with the Asociacion Venezolana-Americana de Amistad (AVAA) that is opening the door to opportunities for Canadian education institutions in Venezuela.

### A joint venture that pays off

The AVAA is a non-profit Venezuelan-American friendship association designed to encourage friendship between the United States and Venezuela through educational exchange. Under the new arrangement, begun in the summer of 1996 and thought to be the first of its kind in this field, Canada will be promoting its education in Venezuela jointly with the Americans.

Deputy Director for International Education Marketing at the Department of Foreign Affairs and International Trade, David Lysne, explains that the impetus for the partnership came from a concern, shared by the AVAA and Embassy staff alike, that the AVAA was unable to respond to a constant demand for formal and accurate information about Canadian universities.

The Embassy offered to provide the organization with up-to-date information about Canadian education institutions, as well as with volunteer counsellors, and to help with the fund-raising the AVAA depends on for its operational expenses.

### First results

The partnership has already born fruit. Through the AVAA, the Canadian Embassy welcomed, earlier this year, a Canadian education marketing delegation from Brandon

University (Manitoba), Columbia College (near Hamilton, Ontario), and Algonquin College (Ottawa).

The AVAA and the Canadian Embassy partnership also helped to promote over 20 representatives from Canadian universities at an international education fair held in Caracas in February, in an effort to attract to Canadian education institutions up to 100 Venezuelan post-graduate scholars who are the recipients of World Bank scholarships.

The partnership has produced bottom-line results: in 1996, the Canadian Embassy issued 561 student

visas, up from 434 the year before.

The costs to the Canadian government for this partnership are negligible — about the same price as a return business class air fare from Canada to Venezuela, according to Lysne. "This is quite a return on investment — one that will continue to pay handsome dividends."

**For more information** on educational opportunities in Venezuela, or elsewhere in the world, contact David Lysne, Deputy Director, International Academic Relations Division (ACE), DFAIT, Tel: (613) 996-2041, Fax: (613) 992-5965.

## Business Delegation in Brazil

*Continued from page 1*

in Canada's favour — and cumulative Canadian investment in excess of \$3 billion.

As an added bonus, Canadian participants at the Forum will get a chance to pursue business deals in this attractive market right in Belo Horizonte, the dynamic capital of the resource-rich state of Minas Gerais.

### Business assistance

Trade officials at the Department of Foreign Affairs and International Trade (DFAIT) in Ottawa, and at

the Canadian Consulate General in São Paulo, can assist in arranging business agendas and providing business matching services for mission participants wanting to capitalize on evolving business opportunities.

**For further information** on participating at the Americas Business Forum, or for details on trade opportunities in Brazil, contact John Gartke, at DFAIT's South America and Inter-American Division, Tel.: (613) 996-5548, Fax: (613) 944-0479.

## New Organization Promotes International Development of Greater Montreal

With the growing globalization of markets and the acceleration of international trade, the City of Montreal, particularly the Greater Montreal area, is an increasingly important hub of economic and cultural activity at the local, national, and continental levels.

Now there is an organization dedicated to sustaining and promoting the international development of the Greater Montreal area.

Montréal International is a non-profit organization specializing in activities such as the organization of trade visits for foreign missions, research of foreign investment, prospecting and reception of international organizations, retention and expansion of companies and organizations operating on an international level, provision of support for the development of export initiatives, and promotion and co-ordination of trade and economic missions abroad.

The organization's Board of Directors are drawn from both the private and public sectors, including representatives from the Federal Office of Regional Development (Quebec), the City of Montreal, Air Canada, Nortel,

Hydro-Québec, World Trade Centre Montréal, and the Université du Québec à Montréal.

The nearly 100 members of Montréal International come from a broad spectrum of corporations, educational institutions and public-sector organizations.

In order to initiate and sustain international development projects, the organization's members have endowed Montréal International with a development fund containing an initial amount of \$10 million over five years, which will be used, among other things, for profitability and feasibility studies, which will serve as a basis for a concerted effort by the Greater Montreal area.

**For more information**, contact Montréal International, 380 St. Antoine St. W., Suite 3200, Montreal, Quebec, H2Y 3X7, Tel: (514) 987-8191, Fax: (514) 987-1948.

### Team Canada Market Research Centre — Continued from page 2

DFAIT's posts abroad identify and collect relevant information on markets around the world.

Determining which markets to study is an important part of the Centre's work. Researchers rely on advice from National Sector Teams, International Trade Centres, posts abroad, industry associations, other government departments and non-governmental organizations. They then balance this advice with DFAIT's assessment of opportunities in a specific market.

Each report begins with a sectoral focus, followed by a market overview, a section on customers and distribution channels, analysis

of the principal market access issues, and a listing of key promotional venues. Reports also include a list of local importers and information on their size, product range and territory.

#### Benefits to exporters

Market reports help small and medium-sized enterprises focus on new export markets, without doing expensive market research on their own. Companies can avoid wasting time and money exploring markets where there is no demand for their product or service. In addition, reports are matched to exporter priorities and market opportunities.

#### Evaluated by users

An evaluation form is included in each report, and Market Research Centre staff follow up with exporters who have received reports to determine whether the reports were useful.

#### How you can obtain reports

Market reports are available through the DFAIT InfoCentre's FaxLink service at (613) 944-4500, or (613) 944-6500 if calling from outside Canada, the DFAIT Web site at <http://www.dfait-maeci.gc.ca> or the InfoCentre Bulletin Board via a modem at 1-800-628-1581 or (613) 944-1581.

## New Alliance Encourages Small Businesses to Export

The Business Development Bank of Canada (BDC) and the Toronto Dominion Bank (TD) have formed a strategic alliance aimed at giving small businesses better access to capital and trade services.

The BDC and TD will work together to provide a comprehensive range of financial products and services to small businesses operating primarily in the knowledge-based industries. The alliance will be delivered through TD's national network of

Technology Banking Centres and BDC branches across the country.

TD will collaborate with the BDC to deliver the BDC's NEXPRO (New Exporters Training and Counselling) program, in order to link small and medium-sized businesses to

international markets. The BDC will act as a complementary source of financing through its wide range of development capital products.

The Business Development Bank of Canada is a government-owned financial institution that promotes the creation and development of Canadian small and medium-sized companies. It offers unconventional financing, venture capital instruments and management services to businesses that have strong growth and export potential.

The Toronto Dominion Bank is Canada's fifth largest bank, with assets of more than \$125 billion and equity of \$6.7 billion. It has the highest securities rating of any major Canadian bank.

For more information, contact Audrey Gouskos, Manager, Media Relations, BDC, (416) 954-6511.

## EDC, Scotiabank Team up to Support Sale to Lebanon

A new loan guarantee arrangement between Export Development Corporation (EDC) and Canadian banks — the SME Guarantee Framework — is designed to foster exports by small and medium-sized enterprises (SMEs).

Under the program, Canadian financial institutions can lend to foreign banks or governments and EDC will guarantee repayment of part of the amount. The arrangement gives a boost to smaller exporters, who frequently face obstacles arranging buyer financing, especially in higher-risk markets.

The first export deal supported by the guarantee program was completed late last year. The players in this case were three small exporters supplying asphalt/bitumen equipment for a government paving contract in Lebanon. Scotiabank has provided \$1.5 million in financing for the sale, and EDC is guaranteeing repayment of 75 per cent of that amount.

Further information is available from EDC offices in Ottawa, Halifax, Montreal, Toronto, London, Winnipeg, Calgary and Vancouver.

### CanadExport On-Line

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

## Reducing the Risk in Risky Business

**F**oreign investment can be risky business, especially in the unpredictable markets of developing countries such as China, India, Eastern Europe and Latin America. However, resources are available to Canadian investors so that the risks can be effectively managed.

The traditional source of risk-management assistance is the Export Development Corporation (EDC). In certain situations, however, EDC may not be able to provide the full coverages or limits that companies require. If this is the case, there is a good chance that private-sector insurance, either on its own or in combination with EDC services, will meet companies' needs.

Private-sector insurers offer Canadian companies a multitude of foreign investment insurance products and services similar or additional to those of EDC, including coverages for political risk, trade credit, global energy and natural resources, crisis management, international automobile fleets, marine and air cargo, worldwide personal insurance, and international property and liability.

In today's competitive global marketplace, Canadians need to be aware and to take advantage of all the resources available to them. For more information on foreign investment insurance products, contact Kevin Day, Account Executive, TOS Insurance Services Ltd., 101-4180 Lougheed Highway, Burnaby, BC, V5C 6A7, Tel: (604) 293-1481, Fax: (604) 293-1493, e-mail: [tos@ibm.net](mailto:tos@ibm.net)

## Program Helps Moroccan Firms to Buy Canadian Technology

**T**he Private Sector Development Fund Programme (PFDSP) in Morocco — launched by the Canadian International Development Agency (CIDA) and Morocco's Ministry of Finance and Foreign Investment — is intended to strengthen private-sector development in Morocco.

Under the program, eligible private firms and other agencies can apply for support toward the transfer of Canadian management and technology know-how and the acquisition of Canadian technology. Institutional support to strengthen the entrepreneurial environment is also available.

PFDSP clients will be small and medium-sized manufacturing and services firms that are majority-controlled by Moroccans, as well as other institutions, public companies and professional and sector

associations that have a strong influence on the entrepreneurial environment. Priority sectors are agri-food, fisheries, food processing, energy, environmental rehabilitation, water, finance, computer management technology and textiles.

**For details** of the terms and conditions of aid, contact Deloitte & Touch Consulting Group (the Canadian Executing Agency).

### In Canada

G. Risi, Program Director, PFDSP

1111 Saint Charles West Street  
Suite 550-East Tower  
Longueuil, Quebec  
J4K 5G4  
Tel.: (514) 670-4270  
Fax: (514) 670-6420  
e-mail: [grisi@dtc.ca.montreal](mailto:grisi@dtc.ca.montreal)

### In Morocco

Y. Gravel, Program Director, PFDSP  
25, rue Aguelmane Sidi Ali, app. 3  
Agdal-Rabat, Maroc  
Tel.: (212-7) 77-13-76  
Fax: (212-7) 77-13-78  
e-mail: [ygravel@mtds.com](mailto:ygravel@mtds.com)

## Canadian Company Successfully Sniffs Out Foreign Markets

**F**rom gas detectors to body sniffers, a small Nepean (near Ottawa) company is banking on its unique CD-2 Human Occupancy Detector (HOD) to reach new export markets.

Armstrong Monitoring Corp. (AMC) has been selling gas detection equipment across Canada and in the United States for 16 years, but its latest claim to fame comes with the HOD.

### A unique product

It was five years ago that the Department of Immigration in Ottawa — based on a referral from the National Research Council — approached AMC to develop a product that could detect people hiding in containers.

“Hailed as the most accurate and dependable instrument to detect human presence in a minimum of time,” says AMC Vice-President, Technology and Resources, Don Segall, “our HOD has already achieved stunning results.”

In 1994, the first year HOD was employed in foreign ports with Canadian-bound shipments, the number of ship-board stowaways arriving in Canadian ports was cut almost in half, decreasing from 422 to 226.

“Shipping containers are the means used by most illegal immigrants arriving in Canada,” Segall explains, “so we wanted to protect the lives at risk by offering a reliable yet handy detection tool.”

Here’s how it works. When a person is breathing, vast amounts of carbon dioxide (CO<sub>2</sub>) are produced. By monitoring CO<sub>2</sub> levels relative to “clean air,” the device can indicate the likely presence of humans.

The highly portable battery-operated CD-2 HOD comes complete with accessories — a rigid-tipped sampling wand, or needles for insertion through minute openings — to allow sampling in spaces not easily accessible.

### From Canadian success to export success

It didn’t take long for the international immigration community to get wind of this safety device, which allows for the early detection and rescue of people in enclosed areas.

“The HOD has been selected to provide additional

safety along German borders,” says Segall, “with a first order of 40 instruments being brought into service just last December.”

And that’s just a start. The company already has contacts in other parts of the world, including the United States, Hong Kong, Poland, Estonia and the Czech Republic.

### Perseverance pays off

“We had to surmount many obstacles in Germany,” admits Segall, “such as language, different electrical and contractual standards, human engineering issues and ergonomics.”

Most of these obstacles the company overcame on its own.

“While we did most of the work on our own through sheer perseverance,” says Segall, “trade commissioners at the Canadian Embassy in Bonn gave us official backing by accompanying us during our initial meeting with German end-users.”

Since language can be a huge barrier, Segall recommends that exporters get a solid agent or interpreter who can act on their behalf.

“In addition to perseverance,” says Segall, “exporters should never underestimate the importance of customer service when trying to establish themselves in new markets.”

He also attributes his company’s success in Germany to that country’s unique geographical location, surrounded by the North and Baltic seas to the northwest and by former communist countries to the northeast and southeast.

**For more information** on AMC — manufacturer of a complete line of gas analysis and gas, liquid and leak detection instruments used in commercial and industrial applications — contact company Vice-President, Technology and Resources, Don Segall, Tel.: (613) 225-9531, Fax: (613) 225-6965, e-mail: [info@armstrongmonitoring.com](mailto:info@armstrongmonitoring.com), Internet: <http://www.armstrongmonitoring.com>



## Romania Calls upon Telesystem International Wireless

**A** Montreal-based consortium is leading Romania into the era of cellular communication. Telesystem International Wireless (TIW) won one of two licences to install and operate a Global System for Mobile Communications (GSM) across Romania.

AGSM is essentially the protocol — or language — that a cellular phone network uses to speak to itself and to other networks.

The deal, worth over \$700 million, was signed last November, and TIW has promised to deliver cellular service in most Romanian cities by the end of March 1997 — a speedy turnaround of only three months after government approvals were signed.

The bid for the licence was worth US\$50 million, plus an agreement to pay \$5 million per year over the next 10 years for the use of the system. TIW and its consortium partners will invest hundreds of millions more installing the network, staffing it, marketing the idea of cellular communications, and operating retail outlets to serve cellphone users across Romania.

### Targeting Romania a matter of good timing

Since political change broke down the walls of Communist governments at the beginning of the decade, Romania has been catching up to other democratic and capitalist countries — sector by sector.

Targeting the Romanian market was a simple matter of timing, says TIW Director of Communications Michelle Beaubien. "We knew that Romania would come out with the licences, so we assembled a team." The team TIW put together is a consortium, called MobiFon, which

includes Airtouch — an American-based international company that's the largest provider of GSM services in the world — and five Romanian partners.

For TIW, the MobiFon consortium is big business. Its deal with Romania is one of TIW's biggest projects ever. Beaubien says its scale compares only with TIW's project in China — worth about \$500 million.

### Entrepreneurship and flexibility are key

The key to winning these contracts, says Beaubien, lies in how a company differs from the rest of the field. "I think we're offering a unique expertise; we're one of the most qualified companies of the New Economy. We don't have a long-standing monopoly, like France-Telecom (the company that won the second of the two licences in Romania), but we're very entrepreneurial and very flexible."

TIW also prides itself on its good track record and its connections within Romania. A big part of getting the contracts, according to Beaubien, is being able to group different partners together. This was important to the government of Romania; not only did the MobiFon consortium come in with state-of-the-art technology, but it was also able to assemble a solid group of major strategic partners from Romania.

### Sponsoring soccer team one way to establish presence

In terms of wooing the Romanian government, Beaubien says that it was important to get inside the country and start understanding and connecting with the key players, as well as the public. The consortium did its homework. Employees created a presence in the country and, by soccer season, had the company's name emblazoned on the shirts of the Romanian national soccer team as the team's main sponsor.

### Support of Canadian government timely

Connections were also made with the support of the Canadian government. A timely visit by Industry Minister John Manley to Bucharest resulted in meetings with Romanian government and a healthy dose of political support for TIW and MobiFon.

"I think the visit was a great help for us," says Beaubien. "The Minister met with the Romanian president, prime minister, and three other state ministers. We also had a lot of help from the Canadian Embassy and the Canadian Ambassador in Bucharest, M. Gilles Duguay. They introduced to the right people, locally."

**For more information** about TIW, contact Director of Communications, Michelle Beaubien, Tel: (514) 397-8478, Fax: (514) 397-9176.

## Trading Companies Network into the Future

MONTREAL — Taking place April 16-18, 1997, is a joint trade fair and convention for trading companies, organized by the Quebec Association of Export Trading Houses, in conjunction with the Department of Foreign Affairs and International Trade; Industry Canada; the Federal Office of Regional Development (Quebec); the Quebec Ministry of Industry, Commerce Science and

Technology; the Canadian Federation of Trading House Associations; and the City of Montreal.

On April 16, the 3rd International Convention of Trading Companies will provide a forum for trading professionals from trading houses, trading companies and import-export companies, to promote networking and exchange of business opportunities. The convention will include a

multi-media seminar on "Export Options: Beyond Traditional Markets."

The World Markets at your Doorstep '97 Trade Show, featuring the products of 250 Canadian manufacturers, will take place April 17. On April 18, there will be optional visits to manufacturing plants for trading companies wishing to pursue negotiations with manufacturers or to meet with other suppliers.

For details, contact Alain Gagnon, Quebec Association of Export Trading Houses, 556 Sherbrooke street West, Suite 201, Montreal, QC, H3A 1E7, Tel: 1-800-465-9615, Fax: 1-800-839-9615, e-mail: info@go-trade.com

## Automotive Trade Show Excellent Venue for Advertising in Belgium

BRUSSELS, BELGIUM — An important biennial event for automotive maintenance professionals, the Ninth AUTOTECHNICA Trade Show will be held April 18-23, 1997.

AUTOTECHNICA is geared to those specializing in areas such as spare parts, accessories, equipment and maintenance products for vehicles, garage tools, coach-building and car-wash equipment, lubricants, pneumatic tires, shop equipment and management software.

The new trade show PROLOGISTICS, targeted at the logistics sector, including lift-trucks, will be held at the same time.

The Canadian Embassy in Brussels will be in attendance, with a booth located in the "import-export" area of the trade show. Canadian companies involved in the automotive sector are invited to participate, either by attending the trade show or by sending their catalogues to the Brussels Embassy and providing any data useful to promoting their products in Belgium.

Belgium occupies an important position in Europe's automotive market. Several foreign producers have set up large assembly plants in the country. Belgium has an extremely liberal import/export policy regarding the automotive industry and after-market and is recognized by most marketing experts as being the best test market in the European Union (EU). In part because of its cultural duality, the Belgian market is an extremely challenging one, enabling the exporter to experience both the Germanic and Latin ways of doing business. It is known that if a product can be successfully launched in Belgium, it stands a good chance of succeeding in other EU countries as well.

To participate or be represented at the Embassy booth, contact Mrs. Fabienne De Kimpe, Commercial Officer, Canadian Embassy, Tel: +32 2 741-06-21, Fax: +32 2 741-06-06, e-mail: fabienne.dekimpe@bru03.x400.gc.ca

## ISOT '97

TOKYO, JAPAN — ISOT '97, International Stationery and Office Products Tokyo '97, will take place July 10-12, 1997. The largest annual stationery and office products event in the Asia-Pacific region, ISOT '96 hosted 489 exhibitors, including 282 from Japan and 207 from around the world. It attracted over 50,000 visitors.

In previous years, ISOT was held in September. The move to July will assist wholesalers and retailers preparing for the Christmas/New Year sales period.

For details on attending or exhibiting at ISOT '97, contact Suzanne Minatti, International Sales, Reed Exhibition Companies, 383 Main Avenue, Norwalk, CT, 06851, Tel.: (203) 840-5393, Fax: (203) 840-9393.

## NEPCON Shanghai '97, Microelectronics Shanghai

SHANGHAI, CHINA — May 6-9, 1997, is the date set for **NEPCON Shanghai '97** (now in its seventh year) and the debut of **Microelectronics Shanghai**. NEPCON Shanghai is an established show focussing on printed circuit board and semiconductor manufacturing technologies, equipment, materials and services. Microelectronics Shanghai targets China's mushrooming electronics components market.

Expected to attract some 15,000 Chinese electronics professionals, the events are sponsored by China's Ministry of Electronics Industry and co-organized by Reed Exhibition Companies and CCPIT

Electronics Subcouncil.

Among the many leading-edge companies exhibiting at **NEPCON Shanghai '97** are American Tec Co. Ltd., AMP Hong Kong, Hewlett-Packard Co. Ltd., General Electric Co. of Hong Kong Ltd., Siemens (Pte) Ltd., Teradyne, Universal Instruments Corp. and WKK China Ltd. The United States, Germany, United Kingdom and Singapore will have national pavilions.

**For details**, contact Sarala Govindan, Reed Exhibition Companies, 383 Main Avenue, Norwalk, CT, 06851, U.S.A., Tel.: (203) 840-5355, Fax: (203) 840-9355.

## Mining, Energy Focus of Shows Set for Philippines

MANILA, PHILIPPINES — Two exhibitions set for July 9-12, 1997, will focus on two of the most lucrative sectors of the Philippine economy. **Mining Philippines 97** and **Elenex Philippines 97** will showcase the mining and power industries respectively.

Already heavily subscribed, the shows will feature national pavilions from Canada, Australia, Germany, Singapore, South Africa, the United States and the United Kingdom. Also exhibiting will be major importers and distributors from the Philippines.

The Philippines, with the fastest-

growing economy in the Asia-Pacific region, has moved to privatize, deregulate and promote overseas participation in development of its mineral wealth and creation of a sophisticated power network. The shows will attract visitors from both the private and public sectors seeking to advance the nation's development.

Concurrent with **Mining Philippines 97** will be a conference organized by the Asian Mining Journal addressing the theme: "mining can be pro-people and pro-environment." On the power side, the Institute of Integrated Electrical Engineers will hold its mid-year convention alongside **Elenex Philippines 97**.

**For details**, contact Overseas Exhibition Services Ltd., 11 Manchester Square, London, U.K., W1M 5AB, Tel.: (44-0) 171-486-1951, Fax: (44-0) 171-935-8625, e-mail: pmckean@montnet.com or PIEC Inc., Units 908 & 909, 9th Floor, PS Bank Tower, Sen. Gil Puyat Ave., cnr Urban Ave., Makati City 1200, Metro Manila, Philippines, Tel.: (63-2) 759-3229, Fax: (63-2) 759-3228.

## World's Largest Road Show

TORONTO — The International Road Forum, slated for June 16-20, 1997, is a world-class conference and trade show held every four years in a different country and the largest of its kind in the world. Attending the forum will be 3,000 to 3,500 delegates from some 80 countries. Ontario's Ministry of Transportation and the Transportation Association of Canada are forum hosts.

Technical sessions will cover the full spectrum of road transportation issues, from the design and operation of intelligent highway systems to highway construction and maintenance. The trade show offers an outstanding opportunity for Canadian equipment manufacturers, consulting engineers and other suppliers to showcase their capabilities to an international audience — many of whom will be senior public- and private-sector decision makers in highway design, construction and maintenance.

For more information, contact Daniel White, Industries, Services and Transportation Division, Department of Foreign Affairs and International Trade, Tel.: (613) 996-0688, Fax: (613) 996-1225.

# Business Opportunities

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

**CHINA (PEOPLE'S REPUBLIC) — A** Singapore management company is seeking wholly foreign-owned enterprises interested in opportunities for manufacturing in Fujian Province, in the following industries: electronics, chemicals, textiles, plastics, food processing, building materials, and metallurgy. Joint ventures will also be considered. For more information, contact Caroline L. Lewko, Pacific Rim Investments (Canada) Ltd., P.O. Box 11164, Royal Centre, Suite 2028-1055 West Georgia St., Vancouver, B.C., V6E 3R5, Tel: (604) 682-8987, Fax: (604) 687-8518, e-mail: 74541.3415@Compuserve.com

**JAMAICA — A company that intends to** manufacture water and juice bottles and other containers is seeking, through its Canadian representative, to contact automation equipment manufacturers. Quoting code number JA1345, contact Cleveland H. Blythe, The EMT Group, Fairview Mall, P.O. Box 55097, 1800 Sheppard Avenue East, North York, Ontario M2J 5B9, Tel.: (416) 410-5109, Fax: (416) 410-5517, e-mail: emtegrp@direct.com

**SPAIN — A Spanish firm wants to** contact producers/exporters of live sea bait (worms) in Canada. Contact Andenia S.L., Gabiria 34, 20305 Irun, Spain. Tel.: (34-4) 363-2619, Fax: (34-4) 363-2893.

**TAIWAN — A Taiwanese company** seeks Canadian suppliers of household safety equipment, sanitary

ware and bathroom facilities for the elderly/disabled. Interested companies should contact Ho-Chueng

*Continued on page 13 — Taiwan*

## Regravelling Existing Trunk Roads

**ETHIOPIA — The Ethiopian Roads Authority** has issued an invitation to tender (Credit No. 2351-O-ET) for regravelling existing trunk roads. The tender, made possible under a credit from the International Development Association (IDA), is to complete work originally planned under Emergency Recovery and Reconstruction Project Regravelling Works Contract No. 3, Woldia — Woreta. That contract included regravelling of 295 km of roads but was terminated after work had been completed in whole or in part on approximately 70 km.

Bidding will be based on International Competitive Bidding and is limited to suitably experienced contractors from the member countries of the IDA.

Bid documents can be obtained from the General Manager's Office, Ethiopian Roads Authority, P.O. Box 1770, Addis Ababa, Ethiopia, Tel.: (251) 1-156603, Fax: (251) 1-514866, against payment of a non-refundable fee of Birr 300 by crossed cheque/bank draft made payable to Ethiopian Roads Authority Account No. GOV 6560-00006-5.

Tenders are to be submitted to the General Manager's Office, Ethiopian Roads Authority, at the address above, not later than 15:00 hours local time on April 28, 1997.

All tenders must be accompanied by a tender security, in an acceptable form, of an amount not less than 2 per cent of the bid price in Ethiopian Birr or an equivalent amount in a freely convertible currency.

Firms interested in receiving further information on business opportunities in their sectors should fax copies of their letters of intent, quoting reference no. 970310-03621, to Sheila Johnson, International Business Opportunities Centre, Department of Foreign Affairs and International Trade, at (613) 996-2635.

## Business Opportunities

### Taiwan — Continued from page 12

Enterprises Co., Ltd. Floor 2, No. 1, Alley 3, Lane 227 Nung-An Street, Taipei, Taiwan, Tel.: (886-2) 501-5157, ext. 166/160, Fax: (886-2) 501-5169.

THAILAND — A Canadian investment company is seeking GM-qualified auto-part manufacturers interested in forming a strategic alliance, joint-venture partnership with Safety Supply Co. Ltd. for the development of a new auto parts manufacturing plant. MMC Ontario Limited was selected by Safety Supply Co. to act as advisor and consultant on the project as a direct result of the Team Canada 1997 trade mission to Thailand. Interested companies may contact Madan M. Chawla, MMC Ontario Limited, Tel: (416) 605-1518, Fax: (905) 420-0767, e-mail: gchawla@yesic.com

## Canadian Opportunities in Cuban Aquaculture

To reduce dependence on imports of frozen fish, Cuba is stepping up efforts to develop an aquaculture industry. The production target of 50,000 tons of freshwater fish set last year was raised this year to 60,000 tons. Also this year, the Cuban fisheries ministry, the country's main aquaculture producer, plans to add 500 hectares of aquacultural facilities to its existing 700 hectares.

Meeting these targets will require substantial new investment and improved technology and equipment — much of which is in limited supply domestically. As a result, opportunities are emerging for Canadian investors and firms in areas such as marine aquaculture; freshwater aquaculture — culturing tilapia, carp, catfish, prawns and other species; ship building and repair; industrial refrigeration services; and production of fibreglass-reinforced plastics.

For further information, contact Céline Boies, Caribbean and Central America Division, Department of Foreign Affairs and International Trade, Tel.: (613) 996-6129, Fax: (613) 944-0760 or Jo-Ann Salas, Commercial Officer, Canadian Embassy, Havana, Cuba, Tel.: (53-7) 33-2516, Fax: (53-7) 33-2044.

## Business Agenda

### Event Opens Doors to Asia Pacific

MONTREAL — Co-hosted by the Canadian Chamber of Commerce and National Revenue Canada, the APEC Customs/Industry Trade Exhibition and Seminars are set for May 7-9, 1979. Taking place during Canada's Year of Asia Pacific, the event provides an excellent opportunity for firms to display their products and services to potential buyers

in the economies of the Asia Pacific Economic Co-operation (APEC) forum.

As well, the event offers visitors a venue for networking with representatives of the private and public sector, developing business partnerships and learning about the issues affecting their ability to do business in the APEC region. Seminar topics

include export financing, taxation issues, cultural awareness, intellectual property, identifying business opportunities and legal services.

For information on the APEC Customs/Industry Trade Exhibition and Seminars, contact Kate Webb, Canadian Chamber of Commerce, Tel.: (613) 238-4000, ext. 237, Fax: (613) 238-7643.



# Business Agenda

## Time to Register for GlobeNet '97

MONTREAL — June 3 and 4, 1997 — GlobeNet '97 is the Canadian Advanced Technology Association (CATA)'s 12th annual conference. Speakers will include Richard Peabody, President and CEO, Harris Farinon Canada; Khalil Barsoum, President and CEO, IBM Canada; Michael Cowpland, President and

CEO, Corel Corporation; David Caplan, Chair and CEO, Pratt & Whitney Canada; and other leaders in the high-technology industry. Conference sessions will focus on topics ranging from global alliances, Asian markets and Japan, and venture capital to Internet commerce and business leader skills.

GlobeNet '97 will also feature entrepreneurship awards, student prizes and a trade show. For general information, contact CATA, 388 Albert Street, Ottawa, Ontario, K1R 5B2, Tel.: (613) 236-6550; for a brochure and conference registration form, call CATA's faxback line, (1-800) 387-2282, menu # 703.

## Carnets Cut Red Tape at Customs

**M**any business travellers today are making their lives a little easier by carrying a Carnet.

A Carnet is a Customs document that makes it simpler to take temporary imports — such as samples and equipment — into any of over 50 countries. It lists the goods a traveller wishes to have covered for the country or countries he or she intends to visit. Tailored to meet each traveller's particular requirements, the Carnet is a virtual "merchandise passport."

Users include exhibitors in foreign trade fairs, sales staff carrying product samples, sports teams (travelling with anything from racing cars to show horses), engineers and architects with valuable

equipment or drawings, and music and theatre groups.

Customs authorities in most developed countries accept Carnets. The document is their

guarantee that all duties and excise taxes will be paid if any of the items listed are not taken out of the country within a year.

*Continued on page 15 — Carnets*

## New Carnets Simplify Travel to Taiwan

**C**anadian business travellers can now use Carnets to bring goods such as exhibition material or commercial samples into Taiwan.

The new bilateral document, introduced February 1, 1997, stems from a reciprocal arrangement between the Canadian Chamber of Commerce and the China External Trade Development Council. Taiwanese business people can also use the Carnet to import goods temporarily into Canada.

For information on the new CPD Canada/China-Taiwan Carnet, contact the Canadian Chamber of Commerce in Ottawa, Montreal, Toronto or Vancouver.

# Publications

## Study Pinpoints Canadian Cost Advantages

As a business location, Canada offers some significant cost advantages over the United States. A 1996 report from KPMG, *The Competitive Alternative*, examines seven key industries in 13 Canadian and 10 U.S. cities — and finds that the overall cost of doing business is about 15.7 per cent less in Canada.

The study's conclusions are based on a comparison of the main location-sensitive cost factors including labour, transportation, construction and telecommunications. Compared with the U.S. cities, each Canadian city studied has lower annual location-sensitive costs in each industry. Exchange rates are cited as leading reason for the cost advantage.

For copies of *The Competitive Alternative*, contact Prospectus Inc., 180 Elgin Street, Suite 900,

Ottawa, Ontario, K2P 2K3, Tel.: (613) 231-2727, Fax: (613) 237-7666.

## 1997 Annotated Customs Act

The 1997 Annotated Customs Act, by Mohan A. Prabhu, Q.C., includes the full text of the federal Customs Act and regulations; section-by-section annotation (including commentary and digests for over 200 court and tribunal decisions); a bibliography of related publications; and a comprehensive index.

The 1997 edition also features the major changes under Bill C-102 (amending the Act to streamline and consolidate the duty deferral program) and the new "Persons Authorized to Account for Casual Goods Regulations (SOR/95-418)."

This 508-page, softcover guide to the legislation costs \$70 (shipping and handling extra) and is available for a 30-day risk-free examination. To order, call 1-800-387-5164.

## Carnets Cut Red Tape at Customs

Continued from page 14

Carnets cut complicated and lengthy Customs procedures when both entering and leaving a foreign country with samples or equipment. They can be particularly useful when there is a language barrier, as well as the usual bureaucratic hurdles, to cope with.

Carnets also cut costs — without one, for each country visited, a traveller may have to buy a temporary import bond or pay all tariffs and excise taxes on entering and claim a refund on departure.

Carnets are available from the Canadian Chamber of Commerce, which has been providing them to business people for over 25 years.

For more information, contact (in Ottawa) Diane Orr, Tel.: (613) 238-4000, Fax: (613) 238-7643; (in Montreal) Bill Browne, Tel.: (514) 866-4334, Fax: (514) 866-7296; (in Toronto) Helen Chang, Tel.: (416) 868-6415, Fax: (416) 868-0189; or (in Vancouver) Alice Barnard, Tel.: (604) 681-2111, Fax: (604) 681-0437.

# Publications

## New Promotional Tool for Quebec Companies

A new promotional tool for Quebec companies has been launched by the Centre de recherche industrielle du Québec (CRIQ) in the form of a multimedia CD-ROM on products available in the province.

Using this bilingual data base,

companies can include their brochures, product catalogues, video or animation in a presentation combining sound, image and interactive trade methods.

The multimedia version, which stands alongside the printed Inventory, was launched in March

and will be sold throughout Canada, the United States and elsewhere in the world.

The CRIQ plans shortly to add another tool in the form of the services companies linked with the industrial sector.

For information on the CRIQ, contact Claude Morin, Communications Advisor, Tel.: (418) 652-2213 or 1-800-667-2386, ext. 213.

## Cultural Industries in France Profiled

Four market profiles covering cultural industries in France have been commissioned by the Canadian Embassy in Paris. The industry profiles, in French, are on music, art, magazines and language. To obtain a copy, send your mailing address, by fax, to Yvette Duval, Canadian Embassy, Paris. Fax: (011-33-1) 44.43.29.98.

## Directory of Apparel Industry Trade Shows

The 1997 *Directory of International Apparel Industry Trade Shows* lists over 400 international trade shows, providing dates, contact numbers and show descriptions. Where applicable, North American contacts are given.

Textile suppliers, manufacturers and retailers will find listings for apparel shows and markets, sports

apparel/activewear shows, textile sourcing shows, and apparel production technology shows.

The directory retails for \$21.40 (plus shipping and handling) and can be obtained from the Canadian Apparel Foundation, 130 Slater Street, Suite 605, Ottawa, Ontario, K1P 6E2, Tel.: (613) 231-3220 or 1-800-661-1187, Fax: (613) 231-2305.

## International Trade Book

An international trade consultant seeks Canadian companies doing business in the United States, Latin America, Asia, Eastern Europe and the Middle East for inclusion in an international trade book. Companies could be involved in exporting, importing, joint venturing or international marketing and negotiating.

Contact Maggie Maier, One World Communications Inc., Tel.: (416) 369-0099, Fax: (416) 369-0144, e-mail: [maggie@1worldinc.com](mailto:maggie@1worldinc.com)

**Info  
Centre**

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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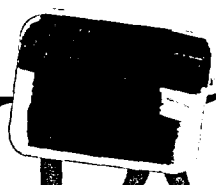
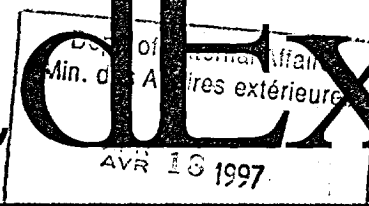


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# CanadaExport



Vol.15, No. 7 — April 21, 1997

## Telecom Deal Improves Market Access

Canadian telecommunications firms will gain improved access to the United States, the European Union, Japan and other important markets when the Agreement on Basic Telecommunications is implemented on January 1, 1998.

As well as allowing more competition in the provision of telecommunications services, the Agreement, concluded February 15, 1997 by the World Trade Organization (WTO), establishes a clear set of international rules in a sector that up until now has had none. Disputes will be resolved in a timely manner through the WTO dispute settlement

*Continued on page 5 — Telecom Deal*

## Excellent Prospects Await Canadian Exporters in Egyptian Market

Thanks to its economic reform program, Egypt is rapidly emerging from a period of financial and economic uncertainty, bringing new trade prospects for Canadian exporters.

The Ganzouri government, which came to power in January 1996, understands the need for Egypt to develop a free-enterprise economy. In its reforms, the government is focusing on creating jobs, privatizing state-owned companies, attracting foreign investment and increasing the country's export capabilities, reflecting its commitment to free markets, economic growth, and enhanced roles for foreign investment and the private sector.

Canadian companies enjoy an excellent reputation for quality and state-of-the-art technology Egypt. While the economic problems that plagued Egypt through the 1980s

saw Canada's exports fall from a high of \$287 million in 1984 to just \$60 million in 1989, trade has rebounded through the 1990s. In 1995, Canadian merchandise exports totalled approximately \$150 million, and that figure is even greater when trade in services is considered, as well as the various Canadian products shipped through Europe or the United States.

This issue of *CanadaExport* features an eight-page supplement on Egypt, outlining the many opportunities available to Canadian companies in various sectors of the market, as well as advice on doing business in Egypt, upcoming trade fairs, and Canadian success stories.

## Additional Export Financing Helps Canadians Doing Business in China

As committed by Minister for International Trade Art Eggleton at the Canada China Business Council's annual meeting in Shanghai last November, the Government of Canada has now made available a \$75-million concessional line of credit with China's Ministry of Foreign Trade and International Co-operation (MOFTEC).

This line of credit will ensure that Canadian exporters are on a level playing field when selling goods and services in China. It will also

provide a useful tool as another financing resource of Canadian exporters pursuing business in

*Continued on page 5 — Export Financing*

**CanadaExport On-Line**  
<http://www.dfaif-maeci.gc.ca/english/news/newsletr/canex>

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## New Publications Guide Exporters to Success in Global Markets

The Department of Foreign Affairs and International Trade (DFAIT) has revised and reissued two important Team Canada publications for Canadian exporters. As part of the government's Jobs Strategy, these publications are designed to encourage and assist small and medium-sized enterprises to succeed in the international marketplace.

### Guide to Export Services

This handy reference guide lists all of the programs and services available to exporters from Team Canada government departments and agencies.

The guide provides contacts for both new and experienced exporters and covers the full range of the export spectrum, from getting started to developing and executing an export strategy.

The *Guide to Export Services* directs Canadian exporters to the most appropriate source of information and assistance. For example, companies that are interested in exporting are directed to one of the 12 Canada Business Service Centres across Canada. These centres bring the services of federal and provincial governments and, in some cases, the private sector together under one roof to help companies prepare to start selling to foreign markets. More experienced exporters are directed to International Trade Centres located across Canada before being referred to DFAIT's Trade Commissioners, posted in over 125 offices around the world.

Both new and active exporters are provided with a wide range of information on export programs and services that cover such areas as financial assistance, training, and export regulations and standards.

The guide also lists different con-

tacts for all regions of the country, including those of the regional agencies: the Atlantic Canada Opportunities Agency, the Federal Office of Regional Development (Quebec), the Federal Economic Development Initiative for Northern Ontario, and Western Economic Diversification.

### 10 Steps to Export Success

Previously entitled *The Exporter's Guide*, this revised version is designed for Canadian enterprises, whether large or small, that are considering the possibility of exporting or expanding into new markets.

Renamed *10 Steps to Export Success*, this step-by-step approach to exporting gives readers an understanding of the realities of exporting, and provides them with solid, straightforward information on how to assess a company's export capabilities. It also guides companies through the process of planning and executing their first

exporting venture.

The 10 steps cover all of the activities that new exporters should undertake to be fully prepared for the world of exporting. These include evaluating export potential, selecting and researching markets, choosing an entry strategy, determining prices for products and services, arranging financing, promoting products and services and getting them to target markets, preparing and reviewing export plans, and learning the terminology of exporting.

For more experienced exporters, *10 Steps to Export Success* provides direction to sources of valuable information on programs and services that can help them establish or expand their export operations and enter new foreign markets.

Both publications are available online at: <http://www.infoexport.gc.ca> or can be obtained through the DFAIT InfoCentre by calling 1-800-267-8376 or by FaxLink by dialling (613) 944-4500 from a fax machine.

## CanadExport

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Managing Editor: Don Wight  
Associate Editor: Louis Kovacs  
Design: Boite Noire  
Layout: Yen Le

Telephone: (613) 996-2225  
Fax: (613) 996-9276

E-mail:  
[canad.export@extott23.x400.gc.ca](mailto:canad.export@extott23.x400.gc.ca)  
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Mail to: CanadExport (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

## CCC Extends its Reach to Canadian Suppliers: UN Opportunities Now Available on the Open Bidding Service

The Canadian Commercial Corporation (CCC) is now posting the business opportunities it receives from various United Nations (UN) agencies on the Canadian government's Open Bidding Service (OBS). This service will help Canadian suppliers to plan to bid on the opportunities that interest them, thereby increasing their likelihood of doing more business abroad.

The Canadian Commercial Corporation regularly receives tenders from 15 different UN agencies; by posting these opportunities on the OBS, CCC opens up this business to a broader Canadian supplier community, providing additional

business opportunities to Canadian suppliers and expanding awareness of the assistance CCC can give companies in doing business successfully abroad. This service is also beginning to be appreciated by UN agencies, which recognize CCC as a valuable tool in providing timely service and a good source of Canadian supply.

Since the introduction of this new service on the Canadian government's OBS, more companies are becoming aware of CCC, and several have registered with the Corporation and can now receive targeted opportunities through the Bid Matching Service.

Given the emergency nature of some UN requirements, not all opportunities are suitable for posting on the OBS. Requirements allowing seven business days or less for bid submission will be sourced according to CCC's regular practices.

For more information, contact Glenn Nichols, Director, External Relations, Canadian Commercial Corporation, 50 O'Connor St., Ottawa, ON, K1A 0S6, Tel: (613) 947-1170, Fax: (613) 992-2134, e-mail: info@ccc.ca

### Erratum

An Article on the European Bank for Reconstruction and Development (EBRD) in the March 3, 1997, issue of *CanadExport* incorrectly indicated that technical co-operation funds were being used to finance commercially oriented public infrastructure projects. Bilateral technical co-operation funds, including those provided by Canada, are used by the EBRD to undertake project identification and preparation work leading to the development of public projects, rather than to finance the projects themselves.

Last year, CCC conducted \$30 million in business with the UN on behalf of Canadian firms, largely by manually matching UN opportunities with Canadian companies that might be in a position to bid on these requirements. This volume resulted from CCC's knowledge both of Canada's supplier base for products that the UN buys and of the UN procurement process.

In the past year, CCC has provided enhanced access to international markets for Canadian firms through the introduction of two other services: the Bid Matching Service and the posting of the U.S. government's OBS. With the inclu-

### CanadExport On-Line

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

## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call (613) 992-3005.



## Canadian Exporters Achieve Success with Support of Embassy Networking Event

A "Canada Day" Networking reception, held during BUDMA '97 — Poland's construction and building-product trade show — brought Canadian exporters of building products and technology together with key Polish representatives of the construction sector.

The reception, organized by the Canadian Embassy in response to requests by Canadian exporters and investors active in the Polish construction sector, succeeded in raising the profile of the Canadian building-products and technology sector in Poland and provided a venue for many key relationships to start and others to grow.

The event brought 11 Canadian direct exhibitors and 38 company representatives from 32 export firms from across the country, including an 11-member exporters mission from Quebec, together with a Polish audience of over 140 of the key decision makers and company representatives in the Polish construction sector. Interest on both the Polish and Canadian company sides is demonstrably high.

### Local market is growing

The Polish construction market is growing in its demand for housing. The local market expects to build 1.5 to 2 million housing units over the next 5-10 years. For this to happen, three things are needed: establishment of a broad and effective mortgage system; establishment of modern, capable building contracting firms and developers; and access to high-quality building materials that can be distributed in an effi-

cient manner. Canadian building products are sought for their high quality and competitive price.

There are a growing number of Canada-Poland success stories in joint-venture co-operation in housing development projects, and this



From left to right: Vincent Hardy, Councillor Quebec Department of Industry, Commerce, Science & Technology; Linda McDonald, Commercial Counsellor Warsaw; Frank Parzyou, Commercial Officer Warsaw; Ambassador Serge April.

level of activity is expected to increase substantially. The concept of wood-frame house construction is increasingly accepted and financially attractive, to the extent that it is now known as the "Canadian" house construction method. Other new technologies are also finding lucrative markets, as demonstrated by Royal Plastic's plastic/cement housing technology manufacturing investment. The promotion of Canadian building and finishing materials is also encountering continued success.

### Embassy supports exporters

Issues of product certification and building code standards in Poland are challenging, but not insurmountable. Canadian exporters ideally need a good local partner who will usher the Canadian products through these processes.

Canadian exporters that have achieved success in the local Polish market, in this and other sectors, have followed the "Three Ps" recommended by the Canadian Embassy: presence, partnership, and patience.

An initial survey of the Canadian participants at the networking reception has confirmed the Embassy's intention to participate in BUDMA '98 with an Embassy stand, in support of the growing number of Canadian exhibitors. The Embassy expects this participation to double over the coming year.

Canadian construction and building product exporters and service providers who are interested in the Polish market, as well as in BUDMA '98, should contact the Commercial Section of the Canadian Embassy at ul. Matejki 1/5, Warsaw, Poland, Tel: (48-22) 629-8051, Fax: (48-22) 629-6457.



# Focus on Egypt



## Egypt's Economic Reform Program Brings New Dynamism to Trade Prospects

*Canada's trade prospects in Egypt have improved substantially in recent years. As a result of the massive financial assistance following the Gulf War, and the debt and structural assistance agreements with the International Monetary Fund, Egypt is rapidly emerging from a period of financial and economic uncertainty.*

In addition to increasing its influence in the region as a result of its role in the Gulf crisis, Egypt is well known for its leading role in the Middle East Peace Process. It sees itself a leader of the Arab world in both political and economic processes.

In 1994, Egypt joined the General Agreement on Tariffs and Trade (GATT) and reduced its tariffs on many imported products. The Ganzouri government, which came to power in January 1996, has brought a fresh energy to the economic reform process. Prime Minister Ganzouri understands the need for Egypt to develop a free-enterprise economy, thereby creating a dynamic private sector that can play a pivotal role in economic expansion and in providing solutions to some of the economic and social problems facing the nation. The beginnings of these new developments were showcased at the 1996 Middle East and North Africa Economic Conference held in Cairo last November (See *CanadExport* vol. 14, no. 21, Dec. 23, 1996).

### Egypt's economic reform program

The Egyptian Economic Reform Program has four distinct aspects:

1) Job Creation: Egypt must find approximately 500,000 new jobs every year to keep up with the number of young people moving into the employment market. This job creation does not decrease the already very large unemployment/under-employment problem. In a dramatic change of philosophy, the government has recently announced that the private sector must provide the bulk of these new jobs. Thus, Canadian projects that bring even a few jobs to Egypt are very much welcomed.

2) Privatization: About 10 per cent of the 340 state-owned companies in Egypt have been privatized. This previously slow process is expected to improve dramatically throughout 1997. In many cases, the Egyptian side is seeking a foreign "anchor" investor to take

controlling interest and to bring new technology to the company. Other companies are being sold through the Cairo Stock Market, a relatively new concept for the government but one that has proven to be very successful. Still other companies are being sold to employee co-operatives established for the sole purpose of buying control of the employer and sustaining what is often the major employer in a community.

3) Foreign Direct Investment: As a fundamental aspect of job creation, Egypt is seeking foreign direct investment, and consequently recognizes that it must create a legal and economic environment that attracts such investment. All currency restrictions have been eliminated,

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## Focus on Egypt

## Government Support

The Egyptian government and its many agencies remain important potential clients for many Canadian companies interested in doing business in Egypt. Canadian companies would be well advised to investigate early in their negotiations the programs available to them through the following three Canadian government agencies: the Canadian International Development Agency (CIDA), the Canadian Commercial Corporation (CCC) and the Export Development Corporation (EDC).

Canadian companies using CIDA and CCC programs would be wise to discuss the possibilities of "direct, sole-source negotiations" (rather than international tender) with the Egyptians, if the Egyptian side is benefiting from either of these programs.

### Canadian International Development Agency

The Canadian International Development Agency's Industrial Co-operation Program (CIDA INC) is quite well known and very popular in Egypt. It supports feasibility studies for the Egyptian government or its agencies, and the establishment of local joint ventures. Application is made by the Canadian company, and funding is likewise given to the Canadian participant. Contact Canadian International Development Agency, Industrial Co-

operation Program, Bureau for Africa and Middle East, 200 Promenade du Portage, Hull, Quebec, K1A 0G4, Tel: (819) 997-0569, Fax: (819) 953-5024.

### Canadian Commercial Corporation

The Canadian Commercial Corporation is prepared to provide guarantees of performance on behalf of qualified Canadian companies to the Egyptian government or its agencies, thereby absolving Canadian participants of the need for performance bonds or bank guarantees. CCC will also participate in negotiations with the Egyptians, thereby becoming an important ally to the Canadian side as well. Contact Canadian Commercial Corporation, Major Projects Division, 50 O'Connor St., 11th-Floor, Ottawa, Ontario, K1A 0S6, Tel: (613) 996-0227, Fax: (613) 995-2121.

### Export Development Corporation

The Export Development Corporation is interested in doing business in Egypt and is prepared to consider favourable financing terms for major contracts in the country.

Contact Export Development Corporation, Middle East, Africa and Europe Division, 151 O'Connor St., Ottawa, Ontario, K1A 1K3, Tel: (613) 598 2713, Fax: (613) 598 2503. ▲

## Egypt's Economic Reform Program — Continued from page 1

and there is total convertibility of the Egyptian pound. Laws on incorporation have been eased, and much (but not all) of the red tape has been reduced to enable foreign companies to establish themselves in the country more easily.

4) Increase of Egyptian Export Capabilities: There is also growing recognition that Egypt needs to correct its trade imbalance by increasing its exporting capacity. This requires adoption of quality-control standards and new processing equipment and technology, particularly for the handling of fresh produce.

Canadian companies initiating

activity in Egypt would be wise to incorporate one or more of these planks into their business strategy. The Egyptian government will respond very favourably to those who are helping to achieve its goals in economic reform.

### Egypt-Canada trade relations

Egypt remains one of Canada's largest markets in the Middle East for exports of processed, semi-fabricated and high-technology goods and services. While the economic problems that plagued Egypt in the 1980s saw Canada's exports fall from a high of \$287 million in 1984 to just \$60 million in 1989, trade has rebounded

through the 1990s. In 1995, Canadian merchandise exports totalled approximately \$150 million, an increase of 39 per cent over the previous year. However, Canadian export statistics grow still more significant when trade in services is considered, and the various Canadian products shipped through Europe or the United States.

Egyptian exports to Canada have been in the range of \$20 million annually, although some years see dramatic leaps when Canada purchases Egyptian petroleum. Egypt's exports consist largely of cotton goods, textiles and some food products. ▲

## Focus on Egypt

# Business Opportunities

Canadian companies enjoy an excellent reputation for quality and state-of-the-art technology in the Egyptian market. Canada is a viable alternative to U.S., European or Asian suppliers. Excellent prospects for Canadian exporters exist in environmental equipment and technology; lumber, newsprint, and pulp; transportation and power equipment; polyethylene; oilfield supplies and machinery; seed potatoes; dairy products; breeding stock; grain handling and storage equipment; and educational and training services of every kind. Of growing importance is the Egyptian private sector, which finances over 35 per cent of Egypt's annual \$13 billion in imports. Increasingly, Canadian companies are locating their regional offices in Cairo to take advantage of the growing local market, as well as its location as an airline hub for both the Middle East and Africa.

## Power generation

The power generation and transmission equipment and services sector presents major opportunities for Canadian exporters, who are very well received in this market. Demand for electric energy has grown steadily by 10 per cent per year throughout the 1990s.

The Egyptian Minister of Electricity has announced investments exceeding \$5 billion through the year 2005 for construction of new power generation stations, as well as expansion and development of the transmission and distribution grid throughout the country. Egypt is increasing its capacity by approximately 800 MW per year, with total installed capacity to reach 22,000 MW by 2005.

In accordance with government policy for economic liberalization with emphasis on privatization, the electricity sector intends to permit private ownership and operation of new electric power-generating facilities. Up to 5,000 MW of new capacity will be based on BOOT (Build/Own/Operate/Transfer) principles. Total private-sector investment under this plan is estimated to be \$4.3 billion by 2010.

Opportunities exist for Canadian exporters in the following areas: transfer of technology or joint ventures for the construction of power-plant components locally, particularly boilers, generators, control panels, heat-recovery systems and wind turbines; and supply of equipment and parts, including SCADA systems, apparatuses for making and breaking electrical circuits, insulated wires and cables, air filters and other

spare parts, bars and strips, generators, motors, converters, transformers, rectifiers and rectifying apparatuses. Opportunities also exist in technology and training relating to the rehabilitation and upgrading of existing power stations, as well as in training programs that provide technical assistance and education in controls and instrumentation, maintenance, energy management, and upgrading of administrative and technical capabilities at the executive level.

## Petroleum and petrochemicals

Egypt has been a hydrocarbon producer since early in this century, and petroleum exports constitute 36 per cent of all foreign currency revenues for Egypt. Its oil production, which peaked at 930,000 barrels per day (b/d) in 1986, fell to 840,000 b/d in 1989, and has now recovered to 867,000 b/d. Proven oil reserves are estimated at 3.7 billion barrels, with an estimated potential of another 10 billion barrels. The government hopes to stabilize oil production at 890,000 b/d through to the year 2000. Numerous multinational petroleum companies are now well established in Egypt. The general consensus among these companies is that gas is the resource of the future for Egypt. Current production of natural gas averages 1.4 billion cubic feet per day. The government hopes to increase its proven reserves from the current 25 trillion cubic feet to 40 trillion cubic feet by 2005. Given current production rates and energy requirements, natural gas reserves are estimated to last for the next 50 years.

The state-owned Egyptian General Petroleum Corporation (EGPC) has announced \$10 billion of investments in downstream activities involving government and private-sector companies. Egypt's petrochemical industry will witness major expansions in areas such as lube oil recycling, refineries, hydrogen processing, polypropylene, polyester, ethylene and polyethylene units.

Given the strong presence of multinational petroleum companies in the Egyptian market, Canadian companies are encouraged to adopt effective partnerships with the Egyptian government or private sector, and to pursue niche opportunities in areas such as exploration in deep formation, heavy oil with unexploited reserves, secondary recovery, three-dimension technology, horizontal drilling, new technologies in well injection, instrumentation, geomatics and seismic technologies.

Last November, EGPC announced six major projects requiring investment of more than \$8.75 billion to be executed by 2005. They include the North Gulf Suez Refinery and the Port Said Refinery, fuel oil cracking units, gasoline upgrading units, the East Alamein Petrochemical Complex, and the Middle East Oil Refinery (MIDOR) in Alexandria.

## Agriculture products

The agriculture sector currently accounts for 16.5 per cent of gross domestic product and about 36 per cent of total employment. The growth of agricultural production is slightly less than 2 per cent annually. *Continued on page IV — Opportunities*

## Focus on Egypt

# Tips on Doing Business in Egypt

**Do your homework:** Before travelling to Egypt, contact your regional International Trade Centre, or the Department of Foreign Affairs and International Trade in Ottawa, for information already available on Egypt. Find out about Canadian government assistance available through CIDA INC, CCC and EDC (see p. II). Also check the financial support available to Egypt from various international financial institutions.

**Be specific:** This is a complicated and sophisticated marketplace. Feel free to contact the Canadian Embassy in Cairo before your trip, but help the Embassy to help you by clearly defining your company's interests and objectives in Egypt.

**Understand the local point of view:** Arab culture places great

importance on relationships between individuals. Make the effort to get to know your business partner on a personal and family basis. Be aware of different working hours. The Embassy is open Sunday through Thursday from 08:30 to 16:30; the government works every day but Friday, generally from 08:30 to 14:30. Meetings with Ministers at 19:30 are not uncommon.

**Appoint a local agent:** If you are selling to the Egyptian government, a local agent or representative may be mandatory. Always start with a short-term contract that sets out specific terms and undertakings to be accomplished within a stated period of time.

**Sharpen your pencil:** Know what your transportation costs

are likely to be, and have a very good idea of your profit margins.

**Recognize local priorities:** Egypt needs to find new sources of employment for its young people, to expand its exports and to acquire new (not high) technology. Anything your marketing strategy can do in meeting some or all of these criteria will make you important to the Egyptian government and should ease your entry into this market.

**Financing is less important than know-how:** While aid money from foreign governments remains important, it is no longer fundamental to winning contracts locally. Egypt has pools of money available from a variety of sources. What it needs is technology and "know-how." ▲

## Opportunities

— Continued from page III

The total value of agricultural imports increased by about 40 per cent in 1996, to an estimated \$5.71 billion.

Although yields for many agricultural crops in Egypt are among the highest in the world, total arable land area is only 7.8 million acres. With a population of more than 60 million people, Egypt is under constant pressure to produce more on what is otherwise a very limited resource base. By necessity, agricultural development is dependent on the Nile River water system, which services a network of wells and irrigation.

This shortage of farmland has pushed the Egyptian government toward major land reclamation projects — the "greening of the desert" — in the south Nile Valley, the Northwest Coast and North Sinai, thereby creating demand for

dryland farming techniques and equipment.

The agri-business sector lacks adequate storage and processing facilities for its crops. Consequently, product quality and value tend to deteriorate rapidly. Inadequate post-harvest handling and distribution equipment substantially reduces the amount of food that is reaching potential consumers. This problem is further exacerbated by limited processing capacity, resulting in high losses during periods of seasonal surplus.

There is immediate market demand in Egypt for the following products and services from Canada: peat moss, seed potatoes, dairy cattle and genetic materials, farm machinery and dryland farming techniques, agricultural products handling, processing and packaging technology, and technology

related to production and processing of canola.

### Forestry products

With no commercial forests, Egypt must import virtually all (97 per cent) of the forest products it needs. There is a limited paper recycling/converting facility, as well as local production (approximately 70,000 tonnes) of printing and writing papers, using imported pulp mixed with local fibres.

The market size for primary wood products is estimated to be \$535 million, and \$270 million for pulp, paper and ancillary services. Annual growth is estimated to be 1.8 per cent per year.

Over the past three years, Canadian forest product exports to Egypt have totalled \$156 million. There is room for a substantial increase in  
*Continued on page V — Opportunities*



## Focus on Egypt

## Trade Shows in Egypt

While sector-specific trade shows are a relatively new concept in Egypt, they should be an important consideration for any company seeking to establish itself in this marketplace. Trade shows are increasingly popular and are growing rapidly in both the number of events and the number of participating companies at each event. Part of this growth is a result of the new venue, the Cairo International Conference Centre (CICC), a world-class trade show and conference facility located in the Cairo suburb of Heliopolis.

Many of the trade shows held in Cairo are bi-annual, although increasing popularity is causing organizers to consider making them annual events.

The following are trade shows held in Cairo that may be of interest to Canadian companies. Given the Islamic calendar and other major international events at CICC, exact dates (as established by the organizers) are tentative until very late in the organizing process.

**1997**

## MAY

**AGRO-FOOD '97** – agricultural and food processing, marketing and sales

## JUNE

**INTERBUILD '97** – construction and building materials

## SEPTEMBER

**3rd INTERNATIONAL EXHIBITION FOR PROCESSED FOODS** – food processing, handling, packaging and marketing

## OCTOBER

**BUILDEX '97** – construction and building materials

**HYDEX '97** – interior design and furnishings

## NOVEMBER

**MIDDLE EAST MANUFACTURING** – industrial and manufacturing processes and equipment; quality control in the manufacturing process

**FORMULA '97** – automotive industry and parts suppliers

## DECEMBER

**ARAB HEALTH '97** – medical, pharmaceutical and health care suppliers and manufacturers

**1998**

## FEBRUARY

**OIL & GAS '98** – petroleum industry

## MARCH

**CAIRO INTERNATIONAL FAIR** – broad-based business fair

**MECHANIX '98** – auto, bus and truck industry

## MAY

**CODEX EGYPT '98** – computer hardware, software and ancillary equipment and services

## DECEMBER

**MIDDLE EAST POWER** – electrical power equipment manufacturers and suppliers, including technology and services

Canada does not intend at this time to participate in these events with a formal "National Stand"; however, there may be an information booth at some events, as timing and funding permit.

For further information on the trade shows, contact the Canadian Embassy at P.O. Box 1667, Kasr El Doubara, Cairo, Arab Republic of Egypt, Tel: (011-20-2) 354-3110, Fax: (011-20-2) 354-7659. ▲

## Opportunities — Continued from page IV

exports, since Canada is viewed very favourably by the local industry as a reliable supplier of quality forestry and paper products and technology. Competing companies in the Balkan States, Russia and other Eastern European countries have difficulty delivering quality products in a timely fashion.

Specific products and services with good prospects in Egypt include white wood, redwood (yellow pine, lodgepole pine, larch), veneers, newsprint, pulp, paper production

(equipment and technology), fibre/recycling paper technology, and kraft liner and sack kraft.

### Environmental equipment and services

The environmental sector offers significant potential for Canadian suppliers. Canada is seen as a desirable source of environmental technology and equipment. Still in its early stages of development, in both regulations and standards, this sector offers good opportunities for

companies interested in entering the market on the ground floor.

The Egyptian Environmental Affairs Agency (EEAA) is the governmental authority in charge of managing this sector and its activities. A new environmental law with executive regulations, which came into effect in March 1995, provides a three-year grace period (1995-98) in which polluting companies must address their situations or face the consequences.

Continued on page VIII — Opportunities

## Focus on Egypt

# State-of-the-art Water Treatment Company Quenches Thirst in Egypt

*With close to three years' experience in the Egyptian market, Zenon Environmental Inc. is going from success to success, tapping the numerous opportunities it has discovered in the land of the Pharaohs.*

For the 17-year old company of Burlington, Ontario, introduction to Egypt came via a local agent who had discovered Zenon's top desalination and sewage treatment technology at a trade show.

"He invited me to go to his country," recalls Zenon's Chairman and CEO Dr. Andrew Benedek, "to get a glimpse of the untapped potential awaiting our company."

And everything just flowed from there.

Following initial help in the form of a small grant for a pilot project from the Canadian International Development Agency (CIDA), Zenon has now racked up close to \$8 million worth of contracts — and prospects are growing.

"We are just entering into a partnership with the Egyptian government for sewage treatment in villages along the Nile, a project that could be worth millions of dollars," says Benedek.

## Top kudos for the Embassy

As a 90 per cent export-based company — with markets primarily in the United States and Mexico, followed by Europe and the Middle East — Benedek firmly believes in the Department of Foreign Affairs and International Trade (DFAIT)'s support.

"This is especially crucial in developing countries like Egypt," he adds, "where most facilities are owned by the government; it is much easier to deal with them if you have official Canadian backing."

That's exactly what Zenon received from the Canadian Embassy in Cairo.

"Trade Commissioners there, all the way to the Ambassador — I give them top marks," says an enthusiastic Benedek — "are very keen to help Canadian business people succeed in Egypt, introducing us to government officials, helping set up meetings or assisting with letters of credit."

## An exciting market

According to Benedek, Canadian companies have a great chance, with all their technical skills and know-how, to help in the development of Egypt.

"It's a growing market," he says, "with a government that is very business-oriented, one that offers great opportunities if you have the right product."

Zenon's success, he says, is based on the best membrane technology in the field for desalination and purification of water into drinking water, and sewage

treatment for reuse in land irrigation, especially in countries suffering from a shortage of water.

"When it comes to tenders," he says, "our bidding success is based on competitive pricing and top quality, thanks to our advanced technology."

Originally, Benedek had some reservations about doing business in developing countries, but he was happily surprised in Egypt.

"People are very open — most of them speak English, so there's no language barrier — friendly and peace-loving, but they are savvy buyers ready to do business if you have the right product."

Making peace with its neighbours, Benedek contends, has allowed the country to turn all of its energy and resources to building and upgrading new infrastructures and improving the living standards of its people. "And we have much to offer them in achieving those goals."

For more information on Zenon, contact company Chairman and CEO Dr. Andrew Benedek, Tel.: (905) 639-6320, Fax: (905) 639-1812. ▲



## Focus on Egypt

# Egypt Offers Food for Thought

*From a major processor of poultry in Canada, the United States, Thailand and the Middle East, to a small food company now focussing exclusively on export markets, Protein Foods International Inc. is carving itself a good niche in Egypt.*

It all started seven years ago when the Vancouver-based company, which was a minority shareholder in a Jordanian poultry slaughter and further processing plant, was asked to manage the failing operation.

After successfully turning the company around, Protein Foods sold its minority interest since the Jordanian market was limited.

"Our Middle East experience suggested there were other opportunities," recalls Protein Foods President Robin Smith, "prompting us to look more closely at Egypt, which was offering a much more buoyant market."

So with considerable financial help from the CIDA INC program, Protein Foods undertook feasibility studies in Egypt and initiated a processing project.

## Embassy help key

"Our first contact in Egypt was the Canadian Embassy," says Smith, "where the Trade Commissioner and his staff put us in touch with some key local contacts. From these, we selected a reliable and well connected person."

This eventually led Smith to Cairo Poultry Company. The company already owned a deboning machine — co-invented by Protein Foods with another Canadian company — but it was not operating properly.

"We offered to fix the machine," Smith recalls, "which eventually led to further discussions with this major company — Cairo Poultry is the primary supplier to Kentucky Fried Chicken throughout the Middle East — and eventually to a 10-year strategic alliance agreement."

Protein Foods' end of the bargain involves technical advice and know-how. The royalty agreement will start to bring in some return on the investment as a variety of chicken-based foods — from chicken rolls and wieners to meatballs and pizza toppings — are produced by the joint enterprise.

"These products are all being very well received by the massive fast-food and restaurant market in Cairo," says Smith. "Egypt is a country where Western influence is very much in vogue."

Banking on this trend — as well as the Egyptians' noted sweet tooth — Protein Foods two years ago also launched a successful master franchising for Winchell's Donuts, catering to the high-end market niche.

"Here again," Smith emphasizes, "we received excellent support from the Canadian Trade Commissioner, who was instrumental in our making the right contacts."

## Good Canadian prospects

This doesn't mean that everything is easy in Egypt, warns Smith.

"You need a lot of patience to meet with different people in a different culture," he says, "and this is where the Canadian Embassy can be very helpful, because you can waste an awful lot of time if you don't meet the right people."

But he is also quick to point out that business people are very open and straightforward and most of them speak English, although it takes time to become accepted and to understand the culture.

According to Smith, those who make that effort will be rewarded.

"Not enough Canadians realize what a huge market Egypt has to offer," he comments, "and what an open and dynamic country it is."

"The country is fast modernizing," he adds, "and there are now some very impressive factories there."

For more information on Protein Foods, contact company President Robin Smith, Tel.: (604) 267-0580, Fax: (604) 267-0590. ▲



## Focus on Egypt

## Contacts

### Department of Foreign Affairs and International Trade

Middle East Division (GMR)  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Tel: (613) 944-6346  
Fax: (613) 944-7975

Tel: (011-20-2) 354-3110  
Fax: (011-20-2) 354-7659  
Territory: Egypt, Sudan  
Office Hours: Sun.-Thurs. 08:30 - 14:30

### Canadian Embassy

*Street Address:*  
5 Midan Al Saraya Al Kobra St.,  
Garden City, Cairo  
Arab Republic of Egypt  
*Mailing Address:*  
P.O. Box 1667 Kasr El Doubara  
Cairo, Arab Republic of Egypt

### Egyptian Embassy

454 Laurier Avenue East  
Ottawa, Ontario K1N 6R3  
Tel: (613) 234-4931  
Fax: (613) 234-9347

### Egyptian Consulate General

1 Place Ville Marie, Suite 2617  
Montreal, Quebec H3B 4S3  
Tel: (514) 866-8455  
Fax: (514) 866-0835 ▲

## Opportunities — Continued from page V

Canadian suppliers of products, technology and services are welcomed, and co-operation with them is sought by local private firms. The Egyptian government places strong emphasis on developing a private sector capable not only of providing the necessary technology and equipment, but also of managing the public utilities themselves.

Canadian companies able to provide the following will find opportunities in Egypt: training and skills upgrading in all aspects of monitoring and enforcing environmental regulations, as well as the associated equipment and technology; water treatment and purification equipment; technology relating to detoxification of soil; engineering, design and construction of water and sewage treatment facilities; air pollution monitoring equipment; and industrial waste treatment systems.

In late 1997, the World Bank, in co-operation with the Egyptian government, will begin implementing the Egyptian Pollution Abatement Project (worth approximately \$75 million over six years) to reduce emission and discharges in critical environment-related areas and sectors. As well, CIDA supports

an Egypt Environmental Initiatives Fund project (\$20 million over seven years) to promote the sound management and conservation of Egypt's natural resources.

### Educational services and equipment

There are two major aspects to the demand for education services in Egypt: training and skills upgrading of the existing workforce, including the introduction of International Standards Organization (ISO) standards to the production floor, and improvements to the current academic curriculum of the educational system at all levels.

With more than 50 per cent of the population under the age of 30 years, Egypt's educational system is increasingly more quantitative than qualitative and does not really address the needs of the Egyptian labour market, particularly in this information-based age. Consequently Egypt is embarking on a comprehensive educational reform program. The Education Ministry's mandate is to ensure universal access to basic education, particular for young women, and to upgrade the quality of education, thereby

enabling students to compete better in the global economy.

There is a noticeable gap between graduates of the secondary and post-secondary education systems and the skills demanded by Egypt's rapidly developing private sector, partly as a result of lack of training in all sectors. There is also a significant shortage of skilled managers who have the training and experience needed to handle the human resources, financial, marketing, product development, and manufacturing needs of industries. Moreover, there is very little quality control in any stage of the manufacturing process.

Canadian organizations with expertise and a capability of addressing the local needs in human resource training, especially vocational training, should seriously consider the Egyptian market. More opportunities are becoming available as Egypt's ability to integrate with the world economy increases. Some sectors with urgent needs include electronics, automobile assembling and parts manufacturing, metals, ceramics, and petrochemicals and plastics. ▲

## Telecom Deal Improves Market Access — *Continued from page 1*

process, which will ensure that countries respect their commitments.

The Agreement on Basic Telecommunications was concluded under the General Agreement on Trade in Services (GATS) framework. It follows the recently signed Information Technology Agreement,

which liberalizes trade in information technology and equipment.

The combined effects of the agreements will spur telecommunications investment around the world, increasing opportunities for Canadian telecommunications service providers and equipment manufac-

turers. Canadian telecommunications companies will be able to capture a larger share of the \$880-billion global market in telecommunications services.

Canada played a positive role during the negotiations, putting forward a strong offer developed in

## Export Financing Helps Canadians in China — *Continued from page 1*

specific market sectors in China. The Export Development Corporation (EDC) will administer and deliver the concessional facility. EDC also has available several commercial lines of credit with Chinese banks.

In addition to meeting the usual EDC criteria, projects accessing this facility must be nominated by MOFTEC as a national priority of China and must also meet the following special allocative criteria of the Government of Canada:

- priority is given to companies that demonstrate serious interest in China;
- priority is given to companies that have demonstrated their international competitiveness;
- transactions must adhere to the guidelines of the Organization for Economic Co-operation and Development (OECD) Consensus Arrangement and, regardless of size, will be considered in the

context of previous OECD experience;

- preference is given to projects that require \$5 million or less of concessional funds; and
- there is a limit of \$10 million of concessional funds for all transactions (contracts) nominated for one company or family of companies (including the action of sub-supply) and a limit of five transactions for any one company or family of companies (including the action of sub-supply).

EDC helps Canadian exporters compete in world markets by providing a wide range of financial and risk-management services, including export credit insurance, financing to foreign buyers of Canadian goods and services, and guarantees. EDC is a financially self-sustaining Crown corporation that operates on commercial principles.

For more information, call 1-888-332-3320.

## Invitations to Tender

EGYPT — The following three international tenders have been issued:

- to upgrade a plant producing three-phase induction motors. The current rated output of the motors is 0.75-25 horse power (hp), and the upgrade will increase the range of the rated power output to 100 hp. Tender due date is May 6, 1997.
- to design, supply and supervise

the erection and start up of an industrial waste treatment unit for a factory manufacturing particle boards and resins. Daily capacity is 500 cubic metres.

Tender due date is May 19, 1997.

- to supply eight crushers/mincers/shredders to shred waste paper and other materials used in a cigarette factory. Tender due date is May 5, 1997.

Bidders will be required to supply a bid bond with their offers and a performance bond when awarded the contract.

Interested companies should courier their company profiles and details of previous projects to Magdi Kaldas, Egy-Can Trading & Agencies, 16 Falstaff Place, Victoria, B.C., V9A 7A5, Tel.: (250) 480-5144, Fax: (250) 480-5145.

## Alberta Bison Makes Hay of Foreign Markets... Starting in the U.K.

**A**fter a solid launch in the U.K. five years ago, B&E Ranches of Smoky Lake, Alberta, is now selling bison meat to practically every country in the world.

The five-person bison and elk farm operation — now in its 25th year — tested the U.K. market back in 1992 with a small stand at London's Ideal Home Show.

### First steps in the U.K.

"Our bison meat got such a good reception," says B&E Vice-President Dan Plumb, "that we decided to go back four weeks later, to the International Food Exhibition, where we made further contacts and signed up more agents and customers."

Helping B&E along the way were the Alberta Food Processors' Association, as well as Canada's High Commission in London.

"Canadian Trade Commissioners posted in the U.K. have given us tremendous help," states Plumb, "both in facilitating contacts and in making alliances with U.K. companies.

"They can help open doors," he advises, "but it is up to you to walk through that door."

### Expert advice

Before you make the plunge into exports, however, Plumb has a few tips to offer.

"Don't assume that what sells in Canada will automatically sell

abroad," he warns. "Make sure you understand all import rules and language — the European Union has a few! — and nail down all roadblocks before heading out there."

Federal and provincial governments and associations can help with this, as well as Canadian Trade Commissioners stationed in many countries.

An eternal optimist, Plumb is always looking at the positive side of things. A case in point is the recent mad cow disease scare.

"This scare has hurt our sales," admits Plumb, "but by slowly educating the public about the natural grazing and feeding of our bisons, shoppers are slowly making an educated choice that all red meat is not the same. "Sales," he says, "are picking up again, with an order signed with one supermarket and another one pending."

### Packaging key

Plumb is very strong on packaging, to the point that he is convinced that anything will sell if it responds to customers' needs and tastes.

"Presentation is everything," he confides, "and often the trick is to bring new colour and flavour to win over a market."

Plumb also recommends being in touch with the issues in the target country, as well as with clients, on a regular basis.

"Phone them every couple of weeks at least," he advises, "and meet every three months, constantly checking on how your product can be adapted or improved."

According to B&E's Vice-President, efficient transportation and product delivery are also vital, especially for perishables such as meat.

"We can now get our shipments to Heathrow within 16 hours (less time than an overseas bank transaction)," Plumb claims, "and within 72 hours to anywhere in the world."

For more information on B&E Ranches, contact Dan Plumb, Vice-President, Tel.: (403) 656-2474, Fax: (403) 656-3094.



## 1997 Fine Food Show Promises to be Another Banner Show

TORONTO — The Canadian Association of Specialty Foods is hosting the 1997 Canadian Fine Food Show May 25-27 at the International Centre. More than 95 per cent of last year's exhibitors, which included a substantial number of international exhibitors, have chosen to take part in the show again this year, and

there has also been an increase in the number of U.S.-based exhibitors.

For more information, contact Loraine Longo, Executive Director, Canadian Association of Specialty Foods, 21 Belvia Rd., Etobicoke, ON, M8W 3R2, Tel: (416) 255-7071, Fax: (416) 253-6571.

## Shows Offer Entry to Booming Latin American Mining Markets

LATIN AMERICA — Six trade shows taking place in 1997 will offer opportunities for Canadian firms to learn about the fast-growing mining markets of Latin America. Participants will be able to meet local sales representatives, make sales, and reinforce existing ties with clients and customers. The events are Expositram in Brazil, May 6-9; Armineria in Argentina, May 7-10;

Technomin in Lima, Peru, June 9-13; Extemin, in Arequipa, Peru, September 22-26; Ecuador Mining in Ecuador, October 6-9; and Expo Minería in Mexico, October 14-18.

In Chile, a series of technical seminars and table-top presentations are planned for Santiago, Antofagasta and Iquique in September, immediately following the Extemin show.

Latin America holds excellent potential for Canadian suppliers of mining equipment and services. Driving the strong demand for mining technology and expertise are massive investments in mineral exploration and mining throughout Mexico and Central and South America, coupled with the region's relative inability to supply modern mining needs.

A partnership between the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Association of Mining Equipment and Services for Export (CAMESE) will ensure a strong Canadian presence at these shows. DFAIT provides local advice and logistics, as well as financial support, to CAMESE under the Program for Export Market Development (PEMD) trade association activities program, while CAMESE makes arrangements with event organizers, recruits participating firms and provides various services at the shows.

For information about the above events and others around the world, contact Francis Bourqui, International Marketing Co-ordinator, CAMESE, Tel.: (905) 513-0046, Fax: (905) 513-1834, e-mail: [bourqui@camese.org](mailto:bourqui@camese.org)

## Poland Hosts Europe's Largest Annual Agri-food Trade Fair

POZNAN, POLAND — Canadian agri-food companies interested in the European food market should attend POLAGRA '97 — the International Agri-Industry fair — to be held October 2-7, 1997.

POLAGRA covers all areas of the agri-food industry and is the largest trade fair in Poland and the largest annual agri-food fair in Europe, attracting 230,000 to 270,000 visitors every year.

The Polish agri-food sector is growing at a rate of 10-13 per cent annually, and imports of food products amounted to approximately US\$3.4 billion in 1996. The sector still needs new Western

technologies, equipment, products and expertise to reshape and become competitive. Participants address not only the Polish market of over 38 million people, but also the huge emerging markets of Eastern Europe.

The Canadian Embassy will participate in the fair with an Embassy stand, located with Canadian exhibitors. About 2,000 exhibitors from over 30 countries compete for scarce exhibition space. For more information or for registration, please contact the Canadian Embassy, Commercial Division, Warsaw, Poland, Tel: (48-22) 629-8051, Fax: (48-22) 629-6457.

## Argentina Oil & Gas Expo '97

BUENOS AIRES, ARGENTINA — Argentina Oil & Gas Expo '97 is being held September 29-October 3, 1997. The Governments of Canada and Alberta have secured prime space at this otherwise sold-out show and will be available to work with companies wishing to exhibit.

The Mercusor market is made up

of approximately 200 million people (44 per cent of the Latin American population). Its gross product amounts to US\$770 billion. Intra-regional trade in the energy sector is increasing and shows signs of integrating oil, gas and electricity in a context that will require increasingly efficient technologies and man-

agement capabilities.

The deadline for registering for the trade show is May 16, 1997. For more information, contact Jon Dundon, Department of Foreign Affairs and International Trade, Latin America and Caribbean Trade Division, Tel: (613) 996-6921, Fax: (613) 944-0479.

## Beyond 1997: Hong Kong's Business Future

TORONTO — A conference focusing on Hong Kong's emergence as the services hub of Asia and as a strategic partner for Canadian entrepreneurs will be held May 2, 1997. At Beyond 1997: Hong Kong's Business Future, a group of Hong Kong's top government officials and business leaders will share their expertise and knowledge on the challenges that Hong Kong faces in the 21st century and how it plans to benefit from its new status as a Special Administrative Region of China. With their Canadian counterparts, these leaders will share a variety of ideas and proposals for maximizing business in Asia. The conference is being co-sponsored by the Hong Kong Economic and Trade Office, the Hong Kong Trade Development Council and the Hong

Kong-Canada Business Association. For more information, contact the Hong Kong Trade Development Council, 9 Temperance St., Ground

Floor, Toronto, ON, M5H 1Y6, Tel: (416) 366-3594, Fax: (416) 366-1569.

## Cross Border Health Care Partnership Event

TORONTO — Companies in the health care industry will be given an opportunity to find out about available financing and venture capital options and to meet potential Canadian/U.S. business partners at the Cross Border Partnerships in the Health Care Industry Event, being held May 15-16, 1997. Companies will also be given an opportunity to make a brief presentation on their products and services and to attend a tour highlighting Canadian technology. Ontario Minister of Health Jim Wilson and Minister of Economic Development, Trade and Tourism William Saunderson will both be making guest appearances.

For more information, contact the Association of Ontario Medical Manufacturers, P.O. Box 575, Gormley, ON, L0H 1G0, Tel: (905) 888-1965, Fax: (905) 888-1433.

### Info Centre

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

Return requested  
if undeliverable:  
CANADEXPORT (BCFE)  
125 Sussex Drive  
Ottawa, Ont.  
K1A 0G2





# CanadaExport

Vol. 15, No. 8 — May 5, 1997

## Venezuelan Education Fair Puts out Message: Canadian Universities are Open for Business

**A**n Education Fair held March 21 and 22 in Caracas provided an exceptional opportunity for Venezuelans to learn more about the excellence of Canadian post-graduate educational opportunities.

More than 4,000 visitors attended the two-day fair, which was hosted by Fundacion Gran Mariscal de Ayacucho (Fundayacucho), the Venezuelan governmental agency responsible for administering education loans financed by the World Bank.

Fundayacucho had actively sought Canadian-university participation at the fair, to help give Venezuelan students the opportunity to receive an excellent post-graduate education and to capitalize on the cost savings that could be realized by sending students to Canada rather than the United States. The United States has been the traditional destination of choice for over 50 per cent of Venezuelan

students who study abroad (followed by the United Kingdom [30 per cent], France and Spain [6.8 per cent each]).

With nearly half of the 40 stands representing leading Canadian universities from across the country, the focus of the fair was definitely on the high quality of Canadian post-secondary education.

### Canadians field steady flow of questions

The university representatives were well prepared to handle the steady flow of questions, including those from many students who returned to ask about specific program areas. The universities of Waterloo, Toronto and Laval staffed their booths with graduate students who had Venezuelan ties, an excellent method of promotion.

*Continued on page 6 — Education Fair*

## Business Delegation Opens More Doors for Canadians in Israel and West Bank

**F**rom February 22 to 26, 1997, the Minister for International Trade led a delegation of more than 60 Canadian business people from across Canada to Israel and the West Bank. The numerous agreements and contracts signed, as well as franchise and office openings, all point to abundant opportunities for Canadian businesses in the Middle East.

The mission was an important follow-up to the July 1996 signing of the Canada-Israel Free Trade Agreement, which has set the conditions for a successful trading relationship between the two countries. It is a relationship in its initial stages that is poised to grow.

### Meetings result in good news for Canadian business

During the mission, the Minister for International Trade held meetings with the Prime Minister of Israel; the Israeli Ministers of Industry and Trade, Finance, Transportation, National Infrastructure

*Continued on page 4 — Business Delegation*

### CanadExport On-Line

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

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# APEC: A Vital Tool for Economic Growth and Job Creation

**I**n today's global economy, Canada is increasingly setting its trading sights on the emerging dynamic region of Asia Pacific. Tremendous opportunities exist for Canadian exporters and investors of technology, services and expertise. Taking advantage of these opportunities, in turn, means increased prosperity and jobs at home.

As a founding member of the Asia Pacific Economic Co-operation (APEC) forum, Canada is well positioned to help unleash the potential of the region's business sector.

APEC is a group of 18 Pacific Rim economies working together to promote open trade, investment and economic and technical co-operation. By bringing together technical experts and business people to find creative and economically viable solutions, APEC offers a central forum to address the challenges associated with eliminating barriers to trade.

Encouraging and facilitating business in the region is APEC's central goal, because it is through the private sector that capital is mobilized, investments are made, and jobs are created. As such, APEC is a vital tool for economic growth and job creation.

In 1997 Canada is taking the helm as chair of the APEC process. Throughout the year — "Canada's Year of Asia Pacific" — over a dozen events are being held across the country, involving Canadians from a wide range of sectors in discussions about ways to increase growth and prosperity. The activities are providing a unique opportunity to show our APEC partners all that Canada has to offer.

Canada's goals for APEC in 1997 include:

- solidifying progress toward liberalizing trade and investment,

through full implementation of our individual action plans for each APEC economy;

- ensuring that APEC reflects what the private sector wants from government — for instance, making customs processes easier, improving the accessibility of government procurement systems, and working towards comparable standards to allow better flow of products and professionals in the region;
- matching Canadian goods and services in infrastructure development to the region's needs in areas such as transportation, energy and environmental protection; and
- placing special emphasis on the full participation of business people, and especially women and youth, in APEC activities.

To accomplish the above objectives, more than 100 APEC Ministers will participate in five sectoral meet-

ings, beginning with a meeting on trade in Montreal, May 9-10, followed by meetings on the environment (Toronto, June 9-11), transportation (Victoria, June 23-24), energy (Edmonton, August 26-27), and small and medium-sized businesses (Ottawa, September 18-19).

The events will culminate in the APEC Ministerial and Leaders' meetings in Vancouver in November.

For Canada, APEC is an important vehicle to pave the way for success in Asia-Pacific markets and to assist the efforts of Canadian businesses to find trade and investment partners for the future.

For more information, contact the Director, APEC Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, ON, K1A 0G2, Fax: (613) 944-2732, e-mail: [cdaapec@istar.ca](mailto:cdaapec@istar.ca), Internet: <http://www.dfait-maeci.gc.ca/apecd/english/menu.htm>

*Continued on page 8 — APEC*

## CanadExport

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Managing Editor: Don White

Associa

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Telephon

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E-mail:

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Export (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.



## MIGA Supports Investors in Developing Countries

The Multilateral Investment Guarantee Agency (MIGA) fills a unique niche in the investment insurance world. The newest member of the World Bank Group, created in 1988, provides investment insurance in countries that are excluded from or restricted by the policies of national or private insurers.

MIGA's mandate is to encourage the flow of foreign direct investment to its developing member countries for economic growth. It does this primarily through the provision of investment guarantees against the risks of currency transfer, expropriation, and war and civil disturbance.

MIGA can insure new investments and the expansion, modernization, privatization, or financial restructuring of existing investments. Its developmental assessments are based on a project's financial viability, its environmental soundness, and its benefits to the host country through the cre-

ation of jobs, transfer of technology, or generation of export revenues.

As a member of the World Bank Group, MIGA co-operates with and supplements the activities of the International Bank for Reconstruction and Development, the International Finance Corporation, and other international development finance institutions.

### MIGA supports small business

In the first half of fiscal year 1997 (which began July 1, 1996), MIGA issued 21 guarantee contracts totalling US\$170 million in coverage for projects in the infrastructure, manufacturing, tourism and banking sectors of 11 countries. These projects will facilitate approximately US\$430 million in foreign investment and result in the creation of more than 1,000 jobs.

For infrastructure projects, MIGA issued five contracts of guarantee totalling US\$38 million — almost one third of the Agency's total coverage. Seven guarantee contracts totalling US\$46 million in coverage were issued for manufacturing projects benefiting several small businesses, and two contracts were issued for projects in the tourism industry, totalling US\$9.6 million.

MIGA has also provided coverage to six financial institutions for their investments in developing countries,

including guarantees of US\$9 million to ABN AMRO Bank N.V. of the Netherlands and two of its wholly owned subsidiaries, IBA B.V. and Interfima B.V., for their investments in the establishment of a branch bank facility in Moscow.

MIGA's guarantee portfolio is expected to grow considerably during the rest of the year. The Agency currently has more than 1,000 preliminary applications for guarantees from within a broad range of sectors.

### New investment guarantee fund for Bosnia-Herzegovina

On February 7, 1997, the European Commission and MIGA established an Investment Guarantee Fund for Bosnia-Herzegovina. The fund is intended to bridge the gap between available short- and long-term guarantee programs and to stimulate private investment capital flows for reconstruction of the country and its reintegration in the world economy. The fund will provide guarantees against medium-term non-commercial risks for new cross-border investments in small and medium-sized enterprises in Bosnia-Herzegovina.

For more information on the fund, contact Mr. Luis Dodero, Vice President and General Counsel of MIGA, Tel: (202) 473-6831; Fax: (202) 522-2640.

Continued on page 12 — MIGA Support

## MIGA Hosts Mining Symposium in Montreal

A MIGA-organized symposium to promote investment opportunities in the mining sector in the Central Asia, Balkan and Caucasus countries will be held May 23-25 in Montreal.

The Fourth Annual Africa Mining Symposium, also organized by MIGA, will be held June 3-5, 1997, in Denver, Colorado.

For more information, contact Sakae Takushima at MIGA, Tel: (202) 473-5535.

## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call (613) 992-3005.



## Business Delegation in Israel and West Bank — Continued from page 1

and Communications; and the Palestinian Minister of Trade and Economy.

The meetings resulted in good news for Canadian businesses: the Minister agreed with his Israeli counterpart and the Finance Minister to enhance and facilitate business and investment interests, to re-initiate the stalled bilateral Canada-Israel Foreign Investment Protection Agreement negotiations, to update the Canada-Israel Double Taxation Agreement, to instruct officials to provide recommendations on trade barriers, and to assess ways to further free trade, particularly in the area of agri-food products.

The Canadian and Israeli Trade Ministers also signed a protocol for the extension to the Memorandum of Understanding (MOU) providing funding for the Canada-Israel Industrial Research and Development Foundation (CIIRDF), which has proven to be one of the most successful frameworks for facilitating bilateral co-operation in the private sector. The two countries will each contribute an additional \$3 million to the Foundation.

During his meeting with his Palestinian counterpart Maher El Masri, the Canadian Trade Minister announced Canada's intent to sign a Memorandum of Understanding or Protocol with the Palestinian Liberation Organization (PLO) — on behalf of the Palestinian Authority — in pursuit of freer trade and strengthening of the Canada-Palestinian trading and investment relationship.

Following the meeting, the

Minister led the largest Canadian business delegation to the West Bank for meetings with key business interests in a wide range of sectors.

### Co-operation agreement enhances trade links

During a meeting with the Manufacturers Association of Israel, the Minister launched the Canada-Israel private-sector Business Advisory Group and witnessed the signing of a co-operation agreement between the Alliance of Manufacturers & Exporters Canada and the Manufacturers Association of Israel (representing over 80 per cent of Israel's business sector).

The creation of the Business Advisory Group, which will support the success of the Free Trade Agreement, will recommend innovative approaches to stimulate business development between the two countries and advise governments on trade issues.

### Embassy gets new home for better service

The official opening of the Canadian Embassy took place during the mission. The Embassy, which moved from its home of 20 years, now encompasses all Embassy programs in one modern, new facility that is even better equipped as a source of valuable information and business links for Canadian companies. Officially opening the Embassy, the Minister noted that, in moving the very month that the free trade agreement was passed by Parliament, the Embassy stands as a symbol of Canada's new presence in Israel.

### Canadian franchises open in Israel

Already there is ample evidence of Canadian businesses expanding into the region. During the mission, the Trade Minister opened two Canadian franchises: the first Second Cup in Jerusalem and the first Saint Cinnamon in Ramat Gan. These openings are just the start for the two companies, which have plans for further expansion in Israel.

The Minister also witnessed two contract signings between private companies: Icon Information Consultants Ltd. of Ottawa signed a \$1.2 million MOU with Israel's Yael Software Systems Ltd. to develop a Time and Billing software system for resale to both North American and European markets; and Canada's Lacewood Productions signed a co-production agreement with Israel's Argo Films for an animated children's television special.

### Canadians poised to bid on projects in Israel

Two Canadian companies are pursuing major development projects in Israel. Canadian Highways

*Continued on page 6 — Business Delegation*

#### New Embassy Address

Street Address:  
3 Nirim St.

Mailing address:  
P.O. Box 6410  
Tel Aviv, 67060, Israel

Tel: (972-3) 636-3300  
Fax: (972-3) 636-3380

## New National Trade Centre Adopts Unique Approach to Boost Toronto's Economic Development and Exports

With the official opening of the new National Trade Centre on April 3, Toronto is poised to become a unique high-technology trade environment. The Centre has been designed with regional economic development and trade as its priorities, using an approach, called TradeLink, that is unique among world trade centres.

The National Trade Centre, located on Exhibition Place grounds, combines newly upgraded historic facilities with four newly built state-of-the-art exhibit halls. Its 1 million square feet of connected usable space means Toronto will be able to play host to some of the world's largest trade and consumer shows, and companies will be able to showcase their products and services to a

large, diverse and changing trade- and consumer-show audience.

TradeLink is both a facility within the Trade Centre and a set of programs that will showcase Metropolitan Toronto's capabilities and strengths and that will help foster regional economic growth, including advancing the level of export readiness of companies in Toronto.

Physically, TradeLink encompasses

a 10,000-square-foot space near the Centre's main entrance, comprising a showcase space for longer-term exhibits; a permanent presentation theatre to be used for product launches, training, speakers programs, media conferences, seminars and special audio-visual demonstrations; a meeting and reception room; and a business resource centre featuring an array of current regional economic, trade and investment information services.

TradeLink is seeking a limited number of long-term partnership arrangements with companies or consortiums that are involved in international trade and export or that are interested in gaining exposure at the Trade Centre.

For more information on the National Trade Centre, contact Laura Purdy, Director of Marketing & Corporate Services, O&Y/SMG Canada, 2 First Canadian Place, Ste. 2900, Toronto, Ont., M5X 1B5, Tel: (416) 862-6020, Direct: (416) 862-2969, Fax: (416) 862-6025.

For information about TradeLink's export support activities, contact Leslie Barrett Sanderson, Senior Development Officer, Economic Development Division, Municipality of Metropolitan Toronto, 55 John Street, Stn. 1084, 8th Floor, Metro Hall, Toronto, Ont., M5V 3C6, Tel: (416) 392-3375, Fax: (416) 397-0906/5332.

### "Tradewinds" Comes to TV Ontario

On April 16, TV Ontario began broadcasting the "Tradewinds" television series on international trade, every Wednesday at 7 p.m.

This lively half-hour TV magazine, produced by Ideacom International of Montreal, had its broadcasting debut in January on Knowledge, SCN, Newsworld, and CBC (Quebec); the original French-language version, "Univers Inc.," was broadcast during the fall by Radio-Canada and TV5.

Each week for the next three months, "Tradewinds" is offering practical advice for exporters, global marketing strategies, expert opinions on world trade trends, cutting-edge technologies, and economic and cultural information on selected foreign markets.

As readers will recall, this pertinent series is part of a larger

multimedia program helping Canadian business to succeed in international markets (see *CanadExport*, vol. 14, no. 15, September 10, 1996). The Tradewinds program includes two interactive Web sites ([www.tradewinds.com](http://www.tradewinds.com) in English and [www.univers-inc.com](http://www.univers-inc.com) in French), which are now serving entrepreneurs, decision-makers, associations and government agencies looking for information, references and business contracts in the domain of international trade.

The Tradewinds site already offers more than 60 trade subjects, which are presented on the television show and developed in greater

*Continued on page 9 — "Tradewinds"*

## Education Fair — Continued from page 1

To free up the university representatives to field questions related to areas of study, an Embassy representative and a representative from the Embassy's education partner, the Asociacion Venezolano-Americana de Amistad (AVAA; see *CanadExport* vol. 15, no. 6, April 7, 1997), handled enquiries on general admissions requirements, visas, and criteria for choosing language programs, as well as providing general orientation about Canadian schools.

### Key links established

As a result of the fair, Canadian representatives established direct links with key Venezuelan institutions and players in the education sector. The Venezuelans were very impressed at the representation of universities from coast to coast, as well as the representation of every French-language university in Quebec. This truly "Team Canada" contingent sent a powerful message to Venezuelan students and key education players that Canadian universities are open for business in post-graduate studies.

At an Official Residence reception in honour of the Canadian delegation, Education Minister Antonio Luis Cárdenas Colménter stated that he was impressed by both the diversity of Canadian schools and the wide range of programs offered. He expressed hope that the presence of

these universities would continue after the fair and that they would create enduring links with Venezuelan students and institutions. The Minister also noted that one of his own sons is interested in studying in Canada.

The challenge ahead for Canadian universities is to reinforce, with the help of the AVAA, their presence in Venezuela; to follow up on the newly established links; and to work with Fundayacucho to ensure that more future recipients of World Bank loans choose Canada as a study destination. Given the deeply entrenched reputation of U.S. schools, attracting students to Canada will be no small task. But if the interest displayed by fair visitors is any indication, Canada is well placed to become a key player in this sector.

## Erratum

In the March 1997 Special Issue on Team Canada 1997, the contact number for obtaining information on export services was incorrectly given. The correct number is:

**1-888-454-9999**

In addition, an error appeared in the Internet address for Industry Canada's Strategis site. The correct address is:

<http://strategis.ic.gc.ca>

## Business Delegation in Israel and West Bank — Continued from page 4

International Corporation (CHIC) is a major partner with Israel's Derech Eretz Consortium (DEC), one of the bidders on the Cross Israel Highway project, worth more than US\$1 billion. During the mission, CHIC announced the opening of their new Derech Eretz (Israel Highway) office with DEC.

Similarly, Bombardier Inc. Transportation Systems is interested in pursuing the Tel Aviv Subway Project for which it is prepared, along with the French engineering firm Bouygues, to provide the complete design, construction, operation

and financing. The Canadian Trade Minister and representatives from Bombardier met with Tel Aviv Mayor Roni Milo to discuss the project.

The Minister also toured the Shalom Centre, the largest shopping, office and condominium complex in the Middle East — worth over US\$1.3 billion — which is currently being built by Magil Construction Canada Inc.

### Trade paves the way for peace and prosperity

The Minister for International Trade assured both Israelis and

Palestinians of Canada's commitment to help build peace in the Middle East and of Canada's belief that one way of achieving peace is by opening the doors to international trade. "You had better prepare yourselves for a steady stream of Canadians coming to your doors in the months ahead," he said at a Palestinian luncheon. "I am confident you will soon discover that there are no better partners to do business with than Canadian firms."

## Canadian Businesses Will Soon Benefit from Universal 800 Number

Within a few weeks, businesses in Canada, along with those in 16 other countries to date, will be able to advertise a single 800 number worldwide. The Universal International Free Phone Number (UIFN), to be marketed in Canada by Teleglobe

under the trademark Globe 800 Universal, improves on the current system whereby a company's 800 number changes from country to country. Many business sectors will be able to benefit from the UIFN service, which will provide companies with international visibility and accessibility at a low

cost. Teleglobe has already received 20,000 requests for a UIFN. Companies can submit their applications through their telephone services distributor.

For more information, call Luc Poulin, Senior Account Manager, Teleglobe Canada Inc., Tel: (514) 868-8441.

## Automated System Simplifies CIDA Proposal Process

As of January 31 this year, it has been a lot easier to prepare proposals for the Canadian International Development Agency (CIDA)'s Industrial Co-operation Program. That's when the agency introduced its Automated Proposal System (APS).

Users of the APS software complete their proposals by responding to the software's structured set of questions about their projects. A handy help feature is available with each question to further define proposal requirements. The resulting proposal is organized in a standard format that contains all the essential information and can be processed automatically. Applicants avoid lengthy paperwork and get speedier responses to their applications.

For more information, contact the Industrial Co-operation Program at Tel.: (819) 953-5444, Fax: (819) 953-5024 or write to 200 Promenade du Portage, Hull, Quebec, K1A 0G4.

### *Business or Pleasure*

## Calling from Outside Canada a Snap

More than 500 new customers per month are discovering how easy and economical it is to call Canada from a foreign country — using *Canada World*<sup>TM</sup> Calling Service (CWCS).

Just one-year old and already with 10,000 users, the service has become a close companion of businesses travellers, tourists, and people living abroad who want to communicate with people in Canada — without spending a fortune to do so.

CWCS combines two superior services — Calling Card, and *Canada Direct*<sup>TM</sup>, the automated service that provides callers access to the Canadian telephone network. The CWCS card is free, and there are no sign-up or ongoing monthly fees and no minimum usage charges.

CWCS allows users to place phone calls and send faxes to Canada (and around the world) from virtually any public or private phone. Users just dial the Canada

Direct access number for the country they are in and follow the simple voice prompts. The call will be completed to Canada (from more than 120 countries) or country-to-country.

To find out more, call the *Canada World* Calling Centre collect via *Canada Direct* at (613) 781-8080. From within Canada or the U.S., call 1-800-738-3484. Or send a fax to (613) 36-7111.

Members of the Stentor Alliance, the service provider, are: BC TEL, Bell Canada, Island Tel Manitoba Telephone System, Maritime Tel & Tel, NBTel, NewTel Communications, NorthwTel, Québec Téléphone, SaskTel and TELUS.

*Canada World* is on the Internet at [www.stentor.ca/canada\\_world](http://www.stentor.ca/canada_world)

### CanadExport On-Line

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

## Canadian Consortium Wins US\$2-million Contract with Hungarian Welfare Ministry

**I**nterhealth Canada Ltd. is taking on the task of "Heart Healthy Nutrition" in Hungary. The Canadian consortium, in co-operation with two Hungarian firms, has signed a US\$2-million contract with Hungary's welfare ministry to develop a national health promotion strategy focussing on heart disease.

Interhealth Canada is a consortium of 48 Canadian firms, government bodies and non-governmental organizations. The lead firm on the Hungarian project is Resource Management Consultants Ltd. (RMC), a firm that has been providing health care planning and project management to the international health sector since 1967.

### Long-term commitment is key

For Walter Kudryk, Managing Principal and founder of RMC, the secret lies in long-term commitment. He believes it's his willingness to commit himself and his staff of health administrators and consultants to a five- or six-year contract that wins him the big deals.

"The difficulty is not in getting the projects. The challenge is in staffing them with people who not only have the background and expertise, but who are also prepared to stay away from Canada for long periods.... You have to be in it for the long haul."

### Establish local contacts

Kudryk's colleague, John Vanderheyden, maps out the first steps to gaining partnerships in the Hungarian market. First, gather intelligence about possible strategic partners in your sector. Then identify the local people and business community interests that are supportive of your type of initiative and that have credi-

bility with the government. The way to judge their credibility is to check their financial stability with Hungarian financial institutions, and with the local Canadian embassy.

"Trade commissioners working at Canadian embassies have a very sound knowledge of the local business community," says Vanderheyden. He maintains his company would not be as effective if it weren't for the Canadian embassies in Eastern Europe and the Baltics. "The trade commissioners really got things going." Vanderheyden also recommends using resources such as the Organization for Economic Co-operation and Development and the European Bank for Reconstruction and Development. "These are two organizations in which Canada has official participation and investment," explains Vanderheyden. "They're a great help. As a business person living in Canada, you need their kind of local intelligence before you can do anything."

### Fly that Canadian flag

Kudryk says Interhealth capitalizes on the advantages of being Canadian. "We wrap ourselves in the Canadian flag. In many cases, it's countries that compete for projects, not companies, and that was why a few years ago, a number of us decided that we would form an incorporated company, Interhealth."

David Zakas, Director of International Financial Institutions at Interhealth, also wants to see more Canadians selling health care abroad. "It's the making and selling of Canadian intellectual capacity that Canadian tax payers have invested in at universities and hospitals. We're selling two products that Canadians have a surplus of: knowledge and expertise."

### And on to other parts of the world ...

RMC's next goal is to go after the restructuring of Trinidad's entire health care system. To make the pitch, Kudryk says he and his partners will stress their Canadian advantages and pursue the contract for the long term.

For more information about Interhealth Canada Ltd., contact Walter Kudryk at RMC, Tel: (416) 762-8166.

## APEC

*Continued from page 2*

For the brochure "APEC: Opening Doors for Canadian Business," contact the DFAIT InfoCentre, Tel: 1-800-267-8376 (Ottawa region: 944-4000), Fax: (613) 996-9709; FaxLink: (613) 944-4500. Quote brochure no. 591CA (English) or 591CF (French).



## Vancouver Nouvelle Cuisine Appeals to U.K. Palate

Canada's largest manufacturer of vegetable protein meatless meat products is slowly finding its rightful place on U.K. tables ... and eventually in other European countries.

Vancouver-based Yves Veggie Cuisine started looking seriously at the U.K. market over a year ago on the basis of some solid market research.

### Study the market

"We spent about one year investigating the possibilities, looking at prospective partners," says Yves Veggie Cuisine Vice President, Sales, Don Daintrey. "This was mostly on our own, but we also worked closely with Trade Commissioners at the Canadian High Commission in London.

"They provided us with information and recommendations for contacts," adds Daintrey, "and helped us meet different companies and better

understand the local market."

That led the company to develop a whole new line of packaging, with the first U.K. orders coming in last December.

Founded over 15 years ago by Quebec-trained chef and restaurateur Yves Potvin, the company — with 50 per cent of sales and two offices in the U.S. — turned to the U.K. for several reasons.

"There is a very strong vegetarian acceptance in the U.K.," Daintrey explains, "and similar products were already being sold there."

So how is Yves Veggie Cuisine able to compete?

### Superior product

"We compete with a superior product and technology," answers Daintrey, "and by dealing entirely with fresh rather than frozen foods."

The company's 100 per cent vegetable protein, cholesterol-free, 99 per cent fat-free, ready-to-use fast foods, with no nitrates or preservatives, include Veggie Wieners, Deli Slices, Veggie Pepperoni, Veggie Bacon and Veggie Burger Burgers.

The company puts its money where its mouth is ... constantly coming up with new products.

Yves Veggie Cuisine's superior quality has been recognized by numerous awards over the years, ranging from last year's Canadian Grand Prix New Product Award (for the Veggie Burger Burger) and

the 1994 SIAL d'Or in Paris, France (for the Veggie Pepperoni) to the 1992 Canada Awards for Business Excellence.

### How to be successful

"To be successful," Daintrey advises, "you have to be committed; it's not something you can do part time. You need commitment from everybody in the organization," he stresses, "from the president all the way to the caretaker — everybody has a role to play."

Even when help is available, companies themselves must take most of the steps, Daintrey warns: "You can't rely on everybody else."

"In our case," he says, "we found out that food labelling requirements are totally different in the U.K., so we had to adapt their system and get our labels approved by the U.K. government."

The price of doing business in the U.K. is not cheap, reveals the veteran salesman. "Marketing, selling and advertising costs are very high in the U.K.," says Daintrey, "and you have to use the pound sterling."

Yves Veggie Cuisine has now opened an office in London and hopes this step will not only lead to expansion in the U.K. but also serve as a stepping stone to other countries in Europe.

For more information, contact Vice President, Don Daintrey, Tel.: (604) 525-1345, Fax: (604) 525-2555.

## "Tradewinds"

Continued from page 5

depth in the site's information centre. Each subject is accessible on the site via seven thematic categories: global trends, the mechanics of exporting, entry strategies, international marketing, competitive advantages, world business cultures and new technologies.

The site also contains the Tradewinds Business Centre — referring users to product and service providers, governments, associations and agencies — and a Bulletin Board for networking, exchanging information and making contacts.

## Izmir International Fair Promotes Turkey to the World

IZMIR, TURKEY — The 66th Izmir International Fair (IIF) will be held August 26 to September 3, 1997. Participants at the fair represent a wide range of fields within the industrial and agricultural sectors, including electronics, telecommunications, high technology, petroleum and chemical industries, environmental technology and equipment, agricultural equipment, machinery production, transportation, food and food technology, construction, mining, metalware,

electrical industry, and the printing, photography and cinematography sectors.

The 1996 IIF show attracted 2 million visitors, with 1,200 participating companies from 30 countries benefitting from the \$1 billion in trade links that were established at the fair.

To help minimize the expense of shipping goods home at the close of the 1997 fair, exhibitors will be allowed to sell their displayed items in Turkish currency.

For more information or to register, contact the Izmir International Fair Organization Inc., Sair Esref Bulvari No. 50, Kulturpark, Izmir, Turkey, Tel: (90-232) 482-1270, Fax: (90-232) 484-9055/425-4342.

### Trade Show Brings Together Canadian and Asian Companies

TORONTO — The Second Annual Asia Show '97 will be held September 17-21, 1997, at the Canadian National Exhibition's Automotive Building. The show will bring together for the first time under one roof Asian and North American corporations and trading organizations, providing an opportunity for participants from the world's richest market (North America) and the world's fastest-growing market (Asia) to showcase their products, services and technologies, furthering trade and commercial relations.

For more information, contact Poonam Kathuria, President, North American Expositions Inc., 150 Consumers Rd., Suite 202, North York, ON, M2J 1P9, Tel: (416) 499-953, Fax: (416) 499-9527, e-mail: nae@nobelmed.com

## New Health Fair Targets Indonesia's Lucrative Health Care Market

JAKARTA, INDONESIA — Indonesia Health '97, a new initiative to help international suppliers penetrate the potentially lucrative Indonesian health care industry, takes place October 6-9, 1997. A three-in-one marketing forum, the event will serve the general medical, dentistry and eye-care sectors.

Economic indicators and the growing personal wealth of its 190 million population make Indonesia a prime market for the health care industry. Current spending planned for the country's health sector is estimated at over US\$1.6 billion. Expenditures include US\$40 million to build a Central Medical Unit and

Emergency Medical Unit at Dr Kariadi Hospital; US\$50 million to strengthen community health centres; US\$30 million to improve cataract control; US\$55 million to improve police hospital facilities; and US\$66 million to combat AIDS.

For more information, contact IIR Exhibitions Ltd., Market Towers, 1 Nine Elms Lane, London, U.K., SW8 5NQ, Tel.: (44) 171-344-3887, Fax: (44) 171-344-3856; or IIR Exhibitions Pte Ltd, 101 Cecil Street, #09-03, Tong Eng Building, Singapore 069533, Tel.: (65) 227-0688, Fax: (65) 227-0913.

# Business Opportunities

**B**efore entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**LIMA, PERU** — A Peruvian company that commercializes machinery and water treatment systems seeks manufacturers with new products to represent and distribute them in Peru. Contact Cesar Alba, Dytech del Peru S.R. Ltda., Ave. San Luis 2619 - Of. 103, San Borja, Lima 41, Peru, Tel.: (51-1) 475-8491, Fax: (51-1) 476-3758, e-mail: dytech@net.cosapidata.com.pe

manufacturer of machinery for a plant with an annual capacity of 10,000-30,000 metric tons of organic fertilizer. It also seeks a Canadian partner interested in promoting and facilitating trade and

investment in Ethiopia and in the region. Interested companies can contact the firm's general manager, Mr. Milkias Lissanu, P.O. Box 14401, Addis Ababa, Ethiopia, Tel.: 251-1-189262, Fax: 251-1-551233.

## Company Representatives Overseas

Graduates of the April 1997 Seneca College "International Business Management Post-Diploma Program," who are mostly expatriates from Southeast Asia and Eastern Europe, are interested in representing Canadian companies that are planning to expand their business overseas. Interested companies should contact: Tel: (416) 250-1250, Fax: (416) 250-8670, e-mail: 16163@ican.net

**ETHIOPIA** — An Ethiopian business and development consulting firm, Millis Consult, on behalf of its client, seeks a Canadian supplier or

## Asia Pacific Ventures 1997

**OSAKA, JAPAN** — October 23-24, 1997 — the Asia Pacific Ventures 1997 (APV97) is an annual business and investment forum where firms seeking business development, financing and technology licensing opportuni-

ties in Japan can present their capabilities to executives from the country's major industrial, manufacturing and high-technology companies.

This year's APV will focus on four industry sectors: telecommunications

and computers; biomedical and health care; environmental technologies; and advanced materials. In addition to making their presentations, participating firms will be able to meet privately with Japanese firms of their choosing, as well as with interested members of the audience. Since APV's inception in 1995, over half the presenting firms have developed business alliances or deals with Japanese partners.

Participants will be selected according to the quality of a two-page business plan. Companies interested in applying for APV97 (there is no cost to apply) can contact the North American Secretariat, Tel.: 1-800-281-9899 or (202) 467-4403, e-mail: drabble@wibvwith.com

## Opportunity to Network with Taiwan Business Community

**WINNIPEG** — The Minister for International Trade will be the keynote speaker at the 11th Joint Canada-Taiwan Business Association Meeting, taking place June 3-6, 1997, at the Lombard Hotel. Twenty members of the Taiwan Venture Capital Investment Association will be in attendance to meet with Canadian high-technology companies interested in private equity investment from Taiwan. The meeting will also provide companies an opportunity to network with Canadian and Taiwan business executives in the following areas: environment, natural resources, agriculture, building products and services, transportation, venture capital investment opportunities, and information technology/ telecommunications.

For information, contact Elsie Lee, Events Co-ordinator, Tel.: (613) 238-4000 ext. 240, Fax: (613) 236-9301.

## New Study for Wood Exporters

The Canadian Consulate General in Los Angeles and the Pacific Forestry Centre are offering copies of a new study entitled *Opportunities for Canadian Exporters of Value-added Wood Products in the Southwestern United States*.

The study covers the market for windows, doors, mouldings, flooring, and furniture, as well as providing detailed information about regional builders, wholesalers, manufacturers and retailers.

For more information, contact Brantley Haigh, Canadian Consulate General, Los Angeles, U.S.A., Tel: (213) 346-2761, e-mail: [brantley.haigh@lngls02.x400.gc.ca](mailto:brantley.haigh@lngls02.x400.gc.ca)

## CATA Offers New Marketing Tools for Technology Enterprises

There is a new source of assistance for emerging technology companies to market their products and services. The Canadian Advanced Technology Association (CATA) is making available *Public Relations Debut Packages* at four progressive levels, ranging from kits on "getting started" and "beyond the first press release" to a package on getting the most out of trade shows and a six-hour personalized program for training company spokespersons.

Rick Doyon, Managing Partner at High Road Communications Inc., a partner in designing the packages, explains that while Canada's smaller, growing firms know their technology, "they often need help in

marketing their products and services." *The Public Relations Debut Packages* are designed to give them just that assistance.

CATA is a national association made up of more than 1,000 advanced technology enterprises that are united in their commitment to business growth. High Road Communications Inc. is a CATA member that provides public relations and marketing communications services exclusively to advanced technology enterprises.

For more information and details about the packages, visit CATA's Internet site at <http://www.cata.ca> and click on Business Tools. e-mail: [inquiry@cata.ca](mailto:inquiry@cata.ca) or [rdoyon@highrd.com](mailto:rdoyon@highrd.com)

## New Guide Helps Canadians Visiting or Resident in Hong Kong

A new guide has been published by the Department of Foreign Affairs and International Trade (DFAIT) to help Canadians understand the conditions of entry and residency in Hong Kong that will apply after the territory's transition to Chinese sovereignty on July 1, 1997.

*Hong Kong: A Guide for Visiting and Resident Canadians* describes the changes that are about to occur and

provides advice and guidance to Canadians visiting or resident of Hong Kong. The guide is available from the Commission for Canada in Hong Kong or from DFAIT's InfoCentre, 125 Sussex Drive, Ottawa, ON, K1A 0G2, Tel: 1-800-267-8376 or (613) 944-4000. The booklet is also available on the Internet at <http://www.dfait-maeci.gc.ca>

## MIGA Support

Continued from page 3

MIGA guarantees developing-country investors

MIGA is unique among public investment insurers in its ability to insure

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equity investment in a Russian Cultural Centre in Moscow.

For more information on MIGA, visit the Department of Foreign Affairs and International Trade's Internet site at <http://www.dfait-maeci.gc.ca>, and click on Trade/IFI.

**Info Centre**

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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# CanadaExport

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MAY 15 1997



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## Unprecedented Numbers of Canadians Pursue Business Opportunities in Brazil

The business traffic between Canada and Brazil is growing in record numbers as companies awaken to the opportunities emerging in this dynamic, exciting, and massive country. If the activities of the past few weeks are any indication, 1997 promises to be a banner year for Canada-Brazil business relations.

Since the beginning of March alone, more than 400 business people have travelled between the two countries for an array of events that will reach, directly

*Continued on page 5 — Business*

## Canada and Brazil: A Solid Base for Building up Trade Relations

As sweeping economic reforms transform the Brazilian economy, Canada's business involvement just keeps growing. Brazil is currently Canada's largest trading partner in South America and its largest export market in Latin America.

In 1996, two-way trade totalled just over \$2.5 billion, up a full 25 per cent in just two years. Canadian exports totalled some \$1.38 billion, a 5.7 per cent increase from 1995 and nearly double the 1993 figure. Alcan's recent announcement confirming their \$350-million expansion project will build upon a solid direct investment base worth over \$3.2 billion, making Brazil one of Canada's most important foreign-investment destinations.

The state visit to Canada in April of Brazilian President Fernando Henrique Cardoso, along with the largest business delegation yet to accompany him on a state visit, provided an important opportunity to highlight this strong and dynamic trade relationship.

The visit recalled an earlier watershed in our business relations, the Prime Minister's trade mission to Brazil in January 1995. During that visit, commercial agreements worth more than \$600 million were signed, along with five bilateral agreements to broaden our political and economic relations.

To complement our ongoing successes in natural resources and agricultural products, Canadian suppliers have carved out a significant market presence in telecommunications,

*Continued on page 5 — A Solid Base*

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

## Canadian Oil and Gas Industry could Benefit from New U.S. Exploration Technologies

Surging oil and gas exploration, production and clean-up activities in the Gulf of Mexico are providing new spin-off opportunities for Canadian oil-field service and supply companies.

A strengthening of worldwide demand for oil, the application of advanced exploration techniques, and stimulative U.S. federal government investment legislation have, since

1995, breathed new life into the Gulf coast, which will continue to be a major oil and gas-producing region for the foreseeable future.

*Continued on page 4 — Canadian Oil*

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# Conference Participants Deliver the Message: Team Canada Works

**T**eam Canada missions introduce Canadians to their counterparts around the world and to each other. "Team Canada is clear evidence of what Canadians can achieve when they work together." These are just some of the things the business community told CanadExport at the Team Canada Business Conference — "Bringing Asian Business Opportunities Home" — which was held in Toronto on March 26, 1997.

Organized by the Asia Pacific Foundation of Canada, the Asian Business Studies Program, the Canadian Chamber of Commerce, the Department of Foreign Affairs and International Trade, the Ontario Ministry of Economic Development, Trade and Tourism, and the Pacific Basin Economic Council, the Team Canada conference assembled some of the top speakers, corporate sponsors and organizations involved in Asia Pacific, to provide participants with the information and contacts they need to succeed in this fast-growing region.

One of the largest Team Canada follow-up events, the conference, according to Robert Lynn of the Asia Pacific Foundation of Canada, was attended by more than 450 people, who came not only from the Toronto area, but also from Kingston, Montreal, Winnipeg, Edmonton, Vancouver and Whitehorse. Many took the time to share their enthusiasm about Team Canada with CanadExport.

## Government stamp of approval key

For Peter J. Dawes, Senior Partner with Warrington International, an import/export trade consulting firm, the profile of the Prime Minister as the leader of Team Canada missions is instrumental in opening up doors for Canadian business.

Avinash Mehra of the Trade Fi-

nance Division of CIBC agrees that the people of South-east Asia want to see the Canadian government stamp of approval. With governments all over the world getting involved in trade, Mehra is adamant that Canadians cannot miss the boat and that we should be heavily involved in international trade. He is echoed by Richard Gillespie of Parkdale International Ltd., who maintains that Canadians have to look beyond their own borders and cannot isolate themselves in a world of increasingly interdependent markets.

## Team Canada participants get head start

Edward J.S. Kim, Director, Korean Practice, International Taxation, with Ernst & Young, was among the many participants who stressed the key role Team Canada missions play in raising the profiles of companies that would not otherwise get that kind of credibility. The missions allow companies to expand their

contacts and consolidate relationships, even those that already have their own connections or offices in the export-destination country.

Carol E. Nap, President of Trade-Strat Inc., who has been on two Team Canada missions, estimates that the mission to Asia Pacific has given her company at least a three-year advantage over a company that might try to enter the market on its own. She insists that knowing and adapting to local customs is key to success.

AGRA International Ltd. President Gordon Gerry agrees. In his workshop on infrastructure projects, he stressed that to take full advantage of Team Canada in South-east Asia, companies need to build personal relationships with their partners, to learn the social customs and to make many return visits in order to build up trust.

In the wrap-up session, he suggested that Canadian companies should

*Continued on page 7 — Team Canada*

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Managing Editor

Associate Editor

Design: Bolte N

Layout: Yen Le

Telephone: (613

Fax: (613) 996-

E-mail:

canad.export@e

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## Looking for Information about IFIs? Consult a Government Representative Near You

Navigating your way through the world of international financial institutions (IFIs) can be daunting. But government contacts exist at both the federal and provincial levels to link you with the right potential source of funding and to provide you with regular updates on business opportunities (by bank, country or sector) and procurement rules and procedures, as well as useful contacts in the IFIs and borrowing countries.

At the federal level, the Export Financing Division (International Financial Institutions [TCF] section) of the Department of Foreign Affairs and International Trade (DFAIT) is responsible for promoting, evaluating and co-ordinating Canada's public- and private-sector efforts to increase procurement with the various IFIs and United Nations agencies.

Staff in TCF work to ensure that companies are well advised and assisted in their dealings with the IFIs and that Canadian co-financing, as well as international financing, opportunities are identified and explored in sectors and markets where Canadian firms have known competitive capabilities and expertise.

TCF works in close contact with an inter-departmental team that includes Industry Canada, the Canadian International Development Agency (CIDA), the Export Development Corporation (EDC), the Canadian Commercial Corporation (CCC) and provincial government trade promotion offices, to facilitate Canadian private-sector involvement in exporting. The team is assisted by an IFI regional network composed

of the International Trade Centres and the provincial governments.

Below are key contacts in DFAIT, listed according to their area of expertise, as well as regional contacts at the federal and provincial levels.

### Contacts within TCF/DFAIT

• Leopold Battel, Deputy Director, International Financial Institutions (Export Financing Division), Tel.: (613) 996-0705, Fax: (613) 943-1100  
*International Financial Corporation; Multilateral Investment Guarantee Agency; Arab and Islamic development funds/banks*

• Louise Valle, Tel.: (613) 944-0910  
*IFI business development in Latin America, Caribbean and China; UN agencies; Inter-American Development Bank and Caribbean Development Bank*

• John Bonar, Tel.: (613) 996-0844  
*IFI business development in South Asia; Asian Development Bank policy*

• Jean-François Leroux, Tel.: (613) 996-6188

*IFI business development in Eastern Europe, Former Soviet Union, Africa, Middle East, and South-east Asia; European Development Bank; African Development Bank*

### DFAIT Contacts by Geographic Region

• Marcel Laneville, Tel.: (613) 996-7474, Fax: (613) 943-8167  
*Asia*

• Georgina Wainwright, Tel.: (613) 992-0959, Fax: (613) 944-1604  
*South-east Asia*

• Andrée Bazinet, Tel.: 995-7659, Fax: 944-1604  
*South-east Asia*

• Richard Roy, Tel.: (613) 944-5061, Fax: (613) 943-8806  
*Latin America and Caribbean*

• Robert LeBlond, Tel.: (613) 944-0396, Fax: (613) 944-3566  
*Africa*

• Mike Reshitnyk, Tel.: (613) 996-7701, Fax: (613) 995-1277  
*Eastern Europe*

Continued on page 7 — **Government**

## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call (613) 992-3005.



# U.S. Sales and Use Taxes: Watch out for the Pitfalls

By Ron Maiorano, KPMG Canada

**M**ore and more Canadians are taking advantage of the huge markets south of the border. However, companies need to be aware of the sales and use taxes that are imposed by almost all states, as well as by many counties, cities and municipalities — taxes that can be a substantial cost of doing business in the United States.

## How is sales tax imposed?

A sales tax is generally levied on the gross sales price of the tangible personal property or service provided in the state. The taxes are usually collected by the seller, who then remits them to the state. Sellers who do not collect the tax may be liable for taxes due.

## When is a seller required to collect sales and use taxes?

A seller may be required to collect sales and use taxes if the seller has a physical presence in the taxing jurisdiction. A "physical presence" may include sending employees or representatives regularly into the state or owning property in the state.

## What is a use tax?

A use tax is a transactional tax, imposed on the use, storage or consumption of tangible personal property

and taxable services in a state. The use tax is generally applied when a sales tax was not paid previously in the taxing state; it is designed to equalize tax burdens imposed on in-state and out-of-state purchases.

## Where does a taxable sale occur?

Sales tax is usually imposed at the place of delivery, without regard for the shipping terms of the sales contract. Sales that are delivered to a purchaser in the taxing state are generally subject to sales tax, even if the purchaser immediately transports the goods outside that state.

Because these taxes vary among jurisdictions and are subject to change, companies should review the specific laws in each of the states in which they do business.

For more information, contact KPMG Canada, U.S. Tax Group, Tel.: (416) 777-8837, Fax: (416) 777-8818.

## Canadian Oil and Gas Industry — Continued from page 1

While this means continued competition for Canada, there are also potential spin-off benefits for the Canadian industry. New deepwater exploration technologies and advances in three- and four-dimensional seismic imaging that continue to lower offshore finding costs could open the possibility of production in deeper Canadian continental shelf fields. Nova Scotia and Newfoundland could quickly benefit from these new technologies, which could eventually also be applied to the northern Canadian offshore frontier.

Other opportunities exist for Canadian companies in the area of environmental clean-up. The sharp resurgence in Gulf of Mexico oil and gas activity has been accompanied by

the challenge of disposing of a large number of less economically viable, older-generation wells. More than 3,000 platforms currently dot the U.S. federal waters in the Gulf, and the looming cost of removing the platforms, plugging and abandoning the wells and cleaning up the ocean floor has been estimated by the U.S. Department of Environment at about \$US5 billion — \$US2.9 billion for platform renewal, US\$1.4 billion for plugging and abandoning, and \$US600 million for site clearance.

Still other commercial opportunities exist. As the major producers focus on building new platforms in deep waters, the old fields and platforms can be sold to smaller independent firms hoping to squeeze out

more oil and gas by re-working old wells, or to oilfield service and supply companies offering comprehensive platform abandonment services. The latter area in particular offers promising growth; to date, several large service/supply firms with complementary products have formed alliances to handle all of the operations needed to abandon a lease and remove a platform.

For more information about the new technologies and the potential business opportunities, contact Joe Mingori, Business Development Officer, Canadian Consulate General, Dallas, Texas, Tel.: (214) 922-9806, Fax: (214) 922-9815, e-mail: joe-mingori@dalas01.x400.gc.ca



## Business Opportunities in Brazil — *Continued from page 1*

or indirectly, at least 10 times that number in both countries. To name but a few:

- A Canadian Business Night was among the features of the March launch of *Canada nas Gerais*, the \$2.5-million business/cultural mega-festival set to take place in Belo Horizonte in September. The launch brought in key decision makers from all of Brazil, along with numerous Canadian businesses with established operations in the country.
- Brazil's Deputy Minister for Mines led a delegation of 25 miners

and mining officials to the Prospectors and Developers Association of Canada in Toronto March 9-14.

- The Governor of the State of Minas Gerais (Brazil's second largest state in terms of GDP) led a 25-member business delegation to Vancouver, Toronto, Quebec City and Montreal March 15-20 and signed agreements with Ontario Hydro, the University of Toronto, and Hydro-Québec.
- Representatives of 10 Canadian companies were in São Paulo for BrazilPlast '97, Latin America's largest plastics industry show.
- Some 25 Canadian companies participated in the 7th Telexpo Congress and Exhibition, Latin America's largest telecommunications show.
- The second Joint Trade and Economic Consultations took place in Ottawa March 17-18. No less than 18 public officials and 3 private-sector representatives participated from the Brazilian side, confirming the renewal of this important forum for bilateral trade dialogue.
- Fifteen Canadian government and private-sector representatives spent 10 days in São Paulo to further the Watershed 2000 Environmental Project, a technical co-operation project between Environment Canada and the State of São Paulo aimed at improving water-quality management in the state.
- RadarSat made a series of well attended presentations to government authorities in Brasilia and Manaus in March.
- Over 25 Canadian tourism organizations participated in the BRAZTOA/COBRAT '97 tourism trade show, making Canada the first major foreign participant allowed to take part in this premier industry event. During the fair the Honourable Judd Buchanan, President of the Canadian Tourism Commission, inaugurated the Canada Information Kiosk, a unique computer-based kiosk that provides information on a diverse range of Canadian topics and highlights Canadian capabilities in such areas as education, tourism, information technology and culture.
- The Federation of Industries of the State of Minas Gerais sent a 42-person private-sector delegation to Toronto and Montreal March 16-22 and signed a co-operation agreement with the Canadian Environmental Industries Association at the Americana trade fair in Montreal.
- More than 45 Canadian education institutions made up the largest foreign presence at the Student Fair, held in São Paulo, Curitiba and Rio de Janeiro in early April and host to a record number of visitors. Launched during the Fair was the Canada Desk, a hybrid of the Information Kiosk and the Canadian Education Centres that provides information on education opportunities in Canada at key centres across Brazil.

### A Solid Base

*Continued from page 1*

aerospace, petroleum services and products, livestock genetics, software solutions, remote sensing and G.I.S., and environmental technologies. Areas of increasing business activity include packaging and labelling, industrial machinery, plastics moulding, forestry equipment and production-line automation systems. Canadians are also responding to major opportunities in energy, transportation and mining.

The Canadian International Development Agency (CIDA) is actively supporting the country's sustainable development strategy, and Brazil is one of the top five priority markets for the Export Development Corporation.

# Largest Canadian Project in Hungary Cleared for Lift-off

**P**atience, perseverance and all-out Canadian support have finally paid off for Toronto-based Airport Development Corporation (ADC), recent winner of the contract for the expansion of the Budapest Airport.

The project — four years in the making and worth approximately \$140 million — calls for the design, financing, construction and operation of a new passenger terminal, and renovation of the existing terminal at the Ferihegy International Airport.

As overall project developer, ADC — a wholly owned subsidiary of world-class Huang & Danczkay Properties of Toronto and developer of the \$750-million Terminal 3 project at the Pearson Airport — has put together a solid Canadian group. It includes the Canadian Commercial Corporation (CCC), The Foundation Company (construction) of Toronto, Aéroports de Montréal (operating the terminal in equal joint venture with ADC), the consulting group of KPMG, Marshall Macklin Monaghan Limited (consulting engineers), Michael Lowe, Darling & Downey, Roberto Navarro (architects), and the Royal Bank.

“As a matter of fact,” says CCC Senior Project Officer Rory Harley, “the CCC will act as prime contractor, or contract performance guarantor, indicating the Canadian government’s direct support for the project.”

## Key Canadian support

The Canadian consortium needed all the backing it could get during the almost four years it spent bidding against top international competitors, meeting various deadlines, negotiating with different governments in

Budapest, and working with changing interest rates.

But throughout the years, the project kept moving forward — something that ADC President Béla Danczkay attributes “to a large extent to the invaluable support we received from the Canadian government, from current and past Canadian Trade Commissioners and Ambassadors in Budapest all the way to Ministers for International Trade — as well as a letter from the Prime Minister — who all championed our cause not only in Ottawa but also in Budapest.

“They spared no effort on our behalf,” Danczkay acknowledges, “meeting with key Hungarian officials in different ministries throughout the duration of the negotiations, actively supporting the Canadian bid, and helping us to secure the contract.”

## Winning the bid

But before becoming involved in these highly complicated contract discussions, ADC had to beat international competition in an open tender call issued by Hungary’s Air Traffic and Airport Administration (ATAA), back in 1993.

Being short-listed with two other top international competitors — from the United States and France — was the next step.

“What impressed the Hungarians,” says Danczkay, “was our highly detailed proposal and top-quality technical support, with a meticulous

study of passenger flow at the terminal. Basically, we gave them a better deal than our competitors.”

## Scope of the project

The new terminal is designed to increase passenger capacity from two million to five million per year, and is intended to position Budapest as a regional transportation hub.

Financing for the project was arranged by the Royal Bank and by two major Hungarian banks CIB and OTP, as well as others, with 23 international banks providing the funding.

“As a matter of fact,” says the Royal Bank’s Senior Manager of Infrastructure Financing, Norma Barnes, “the deal was so well received that it was oversubscribed by more than 200 per cent.”

Although the new airport will be state-owned, ADC will lease it back from the Hungarian government for 12 years, on a pay-back basis.

According to trade officials, the unique nature of this project — showcasing a wide range of Canadian know how — should augur well for future commercial relations between Canada and Hungary.

For more information, contact ADC President Béla Danczkay, Tel.: (416) 260-2333, Fax: (416) 260-2347.

## CanadExport On-Line

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# CULTURAL

# Attaché

May 20, 1997 - No. 6

Minister of Foreign Affairs



Ministre des Affaires étrangères

Ottawa, Canada K1A 0G2

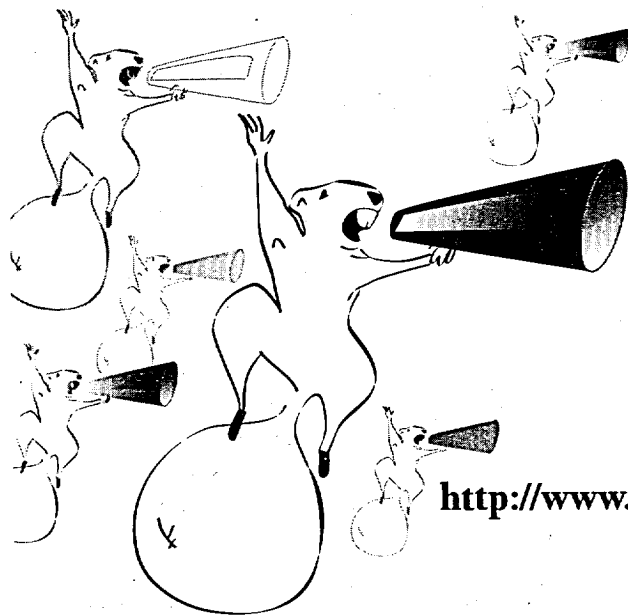
## Message from the Minister

I am sure that readers of *Cultural Attaché* will share my enthusiasm for the extent and variety of Canada's presence in the world's cultural calendar over the summer months. I am particularly encouraged that Canadian artists and performers are receiving ever increasing attention from foreign audiences and cultural affairs officials around the globe. In addition to the international success of the not-for-profit sector, Canada's cultural industries are building an enviable reputation for excellence and innovation through their participation in trade shows and fairs featuring the new media, sound recording and theatre arts. The results suggest we are seeing the birth of a major export growth industry as well as confirmation internationally of the relevance and dynamism of Canada's unique, yet universal, creative formula. The international cultural community does not always wait for Canadian creators to go abroad to experience what we have to offer. The intensity of visits from impresarios, agents, art dealers, booking agents and other professionals, demonstrates that we are increasingly on the screen as a source of marketable cultural products and ideas.

Partnerships and exports also characterize the current international Academic Relations agenda. Cellulose Canada and Scotiabank have recognized the importance of the international dimension of higher education with generous grants to international scholarships and an awards program recognizing excellence in universities' initiatives to build bridges abroad. These two projects reflect effective partnerships between the donors and, respectively, the Canadian Bureau of International Education (CBIE) and the Association of Universities and Colleges of Canada (AUCC). With respect to exports, the Association of Canadian Community Colleges (ACCC) and its member institutions secured over \$100m in international education and training contracts. Recently, this Department spearheaded Canada's participation in a major education fair in Venezuela where 17 Canadian universities were present to attract students from that country.

I am equally enthusiastic about the impact that Canadian cultural and academic activities can have on foreign tourism to Canada. Here is one more confirmation of the Third Pillar argument: culture as that most unique commodity which at once promotes Canada's image internationally, makes us new and lasting friendships abroad and delivers jobs, economic growth and self-confidence at home.

*Levy & Associates*



## WE ARE ON THE INTERNET AT

<http://www.dfait-maeci.gc.ca/english/culture/atta-01e.htm>

### ARTS FOR THE YOUNG

The nineteenth annual *International Showcase of Performing Arts for Young People* was held at Comstock Auditorium in Kalamazoo, Michigan from January 22 to 25, 1997. This event attracts several hundred presenters, producers and artists dedicated to quality touring performances for young people. Performances, exhibits, and symposia highlight this event, which provides an excellent opportunity for theatre companies to market and showcase their presentations to prospective buyers from both Canada and the U.S.

Canadian companies are acknowledged at the showcase as providing some of the highest quality productions for young audiences. One third of presentations were Canadian companies, with an additional strong Canadian presence at the late night, informal cabaret performances. Among the Canadian groups at the showcase, were: *Green Thumb Theatre*, Vancouver; *Roseneath Theatre*, Toronto; *Norman Foote*, Vancouver; *Manitoba Theatre for Young People*, Winnipeg; *Theatre Terrific*, Toronto; *Marang Dance Theatre*, Vancouver; and *Motus O Dance Theatre*, Toronto. In addition, a number of agents representing Canadian artists were present.

### EDITOR'S NOTE

*The original intention of Attaché culturel/Cultural Attaché was to list those international cultural activities receiving direct support from The Department of Foreign Affairs and International Trade. However, the response of the cultural community to a directory of Canadian artists performing abroad has been so enthusiastic that we are delighted now to include all information on activities sent to us by Canadian missions about Canadian artists abroad, regardless of the origin of their support.*

EDITOR-IN-CHIEF: ROBIN HIGHAM

EDITOR: ELIA GORAYEB

EDITORIAL ASSISTANT: CAROLINE-ANNE COULOMBE

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EUROPE

DATE	EVENT / PLACE	DESCRIPTION
Jusqu'au 15/06/97	Expositions d'artistes canadiens Centre d'art contemporain de Basse-Normandie Hérouville Saint-Clair, France	"Du plus loin. Terres austères", de Richard Baillargeon et "Les mouches et la chair. Une métaphysique mystique" de Monique Bertrand seront présentées dans le cadre de la programmation 1996-1997 consacrée à l'art canadien contemporain. Ces événements sont organisés en collaboration avec le Centre de diffusion et de production de la photographie Vu de Québec.
29/04/97 15/06/97	Exposition Lorraine Fontaine/Jacqueline Salmon Centre d'art contemporain de Basse-Normandie Hérouville Saint-Clair, France	Installation et sculptures de l'artiste canadienne Fontaine; photographies de Salmon réalisées dans le cadre d'une résidence au Banff Centre for the Arts. Cette exposition d'abord présentée au Centre culturel canadien sera aussi reprise par l'Artothèque d'Annecy en octobre 1997.
00/05/97 15/06/97	La pièce "Les Reines" de Normand Chaurette Théâtre du Vieux Colombier de la Comédie Française Paris, France	Mise en scène d'un metteur en scène français, Joël Jouanneau. C'est la première fois qu'un auteur canadien est monté à la Comédie française, lieu théâtral mythique. La distribution comprend 6 actrices très connues du public de théâtre. La production reçoit le support d'un mécène, le Crédit Industriel et Commercial de Paris.
00/05/97	"Fugitive Pieces" de Anne Michaels Madrid, Espagne	Publication en espagnol du roman de l'auteur canadien sous le titre "Piezas en fuga" par les Editions Alfabuara. Anne Michaels se rendra en Espagne pour assister au lancement du livre.
00/05/97	Publication du livre "Nootka 1792" Madrid, Espagne	Recueil de textes canadiens et espagnols sur la présence espagnole sur la côte ouest du Canada au XVIIIe siècle.
01/05/97 31/05/97	Exposition Roloff Beny Arquivo Fotografío Lisbonne, Portugal	Cette exposition de photographies de l'artiste canadien ayant demeuré en Italie fait partie d'une tournée européenne.
02/05/97 31/05/97	Bryden MacDonald's play "Whale Riding Weather" The Drill Hall London, UK	This is the UK premiere of the play presented by Out and Proud Productions.
02/05/97 25/05/97	Tournée en France de Talking Pictures/François Houle Trio Tournée en France	Cette tournée du groupe de jazz de Vancouver est le résultat direct de leur participation au Festival Banlieues Bleues (région parisienne) l'an dernier.

SOLD ON SOLD OUT

The European premiere of "Alegria" was held by *Le Cirque du Soleil* in Amsterdam on March 6, 1997 and the performance was greeted with round after round of enthusiastic applause. All 40,000 tickets were sold out last December, within two days of the box office opening. A further 20,000 were turned away disappointed. Last year, the *Netherlands-Canada Chamber of Commerce* awarded the *Cirque du Soleil's* European Manager Danny Pelchat with the *Businessman of the Year Award*. Some 50 people are employed at the European head office of *Le Cirque* in Amsterdam.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
03/05/97 08/06/97	"...from the Transit Bar and Body Missing" Arts Centre Luleå, Sweden	Video installations by the Canadian artist Vera Frenkel.
05/05/97 17/05/97	Colloque international: "Penser par lettre" Tours, France	L'organisateur de ce colloque est Benoît Mélançon, professeur agrégé, Université de Montréal.
06/05/97 29/08/97	"Tower/Tour", exposition de Pat Badani Centre culturel canadien Paris, France	Cette exposition est organisée en collaboration avec le commissaire français et critique d'art Christophe Domino.
07/05/97 23/05/97	"Les chimères de la vision" Maison des Arts de Bordeaux Bordeaux, France	Des oeuvres importantes du canadien Alain Paiement, "Mapping continuum" et "Mapping century", seront présentées aux côtés de celles de Pierre Antoine et de Marin Kasimir. Organisé par le Service culturel de l'Université Michel de Montaigne - Bordeaux 3.
14/05/97 16/05/97	Colloque international "L'homme et la plaine" Université de Dijon Dijon, France	Participation des professeurs Dick Harrison (Alberta), Laurie Ricou (U.B.C.); écrivains : Nancy Huston, Rudy Wiebe; directeurs de galeries: Neil M. Armstrong, The Banff Centre School of Fine Arts.; Michel Cheff, Directeur, Winnipeg Art Gallery; Shirley Madill, Curator, Contemporary Arts and Photography, Winnipeg Art Gallery.
15/05/97 10/07/97	Cirque du Soleil Theresienwiese Munich, Germany	Le Cirque du Soleil presents a two-month run of its show "Alegría". Cirque will then travel to Berlin at Postdamerplatz from 11/07/97 to 11/09/97 and at Grand Chapiteau at Messegelaende, Vienna, Austria from 12/09/97 to 02/11/97.
15/05/97	Nancy Huston Maison Descartes, French Cultural Centre Amsterdam, The Netherlands	Lecture by Canadian author.
16/05/97	Le Concours de poésie Petra Kenny Canadian High Commission Londres, Royaume-Uni	Ce concours annuel de poésie du Royaume-Uni et du Canada a été instauré en 1996.
16/05/97 20/05/97	Séjour académique du voilier Concordia Málaga, Espagne	Programme académique canadien "Class Afloat" pour étudiants de niveau secondaire.
17/05/97 06/07/97	Exhibition "Virtue and Vice" Watershed Art Centre Bristol, UK	An exhibition by women photographers includes works by Sorel Cohen. This exhibition is currently touring the UK and will travel onto Denmark.

CANADIAN STUDIES CENTRE OPENS IN AUSTRIA

The University of Innsbrück, Austria celebrated on April 14 the official opening of its new *Canadian Studies Centre*. Participants included representatives of the Austrian Government, the Canadian Ambassador, the association of Austrian university rectors and the *International Council for Canadian Studies*, presidents of the *Canadian Studies Association for German Speaking Peoples*, representatives of France and Spain as well as provincial and municipal officials and a sponsoring Austrian bank. An international Symposium was also held on the theme "Canada - The True North, Strong and Free?".

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
17/05/97 28/06/97	Uzume Taiko Portsmouth, Brighton, London, Guernsey and Jersey, UK	Percussionists Uzume Taiko is returning to the UK for another tour. He will also perform on 27/06/97 and 28/06/97 at Skagen Music Festival in Skagen, Denmark.
17/05/97 28/05/97	Holly Body Tattoo Newcastle, Manchester and Glasgow, UK	Holly Body Tattoo dance company have had numerous successful UK tours and continue to build on that success. On 22/06/97 and 23/06/97, they will perform at Tanec Praha 97 in the International Festival of Contemporary Dance and Movement Theatre at Théâtre Archa in Prague, Czech Republic. London
19/05/97 23/05/97	Débat sur "L'Archipel identitaire" Centre culturel canadien Paris, France	Débat sur le livre d'entretiens de Robert Dupuis-Déri et Marcus Ancelovici publié aux Éditions du Boréal en présence des auteurs et avec la participation d'intervenants français et canadiens le 20 mai, plus lecture-signature le 22 mai à la Librairie du Québec.
19/05/97 27/05/97	Richard Strauss opera "Die schweigsame Frau" Vienna State Opera Vienna, Austria	The Canadian tenor Michael Schade sings the part of Henry Morosus on 19/05/97, 22/05/97 and 27/05/97.
21/05/97 31/05/97	Les Météores, Festival international des langues françaises Hippodrome de Douai Nord de la France	Ce théâtre ouvre ses portes au théâtre, à la chanson, à la poésie, au conte, au cinéma. Participeront à ce festival des artistes et des productions de Suisse, de Belgique, de France, du Sénégal, de Centrafrique, du Congo, du Gabon, du Zaïre, de Côte d'Ivoire, des Antilles, d'Algérie, du Portugal, du Mali. Du Canada viendront les "Contes urbains", cabaret théâtral organisé par l'auteur Yvan Bienvenue et regroupant des textes de Jean-François Caron, d'Anne Dandurand, de Louise Bombardier, de Jean-Marc Dalpé, de Jean-Frédéric Messier, dans une mise en scène de Stéphane Jacques. La pièce de l'auteur canadien Wajdi Mouawad, "Les mains d'Edwige au moment de la naissance", sera donnée en lecture spectacle par un groupe de comédiens français. Les films canadiens suivants seront présentés: "Being at Home with Claude", de Jean Beaudin, "Vincent et moi" et "Les aventuriers du timbre perdu", 2 films de Michael Rubbo, "Le Confessionnal" de Robert Lepage.
22/05/97 23/05/97	Peggy Baker Dance Exchange Birmingham, UK	Exciting Canadian contemporary dance at key regional venue.

"PORTRAIT OF LIFE AND ART"

The exhibit of photographs by the Canadian Roloff Beny, "Portrait of Life and Art", was presented in Madrid from January 22 to February 13, 1997 in Sotheby's renowned exhibition hall in the heart of the city. This prestigious cultural event, the first phase of a European tour, was very well received by the public. The hundred black-and-white photographs, mostly taken in Italy where Beny lived, represent well-known figures of all nationalities from intellectual and cultural circles in vogue in the 1950s and 1960s. The subjects include the Canadians Pierre Trudeau, Glenn Gould and Leonard Cohen.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
22/05/97	Book launch of Kate Pullinger's novels Canadian High Commission London, UK	Launch of "The Last Time I Saw Jane" and "My Life as a Girl in a Men's Prison" in paperback. The latter is a provocative new collection of short stories. Kate Pullinger is a UK-based Canadian author.
22/05/97 20/06/97	"Owen Wingrave" Glyndebourne Festival Glyndebourne, UK	Glyndebourne Festival is the premier opera festival in the UK. Gerald Finley sings and Robin Phillips, former Artistic Director of the Stratford Festival directs this opera.
23/05/97	Concert de Bryan Adams Palacio de los Deportes Madrid, Espagne	La superstar canadienne du pop arrête à Madrid dans le cadre d'une tournée européenne. Adams donnera également un concert au Scandinavium de Gothenburg en Suède le 07/06/97 et au Hartwall Arena à Helsinki, Finlande le 09/06/97 dans le cadre de sa tournée "18 til I die".
23/05/97 26/05/97	Marie Goyet performs with the London Musicians' Collective Conway Hall London, UK	She will be performing as a duo with a German singer. This is Marie Goyet's second appearance with the London Musicians' Collective.
23/05/97	Theatrical release of "Intimate Relations" Cinemas nationwide UK	A Canada/UK co-production, Paragon and Handmade Films, starring Julie Walters.
23/05/97 24/05/97	"Les Belles-Soeurs" Théâtre de l'Ancre Charleroi, Belgique	La pièce de l'auteur et dramaturge canadien Michel Tremblay continue sa tournée européenne.
23/05/97 01/06/97	The Hay Festival of Literature Hay-on-Wye, UK	A major UK Literary Festival includes Canadian writers Anne Michaels and Alberto Manguel. Alberto Manguel gives this year's prestigious TLS Lecture - "St. Augustine's Computer". Anne Michaels will read from her internationally acclaimed first novel "Fugitive Pieces".

**CANADIAN PRESENCE AT THESSALONIKI, CULTURAL CAPITAL OF EUROPE 1997**

Canada has a high profile at *Thessaloniki, Cultural Capital of Europe 1997*, with the second largest foreign participation and fourteen different events during the year-long festival. Over a dozen Canadian and Greek corporate sponsors have collaborated with DFAIT and other federal government departments to make possible this unique celebration of Canadian culture in Greece. Master percussionists *NEXUS* and the Montreal-based dance company *La La La Human Steps* already have performed to rave reviews.

In June, a *Canadian Music Week* will be inaugurated by Montreal pianist Alain Lefevre, who will perform works by Canadian composer Alain Payette in a world premiere. Classical guitarist Liona Boyd and *Tafelmusik* will round out the week. In theatre, *Theatre Smith-Gilmour* of Toronto will perform "The Wings of Eden". *Dancemakers* and the *New World Symphony Orchestra* will close the summer season.

In September, the Montreal production of "Le Gala des Étoiles" which brings together the world's ballet greats and the *Royal Winnipeg Ballet*, will be highlights of the program. The works of Greek-Canadian painter Paul Soulikias will be part of a major exhibition on expatriot Greeks. In October, the Cultural Capital will present the *Winnipeg Art Gallery's* exhibition "Inuit Women: Life and Legend in Art". *Canada at Thessaloniki* will close with the *Canadian Brass* in late November.

Look for the Canada at *Thessaloniki* Internet site at: <http://www.dfait-maeci.gc.ca/greece/>.



EUROPE

DATE	EVENT / PLACE	DESCRIPTION
26/05/97	Exposition des oeuvres de Jed Irwin	Jed Irwin est professeur à la Faculté des Beaux-Arts de
09/06/97	Galerie Domino Prague, République tchèque	l'Université de Calgary.
27/05/97	"Instants de ville"	La 10e édition de la Biennale internationale de l'image de
15/06/97	Nancy, France	Nancy au hangar de la CGFTE, galerie de l'Hôtel de ville, galerie Thermale et galerie Robert Doisneau comptera une importante participation canadienne: Claude-Philippe Benoît, Alain Paiement et Michèle Waquant.
29/05/97	Continuum Ensemble Hinde Street Church London, UK	Contemporary music with Douglas Finch, pianist, and Philip Headlam conducting. This London-based ensemble, headed by two Canadians, semi-regularly programs works by contemporary Canadian composers.
30/05/97	Concert by The University of Alberta Chamber Choir University of Vienna, Großer Festsaal Vienna, Austria	The University of Alberta Chamber Choir was invited to give a concert by the University of Vienna.
31/05/97	Guitar concert by Rémi Boucher Palmenhaus Gmnd Gmndt, Austria	The Canadian guitarist Rémi Boucher, now living in Austria, gives a concert evening titled "The Spanish guitar - on the traces of J. Rodrigo" on 31 May 1997.
00/06/97	"Printemps de Cahors" Cahors, France	Manifestation internationale de photographie avec la participation des canadiens Ken Lum et Mark Lewis.
01/06/97	Alain Lefevre	Le pianiste montréalais se produira dans une première
02/06/97	Capitale culturelle de l'Europe 97 Thessalonique, Grèce	mondiale des oeuvres du compositeur canadien Alain Payette.
02/06/97	Margaret Atwood University of Rome Rome, Italy	The Canadian author will be presenting the Italian translation of her novel "Alias Grace" as well as an anthology called "Altre Terre".
02/06/97	"A Woman's Comedy"	Canadian author Beth Herst's UK premiere.
14/06/97	Turtle Key Arts Centre London, UK	
06/06/97	Concert de Kai Gleusteen Ars Antonina Nice, France	Prestation de ce violoniste de Calgary.

**A QUEBEC WOMAN IN BELGRADE**

As part of *Francophonie Month* in Belgrade, which lasted in fact from March 20 to the end of April, the *French Cultural Centre in Belgrade* invited the Quebec singer Renée Claude to take part in a tour in Yugoslavia in April. In addition to the three concerts of Renée Claude, the *French Cultural Centre* organized lectures, meetings with writers and other events originating in Francophone countries (Canada, Switzerland, Belgium and some African countries).

CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
07/06/97	Praying for the Rain Union Chapel Studio London, UK	This successful Canadian pop band is developing a UK following.
08/06/97	Liona Boyd	Famous Canadian guitarist performs in eagerly awaited concert.
09/06/97	Capitale culturelle de l'Europe 97 Thessalonique, Grèce	
10/06/97	Tafelmusik	Cet ensemble canadien de renommée se produira également au Festival d'Athènes le 15/06/97.
11/06/97	Capitale culturelle de l'Europe 97 Thessalonique, Grèce	
12/06/97	Lancement de "Humanité, nouvelle tentative" Librairie du Québec Paris, France	À l'occasion de la parution de son ouvrage aux Éditions de l'Hexagone, Émile Martel effectuera des séances de lecture-signature.
12/06/97	Exposition de Lorraine Samuel et Graham Todd Circulo de Arte Tolède, Espagne	Ces deux artistes de Toronto exposeront leurs sculptures pour la première fois en Espagne.
28/06/97		
13/06/97	21e Congrès de l'Association Française d'Etudes Canadiennes (AFEC) Nantes, France	Le thème cette année est le suivant: "L'influence des Etats-Unis sur le Canada".
14/06/97		
13/06/97	Tournée du Royal St. George's College Choir Cordoue, Espagne	Ce chœur de Toronto, formé de trente enfants, se produira également à Séville, Grenade, San Lorenzo del Escorial et Madrid au cours de cette période.
23/06/97		
14/06/97	Céline Dion Earls' Court London, UK	The Canadian top recording artist in the UK continues to build audience and record sales. She will also perform on 18/06/97 at the Amsterdam Arena Stadium in Amsterdam, The Netherlands.
15/06/97		
14/06/97	Journée d'étude organisé par le Centre d'études canadiennes de Paris III Bordeaux, France	L'Institut du Monde anglophone de Paris organise cet événement sous le thème: "Traduire la culture des Caraïbes".

AN EXCEPTIONAL SUMMER FOR THE ARTS

It is a stroke of good fortune that three major international arts events that usually take place on different dates will be occurring simultaneously this year. These are: the *Venice Biennial* which runs from June 15 to November 4; *documenta X*, in the city of Cassel in Germany, which occurs every four years, and this year will be presented from June 21 to September 28; and *Sculpture. Project in Münster 1997*, a German event that occurs every ten years.

In addition, the important *Basel International Art Fair*, a yearly event, will take place from June 11 to 18. Canada will be well represented at each of the events. Rodney Graham of Vancouver will represent Canada at the *Venice Biennial* with his new film "Vexation Island"; *documenta X* will present Jeff Wall, Stan Douglas and Philip Pocock; and Kim Adams of Ontario and Janet Cardiff of Alberta will take part in *Sculpture. Project in Münster 1997*.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
16/06/97 18/06/97	Vancouver Chamber Choir en tournée Rouen, Cognac et Toulon, France	L'ensemble de Vancouver participera également au Festival de musique sacrée et au Festival des arts de la chorale et se produira à Nymburk, Podebrady, Prague, Jihlava et Jidrichuv Hradec en République tchèque du 24/06/97 au 29/06/97.
18/06/97 21/06/97	Michael Ondaatje's "The Collected Works of Billy The Kid" The Bridewell Theatre London, UK	This is the world premiere of a musical showcase based on the book by Canadian Booker Prize and multiple Oscar winner Michael Ondaatje.
19/06/97 17/08/97	"Osmose" by Char Davies Barbican Arts Centre London, UK	This virtual reality piece is part of the "Serious Games" exhibition and was first shown in Newcastle.
21/06/97 23/06/97	Marché de la Poésie Centre culturel canadien Paris, France	Avec la participation de plusieurs éditeurs canadiens (Les Forges, Le Noroît, Le Loup de Gouttière, Triptyque, l'Hexagone) et de nombreux poètes. Participation à de nombreux cafés littéraires et lectures publiques. Organisation d'un Récital International de Poésie au Centre culturel canadien, le 17 juin à 18 heures, organisé en collaboration avec les Écrits des Forges.
22/06/97	Copenhagen Summer Concerts Parken Copenhagen, Denmark	International superstar from Canada Céline Dion live in concert.
25/06/97 06/07/97	Musica Viva and Friends St. James, St. Andrew's Hall, Crieff Hydro, Fyvie Castle, House of Dun London, Edinburgh, Grampian, Montrose, UK	Classical music ensemble from Canada make their UK debut.
25/06/97	Lancement du "Journal des Psychologues" Centre culturel canadien Paris, France	Publié chez l'éditeur canadien Gaëtan Morin Éditeur.
26/06/97 27/06/97	Colloque international ayant pour thème : "Psychanalyses/littérature/arts" Centre culturel canadien Paris, France	Les organisateurs de ce colloque sont l'Université du Québec à Rimouski et l'Université McMaster. Participation de spécialistes canadiens et européens.
27/06/97	"Doctor Ox's Experiment" English National Opera London, UK	Canadian Valdine Anderson plays the role of Suzel. Anderson is well-established with London opera audiences.

LET'S GIVE THEM FOUR HANDS OF APPLAUSE...

On February 21, 1997, as part of the *Sarajevo Winter Festival*, the Canadian duo of Vachon and Campion gave a remarkable concert of piano duets in a packed hall where extra chairs had to be added at the last minute. The state television network recorded the concert in full, adding an interview with the ambassador and the two pianists. This material will be broadcast as part of a series of cultural programs. Vachon and Campion also gave a masterclass for the students of the *Sarajevo Academy of Music*, and were able to converse with young local musicians.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
27/06/97 30/06/97	4th International Playwrights Conference Galway Ireland, UK	The Conference will include Canadian Caitlin Hicks performing "Singing in The Bones".
27/06/97	Marc-André Hamelin concert The Stag Theatre Seven Oaks, UK	This well-known Canadian pianist is recognized as one of the top in the world.
01/07/97 15/07/97	Cours international d'introduction aux études canadiennes Université de Rovira i Virgili Tarragone, Espagne	Ce cours est organisé avec la collaboration de l'Association espagnole d'études canadiennes.
02/07/97 05/07/97	International Seminar: "Les femmes et les textes: langages, technologies, communautés" Leeds, Grande-Bretagne	The Seminar will be preceeded by a Press Reception at the Canadian High Commission in London. Women writers from across Canada gather in London for an evening of reading and celebration en route to the conference organized by Dr. Lynette Hunter at the University of Leeds. Distinguished guests include Hiromi Gotto, Daphne Marlatt, Nicole Brossard, Aritha van Herk, Marie-Claire Blais, Joan Clark, Claire Harris, Erin Moure, Gail Scott, Isabel Huggan, Caitlin Hicks and Audrey Thomas.
04/07/97 27/07/97	La Bottine Souriante Beaufort Theatre, Trowbridge Festival & Cambridge Folk Festival Ebbw Vale, Trowbridge, Cambridge, UK	La Bottine Souriante are becoming very popular in the UK. They are touring the UK and Europe. They will also perform on 21/07/97 at the Kaustinen Folk Festival in Kaustinen, Finland.
06/07/97 09/07/97	Récitals de piano Ceske Budejovice, République tchèque	Eva Solar-Kinderman et Pierre Jasmin donneront des prestations au Festival de musique de Ceske Budejovice.
08/07/97	The University of Saskatchewan Wind Orchestra in Concert Schladming, Austria	The University of Saskatchewan Wind Orchestra gives a concert on the occasion of the World Association of Symphonic Bands and Ensemble Conference, bringing together top orchestras from around the world.
09/07/97 10/07/97	New World Symphony Orchestra Capitale culturelle de l'Europe 97 Thessalonique, Grèce	Le chef d'orchestre Stefanos Karabekos verra à la direction de cet ensemble canadien.

**CANADA'S FIRST PARTICIPATION IN MILIA**

Canada's first participation in the *International Publishing and New Media Market (MILIA)*, which took place in Cannes, France from February 9 to 12, was a great success. The 16 companies and institutions exhibiting in Canada's booth at MILIA initiated negotiations for some one hundred contracts whose economic benefits might exceed eight million dollars.

MILIA is the most important event of its kind in Europe, and one of the most prestigious in the world. In 1997, MILIA brought together a total of 1,213 exhibitors in 437 booths and 2,831 participating companies from 52 countries. The total number of participants exceeded 8,000 professionals, if one includes the 800 journalists from 32 countries who came to cover the event. With 58 exhibiting companies, the Canadian contingent was the fifth delegation in importance after France, the United Kingdom, Germany and the United States, in that order. This excellent performance is proof of the innovative capability of Canadian firms in this sector, which is very promising for Canada. Heartened by their success this year, most exhibitors have expressed their intention of participating in the Canadian booth at the next edition of MILIA.

CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
10/07/97 19/07/97	"Nathan le Sage" par le Théâtre Ubu Avignon, France	La compagnie de théâtre de Montréal marque l'ouverture officielle du Festival d'Avignon. Présentation de "Nathan le Sage" de l'Allemand Lessing (18e siècle) dans la célèbre Cour d'honneur du Palais des Papes, mise en scène de Denis Marleau. Pour la première fois de l'histoire de ce Festival, qui a 50 ans, et pour la 1ère fois de notre histoire théâtrale, une compagnie canadienne ouvre cet événement international avec une coproduction franco-canadienne mettant à l'affiche, entre autres, l'acteur de cinéma français Sami Frey et 3 comédiens canadiens: Gabriel Gascon, Micheline Bernard et Serge Dupire. La musique est du compositeur canadien Denis Gougeon et la scénographie du sculpteur canadien Michel Goulet. La pièce effectuera ensuite une tournée à Paris et en province, de même qu'en Suisse, d'août à décembre 1997.
12/07/97	Concert de Neil Young Valls d'Aneu, Lérida, Espagne	Cette légende canadienne du rock se produit dans le cadre du festival rock Doctor Music.
13/07/97	Diana Krall opening for Ray Charles Royal Festival Hall London, UK	Canada's top jazz singer performs. Diana Krall got excellent reviews for her UK debut last December. Her return is eagerly awaited.
14/07/97	François Bourassa Birmingham International Jazz Festival Birmingham, UK	Canadian Jazz ensemble making UK debut.
17/07/97 23/08/97	Mad Pudding UK Tour Isle of Bute Festival, Brampton Live Festival, King's Lynn Festival, Kirkgate Centre, Broadstairs Folk Week, Marlborough Festival, Edinburgh Fringe Festival, Mary Mass Festival, UK	Celtic-influenced Vancouver-based band makes its UK debut.
24/07/97	Angela Hewitt recital King's Lynn Arts Centre Festival Norfolk, UK	Canadian Angela Hewitt is now well established in the UK as an accomplished pianist. On 30/08/97 at the Kenwood Concert Bowl in London, Hewitt will perform and Bramwell Tovey will conduct with English Sinfonia who will also be performing a piece by Glenn Buhr.
25/07/97	Patricia Shih, violinist, accompanied by the Halle Orchestra Welsh Proms Cardiff, UK	The Halle Orchestra is one of the UK top orchestras.
28/07/97 30/08/97	"Military Munnings" Phillips Auctioneers' London Gallery London, UK	Canadian war art from the Canadian War Museum. This exhibition will tour to the Victoria Gallery in Bath and the Munnings Museum in Essex.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
30/07/97 28/08/97	Mozart opera "The Magic Flute" Salzburg Festival '97 Salzburg, Austria	The Canadian tenor Michael Schade sings the part of Tamino, and the Canadian mezzo-sopranist Norine Burgess sings the part of the Second Lady on 30 July, and 2,6,8,10,13,16,18,20,24,26 and 28 August 1997.
09/08/97 17/08/97	Daniel Danis's "Celle-là" Traverse Theatre Edinburgh, UK	Stéphane Théoret will take part in this Theatre Cryptic production. Daniel Danis follows his recent success in Wales with an important engagement in Scotland.
09/08/97 25/08/97	Edinburgh Book Festival Edinburgh, UK	This major festival, coinciding with the Edinburgh Fringe, has this year been made an annual event and will include Canadian authors and performers: Margaret Atwood, Rohinton Mistry, Guy Vanderhaeghe and Clare Coulter.
10/08/97 30/08/97	Kerry Shale in "The Price of West End Avenue" Edinburgh Fringe Festival Edinburgh, UK	London-based Canadian actor, who was recently nominated for an Olivier award.
10/08/97 30/08/97	Nisha Kumur choreographs a dance piece Gate Theatre - Edinburgh International Festival Edinburgh, UK	Nisha Kumur is a choreographer from Montreal and her piece will be included in "Timeless" for Suspect Culture, Glasgow-based performing arts company.
15/08/97 05/09/97	Eileen McGann Whitby Folk Festival, Towersey Folk Festival, Fylde Folk Festival, Nantwich Folk Festival UK	Canadian folk singer visits UK for the first time.
16/08/97 31/08/97	Clare Coulter stars in "The Designated Mourner" Traverse Theatre - Edinburgh Fringe Festival Edinburgh, UK	This is co-produced by Clare Coulter and Tarragon Theatre. Canadian Clare Coulter won one of the top acting awards at last year's Edinburgh Fringe Festival and her return is eagerly awaited.
23/08/97	Ben Heppner with Rotterdam Philharmonic Orchestra Usher Hall - Edinburgh International Festival Edinburgh, UK	This world famous Canadian tenor has a major following in the UK.
26/08/97 14/09/97	Optica, Vice and Virtue Portalen Culture Centre Greve (Copenhagen), Denmark	Exhibition of works by Canadian visual artist Sorel Cohen.
28/08/97	Adrienne Pieczonka with The Royal Scottish National Orchestra Usher Hall - Edinburgh International Festival Edinburgh, UK	One of Canada's top opera singers and soprano is following on from her huge success at the Glyndebourne Festival last year.
00/09/97 00/10/97	"Bees Project" by Aganeth Dyke Yorkshire Sculpture Park Bradford, UK	A unique project which features the artist working with live bees.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
00/09/97	Publication de l'anthologie "Black Water: the Book of Fantastic Literature" de Alberto Manguel Madrid, Espagne	La version espagnole est publiée par la maison d'édition Anaya & Mario Muchnik sous le titre "Aguas negras: Antología del relato fantástico".
06/09/97	Pianist Louis Lortie at the BBC Proms Concert Royal Albert Hall London, UK	World famous Canadian pianist at the BBC Promenade Concerts, which is one of the most important classical music festivals in the world.
18/09/97 19/09/97	Royal Winnipeg Ballet Lucent Danstheater Lucent, The Netherlands	The renowned Canadian ballet company will perform a mixed program at the home of the Nederlands Danstheater.

ASIA PACIFIC

08/05/97 13/06/97	Sylvie Bélanger Exhibition The Embassy Gallery Tokyo, Japan	The Toronto-based artist will be presenting her video installation entitled "From Seduction to Resistance", en français "De la séduction à la résistance". It will be her first presence in the Asia-Pacific region and this installation will evolve and be presented in Belgium and in Canada at the Art Gallery of Windsor after Tokyo.
13/05/97 12/06/97	"Beyond the Golden Mountain" Exhibition and Seminars The Hsinchu Cultural Centre/The Taichung Cultural Centre Hsinchu/Taichung, Taiwan	A photo exhibition of early Chinese immigrants in Canada sponsored by The Royal Bank of Canada, in cooperation with the Canadian Museum of Civilization and Taiwan.
14/05/97 18/05/97	Seoul International Knapsack Travel Exposition '97 Korea Exhibition Centre (KOEX) Seoul, Korea	This exhibition is organized to promote Canada's knapsack travel.

THE CULTURAL DIMENSION OF CYAP

In connection with *Canadian Year of Asia Pacific (CYAP)*, many cultural events will succeed one another throughout 1997, all across Canada. In particular, it will be possible to attend Vietnamese music concerts in Edmonton, to admire Chinese, Indian and Malaysian dancers in Toronto, to stock up on dreams at the Korean film festival of Montreal, and to celebrate the customs of Japan in Halifax. A whirlwind of colours and artistic magic will sweep across Canada, host country for the *Asia Pacific Conference*.

SEOUL BASKS IN THE VISIT OF CANADIAN STARS

In the spring, two Canadian stars of international renown went to Seoul, Korea, and during their stay met with the anticipated success. When Céline Dion paid a visit on February 21, she received many trophies for her phenomenal sales in Korea (several hundred thousand records) and in the markets of the region. The *Montreal Symphony Orchestra*, directed by Charles Dutoit, gave two sold-out concerts on March 12 and 13, leading many to note that Seoul was rarely visited by an orchestra of such quality. The concert coincided with the visit of Mayor Duerr of Calgary and of Ambassador Gibson, who had come to promote Calgary as a candidate for Expo 2005.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**ASIA PACIFIC**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
23/05/97	Association of National Tourism Organization Korea Exhibition Centre (KOEX) Seoul, Korea	To provide Canada tour information organized by ANTOR
23/05/97 31/05/97	Sun Movie Channel Canadian Film Week On cable television Taipei, Taiwan	A week of Canadian films on cable television sponsored by Sun Movie Channel.
24/05/97 16/06/97	Susan Hoepfner Flute Recitals Kawamura Kinenkan, Hall of Halls, Inokuma Genichiro Gendai Bijutsukan, Takefu International Music Festival, Fukushima-shi Ongakudo Dai-Hall, Palette Shimin Gekijo Chiba, Yamanashi, Kagawa, Fukui, Fukushima, Okinawa, Japan	This up and coming Canadian musician tours Japan.
31/05/97 06/06/97	Tour of Jan Wong multiple venues Melbourne, Sydney, Brisbane, Australia	Three-city tour by Canadian author and journalist Jan Wong to launch Australian release of "Red China Blues". Jan Wong will also tour New Zealand to promote her book from 11/06/97 to 13/06/97 with visits to Auckland, Wellington and Christchurch.
06/06/97	The 5th International Biennale in Nagoya-ARTEC '97 Nagoya City Science Museum Nagoya, Japan	Canadian participant Stan Douglas was part of the biggest contemporary art exhibition held in 3 Japanese museums in 1995, featuring Jeff Wall, Geneviève Cadieux, and other young Canadian artists. He will have one installation and take part in the international seminar.

**NAVIGATING TO THE FUTURE**

From January to March of this year, 12 young Canadian men and women took part in the ninth edition of *Ship for World Youth - Bateau pour les jeunes du monde*, an initiative of the Japanese Government in which Canada has participated for several years. In the company of other young people aged 20 to 30 from Japan, Australia, Chile, Costa Rica, Ecuador, the Fiji Islands, Mexico, New Zealand, Peru, Tonga, the United States and Venezuela, the Canadian candidates helped to weave together an international mini-society on board the "Nippon Maru". The participants sailed from Japan to New Zealand, Chile, Costa Rica, Mexico and Hawaii, the final destination for all candidates except the Japanese. At the request of the *Department of Foreign Affairs and International Trade*, the *Canadian Federation of Students* promoted the program throughout Canada, processed applications and preselected the Canadian candidates. The Japanese Embassy in Canada made the final selection, and coordination of the Canadian part of the program was entrusted to the *Youth and Personalities Section (ACEE)* of the *Department of Foreign Affairs*.

**HOMAGE TO MUSIC**

*Canadian Music Week (CMW)* took place in Toronto from March 4 to 9, 1997. This annual event brings together professionals of the Canadian pop music industry for an important program of lectures, a music festival and two trade fairs, one for professionals and the other for the general public. More than 300 upcoming artists working in the fields of rock, soul, dance music, hip-hop, reggae and Latin rhythms performed in 30 bars and discotheques in Toronto. A series of seminars entitled "Spotlight on Asia" was organized to highlight *Canada Year of Asia Pacific*. These seminars presented an overview of the potential of Asian markets, and explained how to do business in that part of the world.

For its part, the Mexico Division of DFAIT supported a mission of Mexican producers and programmers, to help open up the Mexican market to Canadian artists. The Mexicans attended 30 different showcase events, and met each of the managers. CMW is really the ideal time to offer foreign pop music producers a comprehensive look at what is being done in Canada. We invite the various geographic branches of the Department and Canadian missions abroad to explore this possibility at the 1998 edition of CMW.



**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**ASIA PACIFIC**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
20/06/97 31/08/97	Robert Bourdeau Exhibition The Embassy Gallery Tokyo, Japan	This great Ottawa photographer will have his first show in Japan.
21/06/97 27/09/97	Vancouver Perspective Exhibition Taipei Fine Arts Museum Taipei, Taiwan	An art exhibit from various Vancouver women artists; a seminar on women's issues will be conducted during the exhibit, which is organized by the Charles H. Scott Gallery.
26/06/97 02/07/97	Opéra Atelier Tokyo, Japan	Performances of Mozart's "The Magic Flute" by this outstanding Canadian Baroque Ensemble.
10/07/97 28/07/97	Benjamin Lee Solo Show The Embassy 4F South Tokyo, Japan	This Chinese Canadian photographer specialized in portraits will present series of photographs of living Japanese artists like Issey Myake, Hiroshi Teshigahara, Kenzo Tange, etc.

**AFRICA / MIDDLE-EAST**

24/07/97 10/8/97	Melbourne International Film Festival multiple venues Melbourne, Australia	46th annual international film festival to feature screening of "Lilies" by Canadian John Greyson.
30/07/97 23/08/97	"The Frenchman Lake" Artspace Sydney, Melbourne, Adelaide, Australia	Visit of Canadian visual artists Louis-Phillipe Demers and Bill Vorn for exhibition of their robotics-based installation "The Frenchman Lake" at Sydney's Artspace. Artists will also visit Melbourne and Adelaide to give talks at the Australian Centre for Contemporary Art and Experimental Media Arts in Melbourne as well as the Experimental Art Foundation in Adelaide.
00/08/97	"Kissed" Australian capital cities	National commercial release of acclaimed Vancouver filmmaker Lynne Stopkewich's debut feature "Kissed".
15/05/97	Edouard Lock and the Batsheva Dance Company Suzanne Dellal Centre Tel Aviv, Israel	La La La Human Steps choreographer Edouard Lock will come to Israel in order to create a duet for Batsheva dancers, to be presented at the Suzanne Dellal Centre in a programme including works by Jiri Kylian and Ohad Naharin.
15/05/97	Larry Rhodes and the Batsheva Dance Company Suzanne Dellal Centre Tel Aviv, Israel	Larry Rhodes, artistic director of Les Grandes Ballets Canadiens, will come to Israel for a three-week period in order to give the Batsheva dancers training and workshops.

**CANADA DAY: A SINGING CELEBRATION AT CARNEGIE HALL**

*Neworld Discovery Programs* invited several Canadian choirs to participate in the *Second Bi-Annual Canadian Choral Music Celebration* on July 1st, 1997 at Carnegie Hall in New York City. Canadian conductor Robert Cooper led the following choir ensembles: The *Winnipeg Philharmonic Choir*, the *Assiniboine South Youth Choir*, the *Moose Jaw Festival Singers*, *Women of Note*, the *St. Michaels University School Choir* and the *Coquitlam Chorale*, all from Western Canada, as well as the *Summerside Community Choir* from Prince Edward Island.

**AFRICA / MIDDLE-EAST**

DATE	EVENT / PLACE	DESCRIPTION
07/06/97	Tafelmusik Israel Festival Henry Crown Theatre, Jerusalem	This Canadian baroque orchestra will offer a program of Vivaldi, Handel, and other composers.
12/06/97 14/06/97	Carbonne Quatorze — The Dead Souls Israel Festival Sherover Theatre, Jerusalem	Quebec's Carbonne Quatorze comes to Israel for a return performance.
01/07/97 30/09/97	"The Ingenious Machine of Nature: Four Centuries of Art and Anatomy" Israel Museum Jerusalem	This major Canadian curated exhibition by National Gallery of Canada will be displayed at Jerusalem's famous Israel Museum. The exhibit will open on Canada Day.
15/07/97 30/07/97	Linda Gaudreau and the Batsheva Ensemble Suzanne Dellal Centre Tel Aviv, Israel	Canadian choreographer Linda Gaudreau will create an original work for the Batsheva Ensemble. This work is part of a larger ensemble project which includes other international premieres and festival tours.

**AMERICAS**

10/06/97	Fleadh '97 Downing Stadium New York, NY, USA	Atlantic Canada fiddle sensation Ashley McIsaac performs as part of a major New York celtic festival. Ashley McIsaac is also the featured artist at Central Park's popular Summer Stage on 09/27/97.
19/03/97 22/05/97	The Design Drawings of Rolph Scarlett Canadian Embassy Art Gallery Washington, D.C., USA	International touring exhibition featuring Canadian-American artist Rolph Scarlett's modernist design drawings, stage designs, jewellery and non-objective paintings.
06/05/97 17/05/97	Pierre Perrault's participating film Documentary Film Festival Santiago, Chile	Showing of films from various countries. Canadian filmmaker Pierre Perrault will participate with "Tête à la Baleine".

**CANADIANS ARE ANIMATED ON US TELEVISION**

In March, *The Cartoon Network*, a division of *Turner Broadcasting System Inc.* based in the United States launched a weekly half-hour series called "O Canada", devoted to animated films produced by the *National Film Board of Canada*. Some of the programs aired in the first two months of this initiative include: *Bob's Birthday* (1994 Oscar Winner), *Balablok*, *Pig Bud*, *La Salla* (nominated for 1997 Academy Award), *Arkelope*, *The Lump*, the ever famous *The Cat Came Back*, *Concerto Grosso Modo*, *Neighbours* (1953 Oscar Winner), *Getting Started*, *Log Driver's Waltz*, *Cactus Swing*, *The Apprentice*, *Oh Sure*, *Juke Bar*, *Every Child*, "E", and *The Sweater*.

**CANADA PARTICIPATES IN THE INTERNATIONAL DAY OF THE FRANCOPHONE IN CHICAGO**

The Canadian Consulate General was invited to participate in the celebration of the *International Day of the Francophone* on March 20, 1997 in Chicago, Illinois. The Consulates of France, Haïti and Switzerland were also represented. This celebration was organized and held at the headquarters of the *Alliance Française* in Chicago. The French speaking peoples of Canada were represented through a special display of books, music, posters, travel literature and other materials. Attending this event were members of Chicago's consulate corps, as well as representatives from business, cultural and academic constituencies. The event provided an opportunity for the Canadian Consulate General to showcase the contributions and resources of the French speaking population of Canada to a diverse group from both the greater Chicago area and from the international community.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
17/05/97	Robert Davidson Southern Methodist University Dallas, USA	This Canadian Haida artist is to be honoured with an honorary doctorate degree. Two of his exhibitions will also be on display: prints at Meadow's Museum of Art at Southern Methodist University and masks at the Museum of the Americas, Dallas Museum of Art.
17/05/97 18/05/97	Robert Lepage's "Seven Streams of the River Ota" Performing Arts Chicago Chicago, USA	Directed by Robert Lepage and performed by the Ex Machina theatre ensemble from Canada, this is a drama in two parts, each filling one evening. This exquisite troupe of stage imagists brings together many of the central tragedies of the 20th century - AIDS, Hiroshima, the Holocaust - to find survival amidst the suffering and healing in reviewing the messages of history.
19/05/97 23/10/97	Computer Animation Workshop Universidad Simón Bolívar Caracas, Venezuela	National Film Board expert will teach specialized production techniques.
21/05/97 25/05/97	Canadian Health System Workshop Canadian Studies Centre, Barquisimeto Caracas, Venezuela	Directed by Professor Bruce Reeder from the University of Saskatchewan and organized and sponsored by the Asociación Venezolana de Estudios Canadienses in the context of the "VI Jornadas de Estudios Canadienses" (AVEC).
22/05/97 08/06/97	Festival des Amériques New York, NY, USA	This celebrated international theatre festival showcases Canadian artists on the world stage.
29/05/97 01/06/97	Nexus Performances Symphony Hall, Woodruff Arts Center Atlanta, GA, USA	The colourful Canadian percussion ensemble performs in two concert series with the Atlanta Symphony Orchestra.
29/05/97 28/06/97	Canadians Featured in "Cosi Fan Tutte" Opera Theatre of Saint Louis Saint Louis, USA	Opera Theatre of Saint Louis will present Mozart's "Cosi Fan Tutte" as part of its annual opera festival. This new production is directed by David William, former artistic director of the Stratford Festival, conducted by Richard Bradshaw, artistic director of the Canadian Opera Company and designed by Canadian Teresa Przybylski.

THE CANADIAN POINT OF VIEW DURING BLACK HISTORY MONTH CELEBRATIONS

In February, the Canadian Embassy in Washington D.C. continued its tradition of celebrating *Black History Month* by hosting two cultural events that highlighted Canada's rich African heritage. On February 18, Canadian poet and playwright George Elliot Clarke provided an historic overview of African-Canadian literature as a distinct literary force. The Clarke lecture attracted much media attention and the results are expected to be seen in the next few months. A major contributor to African-Canadian literature himself, Clarke holds the *Archibald Lampman Award for Poetry*. His play, "Whylah Falls", was staged in Halifax in January. On February 24, accomplished Canadian jazz pianist Joe Sealy and accompanying musicians performed selections from his new compact disc, "Africville Suites". Winner of a Juno Award in the category of *Best Contemporary Jazz Album*, "Africville Suites" evokes a picture of a close knit community in Halifax, Nova Scotia. A producer of *Black Entertainment Television's* program *BET on Jazz*, attended the concert and as a result, Sealy has been approached to do a one-hour special to be broadcast during *Black History Month* in 1998.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**AMERICAS**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
29/05/97 24/06/97	Cirque du Soleil Jack London Square Oakland, California, USA	USA tour of "Quidam" opens in San Francisco Bay Area, and continues to San Jose, CA for a month-long run of show in July at the San Jose Water Company.
30/05/97 31/05/97	Louis Lortie, pianist Circle Theatre Indianapolis, Indiana, USA	This Canadian artist is guest soloist with the Indianapolis Symphony on 06/06/97, 07/06/97, 13/06/97 and 14/06/97 as well.
31/05/97	Liona Boyd, Guitarist Spivey Hall, Clayton State College Atlanta, GA, USA	This successful Canadian artist concludes Spivey Hall's 1996-1997 Guitar Series.
02/06/97 06/06/97	International Workshop on Computers & Photography Centro de Fotografía, CONAC Caracas, Venezuela	Canadian Dannielle B. Hayes will teach specialized techniques and exhibit her photographs.
07/06/97	Performance by Garnet Rogers Happy Days Visitors Center Peninsula, Ohio, USA	Canadian folk music artist performs.
10/06/97 14/06/97	Busker's Fare World Trade Center Plaza New York, NY, USA	Four Canadian acts are invited to participate in the largest festival of street entertainment in the United States. Artists include David Aiken, Flying Bob Palmer, Pucana and Special Blend.
13/06/97 22/06/97	San Francisco International Lesbian & Gay Film Festival San Francisco, CA, USA	Canadian filmmakers garner as much as 25% of the screenings during this international film festival in San Francisco.
19/06/97 21/06/97	Cincinnati Opera Aronoff Center Cincinnati, Ohio, USA	Canadian François Racine directs "Lucia di Lammermoor". From 10/07/97 to 12/07/97, Canadian tenor Gordon Gietz featured as Count Almaviva in "The Barber of Seville".
21/06/97	"Romeo and Juliet" Outdoor site in Gaithersburg, Maryland Gaithersburg, USA	Shakespeare's celebrated tragedy, "Romeo and Juliet", tells the story of two young people trapped between their own love and their families' century-old hate for each other.

**VENEZUELAN S LEARN MORE ABOUT CANADIAN  
POST-GRADUATE EDUCATIONAL OPPORTUNITIES**

More than 4,000 visitors attended the two-day *Education Fair* held March 21 and 22 in Caracas and hosted by *Fundacion Gran Mariscal de Ayacucho (Fundayacucho)*. With nearly half of the 40 stands occupied by Canadian universities from across the country, a focus of the fair was definitely on the high quality of Canadian post-secondary education. An Embassy representative and a representative from the Embassy's education partner, the *Asociacion Venezolano-Americana de Amistad (AVAA)* handled enquiries on general admissions requirements, visas, as well as providing general orientation about Canadian schools. As a result of the fair, Canadian representatives established direct links with key Venezuelan contacts in the education sector. The Venezuelans were impressed by the representation of universities from coast to coast, as well as the presence of every French-language university in Quebec. This truly "Team Canada" contingent sent a powerful message to Venezuelan students and key education players that Canadian universities are open for business in post-graduate studies.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
25/06/97 4/09/97	"Pacific Currents" Exhibition Santa Barbara Museum of Natural History Santa Barbara, California, USA	Canadian photographer Jason Puddifoot from British Columbia is one of five photographers from Canada, the US and Mexico featured in this exhibition of underwater photographs of the fauna of the west coast, from British Columbia to Baja California. The exhibition has travelled in Mexico and was exhibited at the prestigious Scripps Aquarium-Museum in San Diego before its upcoming Santa Barbara exhibition
28/06/97	Cinema Canada Detroit Institute of Arts Film Theatre Detroit, Michigan, USA	Screening of "Long Day's Journey into Night" with Genie-winning cast from Stratford Festival.
01/07/97	Arts & Culture Management International Conference Golden Gate University San Francisco, CA, USA	Convened by H.E.C. in Montréal, this annual conference on arts & culture management is being held for the first time in the USA.
01/07/97	Canada Day Choir Festival Carnegie Hall New York, NY, USA	Choirs from coast-to-coast participate in a special Canada Day choral celebration at Carnegie Hall.
09/07/97 10/07/97	"Dancing Under the Stars" Les Méchants New York, NY, USA	Lincoln Center's "Dancing Under the Stars" premieres Moncton-based Les Méchants in their Midsummer Night Swing series at Lincoln Center Plaza Square.
11/07/97 05/10/97	"Jeff Wall" Museum of Contemporary Art Los Angeles, California, USA	This is the first major retrospective of internationally-renowned Canadian artist Jeff Wall to be seen in the United States. The exhibition will contain his new, never-before-viewed works as well as those which are familiar. The exhibition opened in Washington, D.C. , comes to Los Angeles, and then goes on to Japan.
13/07/97 27/07/97	Photo Exhibition on Canada Museo de Arte Moderno Guatemala City, Guatemala	Linda Duvall presents large-scale panoramic photographs of the land surrounding Saskatoon, Canada.
13/07/97 26/07/97	O Vertigo Danse California State University CA, USA	Cette compagnie de danse canadienne sera accueillie en résidence dans le cadre du CSU Summer Arts 1997. Ginette Laurin et les 10 danseurs enseigneront à des étudiants et des danseurs professionnels.

INTERNATIONAL TOUR FOR JEFF WALL

The international tour of the major retrospective of Canadian artist Jeff Wall premiered at the Hirshhorn Museum of the *Smithsonian Institution* in Washington D.C. on February 19, 1997. The Hirshhorn was very active on the media and promotional front. A feature article appeared in the January issue of *Harper's Bazaar*. The exhibition, organized by the Museum of Contemporary Art in Los Angeles, will travel to Los Angeles and Tokyo. Wall was recently awarded the very first *Kunstpries München - "Prize for Visual Art of the Cultural Foundation of the Munich City Bank"*.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
16/07/97 17/07/97	First Meeting of Latin American Canadianists Canadian Studies Centre, Caracas Caracas, Venezuela	Canadian Studies Centres representatives from Venezuela, Argentina, Brazil, Mexico, the Dominican Republic, Canada and Spain will attend this event.
16/07/97	Snoopy's annual Senior World Hockey Tournament Santa Rosa, CA, USA	Canadian cartoonist Charles Schulz annually hosts this hockey tournament in California for the young and the young-at-heart.
17/07/97	Concert de violon et de piano Nouvelle salle de concert de Santo Domingo Antigua, Guatemala	Le Canadien Corey Cerovcek jouera un concerto de violon, suivi d'un concerto de piano après l'entracte.
19/07/97 10/08/97	Carmel Bach Festival Sunset Center for the Arts Carmel, CA, USA	Canadian mezzo-soprano Catherine Robbin is one of the featured artists during this month-long music celebration of the "Splendors of the Baroque" under the direction of Bruno Weil in Carmel, California.
26/07/97	Blossom Festival Blossom Music Center Cleveland, Ohio, USA	Canadian actor Christopher Plummer reads "Variations on Romeo and Juliet" with the Cleveland Orchestra.
08/08/97	Ben Heppner in Concert with the Chicago Symphony Orchestra Ravinia Festival Chicago, USA	Ben Heppner, one of the world's leading tenors will appear, with the Chicago Symphony Orchestra conducted by Christoph Eschenbach. The program will include ballet music by Verdi, excerpts from "Der Rosenkavalier" by Strauss and the second act of "Samson and Delilah".
13/08/97	Bruce Cockburn in Concert Ravinia Festival Chicago, USA	Canadian singer-songwriter Bruce Cockburn will appear in concert with Suzanne Vega.
22/08/97	Les Violons du Roy Alice Tully Hall - Lincoln Center New York, NY, USA	Quebec City's Les Violons du Roy perform the "Pergoleso Stabat Mater", conducted by Bernard Labadie.

TREMENDOUS TENORS FROM CANADA

*Lyric Opera of Chicago* hosted two Canadian tenors during January-February of its 1996-1997 season. Ben Heppner sang the role of Calad in "Turandot", and Richard Margison sang Pollione in "Norma". Both tenors received exceptionally strong reviews for their performance in these operas, which closed the Chicago season. *The Wall Street Journal* reviewed both productions with the headline "Lyric Opera's Tenors Steal the Show". During the 1997-1998 season, Ben Heppner will return to sing the title role in "Peter Grimes" by Benjamin Britten. Bizet's "The Pearl Fishers" will feature Mario Bernardi as conductor and Gino Quilico making his *Lyric Opera of Chicago* debut as Zurga.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**AMERICAS**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
23/08/97 03/09/97	California State Fair Fair Grounds Sacramento, CA, USA	RCMP Musical Ride is a featured attraction at the California State Fair, held annually in the State Capital of California.
30/08/97	Canada Speaks for Children Lincoln Center New York, NY, USA	Canadian Children's Day showcases a variety of children's performers from musical artists to storytellers to puppeteers.
03/09/97 14/09/97	"Conheça o Canadá" Centro de Convenções Major cities of Brazil	Country awareness and tourism familiarization tour.

**CANADIAN UNIVERSITIES: WINDOW ON THE WORLD**

Today, Canadian Universities are "internationalizing" or integrating an international dimension into their teaching, research, and community outreach programs. To recognize these achievements, in 1996 the *Association of Universities and Colleges of Canada (AUCC)* and *Scotiabank* teamed up to create the *AUCC Award for Excellence in Internationalization*. This year, six awards were presented to the winners at a special ceremony in Ottawa last March. The Recipients for the Student participation Award were the école des Hautes études commerciales; the University-private sector partnership Award went to York University; the Award for Curriculum change was given to the University of Waterloo and École de Technologie supérieure (co-winners); the Award for International partnership was given to the University of British Columbia; and the Simon Fraser University received the Award for Resources for internationalization efforts. The media release and the description of the winning project can be found on the AUCC Website (<http://www.aucc.ca>).

**NORTHERN ENCOUNTERS OF THE WARMER KIND**

*Northern Encounters* is a festival that celebrates the unique qualities of the circumpolar countries. It brings together contemporary and traditional music, arts and culture of countries "at the top of the world". Toronto will host this major cultural event in June. Participants include Canada, Denmark (Greenland), Finland, Iceland, Norway, Sweden, Russia and the United States (Alaska). These 'circumpolar' nations are members of the newly established Arctic Council and *Northern Encounters* is the first opportunity for the members of the Council to jointly celebrate their 'northernness'.

The festival will have music as its core element, but there will also be events in the visual arts, film, crafts, literature and Nordic cuisine. This month-long event will feature more than 1,700 artists in 40 locations throughout Metropolitan Toronto. Organizers anticipate visitors from all parts of the world. It will be accessible to Canadians through the *Canadian Broadcasting Corporation*, and to a world audience of tens of millions of listeners and viewers through the *European Broadcasting Union*. Festival highlights include:

- Mari Boine/Buffy Sainte-Marie concert at Molson Place, Harbourfront Centre;
- Children's Choral fest, featuring prominent children's choirs including the Toronto Children's Chorus, Danish Boys Choir, The Tapiola Choir from Finland, and the Skolakor Karsness Choir from Iceland;
- "Strangers in the Arctic: 'Ultima Thule' and Modernity", a major international exhibition at the Art Gallery of Ontario, features 12 contemporary art projects by renowned artists who challenge traditional assumptions about the high north;
- Solo and group exhibitions of contemporary art from each of the circumpolar nations in 15 private galleries in Toronto;
- Nordic Film Festival, presented by Cinémathèque Ontario, features a series of films from the Nordic nations;
- "Harbourfront Reading Series" welcomes 24 Nordic authors and participants who will present their works, published in English, at evening reading sessions;
- "Midnight Sun Flights" is a unique opportunity for the public to enjoy a "virtual" journey to the north.

For more information, please call the *Northern Encounters* information line at (416) 214-1451.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
03/09/97	"Canada nas Gerais"	Many Canadian artists will take part in the mega "Canada nas Gerais" event sponsored by numerous Brazilian and Canadian sponsors such as Alcan, Seagram, Moore, Canadian Airlines, Soletur: Margie Gillis at Teatro SESI Minas on 03/09/97, Ashley MacIsaac at Serraria Souza Pinto from 03/09/97 to 07/09/97, an Inuit Art Exhibit at Galeria do SESI Minas from 03/09/97 to 12/09/97, Oliver Jones Trio at Palacio das Artes on 04/09/97 and at Bourbon Street on 05/09/97, Les Grands Ballets Canadiens at the Palacio das Artes on 05/09/97 and at the Theatro Municipal de Sao Paulo on 09/09/97 and 10/09/97, St. Lawrence String Quartet at Teatro de Cultura Artistica on 08/09/97, at Teatro SESI Minas on 10/09/97 and at Teatro da Paz in Belem do Para on 14/09/97, a Canadian Fashion Show at Serraria Souza Pinto on 09/09/97, a Canadian Architecture/Sculpture Exhibit at Foyer Palacio das Artes from 05/09/97 to 12/09/97, Ed Bickert Quartet at Teatro SESI Minas on 11/09/97 and Praca JK on 14/09/97, Neil Young at Serraria Souza Pinto on 12/09/97 and at Praca do Papa on 14/09/97, a Canadian Film Festival at Sala Humberto Maura from 05/09/97 to 12/09/97.
14/09/97	Belo Horizonte, Sao Paolo, Brazil	
05/09/97	Arts Festival of Atlanta	The festival is currently in negotiation to feature following Canadian talent: "Poles," a co-production of PPS Danse and Michel Lemieux; S.W.A.R.M.; "Tale of Teeka," by Les Deux Mondes; and Tomas Kubinek.
21/09/97	Rialto Theatre, Fairlie-Poplar District Atlanta, GA, USA	
08/09/97	"Two Pianos, Four Hands"	The critically-acclaimed production "Two Pianos, Four Hands" starring Richard Greenblatt and Ted Dykstra opens on Manhattan's Upper West Side.
Open Ended	Promenade Theatre New York, NY, USA	

PROVIDING CANADIANS WITH INTERNATIONAL WORK EXPERIENCE

As part of the *Department of Foreign Affairs'* participation in the government's *Youth International Internship Program*, announced on February 12, 1997, three national cultural associations have been selected to implement projects with their membership to provide young Canadians with international work experiences: the *Canadian Museums Association*, the *Professional Art Dealers Association of Canada*, and the *Canadian Film and Television Production Association*. Types of activities which will be undertaken by interns include: international marketing for cultural industries; travel to foreign countries to do research and/or to assist in the development of international cultural projects.

For further information on the *Youth International Internship Program*, please consult the internet website of the *Department of Foreign Affairs and International Trade* at <http://www.dfait-maeci.gc.ca/english/culture/youth/menu.htm>, or in Canada call 1-800-559-2888 and in the National Capital Region (613) 994-2415.



AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
11/09/97 30/11/97	"Geoffrey James" Museum of Contemporary Art, San Diego San Diego, California, USA	Solo exhibition of photographic works by Geoffrey James which focus on the steel border fence, a dominant feature of life along the US/Mexico border and now a potent symbol of the struggle over illegal immigration into the United States.
12/07/97 28/08/97	Los Angeles Biennial Invitational City-wide Los Angeles, California, USA	Canadian galleries will work in partnership with commercial galleries throughout Los Angeles to bring in Canadian artists for this major commercial exposition of contemporary art. Canadian artists and galleries thus far involved include Plug In Contemporary Art in Winnipeg, which will curate three shows. These include works by Canadian artists Beck and Al Hansen, the World Tea Party, Janet Cardiff, George Bures Miller, Alison Norlen, Bill Smith, Roland Brenner and the Garnet Press Gallery.
10/04/97 10/06/97	Tango Musée national du Costa Rica San José, Costa Rica	Exposition de peintures inspirées de découvertes archéologiques costaricaines par l'artiste autochtone canadien Lance Bélanger.
28/03/97 27/09/97	Blinkity Blank: Norman McLaren; The Genius of Animation George Eastman House, International Museum of Photography and Film Rochester, NY, USA	This exhibition is the first major retrospective of the life and career of Canadian Norman McLaren, one of the most revolutionary personalities in the history of film animation. This exhibition of approximately sixty-five rare works embraces the fascinating range of McLaren's art, including photography, stereography, animation, film and music. The exhibition is presented by the Cinémathèque Québécoise in collaboration with the National Film Board of Canada.

NATIVE ART GOES TO MARKET

Canadian Inuit art maintains its well established international profile. An Inuit carver's appearance generated substantial public interest and sales of Inuit art at two galleries in the Northern United States. On March 7, Alex Alikashuak, a native of Neultin Lake, Northwest Territories, demonstrated his carving techniques at a reception at the Native Spirit Gallery in Cleveland, Ohio. Alikashuak was featured in a major newspaper article and three television segments. The following day, he was off to Traverse City, Michigan for similar activities at the Dennon Museum Center, which houses one of North America's finest permanent collections of Inuit Art.

A group of buyers from major museum stores, commercial galleries and wholesalers in Southern California travelled to Alberta and British Columbia from March 17 to 23 to meet with Aboriginal artists and craftspeople. The project was designed to give Aboriginal artists, particularly those who have not exported to the Western United States, direct access to buyers. The mission built on the success of a visit of Aboriginal artists, wholesalers and retailers from Canada who explored export opportunities at the *Indian Arts and Crafts Association* marketplace in Mesa, Arizona last November. It also reflects the interest generated by the February *Aboriginal Arts and Crafts Conference* held in Vancouver which attracted over 150 participants to hear marketing experts.

**BEAVER AWARD FOR CREATIVITY**

*T*he *Beaver Award* for the sixth issue of *Cultural Attaché* is awarded to Robert Peck, Counsellor at the Canadian Embassy in Athens. Robert has been the key player in assembling a program which places Canada as the second-largest foreign participant in the year-long Thessaloniki festival, the European Union Cultural Capital for 1997. Through many months of effort and inextinguishable optimism, he spearheaded a team that is bringing to Greece some of Canada's best known international artists and performers, ranging from *Liona Boyd* to the *Canadian Brass* and the *Royal Winnipeg Ballet*. His efforts generated the interest and confidence to attract over \$300,000 from Canadian and Greek corporate sponsors to reinforce DFAIT's contribution to the initiative. The *Cultural Beaver* commends Robert for his innovative spirit and inexhaustible energy and we all thank him for his dedication in devoting so many evenings and weekends to ensure a successful Canadian presence in Thessaloniki.

**CANADIAN ACADEMIC RELATIONS ON THE RISE**

In spite of the Program Review budgetary reductions, the *Department of Foreign Affairs and International Trade* will fully maintain all academic relations programs for the fiscal year which began April 1, 1997. DFAIT explored how best to continue the North American process for collaboration in higher education, research and training, during a meeting of the *Trilateral Steering Committee* in New York in April. North American cooperation is proceeding apace with the *Association of International Educators* (NAFSA) meeting in Vancouver May 20 to 23, where Minister Axworthy has been invited to be a keynote speaker. The Education Fair held recently in Caracas, Venezuela and the opening on April 14 of the first *Centre for Canadian Studies* in Austria at the University of Innsbruck are just a couple of examples of the great achievements already produced by our programs. Members of the *Argentine Canadian Studies Centre* have decided to create the *Argentine Association for Canadian Studies*. The official announcement was made at an important academic gathering at the University of Buenos Aires in April 1997.

**Government Representative Near You** — *Continued from page 3*

International Financial Institutions: News, Notes & Opportunities

**Federal Contacts in International Trade Centres**

Montreal, Joseph Cogné  
Tel.: (514) 496-7353, Fax: (514) 283-8794  
Toronto, Jean-Charles Joly  
Tel.: (416) 973-5056, Fax: (416) 973-8161  
Vancouver, Peter Bélanger  
Tel.: (604) 666-0434, Fax: (604) 666-8330  
St. John's, Keith Warren  
Tel.: (709) 772-6600, Fax: (709) 772-2373  
Halifax, Trade Commissioner  
Tel.: (902) 426-6658, Fax: (902) 426-2624  
Saskatoon, Rana Pudifin  
Tel.: (306) 975-5328, Fax: (306) 975-5334  
Winnipeg, Paul Brettle  
Tel.: (204) 983-2594, Fax: (204) 983-2187  
Regina, Lynne Tait  
Tel.: (306) 780-6124, Fax: (306) 780-6679  
Edmonton, John Ellis  
Tel.: (403) 495-2959, Fax: (403) 495-4507  
Moncton, Ben Hong  
Tel.: (506) 851-6669, Fax: (506) 851-6429

**Provincial Contacts**

Quebec, Pierre DuBrûle  
Ministère des Affaires internationales, de l'immigration  
et des Communautés culturelles  
Tel.: (514) 496-7353, Fax: (514) 283-8794  
Toronto, John Ayling  
Ontario International Trade Corporation  
Tel.: (416) 325-6842, Fax: (416) 314-8222  
Ottawa, Anne Waddell  
Ministry of Economic Development, Trade and Tourism  
Tel.: 1-800-267-6592 or (613) 241-3841  
Fax: (613) 241-2545  
St. John's, David M. French  
Industry, Trade and Investment  
Tel.: (709) 729-2788, Fax: (709) 729-2236  
Halifax, Andrew H. Hare  
Trade Development Centre  
Tel.: (902) 424-3672, Fax: (902) 424-5739  
Halifax, Greg Bent  
Nova Scotia Economic Renewal Agency  
Tel.: (902) 424-8669, Fax: (902) 424-5739  
Winnipeg, Robert Dilay  
Manitoba Trade  
Tel.: (204) 945-8695, Fax: (204) 957-1793  
Regina, Murad Al-Katib  
Saskatchewan Trade and Export Partnership  
Tel.: (306) 787-2194, Fax: (306) 787-3989  
Edmonton, Joe Barraclough  
Alberta Economic Development and Tourism  
Tel.: (403) 422-8535, Fax: (403) 427-1700

**DFAIT Centralizes Market Access Information**

The Tariffs and Market Access Division (EAT) of the Department of Foreign Affairs and International Trade (DFAIT) is now running a pilot project to provide foreign tariff rates and related market access information from a central source. This service will be assessed in light of actual demand.

The service includes the provision of specific tariff rates, covering almost all Canadian exports, for the following countries: the United States, the European Union (15 member countries), Switzerland, Norway, Poland, Czech Republic, Hungary, Romania, Bulgaria, Turkey, Israel, Saudi Arabia, South Africa, Russia, Mexico, Brazil, Argentina, Chile, Japan, Taiwan, South Korea, Thailand, Malaysia, China, the Philippines, Vietnam, Indonesia, India, Australia and New Zealand. More general information is also available for other countries.

For more information, contact Ray Buciak, Tariffs and Market Access Division (EAT), DFAIT, Tel.: (613) 944-5070, Fax: (613) 944-4840, e-mail: raymond.buciak@extott13.x400.gc.ca

**Team Canada Works** — *Continued from page 2*

create their own "Team Canada" to go after projects. AGRA itself teamed up with other Canadian companies to go after the power market in China.

Calvin Partners International Vice President Cleveland Marshall, who has not yet participated in a Team Canada mission but came to learn about the concept, is now convinced that taking part in such missions can put companies at ease in foreign and unfamiliar markets and can help them to learn the intricacies of how business is conducted in these markets.

Warrington International's Peter Dawes believes that the concept of Team Canada is so good it should be extended to young entrepreneurs, more of whom he would like to see on future Team Canada missions.

## Western Provinces to Host CUBI '97, a Focus on Canada-Ukraine Business Opportunities

CALGARY, REGINA, WINNIPEG — The Canada-Ukraine Business Initiative 1997 (CUBI '97), a trade and partnering conference, is scheduled for June 16-20. In addition to the plenary session in Calgary, sector-specific events will be held in all three cities.

Supported by the governments of Canada, Ukraine, Alberta, Saskatchewan and Manitoba, CUBI '97 is designed to promote business partnerships between the two countries.

CUBI '97 will be focussing on opportunities for Canadian and Ukrainian companies in energy, agriculture, and construction — three priority sectors that offer a good match between Ukrainian resources and requirements and Canadian development expertise and experience. Leading firms in each sector from both Canada and Ukraine will be represented at the conference, under the theme "Building the Future Together."

According to CUBI '97 Board Chair Laurence Decore (who is both former mayor of Edmonton and provincial opposition leader), there are many opportunities for mutually profitable partnerships between Canadian and Ukrainian enterprises. "I believe CUBI '97 will launch a new era in business relationships between our two countries," says Decore.

Through a special project identification and company description process, Canadian and Ukrainian firms will be matched before the June events. The resulting one-on-one meetings will allow potential

partners to maximize the prospects for new Canadian business ventures in Ukraine.

The following CUBI '97 events will be of specific interest to Canadian business people:

### **Calgary, Alberta, June 16 Canada Ukraine Investment and Development Conference**

The Prime Minister of Ukraine and other senior Ukrainian government ministers are scheduled to make presentations at CUBI '97 on progress achieved by Ukraine in its transition to a market economy. International public and private agencies and financial institutions will provide their viewpoints on Ukraine, as well as information on lending programs. In addition, experienced professionals in law and accounting will provide valuable information on the practical aspects of doing business in Ukraine.

### **Calgary, Alberta, June 17-19 Energy Forum**

Calgary is the natural venue for a conference to launch new energy projects with Ukrainian partners. The three-day energy program will include a one-day symposium on opportunities for investment and joint ventures in the areas of oil and gas exploration, development and processing, and production; electrical power generation; and pipeline transportation.

Other features of the program will be first-hand reports from companies already operating in Ukraine,

and one-on-one meetings with potential business partners.

The conference will take place at the same time as the InterCan '97 Oil and Gas Technology and Equipment Show, which will attract some 20,000 people from more than 40 countries. The conjunction of the two conferences will provide an excellent networking opportunity for CUBI '97 delegates from the energy sector.

### **Regina, Saskatchewan, June 17-19 Agriculture Forum**

Regina is one of the most strategically important centres in the Canadian agricultural industry. The CUBI '97 agriculture program will include sessions on farm equipment, food processing, livestock, and crops/chemicals/fertilizers; optional field trips to demonstration sites on farming techniques; livestock/purebred operations; and a session on agricultural financing.

Participation in the Western Canada Farm Progress Show, one of the largest agricultural shows in the country, and one-on-one meetings with potential business partners will round out the agricultural program.

### **Winnipeg, Manitoba, June 17-19 Construction Forum**

As the home of many Canadians of Ukrainian heritage, Winnipeg is an excellent meeting place for CUBI '97 participants. Displays of building products, materials, finishing techniques and technology, as well as

*Continued on page 9 — CUBI '97*

# Trade Show Provides Opportunities in the U.K. Water and Effluent Sector

BIRMINGHAM, U.K. — The Canadian High Commission in London invites Canadian environmental companies to participate at the International Water and Effluent Treatment Show (IWEX '97), slated for the National Exhibition Centre, November 4-6, 1997. A successful show since 1987, IWEX is now the premier event of its kind in the U.K. and one of the biggest in Europe. Covering everything from extraction to wastewater

treatment and disposal, the show offers Canadian companies an ideal opportunity to promote their products and establish new business links.

Participants at IWEX will also have a chance to make contact with the U.K.'s privatized utility companies — multi-billion dollar businesses that are among the major players in the international market — as well as their key suppliers.

IWEX '95 attracted over 12,000 trade visitors, including a large non-U.K. contingent, and attendance this year is expected to be even higher.

The Canadian High Commission played host to four Canadian companies at IWEX '95 that generated high-quality leads. This year's event will feature a stand in the Canadian area comprising a discussion lounge, literature racks and display materials. Arranged around this central core will be a number of small booths, available at low cost to Canadian companies wishing to exhibit. Companies not wishing to attend in person may send brochures for display on the main stand, at a cost of \$500. As far as possible, the High Commission will also provide feedback to companies about visitors who take brochures or show interest in establishing contact.

### A market of opportunities

The U.K. water and effluent treatment market is very large, with spending on improvements to systems and infrastructure running at billions of dollars each year.

Much of the growth in spending results from European legislation, in particular the Bathing Water Directive, which has forced massive investment in sewage treatment. The Directive continues to be a significant market driver, but other legislation exists or is being planned that will maintain the impetus for years to come in areas such as inland waterways, shellfish grounds, storm flow disinfection and effluent re-use.

The Ospar Commission, whose membership includes most European governments, has recently announced plans to produce a strategy to cease all toxic discharges to the north-east Atlantic by 2020.

The U.K. is a very open market, and there is little favouritism shown to domestic manufacturers or service providers. Many of the water companies are foreign-owned.

There is increasing awareness of what Canada has to offer in the field of environmental technology, and Canadian companies are generally well regarded. A Canadian company has already established itself as one of the major suppliers of UV disinfection technology to the U.K. market.

Companies interested in participating — the deadline for applications is June 30 — should contact Patrick Stratton, Commercial Officer, Canadian High Commission, 1 Grosvenor Square, London, W1X 0AB, U.K., Tel.: +44 171 258 6654, Fax: +44 171 258 6384, e-mail: [patrick.stratton@ldn02.x400.gc.ca](mailto:patrick.stratton@ldn02.x400.gc.ca)

## CUBI '97

*Continued from page 8*

guest speakers and seminars, will characterize the three-day construction program.

Participants will visit the Manitoba Export House and be involved in the Canadian Building Products and Construction trade show. One-on-one meetings with potential business partners will focus on Canadian cold-climate, energy-efficient construction and products.

To participate in CUBI '97, contact Terry Roberts, Executive Director, Canada Ukraine Business Initiative (CUBI '97), 400, 505-8 Avenue SW, Calgary, Alberta, T2P 1G2, Tel.: (403) 263-7424, Fax: (403)269-7566.

For more information, contact Bob Brooks, Deputy Director, Central and Eastern Europe Relations Division, DFAIT, Tel.: (613) 996-6429, Fax: (613) 995-1277, e-mail: [ree.extott@extott04.x400.gc.ca](mailto:ree.extott@extott04.x400.gc.ca)

## Invitation to Bid for Acquisition of Ethiopian Tanneries

The Ethiopian Privatization Agency (EPA) invites all prospective investors to submit bids for the partial or total acquisition of the Addis Ababa, Awash, Combolcha, Ethiopia and Mojo tanneries.

Bidders can submit bids for one or more of the above tanneries, indicating the percentage of ownership they wish to acquire in each one. Bid documents are available in Room 504 of the EPA for Birr 100 or the equivalent in U.S. dollars for each set of documents. Bidders must submit, along with their bids, a bid bond in the amount of 2 per cent of the indicative

price of each tannery included in the bid documents. The bid bond must be in the form of a bank guarantee or certified cheque or insurance bond, payable to the EPA.

Bids must be submitted in wax-sealed envelopes on or before Friday, July 11, 1997, 17:00 local time and will be opened July 14, 1997 at 10:00 local time in the conference room of the EPA in the presence of bidders or their representatives.

For more information, contact the Ethiopian Privatization Agency, P.O. Box 11835, Bole Road, Woreda 18, Kebele 18, Room 504, Addis Ababa,

Ethiopia, Tel.: 14 03 70, Fax: 51 39 55.

Canadian firms pursuing this export opportunity are requested to fax a copy of their letter of intent, quoting reference no. 970401-00001 to Catherine Hansen, International Business Opportunities Centre (IBOC), Department of Foreign Affairs and International Trade at (613) 996-2635. Ms. Hansen will ensure that the Canadian Embassy in Ethiopia is informed of Canadian companies' participation.

## Invitation to Bid for Acquisition of Ethiopian Adola Gold Mine

The Ethiopian Privatization Agency (EPA) invites all prospective investors to submit bids for the partial or total acquisition of the Adola Gold Mine.

The Adola Gold Mine is a state-owned mining enterprise that exploits placer gold from the Adola Goldfield some 500 kms south of Addis Ababa. The mine is located adjacent to the recently fully privatized Legadambi Primary Gold Mine and owns a very large Licence Area that has great exploration potential for primary gold.

Bid documents are available in Room 504 of the EPA for Birr 700 or US\$100. Bidders must also submit bid bond in the amount of 2 per cent of the indicative price of the mine in the form of a bank guarantee or certified cheque or insurance bond,

payable to the EPA.

Bids must be submitted in wax-sealed envelopes on or before July 18, 1997, 17:00 local time and will be opened July 21, 1997 at 10:00 local time in the conference room of the EPA in the presence of bidders or their representatives.

For more information, contact the Ethiopian Privatization Agency, P.O. Box 11835, Bole Road, Woreda 18, Kebele 18, Room 504, Addis Ababa, Ethiopia, Tel.: 15 03 70, Fax: 51 39 55.

Canadian firms pursuing this export opportunity are requested to fax a copy of their letter of intent, quoting reference no. 970406-00051 to Catherine Hansen, IBOC, DFAIT, at (613) 996-2635. Ms. Hansen will ensure that the Canadian Embassy in Ethiopia is informed of Canadian companies' participation.

## Oil and Gas Exploration Opportunities in Bangladesh

The Government of Bangladesh and the Bangladesh Oil, Gas & Mineral Corporation (Petrobangla) invite international oil companies to bid singly or with other companies for one or more of 15 blocks that are currently available for oil and gas exploration. However, not more than two contiguous blocks will be allowed in one application.

A basic information package, including a brochure giving details of the blocks offered, their geographical location, and the contract terms, is available at a cost of TK1,000 or US\$40 to interested companies.

Application will be based on the

*Continued on page 11 — Oil and Gas*

## Business Agenda

REGINA — May 26; EDMONTON — May 27; and MISSISSAUGA — June 12 — Co-ordinators, sales managers and staff involved in the organization of trade shows are invited to attend one of the Making Trade Shows Work workshops being presented by trade show expert Barry Siskind.

For more information, contact the International Training and Management Company, Tel.: 1-800-358-6079; Fax: 1-800-358-6084; e-mail: itmc@ican.net

TORONTO — June 12-13, 1997 — Canada's leading experts in the legal, business and governmental

aspects of international exporting will be participating in the Finance & Tax Strategies for Exporters Conference at the Metropolitan Hotel. Topics to be discussed include trade financing, risk management, establishing and maintaining a trade subsidiary, and the role of the Export Development Corporation. Organized by Federated Press, the conference will be of special interest to senior executives and consultants interested in the financial aspects of exporting. The Minister for International Trade will be the guest speaker.

For more information, call (416) 665-6868, ext. 223.

OTTAWA — September 18, 1997 — A Workshop on Exporting Building Products—Foreign Assessment is being held in conjunction with the next meeting of the World Federation of Technical Assessment Organizations.

Key to economic growth and job creation is our ability to respond to opportunities for exporting building products to foreign markets. However, Canadian manufacturers may not have regulatory acceptance in those markets. This workshop is designed to provide manufacturers with the information they need to assess the potential of their products for gaining international acceptance. Presentations will describe technical assessment approaches, recognition of test results, and the impact of assessment on national acceptance for a number of countries.

An informal information exchange period at the end of the session will allow participants to obtain advice on specific product-assessment issues in those countries.

For more information, contact Client Services, Canadian Construction Materials Centre, Institute for Research in Construction, Tel.: (613) 993-0435, Fax: (613) 952-7673.

## Oil and Gas in Bangladesh

*Continued from page 10*

Bangladesh Model Production Sharing Contract 1997, Petroleum Policy 1993, and Energy Policy 1995, which will be included in the information package.

To enable companies to assess the geological prospects of the blocks on offer, promotional and data packages are available for a fee. These packages contain seismic sections, gravity, magnetic, geological maps, wireline logs and geochemical data.

To qualify for bidding, companies are required to purchase the promotional package at a cost of US\$7,500.

Deadline for the receipt of bids is July 15, 1997, 14:30.

For more information, contact Mr. M. Fariduddin, General Manager, Petroleum Concession Division, Bangladesh Oil, Gas & Mineral Corporation (Petrobangla), 5th floor, Petrocentre, 3 Kawran Bazar, Dhaka - 1215, Bangladesh, Tel.: 880-2-81 6732, Fax: 880-2-81 1613, e-mail: petrobg@bangla.net

Canadian firms pursuing this export opportunity are requested to fax a copy of their letter of intent, quoting reference no. 970325-03776 to Catherine Hansen, IBOC, DFAIT, at (613) 996-2635. Ms. Hansen will ensure that the Canadian High Commission in Bangladesh is informed of Canadian companies' participation.

### CanadExport On-Line

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

## New Market Access Report Outlines Canada's Trade Priorities

The Department of Foreign Affairs and International Trade (DFAIT) has released a new report on Canada's priorities for gaining better access to foreign markets for Canadian businesses. Better access to foreign markets means more opportunities for Canadian firms and more jobs and prosperity at home.

*Canada's International Market Access Priorities - 1997* describes how Canada is seeking improved access to goods, services and investments to key markets through multilateral, regional and bilateral initiatives for countries such as the United States, Asia Pacific, Europe and Latin America.

Although the individual markets covered in the report accounted for more than 95 per cent of Canadian exports in 1996, the document is not intended as an exhaustive catalogue of government activities to improve market access, nor as a comprehensive inventory of foreign barriers to trade. The report succeeds the *Register of U.S. Barriers to Trade*, prepared by DFAIT annually since 1993.

*Canada's International Market Access Priorities* covers the following:

- World Trade Organization (WTO): To improve opportunities for Canadian business, Canada

will continue to be active through the full range of activities of the WTO, the cornerstone of the world trading system. For example, Canada has invoked the WTO's strengthened dispute settlement mechanism to challenge the European Union's ban on imports of meat derived from livestock treated with growth-promoting hormones and Australia's ban on imports of uncooked salmon.

- North American Free Trade Agreement (NAFTA): Working with the United States and Mexico, Canada will continue to seek accelerated tariff reductions where it serves Canadian interests and will pursue initiatives to streamline cross-border commerce.
- New Free Trade Agreements: Canadian businesses will have significantly enhanced access to the Chilean market upon implementation of the Canada-Chile Free Trade Agreement on June 2, 1997. Under the recently implemented Canada-Israel Free Trade Agreement, Canada can now compete on a level playing field with its competitors in the Israeli market.
- Multilateral Agreement on Investment (MAI) Negotiations: In these negotiations, scheduled to con-

clude in May 1997, Canada is seeking greater protection for Canadian direct investments in other countries and the reduction of barriers to investment. The MAI should also increase the attractiveness of Canada as an investment location.

- Asia Pacific Economic Cooperation (APEC): In 1997, which is also Canada's Year of Asia Pacific, Canada is chairing this 18-member forum, designed to promote economic co-operation in the Pacific Rim. To improve access for Canadian traders and investors to these fast-growing markets, Canada will pursue several initiatives, including the harmonization and simplification of customs procedures.
- Free Trade Area of the Americas (FTAA): Canada will continue to be a strong proponent of this initiative, which is seeking to achieve free trade among 34 countries of the Americas by 2005. Canada aims to see negotiations launched by 1998.

The report is available on DFAIT's web site: <http://www.dfait-maeci.gc.ca>. It can be also obtained by contacting DFAIT's InfoCentre at 1-800-267-8376 (toll free) or, in the Ottawa area, at 944-4000.

**Info Centre**

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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MAY 27 1997

## Lebanese Prime Minister Visit to Canada Gives Big Boost to Bilateral Relations

Last month's official visit to Canada by Lebanese Prime Minister Rafik Al-Hariri turned out to be an unprecedented success, putting relations between the two countries at a level surpassing that of even the pre-civil-war period.

The five-day visit — the first of its kind by a Lebanese Prime Minister to Canada — led to the signing of several agreements, the launch of a Web site and participation in a business conference.

**Trade, investment promotion activities**  
During the visit, Canada's Minister for International Trade and Lebanon's

Minister of State for Financial Affairs signed a Foreign Investment Promotion and Protection Agreement (FIPA).

"The signing of this agreement," said the Canadian Minister, "represents Canada's strong commitment to further expand our commercial ties with Lebanon, and reflects Canada's support for Lebanon's reconstruction efforts by fostering

increased bilateral investment."

During the last day of his visit, the Lebanese Prime Minister participated in the highly successful Canada-Lebanon Partnership 1997 business conference in Montreal, which attracted more than 200 people representing 155 firms and 25 other organizations.

This high-profile event gave Canadian business people a chance to network with Lebanese government and business members and to

*Continued on page 8 — Lebanese*

## EDC Forecasts Export Growth in 1997

Canadian exports are forecast to increase 7.5 per cent in 1997 and to grow an average of 7.3 per cent annually until 2003. That's the good news from the Export Development Corporation (EDC).

Ongoing competitiveness and continuing strong market demand mean that exporters will continue to enjoy a healthy growth in sales, says EDC's chief economist Jim Olts. While the low Canadian dollar and competitive wage costs will be the principal drivers of anticipated growth, Olts stresses that exporters must also stay focussed on productivity.

EDC forecasts an accelerating growth of world markets in 1997 — from just over 3 per cent in

1996 to nearly 4 per cent this year. But performance will be uneven, presenting a very diverse export environment for Canadian firms — both in sales opportunities and in the credit quality conditions they will face.

### Optimum business conditions in U.S.

Exports to the United States are expected to grow 7.7 per cent this year. According to Olts, business conditions in the U.S. are about as

*Continued on page 5 — EDC Forecasts*

### CanadExport On-Line

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

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## APEC Small Business Forum Coming to Ottawa

**I**n today's fast-paced global economy, Asia Pacific has emerged as a dynamic economic region of growing importance to Canada. As a founding member of the Asia Pacific Economic Co-operation (APEC) forum and chair of this year's APEC process, Canada has an enviable window on this exciting part of the world.

The importance of the Asia-Pacific region to Canada is reflected in the designation of 1997 as Canada's Year of Asia Pacific. The Year kicked off with another successful Team Canada trade mission to Asia this past January and will culminate in the APEC Ministerial and Leaders' meeting in Vancouver in November, with over 250 business, culture and youth events across the country being held in between.

Of special interest to Canadian business will be five Ministerial meetings and business forums on trade, environment, transportation, energy, and small and medium-sized enterprises (SMEs), the last of which takes place this September in Ottawa.

### Forum a must for Canadian business

One of APEC's priorities in 1997 is to increase trade and markets for small and medium-sized business throughout the APEC economies, particularly in Asia Pacific. The cornerstone of this effort takes place in Ottawa, September 17-18, as over 1,000 entrepreneurs, government officials and exhibitors from APEC's 18 member countries attend the APEC SME Business Forum and Exposition.

The Forum features over 30 sessions and workshops on important issues facing small and medium-sized exporters. Enterprises can learn how to develop successful

partnerships and market access strategies for APEC markets and find out how they can raise capital and identify financing sources. They can also learn how to increase productivity by maximizing employees' capabilities and by developing and commercializing new technologies. A number of special sessions will address other issues such as accessing opportunities under the North American Free Trade Agreement and tapping into International Financial Institute financing, as well as doing business in Canada.

Business forum delegates will have the unique opportunity to submit recommendations to the Ministers responsible for small business, for consideration at their September 18-19 meeting, which focusses on developing a SME action agenda. Delegates will be encouraged to participate in special consultation sessions to preview new models and initiatives and to formulate recommendations.

### Exposition, networking and more

Also part of the week's activities, the APEC SME Exposition will feature over 175 exhibits from some of the most innovative and competitive companies in the APEC economies.

Export-ready enterprises can connect with potential buyers and partners from Asia Pacific through business-matching programs that include a welcoming reception, a networking breakfast and a business luncheon.

APEC delegations will also be invited to view leading Canadian technologies, products and services on-site at some of the National Capital Region's most successful companies.

Organized by the Canadian Chamber of Commerce and Industry Canada, and sponsored by the Royal Bank of Canada and the Export Development Corporation, the APEC Forum and Exposition is an excellent example of Team Canada partners working together.

*Continued on page 5 — APEC*

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Managing Editor: Don Wick

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

## EDC's Information Technology Team: A Winning Approach

The Export Development Corporation (EDC) is well known as an organization that has long supported the international competitiveness of Canadian firms by providing short- and medium-term insurance products, export financing, and foreign investment insurance. Relatively few people realize, however, that EDC has a team of specialists dedicated to helping companies in Canada's booming information-technology (IT) sector.

As part of a corporate reorganization that saw the formation of full-service business teams focussed on specific industry and market sectors, in 1995 EDC established an Information Technology Team staffed by 26 risk-management specialists, including regional sales managers who focus exclusively on IT exporters.

The numbers indicate that EDC's new sectoral team approach is striking the right chord with Canadian IT companies. In 1996, EDC supported \$3.2 billion of Canadian IT exports, up 46 per cent over the previous year.

"We anticipate that we will continue to increase support for our IT customers in 1997," says team leader Peter Foran. "What the statistics mean is that we are doing a better job in providing financial and risk-management solutions to Canadian information technology companies, no matter what their size."

Here's how three IT companies describe their relationship with EDC.

### Managing credit risk

Quality and timely credit information is of the utmost importance to Quebec City-based Bomem Inc., which designs, develops and manufactures high-performance instrumentation sold in more than 50 markets worldwide. J.Y. Roy of Bomem says that conducting business in so many countries requires a good understanding of foreign buyers. "We are not credit experts, so we prefer to leave the credit decisions to EDC's experts." Roy is appreciative of the services of the Information Technologies Team. "On several occasions they've

alerted us to potential credit problems and helped us act accordingly to minimize risk."

A customer with EDC since 1988, Roy is also pleased with the flexibility and speed demonstrated by EDC in obtaining credit approvals. "On a recent transaction in the Middle East, EDC went out of its way to help insure the deal."

### Managing political risk

Newbridge Networks Corp. of Kanata, Ontario, sells the majority of its networking products to large telecommunications companies in more than 100 countries — hardly the kind of customer that's likely to go under and leave you holding a pile of unpaid receivables. Yet for years, Newbridge has purchased EDC's export insurance.

"We use EDC primarily for insuring our sales to Latin America and the Asia-Pacific region," says Doug McCarthy, Newbridge's Treasurer and Vice-president of Finance. "There is an element of commercial risk in selling to companies in these areas, but the main reason we purchase export insurance is to cover off political risk."

A long-time EDC customer, McCarthy notes that service has improved since the formation of EDC's Information Technology Team. "Before, we dealt with different parts of EDC for different products. Today, I deal with one team for all of EDC's products, and I find the service is much faster. They know what we do and what our needs are."

*Continued on page 8 — EDC's Technology Information Team*



## Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call (613) 992-3005.

## The CE Mark and Exporting to Europe

**W**hat is the "CE mark" and what does it mean to Canadian exporters? This article is being published in response to the numerous inquiries received by the Canadian High Commission in London following the publication of a smaller piece in the U.K. Supplement featured in the February 17 issue of CanadExport. The information applies not only to the U.K. but to all the member states of the European Union.

The CE (Conformité Européenne) mark appears on products that meet safety standards that apply to all the countries of the European Union (EU). It was created under the Single European Act, itself introduced to facilitate the free movement of goods (and services) within the European Union. Products bearing the CE mark can be traded freely throughout the EU without further modification or testing.

Clearly, the existence of separate national standards (BS, DIN, etc.) was a barrier to free trade within the EU, since products made in conformity to the relevant standards in one country might not have conformed to those in another.

### New approach directives

The problem was addressed by the creation of "New Approach Directives." Each of these directives covers a range of products and sets out the essential safety requirements that products — including imports — must satisfy before they may be sold anywhere in the EU. Products covered by one or more directives (see list) must meet the requirements set out in the directive(s); they bear the CE mark as proof of their compliance.

### Products Falling under the Directives

- Active implantable medical devices
- Construction products
- Hot water boilers
- Electromagnetic compatibility equipment
- Equipment and protective systems for use in potentially explosive atmospheres
- Gas appliances
- Machinery
- Medical devices
- Non-automatic weighing instruments
- Personal protective equipment
- Simple pressure vessels
- Telecommunications terminal equipment
- Low-voltage equipment
- Toys

Others, such as in-vitro diagnostic devices, are in the works.

### Conformity to requirements

There are several ways in which conformity with the essential requirements ("attestation") can be shown. The usual method is to manufacture in accordance with a specified European standard. However, other standards can also be used, provided the end product meets the essential safety requirements. Since harmonized European standards do not yet exist for all products or groups of products (far from it), the use of national

standards is still widespread.

Depending on the nature of the product and the standards used, the attestation procedure can take several forms, ranging from a simple declaration by the manufacturer (backed by in-house or independent test results) to the test results of an independent body (mandatory third-party testing).

### Implications for Canadian manufacturers

The CE mark is a fact of life for all Canadians exporting to the EU. Products covered by a directive cannot legally be sold unless they bear the mark, and the penalties for non-compliance or falsification of documentation are severe.

There is no guarantee that products manufactured to North American standards will be acceptable in the EU without modification. (Remember that, although the directives are based on essential safety requirements, their real purpose is to remove barriers to trade within the EU.)

While the burden placed upon companies may seem onerous, and indeed the costs of compliance can be high, the CE mark confers great benefits in that it removes the need to make different product models for each European country. This means that it is now possible for a Canadian exporter to serve the entire EU market with a single

*Continued on page 5 — The CE Mark*

## The CE Mark and Exporting to Europe — Continued from page 4

product model and from a single local base — since the Single European Act has also removed tariff barriers within the EU.

### Further help and information

Information on EU directives and advice on obtaining the CE mark are available from a number of sources.

The Canadian Standards Association (CSA) provides a broad range of services to assist manufacturers to comply with the relevant directives — from advice on identifying the often confusing array of directives and standards to full service, where the CSA examines and tests the products and assists in prepara-

tion of the technical file and the Declaration of Conformity.

For information on CSA services, contact Trig Smith, CSA Business Co-ordinator, tel.: (416) 747-4142, fax: (416) 747-4148, e-mail: smithtr@csa.ca or visit the CSA Website: <http://www.csa.ca>

Guidance can also be obtained from consultants and test houses in Canada and the United States. Many of the main European testing and certification organizations (“notified bodies”) have offices or partners in North America, or offer their services direct from Europe. These, too, often have their own sites on the Internet —

see for example:

[www.neag.co.uk](http://www.neag.co.uk)

[www.isoconsultants.com](http://www.isoconsultants.com)

[www.conformance.co.uk](http://www.conformance.co.uk)

[www.ktl.co.uk/ktl/index.htm](http://www.ktl.co.uk/ktl/index.htm)

Country-specific advice can be provided by Canadian Embassies in Europe. Companies with a specific interest in the U.K. market should contact Patrick Stratton, Commercial Officer, Canadian High Commission, London, W1X 0AB, U.K., tel.: +44 171 258 6654, fax: +44 171 258 6384, e-mail: [patrick.stratton@ldn02.x400.gc.ca](mailto:patrick.stratton@ldn02.x400.gc.ca)

## EDC Forecasts Export Growth in 1997

Continued from page 1

close to optimum as they can be. Resource-based exports such as oil, grains and metals will not benefit from buoyant prices this year, and sale of consumer goods will moderate slightly in response to slower household spending.

### Forecasts for around the world

For Western Europe and Japan, a return to positive growth in export sales can be expected in 1997, fuelled largely by stronger demand from the corporate sector. EDC forecasts an increase of 4.8 per cent for exports to Western Europe and 6.2 per cent for sales to Japan.

Export sales in Asia are expected to grow 8.4 per cent, with all industry sectors groups benefiting. In Latin America, a 7.2 per cent increase can be expected, while in Africa and the Middle East, growth is expected at 5.2 per cent and 3.5 per cent respectively.

Growth in Eastern Europe is forecast to climb significantly, by 16 per cent, as Canadian exporters continue to exploit niche markets, especially in infrastructure-related fields.

## APEC Small Business Forum

Continued from page 2

to stage this unique event.

This is a rare and special opportunity for Canadian companies to learn more about some of the world's most dynamic economies. It should not be missed.

For more information about the SME Business Forum and Exposition, or for other scheduled events, contact Asia Pacific Foundation/Globe Foundation, World Trade Centre, 504-999 Canada Place, Vancouver, B.C., V6C 3E1, tel.: (604) 775-7265, fax: (604) 775-6247, e-mail: [apecinfo@globe.apfnet.org](mailto:apecinfo@globe.apfnet.org)  
Internet:  
<http://strategis.ic.gc.ca/apecsme>

## Canadian Multimedia Centre on the Web

# Vital U.S. Market Information for Multimedia Developers

**C**anadian multimedia companies have all the technical and creative talent to be successful, but they often lack marketing expertise to ensure acceptance of their products in the highly competitive U.S. market. Now help is just a click away!

The Canadian Multimedia Centre, located on a Web site designed by the Canadian Consulate Trade Office in San Francisco, can provide this marketing savvy.

"You may be able to create a great product," says Mark Ritchie, Business Development Officer with the Canadian Consulate Trade Office, "but it takes a lot of money and expertise to go the next step and market your creation in the United States."

Ritchie believes that Canadian companies need to understand the important role a product marketing manager plays in developing new products and markets. "I believe the Canadian Multimedia Centre can help companies to think about some of these factors before their product is finished."

### Targeted for Canadian companies

Designed exclusively for Canadian firms, the Web site can help small and medium-sized multimedia companies enter the U.S. market with well formulated business and marketing plans.

The Web site was created by Ritchie and two staff members in co-operation with other Canadian trade offices in the United States and the Department of Foreign Affairs and International Trade and Industry Canada in Ottawa.

With more than two years' ex-

perience in the U.S. multimedia sector, Ritchie knows the recurring questions.

"The Web site is a way to provide information and help Canadian companies avoid the mistakes others may have made in their first attempts to get into the U.S. market," he says. "And what better way to communicate with Canadian multimedia companies than through a Web site — which is basically multimedia over the Internet."

### A marketing tool

Officially launched in February of this year, the Web site contains market studies (including one on how to sell to Microsoft), how-to marketing and public relations guides, and extensive resource lists. Developers can learn about the cultural nuances of doing business in the United States and how to approach potential clients.

Information is divided into three major markets for multimedia products and services — consumer, corporate and educational — with detailed information about each sector, along with hyperlinks to other relevant Web sites, extensive lists of trade shows and conferences, plus periodicals recommended for further reading.

From the overview data on how businesses in the United States

are using multimedia, Canadian companies can gain an understanding of where they fit within the market, who are their most likely customers, and how to best define their products and services.

A multimedia developer can use the site as a starting point and return regularly for the frequently updated information. The material is available in both English and French.

The Web site is popular with Canadian companies. During March, about 300 user sessions and over 7,000 clicks were counted within the site.

The Trade Office puts access codes into the system to make it more accessible to Canadian multimedia developers than to their U.S. competitors. The username is allcan and the password foggyday. ("Yes, that's what the weather was like the day we created the password," says Ritchie.)

For more information, contact Mark Ritchie, Canadian Trade Office in San Francisco, tel.: (415) 543-2550, ext. 25; e-mail: mritchie@cdntradesf.com

Canadian Multimedia Centre: <http://cdnnewmediasf.com>; user- name: allcan; password: foggyday

### CanadExport On-Line

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

## Canadian International Merchandise Trade Database Available on the Internet

The Canadian international merchandise trade database — with over 22 million records — is now available from Statistics Canada's Web site at [www.statcan.ca](http://www.statcan.ca)

This gives exporters and other business people easy and timely access to Canadian trade commodity data the minute they are officially released.

You can now monitor — directly from your desktop computer — import and export activity, calculate trends, and spot market potential in

the international economy.

The cost is \$3 per commodity and country (up to a maximum of 10 countries, after which it is a flat fee), and there is no charge for breakdowns by province, U.S. state, year or month.

You pay only for the retrievals you want and all costs are displayed up front, with your payment processed automatically online.

The data are given at the Harmonized System (HS) 8- and 10-

digit level.

For more information, contact [Infostats@statcan.ca](mailto:Infostats@statcan.ca)

## New Regulations for Food and Electronic Equipment Exports to Russia

The Government of the Russian Federation has recently brought about some changes affecting exporters of food and electronic equipment to that country.

As of May 1, 1997, all imported food products on the territory of the Russian Federation must have Russian language labels — either directly on the package or, when the size of the food product is too small, on additional labels attached to the product. The information must include the name of the product, country, company, weight and volume, ingredients, nutritional value, storage, best-before date, use and directions.

As of January 1, 1997, the duty

rates have been amended for specific electronic equipment, including printed circuits (15 per cent); TV picture tubes, logic circuits, integrated circuits, video sound synchronization and control signal processor, microprocessors and microcomputers, and integrated microcircuits (all duty free); and parts suitable for use with the apparatus of headings (30 per cent).

For a complete listing of the products affected by these changes, contact Ben Gailor, Trade Commissioner, Eastern Europe Division, Department of Foreign Affairs and International Trade, tel.: (613) 992-8590, fax: (613) 995-1277.

## Calling all Canadian Health Care Suppliers and Exporters

The International Affairs Direction (IAD) of Health Canada invites all Canadian exporters and suppliers of medical and pharmaceutical products and health care services to register their Web site addresses with IAD for inclusion on its own Web site.

IAD plans to create a list of Canadian suppliers, along with direct hypertext links to their Web pages. This list and its links will provide critical up-to-date information to potential buyers, Canadian Trade Commissioners and any one else interested in such information.

IAD invites you to visit its Web site on the Internet at: <http://www.hwc.ca/datapch/iad/iadttitle.htm>

To register, contact Luc C. Pamerleau, tel.: (613) 941-3136, fax: (613) 952-7417, e-mail: [luc\\_pamerleau@isdicp3.hwc.ca](mailto:luc_pamerleau@isdicp3.hwc.ca)

# Lebanese Prime Minister Visit to Canada

*Continued from page 1*

explore key commercial and investment opportunities in a country that is pursuing a major reconstruction campaign.

The Montreal conference was also the occasion for the launching of the DFAIT Navigator to Trade in Lebanon Web site, designed to assist Canadian companies interested in exporting to Lebanon.

"This tool," the Minister explained, "offers quick and easy access to information on opportunities available to Canadian business in the Lebanese market and demonstrates once again Canada's strong commitment to Lebanon's reconstruction efforts."

## Trade opportunities abound

Before the civil war, Lebanon had one of the most dynamic economies in the Middle East. Now that the conflict is over, Lebanon offers tremendous opportunities for trade and investment — the country's average annual growth has been 7 per cent since 1992. The Lebanese government has embarked

on a comprehensive program to rebuild its economic infrastructure. A multi-billion dollar human resources and physical infrastructure rehabilitation program has been initiated, and the defence and internal security forces are being modernized and expanded.

The total reconstruction effort is expected to generate US\$26-40 billion in projects for the public and private sectors.

Canada has been quick to respond to these opportunities, with exports to Lebanon having increased more than 700 per cent from 1990 to 1996 — from \$8 million to \$67.2 million — with a trade balance largely in Canada's favour.

Key Canadian exports in 1996 included aluminum (\$13 million), electronic parts and radar equipment (\$5.8 million), milk and cream (\$3.3 million) and automobiles (\$2.7 million).

But opportunities for growth exist in many other sectors, such as electrical energy, telecommunications, agriculture, health, construction, transport, and the envi-

ronment. At the time of going to press, several major Canadian companies were in the running for key contracts in Lebanon.

## Export-enhancing tools

At the December 1996 meeting of the Friends of Lebanon in Washington, Canada announced that it would make available \$200 million in export credits. Financial support is now available through the Export Development Corporation (EDC), on a non-concessional basis.

An additional \$2 million of new Canadian International Development Agency (CIDA) funding was also announced at that time, designed to support joint ventures between Canadian and Lebanese private sectors to assist in Lebanon's reconstruction initiatives.

For more information on Prime Minister Al-Hariri's visit to Canada and trade opportunities in Lebanon, contact Ian Shaw, Middle East Division, DFAIT, tel.: (613) 944-2070, fax: (613) 944-7975.

## EDC's Information Technology Team — *Continued from page 3*

### It's more than just price

ATI Technologies Inc. of Thornhill, north of Toronto, designs video graphic controller chips and manufactures graphics accelerator cards for PCs. This thriving company has relied for the past five years on EDC to insure its sales to the United States, Europe and the Far East.

EDC's insurance products are price competitive, notes ATI's credit manager Kap Singh, but that's not the only reason he turns to them. EDC's extensive network of contacts with similar organizations in other countries provides ATI with an unparalleled depth of knowledge.

"EDC knows the people who

know local companies extremely well," explains Singh. "When we want to know more about potential customers, EDC will consult with foreign agencies on our behalf."

For more information, contact EDC's Information Technologies Team at 1-888-332-3320.



## China Opts for Canadian Energy Efficiency

Canadian expertise is behind a project aimed at increasing China's capacity to manage its environment and improve the quality of air in residential and commercial buildings while reducing energy consumption.

Canada was selected by China from among 20 countries to be the leading partner in establishing the Centre for Energy Efficiency in Buildings (CEEB). The five-year project is being financed jointly by the Canadian International Development Agency (CIDA) and the Construction Ministry of China, which are contributing \$8.4 million and \$130 million respectively.

But the benefits for the Canadians supplying products, technology and expertise to the project will far exceed these amounts, according to Claude Tardif of SOPRIN/ADS, the Longueuil, Quebec, consulting engineering group selected by CIDA to co-ordinate the activities of the Canadian companies and organizations involved.

Current activity under the CEEB includes five demonstration projects: a major renovation project in Harbin, capital of Heilongjiang Province; construction of three groups of residential buildings in Wuxi, Guangzhou and the Province of Fujian; and, in Beijing, construction of a building to house CEEB headquarters, which will showcase Canadian energy efficiency products and technologies.

### An auspicious debut

Since the project got under way in December 1996, three groups of Chinese dignitaries have come to Canada — and more are expected

over the course of the five years.

The first group, representatives of the Chinese Ministry of Construction, arrived in January to visit Canadian suppliers of energy efficiency products and technologies in Montreal, Quebec City, Shawinigan, Ottawa (the National Research Council), Toronto, Edmonton and Vancouver.

As a result of this initial tour, some 20 Canadian products — ranging from walls, doors and windows to heating and ventilation equipment and technology for measuring air and moisture infiltration — were selected for implementation in China.

Two more Chinese missions took place in March, one composed of six dignitaries associated with the demonstration project in Harbin, to explore energy-efficient heating systems, and the other composed of education specialists exploring the possibility of technology transfers with China. The specialists were particularly impressed with the programs and facilities of the various schools of continuing studies they visited across Canada.

### A collaborative effort

In addition to collaborating on the demonstration projects, Chinese and Canadian energy efficiency specialists will work together in:

- recruiting and training administrative and technical personnel;

- procuring the equipment required for the Centre's operations;
- developing a management information system and incentive programs to encourage energy conservation; and
- drafting energy efficiency policies, regulations, codes and standards.

According to Tardif, "The Canadian companies already involved in the project have enjoyed so much success that other suppliers are expressing an interest in taking part.

Considering the enthusiasm already generated by the project," he adds, "we foresee the creation of an energy efficiency team composed of many Canadian manufacturers, research centres and institutions that are interested in exporting their products, technology and expertise abroad."

For more information on the Energy Efficiency in Buildings project and the opportunities associated with it, contact Claude Tardif, Business and Media Relations, or André De Broux, Project Manager, SOPRIN/ADS, tel.: (514) 875-7430, fax: ((514) 875-7736, e-mail: [intmktg@cam.org](mailto:intmktg@cam.org)

### CanadExport On-Line

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

## Small Trading House Ready to Help Canadian Exporters

**A**s a Canadian-based project management and trading company, Bexcan Export Trading Services has developed vast expertise in serving and supplying the international marketplace with a wide variety of Canadian-made products.

That experience Bexcan President Normand Brunelle acquired over 10 years as export manager for various companies before founding his own firm three years ago.

"With most of my activity being focussed in the Caribbean and Central America," says Brunelle, "I realized there was good potential for a small company packaging for small contracts, since the projects in these regions tend to be on a smaller scale."

### Small beginnings

Bexcan services include project bidding and analysis, feasibility studies, and preparation and support of documentation. The value of these services has been reflected in Bexcan's annual revenues (around \$800,000 over the last two years), which have jumped by some 600 per cent for the start of 1997 with the January signing of a \$2.8 million contract — now in the shipping stage — in Belize for the supply of equipment for a 34.5kV transmission line.

Bexcan's name can be added to the list of Canadian companies active in Belize that were mentioned in the December 23, 1996, issue of *CanadExport*. In fact, that mention generated additional revenues for Bexcan through direct sales to Markham Electric International Limited, winner of another project in that country.

### Some tricks of the trade

Specializing in the procurement and packaging of international infrastructure supply tenders — from school supplies and clothing to vehicles and electrical and water distribution — Brunelle has developed many contacts over the years.

"We are also plugged into various international financial institutions — World Bank, United Nations, Inter-American Development Bank and Caribbean Development Bank — and to their tender notices," he explains.

In addition, he always drops in on and exchanges notes with the Trade Commissioners at the Canadian missions in the countries he is visiting. As an example, he points out, "In Barbados the Canadian High Commission sends out a quarterly list of upcoming projects. We keep in close contact, which shows our interest in staying attuned."

Bexcan also pursues opportunities in this region by participating in trade missions organized by the Department of Foreign Affairs and International Trade.

"We attribute our three years of successful business in Belize," Brunelle comments, "to our participation in one such mission, which introduced us to the right contacts."

He also recommends meeting

people face to face and choosing larger, well established companies because, he explains, "they are the ones that have the money, and you are most likely to get paid."

### Big opportunities

So far, Bexcan has focussed on the Caribbean and Central America — including Nicaragua, where it has helped provide Canadian International Development Agency-funded projects worth over \$2 million in the last three years.

"We see tremendous opportunities in that country," says Brunelle, who is looking for Canadian partnership agreements to bid on projects there, as well as in Haiti, where, he says, a great many water projects will be coming up for tender.

"We have also completed and completed a \$356,000 potable water supply project in Dominica," adds Brunelle, "and hope to win contracts in other countries in that region."

Bexcan is also very much interested in other parts of the world, such as India and the Philippines, if Brunelle can find the right mix of Canadian exporters interested in those markets.

For more information on Bexcan, contact President Normand Brunelle, tel.: (514) 624-7556, fax: (514) 624-4114, e-mail: norm@bexcan.ca

## Research Grant Helps Launch Small London Water Treatment Company

**A**fter only three years in the business and with a staff of just five people, Purifics Environmental Technologies Inc. has recently been awarded a path-breaking contract by the United States Navy ... in addition to four sales to Korea.

For the London, Ontario-based company, it all started with a small grant from the National Research Council, under the Industrial Research Assistance Program (IRAP).

"This grant laid the groundwork for a novel separation technique," recalls Purifics President Brian Butters, "which culminated in two patents being awarded to our company almost two years ago."

The patented "Photo-Cat" water purification process purifies ground water and processes waste water by destroying the chemical contaminants in an ambient temperature process, rendering the water contaminant free without any accumulated waste product.

"We have now become the largest supplier of industrial photocatalytic water treatment systems," says Butters, "with a technique that requires only one third of the electrical power used by our major competitors."

### First steps into the United States

"It was during our participation at a 1995 trade show in Long Beach, California," recalls Butters, "that we were introduced to the U.S. Navy by the Trade Commissioner at the Canadian Consulate General in Los Angeles."

That was followed by participation in another Consulate-organized event — a mini trade mission — and further contacts with the U.S. Navy.

"This finally led to the signing of a contract at the end of March," Butters explains, "and although it's a small one, it is strategically important, because it opens the door to other opportunities."

The deal calls for completing the optimization and design for a treatment process to destroy nitroaromatic explosives, such as TNT, present in water.

"This process is of interest to the Navy," Butters reveals, "because it eliminates cumbersome pretreatment processes that generate solid waste, and also because of its efficiency, which offers significant

reductions in energy consumption over traditional processes and technologies."

Purifics now hopes that its success in the field will speed up possibilities in other regions, banking on help — in the form of contacts and market assessment — from the Canadian Consulates General in Dallas and Detroit.

The company's other permitted installations in the United States include several Superfund sites — areas identified by the U.S. Environmental Protection Agency (EPA) as having significant environmental hazards.

### Continuity and perseverance important

"Don't be intimidated by foreign markets," Butters advises, "but on the other hand, don't overextend yourself, and don't spread yourself too thin. Continuity and perseverance are important."

So is patience. "It takes time to pick up the first couple of contracts," says Butters. "To do that, you have to develop a rapport and build up some credibility, which take time when you are starting from scratch."

Butters is also a firm believer in trade shows and missions, which create visibility for both company and products. It was participation in a trade show that helped his company get a foothold in Korea.

As a matter of fact, that presence helped Purifics set up an agency agreement that was formalized during South Korean President Kim's visit to Canada last year. The company has now completed its fourth sale to South Korea.

Now that the company is active in the United States and South Korea, Butters is studying opportunities in other Southeast Asian countries.

For more information on Purifics and its technology, contact company President Brian Butters, tel.: (519) 473-5788, fax: (519) 473-0934, e-mail: info@purifics.com, Internet: www.purifics.com

## International AID & TRADE '97

NEW YORK — International AID & TRADE, September 10-12, 1997, provides the business forum and venue to enable Canadian exporters to showcase their products and services to senior United Nations (U.N.) and humanitarian aid procurement officials from around the world. Formerly known as International PEACEKEEPING, the event changed its name to reflect the significant range of busi-

ness opportunities for companies in the U.N., humanitarian and economic development markets.

International AID & TRADE '97 is an excellent opportunity for Canadian exporters to learn about procurement practices and procedures for doing business with the U.N. its

member nations, NGOs, humanitarian agencies and the military.

For more information, contact International AID & TRADE '97, tel.: (416) 968-7252; fax: (416) 968-2377; e-mail: [peacek@baxter.net](mailto:peacek@baxter.net), Internet:

<http://www.baxter.net/peacekeeping>

### Exhibition Highlights Latest in Pharmaceutical Machinery

GOREGAON, MUMBAI, INDIA — Consumer Trade Expositions is organizing PHARMATECH '97, to be held September 25-27, 1997. PHARMATECH, now entering its seventh year, is billed as the biggest exhibition of the pharmaceutical industry. Exhibition highlights include the latest in pharmaceutical machinery (laboratory, electronic, quality control and research and development), pharmaceutical and World Health Organization publications, and a seminar series featuring international speakers.

For more information on participation in the fair, contact Consumer Trade Expositions (COTEX), 52 Shafi Estate, Amar Mahal, Chembur, Mumbai, India, 400 089, tel.: (91-22) 557-7350, fax: (91-22) 557-6841.

### Smau '97: Poised for yet another Success

MILAN, ITALY — Smau '97, the 34th International Exhibition of Information and Communications Technology, is being held October 2-6, 1997. The success of Smau '96 (see *CanadExport* vol. 14, no. 10, June 3, 1996) confirms the role that Smau has acquired in the field of information and communications technology (ICT). Smau '96 boasted 2,600 exhibitors, 400,000 visitors, and three-million contacts registered with Smau's Internet site.

The theme of Smau '97 is memory, examined in the context of the ICT world, especially in terms of

emerging multimedia technologies. A new exhibition area this year is dedicated to the technologies of the emerging field of automatic identification, including the printing and reading of bar codes, communication and ID in radio frequency, smart cards and voice recognition.

For more information, contact Smau International Marketing Office, Corso Venezia 47/49, 20121 Milano, Italy, tel.: (39-2) 760-6757, fax: (39-2) 760-7300, e-mail: [international.mktg@sm.au.it](mailto:international.mktg@sm.au.it) Internet: [www.smau.it/magellano](http://www.smau.it/magellano)

### Opportunities for Exporters at Japanese Leisure and Recreation Fair

TOKYO, JAPAN — February 23-25, 1998 — the 14th Annual Import Fair, LEISURE & RECREATION '98, will provide a unique opportunity for Canadian companies interested in entering the rapidly growing leisure and recreation market of Japan. Sponsored by the Japan External Trade Organization (JETRO), the fair is held to increase Japanese imports of foreign recreational products and services. Previous import fairs have been very successful in helping foreign companies enter the Japanese market. At the 1996 show, some US\$26 million worth of business was conducted. The deadline for exhibitor applications is October 15, 1997.

For more information, contact Alan Bresgi at JETRO, tel.: (416) 861-0000 ext. 227, fax: (416) 861-9666.

# Canada's Participation in Construction Fair Gives Housing Industry a Boost in Germany

LEIPZIG, GERMANY — October 22-26 — Canada is taking full advantage of participation in Leipzig Construction Fair '97 to help firmly establish Canadian housing in the German market.

Held every two years, the Leipzig Construction Fair is a leading exhibition for architects, planners, the construction industry and associated crafts, building/renovation specialists, individuals building houses, builders' merchants and house-building associations. The fair spans the broad pallet of construction materials and parts, their treatment and use on site, machines for construction and pre-fabrication, and trades that provide services to the construction industry.

The Leipzig exhibition is an important bridge to the construc-

tion markets of Central and Eastern Europe, where the greatest construction growth rates in Europe are being achieved. During 1996 and 1997, Poland, Hungary, the Czech Republic and Slovakia are expected to achieve growth rates of 7 to 8 per cent.

Eleven months before the trade fair, 1,250 companies from 20 countries have already booked their space in Leipzig.

Canada is participating in the fair in a number of ways. A large "Canada" area has been reserved for Canadians who wish to exhibit. Companies are invited to book their space directly from the Fair Representative.

For more information on exhibiting, contact Dessauer and Company Ltd., Leipzig Trade Fair Agency, Suite 1103, 15 McMurrich

Sreet., Toronto, Ontario, M5R 3M6, tel: (416) 960-0018, fax: (416) 927-0095.

### Canadian information booth

In addition, there will be an Information Booth, set up by the Department of Foreign Affairs and International Trade (DFAIT) and Canada Mortgage and Housing Corporation (CMHC), where Canadian manufacturers and service providers who do not wish to exhibit can have their brochures displayed. Brochures should be forwarded to Danzas Messen GmbH, c/o Canada Stand at Leipzig Construction Fair, Messengelände P.v. 16.61, Postfach 646, D-04006, Leipzig, Germany, tel.: (49 341) 221-4154/56, fax: (49 341) 221-4147.

*Continued on page 14  
Leipzig Construction Fair*

# Arab Oil and Gas Show Set for Dubai

DUBAI, U.A.E. — The eighth international exhibition for the oil, gas and petrochemical onshore and offshore industries in the Arab Gulf States — the Arab Oil and Gas Show — will take place October 18-22, 1997. The show, the only one of its kind in the United Arab Emirates (U.A.E.) in 1997, will showcase a range of technology, services and equipment used in oil and gas exploration, extraction, processing, storage and transport. Representatives of all the major

private-sector companies working in exploration, engineering, fabrication and contracting in the Gulf Cooperation Council states will attend the show. Other visitors will include specialists from private oilfield operating companies, supply and services companies and public-sector companies working in the oil and gas industry.

The U.A.E. is a major oil producer and is developing significant natural gas production. Large projects are under way to expand oil

and gas production and processing, construct hundreds of kilometres of new pipelines, expand refining and storage capacity, drill over 300 wells and implement new environmental programs.

For more information, contact George Chrysomilides, President and CEO, Cosmos Pacific Investment and Consulting Inc., 2628 Granville Street, Vancouver, B.C., V6H 3H8, tel: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospacific.bc.ca

# Business Opportunities

**B**efore entering into a contractual agreement with a company, readers are advised to verify the bonafides of the companies listed here.

**ALGERIA** — A Montreal-based exporting company with an office in Algeria is looking for Canadian companies operating in data processing equipment, medical equipment, pharmaceuticals, construction and similar fields for various projects in Algeria. Contact M. Morad, fax: (514) 254-5939, e-mail: arikmicrotec.net

**JAMAICA** — Several proposed and existing private and luxurious Jamaican hotels, resorts, guest houses, villas and sport complexes

are seeking Canadian equity partnership or debt financing. Financing requirements range from \$2.5 to 200 million. The projects are strategically located throughout the country.

— A Jamaican cotton and polyester textile plant located in the free-trade zone is seeking a Canadian joint venture partner to take over, run and finance the facility. The plant is equipped with machinery and is ready for some operations. It is strategically positioned to make and ship fabric to North America,

Latin America and other parts of the Caribbean.

— A Jamaican company is also seeking a Canadian joint venture partner to help establish, finance and operate a Canadian-type motor vehicle inspection system. Management, technical and equipment expertise is required.

For more information on any of these Jamaican business opportunities, send a letter of interest or proposal to Cleveland Blythe, The EMT Group, fax: (416) 410-5517, e-mail: emtecgrp@idirect.com

## Leipzig Construction Fair '97

— Continued from page 13

The Booth can also be used as a venue for booking meetings by Canadian business people who are visiting the fair. The booth will be staffed by the Trade Commissioner from the Canadian Embassy's Berlin office, who will be available to provide assistance and guidance to potential exporters and those seeking joint venture partners.

### Canada-Germany partnering event

To build on previous activities and facilitate fruitful contacts between Canadian and German companies, a partnering event will be held on October 23. The event will bring participants

directly into discussions on business plans and possible co-operation, alliances and joint ventures.

Canadian companies interested in participating are requested to submit a detailed document on their activities and the objectives they intend to pursue in Germany. Their profile and objectives will be compared with local companies in an attempt to match partners ahead of time. The number of Canadian participants is limited to eight firms.

Participants must have a proven track record in North America, exporting capabilities, and a strong commitment to pursue opportunities in Europe. Registrations,

which will be accepted on a first-come, first-served basis, should be forwarded to Thorsten Henke, Canadian Embassy, Berlin Office, Handelszentrum, Friedrichstr. 95, D-10117 Berlin, Germany, tel.: (49-30) 261-1161, fax: (49 30) 262-9206.

For more information on Canada's participation at the fair, contact Michel Têtu, Deputy Director, Central Europe Division, DFAIT, tel.: (613) 996-3774, fax: (613) 995-8756, e-mail: michel.tetu@extott04.x400.gc.ca

### CanadExport On-Line

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

## Trade Commissioner Service Directory: Helping Canadian Exporters Succeed in the International Marketplace

**K**ee your eyes open for the *Directory of the Canadian Trade Commissioner Service Abroad*. Complete with a new introduction and a message from the Minister for International Trade, the directory is geared for companies that are export-ready. The new introduction provides step-by-step instructions on how and when to approach the export market and describes the

various services and contacts available in Canada to help companies become export-ready. It also includes a list of questions that companies can expect to be asked by a Trade Commissioner abroad. Companies that can answer these questions knowledgeably and completely will best be able to take full advantage of a Trade Commissioner's expertise in their target market.

The new directory can be obtained from the DFAIT InfoCentre and from Canadian Business Service Centres and International Trade Centres across Canada, as well as on-line at <http://www.infoexport.gc.ca> under "Trade Commissioner Service."

## New Handbook Offers Export Expertise

**B**oth new and established exporters will find a blend of insightful hints and practical advice in *Some Recipes for Successful Exporting*. The 52-page handbook includes pointers on adapting to changing global markets, trading blocs, product life cycles and population development. Readers will also find discussion of the pros and cons of exporting and the differences between domestic and international marketing.

Author Lief Holmvald has over 30 years' experience doing business in more than 100 countries. Mr. Holmvald has provided international business education to over 1,500 companies.

For information on pricing (the first volume costs \$7.95 plus shipping and handling) and to order copies, contact Export Pro Inc., 145 Royal Crest Court, Markham, Ontario, L3R 9Z4, tel.: (905) 940-8408, fax: (905) 940-2446, Internet: <http://www.exportpro.com>

## Getting Set to Work Abroad

**C**anadians leaving Canada to work — or Canadian companies sending employees abroad — may wish to consult the *Pre-Departure Planning Guide*. This 100-page guide offers a detailed review of matters to be considered before leaving — for example, banking, insurance, health care and tax issues. Produced in workbook

format with various checklists, the guide is available for \$35 (plus applicable tax) from Peter Simpson, C.A., Taxation Services for Canadians Investing, Working and Retiring outside Canada, Suite 1205, 736-6th Avenue S.W., Calgary, Alberta, T2P 317, tel.: (403) 531-2200, fax: (403) 263-1826, e-mail: [peter@expatax.com](mailto:peter@expatax.com)

## Beverage Industry, Agricultural Equipment Opportunities in Mexico

**T**he Canadian Consulate in Guadalajara has developed information in the following areas:

- opportunities for suppliers to the beverage industry in the Mexican state of Jalisco — the information contains profiles of 25 local companies, including producers of tequila, purified water, milk, fruit juices and bottles;
- potential distributors of agricultural equipment and implements in five Western Mexican states.

Contact the Canadian Consulate, Hotel Fiesta Americana, Local 31, Aurelio Aceves 225, Sector Juarez, 44100 Guadalajara, Jalisco, Mexico, tel.: (52-3) 615-6270/6215, fax: (52-3) 615-8665, e-mail: [ccguad01@infosel.net.mx](mailto:ccguad01@infosel.net.mx)

# Business Agenda

TORONTO — June 24, 1997 — In recognition of Canada's Year of Asia Pacific, the Thailand Business Association of Canada (TBAC) is co-organizing a seminar/luncheon to inform Canadians about business opportunities in the Thai automotive sector.

To be held at the Radisson Plaza Hotel, the day-long event will provide Canadian automotive companies with an opportunity to meet with the chairmen of the Auto-Parts Industry Club of Thailand, the Thai Board of Investment and many other distinguished Thai and Canadian speakers and guests. In addition, attendees will receive timely, expert advice on the automotive industry and current information on joint venture and investment opportunities in Thailand. The keynote speaker will be Ontario's Minister of Economic Development, Trade and Tourism, William J. Saunderson.

For more information, contact the Thailand Business Association of Canada, 280 Spadina Avenue, 4th Floor, Toronto, M5T 2E3, tel.: (416) 597-8212, fax: (416) 597-8571.

TORONTO — September 14-18, 1997 — More than 1,000 delegates from over 75 countries will gather at

Exploration '97, a conference focussing on advances in mineral exploration geophysics and geochemistry over the past 10 years and on future directions for the technology.

Topics to be addressed in the technical program include integrated exploration information management, regional geophysics and geochemistry, mine-site exploration and ore delineation, and the measurement and remediation of environmental problems. The main conference will be complemented by technical workshops; facility tours of manufacturers, geoscience laboratories and service companies; and an exploration industry trade show with up to 150 booths.

Exploration '97 will be of interest to earth scientists as well as to managers, academics and government scientists involved in mineral exploration and mining-related environmental problems.

For more information, contact Jon Baird, Publicity Chairman, c/o Canadian Association of Mining Equipment and Services for Export, 101-345 Renfrew Drive, Markham, Ontario L3R 9S9, tel.: (905) 513-0046, fax: (905) 513-1834, e-mail: camese@compuserve.com or

access the conference Web site at <http://www.geosoft.com/exploration97.html>

TORONTO — September 17, 1997 — In conjunction with Canada's Year of Asia Pacific, the Thailand Business Association of Canada will be organizing a Canada Thailand Business Forum. Forum sessions will explore Thailand's economic performance and opportunities, as well as tax, legal and monetary issues involved in doing business in that country. Speakers will include senior representatives of the Siam Commercial Bank, the Thai government's Board of Investment, and NAPA Airport Development. The forum will wind up with concurrent workshops focussing on autos and autoparts, fibreglass, construction and construction materials, and education.

For more information, contact the Thailand Business Association of Canada, 280 Spadina Avenue, 4th Floor, Toronto, M5T 2E3, tel.: (416) 597-8212, fax: (416) 597-8571, e-mail: [tbac@istar.ca](mailto:tbac@istar.ca)

## Info Centre

DFAIT's InfoCentre provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

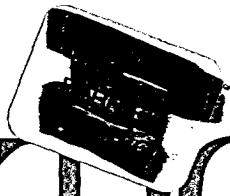
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JUN 11 1997

# CanadaExport



Vol. 15, No. 11 — June 16, 1997

## Canadian Business Confidence Remains High on Eve of Hong Kong Handover to China

On the eve of the handover of Hong Kong to China on July 1, 1997, the world spotlight is on this small but dynamic business hub of Asia. What will the transfer mean for Canadians doing business in the region? A recently conducted business survey confirms that confidence remains high among Canadian business people who are resident in Hong Kong.

Ninety-nine per cent of respondents to the Canadian Chamber of Commerce in Hong Kong survey stated that their companies would be operating in Hong Kong past the year 2000, with the majority of companies that have regional headquarters in Hong

Kong planning to maintain or expand operations there.

important factor in their assessment of Hong Kong's business

*With the handover to China rapidly approaching, CanadExport is shining its own spotlight on Hong Kong, with a focus on the future of Hong Kong as a gateway to China and a continued valuable trading partner for Canada.*

environment, with 34 per cent choosing cost of doing business as the key determinant. The majority of the almost

Over half the respondents ranked maintenance of law as the most

100 company representatives who responded saw a number of potential benefits flowing from the handover, including greater access to the Chinese market, the transfer of Hong Kong's market economy model to China, increased mainland

*Continued on page 5 — Canadian Business*

## Canada-Italy Telecommunications Agreement Highlight of Business Mission

There's good news for Canadian companies in the telecommunications sector. A memorandum of understanding (MOU) signed in Rome during the business mission to Italy in April 1997 will open up new opportunities in the Italian market and stimulate collaboration between Canadian and Italian industry on policy and regulatory issues. Prospects in other sectors are also promising.

**A major agreement**  
The telecommunications agreement was just one — albeit a significant — highlight of the three-day trade mission, which took place April 16-19. Thirty representatives from 20 Canadian companies joined the Minister for International Trade for a series of meetings and partnering events in Rome and Milan, hosted

by industrial and governmental organizations in the telecommunications, aerospace, film, and tourism sectors, among others. The mission offered Italian business circles a greater appreciation of what Canada has to offer and encouraged Italian companies to take advantage of the benefits of

*Continued on page 6 — Canada-Italy*

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

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## Team Canada Partnership Plants Seeds for Business Growth

**A** gri-food and information technology businesses in Western Canada will have better access to capital thanks to four new loan programs announced in April by Western Economic Diversification Canada (WD) and three of Canada's leading financial institutions, CIBC, Royal Bank of Canada and Toronto Dominion Bank.

### Fuel for high-tech growth

Western Canada's high-tech companies will benefit from the new \$20-million Information Technology and Telecommunications Loan Program established by CIBC in co-operation with Western Economic Diversification.

The IT&T sector is one of the world's fastest-growing and largest industries, with global revenues expected to exceed \$3.2 trillion by the year 2000. Eligible companies targeted for this loan program are involved in the research, development, manufacture and marketing of computers, software and services; telecommunications and electronics components and instrumentation; and consumer electronics.

Secretary of State for WD said: "Not only are smaller knowledge-based businesses providing high-value jobs and products for export, they are enhancing wealth creation and bolstering the development of a knowledge-based economy in Western Canada."

A \$40-million loan fund for small businesses in Western Canada that develop or apply advanced technology in their operations has also been introduced by WD and Toronto Dominion Bank.

The WD-TD Bank Advanced Technology Loan Program targets businesses involved in knowledge-based sectors such as aerospace and

biotechnology that develop commercially viable products and services, particularly those that have strong export potential. Traditional businesses (manufacturing, forestry, oil and gas) that adopt and apply advanced technologies in their operations are also eligible for loans under the new program.

### Agri-food and processing companies reap benefits

Two Agricultural Value-added Loan Programs have also been established with the co-operation of WD, one with Royal Bank and one with Toronto Dominion Bank. Both are \$20-million loan programs designed to provide Western Canadian agri-food businesses with increased access to patient debt capital.

The Royal Bank-WD program is specifically intended for businesses planning to explore, expand or diversify into agri-food or non-food processing ventures, while the TD Bank-WD program is directed at

agricultural value-added processing firms.

"With an increasing demand for highly processed consumer-oriented products, value-added agri-food and non-food processing industries are among the fastest-growing and most promising industry sectors in Western Canada," said the Leader of the Government in the Senate. "They have tremendous potential to create growth, new export opportunities, high-value jobs and wealth in rural and urban communities throughout the West."

A key feature of all four programs will see WD offer its in-house resources and extensive business networks to help applicants fine tune their business proposals and enhance their prospects of securing loan capital.

Loans can be up to a maximum of \$500,000 per project, and \$1 million per borrower. Flexibility is a

*Continued on page 5 — Team Canada*

## CanadExport

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Editor-in-Chief: Amir Guindi  
 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Boite Noire  
 Layout: Yen Le

Telephone: (613) 996-2225  
 Fax: (613) 996-9276  
 E-mail: .  
 canad.export@extott23.x400.gc.ca  
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Mail to: *CanadExport* (BCFE), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa K1A 0G2.

## World Bank Publishes new Guidelines for Selection of Consultants

International Financial Institutions: News, Notes & Opportunities

Changes in the nature of consultancy assignments have prompted the World Bank to publish new guidelines for the selection and employment of consultants by its borrowers. The guidelines — which apply only to consulting services — are effective for all loans approved after January 1, 1997.

Cost, for example, has become an increasingly important factor in the selection process, as has the emphasis on greater transparency. In addition, borrowers have sought further incentives for the development and use of local consultants.

*The Green Book* — "Selection and Employment of Consultants by World Bank Borrowers" — provides guidelines that reflect these kinds of concerns and priorities.

A new evaluation process, outlined in section II of the guidelines, takes into account both the quality of the proposal and cost. The process — which involves the submitting of technical (quality) and cost proposals in separate envelopes — provides one more opportunity for the Bank to review borrower decisions, since the Bank must review the borrower's evaluation of the technical proposal and give its "no objection" before the borrower opens price proposals.

In addition, the use of local consultants has been introduced as a factor in the technical evaluation of the proposal, providing an incentive to all firms to use local expertise as far as possible.

Note that the provision of the old guidelines by which the Bank would in some cases accept a borrower's requirement for consultants to form a mandatory joint venture with a local firm has been dropped.

Shortlists are no longer secret — a final shortlist will be provided to any firm that requests it. As well, local consultants are permitted to submit proposals and sign contracts in their national language (provided it is widely used).

Another new provision is that if a borrower wishes to reserve particular assignments for one or more specific firms within a project otherwise financed by the World Bank, the Bank may accept such reserved selection only

if the assignment is not eligible for financing out of the Bank loan and it will not significantly affect the cost, quality or completion time of the project.

United Nations agencies and non-governmental organizations will now compete on an equal footing with private firms, and any immunities, privileges or tax exemptions that they might enjoy will be neutralized in the cost comparison.

A new section on fraud and corruption allows the Bank to reject a proposal for award — and to blacklist the consultant — if the Bank determines (rather than proving in a court of law) that the consultant has engaged in corrupt or fraudulent activities. The Bank may also require consultants to permit it to inspect their accounts and records and to have them examined by auditors appointed by the Bank.

A new appendix (4) has been added to guide and assist consultants in submitting responsive proposals and to inform them of remedies in case of complaints.

Note that the provision of other services (e.g. construction of works, exploratory drilling, etc.) are still covered by *The Red Book* — "Guidelines: Procurement under IBRD Loans and IDA Credits."

Note also that *The Green Book* guidelines apply to services financed either by the World Bank or by grants or trust funds administered by the Bank but executed by the borrower or beneficiary. They do not, however, apply to Canadian trust funds.

For more information, or to obtain a copy of the guidelines, contact the Office of Liaison with International Financial Institutions, Canadian Embassy, 501 Pennsylvania Avenue, N.W., Washington, DC, 20001, U.S.A., tel.: (202) 682-7788, fax: (202) 682-7789.



### Looking for Export Opportunities?

Make sure you are registered in the WIN Exports database, which will showcase your company's capabilities to foreign buyers. Fax your request for a registration form to 1-800-667-3802 or (613) 944-1078. Or call (613) 992-3005.

## Hong Kong: A Fertile Trading Partner and Gateway to China

**A**s Canada's fifth-largest trading partner in the Asia-Pacific region, Hong Kong is a vital source of investment dollars, a fertile market for Canadian technology, goods and services, and an ideal base from which to access expanding markets in China and the Pacific Rim.

Canada has \$1.98 billion worth of investments in Hong Kong, while Hong Kong has \$2.6 billion of investment in Canada.

Two-way trade in 1996 was approximately \$2.3 billion. Canadian exports to Hong Kong stood at \$1.2 billion in 1996, compared with \$1.76 billion in 1995 and \$898 million in 1994. There seems to be an upward trend for first-quarter 1997 exports, pointing potentially to a third consecutive year of merchandise trade surplus for Canada across most sectors.

The rapid expansion of China, along with Hong Kong's vital position as an international business, financial and communications centre and gateway to its neighbour, provides Canadian business with a wealth of opportunities in Hong Kong and the region.

### **Business opportunities**

Areas of opportunity include information technology such as telecommunications and computers; construction materials and services; furniture and furnishings; services such as legal, banking, accounting, and insurance; tourism; educational and training services; food and beverages; environment; pulp and paper; security products; advanced manufacturing technology; medical and biotechnology sectors; and cultural industries.

### **Advanced technology goods and services**

Hong Kong companies are seeking new telecommunications technologies to manufacture high value-added products in their plants, which, in many cases, have been relocated to South China. In the computer field, opportunities for Canadian business are in systems integration for an array of Hong Kong government projects and for large companies needing to automate processes and systems.

### **Building products and services**

Project management and engineering services are needed for the complex residential and industrial construction planned in Hong Kong and South China, which can now be considered one market with respect to the use of higher-quality building products and services.

### **Transportation**

Significant infrastructure development in Hong Kong is part of a strategic expansion plan for the next century. Important freight and passenger rail projects are planned. The soon-to-be completed CLK airport and related infrastructure projects require the construction of several high-capacity roads and a rail line to connect the airport and expanded container ports with business centres in Hong Kong and China.

### **Gateway to China**

Hong Kong plays a vital role in the development of the Chinese economy and acts as a key gateway to China, mainly the southern provinces of Guangdong, Fujian, Hainan and Guangxi. China, meanwhile, has become a major investor in Hong Kong and uses the territory as a main portal for conducting business with most of its trading partners.

With 200 overseas and local banks, Hong Kong serves as an important financing and investment centre for numerous projects in Asia. The majority of the joint ventures set up in China are financed through banks located in Hong Kong.

Many Canadian companies find Hong Kong to be an ideal springboard to the enormous China market. Hong Kong business people can often provide the experience, expertise, and business and cultural connections needed for success in China. Hong Kong's financial and legal services professionals also provide an important bridge for Canadians wishing to access the Chinese market. Hong Kong is both an excellent testing ground for goods and products and a showcase for the Chinese market.

### **A glimpse into the future**

The Joint Declaration signed by China and Britain provides that for 50 years after 1997 Hong Kong

*Continued on page 5 — Hong Kong*

## Hong Kong: A Fertile Trading Partner — Continued from page 4

will maintain its current free-market business environment as a Special Administrative Region (SAR) of China. The competitive cost of doing business and the continued economic health of China and the region are among several business confidence factors worth monitoring.

Hong Kong is becoming a service-based economy. Financial and business services, which employ 11 per cent of the work force, are expected to account for a quarter of the territory's economic growth, and as much

as 30 per cent in 2000. By then, more people will be working in financial and business services than in manufacturing.

Hong Kong will continue to offer commercial opportunities because of the available skill and experience in manufacturing, international commerce and banking, and its access to regional products for processing, as well as its convenience as a base for conducting business in or with China. The territory's well developed infrastructure and its efficient govern-

ment should also ensure that its basic business and economic attractions are not eroded after 1997.

On July 1, the Commission for Canada in Hong Kong will become known as the Consulate General of Canada. Trade commissioner services to exporters and investors will continue as usual.

For more information, visit the Commission for Canada Internet site at [www.canada.org.hk](http://www.canada.org.hk) or contact the Commission at fax: (852) 2847-7441.

## Canadian Business Confidence Remains High — Continued from page 1

Chinese investment in Hong Kong, and reduced anxiety over the risks that might stem from the handover.

Among the potential disadvantages in order of importance were greater scope for corruption, increased control over information flows, less political freedom of expression (human rights) and higher crime rates. More than 60 per cent of those sampled thought that the

lack of awareness of opportunities by Canadian corporate leaders was the greatest weakness in fully exploiting commercial potential in Asia, outranking government support, media coverage and human resource skills.

The survey also captured the mainly positive Canadian business attitudes in Hong Kong with respect to the expected evolution of mainland China's market environment.

More than 70 per cent forecast the business climate for their operations in China to be favourable or very favourable over the next five years, which encouraged them to plan an expanded presence there.

Over 80 per cent of the companies with a presence in China intend to make additional investments in that country in the next five years. Of the 29 per cent of companies surveyed that currently do not have a presence in China, over half plan to make an initial investment before the year 2000.

Attractions in China are domestic market growth, good economic outlook, improving infrastructure and cost of labour. Leading market barriers or concerns in order of significance are bureaucracy, corruption, taxation/laws/regulations/support services, customs control, banking and financial services, and infrastructure.

## Team Canada Partnership — Continued from page 2

prominent feature of the programs, with repayment terms of up to seven years and the ability to capitalize interest and defer principal payments for up to two years. Eligible firms must have fewer than 250 employees and less than \$12 million in annual sales.

For more information, contact:

- Agricultural Value-added Loan

Programs, Steve Rhodes, WD at (604) 666-1311

- Information Technology and Telecommunications Loan Program, Advanced Technology Loan Program, David Woynowski, WD at (403) 495-4970

or visit the WD Web site:

English - <http://www.wd.gc.ca>

French - <http://www.deo.gc.ca>

## Canada-Italy Telecommunications Agreement — Continued from page 1

Canada as a gateway to the North American Free Trade Agreement.

The telecommunications MOU calls for collaboration on a range of telecommunications policy and regulatory issues, including managing deregulation, encouraging open competition and developing advanced information-highway services. As the Minister for International Trade pointed out at the signing, the telecommunications sector is key to Canada's international competitiveness, and an important source of high-quality jobs.

The MOU comes at a critical time, as Italy's \$31-billion telecommunications sector — the sixth largest in the world — is being liberalized by January 1, 1998, the European Union deadline for the introduction of open competition.

A Canada-Italy Roundtable on Telecommunications, the first meeting to take place under the Telecommunications MOU, provided an opportunity for Canadians to meet with representatives of the established and new Italian telecommunications operators. The delegation also visited the new telecommunications group within Enel, Italy's national electricity company. During the visit, Enel's head of telecommunications business development described the company's ambitious infrastructure development plans, which could offer significant opportunities for Canadian telecommunications equipment suppliers.

### Other mission highlights

At the same time, meetings with representatives of Finmeccanica, Oto Breda, Alenia Spazio and Agusta did much to promote Canadian aerospace products and services. The Canadian Tourism Commission also had good results in its meetings with Italian tour operators, which led to the conclusion that tourism from Italy can be built up to equal that from France.

Another highlight of the mission was a meeting between the Minister for International Trade and the Italian Minister for Foreign Trade, Augusto Fantozzi, for discussions on trade policy and investment issues.

The mission also featured the signing of other accords, including a co-operation agreement and the formation of a joint Canada-Italy Business Council between the Alliance of Manufacturers & Exporters Canada and its Italian counterpart, Confindustria. A co-production agreement between Telefilm Canada and Italy could lead to some \$50 million in broadcasting and film contracts.

### Strong bilateral trade relations

These agreements build on the already strong trade relations between the two countries. Italy ranks ninth overall among Canada's trade partners and twelfth among Canada's export markets. Two-way trade reached \$4 billion in 1996, with Canada exporting \$1.3 billion in products (wood pulp and

fibre, wood and wooden articles, copper sheets and articles, cereals and wheat) and importing \$2.7 billion in products from Italy (machinery, boilers and engines, electrical machinery and equipment, rolling stock and vehicles, raw hides and skins, and optical and precision equipment). The stock of total Canadian foreign direct investment in Italy stood at \$844 million in 1995, compared with \$255 million in Italian direct investment in Canada.

The trade mission to Italy was an unqualified success in promoting awareness in Italy of Canada's modern, high-technology economy and the readiness of Canada's exporting companies to join Italian companies in strategic partnerships. It was also the first in a series of important activities that will underscore Canada-Italy bilateral relations in 1997. These include the June 24-28, 1997, visit of Italy's President Oscar Luigi Scalfaro, in celebration of the 500th anniversary of Giovanni Caboto (John Cabot)'s landing in Newfoundland.

For more information on Canada-Italy trade and investment, contact Loréta Giannetti, Southern Europe Division, DFAIT, tel.: (613) 996-5263, fax: (613) 995-8783.

### CanadExport On-line

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

## Canadian Project Offers High Visibility in Russia

**A** Canadian project to help save the great art treasures of the Hermitage Museum in St. Petersburg is offering Canadian companies a high profile in Russia.

The Hermitage Museum, whose Honourary Patron and Chair is no less than Russia's President Boris Yeltsin, is one of the world's most important art museums.

Struggling from years of under-funding, the Hermitage is not shy about using its influence to attract much-needed corporate sponsorships in order to preserve its world-renowned collections.

### Enter a Canadian entrepreneur

The Canadian project, led by Robert Kaszanits of KTRB Management Services Inc. — an Ottawa-based museum consulting firm — will provide the Hermitage with protective window film for its 586 gallery windows.

The film — used by most major museums in the Western world — virtually eliminates destructive ultraviolet light that fades the paintings.

With a \$100,000 grant from the Renaissance Eastern Europe Program (formerly administered by the Department of Foreign Affairs and International Trade, but now run by the Canadian International Development Agency), Kaszanits has been showing Canadian companies the benefits of supporting cultural projects in Russia.

### What's in it for Canadian companies?

Upon the conclusion of the project in July, Hermitage Director Dr. Mikail Piotrovsky will host a concert and gala reception in the beautifully restored theatre where Catherine the Great entertained her closest friends.

"Guests will include senior government officials," Kaszanits points out, "as well as the diplomatic and business communities. In addition, a bronze plaque recognizing the sponsorship will be unveiled at a news conference before the reception."

The international press corp, including Russian, Canadian, U.S. and European television news bureaus, will be invited to both events.

According to Kaszanits, the goodwill nature of the project has already resulted in excellent media coverage in Canada, Russia and the United States. Catalogues

published by the Hermitage will recognize the contribution of sponsors, and the more than 3 million admission tickets sold this year will bear contributors' corporate logos.

"Preserving art treasures is very important in Russia," Kaszanits emphasizes. "Being seen as contributing to something very dear to the people is an excellent way of achieving the profile in Russia that many Canadian companies are looking for. I hope that the project will appeal to Canadian companies interested in entering the very competitive Russian market."

### An outpouring of support

Kaszanits, a former assistant director of the National Gallery of Canada, has received preferential rates and help from a number of Canadian sources, including:

- Canada Window Film Systems of London, Ont., the company making the film;
- Air Canada, shipping the containers of film to St. Petersburg;
- Trade commissioners at both the Canadian Embassy in Moscow and the Consulate General in St. Petersburg in dealing with local bureaucracy;
- the law firm Gowling Strathy & Henderson, whose Moscow office donated its services to arrange for the crucial customs clearance of the material;
- the Association of Universities and Colleges of Canada, under the professional partnership program;
- Pratt & Whitney Klimov, and Alcan Canada Vostok.

"We are currently looking for a flagship sponsor to contribute the \$250,000 still needed for the \$560,000-project," Kaszanits says. "Production of the film will begin as soon as our final sponsorship is confirmed."

For more information on how to become involved in the project, contact Robert Kaszanits, KTRB Management Services Inc., tel.: (613) 489-0794, fax: (613) 489-0835, e-mail: [kaszani@ibm.net](mailto:kaszani@ibm.net)

## DFAIT'S International Marketing Group Wins Three More Awards

The American Economic Development Council (AEDC) has bestowed three awards on the Department of Foreign Affairs and International Trade's International Marketing Group (BCFD). The awards were presented at the AEDC's 72nd annual conference, held in New Orleans, Louisiana, April 26 to 29, 1997. Founded in 1925, the AEDC is the world's oldest economic developers' association, boasting the largest membership, with some 2,700 associates, mostly Canada- and U.S.-based.

From among some thousand or so entries, BCFD won the following prizes:

- "Best of Class" — for its *Canada Business Facts*, which contains comprehensive, quantitative information on vital aspects of Canada's economic, business, investment and trade performance. It also shows Canada's standing in comparison

with other countries, as well as background information on a range of pertinent facts and factors.

- "Superior" — for its *Canada Investment News*, an international newsletter providing current and useful information about investment successes, prospects and trends in Canada.

- "Excellent" — for its *Canada Investment Facts*, an interactive electronic presentation highlighting the many competitive advantages that Canada offers investors, and demonstrating Canada's sound economic fundamentals, with solid growth prospects, low inflation, strong productivity and

record-high exports.

The International Marketing Group is committed to its international mandate to enhance Canada's image abroad, with a view to promoting the nation as a prime destination for foreign direct investment. In this regard, BCFD's main objective is to ensure that Canada is always short-listed and selected as a new or expanded investment location by all senior investment decision makers.

For more information, contact M.C. Németh, International Marketing Group, DFAIT, tel.: (613) 995-6219, fax: 995-9604.



## New Canada-Russia Organization Promotes Trade

The *Canada Russia Business Forum (CRBF)* is a brand-new non-profit organization committed to promoting bilateral business growth. Its mission is to assist Canadian companies to do business profitably in Russia.

Founded in October 1996, CRBF expects to have at least 100 members before its first annual meeting, planned for this October.

The Forum's members come from industry, financial organizations, professional services, academia, and government. The 25 founding members include CIBC, Royal Bank, Bank of Nova Scotia, Gowling Strathy & Henderson, McLeod Dixon, Aluma Systems International

and the Government of Canada.

Some of the services offered by CRBF are:

- **Advice and information:** CRBF highlights activities, business developments and trends, and provides access to qualified professional advisers and market experts.
- **Networking:** CRBF introduces high-quality speakers, profiles member projects, and offers net-

working opportunities.

- **Business opportunities:** CRBF enhances awareness of business opportunities in Russia, fosters business collaboration, and assists with initiatives.
- **Financing:** CRBF assists in realizing business opportunities by providing access to expertise on financing and risk-management strategies.

*Continued on page 9 — New Canada-Russia*



# Business Opportunities

The following tender notices have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below. Quote the IBOC case number for speedier service.

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation (CCC). This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, Ont., K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

**CAMEROON** — A serious Cameroonian concern is seeking a Canadian partner for the construction of a two-storey hotel with 13 rooms per floor in the one-star class, Bonamoussadi Akwa-Nord District, Douala. The ground floor will include a bar-restaurant and night club. The Annex (a bar-restaurant and 3 rooms) is already operational. The hotel market in Cameroon is expanding rapidly. Contact: Andrée Faubert, fax: (613) 996-2635, quoting IBOC case no. 970522-00555.

stock ownership in the existing Bahr Dar textile enterprise. It has also issued an investment and/or implementation proposal for expansion/rehabilitation of the Enterprise. The closing date for the receipt of bid documents is July 25, 1997. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case no. 970423-00283.

**SRI LANKA** — The Ceylon Electricity Board (CEB) invites bids from eligible bidders for the turnkey design, manufacture, transport, erection and installation, testing and commissioning of various grid stations and transmission lines. The closing

date for the receipt of bid documents is July 15, 1997. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case no. 970411-00156.

**SYRIA** — The General Company for Phosphate and Mines has issued tenders for developing phosphate of Eastern B Mine, including dressing, washing, storing and loading, with a productive capacity of 1.2 million tons as final product. The closing date for the receipt of bid documents is July 15, 1997. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case no. 970512-00425.

**ETHIOPIA** — The Ethiopian Privatization Agency has issued a tender for the acquisition of a full or partial

**UKRAINE** — The Ukrainian State Committee on Geology and Utilization of Mineral Resources has issued a tender for the right to undertake geological exploration and further production of native copper deposits in the 32 km<sup>2</sup> Zhyrichi area (Volyn region). The closing date for the receipt of documents is July 21, 1997. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case no. 970425-00315.

## New Canada-Russia Organization — *Continued from page 8*

- **Technology commercialization:** CRBF supports the match of technologies with Canadian management expertise, venture capital, and capital markets.
- **Industrial and regional development:** CRBF identifies and promotes business development opportunities in key Russian regions and sectors.
- **Government liaison:** CRBF promotes interaction with federal, provincial and regional governments.

CRBF has a Virtual Office Secretariat (VOS) and a Web site linked to the government's and members' sites. Membership fees are \$250 for individuals or \$1,000 for corporate sponsorship.

For more information, contact Canada Russia Business Forum, P.O. Box 438, Commerce Court West, Toronto, Ontario M5L 1J3, tel.: (905) 837-5313, fax: (905) 837-5314, e-mail: [canada-russia@canada-russia.com](mailto:canada-russia@canada-russia.com), Internet: <http://www.canada-russia.com/~crbf>

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

## Well Established Ottawa Company Jets through World Markets



**A**fter having carved itself more than 80 per cent of the world market, Ottawa-based JetForm Corporation is ready to expand even farther into the United Kingdom and Europe.

A global leader in electronic forms automation, JetForm provides solutions that streamline business processes. As such, company products design, fill, route, print and manage forms, helping organizations reduce costs and increase efficiency by automating forms processing across local and wide area networks, as well as the Internet.

### Growing by leaps and bounds

It was two years ago that JetForm opened its first European subsidiary in Sweden. It began its operations in the United Kingdom a year later.

"Growth has been rapid in the U.K.," says JetForm President and CEO John Kelly, "and we now have a staff of 30 people there, with a rapidly growing business. As a matter of fact," he adds, "we experienced a 384-per-cent growth in Europe last year."

How did the 13-year-old company, with a total work force of 500 (300 in Canada), do it?

### Words to the wise

"We usually consult the Canadian trade commissioner for general market information, local practices and partnership possibilities," says Kelly.

In the U.K., as well as the other 20 countries where JetForm has subsidiaries and distributors, the company always hires locally because "those people understand

their marketplace."

In the U.K., JetForm also started out by acquiring a local company, building on its basic infrastructure to move forward.

As a matter of fact, Kelly recommends the joint venture route as a good way to start in other countries.



*JetForm Corporation recently moved into larger U.K. headquarters in Droitwich, in the West Midlands, after opening a small office in that country over a year ago. Toasting the opening are John Kelly, President and CEO of JetForm (centre), the Mayor of Droitwich, John Clark (seated), and Jacques Bilodeau, Deputy Canadian High Commissioner in London.*

"But that means carefully checking out your future partner," he warns, "focussing particularly on that person's resources, financing and understanding of the product." JetForm itself learned the hard way.

"Be proactive," Kelly recommends, "because it takes time and effort to look after a new market, and you can't simply rely on the fact that you have appointed an agent or representative. You must be prepared to invest time and money to make it work."

It was only after following these precepts that JetForm was ready to set up its own office recently in the United Kingdom.

### Success breeds success

With major offices in Canada, the United States, Europe, Australia, New Zealand and Singapore, JetForm's most recent expansion was into Beijing, China.

In addition, the company, whose annual growth rate is close to 70 per cent, has recently formed an alliance with Staffware Corporation of Wellesley, Massachusetts — a wholly owned subsidiary of U.K.-based Staffware plc and a leading provider of workflow technology, which will significantly expand JetForm's customer base throughout the world.

For more information on JetForm, contact International Marketing Manager Susan Englehütt, tel.: (613) 230-3676, fax: (613) 594-8886.

## Central American Livestock Expo Slated for Nicaragua

MANAGUA, NICARAGUA — Canadian livestock companies interested in Central America are invited to send their catalogues to be part of the Canada booth at Expica '97, being held July 18-27, 1997.

Expica '95 attracted some 200,000 people to exhibitions by 200 Central American raisers of bovines, horses and other pure-bred species such as swine, sheep, buffaloes and ostriches.

Expica is also used to exhibit, promote and sell products related to the cattle-raising sector. Others participating at Expica include distributors of veterinary products, agricultural tools and equipment, fertilizers, irrigation systems and animal feed; manufacturers of agrochemicals;

and commercial banks.

The Canadian Embassy in San Jose, Costa Rica, will have a booth and a catalogue exhibition at Expica '97. Interested companies can participate by sending 10-15 brochures, together with business cards, to the Embassy. The Embassy will forward any enquiries directly to the participating companies.

Brochures should be couriered, not later than July 14, to Adolfo Quesada, Commercial Officer, Canadian Embassy, Oficentro Ejecutivo La Sabana, Edificio No. 5 contiguo a la Controloría General de la Republica, Sabana Sur, San Jose, Costa Rica, tel.: (506) 296-4149, fax: (506) 296-4280.

For more information on the Central American market or on the trade show, contact Céline Boies, Caribbean and Central America Division, DFAIT, tel.: (613) 996-6129, fax: (613) 944-0760.

### The Leather Show

DUBAI, UNITED ARAB EMIRATES — The Leather Show '97, the premier buying event for the international footwear and leather industries, will be held September 24-27, 1997.

Organized by IIR Exhibitions Ltd., the exhibition will cover belts, gloves, handbags, leisure and sports bags, briefcases, footwear, leather fashion wear, wallets and purses, luggage and small leather goods and gifts. Key retailers, buyers, wholesalers and distributors from throughout West Asia will be in attendance at the show. More than 200 companies from 18 nations took part in the Autumn '96 Leather Show, making deals in excess of US\$1 million. The show is being held in conjunction with the Motexha fashion and textiles show and Ambiente Arabia, the luxury goods and gifts exhibition.

For more information or to register, contact IIR Exhibitions Limited, P.O. Box 28943, Dubai, United Arab Emirates, tel.: 00971-4-365161, fax: 00971-4-364006.

## Colombia Hosts International Oil and Gas Show

BOGOTÁ, COLOMBIA — EXPOPETROLIO '97, Colombia's only international oil and gas show, will take place November 19-21, 1997.

Sponsored by the state oil company, Ecopetrol, and the Colombian Ministry of Mines and Energy, the event will feature 200-250 exhibitors and is expected to attract some 7,000 visitors.

Oil and gas exploration and production are leading activities in the Colombian economy. Recent discoveries at Cusiana and Coporo represent two of the largest finds in the Western Hemisphere in the last decade and many multi-million dollar projects are under way to develop them.

As well, Colombia has ongoing and planned projects for expanding its existing infrastructure of production, processing, transport, storage and port facilities and for developing a network for massive use of natural gas in all major Colombian cities.

With this activity, EXPOPETROLIO represents an excellent venue for Canadian firms to display their capabilities. Canadian operators already working in Colombia include TransCanada Pipelines Ltd., Inter Provincial Pipelines Ltd. and Can Oxy.

For more information, contact Bill Heslop, Heslop Trade Show Management Services, tel.: (613) 596-3083, fax (613) 596-5348.

## Attention Export Marketing and Sales Executives

ATLANTA, GEORGIA — The Canadian Consulate General in Atlanta, the Department of Foreign Affairs and International Trade, Industry Canada, and provincial trade organizations across Canada cordially invite marketing and sales executives responsible for exports to join the fall tour of the National Association of State Telecommunication Directors (NASTD), September 29-October 2, 1997.

The program will include participation in the NASTD conference and trade show, as well as a Consulate-organized seminar on "Selling telecommunications products and services to the Southeast

U.S.," featuring local telecommunications industry experts with experience in helping small and medium-sized firms to penetrate the local market.

The 50 members of NASTD have a combined purchasing in telecommunications and computer networks greater than that of the U.S. federal government. Canadian companies with products in the computer/telephony interface arena will have an especially receptive audience. Other key areas of interest are wireless LANS and voice-over frame relay.

This program is open only to companies registered with the WIN Exports database.

To register for the mission, fax a letter of intent on company letterhead to the New Exporters to Border States (NEBS) co-ordinator in your province, as well as to the NEBS co-ordinator in Atlanta, Steve Flamm, tel.: (404) 532-2018, fax: (404) 532-2050. On the same day, registrants must send, by courier, US\$75.00 payable to the Canadian Consulate General, 1175 Peachtree St. N.E., 100 Colony Square, Suite 1700, Atlanta, Georgia, 30361-6205, U.S.A., tel.: (404) 532-2000, fax: (404) 532-2050, e-mail: [steve.flamm@ATNTAO1.x400.gc.ca](mailto:steve.flamm@ATNTAO1.x400.gc.ca)

## Toronto to Host "Journey to the Humane Village"

TORONTO — August 24 to 27, 1997 — Under the theme "Journey to the Humane Village," the 20th Congress of the International Council of Societies of Industrial Design (ICSID) will bring together leading minds from the fields of economics, ecology, literature, technology and philosophy, to share their vision for what the global village should be. The Congress will act as a forum for developing solutions to the many challenges, changes and stresses facing the globe. It will provide an opportunity to examine how the design process can assist in making the global village of commerce and high technology more humane in a compassionate and self-renewing setting.

Among the six plenary session speakers are environmentalist Maurice Strong, New Zealand economist

Marilyn Waring, and philosopher Michael Lerner. Afternoon forums will debate such questions as: How can designers help to create community in the global village? Can today's dominant "culture of consumption" be transformed into a "culture of learning and inner development"? How do we balance the needs of humans with the limits of our natural resources? How can we restructure work and leisure with a new vision of time and space?

ICSID is the world's largest international design organization, with 135 member organizations in over 50 countries.

For more information on the Congress, contact Luigi Ferrara, ICSID '97, The Humane Village Congress Secretariat, tel.: (416) 368-0684.

**Info  
Centre**

DFAIT's InfoCentre provides information, publications and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from a fax machine) at (613) 944-4500; by calling the InfoCentre Bulletin Board 1-800-628-1581 via a computer modem; or by accessing the InfoCentre Internet World Wide Web site at <http://www.dfait-maeci.gc.ca> using the Gopher menu.

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# CanadExport

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## WIN Exports: Your Gateway to World Markets

Imagine having an endless supply of your company's marketing brochures on the desks of Canadian Trade Commissioners around the world. That's essentially what happens for companies that are registered with the federal government's WIN Exports database. Company information supplied to WIN Exports can be quickly printed and provided to prospective foreign buyers, importers, distributors and partners.

The World Information Network for Exports — WIN Exports — is the Department of Foreign Affairs and International Trade (DFAIT)'s computerized database of Canadian exporters and their capabilities. WIN can be accessed only by DFAIT's Trade Commissioners and by Team Canada partners — the federal and provincial government departments involved in international business development, as well as the International Trade Centres. The system is used to share information, record services provided and match Canadian sources to foreign purchase requirements.

interest such as trade fairs and missions, seminars, and business opportunities.

WIN Exports is one of the most useful tools employed by the International Business Opportunities Centre (IBOC), a creation of DFAIT and Industry Canada. Through WIN, IBOC officers are able to search for companies and compile lists of potential Canadian suppliers to respond to the 360 or so business leads they receive each month from Trade Commissioners and Commercial Officers overseas. IBOC officers contact companies registered in WIN to advise them of such opportunities.

be contacted with export sales leads. You will also be contacted annually so you can review and update your company information.

As proof that WIN Exports works, this issue of *CanadExport* profiles a selection of participating companies and government users, respectively testifying to the benefits to be gained by Canadian exporters and the merits of the system (see pp. 8 and 9). And companies registered with WIN will automatically be added to *CanadExport's* subscription list.

### Responding to thousands of requests

What all this means for your company is more export sales leads and more customized services. Canadian Trade Commissioners use the WIN Exports database to find out more about your company and to identify Canadian exporters in response to the tens of thousands of requests they receive each year from potential foreign buyers. The Trade Commissioners also use the fax function of WIN Exports to keep registered companies abreast of events of

### Your marketing profile works wonders

The marketing profile you provide for inclusion in the database is an important component of your WIN Exports entry. The profile is an opportunity to promote your company to potential buyers around the world. The profile should include "key words" that describe your specific expertise and competitive edge.

The more accurate and complete the information you provide to WIN Exports, the more likely you are to

### CanadExport On-Line

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

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# APEC Trade Ministers Agree to Move Quickly to Open Markets

**T**rade ministers from the 18-member Asia Pacific Economic Co-operation (APEC) forum met in Montreal in May to discuss ways to improve market access and reduce barriers to trade and investment.

This was the first of five ministerial meetings and business forums being held as part of Canada's activities as chair of the APEC forum. Designated Canada's Year of Asia Pacific, 1997 kicked off with another successful Team Canada trade mission to Asia in January, and will culminate with the November APEC leaders' meeting in Vancouver. Over 250 business, culture and youth events, organized by government and private associations, are also being held across Canada throughout the year.

Ministers affirmed that APEC should continue to act as a catalyst for promoting trade and investment globally. In Montreal, ministers agreed to direct officials to examine the merits of pursuing comprehensive liberalization along sectoral lines, and to identify potential sectors for early, voluntary liberalization. Ministers also agreed that APEC members should help advance the work of the World Trade Organization on trade facilitation, especially in areas such as investment, competition policy and government procurement.

As a result of the ministerial meeting, talks are expected to accelerate toward an agreement on financial services, which would eliminate restrictions that now make it difficult for banks and insurance companies to operate globally.

Ministers supported the recommendations of the "APEC Customs-Industry Symposium," which was held in conjunction with the trade meeting, to work toward simplifying and harmonizing customs procedures. The symposium, hosted by Revenue Canada, brought together

over 180 business and customs representatives from the 18 APEC member countries.

The APEC customs tariff database on the World Wide Web was launched in Montreal. The database is the only one of its kind, providing easy access to consolidated tariff and customs-related information on APEC economies.

Other ministerial meetings on environment (Toronto), transportation (Victoria), energy (Edmonton), and small and medium-sized enterprises (Ottawa) will help to determine the recommendations that will be presented to APEC leaders in November and set the agenda for their meeting in Vancouver.

If the APEC ministerial meetings can provide impetus for advancing the agenda of freer trade and investment throughout the Asia-Pacific region, Canada stands to benefit greatly from new business opportunities that will undoubtedly emerge.

The potential for Canadian business, particularly in Asia Pacific, one of the world's most dynamic economic regions, is considerable. APEC members account for about

half of the flow of goods and services around the world. By the year 2020, it is expected that seven of the top ten economies in the world will be Asian, and that within 10 years, the Asia-Pacific region will be home to nearly two-thirds of the world's population.

## Cross-Canada events add value to ministerial meetings

In the spirit of Team Canada, government and industry groups have pooled their resources to offer a host of related events that will complement and add value to the discussions taking place in the five ministerial meetings.

Sponsored by the Canadian Chamber of Commerce, the ASEAN-Canada Business Council held its joint meeting in Montreal, May 4-6. Participants, including executives of private companies and government representatives and ministers from the ASEAN countries and Canada, discussed ways to promote economic and trade relationships such as joint ventures and partnership agreements.

*Continued on page 15 — APEC*

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 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Bolte Noire  
 Layout: Yen Le

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 Fax: (613) 996-9276  
 E-mail: canad.export@extott23.x400.gc.ca  
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Mail to: CanadExport, International Trade, 125 St. James Street West, Toronto, Ontario M5H 1B5.



## CIDA-sponsored Consultant Trust Funds Aid Exports of Canadian Expertise

The Canadian International Development Agency (CIDA) has funded Canadian consultant trust funds at the World Bank and the regional development banks since the mid-1980s. The banks use the funds to hire Canadian expertise to assist them in identifying and preparing projects in sectors of development and commercial priority for Canada. Eligible consultants must be Canadian citizens or landed immigrants resident in Canada. Assignments are short term, and CIDA typically replenishes the funds every three to four years.

### Downstream opportunities

By assisting the banks in the development stage of a project, Canadians gain valuable experience that can help them, as well as other Canadian firms, to pursue downstream opportunities in developing-country markets. Recent fund replenishments have therefore been targeted at countries and sectors of Canadian interest and expertise. CIDA hopes that by sharing strategic intelligence with Canadian equipment suppliers and manufacturers, Canadian consultants hired through trust funds will ensure maximum benefits from these funds.

To facilitate information sharing, the Department of Foreign Affairs and International Trade has started to add information on World Bank and Inter-American Development Bank Trust Fund assignments to its IFInet system, available on the departmental Web site at <http://www.dfait-maeci.gc.ca>, under "IFI/Capital Projects Abroad."

### Fund management

The banks are solely responsible for administering and managing the consultant trust funds, and the banks (not the borrowing countries) always handle contracting of project-development work. Consequently, interested Canadians should contact bank task managers and operations officers directly. At the World Bank, task managers responsible for project development submit formal requests, naming the consultant to be contracted, to the Trust Fund Administration Unit. Procedures are similar at other banks.

### Specific funds

CIDA funds the following 10 trust funds:

World Bank Country-Specific Trust Fund (replenished

1996): supports Canadian consultants working to identify and prepare Bank-financed projects, including economic and sector work, in Africa (Ghana, Côte d'Ivoire, Kenya), the Americas (Argentina, Bolivia, Brazil, Colombia, Peru, Caribbean) and Asia (China, India, Indonesia, the Philippines, Vietnam). Priority sectors include, but are not limited to, environment, health and infrastructure services (energy, telecommunications, transportation).

- **World Bank Global Environment Trust Fund** (replenished 1996): jointly funded by CIDA and Environment Canada, this fund supports the identification, preparation and appraisal of Global Environment Facility projects in sectors of Canadian priority and expertise — climate change, biological diversity, international waters and ozone-layer depletion.
- **World Bank Economic Development Institute (EDI) Trust Fund** (replenished 1994): supports training-related activities in civil service reform and governance, human resource development, environment, policy reform and other sectors, with an emphasis on Africa and Indochina.
- **World Bank Foreign Investment Advisory Service (FIAS) Trust Fund** (replenished 1995): supports the provision of FIAS advice to developing-country governments on ways to attract more, and more beneficial, foreign direct investment. Priority is given to activities in Asia.
- **World Bank Central/Eastern Europe Trust Fund** (replenished 1995): supports the identification, preparation, appraisal and evaluation of Bank-financed projects, including economic and sector

Continued on page 14 — Consultant Trust Funds

## Canada's Offshore Developments Highlight of Conference

Canada's offshore oil and gas developments in Newfoundland and Nova Scotia were highlights of the annual Offshore Technology Conference (OTC), held May 5-8, 1997, in Houston, Texas. Canadian involvement included a first-ever New Exporters to Border States (NEBS)-Plus mission as well as a strong presence on the OTC exhibit floor, with large provincial contingents from Alberta, Newfoundland and Nova Scotia, and participants from B.C., Ontario and Quebec.

Thirteen Canadian companies participated in the NEBS-Plus mission organized by the Canadian Consulate General, Dallas, including two companies from Nova Scotia, three from Newfoundland and eight from Alberta. In addition to attending the conference, the companies were given an overview by Consul and Senior Trade Commissioner Graham Rush on the Consulate General's six-state territory, which includes most of the U.S. oil and gas patch. Additional briefing topics included oil and gas sector economics, federal export assistance programs, evaluation of manufacturers representatives, and customs and freight-forwarding issues.

A separate one-day seminar for all energy-sector exporters featured speakers from several foreign governments and companies, explaining their purchasing policies and procedures for oil and gas sector equipment and services. The seminar was organized by the Consulate, in co-operation with Alberta Economic Development and Tourism and the Nova

Scotia Offshore Energy Office.

During a press conference, Nova Scotia Premier John Savage and Newfoundland Minister of Industry, Trade and Technology Charles Furey updated media representatives on Canadian offshore developments. The region is expecting \$12 billion in energy-sector investment during the next decade. The Premier and Minister are highly optimistic that current developments in both provinces contain sufficient mass and momentum to create a full-fledged offshore industry in eastern Canada.

Continuing development of the offshore oil and gas industry in Canada, particularly in provinces that have not had major oil and gas sectors in the past, provides new economic opportunities and raises Canada's profile in the energy sector. The Canadian Consulate General, Dallas, will continue to work with the Canadian provinces and private sector to take full advantage of economic and commercial possibilities presented by these developments.

## U.S. Southwest Lucrative Market for Giftware and Apparel

Canadian manufacturers of giftware and apparel should not overlook the lucrative market of the U.S. Southwest. A region encompassing Texas, Oklahoma, New Mexico, Kansas, Arkansas and Louisiana, the U.S. Southwest has a population and a collective Gross State Product comparable to the whole of Canada's, and boasts a 5-per-cent growth in personal income over the last 10 years.

Dallas, centrally located between both U.S. coasts and between Canada and Mexico, is the focus for distribution to the U.S. southwest, to Mexico and to other points south. Boasting the world's second-largest airport, Dallas/Fort Worth has the lowest distribution costs to the top 50 largest U.S. consumer markets and 17 non-stop and direct flights a day to and from Canada.

Dallas is the nation's second-largest giftware distribution centre after New York City. The 300 permanent gift showrooms at the Dallas Market

Center offer more than 17,000 lines. The Center also hosts four annual gift fairs, with 1,000 exhibitors and over 70,000 buyers in attendance.

Dallas also has the world's largest building dedicated to wholesale women's and children's apparel. The International Apparel Mart's more than 1.8 million square feet of exhibition space is used for trade fairs that draw more than 50,000 retail buyers annually.

To penetrate these markets, manufacturers are encouraged to exhibit at one or more of the region's shows

and to find a representative for their products, as well as to use the international business development services of the Canadian Consulate General in Dallas, which serves the entire Southwest region.

For more information, contact the Canadian Consulate in Dallas, 750 N. St. Paul, Suite 1700, Dallas, Texas, 75201, U.S.A., tel.: (214) 922-9806, fax: (214) 922-9815. Apparel manufacturers should ask for Sally Nobleman; gift manufacturers should ask for Gloria Coley



## Important Change in U.S. Customs Requirements for Imported Goods

Effective May 16, 1997, the U.S. Customs Service is requiring that all U.S. importers report province of origin data for all goods imported from Canada.

The new province of origin field, which has been incorporated into the U.S. CF7501 Import Declaration at Canada's request, will provide Canada with province of origin data for goods exported to the United States comparable to the province of origin data currently provided by the Canadian B13A Export Declaration for Canadian exports to non-U.S. destinations. To ensure that accurate province of origin data is reported on the U.S. Import Declara-

tion, it is important that the Canadian exporter provide this information to the U.S. importer at the time of shipment.

Province of origin data is an essential element in the measurement of Canada's international trade. Statistics Canada requires province of origin information to compile its export statistics and to calculate its Gross Domestic Product by province. These provincial trade statistics are critical to both the government and the pri-

vate sector in monitoring export trends, negotiating trade agreements and formulating and evaluating export policy.

For more information, contact Flavio Pollarolo, Export Policy Section, Reporting, Release and Examination Division, Revenue Canada, Connaught Building, 555 Mackenzie Ave., Ottawa, ON, K1A 0L5, tel.: (613) 954-6850, fax: (613) 957-9717.

## Agreement Helps Canadian Exporters Keep Pace with Changes in U.S. Purchasing

A letter of agreement signed between the Office of the Undersecretary of Defense of the United States (ODUSD) and the Canadian Commercial Corporation (CCC) on April 24, 1997, will help Canadian companies seeking to sell to U.S. federal agencies to keep pace with changes under the U.S. Acquisition Reform program.

The program requires any companies seeking to do business with the U.S. government to be registered on a new, single, master registration database, the Central Contractor Registration (CCR) system. In the case of U.S. Department of Defense requirements, registration must be completed by September 30, 1997. After this one registration, a company will be able to sell to any U.S. federal agency.

The agreement allows Canadian companies that have already been selling to the U.S. government to update their registration and comply

with the new rules through one central point, CCC. The Corporation can also assist new potential Canadian suppliers to enter the new system.

"This agreement is the mechanism that will ensure that Canadian firms retain the access they have enjoyed in the past," said Douglas Patriquin, Executive Vice-President of CCC. "As Acquisition Reform proceeds, Canadian business will find that the processes are more streamlined and comprehensible. The challenge for us at CCC is to make sure that Canadian companies are aware of the steps

they must take and assist them to reap the benefits of the new system."

Canadian firms wishing to register in the CCR can do so electronically, on their own, or they can use CCC's services. CCC is a Crown corporation that facilitates trade, enabling Canadian exporters to access opportunities and contract successfully with primarily public-sector buyers throughout the world.

For more information, contact Alex Papadakis, CCC, tel: (613) 996-0034 fax: (613) 995-2121, e-mail: info@ccc.ca

## Largest-ever Agri-Food Team Canada Mission to Japan

Last March, former Agriculture and Agri-Food Minister Ralph Goodale led the largest-ever Agri-Food Team Canada Mission to Japan. During the mission, participants met with their Japanese counterparts and attended Foodex '97 and the Canadian Solo Food Show.

Representatives from 27 agri-food companies and organizations and one university participated in the mission. Mr. Goodale was accompanied by British Columbia Minister of Agriculture, Fisheries and Food, Corky Evans, and by Prince Edward Island Minister of Agriculture and Forestry, Eric Hammill, along with senior officials from Agriculture and Agri-Food Canada and representatives from eight provincial ministries.

While in Tokyo the mission participants engaged in an intensive series of group and individual meetings. Accompanied by various mission members, Mr. Goodale met with his Japanese counterparts, the Japan Food Agency, the Chairman of Daiei (Japan's largest retail chain), local participants in the 1996 Keidanren Processed Foods Mission to Canada, and executive members of four major agricultural trade organizations.

The entire mission visited Foodex, Asia's largest annual food and beverage exposition, held in Tokyo March 11-14. The show attracted over 1,600 exhibitors — 1,200 of which were non-Japanese companies — and nearly 90,000 visitors.

For the 15th year, the Department of Foreign Affairs and International Trade sponsored a Canadian Pavilion, which showcased 22 companies and promoted the *Canada Daishizen No Megumi* (Canada: Blessed by Nature) foods and beverages campaign. Companies reported a total of 543 solid new sales leads.

Immediately following Foodex '97, many Canadian exhibitors travelled to Osaka to exhibit at the two-day 11th Annual Canadian Solo Food

Show in the key Kansai regional market.

On March 13, Mr. Goodale co-hosted a Canada: Blessed by Nature reception at the Canadian Embassy, which was attended by over 100 Canadians and over 300 guests representing Japanese food importers and processors, research institutes, the media and government. Mr. Goodale spoke of the high priority that the Canadian agri-food sector places on its trade and investment partnerships in the

critically important Japanese market.

While in Tokyo, Mr. Goodale also inaugurated the first-ever Canadian Food Safety Seminar to be convened outside Canada. The aim was to further reassure Japanese importers and consumers about the safety and high quality of Canadian foods and beverages. Attendance exceeded expectations, with 112 Japanese participants representing food importing

Continued on page 10 — Agri-Food

## The Greying of Japan

A growing number of Canadian companies are smashing the myth that Japan is too difficult a market to penetrate. Their secret? They have discovered a market niche springing from *koreika* (the aging society).

While the populations of many industrialized nations are greying, the rate that this is occurring in Japan is faster than in any other country, thanks to the declining birth rate, post-war baby boom and the world's highest rate of longevity. The Japanese Ministry of Health and Welfare estimates that by the year 2025, one quarter of the Japanese population will be over 65 years of age, compared with 15 per cent at the present time.

The coming of the *koreika* brings with it many opportunities for Canada to shine as an international exporter of products — for example, in the area of health-

care products and medical devices. Several Canadian firms have already discovered this market and are making changes in the size and shape of their products to meet the needs of elderly Japanese consumers. Specific products currently in demand include mobility products (walkers and wheelchairs), sleeping aids (beds and mattresses), disposable adult diaper products, monitoring equipment, and other goods for home health care.

The market for imported furniture is also growing in Japan. Canadian manufacturers should keep the smaller physical size

Continued on page 7 — The Greying

## Companies Invited to Board Ship to South Africa and South America

Canadian companies are being given a unique opportunity to display their products aboard HMCS *Halifax* as the ship visits ports in South Africa and South America this fall. HMCS *Halifax*, the lead ship of Canada's 12 Halifax-class frigates, is beginning a four-month international deployment on August 18, 1997. It is scheduled to be in Cape Town approximately September 9-14 and Simonstown approxi-

mately September 18-21. Port visits are also tentatively scheduled in October and November for Argentina, Uruguay and Brazil.

While the deployment is primarily for operational reasons, receptions and tours will be organized for visitors to come aboard to view Canadian technology. Companies may also use the ship as a unique platform to market equipment that is not on the ship but that may be of inter-

est to foreign clients. Canadian missions abroad and the Department of National Defence are co-operating in the planning of events, with participating Canadian companies sharing incremental costs.

For more information or to participate, contact Mrs. Hilary Curran-Allen, Asia/Pacific, Middle East and Africa Team, Department of National Defence, tel.: (613) 996-9741, fax: (613) 995-2305.

## New Tax Agreements with Russia and India

The Canada-Russia Income Tax Agreement signed in Ottawa on October 5, 1995, and a similar agreement between Canada and the Republic of India signed in Delhi on

January 11, 1996, have entered into force as of May 1997.

The agreements between Canada and the Russian Federation and between Canada and the Republic of

India call for the avoidance of double taxation and the prevention of fiscal evasion with respect to taxes on income and on capital.

The provisions of the agreements will have effect

- with respect to tax withheld at the source on amounts paid or credited to non-residents on or after the first day of January 1998; and
- with respect to other taxes for taxable years beginning on or after the first day of January 1998.

After the break up of the U.S.S.R., the Russian Federation and Canada agreed, as provided under international law, that the Canada-U.S.S.R. Income Tax Agreement would continue to be applied until there was a new agreement.

For more information, contact the Corporate Enquiries Line at Revenue Canada's International Tax Services Office, tel.: (613) 954-9681, fax: (613) 941-2505 or 941-9776.

## The Greying of Japan — *Continued from page 6*

of elderly Japanese in mind when designing pieces for this market.

The greying of Japan will also present indirect opportunities for Canadians. Combine the affluence of elderly Japanese with the ever-increasing numbers that are travelling abroad each year and you have a recipe for success in the Canadian tourism sector. Among retired couples, a "silver moon" (a combination of "silver" — a term commonly denoting the elderly in Japan — and "honeymoon") holiday is becoming increasingly popular, despite the weaker yen.

Popular tourist destinations in the Rocky Mountains, Whistler, Niagara Falls, P.E.I. and other locations that showcase the natural beauty of Canada should be prepared by providing more "barrier-free" spaces that have fewer impeding obstacles.

In general, Canadian exporters considering Japan should keep in mind that the greying of the Japanese population is changing the very landscape of the market itself.

For more information about the Japanese market, contact the Japan Division, DFAIT, tel.: (613) 992-6185, fax: (613) 943-8286.

## WIN Helps Trade Commissioners Help You

**T**rade Commissioners and Commercial Officers around the world are hailing WIN Exports as the essential tool that enables them to render services that give Canadian exporters a competitive edge. Through the WIN Exports database, key information about Canadian companies is at their fingertips.

What makes WIN Exports so valuable is the information provided by the companies themselves. As Bill Stolz, Commercial Officer at the Canadian Consulate in Atlanta, stresses, the single most important part of a company's entry in the database is its marketing profile.

An accurate and detailed profile allows officers to make appropriate matches with local importers, sales agents, product specifiers, and trade shows. It also allows Trade Commissioners to promote companies locally, since the firm's profile and other data can easily be printed and sent to countless potential buyers in the region.

The benefits to companies in keeping information on the database up to date are illustrated by Stolz's example of Montreal-based company, Deco Design (Mobilier) Inc. In September 1996, the company's export manager visited the Atlanta Consulate's offices and immediately took Stolz's advice to update her company's WIN Exports record, including writing a good profile. Armed with this information, Stolz was able to find a potential importer from Puerto Rico. "This importer was so impressed by the company's product," says Stolz, "that he placed an order the following month. And the potential for repeat sales is excellent."

Stolz also points out WIN's usefulness in helping commercial officers to track services they have provided and to follow up when necessary. "We can retrieve faxes we have sent, check notes made when phoning, update a client's record to reflect new products and services, recommend new channels of sale, discuss new avenues of distribution ... The list goes on."

The list of ways WIN exports can assist Trade Commissioners to help your company does not stop there. "The WIN Exports fax capability has become our office's central nervous system," says Peter

MacArthur, Trade Commissioner in Hong Kong. "It allows us to disseminate both market information and intelligence in a targeted, timely and efficient manner to companies registered in WIN Exports. To better connect with interested and new exporters, we set the foundation for launching a new series of 'Hong Kong Market Briefs' in three sectors (agri-food, information technology and medical). These are packaged in readable, standard format and sent out directly to hundreds of clients through WIN Exports."

The Consulate General in Minneapolis made important use of the WIN Exports fax capability in sending out invitations for participation in the October 1996 Defence Mission to Colorado. Within two weeks of faxing invitations to appropriate companies registered in WIN (using the product search capability in WIN Exports to identify recipients), 80 firms expressed an interest in taking part. In order to maximize results, only 12 firms could be accommodated on this particular mission, but the door has now been opened for all interested firms to pursue opportunities in this market.

Trade Commissioner Thomas Oommen, of the Canadian Embassy in Paris, discovered the value of being able to run key-word searches on marketing profiles in the database in order to recruit Canadian companies for participation in the Expolangues trade show. As a result, Canadian participation at the show was the largest of any national contingent.

As Oommen points out, "If you're not registered in WIN, we don't know you; if you aren't profiled in WIN, we can't find you."

If you would like to update your company information on the WIN Exports database, or find out more about WIN Exports, call 1-800-551-4WIN (4946) or (613) 944-4946. Internet: <http://www.infoexport.gc.ca>

## Companies Win with WIN

Companies across Canada are discovering the advantages of registering with the Department of Foreign Affairs and International Trade's WIN Exports database: increased sales, new partners, offers to bid on contracts, invitations to participate in trade missions, notification about trade fairs and seminars ... the list goes on. The companies go on, too; here are some rave reviews about WIN.

Fell-Fab Products of Hamilton, Ontario, which exports 70 per cent of its products, has been registered with WIN Exports since the database first became available. According to Don R. Fell, International Marketing, the company's profile, which appears in the database, attracts requests for quotations from the four corners of the earth — including, most recently, England, Turkey and Italy. "Anyone interested in exporting who is not registered in WIN exports ... is missing out on a great opportunity," says Fell.

Murray Van Norman of Western Lightning Protection in Winnipeg agrees. As a small manufacturer of specialized lightning rod systems, the company needs to look for foreign markets in order to expand. "In February 1997, we took the advice of an officer from Western Economic Diversification and provided WIN Exports with a complete profile outlining our specific expertise," explains Norman. "In a matter of weeks, we received a request from a European company to submit a proposal. It represents a great opportunity for our company."

WIN has been a profitable tool for Canadian companies penetrating the competitive Chicago market. "We were able to react within 24 hours to a significant bidding opportunity with a list of qualified Canadian suppliers from the WIN Exports database," says Horst Voight, manufacturing engineer for Knight Consulting Engineers in Chicago. With the assistance of the Canadian Consulate in Chicago and WIN Exports, Canadian flat-bed trailer manufacturers bid on and

will soon win a huge contract. "No other Consulate was able to react as quickly as Canada," says Voight. "Canada has the edge."

Also through WIN, the Chicago Consulate helped Le Bon Croissant Company, an Ontario-based bakery, form an alliance with a local distributor. The company is not only producing and selling croissant sticks to the U.S. market, but has expanded its scope into the Japanese market.

John E. Garroway, CEO and Managing Director of Multi Mesh Distribution Inc., a manufacturer of seasonal products, credits WIN Exports for much of the assistance it has received in finding appropriate markets — and also for the company's own growth. "Through WIN Exports, we have been recruited for meetings with Trade Commissioners within our target markets," says Garroway. "The increased activity has," he adds, "allowed us to grow from a variable work force of 15 to 20 seasonal employees to our current level of 34 employees."

Companies registered with WIN have also found markets abroad through the services of the International Business Opportunities Centre. Knight Trailer Company Inc., for example, received a contract to send aluminum cargo boxes to Japan. Telcom Research recently exported a telephone dialer to a Swiss company. Apotex Incorporated won a Hong Kong tender to supply Terfenadine tablets. Fiberbuilt<sup>®</sup> Manufacturing Inc. secured a contract to supply an Australian company with its patented "Long Fibre Golfmat" systems.



### Looking for Export Opportunities?

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

## Calgary Company's Software has Stock Exchanges Soaring

**E**FA Software Services Ltd.'s success in implementing its Stock Exchange Management Suite (SEMS) around the world reflects a keen eye for rising markets in developing and post-communist countries — as well as a profitable partnership with the Canadian government.

With more than 20 projects worldwide, EFA is a proven force in automating small to medium-sized stock exchanges. From a one-person company developing trading software for the Alberta Stock Exchange, EFA has grown to a company of 70 employees producing customized software for clients in locales such as Slovenia, Romania, Palestine, India, Pakistan, West Africa and the Caribbean.

"With the move to free enterprise and the fall of communism," notes company founder and president Dave Ewasuik, "we saw an opportunity to help countries establish an automated exchange to handle an increased volume of trades."

### Resounding successes

EFA is now the leading supplier of automated exchange systems around the world, and has won a 1996 Export Achievement Award from the Calgary Economic Development Authority.

But the real proof of success lies in the results EFA's projects have produced — results such as the trade volume in Pakistan's Lahore Stock Exchange jumping from 950 to 2,000 trades per day, and the Bucharest Stock Exchange's trade volume vaulting 1,400 per cent.

### Government help

These are results EFA could not have accomplished easily without the help of the Canadian government, says vice-president Geoff Thompson. "EFA's international success has been

greatly leveraged by government involvement."

According to Thompson, every level within the Department of Foreign Affairs and International Trade, as well as Trade Commissioners abroad and at International Trade Centres, has aided EFA in acquiring new business.

"Sometimes it's just a matter of someone in the Embassy saying, 'Hey, we know a Canadian company that can help you.'"

Even government funds to attend conventions and trade shows have helped foster business relationships, says Thompson.

Such was the case when funds from the Program for Export Market Development (PEMD) enabled EFA to attend the 1995 Pan Asian Pacific Exchange Technology Conference and Exhibition in Hong Kong. There, EFA met with representatives from Pakistan's Lahore Stock Exchange — resulting in a sale of EFA's Automated Trading System (ATS).

EFA has also partnered with the Canadian government to land contracts either by receiving direct funding from the Canadian International Development Agency (CIDA) or by acquiring funds from entities such as the Asian Development Bank and the Inter-American Development Bank, of which Canada is a member.

"The funding we receive from CIDA (about \$350,000 over the last three years) is used to pay for the transfer of intellectual knowledge, like training, from EFA to the client," says Don Gleason,

EFA's chief financial officer.

As Gleason points out, EFA supplies the know-how, the people, the hardware and — of course — the software.

For more information on EFA Software Services Ltd., contact the company's Marketing Co-ordinator Dawn Lee, tel.: (403) 294-6926, fax: (403) 265-2893, e-mail: efa@efasftware.com

## Agri-Food Mission

*Continued from page 6*

companies, food and beverage processors, related associations, leading hotels, research organizations, a university faculty of agriculture, and regulatory officials from the Ministries of Agriculture, Forestry and Fisheries, and Health and Welfare. Also present were 34 members of the media.

Japan continues to be the largest offshore importer of Canadian food, seafood and beverages, importing more than the entire European market combined. Japan is the world's largest importer of foodstuffs. The recent food shows and the Agri-Food Team Canada Mission were key events in a continuum of activities designed to further augment Canada's presence in this key market.

For more information on other initiatives pertaining to the agri-food or fisheries market in Japan, contact the Japan Division, DFAIT, tel.: (613) 992-6185.

# Business Opportunities

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, also quoting the IBOC case number for speedier service.

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation (CCC). This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

**BANGLADESH** — The Executing Agency for Part A of the Third Natural Gas Project, Bangladesh Gas Fields Co. Ltd., has issued a tender, under a loan from the Asian Development Bank, for the supply and installation of two Skid mounted glycol type (TEG) gas process plants, each with a capacity of 75 MMSCFD, including gas gathering pipelines and other associated facilities on a turnkey basis, at Habiganj Gas Field. The closing date for the receipt of bid documents is August 15, 1997. Contact: Bruce Bakun, fax: (613) 996-2635, quoting IBOC case no. 970505-00378.

**BOTSWANA** — The Botswana Telecommunications Authority has issued a tender for two licence packages for mobile (GSM) telecommunications services. Tender fee to be paid by July 31, 1997. The closing date for the receipt of bid documents is August 7, 1997. Contact: Louise Cardinal, fax: (613) 996-2635, quoting IBOC case no. 970522-00552.

**BULGARIA** — KVM - S.A. Plovdiv has issued a tender, under a loan from the Overseas Economic Cooperation Fund of Japan, for the supply of engineering, procurement and supply of all equipment and materials, con-

struction and commissioning on lump sum turnkey contract for Industrial Pollution Improvement Project for lead-zinc smelter. Bidders must have 10 years' experience in the design and construction of industrial plants. The closing date for the receipt of bid documents is August 19, 1997. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case no. 970515-00452.

**INDIA** — The Sardar Sarovar Narmada Nigam Limited (a wholly owned government of Gujarat undertaking) invites sealed bids in a two-part bidding system for the execution on a turnkey basis for five pumping stations. This includes the design, engineering, manufacture, supply, transportation to site, storage, erection, testing and commissioning, operating for two years, including all mechanical, civil and electrical works for five pumping stations to be completed in two phases. The bid documents may be purchased at a cost of US\$500. The closing date for the receipt of bid documents is August 20, 1997. Contact: Andrée Faubert, fax: (613) 996-2635, quoting IBOC case no. 970602-00631.

**IRAN** — The country's largest vehicle manufacturer, Iran Khodro Company,

has issued a tender for the supply of two complete machining lines for Crankshaft and Camshaft, with a production rate of 100,000 pieces/year for each line. The closing date for the receipt of bid documents is August 1, 1997. Contact: Andrée Faubert, fax: (613) 996-2635, quoting IBOC case no. 970521-00525.

**VIETNAM** — The National Committee for Population and Family Planning in Hanoi has issued three tender packages for the supply of various medical equipment. Bid documents are available for the non-refundable fee of US\$100 per set. The closing date for the receipt of bid documents is July 30, 1997. Contact: Louise Cardinal, fax: (613) 996-2635, quoting IBOC case no. 970605-00679.

**VIETNAM** — The Ho Chi Minh City Water Supply Company invites sealed bids for the supply of ductile iron pipes and fittings, pvc pipes and fittings, valves and manhole covers, water meters, fire hydrants and service connections. Bidders may submit bids for any, a combination, or all of the above packages. The closing date for the receipt of bid documents is August 15, 1997. Contact: Andrée Faubert, fax: (613) 996-2635, quoting IBOC case no. 970605-00678.

## Information Technology Conference and Exhibition Target Networking Industry

JOHANNESBURG, SOUTH AFRICA — NETWORKORLD+LANDABA '97, which will take place October 8-10, 1997, is the fourth annual conference and exhibition on information technology in southern Africa and will be the premier event of its kind in the region in 1997.

The Network World Exhibition, targeted specifically at the networking industry, grew by more than 100 per cent in 1996 and is expected to attract more than 10,000 business

visitors this year. The concurrent LANDABA Conference will feature speakers addressing a range of topics pertinent to the network computing environment.

The South African Information Technology (IT) market, which is the world's 20th largest, was worth \$4.5 billion in 1996 and is growing by more than 20 per cent per year. The Canadian stand at NETWORKORLD+LANDABA '97 offers interested Canadian companies an excellent

opportunity to exhibit their products and services and to meet and discuss business potential with key decision makers in the industry.

For more information, contact Ms. Ronelle de Wet, Canadian Trade Office, Johannesburg, tel.: (27-11) 442-3130, fax: (27-11) 442-3325; or Mr. Kapil Madan, Eastern and Southern Africa Division, Department of Foreign Affairs and International Trade, tel.: (613) 944-8134, fax: (613) 944-7437.

## Rotary-wing Air Show Ready for Take Off in the U.K.

LONDON, U.K. — Canadian companies are invited to participate with the Canadian High Commission at Helitech, the premier helicopter technology and operations exhibition in Europe, to be held at Redhill Aerodrome, near London-Gatwick Airport, September 30-October 3, 1997.

While other air shows in Europe, such as Farnborough or the Paris Air Show, are events dominated by the "fixed-wing" aircraft community, the High Commission has been using Helitech as a venue specializing in the "rotary-wing" sector.

Attendance in 1995 was up 20 per cent over 1993, with 11,000 visitors from 91 countries, confirming that the helicopter sector in Europe is now on the upturn. The turn-out also underlines the central role of the show in the European, African and Middle Eastern markets.

Companies can participate either by having an individual stand or by

sending promotional material for inclusion at the High Commission's stand. Participation is on a first-come, first-served basis. The deadline for applications is July 31.

To obtain an individual stand, contact Kelly Knight, Kalliman Associates, Abbotsford, B.C., tel./fax:

(604) 702-1156. To participate by sending promotional materials, contact Lisa Traverse, Canadian High Commission, 1 Grosvenor Square, London, U.K., W1X 0AB, tel.: (44-171) 258-6654, fax: (44-171) 258-6384, e-mail: [lisa.traverse@ldn02.x400.gc.ca](mailto:lisa.traverse@ldn02.x400.gc.ca)

## The Arab Oil & Gas Show

DUBAI, UNITED ARAB EMIRATES — The 8th International Exhibition for the Oil, Gas and Petrochemical Onshore and Offshore Industries serving the Arab Gulf States is slated for October 18-22, 1997. Supported by the UAE Ministry of Petroleum and Mineral Resources, the Arab Oil and Gas Show has drawn over 1,000 companies from more than 30 countries since the show began in 1984. The 1997 show will enable suppliers to mount a comprehensive presentation of technology, services and equipment associated with the exploration, extraction, processing, storage and transport of oil and gas. Nearly two thirds of the world's proven reserves of oil lie within the Gulf states, and this is probably the most rewarding market in the world for suppliers of related technology and equipment.

For more information or to register, contact Cosmos Pacific Investment and Consulting Inc., 2628 Granville St., Vancouver, B.C., V6H 3H8, tel: (604) 263-6146, fax: (604) 263-1652.



## London is Port of Call for Maritime Defence Show

GREENWICH, LONDON, U.K. — The Canadian High Commission in London is encouraging Canadian companies to participate at the International Maritime Defence Exhibition and Conference (IMDEX EUROPE 1997), October 7-10, 1997.

Billed as the top maritime defence event in Europe, IMDEX EUROPE offers Canada's internationally well respected ocean industry an excellent opportunity for international exposure.

IMDEX EUROPE has grown in popularity, particularly since its location moved to London, where ships may dock and be viewed by show visitors. The 1995 show boasted a substantial increase from the 1993 show in the number of exhibitors and visitors, with exhibitors from

15 countries and visitors from 54 countries. The number of Canadian companies participating increased from 11 to 17.

Canadian companies can take part either by having their own stand or by sending promotional materials for display at the Canadian High Commission stand. The deadline for applications is July 31, 1997.

To obtain an individual stand, contact Isabelle Branson, Spearhead Exhibitions, tel.: (44-181) 949-9222, fax: (44-181) 949-8215. To participate by sending promotional materials, contact Lisa Traverse, Canadian High Commission, 1 Grosvenor Square, London, U.K., W1X 0AB, tel.: (44-171) 258-6654, fax: (44-171) 258-6384, e-mail: [lisa.traverse@ldn02.x400.gc.ca](mailto:lisa.traverse@ldn02.x400.gc.ca)

## World Trade '97

TORONTO — Set to take place October 23, 1997, at the Skyway Trade and Conference Centre, World Trade '97 will once again coincide with "October — Canada's Export Month/International Trade Month."

More than 250 exhibitors, representing some 60 countries are expected to participate at this Agents/Distributor Locator & Recruiter Show.

World Trade '97 will be of interest to Canadian and international manufacturers interested or involved in exporting or in developing domestic markets via agents and distributors. Manufacturers are given the opportunity to prospect for U.S. and Canadian agents and distributors right during the show in order to penetrate markets in which they are not yet represented. The show is also an ideal venue at which to explore new product lines — more than 1,000 of which will be represented from

Canada and around the world.

The show also provides a unique opportunity for the participation of out-of-town manufacturers and exporters or firms that cannot physically attend the show. Interested companies are invited to send two product catalogues — along with a covering letter and \$100 cheque made payable to Canadian International Trade Association — for inclusion in the international product catalogue showcase. The showcase will be attended by experienced representatives, and leads generated will be forwarded to clients immediately after the show.

For more information, contact the Canadian International Trade Association, 2 Carlton St., Suite 611, Toronto, Ontario, M5B 1J3, tel.: (416) 351-9728, fax: (416) 351-9911, e-mail: [lpm@istar.ca](mailto:lpm@istar.ca) Internet: <http://home.istar.ca/~lpm>

## Systems 97: The Show for Germany

MUNICH, GERMANY — The 16th International Trade Fair and Congress for Information Technology and Telecommunications — Systems 97 — will run from October 27 to 31, 1997. Attracting more than 100,000 visitors each year, Systems is Europe's prime trade fair for the fast-moving information technology and telecommunications sector. Last year's show featured over 1,700 exhibitors from 30 countries.

Reflecting the growing specialization of markets

*Continued on page 14 — Systems 97*

## Consultant Trust Funds Aid Exports of Canadian Expertise — Continued from page 3

work, in Central and Eastern Europe and countries of the former Soviet Union. Priority areas are agriculture, energy, privatization, environment, transportation, telecommunications, financial services and forestry.

- **International Finance Corporation (IFC) Trust Fund** (replenished 1997): this private-sector arm of the World Bank supports pre-feasibility and feasibility studies, technical assistance and other advisory activities. Priority sectors are oil, gas and mining; infrastructure services; environment; and capital market development. The fund's emphasis is on IFC investment and advisory activities in countries/regions that have potential for future Canadian involvement.
- **Inter-American Development Bank (IADB) Trust Fund (CANTAP)** (replenished 1996): finances consulting services at any stage of the project cycle, from identification to approval, including sectoral analyses, feasibility studies and final engineering design. Priority areas are environment, infrastructure services and good governance.

Information on the status of trust funds at the World Bank, IFC and IADB, as well as advice on consultant registration, assistance with visitors' programs and introductions to bank staff, is available from the Office of Liaison with International Financial Institutions, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, D.C., tel.: (202) 682-7788, fax: (202) 682-7789.

- **European Bank for Reconstruction and Development (EBRD) Trust Fund** (replenished 1995): has principles and priorities similar to the World Bank Central/Eastern Europe Fund described above. For information, contact the Office of the Director for Canada, EBRD, One Exchange Square, London, U.K., EC2A 2EH, tel.: (44-171) 338-6509, fax: (44-171) 338-6062; or the Senior Project Officer, Central and Eastern Europe Branch, CIDA, tel.: (819) 994-0225,

fax: (819) 994-3669.

- **African Development Bank (ADB) Trust Fund** (replenished 1996): supports the identification, preparation and implementation of ADB projects in environment, infrastructure services and health; it also supports economic and sector work and policy analysis in areas of priority interest to CIDA: poverty alleviation, basic human needs and governance. For information, contact the Senior Program Manager, ADB, IFI Division, CIDA, tel.: (819) 953-7621, fax: (819) 953-5348.
- **Caribbean Development Bank (CDB) Trust Fund** (replenished 1996): supports CDB's analytical work and the identification, preparation and implementation of CDB projects. Priority areas are poverty reduction, human resource development and environmental protection. For information, contact the Canadian High Commission in Bridgetown, Barbados, tel.: (246) 429-5767, fax: (246) 429-3876.

## Systems 97 in Germany

Continued from page 13

and services, Systems is designed as a series of fairs within a fair — a concept that enables trade visitors to find the information they need quickly and conveniently.

Systems is organized by Messe München International at the Munich Trade Fair Centre. Canadian exhibitors will have access to exhibition space at a special Canada Pavilion.

For details on participating in the Canada Pavilion, contact Unilink, 50 Weybright Court, Unit 41, Agincourt, Ontario, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025.

# Study Released on Japanese Processed Food Market

The Canada-Japan Trade Council (Ottawa) has released its latest research study, *Canada and the Japanese Processed Food Market*. The report analyzes the success Canadian firms have had in penetrating the lucrative and growing Japanese market for processed food products. It also looks at emerging trends in Japan, such as the impact

that the rapid aging of the Japanese population is having on food and eating habits.

Japan now imports over \$2 billion in Canadian agri-food products annually. The report is a valuable reference for Canadian agri-food companies interested in pursuing market opportunities in Japan.

For more information or to

obtain a copy of the report, contact Martin Thornell at the Canada-Japan Trade Council, Suite 903, 75 Albert St., Ottawa, ON, K1P 5E7, tel.: (613) 233-4047, fax: (613) 233-2256, e-mail: [cjtc@magi.com](mailto:cjtc@magi.com)

## Introducing Export Manager

A new publication offers practical advice to exporters. *Export Manager: A Guide to Export Marketing and Management*, by Morris Ng, covers the fundamentals of exporting, from the role of agents and the preparation of export quotations, to the details of shipping documents and how to complete, record and control them. The manual also provides insights into export business etiquette and tips for exporters.

For more information, contact James Huang, Sales Manager, XPO International, tel.: (905) 712-8428, fax: (905) 568-3469. Copies may be obtained, for \$39.95 plus tax, from XPO International, P.O. Box 2345, 100 City Centre Drive, Mississauga, Ontario L5B 3C8.

## New Edition of Inventory of Canadian Contributions to Exporting

The second edition of the *Inventory of Canadian Contributions to Exporting* has recently been published. Containing over 1,200 items (articles, books, cases, videos) published between 1980 and 1995, the *Inventory* focuses on works that are produced by Canadians or that focus on Canada. The *Inventory* will be of

interest and use to researchers and policy- and decision-makers in academic, government and business communities. It is available in either book or software (for Windows) formats.

For pricing and ordering information, contact International Business Study Group, fax: (613) 520-2532, e-mail: [ibsg@business.carleton.ca](mailto:ibsg@business.carleton.ca)

## APEC — Continued from page 2

Also from May 4-6, in Calgary, the Conference Board of Canada brought together over 500 business, education, government and community leaders from across Canada and around the world to focus on establishing linkages to international collaboration through partnership.

On May 8, in Vancouver, the Alliance of Manufacturers & Exporters Canada and the Canadian International Development Agency invited members of the international business community and organizations working with developing countries to discuss ways to assist Canadian businesses to work in the international development field.

The Third Annual Conference de Montréal, held May 11-13, featured ministers and other senior representatives from eight APEC economies and Asian trading partners. The conference focussed on how to do business with globalized economies and offered sessions on such issues as joint ventures with non-Canadian partners.

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Environmental Companies Invited on NEBS Mission to Minneapolis

Canadian manufacturers and service companies in the environmental industries that are seeking to begin exporting to the Upper Midwest United States are invited to participate in an environmental New Exporters to Border States (NEBS) mission to Minneapolis, Minnesota, September 22, 1997.

The seminar will address topics such as the environmental market as it relates to plant engineering

and maintenance in Minnesota, the regulatory requirements, the legal aspects of doing business in the United States, and customs regulations.

Participants are encouraged also to visit the exhibits and to attend the conference sessions of the Midwest Plant and Engineering and Maintenance Show, September 23-24. Sponsored by the Minnesota Environmental Initiative, Northern

States Power, and the Facilities Management Association, the conferences offer opportunities for networking with representatives of the Minnesota environmental industry.

For more information, contact Lisa Swenson, Commercial Officer, Canadian Consulate General in Minneapolis, tel.: (612) 332-7486, ext. 3356, fax: (612) 332-4061. Or visit the trade show's Internet site: <http://www.proshows.com>

## Education Industry Summit Targets Investors

TORONTO — Under the title "Compelling Reasons for Investment and Participation," the first Canadian Education Industry Summit will be held September 24, 1997. The summit is being co-sponsored by Smith Barney, KMPG, Nesbitt Burns, Bank of Montreal and Heenan Blaikie.

The education industry is a relatively new industry, particularly for those in the investment and finance world. This summit is for investors and those export-oriented industry operators who wish to consider: expansion of operations through financing activities in the capital markets; and the preparation of a comprehensive corporate positioning paper before entering into new markets through a private placement, initial public offering or interim financing.

A minimum of 170 delegates are expected to attend the summit, including investment fund managers requiring information about this growing

industry; technology analysts responsible for clarifying and defining the education for-profit industry; merchant bankers seeking new strategic acquisitions and market opportunities; labour-sponsored venture capital companies; retail brokers with clients who have socially responsible investment criteria; senior management from provincial and federal departments responsible for education policy; private education companies interested in the capital markets for growth; specialty consulting/professional firms interested in targeting their services to this market; university and college management mandated to deliver cost-recovery programs; training and education departments within private companies seeking expansion; and sophisticated investors seeking new market opportunities.

For more information, contact Charles Ivey, Iveyco Inc., tel.: (416) 520-0957, fax: (416) 498-1562.

**Info  
Centre**

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

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Vol. 15, No. 13 — July 21, 1997



## Canadian Missions in the U.S.A. and Beyond... Just a Click Away

A cornucopia of trade and investment promotion information about U.S. markets is available to Canadian exporters from Web sites woven by the Canadian Embassy and Consulates located in the United States.

Ten missions have created home pages with data on their trade and investment promotion services, market studies, regulatory requirements, industry analysis and links to other

business sites in Canada and the United States.

These sites — listed below in alphabetical order — can be found via the Department of Foreign Affairs

and International Trade (DFAIT) Web site or through individual addresses.

*Continued on page 6 — Missions*

## Matching Trade Leads with Canadian Capabilities

The International Business Opportunities Centre (IBOC) can help your company take advantage of trade leads. IBOC matches Canadian companies' capabilities, particularly those of small and medium-sized enterprises, with leads generated by Trade Commissioners and Commercial Officers around the world.

Operated by Industry Canada and the Department of Foreign Affairs and International Trade (DFAIT), IBOC works on a case-by-case basis to provide timely response to foreign buyers. Although the Centre does not publish a general list of enquiries, a

selection of trade leads is available on-line at the *CanadExport* Web site.

### How it works

Once IBOC officers are informed of a trade lead, they use various search tools to find potential suppliers —

tools such as DFAIT's WIN Exports database, Industry Canada's Canadian

*Continued on page 7 — The International*

### CanadExport On-Line

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

## Information Technology Agreement Opens Doors to Trade

On March 26, 1997, Canada and 38 other governments representing over 92 per cent of the US\$500-billion-a-year global trade in information technology products concluded the Information Technology Agreement (ITA). The ITA provides for staged elimination, by the year 2000, of most-favoured-nation tariffs on a broad range of information technology products, with the first stage of tariff cuts to begin July 1, 1997.

The other ITA participating countries include the European Union and United States, as well as key countries from the Asia-Pacific region, such

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## APEC Environment Ministers Agree to Take Action on Sustainable Cities



Asia Pacific Economic Co-operation (APEC) environment ministers agreed to an Action Plan during their June meeting in Toronto. The plan outlines three specific areas: sustainable cities, marine environment and industrial production.

This was the second of five ministerial meetings and related business forums being held as part of Canada's activities as this year's chair of APEC. Designated Canada's Year of Asia Pacific, 1997 kicked off with another successful Team Canada trade mission to Asia in January and will culminate with the November APEC leaders' meeting in Vancouver.

Over 250 business, culture and youth events, organized by government and private associations, are also being held across Canada throughout the year.

Enhancing the sustainable development of APEC cities was also the focus of business leaders and local authorities who held their own forum and met with APEC ministers. The Environmental Youth Caucus, where over 50 participants from the region gathered to discuss sustainable development issues, also made recommendations to the ministers.

### Sustainable cities

A key element of the Action Plan adopted at the ministerial meeting was the promotion of sustainable cities through pollution prevention and control and the development of environmentally sustainable infrastructure. A number of measures aimed at encouraging investment, increasing the use of technology, and strengthening co-operation between public and private sectors were adopted.

### Marine pollution

The Action Plan establishes goals and performance measures to clean up oceans and seas in the APEC region by controlling marine pollution, achieving an integrated approach to coastal zone management, and enhancing the sustainable management of marine resources.

... Sustainable cities of the 21st century will be built on partnerships between governments, the voluntary sector and private enterprise.

### Industrial production

Industrial activity is the source of a substantial amount of air, water and land pollution. In response to the need for cleaner industrial production, ministers agreed to focus on actions such as improving science, technology and research networks, and increasing the flow of technology.

### Climate change

During their discussions, APEC ministers also agreed to take further steps

to address the adverse impact of climate change. At the November conference in Vancouver, they will recommend that APEC leaders send a strong message of support to the 1997 Conference of Parties for the Framework Convention on Climate Change, which is to be held in Kyoto, Japan, this December.

### Partnerships key to success

Echoing the principles of Team Canada — co-operation between government and private industry — participants emphasized that governments do not have all the answers and called for APEC members to engage the broader society as partners to ensure balanced policies and results.

Demonstrating this commitment to public- and private-sector co-operation, an "APEC Clean Cities Demonstration Web Site" (<http://www.cleancities.com>) was launched at the

*Continued on page 17 — APEC*

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 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Boite Noire  
 Layout: Yen Le

Telephone: (613) 996-2225

Fax: (613) 996-9276

E-mail:

[canad.export@extott23.x400.gc.ca](mailto:canad.export@extott23.x400.gc.ca)

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

## IFI Project Opportunities

Project descriptions and contact and procurement information on the projects below, as well as other projects financed by International Financial Institutions, can be found on IFInet, located at: <http://www.dsfaic-maeci.gc.ca/ifinet/menu.htm> Registration for a password for IFInet can be done on-line. Canadian companies interested in pursuing the business opportunities presented below should contact the relevant executing agency.

### WORLD BANK PROJECT:

**Countries: Mali, Mauritania, Senegal**

- Project Name/No.: Regional Hydropower Development (46651, 46650, 46648)
- Loan Amount: US\$38.7 million
- Total Project Cost: US\$445 million
- Staff Appraisal Report: I6083-AFR
- Executing Agency: Consortium of consultants, including Tecsuit Inc. 85, Ste-Catherine Ouest, Montréal, tel.: (514) 287-8500, fax: (514) 287-8643, contact: Normand McNeil, vice-president.

The project finances the installation of 200 MW of power generation capacity at the Manantali dam, which would provide about 800 GWh in an average hydrology year, to be dispatched to Mali, Mauritania and Senegal through 1,300 km of transmission lines. In order to provide electricity to the populations living along the Senegal Valley and in eastern Mali, the project also includes a 87-km 90-kV line from Matam to Kaedi and several substations at Sakal, Dagana, Rosso, Matam, Kaedi, Kayes, Kita, and Kodialani.

Significant procurement exists on the transmission system component of the project (estimated base cost: US\$196 million). This includes: (a) a 225-kV single-circuit transmission line (306 km) to Bamako and three substations at Kita, Kodialani and Sirakoro; (b) a 225-kV single-circuit transmission line (820 km) to Sakal in Senegal and substations at Kayes, Matam, Dagana and Sakal; (c) a 225-kV transmission line from Dagana to Rosso in Mauritania; (d) a 132-kV single-circuit trans-

mission line to Nouakchott (225 km), with substations at Rosso and Nouakchott, and a 90-kV line from Matam at Kaedi (87 km), with a substation in Kaedi; and (e) a dispatching centre at Manantali and equipment to link it to the three national dispatching centres.

### Country: Ecuador

- Project Name: Rural and Small City Water
- Loan Amount: US\$50 million
- Sector: Rural Development
- Executing Agency: Ministerio de Vivienda y Desarrollo Urbano (MIDUVI), Toledo 684 y Lerida, Ecuador, tel: (593) 554-400, fax: (593) 560-338, contact: Sigifredo Aldaz

The project will (a) finance water and sanitation projects in about 55 small towns and 500 rural communities; (b) provide capacity building for national and provincial governments to assist small towns and rural communities; and (c) provide technical assistance for institutional strengthening of beneficiary towns and communities. Consulting services will be required. The appraisal mission is scheduled for March 1998.

Note: Initial consulting requirements include mapping studies, assessments of the water services in the communities, and guidance on institutional models, instruments, and pilot projects for water sanitation services. After a mission to take place in July, a detailed preparation plan will be developed, including the

*Continued on page 11 — IFI Projects*



## Looking for Export Opportunities?

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

## Doing Business in the U.S.A. ... the GSA Way

**T**he General Services Administration (GSA) is a major procurement arm of the U.S. government, with more than 78 executive agencies purchasing over US\$10 billion annually through the contract vehicles it administers. From contract furniture to complex software and network hardware, U.S. government customers buy a wide range of commercial products and services through GSA.

Solicitations for some product groups are awarded to a single contractor in one region of the United States. Others may be won by multiple vendors with similar offerings, and the customer buys from the vendor he or she prefers. Such supply schedules periodically become open for solicitation, based on their contract period.

Solicitations appear daily in the Commerce Business Daily (CBD) on-line at <http://cbdnet.gpo.gov> Long range forecasts of contracting opportunities can be found at <http://w3.gsa.gov/web/it/ion/con-opp.nsf> You may also visit the GSA on-line at <http://www.gsa.gov>

Canadian firms wishing to sell to the U.S. government will need to enroll in the U.S. Central Contractor Registration (CCR) system. The Canadian Commercial Corporation (CCC) can help (see article in *CanadExport*, Vol. 5, No. 12 — July 7, 1997, p. 5) and can also arrange for your company to receive notices regarding specific solicitations.

For general information concerning the CCC, contact Terry Scott, tel.: (613) 996-2655, fax: (613) 947-3903, e-mail: [tfscott@ccc.ca](mailto:tfscott@ccc.ca) To register your company in the CCC and CCR data bases, contact Sue Davis, tel.: (613) 995-6107, fax: (613) 995-2121, e-mail: [suedavis@ccc.ca](mailto:suedavis@ccc.ca) The CCC can also be reached through the Internet at <http://www.ccc.ca>

For information concerning the General Services Administration, contact Allison Saunders at the Canadian Embassy in Washington D.C., fax: (202) 682-7619, e-mail: [allison.saunders@wshdc01.x400.gc.ca](mailto:allison.saunders@wshdc01.x400.gc.ca)

Notices regarding the following contracts are scheduled to be published in November. Please note that the information provided by the GSA is the best available as of June 20, 1997. For up-to-date information about a particular contract, contact the GSA officer indicated for each item.

### Schedule Identification: 8434

Description: Adhesives, Brand Name  
 Estimated Value: \$50,000 - \$1,500,000  
 Contract period: FY 1997 - FY 1999  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Ken Spevacek  
 Tel.: (206) 931-7938  
 Fax: (206) 931-7174

### Schedule Identification: 8354

Description: Sealing Compounds  
 Estimated Value: \$100,000 - \$800,000  
 Contract period: FY 1997 - FY 1999  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Ken Spevacek  
 Tel.: (206) 931-7938  
 Fax: (206) 931-7174

### Schedule Identification: 68A1 and 68B1

Description: Antifreeze  
 Estimated Value: \$100,000 - \$150,000  
 Contract period: FY 1997 - FY 1998  
 Procurement Method: Definite Quantity Contract -  
 Sealed Bid  
 Contact: Pacita Mina  
 Tel.: (206) 931-7087  
 Fax: (206) 931-7174

### Schedule Identification: 8410

Description: Sealing Compounds and  
 Adhesives  
 Estimated Value: \$150,000 - \$225,000  
 Contract period: FY 1998 - FY 2000  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Andrew Fainer  
 Tel.: (206) 931-7076  
 Fax: (206) 931-7174

*Continued on page 5 — Doing Business*



# Customs Mistakes Can Be Costly

by Jaime Seidner, Coopers & Lybrand

In May 1997, the U.S. Customs Service Office of Trade Compliance announced a change that will increase the time needed to resolve disagreements with Customs and entry accounting errors. The change is significant for Canadian exporters to the United States, since they are often responsible for U.S. import duties on their exported products.

### What has changed?

U.S. Customs will not accept protests for refunds to Customs entry accounting documents until the entry is liquidated. Under the change, the liquidation cycle has increased from 90 to 314 days.

### What do "protest" and "liquidation" mean?

In general, a protest is a mechanism whereby an importer manifests disagreement with Customs and requests a refund of duty over issues such as rate of duty, tariff classification and value for duty. Protests must be filed within authorized time periods — generally after liquidation and up until 90 days afterwards. Liquidation is the point at which U.S. Customs' computation of the rate of duty

and amount of duty owing becomes final for most purposes.

### How does the extended liquidation cycle affect business?

Customs entry accounting mistakes are costly, affecting cash flow where duty has been overpaid. Due to increased workloads at U.S. Customs, the processing of protests for refunds can in some cases take up to two years from the date of liquidation. This means it may take up to three years to receive a protest refund payment.

### Is there a problem with filing many post-importation claims?

Significant claims for mistakes made on Customs entry accounting documents may create the impression that a company's import accounting

is not well organized. This could trigger increased Customs scrutiny, resulting in time-sensitive shipments being delayed at the border and increased import costs due to Customs examination charges.

### How can business protect itself from costly errors?

- Conduct import-related activities in a lawful, careful, informed and planned manner.
- Create a corporate Customs compliance initiative to review and correct areas of weakness and build on strengths.
- Seek professional customs advice where required.

For more information, contact Jaime Seidner, Coopers & Lybrand, at (416) 814-5798.

## Doing Business in the U.S.A. — Continued from page 4

### Schedule Identification: 8423

Description: Adhesives, Brand Name  
 Estimated Value: \$300,000 - \$350,000  
 Contract period: FY 1997 - FY 1999  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Kevin Spevacek  
 Tel.: (206) 931-7938  
 Fax: (206) 931-7174

### Schedule Identification: 8323

Description: Sealing and Thread Compounds  
 Estimated Value: \$300,000 - \$930,000  
 Contract period: FY 1997 - FY 1999  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Ed Johnson  
 Tel.: (206) 931-7102  
 Fax: (206) 931-7174

Continued on page 17 — Doing Business in the U.S.A.

## Missions Just a Click Away — Continued from page 1

### **Boston:** [www.dfait-maeci.gc.ca/~boston/](http://www.dfait-maeci.gc.ca/~boston/)

This Web site gives a perspective on New England opportunities, listing business associations and other export information, immigration regulations, temporary work visas under the North American Free Trade Agreement, customs brokers, even a list of hotels in east-coast cities. It provides a directory of market studies on the area and identifies nearly 150 trade shows taking place in the New England region. The Boston site also invites U.S. companies to explore investment opportunities in Canada.

### **Chicago:** [www.canadaonlinechicago.net](http://www.canadaonlinechicago.net)

This site provides a perspective on Canadian export business opportunities in the U.S. Midwest. Business overviews and trade sector newsletters are available, along with facts and useful links to information on immigration, tourism and culture. Details on the Consulate's highly successful Strategic Alliance Centre are also provided for companies looking for U.S. partners.

### **Dallas:** [www.canada-dallas.org](http://www.canada-dallas.org)

This window on the dynamic U.S. Southwest describes how the services of the Consulate General's Business Development Section can help Canadian firms develop productive business relationships in the region. It contains market information on promising sectors, including information technologies, environment, life sciences, agri-food, oil & gas, apparel and giftware. There is

also a section on "USA Southwest in Transition," with reports on economic/commercial and social/political trends in the region.

### **Detroit:** [www.dfait-maeci.gc.ca/~detroit/](http://www.dfait-maeci.gc.ca/~detroit/)

The Detroit site attracts nearly 5,000 "hits" daily, an indication of the volume of two-way trade at the Ontario-Michigan border. In addition to facts on immigration, tourism and current Canadian news, its Trade and Industrial Development option gives business news on the huge Central U.S. market, concentrating on priority export sectors such as advanced technology, automobiles, construction, professional training services and other niche opportunities.

### **New York:** [www.canada-ny.org](http://www.canada-ny.org)

Among its business advice options, this site links to information on the states of New York, New Jersey and Connecticut. It also provides an electronic copy of the Consulate's News & Arts newsletter, with current public affairs, trade promotion activities and a list of Canadian cultural events in New York. Under Useful Stuff can be found direct connections to postal codes, on-line telephone directories, GST Rebate forms and Tax forms. The site also links to a variety of Canadian news media sources.

### **San Diego:** [www.cts.com/~cdntrade/](http://www.cts.com/~cdntrade/)

Concentrating on biotechnology and advanced technology (defence systems, telecommunications and software), this site offers advice on

partnering and strategic alliances and on locating value-added resellers, distributors and sales agents. San Diego's monthly newsletters *Biotech News USA* and *Biotech News Canada* can be called up for current industry views, as can on-line data banks of Canadian and southern California companies specializing in this sector.

### **San Francisco:** [www.cdnnewmediasf.com/](http://www.cdnnewmediasf.com/)

In its role as the Canadian Multimedia Centre, this site is designed exclusively to help Canadian companies enter this dynamic U.S. market. A user name (allcan) and password (foggyday) are required to browse the site, which is essentially an interactive learning guide for Canadian multimedia companies. Also available is a range of sector-specific information, lists of U.S. multimedia associations, an events calendar, a What's New section, and detailed guides to selling multimedia products and services in the U.S. education, consumer and corporate markets.

### **San Jose:** [www.canada-trade-sanjose.org/](http://www.canada-trade-sanjose.org/)

This site focuses entirely on high technology, offering Canadian companies information on partnering, technology transfers, and market data. Its on-line InfoTech Newsletter encourages small Canadian information technology (IT) firms to export products and services to the U.S. to expand business activity to other regions. The site also provides a matching service for value-added

*Continued on page 7 — Missions*

## Missions Just a Click Away — Continued from page 6

resellers and sales agents, lists of relevant market studies, IT officers at other Canadian missions in the U.S., and a Bulletin Board where Canadian firms can post their own IT notices.

### Seattle:

[www.canadian.consulate-seattle.org/](http://www.canadian.consulate-seattle.org/)

This site offers advice on business development in seven priority sectors: advanced technology, aerospace, agri-foods, life sciences, construction, environmental services, information technologies and multimedia specific to the U.S. Pacific Northwest Region. Seattle's market intelligence also lists dozens of business links in Canada and around the world.

### Washington Embassy:

[www.cdnemb-washdc.org/](http://www.cdnemb-washdc.org/)

The site includes Trade and Investment Development, with profiles on

mid-Atlantic commercial markets; Government Markets Division on federal, state and municipal purchasing; Office of Liaison with International Financial Institutions, for opportunities to supply internationally funded projects in third-country markets; and the Strategic Alliance Centre on technology partnerships. The site lists market studies; newsletters on U.S. opportunities in environment, defence, and professional training services; links to export information from Canadian government and industry associations; and details of upcoming trade events. Other options describe the Foundation for Canadian-American Business Achievement Award to a Canadian and U.S. firm in a winning alliance, and the Canadian Women's International Business Initiative to help women-owned

firms to enter the export market.

### Other Canadian missions on the Internet

These Web sites are part of a growing effort of Canadian missions throughout the world to make their services better known to their Canadian and foreign clients.

At the time of printing, about a dozen other Canadian Embassies and Consulates throughout the world had full-fledged addresses on the Web — with approximately another 20 at different stages of development.

For a complete listing of Canadian mission Web sites up and running, consult the DFAIT site at <http://www.dfait-maeci.gc.ca>

Or contact DFAIT's InfoCentre, tel.: 1-800-267-8376 (Ottawa region: 944-4000).

## The International Business Opportunities Centre — Continued from page 1

Company Capabilities (Strategis) database, the Centre's network of sector specialists, the Internet, print directories, and other databases.

The officers then contact potential suppliers to discuss the opportunity in detail. The names of interested suppliers are forwarded to the Trade Commissioner who generated the lead.

### Why you should be registered

Between May 1996 and April 1997, the International Business Opportunities Centre received 4,300 inquiries across 19 sectors from more than 100 posts. IBOC contacted over 10,000 companies and helped to register over 400 companies in the WIN Exports database. The Centre is expected to respond to 6,000 inquiries this year.

If you aren't registered in the WIN Exports or Strategis

databases so frequently used by IBOC and DFAIT's Commercial Officers, you won't hear of trade leads.

To register in the WIN Exports database, call 1-800-551-4WIN (4946) or (613) 944-4946; or fax your request for a registration form to 1-800-667-3802 or (613) 944-1078.

To register in the Canadian Company Capabilities database, call 1-800-328-6189 or (613) 954-5031. For more information, access Strategis on-line at <http://strategis.ic.gc.ca>

To access trade leads in the *CanadExport* Web site, visit the site at <http://www.dfait-maeci.gc.ca/english/news/newsletr/canex>

For more information on exporting, access the DFAIT InfoCentre Internet site at <http://www.infoexport.gc.ca>

## Canada's Exports to Japan Demonstrate Continuing Upward Trend

Canada's exports to Japan are on a general upward swing. In fact, Japan is one of Canada's largest trading partners, second only to the United States. We export more products to Japan than to the United Kingdom, Germany, France and Italy combined.

Canada's primary exports to Japan are forest products, metals and minerals and agricultural products. In the Japanese market, Canada is the largest source of pulp, lumber, prefabricated 2x4 housing and canola seed, and the second-largest source of coal after Australia.

Two-way trade between Canada and Japan declined marginally to \$21.6 billion in 1996 from \$24 billion in 1995. Although 1996 exports to Japan did not surpass the banner year level (\$12 billion) reached in 1995, at \$11.2 billion they surpassed our total exports in 1994 by 13 per cent, demonstrating a continuing upward trend in an expanding market.

Price decreases in major commodities are the principal reason for the decline of Canadian exports in 1996. For example, although the value of our fish and seafood exports decreased by 14 per cent, in volume terms they increased by 3 per cent. Similarly, wood pulp shipments decreased by 44 per cent in value but only by 8 per cent in volume. Copper provides another example of the impact of price fluctuations, with exports dropping 26 per cent in value, but increasing 59 per cent in volume terms. On the positive side, the value of Canadian exports increased in key sectors such as pork, prefabricated buildings, fish-roe, motor vehicles and parts, and electrical machinery.

1995 was a banner year for forest product exports to Japan, including newsprint, pulp, lumber and plywood. In 1996, however, Canadian wood pulp sales globally were flat as a result of a supply glut that drove the price down in all major markets, including Japan. So, for example, while Canadian global exports of lumber and softwood increased in volume by 9 per cent each, they were down by 1.4 per cent and 1.6 per cent respectively in value terms.

Canada's share of the dimension lumber market in Japan grew from 80 per cent in 1995 to roughly 85 per cent in 1996, with shipments from Alberta and Quebec on the rise. There continues to be strong demand for exports of softwood dimension lumber as the 2x4 housing market in Japan continues to grow.

The sale of Canadian prefabricated buildings to Japan continues to be a huge success story for this sector. There was a significant rush by consumers to have any new house construction completed by April 1, 1997, before the planned increase in the consumption tax rate, from 3 to 5 per cent. Furthermore, a depreciation in the yen has made it increasingly difficult for Canadian and all competing exporters to continue to set their prices for Western-designed homes. These two factors will have an effect on the unbelievably high growth rates witnessed from 1993 to 1995. However, Canadian exporters continue to gain market share from the United States and other exporting nations. Canada has been the number one exporting nation of prefabricated

*Continued on page 9 — Canada's Exports*

### Japanese Foreign Direct Investment Update

The Japanese Ministry of Finance has released Japanese Foreign Direct Investment Figures (JFDI) for the fiscal year ending March 31, 1997. Figures are provided in units of Yen 100 million.

Japanese Foreign Direct Investment in Canada amounted to 1,144 units for fiscal year 1997, compared with 549 units the previous year. This brings Canada's share of total JFDI to 2.1 per cent, compared with 1.1 per cent in fiscal year 1996.

In comparison, figures for the United States are 24,789 units in fiscal year 1997 and 21,845 units for the previous year.

North America's share of JFDI accounted for 47.9 per cent in fiscal year 1997, compared with 24.2 per cent in Asia, 15.3 per cent in Europe and 9.3 per cent in Central and South America.

## Canada and Ukraine Strengthen Economic Ties

New business and bilateral agreements signed in June 1997 are enhancing the already strong economic ties between Canada and Ukraine.

The agreements were announced at the second meeting of the Canada-Ukraine Intergovernmental Economic Commission (IEC), which was chaired by Foreign Affairs Minister Lloyd Axworthy and attended by approximately 125 Canadian companies and 200 delegates from Ukraine.

### Important commercial deals

Among the commercial deals signed:

- TransCanada Pipelines of Calgary and its Ukrainian partner, Ukragazprom, signed an agreement to modernize Ukraine's gas transmission system.
- Commercial Alcohols of Mississauga signed a contract with the Ukrainian government giving it the right to develop a national program on alternative fuels in order to help reduce Ukraine's reliance on imported oil. The company forecasts \$2 billion in fuel production by the end of 2010.
- Northland Power of Toronto received a certificate of registration from Ukraine, clearing the final administrative precondition for its US\$150-million project to refurbish the Darnytsia thermal power plant near Kyiv.
- The Ukrainian Parliament approved an export-financing facility valued at over \$55 million offered by the Export Development Corporation.
- Two new Canadian International Development Agency (CIDA) projects will improve Ukraine's ability to attract foreign trade and investment by helping to advance the reforms already under way in that country. In the first

project, experts from Justice Canada will help Ukraine's Ministry of Justice to reform its legal framework. In the second, Canadian policy advisers and technical experts will work closely with their Ukrainian counterparts in areas such as public service, agriculture, taxation, financial management and energy.

Canada and Ukraine also signed a new Air Transport Agreement, effective immediately, as a result of which Ukrainian Airlines will operate scheduled flights to Toronto with an option to operate flights to a second Canadian city. Air Canada plans to serve the market in co-operation with its alliance partner in Europe.

### Strong bilateral relations

Canada and Ukraine have a strong relationship built on cultural ties and common commercial interests. Approximately 500,000 Canadians of Ukrainian descent live in Canada, and Canada-Ukraine trade and investment partnerships have grown substantially since Ukraine's independence in 1991. Canada's exports to Ukraine have grown to \$37.7 million (up 26 per cent since 1993), while imports from Ukraine to Canada have risen 5 per cent since 1993, standing at \$16.4 million in 1996.

Canada was the first Western country to recognize Ukraine's independence and has supported its transformation to a democratic, market-oriented system. Canada was also the first Western country to extend a line of credit to Ukraine for reconstruction.

## Canada's Exports to Japan — Continued from page 8

structures to Japan since 1995, and Japanese Ministry of Finance figures indicate that Canada now holds 45 per cent of that business. Canadian exports rose from \$131 million in 1995 to \$181 million in 1996 — a 38 per cent increase.

Japan's estimated real GDP growth

in 1996 was 3.6 per cent, with activity remaining buoyant in the lead up to the April 1 increase in the consumption tax rate. Slow growth is expected to continue into the next fiscal year. Japanese private institutions project the country's economic growth rate for fiscal 1997 to average

2.5 per cent. Higher growth is forecast if proposed deregulation measures are enacted.

All in all, Japan continues to be an important export market for Canadian goods and services, with Canadian exports continuing on an impressive upward trend.

## EDC Opens New Brunswick Office

Recognizing the vital importance of New Brunswick's re-exporting community to the economy of the province, the Export Development Corporation (EDC) has opened a new office in Moncton, with Charles Gaudet appointed its business development manager.

EDC has operated an office in Halifax since 1978 to serve exporters based in Atlantic Canada. Because exports have increased significantly over the years, EDC wants to ensure that exporters are well served in the future.

"New Brunswick is the largest exporting province

in Atlantic Canada," says Toby Price, EDC regional vice-president, Quebec and Atlantic. "Our research has identified many export opportunities for New Brunswick companies in all sectors, but many of these firms have not ventured beyond the U.S. market because of the uncertainties and risks of exporting. That's where we can play a key role — helping them manage those risks."

The new EDC office is located in the International Trade Centre, Moncton, tel.: (506) 851-6066, fax: (506) 851-6406.

## Information Technology Agreement — *Continued from page 1*

as Japan, Hong Kong, Singapore, Australia, and New Zealand. Some participating countries, such as Korea, Chinese Taipei, Malaysia, India and Indonesia, have been allowed longer phase-out periods on a limited number of products.

The ITA covers five main categories of products: telecommunications equipment and parts, computer equipment and parts, semiconductor manufacturing equipment, software, and scientific equipment. Other than telecommunications equipment, most of these products already enter Canada duty free, or will do so by 1999 under the Uruguay Round tariff cuts.

Canadian exports of information-technology products amounted to \$16 billion in 1995. Our most significant export interest in the ITA context lies in telecommunications equipment, with our main focus on the U.S., EU, Asia-Pacific and Latin American markets. Canadian industry was broadly consulted

and supports the ITA.

In finalizing the ITA, negotiators agreed to initiate a review of product coverage ("ITA II"), with a view to implementing any changes by January 1, 1999. The review, planned for the fall of 1997, will include a number of issues related to the further development of the ITA, notably the addition of new countries and products.

Particularly in a sector as dynamic as this one, modifications will be necessary to keep the coverage of the agreement current with new technological developments. Canada wants to continue to build on the market access improvements related to tariff elimination resulting from the ITA and to work to ensure that these improvements are not frustrated by other trade-restrictive or trade-distorting measures.

At the Quadrilateral Trade Ministers' Meeting in Toronto April 30-May 2, the Ministers' Final Statement noted, "On the ITA, we will

work together to broaden participation in the agreement, including by countries acceding to the World Trade Organization. We will jointly pursue, in consultation with our private sectors, expansion of product coverage and review of non-tariff measures in the context of this fall's review of the agreement ('ITA II'), as well as problems of forced technology transfer that impede trade in technology-intensive products."

To submit suggestions for products to be considered for addition to the ITA in the upcoming review, or to voice any concern about non-tariff barriers, industry members should contact Suzanne Szukits, Tariffs and Market Access Division, DFAIT, tel: (613) 992-7269, fax: (613) 992-6002. A list of documents on products currently covered by the ITA is available for reference on the Departmental Web site at <http://www.dfait-maeci.gc.ca>

Focus on



Trinidad and Tobago



# Economic Transformation Key to New-found Growth

*Trinidad and Tobago (T&T), the second-largest country in the English-speaking Caribbean, with a multiracial population of 1.3 million, is richly endowed with oil and natural gas, and has a well developed physical infrastructure and a well trained human resource base. It is the most industrialized and diversified economy in the Caribbean region, ranging from heavy industry in the oil and gas sector to light manufacturing, agriculture, tourism and services.*

The collapse of oil prices during the latter half of the 1980s, coupled with high public expenditures, led to a period of economic stagnation that continued until 1993. Since then, the country's economy has made a dramatic recovery, spurred by the government's liberalized trade and investment policies, which are aimed at diversifying the economy away from reliance on the petroleum sector.

Gross domestic product (GDP) growth reached 3.4 per cent in 1996 and is expected to reach approximately 3 per cent in 1997. Last year's 3.6-per-cent inflation rate is expected to remain constant in 1997, and unemployment is on the decline, from 22.3 per cent in 1987 to 15.5 per cent in 1997. With lower inflation and a stable exchange rate, sustainable economic growth is forecast throughout 1997 and beyond.

### Policy shift creates favourable commercial climate

As a result of the major fiscal and trade policy shift, Trinidad and Tobago now boasts a very favourable trading and investment climate. In 1993, all foreign exchange controls were removed, allowing the T&T currency to float freely in world markets.

The public service is being radically reformed, with new emphasis on private-sector participation, non-sugar agriculture, manufacturing, exports and tourism. In the energy sector, the trend is away from oil, and towards gas usage. The government also plans to improve the quality of the country's infrastructure by accelerating projects, valued at \$TT1.7 billion, under the 1997 Central Government Public Sector Investment Program.

Extensive new financial legislation has been introduced, covering financial institutions, insurance, securities and venture capital, which should strengthen the coun-

try's financial base and provide a diversified source of funds. Currently, the financial services industry contributes about 10 per cent of GDP, and there is considerable scope for development of Trinidad and Tobago as a regional financial centre.

As well, the Companies Act, enacted on April 15, 1997, is the first new legislation governing companies in Trinidad and Tobago since 1939, and represents a radical change from previous legislation. Based on the Canada Business Corporations Act, the new Act greatly simplifies the process of incorporating a company, as well as many other regulations governing the operation of companies in Trinidad and Tobago. Δ

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# Future Promising for Canada-Trinidad and Tobago Commercial Relations

*There are strong historic trading ties between Canada and Trinidad and Tobago, built on commercial exchange, democratic tradition and a Commonwealth relationship.*

Trinidad and Tobago's sound economic base enhances the prospects for the economic prosperity of the entire Caribbean region. Trinidad and Tobago has developed one of the strongest service sectors in the Caribbean Common Market (CARICOM) region. It provides Canada with a viable market for its goods and services and potential for partnerships in trade, investment, strategic business alliances and technology transfer. CARICOM is Canada's fourth-largest trading partner in the hemisphere after Mexico, Brazil and Venezuela. Two-way trade between Canada and CARICOM countries amounts to over \$875 million per year and has shown a steady increase since 1990.

There is a declining trend in Canada-Caribbean merchandise trade, which is reflected in Canadian exports to Trinidad and Tobago. In 1996, Canadian exports totalled \$83.9 million, a decrease of 18.6 per cent from the 1995 total of \$102.5 million. Trade statistics, however, do not reflect the substantial export of Canadian services to Trinidad and Tobago. Over \$100 million in Canadian consulting, engineering and contracting services are awarded annually.

Canadian exports in 1996 consisted mainly of paper, food products, pharmaceutical, electrical and telephone equipment, and plastic resins. Canadian imports from Trinidad and Tobago were \$46.5 million, a significant increase over the \$19 million in 1995, and were made up primarily of steel coils and rods, petroleum oils, fish, and rum.

The significant decrease in Canadian merchandise/commodities exports to the Caribbean, including Trinidad and Tobago, points to the urgent need for Canadian companies to revisit this vital market, and to further develop and nurture their specific market niche. In order to regain this lost market share, Canadian companies must compete more

aggressively based on price, and must also ensure a more permanent presence in the Caribbean region.

Trinidad and Tobago is an ideal location from which to address the overall decline of Canada-Caribbean trade. This growing industrial economy serves as a market hub for the rest of the Caribbean islands and Latin America, and is considered a leader in business growth and development within the region.

One of the surest ways to regain market share is through joint-venture operations and strategic alliances between Canadian and T&T companies. An

established presence in Trinidad and Tobago will provide a strong base from which to launch further market initiatives in the rest of the Caribbean and Latin America.

## **Canadian presence spreading across all sectors**

Canadian goods and services have entered all areas of Trinidad and Tobago's economy, from technology equipment in the energy sector to the development of a Tourism Master Plan. Canadian firms have been active in the local market, providing technical expertise, know how and/or equipment in such areas as enterprise development and venture capital activities, risk management, housing, environment, investment in banking and cable television, joint ventures with local manufacturers, and industrial projects.

Through joint-venture initiatives, Canadian firms have successfully entered into offshore oil and gas exploration. Many firms are bidding for upcoming international financial institution projects in roads and bridges rehabilitation, health care, education, information systems technology, public-sector reform, and tourism.

*Continued on page VII — Future Promising*

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*Trinidad and Tobago's economy is moving in the right direction and growing at a steady pace. An increasing number of Canadian firms are attracted to this country's abundance of competitively priced natural resources, a friendly foreign investor government and a vibrant private sector.*

David Clendenning, Counsellor (Commercial),  
Canadian High Commission

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Focus on  
**Trinidad and Tobago**

## Doors to Investment Wide Open

*Trinidad and Tobago is fast becoming one of the most receptive locations for investment in the English-speaking Caribbean. Canada, in particular, has developed solid investment ties with Trinidad and Tobago with the signing of a double taxation treaty and a foreign investment protection agreement in September 1995.*

Motivated by the need to stimulate economic growth, the government of Trinidad and Tobago is actively encouraging foreign investment in its drive to diversify the economy away from its reliance on the petroleum sector. With the exception of publicly listed companies, 100-per-cent foreign ownership is now permissible.

The government's policy of divestment and fiscal restraint has opened the door for local private-sector involvement also in organizations formerly under government control.

Trinidad and Tobago has received record-breaking inflows of

foreign investment, particularly in the energy and gas sectors. In 1996, foreign capital of about US\$4 billion was committed for investment in the country, a clear demonstration of investor confidence. This investment has also facilitated a strengthening of the foreign reserves position; the country's net reserves are now estimated at over US\$620 million.

Over the last few years, Canadian firms have been very active in Trinidad and Tobago — Canada is now T&T's third-largest foreign investor, with Canadian direct investment at approximately \$1.25 billion. A large part of this investment is accounted for

by the Potash Corporation of Saskatchewan, which acquired Arcadian (U.S.), now PCS Nitrogen Ltd., with its three ammonia plants (and a fourth under construction) at Point Lisas.

Investment is also increasing rapidly in the non-oil sector as smaller Canadian enterprises continue to team up with similar Trinidadian companies. At least 11 joint ventures have been signed, including four with the support of the Canadian International Development Agency's Industrial Co-operation Program (CIDA-INC) and the Canadian-

*Continued on page VIII — Doors*

## Financial Institutions Play Major Role

*International financial institutions (IFIs) provide a special opportunity for Canadian firms to do business in Trinidad and Tobago.*

Three IFIs currently operate in the country: the World Bank, the Inter-American Development Bank and the Caribbean Development Bank. As of September 1996, these three institutions had over US\$950 million of loans in projects that are in various stages of development in Trinidad and Tobago. The Inter-American Development Bank, accounting for close to 40 per cent of the public-sector investment program, is the largest source of external financing. Since Canada is a member of all three organizations, Canadian firms are eligible to submit bids for project contracts and procurement of goods and services.

Canadian firms interested in IFI contracts should become involved in the process as early as possible. It is important to remember that marketing initiatives should be directed to the borrowing country and, specifically, to the executing agency responsible for the

project. Although IFIs can provide valuable information regarding the timing and scope of projects, the borrowing country is ultimately responsible for the procurement of goods and services for the project.

IFI project assistance can be obtained from a number of different sources within the Canadian government. International Trade Centres as well as the Caribbean and Central America Division and the Export Financing Division of the Department of Foreign Affairs and International Trade can supply firms with preliminary information and intelligence regarding existing and upcoming projects. As well, the Commercial Section of the Canadian High Commission in Port of Spain can provide important local knowledge and contacts. The Office of Liaison with International Financial Institutions in Washington is also a valuable source of information for firms wishing to participate in IFI-funded projects. Δ

# Business Opportunities Opening Up

*With Trinidad and Tobago committed to developing non-petroleum industry sectors and with the government's encouragement of foreign investment, many new opportunities are opening up for joint ventures, technology transfer, investment, franchising, training, and other forms of commercial co-operation.*

Attractive opportunities exist for Canadian firms in a variety of sectors, including energy (oil and gas equipment), telecommunications, agriculture, manufacturing (plastic processing equipment, pharmaceuticals, textiles), environment, tourism and health.

## Energy

Part of the government's strategy of sustainable economic growth is to further develop the energy sector, which comprises the petroleum, natural gas and petrochemical industries.

**Petroleum** - With current proven reserves of 530 million barrels of oil, domestic supply is expected to last about 11 years. In 1980, oil made up over 90 per cent of government revenues and 42 per cent of GDP. Today, oil accounts for approximately 70 per cent and 23 per cent respectively. Oil drilling almost doubled in 1995, and in 1996 Amoco confirmed its discovery of oil-bearing sands off the southeast coast of Trinidad, marking the first petroleum find in nearly two years. Planned production for 1997 is 128,000 barrels per day.

On March 1, 1995, the Ministry of Energy and Energy Products introduced the Competitive Bidding Order, opening up offshore areas for exploration activity. Eight new tenders under the legislation were issued in January 1996.

**Natural Gas** - Current proven reserves are estimated at 16 trillion cubic feet, enough to last almost 50 years. A strategy has been introduced to prove additional reserves to promote the gas-based petrochemical industry and develop a liquified natural gas (LNG) export plant. Demand for natural gas increased 22 per

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*We are very positive about business opportunities in training and education, health, environmental technologies, agro-processing, tourism development, construction materials and downstream energy-processing facilities. Canada's expertise in a broad range of industrial activities provides the opportunity for transfer of technology, and we challenge Canadian firms to pursue these markets.*

David Clendenning, Counsellor (Commercial),  
Canadian High Commission

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cent in 1996 to 874 million cubic feet per day, most of which can be attributed to the country's third methanol plant, which opened in November 1995.

In June 1996, a consortium of six companies signed an agreement to begin work on the Atlantic LNG project, which is the largest single investment in the country's history. The US\$935-million plant will make Trinidad and Tobago the tenth-largest LNG producer in the world. Production is scheduled to begin in 1999, with a capacity of 400 million cubic feet per day.

**Petrochemical** - The National Gas Company is actively promoting the development of downstream

gas-based industries. Ammonia production increased 2.3 per cent in 1995 to 2.06 million tonnes, while exports of ammonia rose 5.6 per cent to 1.81 million tonnes. Three new ammonia plants are in various stages of development. Urea production increased 15.4 per cent in 1995, while methanol production declined 5.5 per cent.

Total capacity of the three operational methanol plants stands at 1.56 million tonnes per year. A fourth plant is in the design stage, which should increase capacity to 2.06 million tonnes per year.

Investment opportunities in the petrochemical industries exist for products such as alkalis, chlorine, and sulphuric acid, using Trinidad and Tobago's inexpensive supply of natural gas and oil as production inputs.

## Telecommunications

The government of Trinidad and Tobago is developing regulatory mechanisms that will allow international firms to enter the local telecommunications market. This market is currently monopolized by the state-owned Telecommunications Services of Trinidad and Tobago (TSTT).

Over the next five years, TSTT will spend \$265 million to improve and expand telecommunications services in Trinidad and Tobago. This expansion is an

*Continued on page V — Business*

Focus on  
**Trinidad and Tobago**

## **Business Opportunities** — *Continued from page IV*

excellent opportunity for Canadian companies to enter T&T's telecommunications market.

### **Agriculture**

The agriculture sector (chicken, vegetables, fruit) employs about 11 per cent of the labour force and accounts for about 3 per cent of GDP. It is a highly subsidized sector, with major crops concentrated in cocoa and sugar cane. Diversification, a key goal of the government in recent years, has encouraged a shift toward rice, citrus, coffee and vegetable production.

In the fishery sector, Trinidad and Tobago enacted the Archipelagic Waters and Exclusive Economic Zone Act in 1986, defining an exclusive zone that offers opportunities for ocean fishing off the east coast of Trinidad.

Canadian companies may take interest in investment opportunities such as floriculture and exotic food processing, modern meat-packing facilities, fish and seafood processing, offshore fisheries, production and processing of vegetables and tropical fruits, and plastics and cardboard packaging. As well, Caroni (1975) Ltd., T&T's national agro-industrial company, is looking for new investment initiatives, and Canadian firms may profit from pursuing joint ventures, especially those providing industrial support.

### **Manufacturing**

More than 160 companies manufacture goods for export in 37 product categories. Apart from the energy sector, the principal manufacturing industries are steel and its downstream products — cement, construction material, chemical products, sawmilling,

plastics, electronics, car-care products, food processing, rum, beer, household goods, furniture and garments.

Local firms continue to seek joint-venture partnerships to access new technology and expand exports to new international markets. Industries with the most potential for expansion are those requiring advanced technical skills and inexpensive energy, particularly telecommunications, electronics, pharmaceuticals, medical equipment and textiles.

### **Environment**

The country's reliance on petroleum, and the accelerated rate

at which it developed from the 1960s on, was accomplished at high cost to the environment. The unsafe disposal of industrial, domestic and agricultural waste has created an underlying threat to public health and to the delicate ecosystem. An estimated 63 per cent of the land in Trinidad is considered unsuitable for agricultural production, and there is increased recognition of the importance of the environment to the country's future. The government intends to allot significant funds to environmental awareness programs, and to upgrading and modernization projects over the next few years.

*Continued on page VII — Business*

## **Green Corps Environment Workshop Strikes Successful Chord**

Environment Canada's Green Corps Trinidad and Tobago Workshop in January 1997 went a long way to strengthening the unique environmental ties Canada has with the twin-island nation.

Organized by Environment Canada and T&T's Environmental Management Authority, the workshop was just one example of technical co-operation under a Memorandum of Understanding (MOU) on environmental management signed by the two countries in October 1996.

Over 230 people attended the Technical and Business Workshop, "Environmental Management - Sharing Canadian Experiences," including representatives of 31 environmental companies across Canada. Participants from Barbados, Bahamas, Jamaica, Grenada and St. Kitts also took part in the three-day event.

A further agreement under the MOU was also signed by the Alliance of Manufacturers & Exporters Canada and the T&T Manufacturers Association to assist in developing a manufacturers' environmental performance program for Trinidad and Tobago. As well, two environmental technical co-operation agreements have been signed with Nova Scotia, one between the Nova Scotia Department of the Environment and the T&T Ministry of Planning and Development, and the other between the City of Port of Spain and the Regional Municipality of Halifax.

## Fredericton Educational Company Applies Itself to Trinidad Market

*After preliminary discussions nearly two years ago, Applied Courseware Technology Inc. is now up and running in Trinidad and Tobago, and expecting to make its first profits from its operations there early next year.*

The less than 10-year-old company of 15 employees became interested in that part of the world some six years ago when it participated in several Canadian government-organized seminars to promote trade links between Atlantic Canada and the Caribbean.

As a result of its participation, the instructional-based software products company made its first stop at the Canadian High Commission in Port of Spain to investigate opportunities on the island state.

### Trade Commissioner help

"The Trade Commissioner there gave us great support," recalls Applied Courseware President Gerry Costello. "He lent us office space to research prospective clients and provided us with referrals and due diligence.

"He even recommended us to the Canadian International Development Agency," he adds, "helping us obtain substantial support for the training component and associated costs of our joint venture with Roytec, the educational division of the Royal Bank of Trinidad and Tobago (totally independent of its once parent company in Canada)."

Now the New Brunswick company provides a great deal of training, courseware and content to Roytec — which, in turn, adapts the material to the local market — for the more than 500 Trinidadians being trained every year in technical and business courses by Roytec.

Other projects Applied Courseware is involved in — in close partnership with the University of New

Brunswick — include training, distance learning, and investigating the possibilities of extending the highly successful Canadian SchoolNet to Trinidad and Tobago.

### Adapt to the culture

Although Trinidad and Tobago is steeped in the British educational system, there are, according to Costello, some major cultural traits that Canadians should be aware of.

"Trinidadians are very family-oriented," he says, "so they will want to get acquainted and know your family background before dealing with you.

"Their business leaders are also tough negotiators," he adds, "quite knowledgeable about Canada — where some of their relatives have studied or may be studying — and they know how to shop for deals."

Another difference Costello points out is their workplace environment, which is much more hierarchical in structure than in Canada, "where we tend to be much more open and less formal."

Applied Courseware's major market is still the United States — where its main product is software "Integrator" — but the small company is confident that the Trinidad and Tobago market also offers much promise.

**For more information** on Applied Courseware, contact company president Gerry Costello, tel.: (506) 622-5930, fax: (506) 622-0551. Δ

## Expo '98 Trade Fair New and Improved

Over 35 Canadian companies exhibited in the Canadian Pavilion at EXPO '96 in Port of Spain in April 1996, and Canada will again participate in EXPO '98, Trinidad and Tobago's première trade event.

EXPO '98, scheduled for June 1998, will boast new fair grounds and buildings that will increase capacity to over 100,000 square feet of indoor space. Other improvements, such as new and larger parking facilities and increased transportation services, will also help Trinidad and Tobago to showcase its largest and most important exhibition. Δ

Focus on  
**Trinidad and Tobago**

## **Business Opportunities** — *Continued from page V*

In 1995, the government passed the Environmental Management Act, which outlines environmental policies and establishes the Environmental Management Authority through which these policies will be implemented. As part of its environment policy, the government has announced that it will establish standards and measures to prevent air and water pollution and to legislate the monitoring and compliance of these standards.

### **Tourism**

The government has identified tourism as a major priority, recognizing the potential this sector has for generating foreign exchange, job creation and economic diversification. Incentives have already been legislated, and the door has been opened

for foreign investors.

Trinidad and Tobago has many strengths that it can capitalize on in the tourism sector. Substantial improvements have been made over the years to the infrastructure of the tourism industry, such as improvements to airports and increases in the number of cruise ship berths.

With the completion of the Tourism Master Plan in 1995, the government has outlined several priority areas for investment within the sector, including development of a national parks system, tourism technology development, ecotourism and hotel projects.

Internationally, there is more awareness of Tobago as a tourist destination than there is of Trinidad. Tobago is being promoted

as an upscale leisure destination boasting sun, sand, eco-tourism and exclusive hotels. Port of Spain, Trinidad, is being actively marketed as a vibrant city offering a colourful cultural and entertainment environment.

### **Health**

The potential for growth in the health sector has increased significantly as a result of the government's Health Sector Reform Program. In April 1997, a Nova Scotia Health Care Mission, led by the provincial health minister, visited with health-sector representatives for discussions on health reform, emergency services and tele-medicine. A number of Canadian companies are actively pursuing potential opportunities in Trinidad and Tobago's health sector. Δ

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## **Future Promising for Commercial Relations**

*Continued from page II*

### **Trade prospects never better**

The potential for new trade opportunities and joint ventures is increasing. Trade barriers are being rapidly dismantled, and the highest tariff on imported goods will be reduced to 20 per cent by the end of 1998, compared with 100 per cent in the past. Stamp duties and import surcharges were removed in 1995, with the exception of agricultural produce, and general customs tariffs have been decreased an additional 5 per cent in adherence to the CARICOM Agreement, which exempts from customs duties goods originating in a member Caribbean country and having 50 per cent or more local content.

The preferential access conditions provided under the Caribbean-Canada (CARIBCAN) Agreement have been granted a waiver under the World Trade Organization for another 10 years (until

2008), and there is a possibility of expanding the agreement to include products such as methanol, lubricating oils and textiles. Created in 1986, CARIBCAN is a Canadian program that promotes Commonwealth Caribbean trade, investment, and industrial co-operation.

On the global scene, Trinidad and Tobago is actively seeking entry into the North American Free Trade Agreement (NAFTA), the Free Trade Area of the Americas (FTAA), and the Southern Cone Common Market (MERCOSUR). With headquarters of the new Association of Caribbean States in Port of Spain, and the country's location between the Caribbean and South America, Trinidad and Tobago is poised to become the hub of commercial activities in the region. Canada has been encouraging Trinidad and Tobago to increase market access into Latin American and North American markets through the FTAA process. Δ

Focus on  
Trinidad and Tobago

## Doing Business in Trinidad and Tobago

### Planning your business visit

When planning a business trip to Trinidad and Tobago, consult with the Trade Commissioner in the Commercial Section of the Canadian High Commission in Port of Spain well in advance of your departure. Indicate the purpose of your visit, include several copies of product brochures, and provide information on any initial contact made with Trinidadian business people. Based on this information, the commercial staff can arrange a tentative itinerary and make appointments on your behalf prior to your arrival.

Air Canada, American Airlines, and British West Indies Airways have regular flights into Port of Spain.

A valid passport is required for entry into Trinidad and Tobago;

however, a visa is not required for Canadian citizens.

### Import duties

Most imports entering the country are subject to import duties. Since 1993, these duties have been gradually reduced to between 5 per cent and 35 per cent. They are to be reduced to between 5 per cent and 20 per cent by 1998 and eventually phased out completely. With the adoption of more liberal trade policies since 1993, restrictions on most imports (with the exception of firearms, ammunition, and medicinal drugs) have been removed.

### Distribution and sales channels

When marketing products in Trinidad and Tobago, Canadian exporters are advised to use the services of a local agent, distri-

butor or trading house. Establishing a local agent can be favourable to a foreign supplier because agents can facilitate contact with buyers. In addition, state agencies prefer to deal with local firms that represent foreign exporters. Canadian firms wishing to enter into agency agreements with local firms should seek advice from their Canadian Trade Commissioner about prospective local agents and distributors.

Further information may be found at:

- <http://www.dfait-maeci.gc.ca/english/menu.html>  
DFAIT Main Menu
- <http://www.tidco.co.tt/business/index.html>  
Tourism and Industrial Development Company Limited,  
Trinidad and Tobago. Δ

## Contacts

### In Trinidad and Tobago

Canadian High Commission  
Maple House, Tatil Centre  
3-3A Sweet Briar Road  
P.O. BOX 1246  
Port of Spain, Republic of Trinidad and Tobago  
Tel.: (868) 622-6232 (6-CANADA)  
Fax: (868) 628-2576  
e-mail: [commerce@pspan02.x400.gc.ca](mailto:commerce@pspan02.x400.gc.ca)  
Internet: [www.opus.co.tt/canada/](http://www.opus.co.tt/canada/)

### In Canada

Department of Foreign Affairs and  
International Trade  
Caribbean and Central America Division  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Tel.: (613) 996-5546  
Fax: (613) 943-8806/944-0760 Δ

## Doors to Investment Wide Open — Continued from page III

Caribbean Business Co-operation Office. Eight major contracts have recently been awarded to Canadian firms for management consulting and industrial projects.

More than 160 domestic companies produce for export and, through multilateral agreements, have expanded their markets from the Caribbean

region into Canada (via CARIBCAN), the United States (via the Caribbean Basin Initiative), the European Union (via Lomé IV), and through several bilateral trade agreements with Mexico, Colombia, Chile and Venezuela. In addition, possibilities exist for future trading links with Panama, Costa Rica and Northern Brazil. Δ

## Food Team Canada Nets Exports at Hong Kong Food Fair

A co-ordinated corporate/government presence at Hong Kong's Hofex 97 (May 6-9, 1997) has generated an estimated \$500,000 in on-site sales and up to \$3.6 million in potential exports over the next six months. Participating companies report at least 250 solid business leads. Hofex is one of Asia's largest agri-food marketing events.

Part of this success can be credited to the combined efforts of Agriculture and Agri-food Canada and the Department of Foreign Affairs and International Trade. Working through missions abroad, the two departments leveraged provinces and industry associations and shared costs with the private sector to create an eye-catching national pavilion and provide marketing support. Advance advertising and a mail campaign were complemented by a pavilion brochure and "new look" merchandising tools.

Other major Food Team Canada players included the governments of Quebec and Nova Scotia, Canada Beef Export Federation, and B.C. Salmon Marketing Council, which

were among the most active partners in executing the promotional project.

A key component in the Canadian success was the newly designed national pavilion. Incorporating the global brand image "Canada's Food: Blessed by Nature," the pavilion is a portable, re-usable structure in modular form that can be relocated to other missions in the region for future use. The brightly coloured, curved "pop-up" tower attracted many visitors and was the envy of other participants, including U.S. business people.

Over 20 Canadian exporters of varying size (including some new to market) and representing eight provinces exhibited at Hofex 97.

Many acknowledged they would not

have been present without "on the ground" government support, including targeted recruitment, market intelligence, local briefing/debriefing, introductions, meeting programming, and advertising support.

The biggest players represented directly were Maple Leaf Foods International and National Sea Products. Culinar and Nestlé Canada were represented through their local Canadian representative. Most exporters present were small and medium-sized companies offering value-added products.

Hong Kong is a booming market for exports and re-exports of Canadian agri-food products. Between 1994 and 1996, the total value of

*Continued on page 13 — Food Team Canada*

## IFI Project Opportunities — *Continued from page 3*

Terms of Reference for the majority of the project's components.

For more information about these World Bank projects, contact Matthew Clark in the Office of Liaison with the IFIs at the Canadian Embassy in Washington at e-mail: [matthew.clark@wshdc01.x400.gc.ca](mailto:matthew.clark@wshdc01.x400.gc.ca)

### ASIAN DEVELOPMENT BANK PROJECT:

Country: Mongolia

Project Name/No.: Ulaanbaatar Heat

Efficiency/MON29629

Loan Amount: US\$40 million

Executing Agency: Energy Authority, Chinggis Avenue, Ulaanbaatar-36

This loan is to improve the heating distribution system in Ulaanbaatar. The proposed project will consist of (i) conversion of the district heating system to variable flow operation; (ii) consumer-end heat control and metering, and billing system improvement; and (iii) project management and training.

Consultants will be required for engineering design, implementation supervision, and training. Considerable procurement for special heat exchange units, and to a lesser degree for pumps, is expected.

For more information on any of these IFI projects, contact Jean-François Leroux, Export Financing Division, Department of Foreign Affairs and International Trade, tel.: (613) 996-6188.

## Environmental Specialist Finds Good prospects in Trinidad

Getting a foothold in Trinidad came naturally for SENES Consultants Limited of Richmond Hill, Ontario... with the help of the Canadian High Commission in Port of Spain.

SENES, which stands for Specialist in Energy Nuclear and Environmental Sciences, had some experience in the Caribbean, including Cuba and the Dominican Republic, before it expressed an interest in Trinidad and Tobago.

"Our first step was to consult the Consul General at the Trinidad and Tobago Consulate in Toronto for a list of local (Trinidad and Tobago-based) companies as potential partners on an international bid," recalls SENES President Don Gorber.

"Next we contacted the Canadian High Commission in Port of Spain to assist us in verifying the credentials of the companies listed. As a result, the best fit was determined to be Waste Disposals Ltd., which had recently formed an environmental division called Environmental Planning and Assessment Services (EPAS)."

This was one and a half years ago, and all the discussions that followed eventually culminated in the formation of an active partnership between SENES and EPAS.

"The High Commission was helpful in getting us started in Trinidad," says Gorber. "We make it a rule to seek such expert advice when we start out in a new market."

### Promotion through local seminars

SENES is now quite busy providing senior-level technical assistance, such as environmental assessment, risk assessment and environmental monitoring and modelling, where there is a need for these services. Two recent projects include an environmental assessment of a proposed gas processing plant and a facility risk assessment of an iron carbide facility.

"But," Gorber adds, "we also put on, in partnership with EPAS, a highly successful seminar last March, which attracted over 50 people, mainly from the industry."

According to Gorber, the seminar provided an excellent vehicle for technology transfer possibilities on environmental management, not to mention the increased visibility it gave to EPAS and SENES.

"We are now in the process of gathering all the results from this event," Gorber says proudly, "and we have already received requests to organize a similar seminar in the south of the island."

### Work with local firms

Before Canadians go to a country they should first assess that there is a need for their technology, Gorber advises, adding that "you can't be everywhere."

That being said, there are certain basic rules he would recommend to prospective Canadian exporters.

"What makes our strength," Gorber explains, "is that we don't tell the locals how to do it. We work with them, without imposing our skills, which goes a long way toward being accepted."

"Understanding the local culture is really the key to successfully doing business in these countries," he adds.

With offices also located in the United States and Chile, as well as affiliations with firms in many other countries throughout the world, the 17-year-old company of 70 people hopes to increase its current international base of 25 per cent to 40 or even 50 per cent within the next three to five years.

For more information on SENES Consultants Ltd., contact President Donald Gorber, tel.: (905) 764-9380, fax: (905) 764-9386.

### CanadExport On-Line

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



## Canadian Consortium Active in Middle East

Invitation to Participate

Canadian companies wanting a share of the estimated \$28 billion to be spent over the next five years on the reconstruction of the city of Beirut now have an added ally there.

The Canadian Showhouse Consortium (CSC) — a group of 15 Canadian companies formed in 1995 with federal government support — has recently established a permanent Trade Centre in Beirut to increase export links with Lebanon.

The Centre is focusing on three sectors: construction materials, Canadian design consultants, and medcare (medical care consortiums), which represent the hottest areas in the reconstruction effort of war-torn Lebanon.

"With a good mix of Canadian capabilities," says CSC's Chairman and CEO Dr. George Chrysomilides, "we have a good chance of going after some of the mega-projects coming up in Lebanon, such as the construction of hospitals, sewers and hotels."

Working in close co-operation with the Department of Foreign Affairs and International Trade (DFAIT)'s International Trade Centre in Vancouver, as well as the Export Development Corporation (EDC) for possible financing of projects, the CSC will have its Trade Centre fully operational by the end of October, in time for its official launch.

The 400-square-metre exhibition space in Beirut will be displaying the products and services of 25 Canadian companies, and there is an option to almost double that space.

So far, CSC members have received over \$300,000 from DFAIT's Program

for Export Market Development (PEMD) to attend shows in Dubai, funds which also helped in the design and building of their own permanent pavilion — designed by Arthur Erickson — at the Dubai World Trade Centre, in the United Arab Emirates (UAE).

As a matter of fact, that's where Canadian companies specializing in building, water technology and environment, air conditioning and refrigeration, cleaning and maintenance, and glass and metal will have a chance to shine during the Big 5 Show slated for October 19-23, 1997.

And for the first time, the Arab Construction Equipment Show will be held in conjunction with the Big 5 Show, covering all aspects of the construction industry targeting machinery, products and technologies.

Canadian companies interested in showcasing their products and services at the Big 5 Show, with a view to setting up a permanent display at the Canadian Showhouse Trade Centre in Beirut, or in becoming members of the CSC and participating in major projects the Consortium has been invited to bid on, are encouraged to send their brochures to the CSC.

From Dubai — one of the area's major business centres where Middle Eastern tradition meets Western technology — member companies are encouraged to network throughout the region, while the CSC itself is

promoting its members' products and services in the Middle East and Eastern Europe.

For more information, contact Dr. George Chrysomilides, Chairman and CEO, Canadian Showhouse Consortium, 2628 Granville St., Vancouver, B.C. V6H 3H8, tel.: (604) 731-9663, fax: (604) 263-1652, e-mail: cpic@cosmospace.bc.ca Internet: www.direct.ca/cosmos/

### Food Team Canada

Continued from page 11

Canadian exports to Hong Kong more than doubled. Crude animal and vegetable materials top the list, followed by fish and seafood products, fixed vegetable fats and oils, meat and meat preparations and hides/skins.

The Consulate General of Canada in Hong Kong reports that Canada's total exports surged in the first three months of 1997 by 71 per cent, led by a jump of 70 per cent in agri-food products, which form 18 per cent of Canada's exports to Hong Kong. This dynamic export market is expected to continue to be robust following the handover of Hong Kong to China early this month. Hofex will next be held in Hong Kong in May 1999.

## Canada's Largest Trade Show Returns

MONTREAL — The 13th Business World Exhibition — considered Canada's largest business exhibition — returns this fall, from September 17 to 19, 1997.

The Exhibition, which attracted 500 exhibitors and 22,500 visitors last year, offers participants the opportunity to increase sales, identify prospects, meet potential customers, network with other exhibitors, and study the market.

Really 10 trade shows under one roof, the exhibition will showcase: Asia-Pacific Expo, Construction and

Call for Tenders, Technology Show, Training and Consulting, Finance and Accounting, Business Office Environment, Sales and Advertising, Tourism, Meetings and Conventions, International Showcase, and, a new show this year, Tel@Net 97.

Tel@net 97, the first summit on new business communications networks, will bring together telecommunications users and key players in the industry to encourage dialogue between the expanding Canadian information technologies industry and the main public and private users

interested in establishing technological partnerships. Exhibits will focus on new business communications networks: telecommunications; call centres; telemarketing and computerized telephony; networking; Internet, intranets and extranets; and on-line banking services.

For more information, contact Marc Baudard, Commercial Director, Martin International, 500 Place d'Armes, Suite 2910, Montreal, Quebec, H2Y 2W2, tel.: (514) 288-3931, fax: (514) 288-0641, Internet: [www.martin-intl.com](http://www.martin-intl.com)

## Canadian Companies Encouraged to Participate in PowerTrends 2000+

MANILA, PHILIPPINES — Canadian utilities and independent power producers and suppliers are encouraged to participate in PowerTrends 2000+, the 2nd International Technology Exhibition for Power Generation and Energy Efficiency, to be held September 17-20, 1997.

PowerTrends 2000+ is actually two sector-specific shows in one: Electech '97 Philippines, focusing on electrical and electronics engineering, and Energy '97 Philippines, the industrial technology show on oil, gas and renewable energy production. The 3rd International Business Forum on Power and Energy Management, PowerTech Philippines '97, will be held concurrently.

The Canadian Embassy in Manila is encouraging Canadian participation in what promises to be a very important gathering of executives and entities that decide the pace and strength of power projects in the

Philippines and Asia-Pacific region.

For more information, contact Paz Gerardo, Communications Coordinator, Filinter Group Trading Co. Ltd., tel. and fax: (905) 727-7509, e-mail: [filinter@aol.com](mailto:filinter@aol.com)

## Focus is on CIPHEX '97 West

EDMONTON, ALBERTA — CIPHEX '97 West is set for October 19 and 20, 1997. This seventh edition of the Western Canadian plumbing and heating trade show and conference will feature manufacturers from across North America displaying a full range of products, including the latest in plumbing, heating, hydronics, cooling and piping products; luxury products and accessories for kitchens and bathrooms; barrier-free and water-efficient products; computer solutions; and tools.

For more information, contact Elizabeth McCullough, Show Manager, tel.: (416) 695-0447. Or fax (416) 695-0450 for registration information. e-mail: [ciph@ican.net](mailto:ciph@ican.net)

# Deadline Fast Approaching for SECURITY '97 Show in Kazakhstan

ALMATY, KAZAKHSTAN — The First Kazakhstani International exhibition, SECURITY '97, will be held in the Republic's capital city October 17-19, 1997.

The show, which is supported and organized by the Government of Kazakhstan, will focus on security and safety in both the public (police) and private (banks, home, office)

sectors, as well as on fire prevention.

In addition to a conference on Security Technologies, special areas to be highlighted at the show will include law and order enforcement techniques, rescue equipment, radio communications, TV monitoring systems, armoured vehicles and fire-

fighting techniques and equipment.

The deadline for application to participate in the show is July 31, 1997. Contact the Organizing Committee, Bogenbai batyr St., 137, app. 4, 480091, Almaty, the Republic of Kazakhstan, tel.: +7 (3272) 699-806, 632-848, fax: +7 (3272) 322-441.

## Second Gulf Beauty Trade Fair Set for Success

DUBAI, UNITED ARAB EMIRATES — Gulf Beauty '97, the second-ever Trade Fair for Perfumes, Cosmetics and Body Care Products in the Middle East, is set to take place November 8-11, 1997.

The trade fair is designed to facilitate business in the Middle East. The show's product profile is carefully targeted at the professional buyers' market in the Gulf region. It includes cosmetics; perfumes and fragrances; products for professional hair treatment, skin care and personal care; ingredients and raw materials; packaging products; and equipment for beauty salons and schools. Access to the show is strictly "trade only."

The fair presents an excellent opportunity to launch new products in the region, to take advantage of strategic business opportunities, to appoint new agents, or to meet with existing distributors.

For more information, contact Mr. Nabih Saba, Alleman Canada Ltd., tel.: (514) 335-2644, fax: (514) 335-5639.

## M.U.T. Exhibition for Environmental Technology in Switzerland

BASEL, SWITZERLAND — M.U.T., an environmental equipment and technologies trade show with a strong European orientation, will be held November 11 to 14, 1997. The fair covers all the environment sub-sectors: water, sewage, waste, soil, air, noise, energy, instrumentation, safety and services.

The Canadian Embassy in Bern will be present with an information booth and catalogue display. The cost for catalogue display is \$250.

For more information, contact Werner Naef, Senior Commercial Officer, Canadian Embassy, CH-3005 Bern, Switzerland, tel.: 31/352-63-81, fax: 31/352-73-15, e-mail: werner.naef@bern01.x400.gc.ca

## Myanmar Hosts First Technology Trade Fair

YANGON, MYANMAR — Technology Myanmar 97, the first technology trade fair in Myanmar, will take place October 27-31, 1997. It will provide a forum for information on market and trade opportunities in Myanmar. Exhibits will include those on farming technology, mining, energy, forestry, various light industries and telecommunications. Yangon, the fair's venue, is the economic and financial centre of Myanmar.

Technology Myanmar 97 is being organized by IMAG, the International Exhibition and Fair Service, and Messe München International Singapore, in conjunction with the Myanmar Industrial Development Committee.

For more information, contact Messe München, Messsegelände, D-80325 Munich, Germany, tel.: (49-89) 5107-219/220, fax: (49-89) 5107-138, e-mail: info@messe-muenchen.de

## Japan Home Show: Canada Continues to Steal the Show

TOKYO, JAPAN — The Japan Home Show, the largest housing show of its kind in Japan, is scheduled to be held November 11-14, 1997 in Ariake, on the outskirts of Tokyo.

The show has a well established reputation for attracting large crowds of visitors, particularly from the housing/construction industry. In the last few years, Canada has consistently had the largest foreign representation at the show, well ahead of any other country. In 1996, a record 103 Canadian exporters were represented in 51 booths —

marking the largest-ever Canadian contingent to a trade fair in Japan. This year another strong showing is expected, particularly in light of the participation of the Government of Alberta, Canada Comfort Direct, the Ontario Building Products Association, the Quebec Woods Exporters Bureau, and Atlantic Canada Home.

In co-operation with Japan's influential Imported Housing Industries Organization and Japan External Trade Organization (JETRO), the Canadian Embassy is planning to run a concurrent four-day building

materials installation seminar, where Canadian exporters can demonstrate proper installation and maintenance procedures for their products.

For more information on the show or the seminar, contact Doug Bingeman, Japan Division, Department of Foreign Affairs and International Trade, tel.: (613) 995-1678, fax: 943-8286, e-mail: [doug.bingeman@extott02.x400.gc.ca](mailto:doug.bingeman@extott02.x400.gc.ca)

To register for the Japan Home Show, contact Mr. Ueno, Japan Management Association, tel.: (81-3) 3434-1243, fax: (81-3) 3434-8076.

## Asia CommuniTech 97: A Regional Show with Maximum Impact

HONG KONG — Taking place November 4-7, 1997, Asia CommuniTech 97 is a show and conference profiling the strengths and future prospects for telecommunications, mobile communications and wireless technology in Hong Kong and East Asia.

The event offers an excellent showcase for companies seeking access to markets in one of the world's fastest-growing economic regions. Its venue, Hong Kong, is one of Asia's leading financial, trading and services centres, accounting for over 16 per cent of intra-Asia-Pacific trade. Hong Kong also acts as a

laboratory, investor and catalyst of change in several of Asia's emerging markets.

Organized by Hong Kong Exhibition Services Ltd, Asia CommuniTech 97 is supported by the Telecom Association of Hong Kong and Hong Kong Telecommunications Users Group.

Canadian firms will have access to booths at a special Canada Pavilion.

For information, contact Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025.

## Productronica '97

MUNICH, GERMANY — November 11-14, 1997 — Productronica '97, the 12th International Trade Fair for Electronics Production, promises a range of exhibits and visitor profiles

that are more international than ever before.

Some 52,000 visitors from 80 countries are expected to attend this year's fair, being organized by

the Munich Trade Fair Corporation. Exhibits will be broken down into the following six sectors: production technology for microchips and

*Continued on page 19 — Productronica '97*

**APEC Environment Ministers** — *Continued from page 2*

Toronto meeting. The new Web site profiles the environmental expertise of APEC countries, shares success stories on "sustainable cities," and exchanges innovative approaches to environmental challenges.

In related events, APEC environment ministers officially opened the Air and Waste Management Association Trade Exhibition at the Metro Toronto Convention Centre on June 10, and the Federation of Canadian Municipalities held a panel discussion on sustainable cities June 18 in Ottawa.

**Environmental impact on trade and investment**

Canada is committed to promoting the importance of the environment and sustainable development in all APEC trade and investment activities as a means of achieving APEC's long-

term goal of sustainable growth and equitable development.

Four of Canada's top 10 export markets are APEC members. In fact, APEC economies now consume half of Canada's total exports to markets outside of the United States. In 1996, two-way trade with APEC economies (excluding the U.S.) was approximately \$59 billion.

Asian cities have among the world's highest levels of air pollution, in large part because infrastructure has not kept pace with rapid development. The Asian Development Bank estimates that over the next 25 years, nearly US\$7 trillion will have to be invested in Southeast Asia for infrastructure to cope with the effects of urbanization. Infrastructure requirements will include energy, telecommunications and transportation systems, as well as low-cost sustainable

housing, water treatment and waste management.

Ministerial meetings are also being held on transportation (Victoria), energy (Edmonton), and small and medium-sized enterprises (Ottawa). The outcome of these meetings, along with that of the May meeting of APEC trade ministers in Montreal, will determine the recommendations that will be presented to APEC leaders in November and will help set the agenda for their meeting in Vancouver.

For information on Canada's Year of Asia Pacific and APEC, consult the CYAP APEC Web sites through the Department of Foreign Affairs and International Trade home page.

**Doing Business in the U.S.A.** — *Continued from page 5*

**Schedule Identification: 37 - Agricultural Machinery and Equipment**

Description: Lawn Sprinklers and Soakers  
Hoses  
Estimated Value: \$361,290 - \$397,419  
Contract period: FY 1997  
Procurement Method: Indefinite Delivery Contract  
Contact: Helen Carter  
Tel.: (817) 978-3517  
Fax: (817) 978-3761

Procurement Method: Multiple Award Schedule  
Contact: Patrick Simms  
Tel.: (703) 305-6082  
Fax: (703) 305-7135

**Schedule Identification: 66 - Instruments and Laboratory Equipment**

Description: Scales and Balances  
Estimated Value: \$6,000,000  
Contract period: FY 1998

**Schedule Identification: V - Transportation, Travel and Relocation Services**

Description: Travel and transportation payment and expense control system  
Estimated Value: \$15,000,000  
Contract period: FY 1997  
Procurement Method: Indefinite Delivery Contract  
Contact: Darlena Bikowski  
Tel.: (703) 305-5592  
Fax: (703) 305-5094

# Business Opportunities

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada. To obtain more information about these tenders, contact the appropriate IBOC officer, whose name appears at the end of each summary below, also quoting the IBOC case number for speedier service.

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation (CCC). This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

**ETHIOPIA** — The Ethiopian Privatization Agency (EPA) invites all prospective investors to submit bids for the acquisition of full or partial stock ownership in the existing business, and an investment or implementation proposal towards the rehabilitation of the following enterprises: Akaki Textile Enterprise; Middle Awash Agricultural Development Enterprise; and Tendaho Agricultural Development Enterprise. Bid documents are available for the non-refundable fee of \$30 per set. The closing date for receipt of bid documents is *September 19, 1997*. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case number 970617-00782.

**INDIA** — The Government of India invites contractors to prequalify to Mumbai Port Trust, the Executing Agency, for the replacement of submarine pipelines from the Marine Oil Terminal between Jawahar Dweep and Pir Pau. The tender is for: one 12-inch-diameter crude oil pipeline, one 36-inch-diameter black oil pipeline, three 30-inch-diameter white oil pipelines, one 8-inch freshwater pipeline. Each of the above pipelines is 5.2 km long, out of which 3.5 km is submarine and the balance is the shore approach. The maximum water

depth is 4.5 m. The project is to be financed out of an Asian Development Bank loan. The prequalification documents must be received by *September 16, 1997*. Contact: Andrew Mess, fax: (613) 996-2635, quoting IBOC case number 970625-00849.

**ISRAEL** — A service company specializing in three areas for the energy and electricity industry, including consulting, enterprising new projects and representing equipment manufacturers for the energy industry, would like to represent entrepreneurs willing to participate in tenders of various energy projects, as well as equipment manufacturers of substation and power plant equipment. This company would be pleased to meet any interested Canadian company to present and discuss the practicality of ongoing relations in this sector. This is considered an excellent business opportunity. Contact: Andrew Mess, fax: (613) 996-2635, quoting IBOC case number 970620-00815.

**MALAWI** — The Government wishes to sell the following industries as part of the privatization of the Malawi Dairy Industries (MDI):

— Katete Dairy Farm - a 745-ha area with a herd of 350 Holstein dairy cows;

— Capital Hill Dairy Farm - a 650-ha area with a herd of 238 Holstein dairy cows;

— Ndata Dairy and Tobacco Farm - a 900-ha area with a herd of 282 Holstein dairy cattle. This farm also produces flue-cured tobacco. The closing date for the receipt of bid documents is *August 20, 1997*. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case number 970619-00794.

**MOROCCO** — The Settat Water and Electricity Commission has issued an international tender call no. 14/97 inviting bids for a study on updating and evaluating the master sanitation plan. The study also pertains to the institutional, organizational and tariff aspects, along with an environmental impact assessment. The closing date for the receipt of bids is *August 11, 1997*. The time period allotted for the study is 3.5 months. The amount of the bid bond is \$2857, and the cost of withdrawing the specification is \$29. Contact: Catherine Hansen, fax: (613) 996-2635, quoting IBOC case number 970613-00747.

**PHILIPPINES** — The Government of the Philippines has received a loan from the Asian Development Bank

*Continued on page 20 — Business*

## New Database and Directory of Canadian Specialty Food Industry

A new database and directory of the Canadian specialty food industry has been produced by the Canadian Association of Specialty Foods, together with Agriculture Canada under its AFT 2000 program. The database and directory includes manufacturers, distributors and, potentially, major retailers across Canada. The published directory will serve as a valuable tool for Canadian companies, importers, exporters

and trade associations, as well as provincial and federal government offices in Canada and abroad.

Any association, manufacturer, distributor or retailer wishing to be represented, free of charge, in the database and directory should contact Ami Martell, Canadian Association of Specialty Foods, tel.: (416) 255-2384, fax: (416) 253-6571.

### Mexican Company Profiles Available for Processed Food Exporters

The Canadian Consulate in Guadalajara has prepared profiles of Western Mexican companies that could be potential importers of or representatives for Canadian processed food products.

To obtain a copy of these profiles, contact the Canadian Consulate at Hotel Fiesta Americana, Local 31, Aurelio Acerves No. 225, 44100 Guadalajara, Jalisco, Mexico, tel.: (52-3) 615-6270/615-6215, fax: (52-3) 615-8665, e-mail: ccguad01@infosel.net.mx

### Quebec Companies in Hong Kong

*Des Québécois à Hong Kong*: that's the title of a new book recounting the experiences of Quebec companies in this important market.

Companies such as Dharmala, Téléglobe, Harris Farinon, Lehman Bros, ACOM, Fidelio, la Banque Nationale, le groupe Everest, les Éditions Tormont, Power Corporation and others tell how, with their perseverance, they succeeded in creating networks in Hong Kong and elsewhere in Asia. The book, authored by University McGill professor of francophone civilizations Axel Maugey, is available from Humanitas, tel./fax: (514) 466-9737.

### Productronica '97 — Continued from page 16

other components; PCB manufacturing, planar and pre-formed circuit boards; assembly manufacturing and system integration; testing and measuring for quality assurance; process materials and production-related services; and microsystem technology.

The fair will also include, among other symposiums and conferences, the Productronic Forum, featuring an international group of prominent speakers from the global electronics-

manufacturing sector, the international Symposium for Microsystem Technology, the Conference on Semiconductor Manufacturing, and a series of exhibitor workshops.

For more information, contact the Munich Trade Fair Corporation, fax: (49 89) 5107-675. Electronic information is available via Internet: <http://www.Productronica.de>; Datex-J: \* 35075 # ; and CD ROM — available as of September 1, 1997, at fax: (49 89) 5107-312.

### MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Northern Networks Trade Conference '97: Making Cross-border Contacts

FORT FRANCES, ONTARIO — September 25 and 26, 1997 — The fourth annual Northern Networks Trade Conference will provide an ideal forum for small and medium-sized exporters, particularly from northern Ontario, to explore mutually beneficial sales and joint-venture opportunities with similar companies from Wisconsin, Minnesota and North Dakota.

The conference will focus on business-to-business networking, business-to-client networking and business-to-procurement manager networking. A time period in each session will be set aside for participants to meet other business people with similar interests and to discuss possible cross-border business ventures. Testimonials will be heard from businesses, such as Fort Frances's NorFab

Building Components Ltd., that have developed successful business relationships with companies across the border. Four procurement managers from the United States and Canada will discuss the importance of their role in bringing businesses together, as well as areas of importance in importing and exporting.

For the first time this year, the conference will offer a regional trade show, on September 25, where participants can display products and printed materials to others at the conference. The trade show will also be open for several hours to the public.

Northern Networks Trade Conference '97 will be an informative weekend for all business people interested in taking advantage of the opportunities afforded by the Free Trade Agreement. The networks

region of northern Ontario, Minnesota and Wisconsin offers vast business opportunities for Canadian and U.S. businesses. A recent report from the Canadian Consulate General in Minneapolis states that Minnesota alone traded over \$10 billion worth of goods and services with Canada in 1996. The conference offers numerous opportunities for business people to make cross-border contacts and, through face-to-face meetings, to develop the trust that strengthens business ties between Canada and the United States.

For more information, contact Geoff Gillon, 400 Scott St., Fort Frances, ON, P9A 1H2, tel: 1-800-463-8502, fax: (807) 274-6989, e-mail: ggillon@fort-frances.lakeheadu.ca  
Internet: <http://www.northernnetworks.com>

## Business Opportunities — Continued from page 18

for the Women's Health and Safe Motherhood Project and will apply part of the proceeds of this loan for the procurement of emergency obstetrical kits. Bid documents are available for the non-refundable fee of US\$200 plus mailing fee of US\$20. The closing date for the receipt of bid documents is August 15, 1997.

Contact: Louise Cardinal, fax: (613) 996-2635, quoting IBOC case number 70609-00701.

SINGAPORE — A Fabricare Service Company is seeking a joint venture with potential Canadian investors in clean room laundry for wafer fabrication and pharmaceutical

industries. Contact: Andrew Mess, fax: (613) 996-2635, quoting IBOC case number 970624-00839.

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

### Info Centre

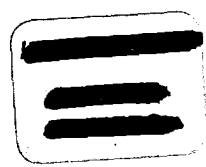
DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from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

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Vol.15, No. 14 — September 2, 1997

## Input from Companies Sought for Canadian Market Access Negotiations with Ukraine

As part of the process leading to Ukrainian accession to the World Trade Organization (WTO), Canada is preparing to engage in bilateral market access negotiations with Ukraine. The Canadian government is currently compiling a list of priority products and services for which Ukrainian concessions and commitments on tariff levels and/or other market access measures will be sought.

Negotiations with countries seeking membership in the WTO involve close examination of the applicant's

*Continued on page 6 — Input Sought*

## Minnesota: Land of 10,000 Opportunities

by Kirsten Brooks, Canadian Consulate General, Minneapolis

What do the Pillsbury Dough Boy, Post-It Notes, Wheaties, Jet-skis, Roller Blades, Betty Crocker and Spam have in common? They all call Minnesota home. These internationally known names are just a few products of the diverse and robust corporate community in Minnesota.

Known as the "Land of 10,000 Lakes," Minnesota offers new and experienced exporters access to one of the strongest, most balanced economic regions in the United States.

The State is home to 14 *Fortune* 500 companies, including 3M, General Mills, Honeywell, Super Valu, United Healthcare, St. Paul Companies, Best Buy and Northwest Airlines. Northwest, the fourth-largest U.S. airline, flies to more Canadian destinations than any other U.S. carrier. Other Minnesota-based industry leaders include Cargill, the world's largest

privately held company, Medtronic, Polaris, Toro, Unisys, Dayton Hudson, and Carlson Companies, the world's largest hospitality, travel and marketing company.

Literally at Canada's doorstep, Minnesota's thriving industries are some of the fastest-growing sectors in the U.S. — services, manufacturing, finance, transportation and communications. High-tech industries such as computer components

*Continued on page 6 — Minnesota*

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

## Canada Announces Further Actions on Burma

On August 7, Foreign Affairs Minister Lloyd Axworthy announced further actions on Burma, including selective economic measures that underscore Canada's concern over Burma's deteriorating human rights situation.

The Canadian government is withdrawing Burma's General Preferential Tariff eligibility and placing Burma on the Area Control List. Placement on this list requires all exports from Canada to have an export permit issued by the Export Controls Division (EPE) (tel.: 613-996-2387) of the Department of Foreign Affairs and International Trade. Generally, permits will be approved for goods of a humanitarian nature.

With these actions, Canada joins the United States and the European Union in imposing selective economic measures against Burma. "The actions we have

*Continued on page 8 — Further Actions*

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# APEC Transportation Ministers Agree to Seek Safety Standards

**A**t a June meeting in Victoria, Asia Pacific Economic Cooperation (APEC) transportation ministers agreed to work together to standardize transportation safety rules and to make environmentally friendly transportation a top priority in the region.

The Victoria meeting was the third in a series of five ministerial meetings and business forums being held as part of Canada's activities as chair of APEC. Designated Canada's Year of Asia Pacific, 1997 kicked off with another successful Team Canada trade mission to Asia in January, and will culminate with the November APEC leaders' meeting in Vancouver. Over 250 business, culture and youth events, organized by government and private associations, are also being held across Canada throughout the year.

## Keeping pace with economic and trade growth

Calling for a more competitive transportation operating environment and infrastructure development, a Transportation Working Group will look into a wide range of issues, from international co-operation on oil spills to increasing private-sector participation. The Working Group will also seek ways to improve transportation systems and to work towards liberalizing trade in the transportation sector.

APEC ministers were joined by over 400 delegates from Government and the private sector, including officials from aerospace companies, shipping lines, transportation associations, and the academic community.

Anticipating a boom in passenger and freight traffic, ministers and industry experts discussed ways of ensuring that transport links keep pace with economic and trade growth.

The Asia-Pacific region is expected to account for half of the world's economic growth during the next decade and APEC countries have set a goal of achieving free trade among themselves in the next century.

Several speakers raised concerns about congestion, the need to expand transport facilities such as air and sea ports, and potential benefits from harmonizing customs and transport regulations among APEC countries.

The need for investment in improved road networks, urban transit, intermodal freight facilities and sea ports was also raised, and an

experts group will investigate maritime safety concerns and protection of the marine environment.

## Industry, youth forums signal co-operative nature of meetings

While the ministers met, other delegates attended an Industry Forum, organized by the Pacific Economic Cooperation Council and the Asia Pacific Foundation of Canada, to discuss common problems and best practice solutions to transportation and infrastructure development in the region.

Youth representatives from across Canada and throughout Asia Pacific gathered in Victoria to attend the first ever APEC Transportation Youth Forum. Over 40 youth representatives participated in the two-day forum and tackled such issues as transportation planning and sustainable development. Following the forum, delegates presented their findings to APEC transportation ministers and industry representatives.

Echoing the principles of Team Canada — co-operation between government and industry — it was emphasized at the meeting that governments do not have all the answers, and a call was made for APEC members to engage the broader society as partners.

The ministerial meeting and forums were sponsored by a number of Canadian companies and associations, including Boeing, Bombardier, Canadian Airlines International, Canadian National, Export Development Corporation, Federal Express Canada, General Motors of Canada and Honeywell Inc.

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 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Boite Noire  
 Layout: Yen Le

Circulation: 65,000  
 Telephone: (613) 996-2225  
 Fax: (613) 996-9276  
 E-mail:

canad.export@extott23.x400.gc.ca

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# 1997 World Bank Report Declares State Institutional Development a Primary Focus

by John McArthur, Canadian Embassy, Washington

Billions of dollars are available annually for consulting contracts that revolve around public-sector modernization. And this is just the beginning of a new World Bank phase.

Consider just a few of the World Bank's most recently announced loans: a US\$15-million project to improve energy efficiency in Belorussian schools and hospitals; a US\$40-million project to improve the quality and cost effectiveness of Bangladesh's legal, regulatory and institutional framework for private-sector development; a US\$220-million project that will strengthen institutional road management capacity in India; a US\$100-million project to improve the regulatory framework for pension fund management companies in Uruguay.

The Bank now focuses on developing the state as a scaled-back, streamlined regulator and manager of public interests. As the new 1997 World Development Report proclaims, "An effective state is vital for the provision of goods and services - and the rules and institutions - that allow markets to flourish and people to lead healthier, happier lives .... The state is central to economic and social development, not as a direct provider of growth but as a partner, catalyst and facilitator."

"Although the importance of these fundamentals has been widely accepted, we're getting new insights as to the right mix of market and government activities in achieving them," says Joseph E. Stiglitz, the World Bank's Chief Economist. "Most important, we now see that markets and governments are complementary: the state is essential for putting in place the appropriate institutional foundations for markets."

### Opportunities for Canadian consultants

So how does this translate into commercial opportunities? Across sectors, the World Bank wants consultants who can help improve incentive structures within government institutions. In addition to the Bank's current concentration on privatizing the telecommunications and electric power generation industries, opportunities for Canadian firms are immense, whether it be build-operate-transfer or environmental regulatory reform projects for legal consultants; public-sector human resource reform projects for management consultants; public-sector auditing contracts

for accounting experts; or financial and administrative reform projects for operations consultants. These are just a few examples of the countless business openings available to Canadian consultants in public-sector reform.

World Bank contract opportunities can be monitored through the Department of Foreign Affairs and International Trade's unique IFInet Web site, which tracks projects as they pass through the various stages from project creation to implementation. While visiting IFInet, prospective World Bank contract bidders should also look at the various Business Guides to obtain additional background on marketing approaches and the bidding process. The address for IFInet is [www.dfait-maeci.gc.ca/ifinet/menu-e.htm](http://www.dfait-maeci.gc.ca/ifinet/menu-e.htm) or [www.dfait-maeci.gc.ca/ifinet/menu-f.htm](http://www.dfait-maeci.gc.ca/ifinet/menu-f.htm)

For more information, contact the Office of Liaison with International Financial Institutions, Canadian Embassy, 501 Pennsylvania Avenue NW, Washington, DC, 20001, U.S.A., tel.: (202) 682-7788, fax: (202) 682-7789.

## Looking for Export Opportunities?

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



## Young Halifax Firm Makes its First Ever Sale an Instant Success

**P**ackaging and shipping its software in just three weeks for a major international trade show — in time for its initial launch and, hopefully, first sales — was no easy feat for a small company like MathResources Inc.

But that's where timing, preparation and a good marketing plan can make all the difference... not to mention a bit of government help. That was especially true for a company barely a year old, with a full-time staff of just three people (up to 25 on contract), including President Ron Fitzgerald.

### Government help key to start-up

"Back in 1994, while researching markets and building prototypes for our interactive math dictionary, MathResource," he recalls, "I started knocking on government doors."

This led Fitzgerald first to the Canada-Nova Scotia Business Service Centre, and in early 1995, to the Atlantic Canada Opportunities Agency (ACOA).

"Our total budget for technical development and marketing of MathResource came to over \$500,000," says Fitzgerald, "with ACOA providing half of that. Without ACOA's seed money, we wouldn't have been able to develop our product."

### Getting the niche product to market

MathResource is based on Waterloo Maple Inc.'s computation plotting ability on CD-ROM. Fitzgerald — with a 17-year background as a math editor in the publishing industry — was familiar with the 10-year-old Maple and took this system one step further, refining it quite extensively.

"We now pay Waterloo Maple a licence fee for using its software," he explains, "and as it turns out,

we are using the Waterloo company as our distributor.

"This is how we got to launch our product in Germany," he says, "at CeBIT, one of the largest annual software shows in the world, in Hannover, back in March."

Waterloo Maple — it gives MathResources access to some 33 distributors worldwide — was participating through one of these, Adept Scientific PLC from the U.K., which had a major pavilion at the show.

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*This is the first instalment of a new CanadExport feature, "New Exporter of the Month." Each month, a company that has made its first export sale will be selected and profiled as part of CanadExport's continuing coverage of new Canadian exporters.*

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"Our software was ready and packaged just three weeks before the show," recalls Fitzgerald, "and we shipped over 500 units. We sold them all — some \$25,000 worth — making it our first big sale.

"Once again, timing was everything, our product was just off the shelf, and we were ready for a launch — with product approval by the National Research Council of Canada."

### Groundwork really pays off

In addition to having a distributor, Fitzgerald also relies on direct marketing.

It didn't take long for MathResources' next sale in April — some 200 units worth close to \$15,000 — in Washington, DC, as a result of December trade missions

"sponsored by the Nova Scotia Department of Economic Renewal and the Halifax International Trade Centre," recalls Fitzgerald.

Another small contract — but representing an important connection — signed in May with a small organization in Singapore was also a result of attending the Educational Conference on Math and Technology in Dallas, last November.

"The different government officials have all been very generous with their time — including the Canadian Trade Commissioners in the field — in suggesting the right trade shows, in helping us get there, and in introducing us to the right people."

The company — with US\$60,000 in total sales to date — is already setting up its marketing plan to the end of 1999, with two new products just launched and others on their way, some with backing from IBM.

By the way, why did MathResources decide to focus on export markets first — confounding common wisdom ("establish yourself first in your domestic market")?

"Because education in sciences currently holds a higher priority in Asia and Europe," says Fitzgerald. "However, with the emphasis on technological development, the North American market should be very receptive to our two new products."

For more information, contact company President Ron Fitzgerald, tel.: (902) 429-1323, fax: (902) 492-7101, or consult the interactive demonstrations on the Internet at <http://www.mathresources.com>

## Export Credit Insurance: An Alternative to Letters of Credit

by Kevin Day, Wilson M. Beck Insurance Services Inc.

**P**roviding attractive payment terms is essential for any company that is looking to begin or to expand its international sales program.

Unfortunately, many of the sales opportunities that exist for Canadian companies cannot be realized because of the high risk involved in providing open credit terms and the restrictive nature of letters of credit (LC). Searching for a way to provide open credit terms without risking accounts receivable loss has led many companies to purchase export credit insurance.

### Letters of credit

In an attempt to secure some sort of credit assurance, most Canadian companies automatically turn to letters of credit. But as anyone who has ever gone through this approach may know, it could cost the sale. The reason is simple. Letters of credit put the burden on the buyer

or potential customer to secure the transaction. Foreign buyers must arrange the LC with the bank and pay for it. The cost can be significant, and buyers may not be willing to commit their credit lines to back them, not to mention the risk of offending buyers used to dealing on open account terms.

### Export credit insurance

Export credit insurance removes the burden placed on the buyer by eliminating the need for a letter of credit. As a sales tool, export credit insurance goes far beyond this. It offers a competitive advantage by enabling companies to extend credit to a customer that might not normally be considered for open account.

It also allows a company to offer larger credit limits to potential customers and to increase credit limits to existing ones. By removing the onus put on the buyer to purchase the letter of credit, the relationship between buyer and seller is greatly improved. As far as buyers are concerned, they are being sold on open credit terms and may not even be aware that their accounts are secured with insurance.

The ability to offer open credit terms and extend more credit while reducing the risk of non-payment enables Canadian companies to safely promote sales expansion. The affordable premium will typically be more than offset by higher net profits realized by the ability to increase lines of credit to current customers and to safely extend credit to new, unknown accounts.

Export credit insurance coverage is offered by a number of insurers, including EDC (Export Development Corporation). In addition, these policies can be custom tailored to meet the specific needs of your company.

For more information on export credit insurance, contact Kevin Day, Account Executive, Wilson M. Beck Insurance Services Inc., 2001-4330 Kingsway, Burnaby, B.C. V5H 4G7, tel.: (604) 437-6200, fax: (604) 437-5347, e-mail: [kevinday@msn.com](mailto:kevinday@msn.com)

## New EDC Financing for Cattle Exports to Mexico

Canadian exporters selling breeding cattle and related goods to Mexico will be helped by new financing initiatives announced recently by Export Development Corporation (EDC).

Lines of credit can be used to finance up to 85 per cent of the value of Canadian breeding cattle, semen and embryos sold to Mexican buyers. Financing can also be provided through EDC's medium-term bulk agriculture guarantee program.

For more information, contact EDC's Latin America group or Financial Institutions Team at (613) 598-2500, or the trade finance group of a Canadian financial institution.

## Minnesota: Land of 10,000 Opportunities — Continued from page 1

and software and health and medical devices flourish. The State's abundant natural resources and agricultural commodities such as forest products, food processing, and taconite also have a major presence. While Minnesota may not rank first in any particular sector, it consistently ranks second in almost all sectors, making it a real 'sleeper' for export-ready companies.

### Minnesota's many attractions

This northernmost state's business strengths include a highly educated workforce, access to high technology, excellent transportation services, low-cost energy and available capital. In fact, the State is home to the eighth-largest (per capita) venture capital community in the nation. Minnesota boasts an 89-per-cent high school graduation rate — second highest in the nation, and is known nationally for its strong work ethic and entrepreneurial spirit.

Canadians coming to Minnesota will be struck by the high quality of life in the region. Its populace ranks seventh in disposable household income in the nation, reflecting the affluence of a stable, balanced econ-

omy. This buying power also extends to the tourism industry — in 1994, the latest year for which figures are available, 495,000 Canadians stayed in the State and spent US\$79 million. In return, 376,000 Minnesotans visited Canada and spent \$89 million.

There are also many cultural similarities. Minnesotans are avid outdoors people, flocking to activities such as hunting, fishing, skiing and snowmobiling, all of which make Minnesota an excellent entry point into the U.S. for first-time exporters.

### Strong economy hard to resist

It's Minnesota's economy, however, which makes the State an irresistible destination for Canadian companies. Minneapolis/St. Paul is the fifteenth-largest U.S. market and is expected to grow 7 per cent in the next five years. Employment growth in the past nine years totalled 24 per cent (compared to national average of 16.9 per cent) while the gross state product grew 85 per cent (compared to national growth of 77 per cent). Last year, two-way trade between Minnesota and Canada increased 13 per cent from the previous year, totalling

\$10 billion, with Canada enjoying an almost two-to-one trade surplus.

The Canadian Consulate General in Minneapolis has identified several sectors that offer excellent potential for Canadian businesses, particularly for new exporters. These priority areas are agri-food, biotechnology, consumer products, environmental industries, information technology, and medical products and services.

The Canadian Consulate General can help businesses capitalize on future growth in these sectors and the opportunities they provide. In addition to organizing export seminars, incoming buyers missions, and New Exporters to Borders States (NEBS) missions, the Consulate can provide market intelligence and export assistance to individual companies on how to best penetrate this thriving region.

For more information, contact Wayne Robinson, Consul and Senior Trade Commissioner at (612) 332-7486, extension 3350.

Note: See Sharing Trade Secrets, next page, for a profile of Winnipeg-based Online Business Systems, a company that got its start at a Minneapolis trade show.

## Input Sought from Canadian Firms for Negotiations — Continued from page 1

trade regime. Special attention is given to measures that block or impair market access for both goods and services. The negotiations with Ukraine will provide an excellent opportunity to seek improved access for priority Canadian exports to that market.

The government is looking for input from Canadian firms in order to take full advantage of this opportunity. It is important that Canadian negotiators include requests for improved market access for not only the

goods and services that are currently prominent in our trade with Ukraine, but also for those that are likely to be significant in the future.

Canadian firms can also help to identify barriers that may exist in certain cases, such as prohibitive tariffs, discriminatory treatment, non-transparent import quota and licensing systems, and standards/customs inspection requirements that act as barriers to trade.

Continued on page 8 — Canadian Firms



# Focus on Turkey



## Turkey's Growing Economy Attracts Business and Investment

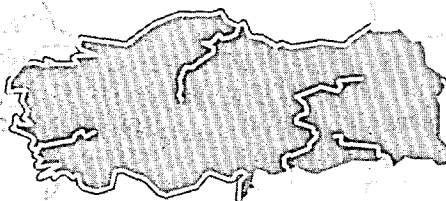
Turkey's economy, with 65 million consumers, has developed greatly over the past 10 years and boasts one of the highest growth rates of all Organization for Economic Cooperation and Development countries. Regarded by the U.S. Trade Department as one of the top 10 emerging markets, Turkey has seen substantial increases in foreign investment from Europe and other countries such as Japan.

Economic growth for 1995 and 1996 — after a decline in 1994 — settled at a comfortable 8.0 per cent and 7.9 per cent respectively. With the signing of the Customs Union Agreement with the European Union (see page II), which came into effect on January 1, 1996, the Turkish government anticipates even stronger economic performance in the coming years.

### Private sector key to economic growth

The Turkish private sector, which generates about half of the country's gross national product (GNP), continues to

profit and increase its share of the economy. Exports are growing by 10 per cent annually, and capital markets and the stock exchange are growing in volume, as well as widening their



base of investment tools. Despite the gains in exports, imports have increased sharply during the past two years resulting in large foreign trade deficits. This

trade imbalance, however, is considered temporary as a significant percentage is attributed to industry imports of equipment and technology to adjust to the new market conditions of the Customs Union.

### Room for optimism

Observers believe that the economy is, in fact, much stronger than official figures indicate.

Many say that the economy has been living with high inflation/high debt for several years and that the threat of a fiscal crisis caused by hyperinflation can be avoided if the government achieves even some of its targets.

According to an International Monetary Fund report, the annual volume of unregistered economy in Turkey, mainly the "suitcase

*Continued on page VII — Economy*

## Canada-Turkey Commercial Relations Encouraging

Canadian-Turkish commercial relations have continued to improve in recent years. Despite a slowdown in 1996, Canada's exports to Turkey have been growing steadily over the past decade as the Turkish economy becomes increasingly open. In 1996, Canadian exports to Turkey were \$255.6 million, more than double the \$100.3 million registered in 1991, but slightly less than the \$286 million in 1995.

The bulk of Canada's exports to Turkey are commodities such as coal, tobacco, durum wheat, wood pulp and scrap iron. Recently,

*Continued on page II — Canada-Turkey*

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## Customs Union Agreement May Affect some Exports

On January 1, 1996, Turkey entered into a Customs Union Agreement with the European Union (EU), allowing duty-free entry of most manufactured and processed agricultural products from the EU into Turkey. (Non-processed agricultural goods are not covered by the Agreement.) For its part, the EU agreed to allow better access for Turkish textiles and other products.

As a result, manufactured goods from non-EU member countries (Canada, U.S., Japan, Australia) are subject to higher duties than similar goods imported from EU members. The difference in the tariff is not normally a barrier to Canadian exports, especially if products are competitive with European goods. However, products sold strictly on the basis of price, such as newsprint and base metals, may be affected to some degree.

Turkish authorities see the Agreement as an important step in promoting Turkey's full membership in the European Union. The Agreement should also increase European investment in Turkey, and give Turkish exporters increased access to EU markets.

Initial results, however, have been disappointing. At the time of writing, final data were not available, but it seems clear that the anticipated increase in European investment did not materialize in 1996. Turkey's deficit with the EU has also risen sharply. Turkish exports to EU members are increasing at a slower rate than imports are. This trade imbalance, however, was foreseen, and it is expected that Turkish exports will rise as firms invest in new technologies and the advantages of low-cost Turkish labour becomes evident.

The Customs Union has reinforced the tendency of Turkish importers to consider European suppliers first even if Canadian goods are of equal quality and less expensive. It is important for Canadian exporters to actively promote the value-added aspects of their products and services, stressing quality, reliability and after-sales service.

**Note:** A report on Turkey's customs union with the European Union and its impact on Canadian exports is available through the DFAIT InfoCentre. (Document Code: 353 EA). Δ

### Canada-Turkey Commercial Relations

*Continued from page 1*

the major non-commodity export has been railway passenger cars (\$79.8 million in 1996) for the Ankara Metro project. Telephone components normally account for a significant portion of Canadian exports (\$16 million in 1996) and form part of the foreign inputs for the Nortel-Netas production facility in Turkey.

At the same time that the range of Canadian exports to Turkey is expanding, service exports are increasing, especially in consulting engineering. The most visible example of service exports can be found in the Ankara Metro project, which is being constructed by SNC-Lavalin and Bombardier-UTDC.

As well, the recent success of Delcan and Marshall Macklin Monaghan of Toronto in win-

ning projects from Turkish government agencies is indicative of the gains being made by Canadian firms in the Turkish services market.

By 1995, Canada was one of the top 10 foreign investors in Turkey with some US\$41 million in total investment, due largely to portfolio investment by Nortel in Netas its Turkish joint-venture operation. As well, INMET and Cominco from the Canadian mining sector are both active in Turkey, and other Canadian mining companies are planning site developments.

Canada primarily imports products from Turkey such as rolled steel and steel bars, woven fabrics and other textile products, raisins and ceramics. In 1996, Canadian imports totalled \$151 million, up from \$65 million in 1991. Δ



# Vibrant Private Sector Equals Partnership Opportunities

Turkey is a country of some 65 million people, but the focus of Canadian interest will be the 10 to 15 million or so consumers in the major urban centres of Western Turkey (Istanbul, Ankara, Izmir).

Turkey has a vibrant private sector but also a very large public sector. The private sector offers opportunities for the direct sale of many goods and services, while Turkish public-sector organizations source goods and services by tender only.

Government projects are usually large and focus on infrastructure development, defence, health and education; they normally require considerable time and marketing effort to develop. The rewards, however, can be very attractive. Canadian companies will find their toughest competition among European suppliers (German, French, British, Dutch, Italian), most of whom have local offices and many years of experience in the market. Companies from the United States and Japan are also well represented.

## Partnership springboard to other markets

Turkish companies are often ideal partners for third-country co-operation, since many are aggressively pursuing business opportunities in the region (i.e. Middle East, Russia and countries of the Commonwealth of Independent States (CIS)). For the "Turkic Republics" (Azerbaijan, Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan and, to a lesser extent, Tajikistan), which share ethnic

and cultural ties, Canadian companies would benefit by associating with a Turkish company. Turkey also would like to become an energy bridge for the vast oil and natural gas reserves that will be transferred from Central Asia and Azerbaijan to Europe.

Currently, commercial exchanges with Azerbaijan, Georgia and Turkmenistan are limited, but these are still new markets that need to be investigated and developed before reaping the benefits they offer. As well, the former Soviet republics inherited a poor infrastructure, and their traditional economic links with other parts of the Soviet Union have broken down. Doing business in these markets, however, will likely be long term.

## Price and quality keys to success

In the Turkish market, quality, technological sophistication and price are key factors. Credit terms and length of payments are also considerations, but price is essen-

tial since government contracts normally go to the lowest bidder.

Appointing agents and distributors or establishing joint ventures with local firms is the surest way to succeed. A reputable agent, through contacts and knowledge of the local market, can provide valuable first-hand information, and can be extremely helpful in notifying companies of tenders, following up on submitted bids, co-ordinating translation services, and assisting in contract negotiations, among other services.

Turkish procurement law specifies that buyers must accept the lowest suitable offer. Since buyers often fail to define "suitable," in practice this means that price is usually the determining factor. In this area, agents can arrange briefings on bids to help Canadian companies be competitive. The Commercial Section of the Canadian Embassy in Ankara can help Canadian firms identify and select agents and distributors for the Turkish market. Δ

## Business Associations Foster Strong Commercial Ties

### Turco-Canadian Chamber and Council for Commerce and Industry (CCTC)

Created in 1997, the CCTC is a non-profit organization that encourages and promotes trade and commerce between Canada and Turkey. Its mandate is to enhance business opportunities for its Canadian and Turkish members, as well as to provide members

*Continued on page VIII — Business Associations*

## Business Opportunities

The following sectors offer the most potential for Canadian companies, in both export sales and joint venture and technology transfer arrangements. Sector overviews and reports are available from the Canadian Embassy in Ankara.

### Energy

The Turkish power and energy sector will be very active in the coming decade. Planned pipeline projects to transport oil and gas from CIS countries to Turkey's Mediterranean ports, as well as gas distribution network expansion within the country and power plant projects, will create interesting opportunities for companies specializing in energy technologies.

Almost half of Turkey's energy requirements are met through imports. Oil has the largest share in primary energy consumption, followed by natural gas and coal. Turkey is currently buying 6 billion cubic metres of natural gas from the Russian Federation, with plans to increase gas purchases to 30 billion cubic metres. Turkey has also agreed to purchase US\$20 billion of natural gas from Iran over the next 20 years. These projects will require construction of new pipelines and gas handling and processing facilities. Turkey has also decided to build its first nuclear power plant and has issued a tender for the project, which Atomic Energy of Canada Ltd. is pursuing.

Turkey needs to build the capacity to generate an additional 10,700 megawatts of power by the year 2010. This will require an investment of US\$45.7 billion in new plants, dams, transmission lines and related facilities.

Several Canadian companies are taking part in energy devel-

opment projects in Turkey in various capacities, including consultants, engineers, equipment suppliers and contractors. Real opportunities exist for Canadian energy firms either as partners in consortia with local and foreign companies, or as suppliers of equipment and services for oil-field development, pipeline construction and power generation and transmission. Success in the Turkish energy market, however, will depend on competitiveness and the capability to raise required financing.

### Telecommunications and Advanced Technology

Expansion of Turkey's telecommunications system was slow until 1984, due mainly to lack of funding and limited local manufacturing capacity. Whereas only 1.6 million main telephone exchange lines had been installed by the end of 1983, since then the number of installed lines has increased to 16 million.

State-owned Türk Telekom is the primary carrier for telecommunications systems in Turkey. In 1997, Türk Telekom will procure and install 300,000 digital telephone lines, 200,000 rural lines, 3,000 kilometres of fibre optic cable, as well as undertake expansions to several telecommunications systems.

In its effort to privatize 39 per cent of Türk Telekom's shares, the government has signed a contract with a consulting company to prepare the privatization plan.

Many opportunities exist in the geographic information systems (GIS) field. However, lack of funding has prevented the government from procuring hardware and software.

The Turkish market for automatic data processing (ADP) is about \$900 million, and the market for local area network (LAN) equipment is estimated at \$50 million. The wide area network (WAN) and the data communications industries are moving toward satellite communication, providing essential services to banks, newspapers, government offices, transportation companies, universities and others. After-sales services for data communications equipment are becoming increasingly important since most established customers and businesses are looking for long-term engineering services to maintain and upgrade their equipment.

As a leader in the emerging data communications equipment market, Turkey often acts as a liaison in the region. Canadian firms would benefit from Turkey's active role in Central Asian markets by using a Turkish representative as a base in the region.

### Environment

Along with the rapid industrialization, urbanization and population growth that Turkey has been undergoing have come many environmental problems.

*Continued on page V — Business*

## Business Opportunities — Continued from page IV

In response to these problems and to the increasing awareness of the public about the environment, in 1991 Turkey established the Ministry of Environment. Since then a comprehensive legislative framework has been introduced, which has helped the environmental sector to gain increased importance in Turkey.

Enforcement of the new legislation will require industrial plants, resorts and municipalities to make adequate environmental changes by installing waste-water and sewage treatment plants, and solid waste treatment facilities, which should increase demand for expertise, equipment and materials.

The most promising areas of opportunity for Canadian firms are in industrial and municipal waste-water treatment, natural gas conversion of vehicles, desulphurization systems for power plants, solid waste treatment and disposal, industrial and domestic water purification, environmental monitoring, watershed management and consulting engineering.

Despite the growing market for environmental equipment and products in Turkey, financing is an obstacle. Adequate financing is essential for Canadian firms to obtain contracts in Turkey, particularly for municipal projects. Turkey has several loan agreements with the World Bank that are open to international tenders to finance waste-water, drinking-water and solid-waste treatment projects.

### Transportation

As a fast-developing and industrializing country, Turkey places special emphasis on improving its

transportation infrastructure. Its projects in this sector are quite ambitious and include mega-projects such as highways, airports, ports, and urban transit systems. Lack of financing from local sources, however, has delayed these projects since the government is forced to rely on foreign lenders.

A major project, which has been on the government's agenda since the early 1980s, is a new international terminal for Istanbul Atatürk Airport. The project has been tendered twice before, but was cancelled due to lack of conceptual design and inadequate financing offers.

The airport project is to be implemented on a build-operate-transfer basis, at an estimated cost of US\$250 million. The new terminal facility will serve at least 5 million passengers in the beginning, increasing to 20 million in 10 to 15 years. The selected contractor will build and operate the terminal for a pre-determined period of time, and then transfer the facility to the Turkish Airports Administration Authority. Several Canadian firms in two different consortia are expected to bid.

### Construction

Construction is among the fastest-growing sectors in Turkey, mainly due to population growth and rapid urbanization. There has been significant activity in housing and infrastructure development, offering opportunities for Canadian contractors, suppliers of construction and building materials, and architectural and engineering services.

Paralleling growth in this sector, industry has developed to meet domestic requirements for basic construction materials and building products. However, there is a growing market for quality sanitation systems, insulation materials, coating and finishing materials and manufactured houses. Although the market is highly price sensitive for basic products, Canadian manufactured houses are becoming very popular among upper-income buyers.

Turkey has a well developed construction sector and many world-class construction firms that are active not only in Turkey but in international markets such as Russia, the CIS and the Middle East. Canadian companies interested in the Turkish construction market, as well as in third-country markets, are encouraged to team up with local companies.

A list of major Turkish construction companies is available from the Canadian Embassy in Ankara, as well as a recent report entitled "Building Materials Market in Turkey."

### Mining

Turkey is among the richest countries in the world for natural resources (particularly minerals) including coal, iron ore, copper, bauxite, zinc and lead, phosphate, silver, sulphur, chromium and marble. The country, however, lacks the up-to-date technology and financial capability to fully exploit these and other resources.

Major opportunities exist in the upgrading of coal mining and

*Continued on page VI — Business*

## Business Opportunities — Continued from page V

preparation facilities, lead and zinc mining and sintering plants, copper, gold and silver mining and refining. In the metallurgy sector, there is strong demand to modernize steel mills and sintering plants. Geological surveys, mine exploration, and engineering services are also potential areas of business.

To date, Turkey has been operating its mines through state-owned enterprises with only a few exceptions of private operations in coal mining and quarrying. During the last decade, new legislation has allowed private enterprises, including foreign investors, to take a more active role in this sector. The legislation has had significant impact on the number of foreign companies operating in Turkey, as well as the amount of investment in the mining sector.

Turkey has also launched an ambitious privatization program,

including the privatization of Etibank, the country's major mining concern, which controls almost 60 per cent of domestic mineral production. Various state-owned mines and metallurgical plants are also slated to be privatized.

Turkey has precious mineral deposits, mainly gold, available for development. However, pressures from environmental groups pose a challenge, and foreign companies need to make considerable public relations efforts before starting operations.

### Civilian Aerospace

Turkey's civilian aerospace market holds a number of opportunities for Canadian companies that are prepared to investigate technology transfers, joint ventures and other forms of co-operation.

Currently, the most promising projects include Turkish Airlines (THY)'s intention to expand its

regional carrier fleet. THY is looking at various alternatives, including Bombardier de Havilland's Dash-8. Although British Aerospace's RJ-100 has been the choice of THY so far, Bombardier is working hard to promote its Dash-8 to the airline.

The Turkish Forestry Department plans to procure three new forest-fire-fighting aircraft. However, the department is not yet in a position to open a tender because of a funding shortage. In addition to plans to procure new aircraft, it is also considering conversion of the Turkish Navy's grounded old Tracker aircraft to a forest-fire-fighting version.

Two reports on the Turkish airport market, "Turkey Aircraft and Parts Market Report" (document code: 355 EA) and "Turkey Airport Ground Support Equipment Market Report" (document code: 356EA) are now available from DFAIT's InfoCentre. Δ

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## New EDC Financing in Turkey and Neighbouring Markets

*Export Development Corporation (EDC) is setting up a US\$50-million facility with the Turkish export credit agency Türk Eximbank to finance the purchase of Canadian goods or services in Turkey and neighbouring markets.*

Financing is available for the Canadian portion of projects identified by Türk Eximbank, subject to approval by the Corporation. Some projects will be in neighbouring Eastern European and Central Asian markets where Canadian companies have had difficulty doing business and arranging financing. In these cases, it is necessary for Canadian firms to have Turkish partners who are also involved in the transaction.

EDC helps Canadian exporters compete in world markets by providing a wide range of financial and risk-management services, including export credit insurance, financing to foreign buyers of Canadian goods and services, and guarantees.

**For information** on EDC financing possibilities in Turkey, contact Michael Craig, EDC's Regional Manager, Europe and Americas, tel.: (613) 598-2747, fax: (613) 598-2503. Δ

## Small Canadian Companies Big Winners in Turkish Natural Gas Project

More than 30 Canadian suppliers — some of them small and medium-sized companies and first-time exporters — are all profiting from the second-phase expansion project of the natural gas distribution network in the city of Ankara.

In 1996, Atilla Dogan Construction and Installation Co. Inc. (ADCI) of Ankara, Turkey, finalized arrangements with the City of Ankara for a US\$113-million turnkey construction project that included design, engineering and procurement from Canada. ADCI established a Canadian subsidiary called Atilla Dogan Design and Construction Ltd. (ADDC) to co-ordinate procurement of Canadian goods and services for the project.

Financing of the Canadian supply package was provided by Export Development Corporation, a Crown corporation that provides risk management and financing services to help Canadian exporters.

"Teaming up with EDC, with some good stick-handling by the Canadian Embassy in Ankara, allowed ADCI to outbid competitors from France, the United Kingdom, Italy and Germany," says ADDC's Director Dale Richards.

Responsible for the procurement of the equipment and material, as well as provision of technical services in Canada,

ADDC has had no difficulty sourcing Canadian expertise and products during its first year of operation in Calgary.

"The list of Canadian companies ranges from well known B.C. Gas International Inc. — for the engineering services — to a First-Nation-owned supplier of valves, Valgro Ltd.," comments an enthusiastic Richards.

### Canadian companies benefit

Participation in the project represents a foot in the door to exporting overseas for many of the Canadian companies involved. Companies such as Rahn Plastics Inc. of North Bay and Edmonton-based Can-Con Gas Services are being offered their first chance to export beyond the United States. Other companies, such as Valgro, B.C. Gas, and steel-pipe-manufacturer IPSCO Inc., are optimistic that this contract will lead to other opportunities in other cities and countries in the region.

### A win-win project

Turkey has a high level of education and expertise, according to Richards, who has over 10 years of experience in that country.

"When combined with top-notch Canadian expertise in project management, this project translates into a perfect win-win situation for both countries," says Richards. "The Turkish people are getting a high-quality, proven Canadian gas distribution system. For the new Canadian exporters being brought on board, the experience will solidify their ability to export, giving them valuable experience with very little risk, thanks to the EDC financing."

"Turkey is a very safe country to do business in," says Richards, "yet misunderstood and undervalued by many. The best way to pursue projects," he advises, "is to find a local partner or agent. Talk to other Canadian companies or to the Trade Commissioner at the Canadian Embassy in Ankara."

**For more information** on the gas expansion project in Turkey, or on similar opportunities, contact ADDC Director Dale Richards, tel.: (403) 218-8600, fax: (403) 232-0272, e-mail: [adc@netway.ab.ca](mailto:adc@netway.ab.ca) Δ

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## Economy Attracts Business and Investment

Continued from page 1

trade" (i.e. foreign tourists buying goods), was US\$13 billion in 1996. If taxes were imposed on

this element of the economy, this measure alone would raise enough revenue to reduce con-

siderably Turkey's balance of payments deficit. Δ

## Key Trade Fairs

Attending a trade fair specific to their product or service is an excellent way for would-be exporters to get first-hand information on the market.

The number of fairs in Turkey has grown rapidly over the past decade, and most sectors now have their own dedicated events. Major fairs are normally held in Istanbul, but Ankara and Izmir host regional events that may also prove rewarding for Canadian exporters. Depending upon Canadian industry interest, the Commercial Section of the Canadian Embassy in Ankara organizes national stands or information stands at key events. The Canadian Embassy has a complete list of the fairs and shows in Turkey. Canadian companies interested in participating are encouraged to contact the Embassy for more information.

The following are some of the trade fairs scheduled for early 1998 in Turkey.

DATE	FAIR	VENUE
Jan. 21-25	PC Show '98	Istanbul
Feb. 12-15	Construction '98 (building, swimming pools, saunas, paints)	Istanbul
Feb. 25-28	Food & Beverage '98	Istanbul
April 15-19	CAD/CAM '98 (computer technologies)	Istanbul
April 22-25	FOOD-TECH '98 (food technology and equipment exhibition)	Istanbul

## Contacts

### In Turkey

Canadian Embassy  
Nenehatun Caddesi 75  
Gaziosmanpasa  
06700 Ankara, Turkey  
Tel.: (011-90-312) 436 12 75  
Fax: (011-90-312) 446 28 11/446 44 37

### In Canada

Southern Europe Division  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, Ontario, K1A 0G2  
Tel.: (613) 996-8782,  
Fax: (613) 995-8783 Δ

## Business Associations Foster Strong Commercial Ties — Continued from page III

with up-to-date information and government lobbying services.

**For information**, or to register as a member, contact the CCTC directly at 1134 St. Catherine Street West, Suite 506, Montreal, Quebec H3B 1H4, Tel.: (514) 878-3394, Fax: (514) 878-2583.

### Turkish Canadian Business Council (TCBC)

The TCBC was founded on a non-profit basis in September 1994 to promote and strengthen bilateral trade relations between Canada and Turkey.

The Council's initiatives range from advising members on the changing dynamics of social, political and economic environ-

ments to arranging strategic market or research studies for exporters from both countries. The TCBC also periodically organizes lectures, seminars and other educational activities for its members.

**For more information**, contact the Turkish Canadian Business Council, tel.: (416) 410-8875, fax: (416) 322-5969. Δ

# Winnipeg Company's Sales Growing by Leaps and Bounds in the United States

With a 629-per-cent increase in export sales over the last three years, Online Business Systems, a division of Online Enterprises Inc., knows that it is doing something right when it comes to sales south of the border.

"The key to this success," says Online's Executive Vice-President Malcom Crooks, "is aggressive marketing and a very close relationship with Canada's Trade Commissioner Service."

### The road to success

It all started three years ago when the young Winnipeg-based computer consulting company — it went from a staff of one person in 1986 to 125 (at last count!) — participated in a mission and trade show in Minneapolis.

"After our initial contact at the Winnipeg International Trade Centre," recalls Crooks, "the Trade Commissioner there suggested we apply for PEMD (Program for Export Market Development) funding and participate in a NEBS (New Exporters to Border States) mission she was going to lead to the Minneapolis Strictly Business Show."

In addition to conducting market research at the show, Online met with Trade Commissioners from the Canadian Consulate General in Minneapolis.

"They introduced us to local associations, accounting and legal firms, and gave us general pointers about ways of doing business in the United States. And there are some subtle differences," says Crooks.

### Never trivialize U.S. laws

The company learned other lessons after opening an office in Minneapolis, where it now has a staff of 20 people.

"We began by moving some of our Canadian personnel down

there," recalls Crooks, "but we soon found out that getting local U.S. personnel was a big plus. Much of our sales and marketing is now handled by Americans, who know the local market conditions, and this has made a big difference.

"This doesn't mean that we are not Canadians," he adds.

As a matter of fact, initially Online thought that "acting American" would make the company a big winner there. "Not so," says Crooks.

"Trade Commissioners at the Consulate General told us not to be shy about being Canadian, 'Don't be afraid of distributing Canada pins and remind people that you come from Canada,' they said. And they were right."

On the other side of the coin, U.S. laws can be quite different from Canadian laws, he says.

"For example," Crooks advises, "we were soon told that if we used the same wording for our U.S. overtime policy as we used in Canada, we could be subject to a \$25,000 fine."

### Keys to success

Advice on some of these subtleties — from legal ramifications to the road to incorporation in the U.S. — were always available from the Canadian Consulate General.

"We wouldn't be where we are today without their help," comments Crooks.

Online's first contract came three months after opening its office in Minneapolis: a \$40,000-sale to a large publishing company, followed by a similar-sized contract with

local insurance companies, and a \$250,000-deal with Deluxe Cheque, the largest U.S. cheque and banking forms company.

"We now have three other projects with Deluxe, as well as a sizeable LIEP (Licensing, Inspection and Environmental Protection) contract with the city of St. Paul.

"As a matter of fact," says Crooks, "80 per cent of our business this year is with companies we had contracts with last year."

What's the key to Online's success, especially in the face of major international competitors?

"We are very high on quality and creativity," he says, "and we spare no money in staff training, making them the best in the world."

As Crooks points out, this philosophy has made Online the twenty-fourth fastest-growing company in Canada over the last three years (according to *Profit* magazine) and one of the 50 best-managed companies in Canada (*The Financial Post*).

Online intends to expand to other parts of the U.S. and the rest of the world by continuing to tap into the expertise of Canada's Trade Commissioner Service. An office in California is currently in the works.

For more information on this application development, training development, management consulting and enterprise architecture computer consultant company, contact Online's Executive Vice-President Malcom Crooks, tel.: (204) 982-0200, fax: (204) 982-0201.

# Business Opportunities

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

**EGYPT** — The Ministry of Agriculture and Land Reclamation's General Organization for Veterinary Services (GOVS) announces an international tender for the design, construction, operation testing and guarantee of bio-gas digesters for rumen contents and food disposal treatments and a bio-oxidation unit for wastewater treatment. Offers from foreign companies must be submitted through

their local agents. The closing date for the receipt of the bid documents is October 14, 1997. Contact Sean McCabe, fax: 613-996-2635, quoting IBOC case no. 970717-01042.

**CÔTE D'IVOIRE** — An international tender call has been issued for the design, financing, construction and marketing of 12,000 public, low-rent and moderate-priced housing units

in Abidjan. This project will be implemented in three lots of 4,000 housing units each. The bid documents for each of the three lots may be consulted and obtained on payment of a non-refundable fee of 400,000 CFAF. Bids must be received no later than October 16, 1997. Contact Robert Martinelli, fax: (613) 996-2635, quoting IBOC case no. 970728-01123.

## Further Actions — Continued from page 1

taken," said Mr. Axworthy, "are intended to convey the seriousness of our concerns over the suppression of political freedom and our frustration with Burma's failure to curb the production and trafficking of illegal drugs."

Minister Axworthy also urged the Canadian business community to refrain from entering into further investment agreements or commercial ventures in Burma until improvements are evident.

These latest sanctions are not the first actions taken by Canada against Burma. Canada has supported the suspension of multilateral aid to Burma through international financial institutions, and has suspended support for Canadian firms doing business in Burma, including export programs such as the Program for Export Market Development. In 1988, Canada suspended all bilateral aid and terminated military sales. Canada has no resident diplomatic presence in Burma.

Minister Axworthy and Minister for International Co-operation Diane Marleau also announced that the Canadian International Development Agency will be providing \$350,000 in additional humanitarian assistance for Burmese refugees in Thailand.

For more information, contact Khawar Nasim, DFAIT, tel.: (613) 995-7662, fax: (613) 944-1604.

## Canadian Firms — Continued from page 6

The government would also like to hear from Canadian companies regarding the types of problems they may be encountering in supplying services. For example, foreign investment restrictions, temporary entry requirements, licensing or approval procedures, and policies of existing government monopolies are issues that Canada may wish to raise with Ukraine.

Canadian companies are invited to provide suggestions for products and services to be included in the government's request list. For goods, this input should include a full description of the product, including the harmonized system (HS) classification, if possible. For goods and services, a description of any market access barriers that affect companies' exports to Ukraine should be provided. As bilateral negotiations within the overall context of Ukraine's WTO accession could commence by the end of 1997, input should be submitted by September 30, 1997.

Submissions should be sent to Suzanne Szukits, Tariffs and Market Access Division (EAT), Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, ON K1A 0G2, tel.: (613) 992-7269, fax: (613) 992-6002.  
e-mail: [suzanne.szukits@extott14.x400.gc.ca](mailto:suzanne.szukits@extott14.x400.gc.ca)



## Pollutec 97 Addresses Industrial Pollution Market

PARIS, FRANCE — The only major show for the environment industry in Europe this year will be held in France September 30 to October 3, 1997. And Canada will be present with an information booth.

In 1996, 1,712 exhibitors from 24 countries and 51,546 visitors from 80 countries visited Pollutec. Pollutec 97 is the meeting place for every sector of the environmental

protection industry, highlighting activities such as water and waste recycling equipment, clean technologies, industrial cleaning, environmental industry zones and renewable energies.

Held at the same time and location, Ademe-Energie 97, an exhibition devoted to energy management and renewable energies, will display some of the most innova-

tive energy-saving technologies in Europe.

For information on Pollutec 97, contact Mr. Musto Mitha, Commercial Officer, Canadian Embassy, tel.: (011-33) 144.43.29.00, fax: (011-33) 144.43.29.98.

e-mail: paris\*td\$\$paris.02\$gc+eaite

## Team Canada Prepares for ANUGA '97

COLOGNE, GERMANY — Over 60 exhibitors have registered in the three Canadian stands at ANUGA '97, the largest contingent ever of Canadian firms at an agri-food trade fair. Canada's strong presence at ANUGA '97 is part of Team Canada's commitment to support the Canadian agri-food industry.

ANUGA, the world's largest food and beverage trade show, will take place October 11-16, 1997. It features more than 6,000 exhibitors and attracts 200,000 food and beverage trade professionals from all corners of the world. ANUGA '97 offers access to these buyers and represents an exciting opportunity to introduce Canadian products to the global market.

While it is too late for additional exhibitors to participate, Canadian companies who are new to exporting would do well to visit the show to assess market opportunities.

For more information, contact Canadian Consulate Düsseldorf,

Prinz-Georg-Str. 126, 40479 Düsseldorf, tel.: 011/49/211-1721718, fax: 011/49/211-359165.

### Canada Days food promotion big hit in Germany

Canada Days at Europe's largest department store group, Karstadt AG (including Hertie department stores), were held May 20-31 across Germany, representing the largest promotion of Canadian food products ever held in Germany.

Eighty different Canadian food products were on display at 101 Karstadt department stores throughout Germany. Although all products were very well accepted, some performed exceptionally well, including: cookies from Dare and Culinar; candy bars from Nestlé Canada and William Nielson/Cadbury's; bison meat from B&E Ranches; baking mixes from Robin Hood; and beer from Moosehead and Upper Canada. Forty of the eighty products are now listed with Karstadt stores.

## Clean Car on Display at Equip Auto 97

PARIS, FRANCE — New engines, new forms of energy, new scientific tools and new technologies, all of the ingredients for the "clean car," will be on show at Equip Auto 97, October 15-20, at the Paris-Nord Exhibition Centre.

Equip Auto is expected to attract 2,400 exhibitors and 140,000 visitors, including 35,000 engineers and mechanics. It is an essential international event for all those involved in designing and developing the automobile of tomorrow.

For more information, contact Promosalons Canada in Ontario, tel.: (416) 929-2562 or 1-800-565-5443, fax: (416) 929-2564, and in Quebec, tel.: (514) 861-5668 or 1-800-387-2566, fax: (514) 861-7926. e-mail: info@promosalons.com

## Havana Fair Excellent Intro to Cuban Market

HAVANA, CUBA — Canadian business people who want to enter the growing Cuban market or strengthen relationships with their Cuban contacts would be wise to participate in the Canadian Pavilion at the upcoming Havana International Trade Fair (Havif), November 2- 9, 1997.

Cuba's largest multi-sectoral trade event, Havif is attended by almost all local buyers, government officials and representatives of Cuban enterprises,

who use the one-week fair to negotiate contracts with foreign suppliers, learn about new technologies and products, make contact with new-to-market exporters and make contact with established suppliers. It is also a valuable opportunity to assess the Cuban market and evaluate foreign competition.

In 1996, 1,500 foreign companies from 60 countries, including 77 Canadian companies, joined 366 Cuban enterprises at the fair.

The Cuban economy has been showing steady progress in the tourism, construction, mining, and oil and gas exploration sectors. It is projected to grow by 5 per cent in 1997, as the demand for imports to rebuild the economy continues to rise. The government's policy of decentralization has led to an increase of Cuban enterprises that now import products and services. Great opportunities exist for Canadians to service the increasing number of foreign joint ventures that have been established in recent years.

Two free-trade zones have been introduced recently, providing advantages for Canadian exporters to Cuba and the Caribbean, and to investors wishing to establish production facilities in Cuba.

Canadian companies with a long-term strategy can take advantage of the proximity of the Cuban markets, and Canada's strong reputation as a reliable business partner in technology, tourism development, construction materials, transportation and food stuffs.

To support Canadian participation at Havif, and to underline Canada's increasingly important role in the Cuban market, the Canadian Embassy in Havana is organizing a pavilion for about 30 companies. As participation will be limited, companies with serious interest in the Cuban market are urged to contact Tino Romaguera as soon as possible at: Commercial Division, Canadian Embassy, Havana, Cuba, tel.: (011) (53-7) 24-2516, fax: (011) (53-7) 24-2044.

### Reminder!

## Poland Hosts POLAGRA '97

POZNAN, POLAND — Canadian agri-food companies interested in the European food market should attend POLAGRA '97 — the International Agri-Industry fair — to be held October 2-7, 1997.

The Canadian Embassy will participate in the fair with an Embassy stand, located with Canadian exhibitors. About 2,000 exhibitors from over 30 countries will be competing for scarce exhibition space. For more information or for registration, contact the Canadian Embassy, Commercial Division, Warsaw, Poland, tel.: (48-22) 629-8051, fax: (48-22) 629-6457.

## EXPOCORMA: Major Forestry, Pulp and Paper Fair

CONCEPCION, CHILE — The seventh International Forestry, Pulp and Paper Fair, EXPOCORMA, will take place here from November 12 to 16, 1997.

EXPOCORMA provides an excellent opportunity for Canadian exporters to meet all of the major forest growers, processors and exporters from the region under one roof.

At last year's show, US\$120 mil-

lion worth of deals were closed.

This year, the Department of Foreign Affairs and International Trade, in conjunction with WestCanEx and the Forest Industries Export Group, are organizing a Canadian pavilion.

For more information, contact Brian Oak, Commercial Counsellor, Canadian Embassy in Santiago, Chile, tel.: (011) (56-2) 362-9660, fax: (011) (56-2) 362-9664.

## Conference on Free Trade in the Americas

OTTAWA — A conference on The Evolution of Free Trade in the Americas will be held at the Faculty of Law, University of Ottawa, on September 19, 1997.

The conference will analyze the liberalization of free trade in the Americas in light of the North American Free Trade Agreement (NAFTA), the bilateral Canada-Chile Free Trade Agreement (CCFTA), MERCOSUR (Southern Cone Common Market between Argentina, Brazil, Paraguay, Uruguay and Chile), and the anticipated creation of the Free Trade Area of the Americas by

the year 2005.

Speakers at the conference will be distinguished scholars, public officials and business people from Canada, the United States, Latin America, and the Organization of American States.

The conference is intended for persons from both the private and public sectors that are interested in the development of commercial relations in the various regions of the Americas.

This is the third such conference which is organized in partnership, on a rotating annual basis, between

the following universities: American University (Washington, host in 1995), Universidad Nacional Autonoma de Mexico (Mexico, host in 1996), University of Ottawa, and Universidad de Chile (Santiago).

For information and registration (\$100 including documentation, lunch and cocktail; students, free registration for the conferences), contact Francine Doré, University of Ottawa, tel.: (613) 562-5297, fax: (613) 562-5121.

e-mail: fdore@uottawa.ca, Internet: [http://www.uottawa.ca/academic/droit\\_civil/conference/free\\_trade.html](http://www.uottawa.ca/academic/droit_civil/conference/free_trade.html)

## International Health Business Opportunities Conference

CALGARY — The objectives of the International Health Business Opportunities Conference (IHBOC'97), October 28-30, 1997, are to:

- identify and qualify partners and sources of investment capital to pursue international contracts, equity projects and opportunities in health care;
- understand how companies are qualified and assessed for financing from public and private sources;
- assist companies to meet with strategic partners, experts and financiers, one-on-one, in a targeted investment-making program; and
- help participants match their capabilities with key niche markets.

IHBOC'97 targets Canadian organizations active in health-related biotechnology and services, health informatics, medical devices, pharmaceuticals and nutraceuticals, as well as Canadian and international financiers interested in financing these sectors.

Other participants expected to attend are Canadian and international research funding organizations, and international health-care companies interested in locating strategic Canadian partners.

Over 80 national and international speakers have been confirmed from prominent financiers, venture capital companies, and the health industry.

The more than 30 exhibitors who

will be displaying technologies, products, educational tools and services from every aspect of these industries are expected to attract over 200 health industry and investment leaders.

Key sponsors include Alberta Economic Development and Tourism, Industry Canada, Telus, AHFMR, KPMG, Bennett Jones Verchere, and MDS Health Venture.

For more information on IHBOC'97, visit the conference's Web site at:

<http://www.alberta.com/ihboc97> or contact Caroline Van Dorsen: tel.: (403) 258-3479; fax: (403) 258-3402; e-mail: [healthsc@cadvision.com](mailto:healthsc@cadvision.com)

### MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infocentre.gc.ca>

# Canada-Chile Free Trade Agreement Seminars

ACROSS CANADA — One of the best ways to learn what the Canada-Chile Free Trade Agreement (CCFTA) holds in store for your business is to attend one of the informative seminars being held across Canada.

Sponsored by the Department of Foreign Affairs and International Trade and ProChile (Trade Commission of Chile), this seminar series explains all of the details of the agreement and its implications for Canadian businesses.

The three-hour sessions cover a wide range of issues related to the agreement, including market access, rules of origin and tariffs as well as the two side agreements on environment and labour. In addition, the seminars look at how the agreement will likely affect certain industry sectors, and discuss the ins and outs of doing business in Chile.

The tentative dates and locations of the CCFTA seminars follow. To register or for more information,

contact Jon Dundon, South America and Inter-American Division (LSR), tel.: (613) 996-6921, fax: (613) 943-8806.

## Date

September 29  
September 30  
October 1  
October 2  
October 3  
October 6  
October 7  
October 8  
October 9  
October 10  
October 15  
October 16  
October 17

## Location

Charlottetown, P.E.I.  
Halifax, Nova Scotia  
Fredericton, New Brunswick  
St. John's, Newfoundland  
Ottawa, Ontario  
Vancouver, British Columbia  
Calgary, Alberta  
Edmonton, Alberta  
Saskatoon, Saskatchewan  
Winnipeg, Manitoba  
Toronto, Ontario  
Montreal, Quebec  
Quebec City, Quebec

## NOTICE

Look for the special supplement on Chile and the Free Trade Agreement in the next issue of CanadExport, September 15, 1997 (Vol. 15, No. 15)

## Reminder!

# Education Industry Summit

TORONTO — Under the title "Compelling Reasons for Investment and Participation," the first Canadian Education Industry Summit will be held here September 24, 1997. The summit is sponsored by Smith Barney, KPMG, Nesbitt Burns, Heenan Blaikie, Bank of Montreal and *The Financial Post*. The purpose of the summit is to introduce the education industry to the financial community and to encourage investment and participation in the industry.

For more information, contact Charles Ivey, The Education Industry Summit, tel.: (416) 698-2925, fax: (416) 698-3303. e-mail: civey@fox.nstn.ca

## CanadExport On-Line

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

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



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1997



Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

# CanadaExport

RETURN TO DEPARTMENTAL LIBRARY

1997, no. 15 — September 15, 1997

## IBOC Goes On-line

The International Business Opportunities Centre (IBOC), which helps Canadian Trade Commissioners and Commercial Officers abroad match foreign buyers with Canadian suppliers, begins its third year of operations with the launch of its Internet site:

<http://www.dfait-maeci.gc.ca/iboc-coai>

Visit the IBOC Web site and learn how to best position your company to benefit from the Centre's services. In the site you will also find important links to InfoExport, DAFIT's main source of export services and programs, and other federal government export-related sites, including the WIN Exports and Canadian Company Capabilities databases.

Get on-line! The Centre's Internet site is <http://www.dfait-maeci.gc.ca/iboc-coai>

## The Canadian Trade Commissioner Service

# Helping Exporters Succeed for over 100 Years

by Richard Lecoq, Director, Overseas Operations, DFAIT

Trade Commissioners have been serving the Canadian business community throughout the world for over 100 years. Through the Department of Foreign Affairs and International Trade (DFAIT), Trade Commissioners work to promote and enhance Canadian business interests in the global marketplace.

The globalization of the economy, the emergence of new technologies and diminishing government resources have created new demands and changed the nature of Canada's Trade Commissioner Service. Trade Commissioners now focus their efforts on providing value-added, customized services and market intelligence, which can only be obtained abroad.

From posts in more than 125 cities worldwide, Trade Commissioners support and complement the efforts of export — and market-ready companies — whether they are large firms or small and medium-sized enterprises — in achieving tangible and significant

results in international markets.

In the words of David Foxcroft, Vice-President of Fox 40 International, "In the beginning, Trade Commissioners helped us with distributors. Now that we are established, we lean on their shoulders for advice. ...They really help us to understand how to do business in the country."

Continued on page 6 — Trade Commissioners

## CanadExport On-Line

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

## Fund Launched to Address Exploitation of Child Labour

The Child Labour Challenge Fund, introduced in April 1997 by Foreign Affairs Minister Lloyd Axworthy, was officially launched on September 11, 1997, at the Department of Foreign Affairs and International Trade.

The objective of the Fund is to encourage Canada's private sector to contribute to international efforts aimed at eliminating exploitative child

labour. Canadian small and medium-sized enterprises, and business associations are eligible to submit project

Continued on page 2 — Fund

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## Your Firm + Exports + Trained People = Success

**A** rewarding new synergy is developing in hundreds of small and medium-sized enterprises (SMEs) across Canada this year. HorizonsPlus, an export development program launched recently by Industry Canada and the Alliance of Manufacturers & Exporters Canada, with funds from the Youth Employment Strategy, is expected to help increase the number of exporters and to help SMEs build up their business abroad.

HorizonsPlus matches firms seeking new markets abroad with young graduates trained and interested in careers in exporting. The benefits to export-minded companies include:

- increased ability to identify and exploit overseas opportunities;
- sound base for long-term success in export markets;
- continuing flow of market intelligence and increasing sales.

Two key features make HorizonsPlus unique: well developed skills and experienced mentors. Under an intensive development program, which uses the training materials from FITT (Forum for International Trade Training), interns hone their skills in assessing export opportunities and applying proven foreign trade techniques. And through an international mentoring network, Canadian executives provide each intern with on-the-spot help. The mentors advise the interns on such essentials as how to tap leads in specific markets and how to overcome hurdles. Over 580 companies are expected to join the program by March 1999.

Each company will participate in either the Domestic Option — interns spend six months in Canada — or the International Option — interns spend eight weeks in Canada and 20 weeks in a foreign market. Under *domestic projects*, interns work with companies to assess their readiness to export, develop their export capabilities, research markets and obtain help in logistics. With *international projects*, interns work with firms to research markets, develop sales, identify agents and distributors, and develop strategies to enter or expand various overseas markets. These target markets include locations in Europe, Asia Pacific, Latin America, South Africa, or the United States.

For more information, contact the HorizonsPlus office tel.: 1-888-467-4046, e-mail: horizons@globalserve.net or visit the Web site at: [www.the-alliance.org/horizonsplus](http://www.the-alliance.org/horizonsplus).

## Fund Launched — Continued from page 1

proposals. As well, proposals submitted by the private sector in partnership with other civil society organizations such as labour unions, universities or non-governmental organizations in Canada or other countries, are welcome.

The Child Labour Challenge Fund covers projects that deal with the development of:

- codes of conduct and/or voluntary guidelines for private-sector companies or associations;
- labelling schemes that generate new resources for development in communities where child labour is a problem; or
- other innovative schemes that could be implemented by the private sector to address the problem of exploitative child labour.

Funded projects can involve a range of activities, including research, training, communication, dissemination and providing export advice to companies seeking to make a positive contribution to ending exploitative child labour through their business practices.

Continued on page 7 — Child Labour

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 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
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 Telephone: (613) 996-2225  
 Fax: (613) 996-9276  
 E-mail:

[canad.export@extott23.x400.gc.ca](mailto:canad.export@extott23.x400.gc.ca)

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

## Canada and IFC Launch New Technical Assistance Fund

The International Finance Corporation (IFC) and Canada have signed a new agreement to finance technical assistance activities in developing and transitional economies.

Under the agreement, Canada will provide \$3 million to a new trust fund that will finance — through the Canadian International Development Agency — a broad range of activities, including pre-feasibility and feasibility studies, training and technology transfer, pilot projects and advisory services aimed at strengthening financial infrastructure and institutional capacity building. Primary sectors

targeted under the agreement are oil, gas and mining, infrastructure services, environment and capital markets development.

The agreement is the third of its kind between Canada and the IFC. Previous Canada/IFC funds have focussed on technical assistance in developmentally critical areas such as modernization of textiles and fisheries operations, telecommunications and

capital markets development (e.g. equipment leasing, stock exchange modernization and advisory services on assets securitization) and on promoting environmentally sound business practices in mining, hydropower and metallurgy projects.

The Corporation initiated the Technical Assistance Trust Funds Program in 1988 to facilitate early identification of viable business projects in developing countries. The program provides technical assistance and funding to help entrepreneurs develop projects and design proposals that meet the criteria of prospective investors, including the IFC. It also supports some of the Corporation's privatization advisory services and capital markets activities aimed at strengthening private-sector institutions.

A member of the World Bank Group, IFC is the largest multilateral source of equity and loan financing for private sector projects in developing countries.

For more information, contact the Office of Liaison with International Financial Institutions, Canadian Embassy, Washington, D.C., tel.: (202) 682-7788, fax: (202) 682-7789.

## Canadian Appointed to World Bank's Inspection Panel

Canadian Jim MacNeill has been appointed to a five-year term as a member of the Inspection Panel of the World Bank, effective August 1, 1997. The Inspection Panel provides an independent forum for private citizens who believe they or their interests have been or could be harmed by a project financed by the World Bank.

Mr. MacNeill, a policy adviser on environment, energy, management and sustainable development, is a member of the boards of the Woods Hole Research Center, the Wuppertal Institute on Climate and Energy Policy and the Environmental Education and Training Institute of North America and Ontario Hydro. He has served as Secretary General of the World Commission on Environment and Development, as Director of the Environment for the Organization for Economic Co-operation and Development, and as a deputy minister of the Government of Canada.

For more information, call the World Bank Public Information Center, tel.: (202) 485-5454, or visit its Web site at: [http://www.worldbank.org/html/ins-panel/INS\\_PANEL.html](http://www.worldbank.org/html/ins-panel/INS_PANEL.html)



## Looking for Export Opportunities?

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

## Newsletters on U.S. Market Opportunities

by Sabina Chander, United States Business Development Division, DFAIT

The Canadian Embassy and Consulates in the United States publish eight newsletters — each of which focusses on an individual industry sector and encourages Canadian businesses to seek new markets in the United States. All newsletters, listed here in alphabetical order, are available in both English and French.

**Biotech News U.S.A.**, published six times a year, provides the latest information about the biotechnology industry in the United States and sales opportunities for Canadian companies. Produced by the Canadian Consulate Trade Office in San Diego, the newsletter focusses on trends and legislation in the biotech market, and reports on company developments, technology transfers, clinical trials, alliances and company profiles. Networking, partnering and joint venturing are all promoted. To obtain *Biotech News U.S.A.*, contact Michael Stinson in San Diego, tel.: (619) 597-7050, fax: (619) 457-2844, e-mail: cdntrade@cts.com

The San Diego Office also produces *Biotech News Canada*, which supplies Canadian industry information to business development and research directors in biotech companies across the United States. Similar to the American version of the newsletter, *Biotech News Canada* reports on the trends and legislation within the Canadian biotech market, company developments, technology transfers, clinical trials, alliances and company profiles. Contact Michael Stinson (see above).

*InfoTech News* provides monthly, timely data on the information

technology (IT) industry. Produced for on-line distribution by the Canadian Consulate Trade Office in San Jose, its goal is to increase the volume of business and the number of Canadian IT firms exporting to the United States. *InfoTech News* includes company profiles and contacts, updates on the industry and notices of trade shows and partnering/strategic alliance opportunities. *InfoTech News* is accessible at [www.canadac-trade-sanjose.org](http://www.canadac-trade-sanjose.org) or by contacting Brian Cox in San Jose, tel.: (408) 289-1157, fax: (408) 289-1168.

*New Directions*, a newsletter encouraging the export of Canadian giftware and craft products, with particular focus on Aboriginal arts and crafts, is published quarterly by the Canadian Consulate General in Minneapolis. It covers topics such as trends for marketing and selling giftware and crafts in the United States, pricing and dealing with representatives, current market studies and upcoming trade promotion events arranged by the Department of Foreign Affairs and International Trade (DFAIT). To receive *New Directions*, contact Suzanne Pierce at DFAIT, tel.: (613) 944-5849, fax: (613) 944-9119.

*ServExport* is geared for Canadian providers of commercial education and training that are interested in exporting their services to the United States. This quarterly newsletter, produced by the Canadian Embassy in Washington, D.C., contains U.S. industry contacts, tips on how to pursue business opportunities in the U.S., and profiles of upcoming conferences and professional associations. To register for fax distribution of *ServExport*, contact Doreen Kilbride at DFAIT, tel.: (613) 944-6566, fax: (613) 944-9119.

*U.S. Environmental Market* is produced six times a year by the Canadian Embassy in Washington, D.C. It provides information on industry and market trends, as well as on federal and state environmental activities. It also identifies recent market studies, upcoming conferences and trade missions; profiles successes of Canadian firms in the U.S. marketplace; and describes potential business opportunities. *U.S. Environmental Market* is distributed to over 1,500 subscribers by fax. To subscribe, contact Doreen Kilbride (see above). The last six issues of the newsletter are available on the Web at [www.infoexport.gc.ca](http://www.infoexport.gc.ca)

Continued on page 5 — Newsletters



## U.S. Commerce Secretary Daley Leads Mission to Canada

Leading a delegation of 16 executives from small high-technology firms, U.S. Commerce Secretary William Daley undertook a four-day trade mission to Canada August 3-7. The trip included visits to Montreal, Toronto, Vancouver and Ottawa, where, in addition to sessions with representatives of the Canadian business community, the Secretary met with International Trade Minister Sergio Marchi, Industry Minister John Manley, Quebec Premier Lucien Bouchard, and Ontario Deputy Premier Ernie Eves.

A primary thrust of the mission was to help small and medium-sized firms from the United States capitalize on trade opportunities with their largest trading partner — two-way trade between Canada and the United States amounted to \$370 billion last year — and to forge strategic alliances and partnerships with Canadian companies. It also served to highlight expanded trade opportunities under the North American Free Trade Agreement and the fact that all duties on bilateral trade will be eliminated on January 1, 1998.

Canada, a market that is geographically and culturally close to the United States, is a natural destination for U.S. firms making their first foray into exporting. The firms accompanying Secretary Daley were looking for potential buyers, agents or distributors, strategic partners and subcontractors.

For Canadian growth firms, the mission was an opportunity to connect with U.S. suppliers of goods and services offered for domestic consumption, and for possible integration into products designed for export abroad.

The mission opened doors to partnerships with U.S. firms with complementary capabilities. Such partnerships can give an advantage to Canadian companies seeking markets in the newly industrializing nations of Central Europe, Asia and Latin America.

Small and medium-sized companies drive economic growth in Canada and the United States. By focussing on this segment of the economy, missions such as Secretary Daley's generate significant benefits for both sides of the world's largest trading partnership.

For more information about the mission and Canada-U.S. trade, contact Ann Meredith Garneau, United States Business Development Division, Department of Foreign Affairs and International Trade, tel.: 613 (944-9478), fax: (613) 944-9119.

### CanadExport On-Line

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

## Newsletters on U.S. Market Opportunities — Continued from page 4

**U.S. Transportation Market**, published quarterly by the Canadian Consulate General in Chicago, gives information on the American transportation industry, with a focus on suppliers. The newsletter offers lists of useful Web site addresses, discusses current industry issues and details upcoming trade shows.

To subscribe, contact Doreen Kilbride (*see above*).

**Washington Notes** reports quarterly on export and partnership opportunities in the U.S. government, defence and aerospace sectors. This Canadian Embassy newsletter includes congressional and regula-

tory developments, industry trends, market studies, upcoming events and useful Web sites. To subscribe, ask questions or comment, contact Judith Bradt in Washington, tel.: (202) 682-7743, fax: (202) 682-7795, e-mail: [judith.bradt@wshdc01.x400.gc.ca](mailto:judith.bradt@wshdc01.x400.gc.ca)

## The Canadian Trade Commissioner Service — Continued from page 1

### Before contacting your Trade Commissioner abroad...

It is essential that you are prepared to export and ready to pursue specific opportunities in key foreign markets.

The same advice is echoed by experienced exporters. President John Mangold of Angoss International Limited, a specialized software development company that derives over half of its sales from exports, suggests that companies "...plan strategies and goals before entering foreign markets ...and strike partnerships with several foreign companies to take advantage of their local knowledge and capabilities."

Trade Commissioners abroad need basic facts about your company. Put yourself in their place. They are in a foreign country, making calls to introduce your company's products or services to local distributors. They have to make a "sales pitch" that highlights what your company does. They have to describe your products and services, explain your reputation in the world marketplace, list your key reference accounts and present the opportunity of working with your company in a favourable light.

For Trade Commissioners to effectively promote your company's products or services, they need to have the following information:

- Why have you decided to target this particular market?
- What gives you a competitive edge in this market?
- What is your strategy for entering this market?
- When are you planning your first business trip?

This information, combined with an international market entry strategy, is critical to Trade Commissioners if they are to provide you with the customized services your company needs to be successful abroad. But before you contact a DFAIT post abroad, you should first get in touch with one of the 12 International Trade Centres located across Canada.

Trade Commissioners at the International Trade Centres provide assistance to Canadian companies that are finalizing their export plans. They can identify key foreign markets, and help you refine your marketing strategy. The International Trade Centres are the most important domestic link between export-ready companies and Trade Commissioners in posts abroad.

Lastly, make sure you are registered with WIN Exports. Trade Commissioners rely on the WIN Exports database to match local export opportunities with registered

Canadian firms. To register, fax your request for a WIN Exports Registration Package to the Export Information Systems Division at 1-800-667-3802.

### Preparing yourself in Canada

If you are not yet ready to export, the following section outlines how to prepare to export and who to contact for assistance.

Before embarking on an export venture, your company needs to evaluate its potential for success in the international marketplace. At the very minimum, a company should have a competitive or unique product or service, a "champion" of exporting within its firm, adequate financial resources and sufficient production capacity. Most importantly, a company must have a strong commitment to exporting.

### Research your target market and develop an international market entry strategy

Start by contacting one of the 12 Canada Business Service Centres located across the country. These centres bring the services of federal and provincial governments and, in some cases, the private sector, together under one roof. Staff on hand can direct you to the best sources of information and government services.

In addition, a number of other sources provide a variety of services to help you prepare for trade in foreign markets, including libraries, banks, chartered accountants, customs brokers, industry associations, boards of trade and chambers of commerce.

Be sure, as well, to check out the Internet and DFAIT's Web site at <http://www.infoexport.gc.ca>. It contains helpful, detailed information about exporting, under such headings as *The Guide to Export Services*, *10 Steps to Export Success* and *Market Information by Region and Sector*. To obtain publications and other export information, contact the DFAIT Infocentre at 1-800-267-8376.

Once you have completed your research and have an export strategy in hand, revisit the section entitled "Before contacting your Trade Commissioner abroad..." in this article. It details how to finalize your export plans and make contact with the Trade Commissioner in your target market.

Continued on page 7 — Tips for Exporters

## Child Labour Challenge Fund — Continued from page 2

### Criteria for selection of projects

A Selection Committee chaired by Senator Landon Pearson will evaluate project proposals based on the following criteria:

- likely positive impact on children; effectiveness in promoting responsible business practices and consumer behaviour;
  - support for local efforts to eliminate child labour in third countries;
  - involvement of children or youth in the project;
  - contribution to public education on this issue;
  - commitment to evaluating and sustaining the results of the project.
- Final approval of the projects will be made by the Minister of Foreign Affairs upon the recommendations of the Selection Committee.

It is anticipated that most projects

will request funding in excess of \$10,000. Maximum funding is set at \$50,000. Applicants must provide matching funds, in cash or in goods or service, to cover up to 50 per cent of the project's total costs. Financial support is provided in the form of a Government of Canada Contribution, a conditional payment for a specified purpose subject to audit. Contribution funds, however, may not be used for a project recipient's ongoing operational costs (e.g. rent, capital equipment).

Proposals should include the following information:

- title of the project;
- contact for the application;
- brief description of company/association;
- copy of applicant's most recent annual report;

- reason for applying;
- detailed proposal explaining the content of the project and how it meets the selection criteria (maximum of five pages);
- project budget (including matching contributions).

Funding will be operational for the next two fiscal years ending on March 31, 1999. Deadlines for submitting project proposals in fiscal year 1997-98 are October 31, 1997, and January 31, 1998. The first deadline in fiscal year 1998-99 will be June 30, 1998.

Applicants should direct their proposals to: Peacebuilding and Human Development Division (AGP), DFAIT, 125 Sussex Drive, Ottawa, ON K1A 0G2, tel.: (613) 943-8496, fax: (613) 944-1226.

## Tips for Exporters — Continued from page 6

Canadian companies that have succeeded in export markets usually offer the same advice:

- *Be patient and set realistic expectations.* Exporting is a long-term commitment that takes time, effort and resources. Successful exporters usually say that perseverance was their most important asset.
- *Focus on the most promising markets.* As a rule, you should not contact more than a few posts. The most successful companies concentrate on one export market and move on only when they have succeeded. Look for the markets where your product will be in greatest demand.
- *Share experiences.* Talk to other Canadian companies that have been successful in your target market.
- *Visit your target market.* Faxes and phone calls are good for follow-ups, but building business relationships is best done face-to-face.
- *Study the local business culture.* Business people in foreign markets appreciate the effort it takes to learn about their culture.

- *Keep the local trade section informed when travelling abroad.* Too often, Trade Commissioners learn of opportunities missed because they were unaware of situations faced by Canadian companies in their territory.
- *Strike partnerships with foreign companies.* They will provide you with local knowledge and capabilities.

### And don't forget...

- International sales should not be treated in the same way as domestic sales.
- Be careful not to underestimate the time and resources it takes to close an international deal.
- Be sure to include duties and taxes, and other key costs such as transportation and insurance, in your export pricing.
- Consult your financial institution and the Export Development Corporation before initiating negotiations.

## Small Calgary Firm Takes Front Seat in Chile

**S**ports Seats International Inc. made a sensation at Canada Expo '96 with its light-weight (800 grams), collapsible, plastic and aluminum sports seat.

That's where this young Calgary-based company introduced its novel product — already a hot item in the United States, Europe and Southeast Asia — to the Chilean market.

### A government-organized event

As a member of the Canadian Council for the Americas (Alberta Chapter), Sports Seats' Director of Exports for Latin America, Allan Dahl, got wind of Canada Expo '96.

"We were considering targeting Latin America last summer," says Dahl, "so we decided to participate in the Canadian solo show slated for Santiago in December."

Organized by the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Embassy in Santiago, Canada Expo '96 helped launch Sports Seats in Chile.

And the response to the company's product went beyond all expectations.

"All our samples were snapped up," he recalls. "The Chilean Minister of the Economy asked for one, and a few minutes later there was a messenger from the President, Eduardo Frei, asking for one for him, too. The Canadian Trade Commissioner made sure it got delivered to the right place."

"We have two models — a regular one and a slightly more 'executive' style, which is finished with brass over the tubing. Of course,

those are the ones they wanted."

Dahl was especially impressed with all the assistance available from the Trade Commissioners at the Embassy.

"They came by every day at our booth," he recalls, "briefing us on local market conditions, always ready to hold one-on-one consultations. Participating at the show was good value for our money."

### Follow-up to Canada Expo '96

Following the overwhelming response — letters, faxes and even phone calls — from Chileans offering distributorships, Dahl returned to Santiago last May and appointed an agent on a trial basis.

"We have made several thousand dollars' worth of sales through this agent," he says, "and what is even more important, we are getting in contact with major corporate clients — large breweries, country clubs, soft drink companies — that are very interested in using our product as promotion tools.

"Logos and corporate identifications can be placed on the seats and given out to customers of the client."

With such a product being relatively seasonal — employing from 5 to 20 people, mostly in the summer — the company is all the more interested in entering a market that has different seasons.

"It will let us round out the

cycle," adds Dahl, "even more so if we can extend our reach to other Latin American countries."

He also notes that the recent implementation of the Free Trade Agreement with Chile will make a difference to his customers in that country, and new orders will be in plenty of time for the Christmas market this year.

### Need a good marketing plan

"To do business in Chile," says Dahl, "you need to have a marketing plan in place, and be able to talk facts with your prospective customers.

"The Chileans," he points out, "would very much like to buy Canadian. So we need to capture that enthusiasm, seize the day, the moment, and be prepared to talk specifics, like costs, and be prepared to accommodate local conditions."

He also recommends going there with an open mind.

"Be patient, try to speak their language to increase your bargaining strength," says Dahl who is fluent in Spanish, "and get acquainted with them before wanting to strike deals."

This advice comes from a pro who just loves doing business in that country.

For more information on Sports Seats International Inc., contact Allan Dahl, Director of Exports for Latin America, tel.: (403) 320-4949; fax: (403) 328-7079.

# CULTURAL

# Attaché

September 15, 1997 – No. 7



Minister of Foreign Affairs

Ministre des Affaires étrangères

Ottawa, Canada K1A 0G2

## Message from the Minister

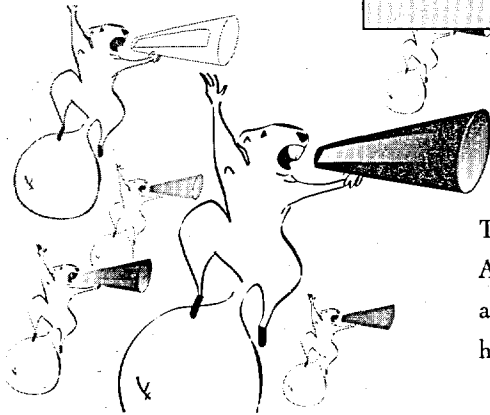
Issue No. 7 of *Cultural Attaché* covers a wide variety of exciting events coming up in the next few months. The fall season will be a very busy one, and the new year holds unequalled promise. The cultural calendar features Canadian events and artists of undisputed world renown, as well as those still en route or just setting out on the path to an international career.

We look at surprises and successes in achievements by representatives of the Third Pillar of foreign policy, whether they be Canadian artists set to produce abroad or accomplishments in the field of academic relations. The latter's star is currently burning especially bright, with the opening of many Canadian Education Centres and with private and governmental initiatives in the educational CD-ROM sector. We also see at the cultural level how Canadian artists are now in demand more than ever, in all disciplines and all countries, and how a host of long-term exchanges between countries, their regions and Canada is being developed.

One example is the presence of a Canadian theatre troupe as part of the cultural component of the Francophone Summit in Hanoi this fall. Also, following up on the success of *Canada Comes to Rio* in January 1995 and *Festival Canada* in Sao Paulo in April 1996, Canada's Consulate General in Brazil plans to organize a third *Festival Canada* in September to promote and highlight opportunities for business and cultural exchanges between the two countries. And we can't wait to tell you about the events to take place and the Canadian artists who will be in Stockholm, the Cultural Capital of Europe for 1998.

Be sure to watch this space in the next issue for a report on the progress made in connection with next summer's opening of Canada House in London and its cultural component.

*Lloyd Axworthy*



## NEW ON THE WEB !

The List of Canadian Cultural Representatives Abroad can now be found on the Cultural Attaché web page at <http://www.dfait-maeci.gc.ca/english/culture/atta-01.htm> and on the International Cultural Relations web page at <http://www.dfait-maeci.gc.ca/english/culture/menu.htm>.

### PROMOTING CANADIAN EDUCATIONAL MATERIAL WORLD-WIDE

A number of Canadian Education Centres (CECs) have opened world-wide in the last few years with great success and a major impact on academic relations between Canada and the host countries. The concept of building facilities where people can attend conferences, presentations, and even have access to technology for research purposes, has brought together academics from around the world. It has also dramatically increased the number of Canadian Studies abroad. Technology now plays such a major role in the pursuit of academic relations that students and those involved in linguistics have new tools to help them seek information about Canadian Universities or Canadian data banks: CD-ROMs.

The Department of Foreign Affairs and International Trade of Canada is pleased to announce that the first edition of the new CD-ROM "Study in Canada!" will be distributed by DFAIT to all its educational institutions and trade missions abroad to help promote Canadian educational institutions in foreign markets. With assistance from DFAIT, the product was developed by a Canadian consortium which includes the Asia Pacific Foundation of Canada, School Finder Limited and Sigma VI. Minister of Foreign Affairs Lloyd Axworthy said that the CD-ROM is a "powerful marketing tool that will bring the excellence of Canadian educational institutions and services to the attention of education leaders and international students around the world". For his part, the former Minister for International Trade Art Eggleton said, "The development of 'Study in Canada!' reflects a true Team-Canada approach". For more information on "Study in Canada!", please contact Chris Wilkins of School Finder Limited at (416) 494-3343.

"Study in Canada!" was recently presented at the inauguration of the new Canadian Education Resource Centre (ERC) at the Canadian Embassy in Athens, Greece. The ERC was officially opened on June 19, 1997, and was labelled a new model for marketing education and a pilot for Europe. The concept is a "made-in-Athens" model which draws on the experience of the CECs in Asia but is adapted to small-mission resource and operational realities. The Centre, open to the public three days a week, will serve as a venue to hold presentations for small groups of interested students, parents and educators. It is expected to meet the needs of some 30,000 Greek students who consider studying abroad each year, and to uphold time-honoured Canadian tradition in receiving international students.

TERMIUM, the Government of Canada's internationally famous linguistic (English/French) data bank containing over three million terms and names, is the equivalent of 400 diskettes or 200,000 pages of text. This unique product was an important topic at the Annual Conference of the American Translators Association (ATA) in Colorado Springs in October 1996, as was *Le Doc* (Banque Terminologique du Québec). A new version of *Le Doc* promoted by the Office de la langue française (OLF) and produced by Les publications du Québec will be available after September 21. *Le Doc* is comprised of a data bank of close to 750,000 terminology records, an access list to a user-friendly French bibliography and *Le français au bureau*, which is one of the very few electronically available French grammar books. This year, the ATA Annual Conference will be held in San Francisco from November 5 to 9.

EDITOR-IN-CHIEF: ROBIN HIGHAM

EDITOR: ELIA GORAYEB

EDITORIAL ASSISTANTS: CAROLINE-ANNE COULOMBE & LILIANE SIMARD

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EUROPE

DATE	EVENT / PLACE	DESCRIPTION
Automne 1997	Exposition Jeff Wall Galerie Mariam Goodman Paris, France	Exposition personnelle d'oeuvres inédites de Jeff Wall.
Jusqu'au 23/09/97	L'art acadien contemporain Mairie du 16e arrondissement Paris, France	L'Association La Francophilie reçoit <b>Quinze x Quinze et Itinéraire 12</b> , deux expositions acadiennes de la Galerie Sans Nom de Moncton (Nouveau-Brunswick), aux côtés d'artistes francophones américains sous le titre fédérateur de <b>Visions francophones d'Amérique</b> .
Jusqu'au 26/09/97	Exposition Thecla Schiphorst Centre des nouveaux médias du Centre culturel canadien Paris, France	Cette artiste de Vancouver présente <b>Cartographie du corps, Sensualité et anarchie du toucher</b> , une installation audio et vidéo interactive contrôlée par ordinateur. Rens: 01 44 43 21 90.
Jusqu'au 19/10/97	Exposition Jean-Paul Riopelle Espace Paul Rebeyrolle Eymoutiers, France	L'Espace Paul Rebeyrolle à Eymoutiers consacre sa première exposition personnelle d'un artiste contemporain à Jean-Paul Riopelle. <b>Le Mur</b> réalisé à la Fondation Maeght entre 1979 et 1981, des oeuvres inédites inspirées de son <b>Hommage à Rosa Luxembourg</b> ainsi qu'un livre-album, <b>Le Cirque</b> , forment un ensemble représentatif peint, gravé et sculpté de l'oeuvre de l'artiste.
Jusqu'au 26/10/97	Vitrail et architecture contemporaine Le Centre international du Vitrail Chartres, France	Cette exposition intitulée <b>Six Voix</b> réunit les réalisations dans l'architecture contemporaine de 6 artistes verriers du Canada : Doreen Balabanoff, Stephen Brathwaite, Warren Carther, Mimi Gellman, David Pearl et Stuart Reid.
Jusqu'au 31/10/97	Expositions Gilbert Boyer Galerie Michèle Chomette et Pont des Arts Paris, France	La galerie Michèle Chomette ouvre sa saison artistique avec une exposition personnelle des oeuvres récente de Gilbert Boyer qui sont réunies sous le titre: <b>Je ne suis pas photographe mais j'y pense</b> . Parallèlement, l'artiste présente une oeuvre <i>in situ</i> sur le Pont des Arts à Paris, au moment de la Foire Internationale d'art contemporain de Paris.
Jusqu'au 31/12/97	Exposition Nicole Jolicoeur: <b>Images d'une ville, corps d'une image</b> le Palais de l'Isle Annecy, France	Présentée dans le cadre de l'événement <b>De paysage en paysages</b> organisé par 15 musées de la Région Rhône-Alpes.
21/06/97 28/09/97	Jeff Wall, Stan Douglas & Philip Pocock at <b>documenta X</b> Friedericianum, Ottoneum, various sites in Kassel and documenta Web-Site Kassel, Germany	Jeff Wall's oeuvre <b>Milk</b> , displayed at a passage in downtown Kassel, has become a public attraction. The video-film <b>Sandman</b> by Stan Douglas is being shown in an individual room at the museum Ottoneum. Philip Pockocks project <b>A Description of the Equator and Some Other Lands</b> is available through the Internet ( <a href="http://www.documenta.de">www.documenta.de</a> ).
22/06/97 28/09/97	Kim Adams, Janet Cardiff and Stan Douglas at <b>Skulptur.Projekte Münster</b> City Museum and various sites in Münster Münster, Germany	Three Canadians: Kim Adams, Janet Cardiff and Stan Douglas are among more than 70 international artists participating in <b>Skulptur.Projekte Münster 1997</b> . More information is available under <a href="http://www.artthing.de">www.artthing.de</a> .
24/08/97 30/09/97	Josselin Gasse Galerie Magenta Nijmegen, Netherlands	Solo-exhibition by this Canadian artist.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
00/09/97 00/10/97	Atom Egoyan's <i>The Sweet Hereafter</i> Cinemas nationwide U.K.	Theatrical release of this film based on a novel by Russell Banks. Canadian Egoyan's film premiered at the 1997 Cannes Film Festival, where it went on to become a major award winner.
01/09/97 31/10/97	<i>Bees Sculpture Project</i> by Aganetha Dyck Camelia House, Yorkshire Sculpture Park Wakefield, U.K.	Canadian Aganetha Dyck works with local bee keepers to create sculptures.
12/09/97 30/10/97	Exposition Wyn Geleynse Centre d'art contemporain de Basse-Normandie Paris, France	Le Centre d'art contemporain de Basse-Normandie poursuit cette année son programme d'expositions d'artistes canadiens. La saison s'ouvre avec l'artiste de Toronto Wyn Geleynse.
12/09/97 02/12/97	<i>On a marché sur l'amour</i> Paris et Marseille, France	La chanteuse Renée Claude présente son spectacle sur <i>Léo Ferré</i> intitulé <i>On a marché sur l'amour</i> du 12/09/97 au 27/11/97 à la Pépinière Opéra de Paris et du 28/11/97 au 02/12/97 à Marseille.
13/09/97 01/10/97	Gerald Finley in <i>Gulio Cesare</i> Royal Opera at the Barbican Hall London, U.K.	Canadian baritone Gerald Finley regularly performs with top UK opera companies. Finley will give a recital on 15/10/97 at Wigmore Hall in London, U.K. He will also perform in <i>The Rake's Progress</i> at the Royal Opera in concert, Royal Albert Hall, London, U.K. on 30/11/97.
15/09/97	Lectures Hungarian Association of Book Publishers & Book Distributors Budapest, Hungary	Lectures given by Ms. Anna Porter, Publisher and CEO of Key Porter Books in Toronto.
15/09/97 21/09/97	Paul Brandt's UK Tour Royal Concert Hall; Symphony Hall; Shepherd's Bush Empire; International Centre Glasgow; Birmingham; London and Bournemouth, U.K.	This is Brandt's first UK tour. His Warner CD will be released in the UK at this time.
16/09/97 19/09/97	Le Trio Lorraine Desmarais en tournée en France	Le trio continue sa tournée en s'arrêtant à Jazz en Touraine, aux Trinitaires de Metz, au Petit Journal Montparnasse de Paris, et à l'Aghja d'Ajaccio.
16/09/97 05/11/97	Melvin Charney, <i>Un Dictionnaire - Les Paraboles</i> Fondation pour l'Architecture Bruxelles, Belgique	Première grande exposition personnelle de Melvin Charney en Europe dont les recherches sur la ville et l'architecture urbaine intéressent à la fois un public d'artistes, d'architectes et de chercheurs. Cette exposition s'inscrit dans un projet sur le thème de la ville choisi par Bruxelles, Capitale européenne de la Culture en 2000.
17/09/97 11/10/97	<i>Enter the Guardsman</i> Donmar Warehouse London, U.K.	This is a musical adapted by Canadian playwrights Scott Wentworth and Marion Adler.
18/09/97	Réal La Rochelle Librairie du Québec Paris, France	À l'occasion de la parution de <i>Callas</i> , l'opéra du disque aux Éditions Christian-Bourgois, la Librairie du Québec accueille Réal Larochelle. Rens: 01 43 54 49 02.



EUROPE

DATE	EVENT / PLACE	DESCRIPTION
18/09/97 19/09/97	Royal Winnipeg Ballet Lucent Danstheater The Hague, Netherlands	The RWB will be performing a mixed program including Balanchine, Tudor, etc. at the house of the Netherlands Danstheater.
18/09/97 19/12/97	Nathan le Sage, du Théâtre Ubu en tournée en France	Cette oeuvre, montée par Denis Marleau et créée pour le dernier Festival d'Avignon, effectue une tournée d'une douzaine de villes. Le Théâtre Ubu sera à Lisbonne, Portugal au Centro Cultural de Belém du 04/10/97 au 06/10/97 dans le cadre des Rencontres ACARTE avec le spectacle Les trois derniers jours de Fernando Pessoa. Ce même spectacle sera présenté au Festival RomaEuropa à Rome, Italie du 21/10/97 au 23/10/97, et au Théâtre de la Ville à Paris, France du 03/12/97 au 13/12/97.
19/09/97 27/09/97	Daniel Danis' Celle-là staged by Theatre Cryptic Lemon Tree and Tramway Aberdeen and Glasgow, U.K.	This is Daniel Danis' second work produced the UK this year. He will present Stones and Ashes at the Old Museum Arts Centre in Belfast, Ireland from 30/09/97 to 11/10/97 as part of the Québécois! - A Festival of Québec Arts from Canada.
19/09/97 07/11/97	Exposition Stan Denniston, Fictions Centre culturel canadien Paris, France	Ce projet fait suite à la première exposition personnelle de Denniston présentée au Centre d'art contemporain de Basse-Normandie à l'hiver 1996-1997.
20/09/97 03/10/97	Le Nouvel Ensemble Moderne 5e tournée européenne, France	Cet ensemble dirigé par Lorraine Vaillancourt effectue sa cinquième tournée européenne : à la Fondation Royaumont et au Conservatoire National de Région de Cergy-Pontoise, à l'IRCAM de Paris et au Festival Musica de Strasbourg.
20/09/97 15/01/98	Our Country's Good National Theatre "Mihai Eminescu" Chisinau, Romania	Play by Canadian-born Timberlake Wertenbaker directed by Romanian-Albertan Pierre Bokor. Critics have considered this the best production in the company's repertoire.
22/09/97 23/09/97	Royal Winnipeg Ballet Jahrhunderthalle Hoechst Frankfurt, Germany	The Royal Winnipeg Ballet will give two performances, be composed of short pieces: Ballo della Regina, Esmeralda Pas de deux, The Leaves Are Fading, Seventh Symphony and The Rite of Spring.
22/09/97	Christopher Brown Eglise des Minimes Bruxelles, Belgique	Le ténor canadien est soliste invité du prestigieux ensemble Collegium Vocale.

**CHAN KY-YUT: CRITICALLY ACCLAIMED ARTIST TO EXHIBIT IN FINLAND**

This September marks the opening of a cross-Finland tour of recent paintings by Chan Ky-Yut, an internationally renowned Canadian artist. The exhibition will feature five large-scale oil canvases, created on site by the artist at the Riihimäki Art Museum in Riihimäki, Finland. To complement these new works, the exhibition also comprises small, medium and large-scale works on paper which have been shown in European museums and galleries to critical acclaim since 1995. A deluxe 176-page full-colour catalogue was produced in Canada for this exhibition with the assistance of museums in Finland, France and England. In conjunction with the tour of Finnish museums, conferences and workshops led by Chan Ky-Yut are planned in which the artist will share his singular approach to art and life. In 1998, Chan Ky-Yut will exhibit at the Musée du Dessin et de l'Estampe originale in Gravelines, France, at the Librairie Nicaise in Paris (an exhibition of books wholly created by the artist), at the Kajaani Art Museum in Kajaani, Finland, and in Canada.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
25/09/97	Lecture de Émile Martel Librairie du Québec Paris, France	À l'occasion de la parution de <i>Humanité</i> , nouvelle tentative aux Éditions de l'Hexagone, la librairie du Québec accueille Émile Martel pour une lecture-signature. L'auteur sera présenté par Charles Dobzynski, écrivain et directeur de la revue <i>Europe</i> . Rens: 01 43 54 49 02.
25/09/97 05/10/978	Festival international des Francophonies en Limousin Limoges, France	À sa quatorzième édition, ce Festival accueille de nombreux spectacles dont <i>Motel Hélène</i> , de Serge Boucher, mis en scène par René-Richard Cyr et présenté par le Théâtre Petit à Petit de Montréal, <i>Quatre à Quatre</i> de Michel Garneau, présenté par la compagnie de théâtre française le Théâtre de la Passerelle, des <i>Contes et Musiques</i> de et par Alain Lamontagne, harmoniciste, compositeur et amuseur, et <i>Paroles d'Acadie</i> , lectures scéniques de et par Herménégilde Chiasson, Daniel Dugas et Dyane Léger, tous trois du Nouveau-Brunswick. Des auteurs, dont Francine Ruel et Dominick Parenteau-Lebeuf, seront également en résidence d'écriture.
27/09/97	Lecture de Tecia Werbowski Bibliothèque municipale (à préciser). Paris, France	À l'occasion de la parution de son livre <i>l'Oblomova</i> (Editions Actes-Sud), présentation de Hubert Nyssen. Rens: 01 44 78 80 50.
28/09/97 04/10/97	<i>Aux hommes de bonne volonté</i> Aux Vétés Bruxelles, Belgique	La pièce de l'auteur canadien Jean-François Caron sera reprise le 08/10/97 au Foyer Culturel de Braine-L'Alleud ainsi que les 10/11/97 et 11/10/97 au Centre Temps Choisi de Gilly.
28/09/97 01/11/97	Dominique Blain Retrospective Ormeau Baths Gallery Belfast, Ireland	An exhibition features the work of one of Quebec's most important artists and is part of the <i>Québécois! - A Festival of Québec Arts from Canada</i> .
28/09/97 08/10/97	<i>Livres objets-livres d'artistes</i> L'Ecole nationale des Beaux-arts de Nancy Nancy, France	L'Ecole présente son exposition annuelle de livres d'artistes. On pourra y voir les réalisations des éditions Roselin aux côtés de nombreux éditeurs français.
29/09/97	<i>Another Place, Not Here</i> , by Dionne Brand Canadian High Commission London, U.K.	This is the UK publication of Canadian author's novel with Women's Press.
29/09/97 30/09/97	<i>Our Lady Peace</i> showcase Borderline London, U.K.	This showcase precedes the UK release of the band's CD entitled <i>Clumsy</i> on 15/10/97.
29/09/97	Jane Urquhart's <i>The Underpainter</i> Canadian High Commission London, U.K.	This marks the UK publication of Canadian author Urquhart's novel with Bloomsbury.
30/09/97	<i>Cas Public</i> Waterfront Hall Belfast, Ireland	This performance is part of the <i>Québécois! - A Festival of Québec Arts from Canada</i> .
30/09/97 11/10/97	Arion Ensemble Town Hall; Ardhowen Theatre; Clotworthy House Arts Centre; Queen's University Ballymoney; Enniskillen; Antrim and Belfast, Northern Ireland	This performance is part of the <i>Québécois! - A Festival of Québec Arts from Canada</i> . Arion Ensemble CD's are available in the UK. Arion Ensemble will also perform on 13/10/97 at the Canterbury Cathedral Crypt in Canterbury, U.K. as part of the Canterbury Festival.

**CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS**

**EUROPE**

<b>DATE</b>	<b>EVENT / PLACE</b>	<b>DESCRIPTION</b>
30/09/97 15/11/97	Le polygraphe by Robert Lepage Cologne City Theatre Cologne, Germany	The premiere of Robert Lepage's drama version of <i>Le polygraphe</i> at the Cologne City Theatre is another landmark of Canadian theatre in Germany.
30/09/97 27/10/97	Séjour académique du voilier Concordia Cadiz, Las Palmas, Espagne	Programme académique canadien <i>Class Afloat</i> pour étudiants de niveau secondaire.
01/10/97 12/10/97	Le FestiVal de Marne Paris, France	Ce Festival accueille, sous le thème <i>Escales Francophones</i> , Edith Butler, Marie-Jo Thério, le groupe Suroît, le groupe Ann-Victor, Dan Bigras, Plume Latraverse.
01/10/97	Théâtre Sans Fil presents <i>Lord of the Rings</i> Grand Opera House Belfast, Ireland	This performance is part of the <i>Québécois! - A Festival of Québec Arts from Canada</i> . They will also perform <i>La Couronne du Destin</i> from 18/11/97 to 17/12/97 while touring France.
01/10/97 31/10/97	10 Years of Canadian Design Festival Centre Edinburgh, Scotland	This is a special video presentation produced by the Ontario Society of Industrial Designers as part of <i>Manifesto 97</i> , an international festival of architecture and design.
02/10/97	Marc-André Hamelin with the Ulster Orchestra Guildhall Derry, Northern Ireland	This performance is part of the <i>Québécois! - A Festival of Québec Arts from Canada</i> . The world renowned Canadian pianist will also perform at the Waterfront Hall in Belfast on 03/10/97 as part of the same festival. Hamelin will be touring the U.K. from 10/10/97 to 31/10/97.
03/10/97 05/10/97	Sylvain Rondeau, David Papazain and Mario Coté Front Page Bar; Donfolk Club; Charlemont Arms Hotel Belfast; Downpatrick and Armagh, Ireland	Canadian Folk musicians perform in the <i>Québécois! - A Festival of Québec Arts from Canada</i> .
03/10/97 06/11/97	Rebecca Caine in Martinu's <i>Julietta</i> Grand Theatre, Theatre Royal, Palace Theatre, Theatre Royal and New Theatre Leeds, Nottingham, Manchester, Newcastle and Hull, U.K.	Caine plays the role of <i>Julietta</i> in this Opera North production.
03/10/97 10/10/97	Carl Maria Von Weber opera <i>Der Freischütz</i> (The Marksman) Vienna State Opera Vienna, Austria	The Canadian soprano Adrienne Picczonka sings the part of <i>Agathe</i> on 03/10/97, 07/10/97 and 10/10/97.
06/10/97	L'Ogrelet de Suzanne Lebeau Scène Nationale Chambéry, France	Création du Théâtre du Carrousel et mise en scène de Gervais Gaudreault.
07/10/97	Concert de Neil Young Palacio de los Deportes Madrid, Espagne	Famous Canadian pop artist still uplifts crowds around the world.
07/10/97 18/10/97	De Beaux Lendemains - <i>The Sweet Hereafter</i> Festival International Filmgebeuren Gand, Belgique	Lancement du nouveau film de Atom Egoyan. La sortie commerciale du film à Paris et en province, France s'effectuera le 15/10/97.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
09/10/97 11/10/97	Colloque: Multiculturalisme, constitutionnalisme et citoyenneté Centre culturel canadien Paris, France	Participation des professeurs Claude Couture, Claude Denis (Alberta), Ian Angus (Simon Fraser). Organisateur : Linda Cardinal (Université d'Ottawa) et Daniel Cefai (Université de Nanterre).
09/10/97 09/11/97	Fotofeis '97 Tramway Glasgow, U.K.	The exhibition Menscape - Truckstops and Lover's Lanes by Canadian Evergon is included in the International Festival of Photography. A group of artists from Montreal called Atelier Vox's also have designed Sex Posters displayed at bus stop sites in Edinburgh, Scotland as part of this festival.
09/10/97 22/10/97	Launch of Phyllis Grosskurth's Byron Canadian High Commission London, U.K.	Grosskurth is an acclaimed biographer and she has been invited to give a talk to both The Byron Society and The Cheltenham Festival. She will be at the Centre parisien d'études critiques in Paris, France on 21/10/97 to give a conference on the same topic.
10/10/97 12/10/97	Fête du Livre de Saint-Etienne 1997 Saint-Etienne, France	Participation des Ecrits des Forges et de Nicole Brossard, Louise Blouin, Claudine Bertrand. Rens: 04 77 42 88 42.
11/10/97 12/10/97	24 Heures du Livre du Mans Le Mans, France	Participation de Joël Desrosiers et de Emile Ollivier. Rens: 02 43 24 09 68.
13/10/97	Les aiguilles et l'opium de Robert Lepage Gérone, Espagne	Production du Groupe Segnali, jouée en espagnol par l'acteur italo-argentin Nestor Saied.
14/10/97 15/11/97	Sound installation project The Empty Room Raum Aktueller Kunst Vienna, Austria	The Canadian artist Janet Cardiff from Brussels/Ontario is creating a special installation to be shown from 14/10/97 to 15/11/97.
14/10/97 18/10/97	Royal Winnipeg Ballet The Peacock Theatre London, U.K.	They will perform works by one of Canada's top choreographers, Mark Godden.
14/10/97	Récital de poésie Nicole Brossard, Louise Blouin, Claudine Bertrand au Centre culturel canadien Paris, France	Présentation de Vénus Khonsy-Ghata. Rens: 01 44 43 21 90.
15/10/97 18/10/97	Still Life N°1 Festival Klapstuk 97 Louvain, Belgique	Première mondiale de la nouvelle chorégraphie de Lynda Gaudreau de la Compagnie De Brune.
16/10/97 30/10/97	Leeds International Film Festival Leeds, U.K.	Complete retrospective of Caroline Leaf's work and films from Quebec.
18/10/97 19/10/97	Contes et Nouvelles sur Seine Paris, France	Participation de Claudine Bertrand, Louise Blouin, Joël Desrosiers, Daniel Gagnon, Pierre Salducci. Rens: 01 44 43 21 90.
18/10/97 21/10/97	L'âne et la Bouche Festival Klapstuk 97 Louvain, Belgique	Première présentation belge de cette chorégraphie du canadien Benoît Lachambre de la Compagnie ParBleux. Spectacle coproduit par le Klapstuk, la Bâtie Genève et le Festival de Dança Belo Horizonte (Brésil).

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
18/10/97	Trio Chanteclair St George's United Reform Church Norfolk, U.K.	The Canadian Trio will perform British premieres of works by Canadian composers John Burge and Donald Patiquin as part of the Norfolk Festival. They will perform from the 27/10/97 to 31/10/97 at the International Study Centre, Sussex, U.K.
18/10/97 31/12/97	Exposition Projections, les transports de l'image Le Fresnoy. Studio National des Arts contemporains Paris, France	Oeuvres des canadiens Atom Egoyan et Michael Snow.
21/10/97 26/10/97	Uppsala International Short Film Festival Cinemas in Uppsala Uppsala, Sweden	Up to 15 Canadian short films will be screened.
21/10/97	Karina Gauvin in concert St Martin-in-the-Field London, U.K.	The Canadian soprano also performs from 24/10/97 to 25/10/97 as she sings in Britten's <i>Les Illuminations</i> at the Royal Scottish Academy of Music and Drama and Queens Hall in Glasgow and Edinburgh, U.K., Scotland with the British Telecom Scottish Ensemble.
21/10/97 25/10/97	The Royal Winnipeg Ballet perform Giselle Edinburgh Festival Theatre Edinburgh, Scotland	This event takes place during the Commonwealth Heads of Government Meeting (CHOGM) and the Royal Charity Gala is on 23 October.
22/10/97 23/10/97	Tenor Nils Brown in title role Albert Herring Jubilee Hall London, U.K.	This Opera will also tour to Stanford.
22/10/97 24/10/97	Colloque international: Principes écologiques de gestion des paysages agraires au CNRS/ENS Saint-Cloud, France	Participation de Claude Bernard, Ministère de l'Agriculture du Québec. Rens: 01 41 12 35 00 ; fax: 01 41 12 35 40; courrier électronique : biogeo@ens-fcl.fr.
23/10/97	La Bête/The Beast Within by O'Vertigo Danse De Vest, Alkmaar Alkmaar, Netherlands	Dates of the tour include 25/10/97 at the Theater a/h Vrijthof in Maastricht, 26/10/97 at the Stadsschouwburg in Eindhoven, 01/11/97 at the Kunstmin in Dordrecht, 03/11/97 at the Stadsschouwburg in Amsterdam, 05/11/97 at the Stadsschouwburg in Groningen, 8/11/97 at the Lucent Danstheater in The Hague, 11/11/97 at the Stadsschouwburg in Sittard, 13/11/97 at the Cultureel Centrum in Amstelveen, 18/11/97 at the Schouwburg in Tilburg, 20/11/97 at the Stadstheater in Zoetermeer, 26/11/97 at the Goudse Schouwburg in Gouda, 30/11/97 at De Flint in Amersfoor.

THE FRANCOPHONE SUMMIT IN HANOI

The 7th Francophone Summit, which will bring together 49 heads of state and government, will take place in Hanoi from November 14 to 16, 1997. A gala evening, showcasing Vietnamese culture and artists, is planned for November 15 for the delegations, senior Vietnamese officials and international journalists. The Vietnamese authorities are well aware of the importance of creating a festive atmosphere and of attracting the people of Vietnam, and Hanoi in particular, to la Francophonie and the Summit. An open air show is planned for the evening of November 12 which will also mark the end of the Conference of Ministers of la Francophonie (CMF), an event which is held before each summit. The Vietnamese authorities have invited Canada to participate in this show and Théâtre Sans Fil has been selected to perform in the festivities.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
23/10/97 31/10/97	Verdi opera <i>Otello</i> Vienna State Opera Vienna, Austria	The Canadian soprano Adrienne Pieczonka sings the part of Desdemona on 23/10/97, 28/10/97 and 31/10/97.
24/10/97 26/10/97	<i>Elseneure</i> de Robert Lepage Teatro Albéniz Madrid, Espagne	Pièce du dramaturge, cinéaste, comédien et réalisateur jouée dans le cadre du Festival d'Automne de Madrid.
28/10/97 16/11/97	<i>Absolution</i> , a play by Robert Sherwood Battersea Arts Centre London, U.K.	London-based Canadian Robert Sherwood's work has been selected three times as Timeout Theatre Critic's Pick in one year.
29/10/97 19/11/97	Canadian Brass on tour Various concert halls Germany	Canadian Brass has established an excellent reputation in Germany. This year their tour includes: Hamburg (Musikhalle), Düsseldorf (Tonhalle), Cologne (Philharmonie), Berlin (Konzerthaus) and Munich (Herkulesaal).
00/11/97	John Greyson's <i>Lilies</i> Cinemas nationwide London, U.K.	Theatrical release of the film based on Canadian playwright Michel-Marc Bouchard's play <i>Les Feluettes</i> .
00/11/97 00/02/98	Roloff Beny Hôtel de Soubise Paris, France	L'exposition du photographe Roloff Beny, organisée par les Archives Nationales du Canada, est présentée à Paris dans le prestigieux Hôtel de Soubise, siège des Archives Nationales de France.
00/11/97	Conférence sur les Droits individuels et droits collectifs Université de Barcelone Barcelone, Espagne	Organisée par le Centre d'études canadiennes de Barcelone; participation de plusieurs conférenciers canadiens.
00/11/97 00/12/97	Contemporary Printmaking from Nova Scotia & Inuit Carvings from the Narwhal Gallery Museum & Art Gallery Bristol, U.K.	This joint exhibition is part of the CABOT 500 celebrations in Bristol.
00/11/97	Carl Harris Galerie Ginko Madrid, Espagne	Exposition de l'artiste canadien.
01/11/97	Special on contemporary Canadian Music German music magazine <i>Positionen - Beiträge zur neuen Musik</i> Berlin, Germany	The highly respected music magazine <i>Positionen - Beiträge zur neuen Musik</i> will publish a special edition featuring <i>New Music in Canada</i> . Co-editor of the issue is Dr. Alan Gilmore, Carleton University, Ottawa.
02/11/97	Laura Young Royal Concertgebouw Amsterdam, Netherlands	Solo Concert (guitar) in the small Hall of the famous Royal Concertgebouw.
03/11/97	James Keelaghan in concert Tudor Folk Club Buckinghamshire, U.K.	
06/11/97 14/11/97	Canadian Physical Theatre Company Sala Galan Santiago de Compostela, Espagne	Première espagnole du spectacle <i>4th (Man)</i> , avec Jerry Snell, Nadine Thouin et Bernard Poirier.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
07/11/97	Colloque: Les à-côtés d'un siècle au Centre Culturel Canadien Paris, France	Organisé par le professeur Michel Pierssens de l'Université de Montréal. Rens: courrier électronique : pierssens@tornado.ere.umontreal.ca
12/11/97 14/11/97	I Symposium d'études canadiennes de l'Université Autonome de Madrid Université Autonome de Madrid Madrid, Espagne	Organisé par le département d'anglais de l'Université Autonome de Madrid. Présence de nombreux conférenciers espagnols et canadiens. Présentation d'une exposition de livres canadiens.
12/11/97 18/11/97	Canadian Brass Concert halls all over Austria Feldkirch, Innsbruck, Salzburg, Villach, Graz, Linz-Leonding, Vienna, Austria	The group Canadian Brass performs at Montforthaus in Feldkirch on 12/11/97, Kongresshaus Innsbruck on 13/11/97, Kongresshaus Salzburg on 14/11/97, Kongresshaus Villach on 15/11/97, Stefamiesaal Graz on 16/11/97, Kuernberghalls Linz-Leonding on 17/11/97, and Konzerthaus Vienna on 18/11/97.
13/11/97 23/11/97	Quatrième Biennale des Poètes en Val de Marne Val de Marne, France	Participation des canadiens Martine Audet et David Cantin. Rens: 01 49 59 88 00.
13/11/97 15/11/97	The invention of tradition : ex-centric experiences, Scotland - Ireland - Canada Université de Strasbourg Strasbourg, France	Conférence internationale. Rens: Christian Civardi, Cioran Ross et Héliane Ventura, Responsable du CEC de Strasbourg, tél.: 03 88 41 73 74.
14/11/97 14/12/97	Downtime, by Tony Brown Württembergischer Kunstverein Stuttgart, Germany	Tony Brown will show installations in the entire building of the Württembergischer Kunstverein, a museum which has a long tradition in the promotion of Canadian arts and artists.
14/11/97 16/11/97	Excentricus Cirque Royal Bruxelles, Belgique	Le Cirque Eloize présente une toute nouvelle mise en scène de son spectacle. Il sera également présenté le 18/11/97 à Nivelles, les 20/11/97 et 21/11/97 à Tournai, le 23/11/97 à La Louvière, le 25/11/97 à Arlon et le 27/11/97 à Braine L'Alleud.
15/11/97 17/11/97	VII Conférence d'études canadiennes Université de La Laguna La Laguna, Espagne	Organisé par le Centre d'études canadiennes de La Laguna sur le thème du multiculturalisme.
16/11/97 17/11/97	Dance Roads Alte Feuerwache, Ludwig Forum Cologne, Aachen, Germany	Canadian dancer Dominique Porte will perform during the International Festival Dance Roads in Cologne and Aachen.
16/11/97 20/11/97	Gino Quilico part of Night of the Stars Gala Royal Opera in concert - Royal Albert Hall London, U.K.	Canadian Gino Quilico will launch his CD at the Canadian High Commission on 19/11/97.
17/11/97 21/11/97	UK Industry Immersion for Canadian producers. Groucho Club and a day trip to Bristol London, U.K.	25 selected Canadian producers will attend to learn about the UK Children's programming and animation industry. The event will be co-produced with Telefilm Canada, British Columbia Film and various other sponsors.
18/11/97 22/11/97	Alain Lefevre, pianist Cemil Resit Rey Concert Hall Istanbul, Turkey	Canadian pianist Alain Lefevre will perform at Cemil Resit Rey Concert Hall on 18/11/97 and with the Istanbul State Symphony Orchestra on 21/11/97 and 22/11/97. He will also take part in a benefit concert on 25/11/97 and with the Presidential Symphony Orchestra on 28/11/97 in Ankara.

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
19/11/97 23/11/97	Troisièmes Rencontres Internationales Art cinéma/vidéo/ordinateur ASTARTI Cinéma des cinéastes Paris, France	Nombreux participants canadiens: Arthur Kircher, Nell Tenhaaf, Norman White, Al Razutis, Char Davies, Nancy Paterson, Mike Holboom, Ariane Thézé, Catarina Pizumus.
19/11/97	Richard Margison at Royal Festival Hall Royal Festival Hall, Southbank Centre London, U.K.	Canadian opera singer participates as part of the Royal Gala fundraiser.
20/11/97 31/01/97	Exposition Diane Gougeon au Centre culturel canadien Paris, France	Une publication, comportant un texte de la philosophe et spécialiste française de l'art contemporain Anne Cauquelin, accompagne l'exposition de l'artiste canadienne.
21/11/97	Cosmos, and Kissed London Film Festival London, U.K.	These two Canadian film productions were praised at the 1997 International Film Festival in Cannes.
23/11/97 21/12/97	Multilinear - Text + Image im Spiegel der Zeit Galerie 13 Hannover, Germany	Canadian composer Paul Goodman will present compositions, poetry and sound installations at this avantgarde music and poetry festival.
28/11/97 29/11/97	Colloque international sur Michael Ondaatje Paris, France	Les organisateurs du colloque au sujet de ce désormais célèbre auteur canadien sont: Jean-Michel Lacroix et Jacques Leclaire.
29/11/97 12/01/98	Dialogue Kunstforeningen Copenhagen, Denmark	A double exhibition by contemporary Canadian and Danish artists to show the artistic dialogue between the two countries and the many shared visions in each of their dynamic art scenes. Canadian artists: Genevieve Cadieux, Catherine Heard, Francis LeBouthillier, and Danish artists: Christian Lemmerz, Peter Neuchs, Peter Land.
02/12/97 02/03/98	Raubwal und Sonnenfinder Museum of Ethnology Frankfurt, Germany	This exhibition, curated by the Embassy includes about 80 artifacts (prints, sculptures, jewellery) of contemporary Northwest Coast Indian art from private German collections. First Nations artists like Clarence Mills and Calvin Hunt were present for most of the openings. Maxine Matilpi will be present at the Frankfurt vernissage.
04/12/97 07/12/97	International symposium and art event Recycling the Future ORF-Funkhaus (radio) in Vienna Vienna, Austria	The Austrian radio ORF organizes an international event with art contributions and theoretical lectures by five Canadians: Arthur & Marilouise Kroker (political scientists from Montreal), G.X. Jupiter Larsen (artist and author from Vancouver, currently living in San Francisco), Christof Migone (artist from Montreal), and John Oswald (composer from Toronto). The event will be on air (radio station O1) and on line (Internet), in cooperation with dX Kassel/Germany, ars electronica Linz/Austria, and Lada '97 Rimini and San Marino/Italy.
05/12/97 22/02/98	John Max Musée de la Photographie Charleroi, Belgique	Première exposition en Europe de ce photographe montréalais.
08/12/97	Inauguration du Centre d'études canadiennes de Valenciennes Valenciennes, France	Rens: Nathalie Lemarchand, Maître de conférences en géographie.





# Focus on Chile



Minister for International Trade



Ministre du Commerce International

Ottawa, Canada K1A 0G2

## **Message from the Minister for International Trade**

On July 5, 1997, the Canada-Chile Free Trade Agreement came into effect, marking the first trade agreement that Chile has signed with a G-7 industrialized nation.

The Agreement significantly increases Canada's access to Chilean markets and the potential for exports and job creation in both nations.

The Agreement eliminates tariffs on most industrial goods immediately, which account for 80 per cent of the trade between Canada and Chile, while tariffs on all other products will be removed by January 1, 2004. It also provides much better access for a wide range of agricultural goods, and significant new protection for Canadian investments in Chile.

This is an important deal for both nations, and gives Canadian firms privileged access to this buoyant market. It is also an important first step in developing closer trade ties with other dynamic economies of South America, and beyond.

Both countries see the Agreement as a bridge to Chile's eventual accession to the North American Free Trade Agreement, and believe that it will build momentum for the creation of a broader Free Trade Area of the Americas.

I strongly urge you to read this special CanadExport supplement on Chile, which will give you a good understanding of what is contained in the Canada-Chile Free Trade Agreement and its potential impact on Canadian exporters and investors.

Yours sincerely,

Hon. Sergio Marchi

# The Canada-Chile Free Trade Agreement: What's In It?

The Canada-Chile Free Trade Agreement (CCFTA) substantially reduces trade barriers between the two countries and creates important new opportunities for Canadian exporters and investors.

Largely modelled on the North American Free Trade Agreement (NAFTA), the two agreements are similar in structure, scope and coverage as well as in customs provisions and rules of origin.

The key features of the Agreement are:

- Immediate duty-free access for 80 per cent of Canadian exports to Chile and elimination of Chile's 11-per-cent import duty on almost all remaining industrial and resource-based goods over five years.
- Greater access for agricultural goods. Immediate elimination of tariffs on durum wheat, which represents 35 per cent of Canadian agricultural exports.
- Significant new protection for Canadian investments in Chile. Agreement to automatically grant Canadian investors the benefits of any future liberalization, and commitment to negotiate a bilateral double taxation agreement.
- The creation of a Free Trade Commission and Secretariat to ensure timely and effective resolution of disputes.
- Side agreements on environment and labour to enhance co-operation and

strengthen enforcement in these two areas. These are the first agreements of this nature ever signed by the Government of Chile.

- A more secure regulatory

regime for Canadian service exporters.

- The mutual elimination of anti-dumping duties within a maximum of six years.

*Continued on page III — CCFTA*

## Arrangements and Provisions of the Agreement

**Rules of origin:** Countries use rules of origin to determine whether a particular good qualifies for preferential treatment so as to prevent goods from other countries from gaining preferential access. Although patterned after those in the NAFTA, Canada and Chile have agreed to relax the rules of origin for certain manufactured products in recognition of the structure and openness of both economies. In these cases, the rule gives Canadian manufacturers preferential access without requiring them to significantly change their current sourcing of materials and parts.

**Dispute settlement:** The institutional arrangements set out in the CCFTA are intended to resolve problems through joint decision making and effective dispute resolution, with both countries having an equal voice in the new Free Trade Commission and FTA Secretariat. If a dispute occurs, either country can request consultations to resolve the matter. If consultations fail, either party can ask for a meeting of the Commission, which is required to deal with the dispute promptly.

**Trade remedies and safeguards:** Canada and Chile are exempted from anti-dumping duties and Canadian exports are protected against future Chilean anti-dumping actions. Anti-dumping provisions come into effect for each good when the applicable tariff has been eliminated in both countries, or after six years, whichever is earlier. Both countries will review the anti-dumping exemption no later than five years after its implementation.

The Agreement also includes a formal consultation process to deal with any extraordinary circumstances caused when a country imposes import measures that may significantly divert trade. Emergency ("safeguard") procedures permit the use of border restrictions in order to provide temporary relief from import surges that may seriously harm domestic producers. Δ

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## What's In the Canada-Chile Free Trade Agreement — Continued from page II

- Exemption of cultural industries and supply-managed products, and full protection of social and health services.

### Goods, Services and Investment

The most important feature of the CCFTA is the agreement by both countries to immediately eliminate tariffs for most of Canada's key industrial exports to Chile.

Tariffs on most other industrial and resource-based goods will be phased out over a maximum of five years. For textiles and apparel, there is a slightly longer phase-out of up to six years for Canada and five years for Chile. Tariffs on footwear will be removed over six years in both countries.

Canadian exporters of agricultural products will benefit from immediate duty-free access for durum wheat, barley, lentils, canary seed, seed potatoes, malt, beer, raspberries, maple syrup, mustard products, mineral waters and various fruit juices. Immediate duty-free access also applies for important quantities of beef, pork and canola oil. Both countries retain existing over-quota tariffs for dairy, poultry and egg products.

For processed food products, including frozen peas, confectionery products, chewing gum, chocolate, baked goods, pasta, soups and pet food, duties will be eliminated over five years. A longer phase-out period of 17 years applies for milling wheat, which is Chile's most sensitive product. All fish and fish products receive immediate duty-free treatment.

### Benefits for service providers

The CCFTA creates increased liberalization of trade in services, guaranteeing that Canadian ser-

vice providers will continue to benefit from a transparent, objective business environment. The agreement prevents Chile from enacting any new discriminatory

measures and ensures that Canada will benefit from any future liberalization of services by Chile.

*Continued on page VII — CCFTA*

## Side Agreements Target Co-operation and Enforcement for Environment and Labour

### Canada-Chile Agreement on Environmental Cooperation

The Canada-Chile Agreement on Environmental Cooperation commits both countries to effectively enforce their environmental laws, to work together to protect and enhance the environment, and to promote sustainable development.

Building on the progress made with the signing of the bilateral Memorandum of Understanding (MOU) on Environmental Co-operation in January 1995, Canada and Chile have agreed to strengthen co-operation in environmental areas. The MOU, which focuses on capacity building, technology transfer, environmental management, technical assistance and international co-operation, has helped to increase Canadian trade with Chile in environmental technologies and services and in the development of environmental regulations and legislation.

An annual program of co-operative activities, which will be developed by the Canada-Chile Commission on Environmental Cooperation, will encourage Canada and Chile to work together in the environmental field.

### Canada-Chile Agreement on Labour Cooperation

The Canada-Chile Agreement on Labour Cooperation commits both countries to "improve working conditions and living standards" and to "protect, enhance and enforce basic workers' rights."

The Agreement reflects the shared recognition that future prosperity depends on fair and open competition based on increased innovation and productivity, with due respect of labour laws and principles. It obliges each country to effectively enforce its domestic labour laws in 11 areas, including industrial relations, employment standards, and occupational safety and health.

The Labour Agreement creates a new institutional linkage between Canada and Chile via the Commission for Labour Cooperation. The Commission, which consists of a Council of Labour Ministers supported by a National Secretariat in each country, is committed to resolving labour issues through co-operation and consultation.

Co-operative work programs on key labour matters will be developed to encourage government, business and labour to strengthen working relationships. Δ

## Canada-Chile Trade and Investment: Strong and Getting Stronger

*Chile's open market economy, stable political system, and clearly stated investment regulations have created the most dynamic market in Latin America.*

Chile has the fastest-growing economy in its region, with annual economic growth averaging almost 7 per cent over the last decade. With low unemployment (6.8 per cent), falling inflation (6.2 per cent) and rising wages (7 per cent), Chile has established its credentials as a desirable trade and investment partner.

Chile has always been an active player in the international arena, pursuing trade and economic agreements with several countries. Between 1991 and 1995, Chile entered into trade agreements with Mexico, Venezuela, Colombia and Argentina, and signed an agreement with the European Union in July of last year. A full-fledged member of APEC (Asia-Pacific Economic Co-operation) since 1994, Chile is also an "associate member" of the MERCOSUR customs union, which includes Brazil, Argentina, Uruguay and Paraguay.

Total trade between Canada and Chile has increased dramatically, more than doubling from \$357 million in 1992 to \$760 million in 1996, with Canada enjoying a trade balance of \$75 million. Chile's growth has been mainly in natural resource-based industries such as mining, forestry, agriculture and fishing, but trade is booming in all areas, a sign of the nation's outstanding economic performance.

Chile, however, is increasingly aware that there are limits to growth, and that it cannot continue to deplete its natural resources indefinitely. The concept of sustainable growth has taken on new meaning in Chile, and there is now a movement to protect the environment and use resources efficiently. The need to diversify exports and rely less on raw resources has also become apparent. These are issues that Canada has successfully tackled in the past, in precisely the same industries, and Canada has a great deal to offer Chile in resource technology and management.

Canadian investment in Chile has increased sharply. Canada is Chile's second-largest foreign investor, with more than \$7 billion invested, primarily in mining, energy, telecommunications, financial

services, and equipment manufacturing. In 1996, Chile attracted a record US\$6 billion of total foreign investment. International investment firms like Standard & Poor's have given Chile an A-minus investment grade, the highest ever reached by a Latin American country.

### History of co-operation

The signing of the CCFTA was a historic event in Canada-Chile bilateral relations. But the two countries have already had a history of mutual co-operation. In January 1995, Prime Minister Chrétien visited Chile with 33 Canadian business people who signed deals and agreements worth more than \$1.7 billion with Chilean partners.

Several other high-level visits to Chile point to a strengthening of commercial relations between the two countries. In 1995, the Minister of Agriculture and Agri-Food led a business delegation of 30 companies and associations to Chile, and the Secretary of State (Science, Research and Development) headed an environmental mission of 43 companies. Last year, then Minister of the Environment, and currently Minister for International Trade, Sergio Marchi accompanied 20 environmental companies to Chile to take part in seminars and networking sessions.

Canada's private sector has also been very active in Chile. Many co-operative agreements have been in place for some time, such as those between the Alliance for Manufacturers & Exporters Canada and SOFOFA (its Chilean equivalent), CANMET of Energy, Mines and Resources Canada and CIMM (the Chilean mining and metallurgy institute), and the Pacific Research Centre of Forestry Canada and INFOR (the Chilean forestry research institute), to name a few.

Several bilateral agreements and memoranda of understanding were signed during the Prime Minister's visit, including the creation of a Canada-Chile Permanent Binational Commission on political, economic and commercial relations and new MOUs on environment and telecommunications. Δ

## Free Trade Agreement Opens the Door for Canadian Products and Services

*Canada already enjoys an excellent reputation in Chile as a reliable supplier of high-quality goods and services. With the Canada-Chile Free Trade Agreement, the potential for sales of Canadian goods and services, and for technology contracts with Chile, is greatly enhanced.*

The following profiles outline the impact the Agreement will likely have on certain industry sectors, and on opportunities for Canadian business.

### Energy

Chile's policies of privatization and deregulation, which began in the late 1980s, have created many opportunities for Canadian suppliers of electrical power equipment and services. With the Agreement, Chile will immediately remove its 11-per-cent tariff on virtually all Canadian electrical machinery and equipment, including electric generators and turbines.

Developments in Chile are creating important opportunities for Canadian suppliers of electrical equipment and services. For example, the demand for electricity is projected to grow about 8 per cent annually over the next five years with planned construction of natural gas-fired plants, hydroelectric power plants and transmission lines. There are also plans to convert two existing coal-fired plants to natural gas and to build four new thermoelectric plants over the next 15 years.

Demand for imported equipment includes larger-capacity hydroelectric and thermal generation systems, and transmission equipment. There is also a need for consulting engineering, construction services, training, and temporary operating personnel.

Environmental concerns are

creating a market for the retrofitting of old thermal electric plants to enable use of cleaner technologies. Canadian firms with expertise in this field can participate directly in the development of new plants, but many find that joint ventures with Chilean firms provide a base for entering other Latin American markets.

Chile has modest oil and gas reserves and domestic production, accounting for only about 10 per cent of consumption. The government is developing additional gas supplies and natural gas is expected to make up 15 per cent of the nation's energy supply by 2000.

There are opportunities for the exploration and exploitation of new petroleum sites, as well as for the export of refined petroleum products and new pipelines to distribute imported natural gas. Investments in crude petroleum and natural gas are a special case under the Agreement. Chile retains the option of subjecting investments related to exploration and exploitation to concessions or special operating contracts.

### Information Technology and Telecommunications

Chile's rapid economic growth, combined with policies that promote the private sector and encourage competition, are driving a strong market for advanced information technologies and telecommunications (IT&T). Chile

already leads Latin America in its use of modern IT&T systems and strong growth is forecast. With very few exceptions, IT&T products are now duty free as a result of the Free Trade Agreement.

Many new opportunities exist in telecommunications systems. Compania de Telefonos de Chile, Chile's domestic service provider, plans to spend US\$600 million in 1997 to install 300,000 new telephone lines, expand the Startel cellular telephone network, and develop new multi-media services. The market for telecommunications services is highly competitive and the resulting low prices are encouraging network expansion and a growing market for value-added services.

Rapid economic growth is also driving an expanding market for computer systems, peripherals and software used for information management, with many of these systems connected by telecommunications links. Foreign companies, including many from Canada, are quickly moving into the mining, forestry and energy sectors while other customers can be found in insurance, health care, finance and tourism.

There is a market of approximately US\$30 million per year for geographic information systems with potential in forestry, energy, mining, agriculture, fisheries, and municipal governments.

*Continued on page VI —  
Free Trade Agreement*

## Free Trade Agreement Opens Doors — *Continued from page V*

### **Environmental Products and Services**

The CCFTA will create new opportunities for Canadian companies that can provide the professional services Chile requires in its drive to improve environmental management systems. In particular, the Chilean government's efforts to develop appropriate standards and monitoring procedures are creating substantial demand for specialized services.

Chile implemented a new Environmental Law in 1994, which established a general framework for co-ordinated regulation of the environment. Once these regulations come into effect, there will be strong demand for a wide range of equipment and services to assess and control environmental problems. With few exceptions, Chile does not manufacture pollution control equipment, and Canadian companies can take advantage of their solid reputation for expertise in this field.

Most new foreign-owned mining operations meet developed-country environmental standards, thereby creating a market for sophisticated pollution control systems and recovery systems to recycle wastes. Equipment for water and sewage treatment plans, and turnkey solutions, also constitute a promising market.

### **Transportation Equipment and Services**

Chile's recent emphasis on private-sector concessions to expand and modernize its transportation infrastructure is good news for Canadian suppliers.

Chile's passenger and cargo traffic-handling facilities have not expanded quickly enough to keep pace with the growth

of the economy. Over the past five years, the number of international flights increased by 133 per cent while national flights grew by 149 per cent. Canadian suppliers will find many new opportunities as Chile strives to increase and improve its air transportation system.

### **Forest Products**

Forestry is an active sector of the Chilean economy, with rapid growth, averaging about 9 per cent per year since 1978.

Under the Agreement, forestry goods that are harvested and processed entirely in Canada or Chile qualify for preferential rates by virtue of their being "wholly obtained" in the free trade territory.

Chile has more than 7 million hectares of native forest, but 90 per cent of its forest products come from 2 million hectares of commercial plantations. Plans call for increasing the plantation area to between 3.5 and 5 million hectares, primarily of fast-maturing Eucalyptus and Pinus Radiata.

Canadian forestry expertise will find many applications in the management of Chile's forest resource as there is a need for technology and consulting services in silviculture, forest management and training. There is significant potential for fire-fighting equipment and services, safety-related products, environmental studies and pest control.

The sustained growth of the Chilean economy is also driving a robust construction sector, which grew by about 10 per cent in 1996, generating demand for wood products and pre-fabricated housing systems.

### **Agriculture, Agri-food and Fishery Products**

Even though it is a net exporter of agricultural goods, Chile must import many food products because domestic production is relatively specialized.

Wheat (especially for bread) as well as pulses such as lentils, peas and beans offer important sales opportunities. Ready-to-eat products such as ham and frozen french fries are also becoming increasingly popular. And consumers are more willing to experiment with less familiar products such as diet and health foods, including soft drinks, preserves, sweet snacks and juices. Furthermore, there is strong demand for Canadian maple syrup, candy, frozen lobster and other fine seafood.

Chile is in the process of modernizing its agricultural sector, creating a large market for agricultural technology and other inputs. Irrigation equipment is in particular demand as a result of a recent drought — the government has allocated US\$50 million for irrigation projects during 1997.

### **Mining, Minerals and Metals**

Canada is well recognized in Chile for its mining expertise. This reputation, combined with the elimination of tariffs on both mineral commodities and mining equipment, will open up major opportunities for expanded sales. The potential for equipment sales is further enhanced by the fact that Chile produces only about 10 per cent of its own mining equipment and that virtually everything associated with the opening of new mines or the modernization of older operations is imported. Δ

## Halifax Geomatics Firm Finds Good Prospecting in Chile

Aware that the mining industry is extremely active in Chile, Synmap International Limited started prospecting there some three years ago by attending Expomin, a major mining show held in Santiago.

The small, Halifax-based geomatics consulting firm specializing in mineral exploration, went to the show with the help of the Program for Export Market Development (PEMD), funded by the Department of Foreign Affairs and International Trade (DFAIT).

### First steps to local office

"We were very encouraged by the interest shown in our company and the number of contacts we made at Expomin," says Synmap President Leonard MacKenzie.

"During that trip, we also made some initial contact with the Trade Commissioners at the Canadian Embassy in Santiago," recalls MacKenzie.

"They set up meetings for us, recommended hotels, gave us the sort of on-the-ground knowledge, and some introductions, that you don't have at first."

This eventually led to some closer contacts over the years as Synmap was ready to set up an office in Santiago.

"The Trade Commissioner there gave us some valuable advice on the ways of doing business in Chile," MacKenzie says, "with a list of local lawyers and business contacts."

Participating in Expomin resulted in a couple of small contracts for Synmap, with its business in Chile growing steadily since, leading the company to open a small office in Santiago in May of last year.

Synmap also attended Canada Expo '96 and found it a valuable experience despite already being established in Chile.

"We made contact with many Canadian companies engaged in gold and copper mining in Chile. It was good for us," says MacKenzie. "They saw we were there and that we had an office there. It was good exposure."

### A good place for doing business

MacKenzie finds Chile "a good place to do business. It has a mining history. Everything is well developed there. Of course they seem slow in their style, but that's basically a cultural difference.

"So you have to be patient," he advises, "because things are not done the same way as in Canada. We take many things for granted," he adds, "such as deadlines, but there it's much more relaxed."

Developing personal rapport is also essential.

"Personal relationship is very important to Chileans," says MacKenzie, "so you must take time to get to know your business counterparts."

How about language?

"You should have a Spanish-speaking member on your team," MacKenzie advises ("one of our Board of Directors is from Chile"), or seek the support of Chileans and set up a sort of partnership there."

And now that the Canada-Chile Free Trade Agreement has been implemented, MacKenzie is confident that the high tariffs he was facing for shipping material such as computers to Chile will be a thing of the past.

**For more information** on Synmap, contact President Leonard MacKenzie, tel.: (902) 423-5448, fax: (902) 423-7435. Δ

## What's In the Canada-Chile Free Trade Agreement — Continued from page III

Public law enforcement, health, income, social security and basic telecommunications services are excluded from national treatment provisions, and non-specialty air services and financial services will also continue to be restricted.

Temporary entry provisions will make it easier for Canadian investors and business people, as

well as inter-company transferees and other professionals, to enter Chile.

### National treatment boosts investment prospects

The Agreement greatly improves the legal regime applying to Canadian investors in Chile, providing them with benefits and

guarantees unprecedented outside of the NAFTA. Apart from specific exceptions, Canadian corporations and individuals who make direct investments in Chile now receive national treatment. This means that Canadian investors have the right to invest on the same terms as domestic investors and will be

*Continued on page VIII — CCFTA*

## Where to Get Information on Chile and the CCFTA

A wide array of information on Chile and the Canada-Chile Free Trade Agreement is available from both government and private-sector sources.

The Department of Foreign Affairs and International Trade's InfoCentre provides a full range of publications on Chile and the agreement, as well as profiles and reports on specific industry sectors. Contact the InfoCentre at tel.: **1-800-267-8376** or **(613) 944-4000**, fax: **(613) 996-9709**, FaxLink (from a facsimile machine): **(613) 944-4500**, or visit the Internet Web site at <http://www.dfait-maeci.gc.ca>

For specific information, you can go directly to one of the many dedicated Chile Web sites including:

- Canada-Chile Free Trade Agreement (CCFTA):  
<http://www.dfait-maeci.gc.ca/ENGLISH/GEO/lac/cda-chili/menu.htm>
- Agreement on Environmental Cooperation: [http://www.ec.gc.ca/naaec-anace/english/new/canchileag\\_e.htm](http://www.ec.gc.ca/naaec-anace/english/new/canchileag_e.htm)
- Highlights of the Canada-Chile Agreement on Labour Cooperation:  
<http://www.dfait-maeci.gc.ca/english/geo/lac/ch-labour.htm>

If you want to find out if your products or services will be affected by the CCFTA, consult the DFAIT Web site (<http://www.dfait-maeci.gc.ca>) for the Harmonized System (HS) numbers of the items which tariffs you want to check.

The publication *Chile: A Partner for the Future* contains an extensive listing of contacts in Canada and in Chile, as well as host of valuable information on doing business in Chile. It is available at a nominal cost from Prospectus Inc. at tel.: **1-800-575-1146** or fax: **(613) 237-7666**. Δ

## Contacts

### In Canada

South America and Inter-American  
Division (LSR) - Chile Desk  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, ON K1A 0G2  
Tel.: (613) 995-0642  
Fax: (613) 943-8806

Embassy of Chile  
50 O'Connor Street, Suite 1413  
Ottawa, ON K1P 6L2  
Tel.: (613) 235-4402  
Fax: (613) 235-1176

### ProChile

170 Bloor Street West, Suite 801  
Toronto, ON M5S 1T9  
Tel.: (416) 924-0176  
Fax: (416) 924-2627  
e-mail: [mskoknic@prochile.org](mailto:mskoknic@prochile.org)  
Internet: [www.prochile.org](http://www.prochile.org)

### In Chile

Canadian Embassy in Chile  
Commercial Section  
Casilla 139, Correo 10 (mailing address)  
Santiago, Chile  
Tel.: (011-56-2) 362-9660  
Fax: (011-56-2) 362-9664  
e-mail: [stago.td@stago01.x400.gc.ca](mailto:stago.td@stago01.x400.gc.ca)

## What's In the Canada-Chile Free Trade Agreement — Continued from page VII

treated in the same manner as  
Chilean investors.

The Agreement also carefully

limits conditions for expropria-  
tion and ensures investors of  
both countries fair and adequate

compensation if expropriation  
occurs. Δ



CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

EUROPE

DATE	EVENT / PLACE	DESCRIPTION
10/12/97 16/12/97	Nexus performance Birmingham Hippodrome Birmingham, U.K.	The Canadian group will perform with the City of Birmingham Symphony Orchestra.
11/12/97 18/01/98	Exhibition of contemporary Canadian art Nordico Museum and Maerz Center in Linz Linz, Austria	The Montreal-based Galerie Eric Devlin, which has established good cooperation with Austrian artists, will bring contemporary Canadian art to Linz.
21/12/97 02/01/98	State Opera Ballet production Laus Deo / Die Puppenfee Vienna State Opera Vienna, Austria	The Canadian conductor Tateo Nakajima (currently working in Romania) will conduct several performances of <i>Laus Deo</i> (music by W.A. Mozart, choreography by Renato Zanella) and <i>Die Puppenfee</i> (by Josef Hassreiter) on 21/12/97 (two performances), 27/12/97, 29/12/97, and 02/01/98.
01/01/98	André-Philippe Gagnon Auditorium du Passage 44 Bruxelles, Belgique	Cet humoriste et imitateur québécois fera ensuite une tournée des principales villes francophones belges.
07/01/98 25/01/98	Cirque du Soleil's Alegria Royal Albert Hall London, U.K.	Cirque du Soleil will perform <i>Alegria</i> from 12/09/97 to 12/10/97 at the Grand Chapiteau at Messelgelaende Vienna in Vienna, Austria, from 07/11/97 to mid December at the Grand Châpiteau in Düsseldorf, Germany. The Cirque is receiving standing ovations for its new production <i>Alegria</i> which sold out for all performances both in Munich (where the show premiered) and in Berlin.
22/01/98 01/02/98	Chants Inuit Palais des Beaux-Arts Bruxelles, Belgique	Quatre chanteuses canadiennes de Katakak, accompagnées par des tambourinaires du Groenland effectuent une importante tournée belge qui passera par les villes de Anvers, Gand, Louvain et Arlon. Au cours de leur séjour en Belgique, les artistes Inuit animeront également des stages de chant de gorge et d'artisanat.

ASIA PACIFIC

00/09/97	Canadian Education Centre Canadian High Commission Canberra, Australia	Opening of the mini Canadian Education Centre.
00/09/97	Speaking tour of Professor William A.W. Neilson multiple venues Sydney, Brisbane, Melbourne, Australia	Professor William A.W. Neilson, Director, Centre for Asia-Pacific Initiatives, University of Victoria will undertake speaking tour of Australia.
01/09/97 15/10/97	Theatre of Nations, The 27th International Theatre Institute Congress National Theatre Seoul, Republic of Korea	The Montreal theatre troupe Les Deux Mondes will give five performances of a play titled <i>Terre promise/Terra promessa</i> between 17/09/97 and 19/09/97.
11/09/97 24/10/97	Jerry Pethick Installations Show <i>The Further World</i> The Embassy Gallery Tokyo, Japan	This artist from Hornby Island will present an exhibition following up his major retrospective in Saarbrucken in 1994-95. <i>The Further World</i> reflects Pethick's interest in Dürer's study of perspective, the imagery of Hergé and the work of Duchamp.

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
14/09/97 15/09/97	Junction+ (Violin + Ballet) Bunkamura Orchard Hall Tokyo, Japan	Grahama McKelby of Toronto Dance Theatre, Owen Montague and Robert Glandbeck of Desrosiers Dance Theatre will be the guest dancers of this exceptional event at the prestigious Bunkamura.
15/09/97 06/10/97	The Festival of the Dreaming multiple venues Sydney, Australia	This is the first Olympic Arts Festival of the Sydney 2000 four year cultural program. Canadian participation includes Margo Kane performing <i>Moonlodge</i> at the Sydney Opera House, singer Laura Vinson at the Parramatta Stadium, visual artist Jim Logan and author Kateri Akivenzie-Damm.
26/09/97 00/10/97	'97 World Music Days National Theatre, Seoul Arts Centre, various other performing centres Seoul, Republic of Korea	Robin Minard presents his accoustic sound installation.
29/09/97	Concert du Quatuor Arthur Leblanc The Embassy Theatre Tokyo, Japan	Lancement à l'ambassade pour les impresarios et les critiques de ce jeune ensemble du Nouveau Brunswick qui vient au Japon pour enregistrer un nouveau disque compact et donner deux récitals en banlieu de Tokyo.
00/10/97 00/11/97	Ofra Harnoy Beijing and Guangzhou, China	The celebrated Canadian artist tours China.
00/10/97 00/11/97	Les Ballets Jazz de Montreal Beijing and Shanghai, China	The famous Canadian dance ensemble will perform in different venues in China.
01/10/97 12/10/97	Holly Cole Concert Hiroshima, Fukuoka, Nagoya, Osaka, Tokyo Japan	The Holly Cole Trio starts its 4th tour of Japan at the invitation of Kyodo Tokyo, Japan's biggest pop music organisation.
03/10/97	Australasia/Canada: New Connections Seminar Canadian Consulate General Sydney, Australia	One day seminar organized by the University of Western Sydney and the Centre for Canadian Studies, U.W.S.
05/10/97 25/12/97	Mur-Mur, de DynamO Théâtre 44 villes japonaises, Japan	Spectacle du DynamO Théâtre de Montréal - Japan Tour - qui revient au Japon pour y présenter son spectacle de théâtre acrobatique pendant trois mois du 4/10/97 au 25/12/97.
06/10/97 13/10/97	Yamagata International Documentary Film Festival Yamagata, Japan	Tu as crié LET ME GO de Anne-Claire Poirier in the official competition. This is the latest docu-drama of the famous Canadian director on drug addiction based on the story of Ms. Poirier's daughter.
07/10/97 20/10/97	Nexus in concert Tokyo, Japan	The famous percussion group from Toronto will tour Tokyo, Okinawa, Tottori, Osaka, Sapporo and Yokohama and will interpret works of Takemitsu and Steeve Reich, etc.
13/10/97 19/10/97	Melbourne Writers' Festival multiple venues Melbourne, Australia	Internationally renowned writers' festival. Canadian participants (TBC) are Ronald Wright and Isabel Huggan.
15/10/97	Jill Vickers Book Launch Canadian High Commission Canberra, Australia	Launch of <i>Reinventing Political Science: a Feminist Approach</i> by Professor Jill Vickers, Carleton University, Ottawa.

CANADIAN ARTISTS ABROAD -  
CALENDAR OF EVENTS

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
20/10/97 27/10/97	Waiting for the Parade Geki Shogekijo Tokyo, Japan	John Murrell's work performed in Japanese for the second time after the success of the play in 1995 by Halfmoon Theatre.
22/10/97 24/10/97	Ashley MacIsaac and his band Club Quattro, etc. Tokyo, Osaka, Japan	MacIsaac is reinvited very quickly after his incredible performance with The Chieftains in Japan in June, 1997.
27/10/97 28/10/97	Ikebana Kozanryu Exhibition The Embassy 4F Exhibition Space Tokyo, Japan	Presentation of <b>Canadian Alpine Flowers</b> displayed with 12 works of Canadian ceramist David Atamanchuk.
27/10/97 29/10/97	Steve Barakatt Tour Sun Plaza, etc. Tokyo, Osaka, Yokohama, Japan	The young composer/pianist from Quebec city is making his second national tour with his band at the invitation of the Min'On Concert Association.
29/10/97	Helmut Brauss/Jacques Israelievitch Joint Concert The Embassy Theatre Tokyo, Japan	Presentation of the Brahms Sonatas for Piano and violin in celebration of the 100th anniversary of the composer. The Canadian musicians will also perform at the Musashino Music University on 23/10/97, at the Saitama Nippon Institute of Technology on 24/10/97 and at the Aoshima Concert Hall in Shizuoka on 25/10/97.
30/10/97	Reading/Lecture by Joy Kogawa The Embassy Theatre Tokyo, Japan	The first book of Joy Kogawa, <b>Obasan</b> , will be launched in the Embassy in her new translation in cooperation with the publishers Ochanomizu Shobo. The writer will read extracts of her works and talk on human rights issues.
00/11/97	Australian tour of Rick Scott multiple venues Sydney, Melbourne, Perth, Australia	Inaugural Australian tour of Juno award nominated musician Rick Scott who will do a series of performances and attend Awesome Youth Festival in Perth.
01/11/97 02/12/97	Creating the Mosaic: A Celebration of Canadian Children's Culture Kodomo no shiro in Tokyo Tokyo, Nagoya, Shinan'yo, Izumo, Shimonoseki, Fukuoka, Japan	Children Book exhibition, storytelling, lectures and concert by <b>Children's Choir</b> in several locations, organized by Tama Copithorne of Simon Frazer University.
04/11/97 15/11/97	Famous People Players Sogetsu Hall, Isetopia Tokyo, Mie, Japan	The group from Toronto is making a return visit to Japan less than one year after their very successful performances in Kobe.
05/11/97	Marc Bourdeau & Michel Bellavance Concert The Embassy Theatre Tokyo, Japan	Piano and flute concert to be organized by Tohoku Canada Society in Sendai on 04/11/97 in cooperation with the Embassy. Bellavance will also perform at Tuen Mun Town Hall in Hong Kong on 08/11/97.
07/11/97 05/01/98	Exhibition of David Blackwood Prints The Embassy Gallery Tokyo, Japan	The Embassy will present for the first time in Asia the work of this outstanding printmaker. Curated by Nancy Hazelgrove, Blackwood Gallery.
21/11/97 23/11/97	Hokutopia International Music Festival Hokutopia Hall Tokyo, Japan	La Nef, Ancient Music group from Montreal, discovered by Arion foundation at the last CINARS, will present their interpretation of <b>The Garden of Earthly Delights</b> .

ASIA PACIFIC

DATE	EVENT / PLACE	DESCRIPTION
24/11/97 31/12/97	Dorrit Yacoby Art Exhibition Kwang-joo Namdo Cultural Centre and Munhwa Ilbo Hall, Kwang-joo and Seoul, Republic of Korea	Canadian Dorrit Yacoby's art exhibition is organized by the Israeli Embassy and Kumho Cultural Foundation.
13/12/97 22/03/98	Jeff Wall Solo Exhibition Mito Contemporary Art Centre Mito, Japan	This major retrospective of one of the hottest living Canadian visual artist, will be presented at the prestigious Mito Institution designed by architect Isozaki.
14/01/98 26/02/98	William Eakin Photographs Exhibition The Embassy Gallery Tokyo, Japan	This outstanding photographer from Winnipeg is presenting his unique series of works entitled <b>Monuments</b> . This exquisite series of black and white photographs was created using a primitive pinhole camera. Printed in large format on Ilfcolor Deluxe High Gloss print material, Eakin's images of rec room wall trophies are evocative, enigmatic icons.

AFRICA / MIDDLE-EAST

16/10/97 21/10/97	Neighbours - Haifa's 13th International Film Festival Mount Carmel Haifa, Israel	Four Canadian films will be shown at the festival -- Kissed by Lynne Stopkevitch, <b>Girls Like Us</b> by Jane C. Wagner and Tina Difeiciantonios, <b>A Life Apart: Hassidim in America</b> by Menachem Daum and Oren Rudavsky, and <b>Licensed to Kill</b> by Arthur Dong.
15/12/97	Edouard Lock and the Batsheva Dance Company Suzanne Dellal Centre Tel Aviv, Israel	Rescheduled visit to Israel of La La La Human Steps choreographer Edouard Lock, who will create a duet for Batsheva dancers.

AMERICAS

11/07/97 05/10/97	Jeff Wall Museum of Contemporary Art Los Angeles, U.S.A.	First major retrospective of internationally-renowned Canadian artist Jeff Wall. The exhibition opened in Washington, arrived in Los Angeles for an opening on 13/06/97 and continues until October, then moves on to Art Tower Mito in Japan.
03/08/97 12/10/97	Siqiniq Exhibition Children's Museum of Houston Houston, Texas, U.S.A.	An exhibition of the Canadian Museum of Natural Science about the Inuit people.
05/09/97 04/10/97	Jan Wade: <b>Spirit in the Dark</b> Ispace Gallery Chicago, U.S.A.	Canadian artist Jan Wade will be showcased in a solo exhibition, featuring an installation of her work in three dimensions as well as collage paintings.
11/09/97 30/11/97	Geoffrey James Museum of Contemporary Art San Diego, U.S.A.	Solo exhibition of photographic works by Geoffrey James which focus on the steel border fence, a dominant feature of life along the US/Mexico border.
13/09/97 30/04/98	Uncommon Traits: <b>Re/Locating Asia</b> CEPA Gallery Buffalo, N.Y., U.S.A.	This photography/video project explores the critical and cultural boundaries of the Asian/American and Asian/Canadian experience and its attendant cultural resonances in the artists' country of origin. Asian/Canadian artists featured are Louise Noguchi, Brenda Joy Lem, Ho Tam, Richard Fung and Paul Wong.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
18/09/97 19/09/97	Janina Fialkowska Orchestra Hall Minneapolis, MN, U.S.A.	The renowned Canadian pianist guest performs with the Minnesota Orchestra. Considered a specialist of works by Szymanowski, Ms. Fialkowska will perform Szymanowski's <i>Symphony No.4</i> .
20/09/97	Detroit Festival for the Arts Wayne State University Stage Detroit, Michigan, U.S.A.	Toronto Tabla Ensemble performs.
24/09/97	'Author! Author!' Series Our Lady of the Elms School Akron, Ohio, U.S.A.	Carol Shields appears at this sellout book & author series.
25/09/97 25/10/97	Pacific Currents Aquarium of the Pacific Long Beach, U.S.A.	Canadian photographer Jason Puddifoot from British Columbia is one of five photographers from Canada, the US and Mexico featured in this exhibition of underwater photographs of the fauna of the west coast from British Columbia to Baja California.
26/09/97	John Porter: Super-8 Film & Performance Xoinx Tea House Chicago, IL, U.S.A.	Chicago filmmakers presents a program of film and performance by Toronto-based experimental filmmaker, John Porter.
26/09/97	Jane Bunnett - All That's Jazz Robert Ferst Center for the Arts at Georgia Tech Atlanta, GA, U.S.A.	Canada's leading jazz soprano saxophonist and flutist opens the Center's 1997-1998 season.
30/09/97 05/10/97	Dancemakers The Joyce Theatre New York, U.S.A.	A Toronto-based company that has earned praise and a large New York following returns to The Joyce Theatre with the U.S. premiere of <i>Les Arbres d'Or</i> .
00/10/97	Le Duo Lyrique Laplante-Duval San Ildefonso Fall International Festival Mexico, Mexico	The duo from Québec will perform at the <i>Generalito</i> with performances of 18th century French songs; at <i>Justo Sierra No. 16/Centro</i> , Mexico and on 07/11/97 in Venezuela at the <i>Festival Internacional de Musica del Hatillo</i> .
00/10/97	A Moral Accounting by Isabel Vincent Consulate General, New York - CanadaRoom New York, U.S.A.	Book launch, reading and interviews by this Globe and Mail journalist.
02/10/97 03/10/97	Margie Gillis Fine Arts Theatre, University of Georgia Athens, GA, U.S.A.	The Montréal dancer offers a masterclass and performance. On 14/11/97 and 15/11/97, the Canadian dancer will perform with <i>Extraordinary Company</i> at the TITAS/McFarlin Auditorium Dallas, Texas.
03/10/97 07/11/97	Ben Heppner in Peter Grimes Lyric Opera of Chicago Chicago, IL, U.S.A.	Canadian tenor Heppner has dazzled audiences throughout the world in his interpretation of the lead role and will now bring Benjamin Britten's complex character to Lyric Opera.
05/10/97 11/10/97	Conferences by Prof. Danielle Routaboule Venezuela	Conferences on <i>Architecture and landscape</i> by this professor from Université de Montréal.
06/10/97 07/10/97	Mairuth Sarsfield Department of English and Canadian Studies Program, Duke University Durham, NC, U.S.A.	Noted Canadian writer will read from her novel <i>No Crystal Stair</i> in context of U.S. book tour by African-Canadian authors. She will be at Morehouse and Spelman Colleges in Atlanta, GA on 08/10/97 and 09/10/97.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
07/10/97 11/10/97	Elsinor by Robert Lepage Brooklyn Academy of Music New York, U.S.A.	Following on the heels of <i>The Seven Streams of the River Ota</i> , Robert Lepage's <i>Elsinor</i> continues to build this artist's reputation as one of the world's leading theatre directors.
10/10/97 11/10/97	Richard Séguin Krannert Center, University of Illinois at Urbana- Champaign Urbana, IL, U.S.A.	A native of Montreal, this well known singer/composer will present a program of works featuring many of his own songs, which are personal and compassionate.
10/10/97	Oscar Peterson with the Chicago Symphony Orchestra Symphony Center Chicago, IL, U.S.A.	This legendary Canadian jazz pianist will be featured during the three-week series of festivities opening the new Symphony Center.
11/10/97	Ben Heppner in Beethoven's Ninth Symphony with the Chicago Symphony Orchestra Symphony Center Chicago, IL, U.S.A.	One of Canada's most renowned tenors will appear with other soloists in celebration of the opening of the new Symphony Center.
11/10/97	Les Louis boys Church of St. Luke St. Paul, MN, U.S.A.	The St. Boniface, Manitoba musicians will perform with Minnesota singing group les Canadiens errants in a Canadian Thanksgiving concert.
14/10/97 18/10/97	International Symposium on Cut Flowers in the Tropics, Colombia	Conferences by three professors of Guelph University.
14/10/97 19/10/97	Alberta Ballet The Joyce Theatre New York, U.S.A.	One of Canada's four top classical troupes makes their Joyce Theatre debut, New York's premiere dance venue.
15/10/97 19/11/97	NAFTA in the Twenty-first Century: The Impact of Free Trade on the Americas Long Beach, CA, U.S.A.	California State University, Long Beach, will present a series of five seminars dealing with NAFTA as it approaches the 21st Century. Topics include trade, environment, cultural industries, etc.
15/10/97	Master's Program in Canadian and US Studies Universidad Autonomy de Cineole Calycine, Cineole, Mexico	Inauguration of the program by Ambassador Perron.
16/10/97 25/10/97	Second Canadian Rock Marathon Hard Rock Cafe circuit, Tequila Boom, University campuses TBC Mexico, Mexico	Concerts of rock bands from across Canada selected during Canadian Music Week and North by Northeast.
16/10/97 19/10/97	Stone Mountain Highland Games Stone Mountain Park Atlanta, GA, U.S.A.	Four Canadian military bands and an RCMP colour guard will take part in a Salute to Canada at the Stone Mountain Highland Games Military Tattoo.

BRUSSELS TO HOST MILIA 1997

This year MILIA, Europe's main multimedia trade fair, will take place in Brussels from November 26 to 29, 1997. MILIA includes both hard and soft audio-visual/multimedia productions in all sectors, with the exception of feature films. The emphasis is placed on digital images and their applications. Canada will take part this year again, with a national pavilion established in cooperation with Telefilm, Heritage Canada, Industry Canada and private sector companies.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
17/10/97	Garnet Rogers The Ark Ann Arbor, Michigan, U.S.A.	Canadian acoustic folk singer also performs on 18/10/97 at the Van Andel Museum in Grand Rapids, Michigan, on 19/10/97 at the Cedar Tavern in Cedar, Michigan, on 05/12/97 at Columbus Music Hall in Columbus, Ohio and on 06/12/97 at the Canal Street Tavern in Dayton, Ohio.
17/10/97 23/11/97	Voices from the Canadian Foothills Museum of Fine Arts, Florida State University Tallahassee, FL, U.S.A.	Works of seven Alberta artists are included in this exhibition, organized by University of Lethbridge. On 13/01/98, the exhibition will begin a run at the Appleton Museum of Art in Ocala, FL.
17/10/97 19/10/97	SOFA Exposition Navy Pier Chicago, IL, U.S.A.	SOFA is an annual international exposition focusing primarily on three-dimensional works in all media. Galleries invited to participate from Canada are Montreal - Elena Lee, La Galerie Métiers d'Art, Gallery Suk Kwan, Option Art; Ontario - Donald Ellis Gallery; Prime Gallery; Saskatchewan - Susan Whitney Gallery.
18/10/97	The Tale of Teeka Penn State University University Park, PA, U.S.A.	The Montreal based troupe Les Deux Mondes presents this award winning play.
18/10/97 18/11/97	Alec Dempster Art Exhibit Canadian Embassy (El Atrio) Mexico, Mexico	Woodblock prints and charcoals drawings by Canadian artist.
20/10/97	Carol Shields 92nd Street Y New York, U.S.A.	The mission will host a reception for Carol Shields and Margaret Drabble preceding their reading at the distinguished 92nd Street Y literary series.
24/10/97 26/10/97	Corey Cerovsek Orchestra Hall Detroit, Michigan, U.S.A.	Canadian violinist performs with the Detroit Symphony Orchestra.
25/10/97 27/11/97	Montreal Symphony Orchestra Carnegie Hall New York, U.S.A.	MSO returns to New York with conductor Charles Dutoit.
29/10/97 01/11/97	Kevin McMillan Orchestra Hall Minneapolis, MN, U.S.A.	The Canadian baritone guest performs with the Minnesota Orchestra in its classical subscription series, performing music by Scandinavian composers.
30/10/97 03/11/97	National Museum of the American Indian Film Festival National Museum of the American Indian New York, U.S.A.	Eight Canadian filmmakers will have their works screened at this major indigenous film festival.
30/10/97	Two Pianos, Four Hands Promenade Theatre New York, U.S.A.	This critically-acclaimed, award-winning Canadian theatre production opens in New York.
30/10/97 04/11/97	Louis Lortie Severance Hall Cleveland, Ohio, U.S.A.	World-renowned Canadian pianist performs with the Cleveland Orchestra.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
31/10/97 01/11/97	Works of Claude Vivier Brooklyn Academy of Music New York, U.S.A.	Brooklyn Philharmonic performs the New York premiere of works by the late Canadian composer, Claude Vivier.
31/10/97 01/11/97	Jon Kimura Parker Orchestra Hall Detroit, Michigan, U.S.A.	Internationally known Canadian pianist performs with the Detroit Symphony Orchestra.
00/11/97	International Festival for Children's Theatre Aguascalientes Mexico, Mexico	Conferences and Workshops will be given by speakers including: Marlana Dolan (Penticton), Irene Watts (Vancouver), Marjorie MacLean (Vancouver) and Denis Foon. Performances will also be given in Mexico city. Participating groups include: Green Thumb with Peacemaker (Vancouver); Carousel Theatre with Icewolf (Vancouver); Théâtre le Clou To the Bone! and Omer Veilleux Productions with L'Histoire de l'oie (Québec).
00/11/97	Second McLuhan and the Digital Age Conference Canadian Embassy (El Atrio) Mexico, Mexico	Speakers from Canada, the United States and Mexico will discuss communication and the new technologies into the new millennium.
00/11/97	Unidentified Human Remains and The True Nature of Love Foro Shakespeare Mexico, Mexico	Mexican director Benjamin Cann directs the Spanish version of Brad Fraser's play.
02/11/97 02/12/97	Victor Klassen Art Exhibit Canadian Embassy (El Atrio) Mexico, Mexico	Canadian artist showcases wood sculptures and artistic furniture.
03/11/97	Chicago Associates of the Stratford Festival Fall Benefit Steppenwolf Theatre Chicago, IL, U.S.A.	This annual event raises funds to support the training of two young U.S. actors with the Stratford Festival. This year's benefit features Stratford actor, Colin Fox, in a production entitled Guthrie on Guthrie.
03/11/97 07/11/97	Conferences for the Special Diploma on Canadian Theatre (part 2) Canadian Embassy (El Atrio) Mexico, Mexico	A series of conferences by Mexican and Canadian playwrights exploring their interests in each other's plays.
05/11/97	Western Canadian Jazz Consulate General, New York - CanadaRoom New York, U.S.A.	Performance and reception for visiting Canadian jazz performers.
09/11/97	Organ recital by Christiaan Teeuwssen Slee Hall, University at Buffalo Amherst, NY, U.S.A.	Part of Slee Concert Hall's 1997-1998 Organ Recital Series. Mr. Teeuwssen teaches at Redeemer, College in Anacaster, Ontario and is an organist at Centenary United Church in Hamilton, Ontario.
09/11/97	David Staines at 1997 Illinois Humanities Festival Loyola University Chicago, IL, U.S.A.	This annual festival brings together prestigious leaders from many cultural disciplines in a unique sharing of ideas and performances. The 1997 festival will explore the theme of Work and Play. Dr. Staines, Dean of Arts at the University of Ottawa, is a recognized expert in the field of contemporary Canadian literature.



AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
10/11/97	Cirque du Soleil Rice University Houston, Texas, U.S.A.	The famous Canadian troupe arrives in Houston. They will perform from 30/09/97 to 19/10/97 at Union Station grounds in Denver, CO, as a continuation of the 1997 USA tour of <i>Quidam</i> . 26 performances are scheduled for Cirque's debut in the Rocky Mountain region of the U.S.
11/11/97 24/11/97	Anagnoson & Kinton Eleven sites in MN, IA, WI and SD, U.S.A.	A concert tour by Toronto duo pianists. This marks the second such tour in these states by the artists who also perform often with orchestras and are on the faculty of the Royal Conservatory of Music in Toronto.
13/11/97	Book launch of <i>My Mother Was Right</i> Bankers Club Cincinnati, Ohio, U.S.A.	Celebration of publication by Virginia Watson-Rouslin and Dr. Barbara McFarland.
14/11/97 16/11/97	Nexus DeVos Hall Grand Rapids, Michigan, U.S.A.	Canadian percussion ensemble performs with the Grand Rapids Symphony.
15/11/97	Christina Petrowska Carnegie Mellon University Pittsburgh, PA, U.S.A.	This Ottawa born internationally acclaimed pianist will perform <i>The Friendship</i> by Canadian composer Srul Irving Glick.
15/11/97 16/11/97	Michael Donovan Chadron State College Chadron, NE, U.S.A.	As artist-in-residence, the Canadian baritone will perform a public recital.
15/11/97	Tafelmusik Baroque Orchestra Ryman Auditorium Nashville, TN, U.S.A.	Internationally acclaimed Canadian period orchestra will perform in Music City, U.S.A. The renowned group directed by Jeanne Lamon will follow on 05/11/97 at Hancher Auditorium in Iowa City, IA, where it will perform in the University of Iowa's annual music series, then on with a program of Purcell, Back, Vivaldi, and Handel at the Symphony Center in Chicago, IL, on 23/11/97.
19/11/97 23/11/97	Association for Canadian Studies in the United States (ACSUS) Biennial Conference Marriott City Center Minneapolis, MN, U.S.A.	The scholarly biennial conference of Canadianists will have a Prairies/Plains subtext for its first meeting ever in this region of the U.S.
21/11/97 22/11/97	Scott St. John DeVos Hall Grand Rapids, Michigan, U.S.A.	Violinist from Canada performs with the Grand Rapids Symphony.
24/11/97 28/11/97	Canadian Film Showcase venue to be confirmed Mexico, Mexico	Presentation of the latest in Canadian theatrical film productions.
00/12/97	Nancy Pearce Art Exhibit Canadian Embassy (El Atrio) Mexico, Mexico	Canadian artist exhibits glass sculptures.
00/12/97	Ragtime Ford Centre for the Performing Arts - Livent New York, U.S.A.	Garth Drabinsky's runaway hit opens on Broadway.

AMERICAS

DATE	EVENT / PLACE	DESCRIPTION
01/12/97 02/12/97	Yakuda University at Buffalo's Center for the Arts Amherst, NY, U.S.A.	Taiko Drumming, this Toronto based ensemble is continually striving to create new and interesting works by applying their traditional roots of drumming to other musical and cultural styles. This performance is part of the 1997-98 Arts in Education Institution of Western New York, Inc.
08/12/97	Detroit Film Theatre Detroit Institute of Arts Detroit, Michigan, U.S.A.	Genie award-winning documentary <b>Project Grizzly</b> will be screened.
10/12/97 14/12/97	Les Grands Ballets Canadiens Dance St. Louis at the Fox Theatre St. Louis, MO, , U.S.A.	The Company has been invited to participate in <b>Nutcracker at the Fox</b> with the St. Louis Symphony Orchestra, an annual holiday event which draws more than 20,000 people.
12/12/97 12/13/97	James Ehnes Ordway Music Theater St. Paul, MN, U.S.A.	The Canadian violinist guest performs with the St. Paul Chamber Orchestra.
13/12/97	Quartetto Gelato Playhouse, Tampa Bay Performing Arts Center Tampa, FL, U.S.A.	The Canadian quartet was so popular last season that it returns in a special Yuletide concert. They will also perform on 22/11/97 at the Dallas Museum of Art and at TITAS/McFarlin Auditorium in Dallas, Texas, at Spivey Hall, Clayton College and State University in Atlanta, GA on 19/12/97 and at the State University of New York at Oswego, NY on 02/12/97. The quartet returns to the New York area and the Metropolitan Museum of Art for a pre-Christmas family concert on 23/12/97.
14/12/97 19/12/97	Third Canadian Rock Marathon Hard Rock Cafe circuit, Tequila Boom, University campuses TBC Mexico, Mexico	Concerts of rock bands from across Canada selected during Canadian Music Week and North by Northeast.
20/12/97	Canada-Mexico Rock Showcase venue to be confirmed Mexico, Mexico	Participating bands of the third Canadian rock marathon will perform together with some of Mexico's best rock bands.
27/12/97	The Canadian Brass New York Philharmonic - Avery Fisher Hall New York, U.S.A.	The Canadian Brass join members of the New York Philharmonic Brass section for a holiday concert.
14/01/98 17/01/98	20th Annual Showcase of Performing Arts for Young People North Shore Center for the Performing Arts Skokie, IL, U.S.A.	This annual showcase features multiple Canadian performing groups which market to presenters of arts for young people, resulting in bookings for these groups from organizations throughout the United States.

SUCCESS FOR O'VERTIGO

The world premiere of **Ginette Laurin's** new choreography "En Dedans" created quite an impression on its audience in Munich, Germany, on August 7. This original production by Laurin, director of O'Vertigo Danse, was performed by four German dancers and one O'Vertigo dancer. The national daily *Süddeutsche Zeitung* published a three-column article on the production day of the premiere, which contributed to an oversell of the first performance. An enthusiastic review in the weekend edition of *Süddeutsche Zeitung* by one of Germany's leading ballet critics documented the success.

DATE	EVENT / PLACE	DESCRIPTION
26/09/97 28/09/97	Klassik.Komm Messehallen Hamburg, Germany	Canadian companies will promote Canadian classic music, musicians and record producers at a Canada stand.
04/11/97 11/11/97	Foire internationale du livre et du matériel didactique CICES-Dakar Dakar, Sénégal	Exposition, conférence, table ronde, vente, et dédicace d'ouvrages.
09/11/97 13/11/97	A Taste of Canada Sheraton Hotel Tel Aviv, Israel	A trade event aimed at promoting tourism to Canada, which will also highlight Canadian cuisine and culture. The event will include participation by Canadian musicians, artists and craftsmen.
25/09/97 27/09/97	Upper Midwest Booksellers Association (UMBA) annual tradeshow Hyatt Regency Hotel Minneapolis, MN, U.S.A.	Canadian books will be promoted by The Association of Manitoba Book Publishers (AMBP) and other exhibitors at this nine-state regional tradeshow. Prize-winning Canadian writer Carol Shields will be a featured speaker at the trade show's hospitality functions.
15/11/97 23/11/97	International Children's Book Fair Centro Nacional de Las Artes Mexico, Mexico	Canadian stand featuring audiovisual material, Canadian literature and publications, and workshops on children's books.
17/11/97 19/11/97	ABAV-Tourism Trade Show Rio de Janeiro, Brazil	Another large Canadian participation is expected in Latin America's largest tourism trade show.
24/11/97 28/11/97	Canadian Film Showcase venue to be confirmed Mexico, Mexico	Presentation of the latest in Canadian theatrical film productions.

#### THE WRITING ON THE WALL

Poems by seven Canadian writers were shown on the walls of the Dublin Area Rapid Transit System in July and August 1997. They were launched on Canada Day at the System's Pearse Station with a poem entitled *Stefan* by P.K. Page. The transit system's 10-year-old Poetry in Motion program has focused on Canadian writers for the very first time this year, with poems from English and French writers. Works shown include *Bearbug* by Michael Ondaatje, *As the Mist Leaves No Scar* by Leonard Cohen and translations of *Neige* by Anne Hébert and *Nocturne* by Rina Lasnier. After reading the writing on the wall, an English teacher from Stockholm requested copies of the Canadian poems for her classes. The Transit System will not be the end of the line for the poems. The posters are widely circulated to Irish hospitals, prisons, schools — anywhere people have time to stare at the walls.

Stefan

Stefan  
aged 11  
looked at the baby and said  
When he thinks it must be pure thought  
because he hasn't any words yet  
and we  
proud parents  
admiring friends  
who had looked at the baby  
looked at the baby again.

P. K. Page



**BEAVER AWARD FOR CREATIVITY**

**T**he Beaver Award for Creativity for the seventh issue of *Cultural Attaché* goes to **Orietta Doucet-Meugnier**, Head of the Academic Relations Unit at the Canadian Embassy in Paris. Ms. Doucet-Meugnier has been flawlessly managing programs promoting Canadian studies for 20 years, a contribution we want to highlight. She has imbued the Canadianist community in France, in particular the *Association française pour les études canadiennes* (AFEC), with a zest for discovery that has fuelled the remarkable expansion of AFEC's activities. Most recently, on the trade side, she headed a major project organizing activities in support of export efforts for Canadian language-training techniques and products, in connection with Expolangues 97, which was hosted by Canada. Well done!

**PROLIFIC EXCHANGE BETWEEN METZ AND MONTREAL**

The association ADÉ2M (Development of interchange between Metz and Montreal) inaugurated an exhibition on Amerindian and Inuit Art in Metz, Lorraine, last April 16 and 17. The exhibition was presented on the premises of the Fondation Art et Nature, whose vocation is to help protect nature by supporting projects on the topic of the environment. The Inuit collection includes sculptures of steatite, jewellery, engravings, painting, and a collection representing culture and the Amerindian way of life in northern Quebec; it consists of various objects such as a tepee, canoe, drum, pipes and jewellery. The event provided contact with the senior officials of the Lorraine region interested in further interchange with Canada.

**MEXICANS INTERESTED IN CANADIAN ROCK MUSIC**

In March, Mexican buyers came to Toronto during Canadian Music Week (CMW) to meet and view over 40 Canadian rock bands, about a dozen major independent record labels, and media organizations. **Jorge Mondragor**, Director of Entertainment for the Hard Rock Café chain in Mexico, and **Pablo Torres**, producer for Multivision, a cable and satellite television network in Mexico, were impressed and motivated by their findings. They committed themselves to working with the Canadian Embassy in Mexico to produce and air more shows in Mexico with Canadian content and Canadian music, to invite Canadian bands to Mexico, and to sell Canadian CDs there. A second Mexican mission attended the North by Northeast (NXNE) Festival and Conference in Toronto from June 12 to 15. This festival showcases the best in new and emerging Canadian rock music. The Canadian Embassy in Mexico will be staging two "Canada Rocks" marathons this year and an additional four in 1998. A number of bands showcased at CMW and NXNE have already been invited by the embassy to participate in these marathons.

## Ottawa Security Equipment Firm Finds Secure Market Market in India

**A** quality product and the right agent are some of the key ingredients to the success that Ottawa-based MED-ENG Systems Inc. has found in the Indian market over the last 10 years.

MED-ENG designs and manufactures some of the most advanced equipment and protective apparel used in bomb disposal operations. Its products are currently in use with police forces and military agencies in more than 100 countries and territories around the world.

"In a life-threatening situation," explains MED-ENG's President Richard L'Abbé, "the use of second-rate equipment can have fatal consequences. Our products are the result of years of dedicated research."

How has MED-ENG developed the Indian market?

### Representation is critical

The Indian market has been central to the development of the firm's Asian presence. The key to success in India, according to L'Abbé, is to be persistent, consistent — and to make good use of resources such as Canadian Trade Commissioners.

MED-ENG first became alert to the Indian market in 1987 and, with the assistance of the Canadian High Commission in that country, began the search for an appropriate agent to represent its products to government users.

L'Abbé feels that the choice of an agent is critical to any company's success in India, and recommends that firms be extremely demanding in their selection criteria.

"Especially when you're going into the country for the first time,"

he notes, "know whether the agent has been recommended by the Canadian High Commission.

"In a country like India," he continues, "where personal connections are important in forming business relationships, an agent must have impeccable credentials, and an ability to socialize extensively."

MED-ENG's agent in India today is the same one the company found — with the help of the Canadian Trade Commissioner — in 1987.

Through that agent, MED-ENG has built solid connections with all of the major agencies involved directly in explosive materials handling and disposal.

L'Abbé returns to the "consistency" theme. "When you have a good agent, support that individual or firm's efforts. Put the agent in personal contact with the Canadian High Commission. Leverage your presence in the market by having each become more familiar with the other, and working closely together."

### A liberalized economy

L'Abbé has found that the Indian marketplace has changed dramatically in the last couple of years since the economy has been liberalized.

"You're seeing a huge influx of new products," he notes, "because they're not being duties at the same level that they used to be. It's a tremendous opportunity for a lot of us trying to get into those markets.

"As a result," he says, "it's much easier to do business in India than it was 10 years ago."

India's sales have been critical to MED-ENG's growth as a successful exporting company, which has received two Canada Export Awards from the Department of Foreign Affairs and International Trade for its export accomplishments. Since it began exporting to India, the company has expanded from 11 to 50 people and plans to increase sales by 50 per cent next year.

### Visit your market

President L'Abbé has nurtured this Asian market. He has also made it a principle to have senior MED-ENG personnel visit the company's Indian agent twice a year. That's 20 visits over the last 10 years — and a lot of marketing expense.

"But this has been money well spent. India is an excellent market — far easier than China, and with infrastructure much more fully developed," he explains.

How good a market? In the fall of 1997, L'Abbé intends to visit India once again — this time to sign the biggest deal in the company's 15-year history.

For more information on the 95-per-cent export-based MED-ENG, contact President Richard L'Abbé, tel.: (613) 739-9646, fax: (613) 739-4536.

## CEC in Athens: A New Approach to Marketing Canadian Education

On June 19, 1997, the Education Resource Centre (ERC) was officially inaugurated by Ambassador Derek Fraser at the Canadian Embassy in Athens.

Representing a new approach to marketing Canadian post-secondary education, the ERC initiative could become a blueprint for similar activity at other Canadian missions abroad.

The basic concept of the ERC was inspired by the Canadian Education Centres (CECs) established in Asia Pacific. Unlike CEC projects, however, the ERC does not operate on the "subscription system." Instead, it promotes study in Canada on behalf of all Canadian universities and colleges.

Located in the Embassy, the ERC is open to the public three days a week. Visiting students, parents and educators will have the use of a resource library with a wide selection of print materials (e.g. calendars, brochures and application forms) and of a computer with Internet access. Thanks to a new CD-ROM, "Study in Canada!", students can make an interactive "visit" to campuses and facilities from every province across the country. This multimedia presentation of 91 educational institutions offers conveniences such as on-line application forms and ready-made letters that can

be sent directly to a Canadian institution by clicking the mouse.

The CEC is staffed by Greek-Canadian Kathy Angelopoulou, who is responsible for daily operations, including keeping on top of local educational marketing

Association of Canadian Community Colleges (ACCC), and Council of Ministers of Education, Canada (CMEC). She also met with university presidents, international liaison officers and representatives of Hellenic student unions to explain ERC goals and activities.



Ambassador Fraser cutting the ribbon, accompanied by Kathy Angelopoulou and David Lysne, Deputy Director, International Academic Relations Division, DFAIT.

As well as forging ongoing relationships with Canadian post-secondary institutions, ERC plans to play an important liaison role between Canadian and Greek academic institutions by exploring exchange and research opportunities. For the immediate future, the ERC's main goal will be to establish itself as a dynamic, informative Canadian presence in a demanding and growing market — last year, over 35,000 Greeks studied abroad.

trends, organizing outreach activities (e.g. education fairs), giving presentations at international and public secondary and post-secondary schools, and helping Greek students apply for student authorization. In March, she undertook a brief familiarization tour of 11 Canadian post-secondary institutions and met with representatives from the Association of Universities and Colleges of Canada (AUCC),

For more information about the Education Resource Centre, contact Kathy Angelopoulou, Education Marketing Officer, Canadian Embassy, Athens, tel.: (011-30-1) 725-4011, fax: (011-30-1) 725-3994.

**CanadExport On-Line**

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

## Innovative Canadian Solutions Featured at COMDEX/Fall

COMDEX/Fall is a must for Canadian information technology companies — but many of the best exhibition spaces are already sold out. Fortunately, the Department of Foreign Affairs and International Trade (DFAIT) is giving Canadian companies the opportunity to participate in the Canadian Pavilion.

More than 75 Canadian companies are expected to participate in the COMDEX/Fall trade show, November 17-21, 1997. Held annually in Las Vegas, Nevada, COMDEX is the world's "Number One Information Technology Marketplace" according to organizer COMDEX SOFTBANK.

### Long history of success at COMDEX

The statistics speak for themselves. Over 200,000 resellers, industry professionals, and corporate decision makers attend this event, bringing with them more than \$125 billion in purchasing power. Last year some 100,000 attendees bought or planned to buy products exhibited at the show.

The United States is Canada's largest and most important export market, particularly for the information technology (IT) sector, and COMDEX/Fall has long been a key focus of Canada's trade promotion efforts.

The Canadian IT sector has had enormous success over the past 17 years at COMDEX with many companies graduating from the Canadian stand to their own booths. A survey of eight companies that exhibited at COMDEX/Fall 1996 showed that they were successful in appointing sales agents and distributors, and that they expected to increase their on-site sales revenues by \$17 million within a year of the show.

### Canadian Pavilion offers wealth of benefits

Through the Canadian government's long-standing association with COMDEX, participants are guaranteed excellent exposure in the national stand and in the show itself. The Canadian Pavilion (located at #S3034) is on the main floor of the Sands Expo and Convention Centre, along three major aisles, close to main entrances and near a number of high-profile international exhibitors.

The Pavilion will showcase about 20 Canadian IT companies, exhibiting hardware and software products, as well as a variety of new and innovative products. An additional 15-20 multimedia firms will also be exhibiting in the Pavilion as part of the "Multimedia Café" New

Exporters (NEBS Plus) Trade Mission.

COMDEX is an excellent opportunity for Canadian companies to expand their business in the U.S. market. By exhibiting in the Canadian Pavilion or participating in the Multimedia Café Trade Mission they can focus their efforts on developing strategies to generate sales and earn new business.

The cost for a 100-square-foot turnkey package is \$12,500. The booth structure includes lighting, carpeting, front counter, fascia with company name, text panel and one 15-amp electrical outlet. Services include installation and dismantling of the booth, daily cleaning, and professional on-site assistance. All you have to do bring your product and do business.

Furthermore, DFAIT's U.S. Business Development Division is offering Canadian multimedia companies an exceptional opportunity under the NEBS Plus Program. This program provides small and medium-sized companies that have some export experience with the knowledge, exposure, information sources and motivation they need to expand in the United States.

In addition to the educational program, four companies will share a display pod in a 100-square-foot area. The fee for this space is \$3,000, plus a non-refundable participation fee for the NEBS Plus trade mission of US\$75.00 per individual, per company. Hotel costs, airfare, and shipping and drayage of participants' goods are not included in either option.

Compare these options to the cost of trying to locate your own space at COMDEX, not to mention a space in a good location. Don't forget to add on the additional costs of setting up your own booth, purchasing the exhibition materials, dealing with labour unions to hire and supervise the construction of your booth, and coordinating a host of other issues

For more information, contact Susan Faragher, Kadoke Exhibition Services, at (613) 241-4088, or Pat Fera, DFAIT, U.S. Business Development Division, at (613) 944-9475.

## 1997: A New Look for Batimat

PARIS, FRANCE — The twenty-first session of Batimat will take place from November 3 to 8, 1997, bringing together the leading players in the construction industry from all over the world.

Some 600,000 executives, government officials, construction experts, architects, town planners, contractors, buyers and dealers from all of the building trades will gather at Batimat, the only exhibition that

covers the full spectrum of the construction industry. The Department of Foreign Affairs and International Trade is setting up a Canadian Pavilion for this key event.

For the 1997 session, Batimat will have a new look, reflecting four key themes: the internationalization of trade; the increasing segmentation of the marketplace; major technological innovations; and renovation.

With 4,000 exhibitors and over 335,000 square metres of exhibition space, Batimat is both a showcase for innovation and the technologies of the future and an international meeting place for suppliers and buyers.

For companies wishing to exhibit under the Canadian Pavilion or on their own, contact Rosemary Ojalvo at tel.: (514) 762-3678, fax: (514) 879-8991.

## International Furniture Fair Tokyo, 1997

TOKYO, JAPAN — Industry Canada and the Department of Foreign Affairs and International Trade, along with Canada's Embassy in Tokyo, will be organizing a Canadian national stand this year at the International Furniture Fair in Tokyo (IFFT), Asia's largest show of its kind, November 26, 29, 1997.

Japan is importing an increasing amount of furniture, and Canada's furniture exports to the country have grown substantially over the past three years. There is, however, much more room for growth. The Japanese government has identified housing as an important area for development; given the shortage of space, improvements in existing stock and its contents are being emphasized. In addition, recent trends favouring more Western styles in housing design are driving demand for imported furnishings to match these styles. These trends are providing an excellent opportunity for Canadian manu-

facturers. The IFFT is the key to unlock this exciting market, with over 40,000 visitors expected.

Canadian companies participating in the IFFT will also be interested in the Canada Furniture Show, to be held in Osaka just days ahead of the IFFT. Attending

both shows will allow Canadian furniture exporters to cover Japan's two largest markets in one trip.

For more information on either show, contact the Japan Division of the Department of Foreign Affairs and International Trade at fax: (613) 943-8286.

## Cairo'97 Telecomp

CAIRO, EGYPT — Taking place December 4-7, 1997, Cairo'97 Telecomp is an international conference and exhibition for the information, telecommunications, satellite and broadcasting technologies. Focussing on the theme "The Middle East: Closer through Communications," the event will promote business opportunities in these fields throughout Egypt and the Middle East.

Co-ordinated by Fairtrade in Germany — an organization well known for its quality exhibitions — Cairo'97 Telecomp is sponsored by Egypt's Prime Minister's Office, the Egyptian Ministry of Transportation, Egypt Telecom (the Egyptian telecommunications organization), and Etisalat (the Emirates Telecommunications Corporation).

For information on how to participate or attend Cairo'97 Telecomp, contact Joseph Tadros, Commercial Officer, the Canadian Embassy in Cairo, fax: (202) 354-7659, or Osama Kamal, General Manager, Fairtrade Egypt, fax: (202) 417-1371.



## Côte d'Ivoire: ICI 97 and SARA 97

ABIDJAN, CÔTE D'IVOIRE — In its efforts to support the economic recovery begun in 1994, the Ivorian government is promoting an ambitious program of public investment in infrastructure, coupled with private investment in stronger sectors of the economy.

Under the auspices of the Prime Minister, the forum *Investir en Côte d'Ivoire 1997 (ICI 97)* will take place in Abidjan November 25 - 28, 1997. The forum will focus on raw materials processing and include participating businesses from countries in the West African Economic and Monetary Union.

For further information on ICI 97, contact Mr. Jean-Claude Kouassi, General Manager, Centre de Promotion des Investissements en Côte d'Ivoire CEPICI, Imm. CCIA, 5ème étage, BPV 152 Abidjan, Côte d'Ivoire, tel.: (225) 21-4-7, fax: (225) 21-70-41.

ABIDJAN, CÔTE D'IVOIRE — To promote agriculture, the mainstay of the Ivorian economy, the Ministry of Agriculture and Animal Resources (MINAGRA), in partnership with the Chamber of Commerce and Industry of Côte d'Ivoire (CCI-CI), is organizing the Abidjan International Agriculture and Animal Resource Show (SARA 97), scheduled for November 28 to December 8 in Abidjan.

The show will cover agribusiness, horticulture, livestock raising, aquaculture, fishing, forestry and the environment. The organizers expect

over 500 exhibitors and daily attendance of about 10,000 visitors.

For registration and additional information, please contact Internet site: <http://www.sara-97.com>.

For further information on these two events or on business opportunities in Côte d'Ivoire generally,

contact Ousmane Somali, Trade Officer, Embassy of Canada, 23 Avenue Noguès, 01 Box 4104 Abidjan 01, tel.: (225) 21-20-09, local 3352, fax: (225) 22-05-30, Internet: [ousmne.somali@abdjn01.x400.gc.ca](mailto:ousmne.somali@abdjn01.x400.gc.ca)

## POLEKO'97

POZNAN, POLAND — The leading international environmental trade show in Central and Eastern Europe, POLEKO, will be held here November 25-28, 1997.

POLEKO attracts major players from all over the world (particularly from Western Europe and the U.S.) as well as high-level decision makers from Poland and neighbouring countries. As such, POLEKO presents a major marketing opportunity for Canadian environmental companies looking for new clients and potential partners in this dynamic market.

Poland is a large environmental market given its high level of municipal and industrial pollution. Last year's spending in this sector exceeded US\$1 billion. By the year 2000, Poland plans to spend over US\$6 billion in order to meet European Union environmental standards.

The Canadian Embassy will participate in POLEKO'97, with Canadian exhibitors co-located around its stand (which includes meeting rooms and a reception area).

For information, contact: Commercial Division, Canadian Embassy, Warsaw, tel.: (48 22) 629 8051, ext. 3262, fax: (48 22) 629 6457.

## MERCOSUR Forum

SALTO, URUGUAY — The First Meeting of Senior Regional Authorities of MERCOSUR (Southern Cone Common Market) will be held in the city of Salto from November 27 to 29. The meeting is organized by the President of MERCOSUR, the Inter-American Development Bank and the Municipality of Salto.

Parallel to this important forum is an exposition to give companies in the services sector the opportunity to exhibit their products, technical developments and services to senior regional authorities in attendance.

For more information, contact Karina Pittini in Montevideo, Uruguay, tel.: 77-31-13/77-31-14, fax: 78-34-69.

## Doing Business in the U.S.A. ... The GSA Way

**T**he General Services Administration (GSA) is a major procurement arm of the U.S. government, with more than 78 executive agencies purchasing over US\$10 billion annually through the contract vehicles it administers. From contract furniture to complex software and network hardware, U.S. government customers buy a wide range of commercial products and services through the GSA.

(For a full description of the GSA, see the July 21, 1997, edition of *CanadExport*.)

Notices regarding the following GSA contracts are scheduled to be published in December. Please note that the information provided by the GSA is the latest available as of June 20, 1997. For up-to-date information about a particular contract, contact the GSA officer indicated for each item.

### Schedule Identification: Information Technology Service

Description: Telecommunications maintenance and support services  
 Estimated Value: US\$100,000 - US\$300,000  
 Contract Period: FY 1997  
 Procurement Method: N/A  
 Contact: Jo Ann Lew  
 Tel: (415) 522-4550  
 Fax: (415) 522-4538

### Schedule Identification: 42 - Fire-fighting Equipment (except fire trucks)

Description: Suction hoses and rubber gaskets  
 Estimated Value: US\$262,870 - US\$289,157  
 Contract Period: FY 1997  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Jennifer Marshall  
 Tel: (817) 978-4135  
 Fax: (817) 978-3761

### Schedule Identification: 51 - Hand Tools

Description: Socket, socket wrench, 1/4", 3/8", and 1/2"  
 Estimated Value: US\$800,000 - US\$900,000  
 Contract period: FY 1997 - FY 1999  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Margaret Conroy  
 Tel: (816) 823-1284  
 Fax: (816) 926-3678

### Schedule Identification: 8055

Description: Polyurethane Coating  
 Estimated Value: US\$5,000,000 - US\$12,000,000  
 Contract period: FY 1997 - FY 2002  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Donna G. Snyder  
 Tel: (206) 931-7899  
 Fax: (206) 931-7174

### Schedule Identification: 79VIII

Description: Miscellaneous chemical cleaning products  
 Estimated Value: US\$25,000 - US\$200,000  
 Contract Period: FY 1998  
 Procurement Method: Multiple Award Schedule  
 Contact: Sandra Whallon  
 Tel: (206) 931-7062  
 Fax: (206) 931-7174

### Schedule Identification: 8336

Description: Sealants and adhesives  
 Estimated Value: US\$50,000 - US\$75,000  
 Contract Period: FY 1998 - FY 1999  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Ed Johnson  
 Tel: (206) 931-7102  
 Fax: (206) 931-7174

*Continued on page 15 — Doing Business*

## Meeting of the Canada-Korea Business Council

MISSISSAUGA — September 29 - October 1, 1997 — Interested Canadian businesses are invited to register for the 15th Joint Meeting of the Canada-Korea Business Council. The meeting, intended to follow up and support the expanded trade and investment ties between Canada and Korea, will be attended by Korea's Minister for Trade, Industry and Energy, Lim Chang-Yul, and a delega-

tion of about 75 Korean companies. Several small and medium-sized Korean companies that are new to the Canadian market and looking for Canadian business partners are expected to attend the meeting.

Canada's Ambassador to Korea, Michel Perreault, and Senior Trade Commissioner, David Collins, will attend the conference and be available to meet with Canadian business

representatives. In addition, the meeting features a new program that gives participants the opportunity to join in open discussions and to benefit from personal networking with Korean guests during the golf tournament, reception/dinner and other social functions.

For more information, contact Elsie Lee, Events Co-ordinator, tel.: (613) 238-4000, ext. 240.

## Early Stage Software Investor Conference

CHICAGO, U.S.A. — October 8, 1997 — Sponsored by the Canadian Consulate General in Chicago, the Chicago Software Association and KPMG Peat Marwick LLP, the Early Stage Software Investor Conference will give Canadian software companies an opportunity to display

the newest ideas in software development to investors.

The conference features a special morning program for Canadian companies that will offer tips on how to attract early-stage investor capital. This will be followed by a networking luncheon for all conference attendees, where Canadian companies can speak with venture capital companies, local software companies and other participants. Both events are sponsored by the Canadian Consulate General.

The highlight of the conference will be the business plan presentations from software companies. Ten software companies will be selected to make these presentations to an audience of venture capital companies. Companies that do not make presentations will have opportunities to make informal presentations. The conference concludes with an informal deal-making/networking session.

For more information, contact the Chicago Software Association, tel.: (847) 358-0567. To register, contact Ann F. Rosen, Canadian Consulate General in Chicago, tel.: (312) 616-1860, ext. 3357.

### Doing Business in the U.S.A.

— Continued from page 14

#### Schedule Identification: 66 - Instruments and Laboratory Equipment

Description: Environmental analysis, pollution control, air hazard detecting equipment  
 Estimated Value: US\$144,781 - US\$146,927  
 Contract period: FY 1998  
 Procurement Method: Multiple Award Schedule  
 Contact: Novelene Burns  
 Tel: (703) 305-6201

### MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infocentre.gc.ca>

## Grocery Showcase Canada/ Incoming Buyers Mission from Mexico

TORONTO — October 26-28, 1997 — One of the highlights of the Canadian food industry is the annual production of Grocery Showcase Canada. This important convention and trade show gives the Canadian industry an opportunity to promote the latest in equipment and technology and to introduce new and innovative food products. The show hosts over 650 booths with products and services for Canada's retailers.

The Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Embassy (Mexico), in co-operation with Agriculture

Canada and the Ontario Ministry of Agriculture, Food and Rural Affairs, will be organizing an Incoming Buyers Mission to Grocery Showcase'97 of key grocery chain buyers from Mexico's major grocery stores.

The program includes a visit to Grocery Showcase'97 to give buyers an overview of Canadian excellence in the food-processing industry. Following this, a table-top demonstration will be organized for those companies specifically interested in exporting their products to Mexico. Mexican buyers are also given company tours of processing facilities in and around the Toronto area.

Following the visit to Grocery Showcase Canada, the group will tour Eastern Canada.

For more information, contact Kim O'Neil, Mexico Division (LSR), DFAIT at tel.: (613) 996-8625, fax: (613) 996-6142; e-mail: kim.oneil@extott12.x400.gc.ca

## Environment Focus of Baltic Connections Convention

TORONTO — December 9-10, 1997 — The theme of the third annual Baltic Connections Convention is "A Healthy and Sustainable Environment in the Baltics — Opportunities for Canadians." Organized by the Baltic Business Council, the convention will be held at Toronto's Boulevard Club, with over 1,500 firms invited.

Registration for the two-day seminar and trade show is \$175 per person, but only \$110 if you register before October 31, 1997.

For more information, contact the Baltic Business Council at tel.: (416) 534-9916, fax: (416) 534-2739, e-mail: viabalt@istar.ca

## New Exporters Training/ Counselling Program

EASTERN ONTARIO — September 1997 - August 1998 — As part of Team Canada's efforts to double the number of Canadian exporters by the year 2000, the Business Development Bank of Canada (BDC) will be presenting NEXPRO, the New Exporters Training/Counselling Program.

Organized in 10 month-long sessions over a period of 12 months, NEXPRO is designed for owners and managers of small and medium-sized businesses that are interested in exporting but lack the necessary knowledge. The program uses a combination of professional training from subject experts and on-site counselling. Participants receive over 100 hours of training.

For further information, call Douglas Marshall at the BDC (613) 995-0234.

**Info  
Centre**

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

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OCT 6 1997

# CanadaExport

Vol. 15, No. 16 — October 6, 1997

## EDC REPORTS MID-YEAR RESULTS

The Export Development Corporation (EDC) is reporting that it supported \$13.9 billion in sales by Canadian exporters in the first half of 1997, a 29 per cent increase over the same period a year ago. The total number of customers grew 25 per cent to 3,116, and net income was \$66 million for the period ending June 30, up by \$6 million from the previous year.

"We are driven by the success of our customers," said EDC's new President and CEO A. Ian Gillespie. "The steady growth in our business volume and overall results can be attributed to the staying power of Canadian exporters in an increasingly competitive global marketplace."

EDC's goal is to serve more customers, support more business and

*Continued on page 4 — EDC Reports*

## Northstar, New Bank Partnership Will Benefit Canadian Exporters

Small and medium-sized companies in Canada will receive improved access to export financing services thanks to an innovative partnership between Bank of Montreal and Royal Bank of Canada.

Under the agreement, Royal Bank has purchased an equity stake in Northstar Trade Finance Inc., a company formed three years ago with the participation of Bank of Montreal to help small businesses export goods and services. (See *CanadaExport*, vol. 14, no. 13, July 22, 1996.)

"It's no secret that trade is the engine driving our economy and that

small and medium-sized enterprises are the leading source of job creation in Canada," says International Trade Minister Sergio Marchi. "In fact, the good news today is that Canadian exports are up 22 per cent in the past two years alone. Northstar is a shining example of how innovative partnerships between government

*Continued on page 4 — Northstar*

## Middle East and North Africa Economic Summit Offers Good Trade Opportunities

Regional and international leaders from the private and public sectors are gearing up for the fourth Middle East and North Africa Economic Summit (MENAES) slated for Doha, in Qatar, November 16-18, 1997.

The MENAES initiative was conceived in 1991 as a parallel vehicle to support the Middle East peace process. Since the first Summit held in Casablanca, Canada has been a strong supporter of the MENAES, which is co-sponsored by the United States and Russia, and organized by the Geneva-based World Economic Forum.

The purpose of the Summit is to mobilize public and private sectors, regionally and internationally, to

extend commerce beyond territorial and regional boundaries, and to build common interests among individuals and groups affected by the Arab-Israeli conflict.

### Building on success

At last year's highly successful event, held in Cairo, Canada led its largest-ever private-sector delegation to such a summit, with registered delegates representing more than 40 companies, including many prominent large- and medium-sized firms, and organizations.

*Continued on page 4 — Economic Summit*

### CanadaExport On-Line

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

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## Floating Ambassador for Canada Sets Sail in 1998

**W**ith the leading edge of Canada's oceans industry and expertise on board, the CCGS Louis S. St-Laurent will embark next May on a unique voyage as a floating ambassador for Canada and a showcase for its ocean industries.

The Canadian icebreaker and flagship of the civilian fleet is being featured jointly by the Department of Fisheries and Oceans and Oceans Strategies Inc. in honour of the United Nations Year of the Oceans in 1998.

Departing Halifax in mid-May, the Team Canada mission will call at St. John's, then proceed to Stavanger, Norway, a centre for offshore oil and gas activity, and to Göteborg, Sweden, a centre of marine transportation. It will go on to visit Hamburg, Germany, a city active in shipbuilding and navigation technology; call at Southampton, where the United Kingdom's ocean science expertise is concentrated; and finally stop at Lisbon, Portugal, on Canada Day. There, the ship will represent a seagoing complement to the Canadian presence at Expo '98, a world fair that will celebrate the oceans and ocean exploration.

*Continued on page 7 — Floating Ambassador*

## Expo '98 Celebrates the Ocean

"Oceans, a Heritage for the Future" is the theme of Expo '98, an international exposition celebrating the oceans and ocean exploration, set to take place in Lisbon, Portugal, from May 22 to September 30, 1998.

A Canadian pavilion will showcase Canada as a world leader in the oceans sector, with scientific knowledge, enabling technologies and expert services to share with others.

The presence of the CCGS Louis S. St-Laurent in Lisbon on Canada Day will enhance the ocean technology image presented by exhibit organizers OceansTec Canada TechnOcéans.

For more information, contact Erika Bruce, Canadian Heritage, tel.: (819) 994-2061.



## Canada Celebrates National Science and Technology Week

**T**he scientific and technological advances Canadians make each year deserve to be celebrated. That's why, for 10 days each October, Canadians across the country are given the opportunity to explore, discover and invent during National Science and Technology Week (NSTW).

From October 17 to 26 community representatives, government departments, small businesses, students, camp leaders and parents will host thousands of science-related events and activities for Canadians of all ages.

This Team Canada-initiated event strives, among other things, to increase awareness of science and technology and of how they contribute to Canada's economic prosperity and ability to compete internationally. Team Canada partners include governments at all levels; small, medium and large companies; educational institutions; science, technology

and engineering associations; and museums and science centres.

The event even goes beyond national borders. Canada, the United States and Mexico have a formal agreement to share resources and ideas and to collaborate on promoting science, technology, mathematics and engineering through partnership in their National Science and Technology Week activities.

Companies can use National Science and Technology Week as a

platform to promote company profiles, values and programs; to introduce new products or services; or to highlight an innovative approach they are using to produce particular goods or products.

For more information on events in your area, how to organize or promote your science event, or how to become an NSTW partner, contact Industry Canada at 1-800-268-6608 or visit the NSTW Web site at <http://www.schoolnet.ca/nstw>

### CanadExport

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 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Boite Noire  
 Layout: Yen Le

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 Telephone: (613) 996-2225  
 Fax: (613) 996-9276  
 E-mail: [canad.export@extott23.x400.gc.ca](mailto:canad.export@extott23.x400.gc.ca)

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## EBRD Launches Region-wide Trade Facilitation Program

Success with its five country-specific trade facilitation projects has prompted the European Bank for Reconstruction and Development (EBRD) to launch a new "omnibus" program, covering all 26 countries of the Bank's operations in Central and Eastern Europe and the former Soviet Union.

The omnibus program increases the total amount of financing available to US\$350 million — an increase of \$US100 million. Under the program, the EBRD will be able to guarantee financial instruments such as letters of credit provided by creditworthy banks throughout its region of operations, allowing them to build a reputation for reliability and increase their acceptance in international financial markets.

### A catalyst for regional trade

The EBRD's trade facilitation concept supports the development of regional trade and is a strong example of the Bank's unique catalytic role in the sector. As soon as the local banks began to work within the country programs, they reported extensive increases in short-term trade finance services, such as unsecured letter of credit confirmation lines from major international banks, often at highly competitive rates. To date, more than US\$100 million of business has been covered by the EBRD since 1995.

The trade facilitation concept was launched with a Russian program in December 1995. By 1996, the EBRD was also assisting banks in Lithuania,

FYR Macedonia, Ukraine and Uzbekistan. Under the new omnibus program, credit terms have been extended to cover the finance of imports of capital equipment for a period of up to two years and advance payments to local exporters for up to 30 months.

Under the guarantee agreements, which normally run for two years, the EBRD becomes a guarantor of trade finance instruments. In the first year, the EBRD will guarantee up to 80 per cent of the value of these instruments for the benefit of the local banks' foreign correspondent banks, which are proposed by them from their own network of correspondent banks. In the second year, up to 60 per cent will be guaranteed.

### Costs and risks lowered

By working with the EBRD, local banks wanting to develop and expand their trade finance capacity can increase their access to international correspondent banks. Costs of trade finance to importers and exporters in the region are lowered, as are the risks of international trade, while the availability of working capital for exporters in the region is increased.

*Continued on page 5 — EBRD Program*

## Now Available by Fax: A Canadian Business Guide to the EBRD

Canadian businesses interested in working with the European Bank for Reconstruction and Development (EBRD) can now get the information they need by fax. Entitled *The European Bank for Reconstruction and Development: A Canadian Business Guide*, the nine-page (approx.) package describes the mandate and role of the EBRD, discusses private sector project criteria and financing terms and conditions, and outlines procurement for public sector projects. The guide also provides practical advice for consultants and suppliers.

To receive a faxed copy of the guide, contact the Office of the Director for Canada and Morocco, EBRD, tel.: (44-171) 338-6507, fax: (44-171) 338-6062.

For further information, call Export Financing Division, DFAIT, tel.: (613) 996-6213, fax: (613) 943-1100.



## Looking for Export Opportunities?

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

## Economic Summit Offers Good Trade Opportunities — Continued from page 1

Several important deals and agreements were signed by Canadian participants in Cairo, which hosted over 2,600 business delegates from more than 80 countries.

Regional development projects announced at last year's Summit covered all industrial sectors, from transportation and telecommunications to environmental technology and oil and gas.

The Middle East and North Africa region is moving forward in embracing economic reform and the liberalization of markets. Governments have put in place a number of investor-friendly initiatives, including privatization programs, new stock exchanges and capital markets, protocols on trade, and regional agreements in sectors such as transportation, energy and tourism.

### Opportunities for investors

Solid GDP growth, rapid industrialization and geographical proximity to

European and Asian markets are opening up new opportunities for investors.

For the Doha Summit, a number of activities are planned to address the interests of the business community. Various sessions will be devoted to projects and to examining prospects for partnerships and joint ventures in food and agriculture, chemicals and pharmaceuticals, energy, power and hydroelectricity, telecommunications and the information superhighway, textiles and apparel, tourism, electronics and information technology, engineering and construction, transportation and financial services.

Discussions by regional experts and government officials in North African and Middle Eastern countries will outline investment opportunities, privatization programs and trade liberalization on a national level.

The Doha Summit presents an opportunity to learn about many projects and opportunities from

various countries, and to meet prominent business leaders.

To help improve "match-making" and one-on-one business meetings among participants, all events and meetings are scheduled to take place at the Doha Sheraton Hotel and the adjoining Conference Centre, a large, modern facility constructed especially for the Summit.

*Continued on page 6 — Economic Summit*

## EDC REPORTS — Continued from page 1

take more risk on behalf of its customers, all in a financially sound manner. The figures suggest that it is accomplishing its goals: the number of small and medium-sized companies assisted by the corporation increased 26 per cent, and the value of EDC-supported exports from these companies grew 35 per cent, over the previous year.

Moreover, a number of exporters have grown their annual business beyond the \$1-million mark since becoming EDC customers, including 80 in the first six months of this year — a 60 per cent increase over the same period in 1996.

More than 85 per cent of EDC's customers are small and medium-sized businesses.

Mr. Gillespie's appointment as president was announced August 28 by International Trade Minister Sergio Marchi. Over the past two decades, and most recently as the corporation's Senior Vice-President, Risk Management and Corporate Performance, Mr. Gillespie has acquired considerable expertise in helping Canadian businesses grow and prosper through exports and international investment.

## Northstar, New Bank Partnership — Continued from page 1

and the private sector can provide the practical tools companies need to succeed internationally. This is what Team Canada is all about."

Northstar, based in Richmond, B.C., with offices in Toronto, offers financing to foreign buyers of eligible Canadian goods and services. The company fills a recognized gap in the market by financing export sales of between \$100,000 and \$3 million, with repayment terms of one to five years. Royal Bank's participation will double Northstar's line of credit to \$160 million.

During its first three years, Northstar supported more than \$100 million in exports to the United States and throughout Latin America, the Caribbean, Europe and Asia. Northstar founder and Chief Executive Officer Scott Shepherd says financing is critical for smaller firms to compete. "Our success over the past several years has demonstrated the degree to which Canadian exports are booming," he says. "It means small to medium-sized exporters can offer financing terms comparable with those of larger competitors that have in-house financing operations."

For more information, contact Scott Shepherd, Chief Executive Officer, Northstar Trade Finance Inc., tel.: (604) 664-5828.





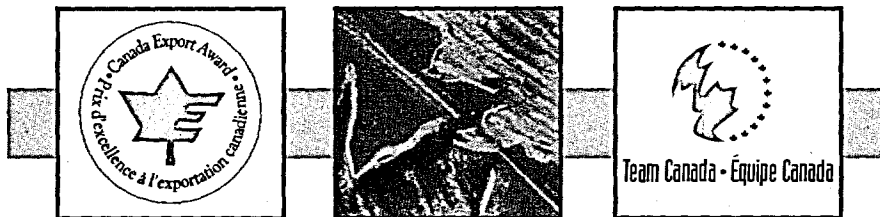
Department of Foreign Affairs  
and International Trade

Ministère des Affaires étrangères  
et du Commerce international

Canada

# 1997 Canada Export Awards

CANADIAN EXPORTERS WIN BIG IN GLOBAL MARKETS



*A special supplement presented by the Department of Foreign Affairs and International Trade in partnership with CIBC, Export Development Corporation and Stentor, the alliance of Canada's only full-service telecommunications companies.*

On October 6, ten of Canada's leading exporters, selected from over 200 applicants, received a prestigious Canada Export Award from the Department of Foreign Affairs and International Trade. The presentation ceremony was held in Quebec City, in conjunction with the second annual meeting of the Alliance of Manufacturers & Exporters Canada.

In the spirit of Team Canada (a co-operative partnership between all levels of government and the private sector) the Department welcomes the participation of three organizations well known for their involvement with Canadian exporters. Under the theme *Partners in Trade*, Canadian Imperial Bank of Commerce (CIBC), Export Development Corporation (EDC), and Stentor, the alliance of Canada's only full-service telecommunications companies, are official sponsors of the 1997 Canada Export Award program.

"Partnership between the private sector and government is one of the best ways to effectively and economically deliver important services to Canadians," said the Honourable Sergio Marchi, Minister for International Trade. "This is why it is immensely satisfying to have these respected organizations join us in promoting the accomplishments of this year's Canada Export Award winners."

For the first time, special recognition was given by the program's sponsors to three Canada Export Award winners. Wulftec International from Ayer's Cliff, Quebec, was honoured with the *CIBC Job Creation Achievement*, Berg Chilling Systems Inc. of Scarborough was presented with the *EDC Smaller Exporter Achievement*, and the *Bell Canada Innovation and Technology Achievement* was received by Nortel's (Northern Telecom Limited) Belleville Location.

Canada's geographical and industrial diversity has been well represented throughout the 15-year history of the Canada Export Awards. This year was no exception, with winning companies from coast to coast, and a wide range of innovative products and services, including unique and entertaining family programming, sophisticated dental implant technology, and state-of-the-art communications systems and software.

"The success of these firms in capturing new markets and providing job opportunities for thousands of Canadians should be applauded," said Mr. Marchi. "They are an inspiration for all Canadian businesses to look beyond our borders to sell their products and services and to create jobs for Canadians."

CIBC



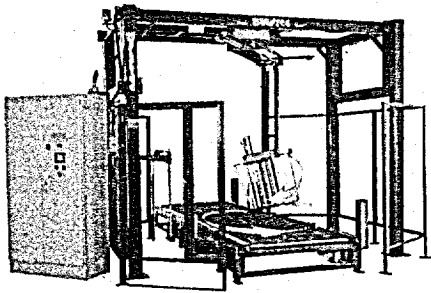
STENTOR   
The Power of Telecommunications

## WULFTEC INTERNATIONAL INC.

Wrapping up the global market has proven easy for Wulftec International Inc. of Ayer's Cliff, Quebec. The company, formed in 1990, designs and manufactures a line of stretch wrapping machinery used in factories across the United States, South and Central America and Europe.

From soft drink cases to farm produce, Wulftec's machines can automatically apply a full web of recyclable polyethylene film or netting around pallets of goods, providing convenient, secure shipment to stores and warehouses world-

wide. Some of Wulftec's models can wrap up to 110 pallets an hour, achieving a uniform stretch and consistent appearance that could never be matched by hand.



How do Wulftec's machines work? Take, for example, the company's popular Model WCART-200 (Hurricane). It boasts an arm that rotates a roll of film as it moves up and down the mast of the machine, first stabilizing or unitizing the load, and then continuously wrapping the pallet load from top to bottom.

The wrapping pattern and number of film layers can be programmed by an operator or by the factory's central control computer system. "The plastic, or elastic, acts like a girdle," says Wolfgang Geisinger, Wulftec's President, founder and driving force, with 26 patents under his belt. "Basically, everything is held so tight, it can't move."

Geisinger says Wulftec has been exporting since day one and that the company's adherence to tried-and-true business philosophies has won customers' hearts, and orders, around the globe. "Our philosophy is simple. We hire the best — our employees are second to none and are key to our success. We invest heavily in research and development and we take the time to listen carefully to our customers' needs," he says. "We have also worked hard to develop an effective distribution system that reflects the excellent quality of our product."

This business logic has paid off. In just three years, Wulftec's exports have risen by 483 per cent, up from \$1.69 million in 1994 to \$9.8 million in 1996, and the company has increased its employee roster by 578 per cent, from 14 to 95 people. Exports make up 76 per cent of the company's total sales, with customers in the United States, Ireland, France, England, Belgium, Germany, Brazil, Venezuela and Argentina.

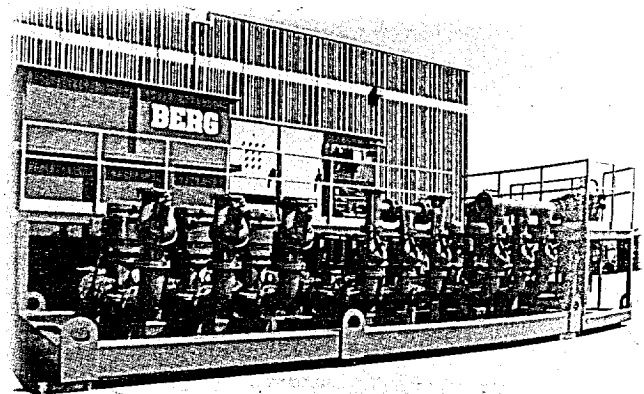
## BERG CHILLING SYSTEMS INC.

Berg Chilling Systems Inc. of Scarborough, Ontario, leaves its competitors out in the cold.

The company, a small, family-owned business, which employs 81 people, designs and manufactures industrial refrigeration equipment, ice makers and machinery for process cooling. Among its many clients are those involved in heavy industry, car manufacturing, plastics, graphics/printing, metal forming and agri-food.

"You can find our chilling systems on Pacific oil rigs and plastics plants in Africa, Europe, Hong Kong and Mexico and our ice-making systems in South America, New Zealand, Russia, the Caribbean and China," says Lorne Berggren, Berg Chilling Systems' Chairman and Chief Executive Officer. "Our machines cool everything from poultry and vegetables to concrete, printing presses and plasma. Essentially, we provide equipment to any industry that needs temperature control."

Berg's equipment is exported to 29 countries around the world, and exports made up 68 per cent of its total sales in 1996, up from about 40 per cent in 1994. Total sales grew 144 per cent between 1994 and 1996. The 25-year-old company has been exporting for 16 years and is considered one of North America's most technological advanced manufacturers of industrial refrigeration systems.

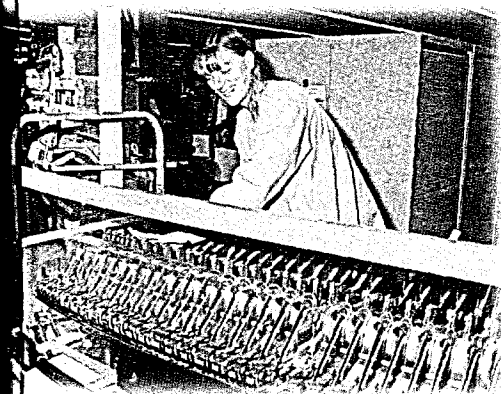


"We recognized early on that our growth would come from the international market," says Berggren. "Fifteen years ago, we opened our first foreign office in Chicago. Four years ago, we opened an office in Beijing." To increase its visibility to international customers, the company regularly participates in trade shows, advertises in trade publications and travels overseas to meet with potential clients. In 1996, Berg Chilling participated in the Team Canada Trade Mission to South Korea, Thailand and the Philippines.

**BELL CANADA INNOVATION AND  
TECHNOLOGY ACHIEVEMENT**

**NORTEL'S**  
(Northern Telecom Limited) Belleville Location

If you asked someone to name a highly respected, internationally renowned Canadian company, chances are they'd say Nortel (Northern Telecom). With global revenues of more than \$12 billion, 68,000 employees worldwide and a sterling reputation, this telecommunications giant is indeed a Canadian success story.



A chapter of Nortel's tale of accomplishments is found in Belleville, Ontario. This manufacturing and operations facility is one of the largest private employers in this small city, with more than 1,000 people on staff.

Producing advanced telecommunications equipment such as private digital switching systems, which permit communication among voice, data and multimedia terminals, the Belleville plant maintains design ownership of Nortel's Meridian 1 Small Systems, Meridian 1 Integrated Solutions, Magellan Passport base hardware and Passport Bandwidth Consolidation (voice and transparent data services). It is also the global supplier of the Magellan product family, which includes a complete range of multimedia enterprise networking products.

In 1996, Nortel Belleville, which recently celebrated its 50th anniversary, contributed \$1 billion to Nortel's worldwide sales. More than 80 per cent of Belleville's products are shipped to customers in some 150 countries outside of North America.

"Having a worldwide distribution and marketing system such as Nortel's has helped the Belleville facility reach its exporting goals," says Pat Hobbert, Assistant Vice-President of Manufacturing and Operations, Multimedia Networks.

One of the most significant sources of Nortel Belleville's success is its staff, according to Hobbert. "This is a world-class manufacturing facility because of the people who work here," he says. "Our employees have an average of 20 years of service with the company, and their dedication and commitment are a major reason for our global achievements."

**BLITZ DESIGN CORP.**

A breath of fresh air is plying the global trade winds.

Blitz Design Corp. of Langley, British Columbia, develops and markets unique sugar-free "power" breath mints. In just four years since the 10-person firm was formed, its breath fresheners are stocked on grocery and drugstore shelves in more than 15 countries around the world. In the United States, its largest market, Blitz has made it to the top 10 in sales of breath fresheners — hot on the heels of such established name brands as Breathsavers, Tic Tac, Certs and Clorets.

"We've got a quality product that not only tastes good, but is discreet and does its job," says Tom Holtgen, Blitz Design Corp.'s Managing Director. "Every aspect of our breath fresheners — from the packaging to the flavour and consistency of the mint itself — is top-notch."

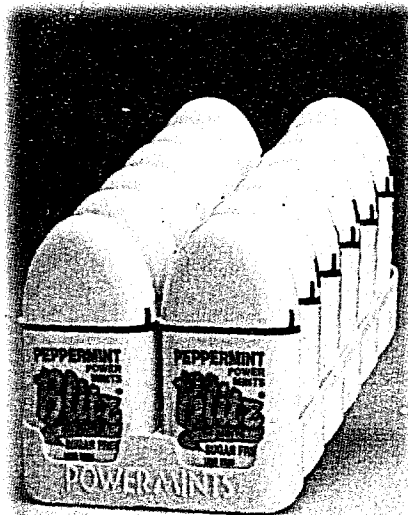
And revolutionary. Recently, Blitz introduced Blitz Double Action, the world's first "internal/external" breath freshener. "Most breath mints only mask external breath odours such as smoke, garlic and alcohol that emanate from your lungs and tongue," says Holtgen. "Double Action does this and more. It also controls bad breath

originating from your digestive system and helps you digest your food."

For a company to come in and "blitz" the global market the way Blitz Design Corp. has, you would think they had designed a powerful magic potion that helped them rocket to the top.

"Quality, imagination and perseverance," says Holtgen. "It also helps to know the market and be able to anticipate the next big trend. In

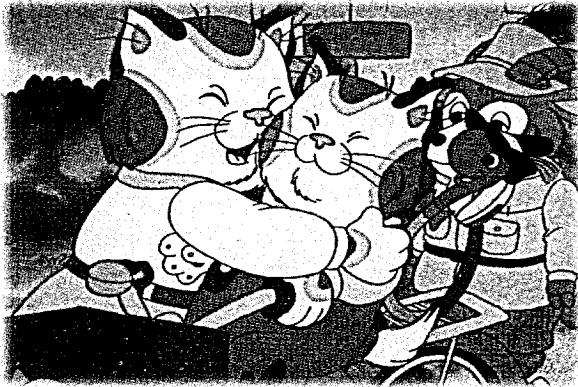
the past couple of years, people have started to eat spicier and hotter foods. They're also eating out more and don't have the opportunity to brush their teeth after every meal. Our powerful breath mints fill this gap."



## CINAR FILMS INC.

Television programs and films that are fun, gentle, intellectually nourishing and vibrant — that's a wish list for every parent looking for quality entertainment for their kids.

CINAR Films Inc. of Montreal, Quebec, delivers. Children in more than 100 countries are hooked on their menu of solid family entertainment programming that's easy on the eye and full of positive images for impressionable young minds. CINAR creates and distributes such name brand shows as *Arthur*<sup>™</sup>, *Lassie*<sup>™</sup>, *The Busy World of Richard Scarry*<sup>™</sup>, *The Adventures of Paddington Bear*<sup>™</sup> and *Wimzie's House*<sup>™</sup> — beloved, familiar characters to kids of all ages.



"We take our role very seriously," says Micheline Charest, CINAR's Chairman of the Board, and co-founder of the company with her husband and CINAR President, Ronald Weinberg. "When you produce children's programming, you have an impact on society as a whole. We're committed to producing programs that are socially responsible as well as entertaining."

This commitment has drawn unanimous support from investors, TV critics and broadcast outlets around the world. CINAR's animated and live-action programming, as well as its other entertainment and educational products, pulled in \$57.9 million in 1996, a 77-per-cent increase over 1994. Exports make up half of CINAR's total sales.

The company, which has more than 1,000 half-hours of programming in its library, including 61 hours of original titles, employs 200 people full-time, with an average of another 600 on contract during peak production periods.

CINAR's export growth has been fuelled by partnerships with programmers in more than 30 countries, including the United States, United Kingdom, France, Germany and Italy. The company recently completed its first Japanese co-production with NHK, in association with ZDF of Germany and WGBH Pittsburgh.

## HUMMINGBIRD COMMUNICATIONS LTD.

Like its namesake, Toronto's Hummingbird Communications Ltd. does not believe in sitting still.

Rather, the high-flying computer software company likes to hover above its competitors, constantly anticipating the rapidly changing market of software technology, and developing products that help its customers gain an edge on their rivals.

Hummingbird develops and sells world-class personal computer (PC) Internet-working and document distribution software solutions designed for seamless integration within corporate networks. The fastest-growing software company in Canada, according to *Profit Magazine* (1995 and 1996), Hummingbird is the fourth-largest Canadian software company by revenue, and employs more than 400 people.

The company has been a global leader in the PC enterprise connectivity software market since 1989, when it became the dominant supplier of PC X server software, industry-wide. Hummingbird still holds this top spot, commanding 54 per cent of the PC X server market worldwide, 4.5 times the market share of its closest competitor.

Hummingbird has experienced a surge in sales in recent years — soaring 209 per cent from \$33 million in 1994 to \$102 million in 1996. Exports are the company's mainstay, accounting for 95 per cent of its sales last year.

Hummingbird exports its software, including its Excel product family, NFS Maestro, HostExplorer and Comm



Ground, to more than 40 countries. The company has offices in the United States, Switzerland, England, Germany, France and Australia.

"For the future, we plan to boost our Internet-working portfolio through ongoing product development and innovation, and acquire products and technologies that fit well with what we already sell. The last five years have been exciting for our company, and I expect that the next five will be even better," says Fred Sorkin, Hummingbird's President and Chief Executive Officer.

## IMAGE PROCESSING SYSTEMS INC.

The future is crystal-clear for Image Processing Systems Inc. of Scarborough, Ontario — it will continue to be a dominant player in highly specialized global markets.

Image Processing Systems (IPS) develops, makes and sells automated vision inspection systems that are used by manufacturers of television sets, computer monitor displays, automotive glass and beer bottles.

The company is best known for its Automated Display Alignment and Inspection (ADI) System, which is used to ensure that each television and computer monitor tube is focused, full-sized, colour sharp and properly positioned vertically and horizontally, while detecting any defective units immediately.

The company's systems replace human visual inspection and adjustment with high-speed cameras and computer control. Image's customers, which include such illustrious electronics manufacturers as Philips, Siemens, Sony, Chunghwa, and Daewoo, have cut their defect rates to zero while more than doubling production when using the ADI System.

"Hand-held templates and special instruments to manually inspect and adjust displays are a thing of the past," says Terry Graham, IPS's Chief Executive Officer and President. "Our systems allow manufacturers to reduce their labour costs and significantly improve their product quality. It's a great market to be in — the machine vision industry is growing at a global rate of more than 13 per cent a year."

In just three short years since the 10-year-old company has been exporting, IPS has posted an impressive 784-per-cent increase in export sales of almost \$10 million in fiscal 1997 compared to \$1.1 million in fiscal 1995. Exports currently make up 99 per cent of the publicly traded company's total sales. IPS's products can be found in factories in the United States, Mexico, Brazil, Germany, France, Italy, Egypt, India, Korea, China and Taiwan. The company employs 92 people, the majority based out of its head office in Scarborough.

## INNOVA TECHNOLOGIES CORPORATION

Innova Technologies Corporation of Toronto, Ontario, has given people with dental problems a reason to smile.

The eight-year-old company manufactures and markets a dental implant technique known as the Endopore System, which is used to anchor dental prostheses such as dentures, partial plates, bridgework and single teeth to the jawbone. Unlike other implant systems, which rely on screws to moor dental work into place, the Endopore System is a thimble-shaped implant with a porous coating that allows bone to grow into its surface, thus meshing the implant with the jaw.

For Innova, continuous research, as well as a strict adherence to international standards, have brought about its fast entry into the international marketplace. "Our investment in meeting stringent regulatory requirements in the world's toughest markets has paid off, as one country after another has approved Endopore for sale," says Michael Kehoe, Innova Technologies Corporation's President and Chief Executive Officer.

In the three years since the company began exporting, it has taken a big bite out of the global dental implant market with an 827-per-cent increase in exports of more than \$2.1 million in 1996 over about \$200,000 in 1994. Exports make up 81 per

cent of Innova's total sales, with sales to dental practitioners in the United States, Russia, Australia, Japan, Korea, Taiwan, England, France, India, Singapore, Saudi Arabia, Aruba and Curacao, to name only a few countries.

Innova employs 27 people, a 125-per-cent increase from 1994.

Like many successful firms, Innova Technologies Corporation is constantly looking to expand its research and development activities in order to find, and fulfil, new market niches.

Products currently in development include a telescopic bone plate, which will correct facial bone abnormalities in adults and children.



## McCain International Inc.

Order some french fries in Thailand, Russia, Costa Rica, Tunisia, Vietnam or Syria, and it's likely you'll bite into a little taste of Canada, thanks to McCain International Inc. of Florenceville, New Brunswick.



McCain International Inc., the international market development arm of McCain Foods Limited, exports a full line of processed frozen convenience foods such as french fries, potato products, vegetables, desserts, pizza, juice, onion rings, appetizers and oven-ready meals to more than 65 countries.

"Our mission is to develop opportunities for McCain in markets where we don't have manufacturing facilities. As a result, almost all of our new markets can be characterized as developing countries," says Richard Bartlett, McCain International's Executive Vice-President. "Consumers in Russia, Kuwait, El Salvador and Bangladesh eat name-brand McCain foods, as do our Canadian customers. McCain is the number-one french fry brand in the world." Between 1994 and 1996, McCain's export volumes grew by more than 50 per cent.

Bartlett says that McCain has done well both at home and abroad because of its unwavering attention to quality. "Our customers know that what we deliver will be of a consistent, high quality," he says. "We're a preferred supplier to such high-demand customers as McDonalds, Jollibee and Burger King."

Attention to detail has also helped McCain International achieve export success. "We make sure that everything is absolutely perfect for the market we're targeting," says Bartlett. "For instance, the altitude in Mexico made it necessary to reformulate cooking instructions for these particular conditions. After extensive research, we developed a proper cooking time and temperature for Mexico and have changed our instructions for this market. This is just one example of how we strive to please our customers."

## TESCO CORPORATION

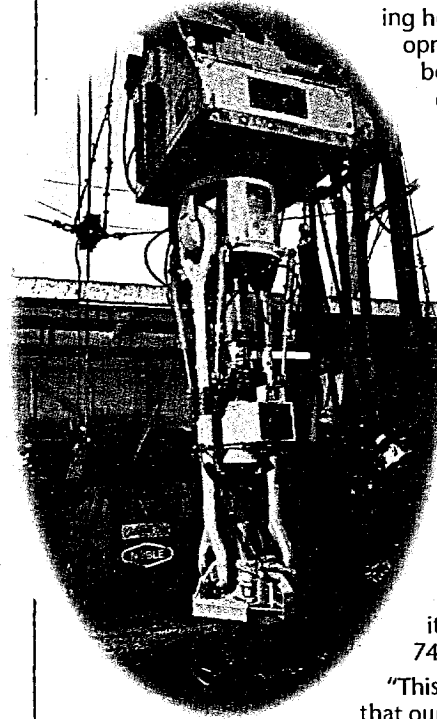
It's no lucky strike that TESCO Corporation has hit pay dirt only four years after it was founded. Rather, the Calgary-based oil field services company, which has seen its total sales zoom from zero to \$100.8 million a year, can attribute its success to not only its innovative products, but its knowledge of the volatile oil and gas industry that it serves.

TESCO's top drive systems are installed in land and offshore rigs in more than 20 countries. These systems are essentially robotic machines made up of a drilling motor and pipehandler used for drilling oil, gas and geothermal wells.

TESCO's fiscal 1997 exports comprised \$60.3 million, or 60 per cent, of its sales, climbing an incredible 1,051 per cent from \$5.2 million in 1995. Its employment ranks have burgeoned too — from three people when the company first opened its doors, to 440 today.

"Our objective is to dramatically improve drilling efficiency and reduce the cost of drilling wells," says Bob Tessari, TESCO's President and Chief Executive Officer.

"We achieve this by offering innovative solutions to our customers, investing heavily in research and development, and establishing the best service programs we can provide."



TESCO's fortunes really took off when the company began to rent its top drives for land rigs — a market that the company effectively created with the introduction of its innovative line of compact, highly portable hydraulic machines.

This unique concept of renting its units on a day-rate basis was an industry first. In 1997 alone, TESCO's top drive rental fleet increased from 42 units to 79 units, and its rental days increased by 74 per cent.

"This program was so successful that our rental fleet has become our primary business, although direct sales to drilling contractors have been growing rapidly as well," says Tessari.

PARTNER IN TRADE

CIBC

CANADA'S EXPORT FINANCE BANK

The Canadian Imperial Bank of Commerce is proud to again sponsor the Canada Export Awards. As a Partner in Trade, we are pleased to honour Canadian firms for their outstanding performance as international traders and their contributions to Canada's economic livelihood.

CIBC recognizes the critical role exporters play in improving Canada's economic growth. At CIBC we are committed to improving economic prosperity by supporting companies that create jobs. The Knowledge-Based Business Grow Export



Program, the Small Business Job Creation Loan Fund, and the new CIBC Job Creation Achievement, which is presented at the 1997 Canada Export Awards ceremony, are all examples of CIBC's commitment to job creation.

CIBC, one of North America's 10 largest banks, is also a broad-based Canadian financial services group providing a wide range of trust, insurance and investment banking services in Canada and around the world. The Trade Finance Division provides products and services that are particularly important to supporting exporting customers.

Encouraging the development of Canada's export performance has been part of CIBC's role for many years. Innovative solutions to exporting problems and professional services to the exporting community contributed to CIBC receiving a Canada Export Award in 1991 for its outstanding performance in providing financial services to Canadian exporters.

The Trade Finance Division has six Trade Finance Centres across Canada, facilitating close working relationships with its customers. The Structured Trade Finance Group has offices in Toronto, New York, London and Singapore to enable CIBC to develop export financing arrangements for large projects and capital goods sales. Together, these teams are able to provide Canadian exporters with a full range of financial and advisory support.

PARTNER IN TRADE

EDC

STRENGTHENING EXPORT COMPETITIVENESS

The Export Development Corporation (EDC) is a unique institution that has been helping Canadian businesses grow and prosper through exports and international investment since 1944. EDC's sophisticated trade finance solutions — together with our flexibility and speed — enhance the global competitiveness of both smaller and larger exporters, and play a vital role in helping Canadians compete in more than 200 countries, including higher-risk and emerging markets.

Once again, EDC is proud to sponsor the Canada Export Award program, and this year we are especially pleased to offer special recognition to a 1997 Canada Export Award winner with the EDC *Smaller Exporter Achievement*. Small and medium-sized enterprises (SMEs) account for 95 per cent of Canadian exports, and EDC tailors its services to fit the specific needs of smaller exporters. EDC currently supports the export business of more than 2,500 SMEs in over 120 countries, a significant increase in the number of customers in just the past few years.

EDC's financial services minimize credit risk, support export sales with buyer financing, protect performance bonds and enhance an exporter's access to working capital. Short-Term Financial Services focus on credit

and political risk insurance. Medium- and Long-Term Financial Services include bonding, guarantees and direct buyer loans. EDC delivers its products and services through sector-based business teams, which are supported by a separate risk management function, country expertise, and other specialist teams, including project financing, equity, and foreign investment insurance.

For more information about how EDC can help you grow your export sales, contact the Export Development Corporation. Your partner in trade. Tel.: 1-888-332-3320; Fax: (613) 237-2690; e-mail: export@edc4.edc.ca; Internet: http://www.edc.ca



EDC  
SEE



PARTNER IN TRADE

STENTOR

GLOBAL COMMUNICATIONS  
FOR CANADIAN BUSINESS

As suppliers of communications services to Canadian companies for over 100 years, the Stentor alliance is pleased to sponsor the 1997 Canada Export Awards and help celebrate the accomplishments of several noteworthy Canadian businesses. This year, the Stentor alliance is particularly proud to recognize a 1997 Canada Export Award winner with the *Bell Canada Innovation and Technology Achievement*.

Formed by Canada's only full-service telecommunications companies — BC TEL, Bell Canada, Island Tel, MTS, MT&T, NBTel, NewTel Communications, NorthwTel, Québec Tel, SaskTel, and TELUS — the alliance works with customers across Canada to deliver economical local, national and international communications services.

The Stentor alliance has become Canada's top international service provider by expanding the **Advantage** brand of business communications services and by partnering with MCI Communications Corporation and Concert\* Communications Services.

Peer beneath the **Advantage** and you'll find a wide choice of voice, data, and conferencing solutions designed to help Canadian business flourish overseas.

The Stentor-MCI-Concert\* alliance offers more advanced global products and services to more countries than anyone else. By operating in 50 countries worldwide and expanding every month — Stentor, through Concert\*, offers consistent products and services that look and function the same whether you're in Australia, Malaysia, Bolivia or Slovakia.

The Stentor-MCI-Concert\* voice and data network is the only global network of its kind for quality, scope and size. The single, highly meshed backbone network connects leading financial and business centres around the world, giving you the power and predictability that you are used to in our national networks.

Worldwide, you get uniform products and services, pricing, reporting, log-on procedures and performance. To learn how the Stentor alliance can help your business connect with the world, contact your local sales representative today, visit our Web site at [www.stentor.ca](http://www.stentor.ca), or call us at 1-888-611-4888.

STENTOR  
The Power of Telecom



PARTNER IN TRADE

EXCELLENCE IN EXPORTING

THE CANADA EXPORT AWARDS

Each October, the Canada Export Awards are presented to companies in recognition of their achievements in exporting their products and/or services to markets around the world. The Canada Export Awards is a program of the Department of Foreign Affairs and International Trade (DFAIT) in partnership with CIBC, Export Development Corporation, and Stentor, the alliance of Canada's only full-service telecommunications companies.

To apply, eligible companies must be resident in Canada and have been actively exporting for at least three years. In choosing the winners, a selection committee of Canadian business people considers a company's performance in:

- introducing new products and services into world markets;
- substantially increasing export sales;
- holding markets in the face of strong competition;
- attaining a significant level of Canadian content;
- achieving a high ratio of export sales to total sales.

For more information, please contact:

Beverly Hexter  
Domestic Outreach Division  
Department of Foreign Affairs and  
International Trade  
125 Sussex Drive  
Ottawa, Ontario, Canada K1A 0G2  
Tel: (613) 996-2274; Fax: (613) 996-8688  
or visit the InfoExport Web site at:  
<http://www.infoexport.gc.ca>  
(under *Canada's Trade Development Agenda*).

SERVICES TO EXPORTERS

For companies and individuals interested in international business the Department's **InfoCentre** provides a wide range of information on international markets, trade agreements and initiatives, international business events such as trade fairs and missions, as well Canadian foreign policy. Information can be received in hard copy or electronically through the Centre's FaxLink service and through the DFAIT Web site.

INFOCENTRE: 1-800-267-8376  
Ottawa-Hull area: (613) 944-4000  
Hearing Impaired: (613) 996-9136  
Fax: (613) 996-9709  
FaxLink: (613) 944-4500 (from fax machine)  
Internet: <http://www.dfait.maeci.gc.ca>

I N T R A D E



## Vancouver Company Dispatches Cabs Around the World

In just six short years, InStep Mobile Communications Inc. has developed real-time wireless software solutions for taxi, courier and field service applications in North America, Europe and Asia, with the latest contract being won in Guatemala.

That's where this small company of 15 employees, with annual revenues of \$1 million, beat out the competition for the approximately \$220,000 sale to Taxis Amarillos.

The contract for the global positioning system (GPS)-based computer-automated dispatch system — it became operational at the end of May — was signed at a trade show in Los Angeles last December, where InStep participated thanks to a Program for Export Market Development (PEMD) grant from the Department of Foreign Affairs and International Trade.

"Participating in trade shows is an excellent way to meet prospective customers," says InStep's Marketing and Sales Manager Erik Kaas, "as well as see what the competition is doing. That's where we finalized the deal with our new customer."

### Surfing the Internet

How did InStep find out about this latest opportunity?

"Taxis Amarillos found us on the Internet," explains Kaas, "and the Guatemalan company's officials then visited one of our customers in Mexico to see for themselves."

But InStep actually relies mostly on systems integrators for signing up new contracts, as well as on direct contacts. In Europe and Asia, the company also deals through resellers who buy the components and then resell them to customers.

"This way we don't have to deal with any on-site problems," says Kaas. "We only deal with the reseller or systems integrator, which in turn deals with the local customers."

### Good communications essential

"In Guatemala, as well as in other countries, when you're dealing directly with end users, make sure that the customer understands exactly what you're saying," Kaas advises. "It can make the difference between a successful contract and one with lots of headaches."

But even for a 90-per-cent export-based company such as InStep, finding systems integrators is not always easy, he says. As a matter of fact, in North America, the company usually sells directly to end users.

"We hope to establish closer contact with Trade Commissioners at Canadian embassies and consulates abroad for possible leads," says Kaas, "and also get some leads through the WIN Exports data base."

### The InStep system

InStep fleet dispatch solutions are based on an advanced object-oriented design, which makes it feasible for value-added resellers or wireless resellers to build on the InStep "shrink-wrapped" package and tailor the final dispatch details for individual operations.

Call takers and dispatchers use networked PC workstations, which can communicate over the Cellular Digital Packet Data network with a variety of end-user devices, including the new breed of cellular smart phones (i.e. AT&T PocketNet phone), special-purpose mobile data terminals or notebook computers. Remote call takers and dispatchers can also connect using operational web pages over the Internet.

For more information, contact the company's Corporate Communications Director Mary Touhey, tel.: (604) 320-2110; fax: (604) 320-2101; Internet: <http://www.instepmobile.com>

## EBRD Program — Continued from page 3

All trade programs are open to new participants, and, whenever possible, the EBRD will co-operate with local and Western export credit agencies to structure transactions and share in risks. Such co-operation is already under way: in February 1997, the EBRD signed a risk-sharing arrangement involving the Czech export credit agency, EGAP.

For more information, contact John Kur, Office of the Director for Canada and Morocco, EBRD, tel.: (44-171) 338-6507, fax: (44-171) 338-6062; or Jean-François Leroux, Export Financing Division, DFAIT, tel.: (613) 996-6188; fax: (613) 943-1100.

## Canadians Steer toward Automotive Aftermarket Industry Week '97

LAS VEGAS, NEVADA — November 4-7 — A new strategic alliances pilot project, co-sponsored by the Automotive Industries Association (AIA) of Canada and its U.S. counterpart, the Automotive Service Industry Association (ASIA), with the assistance of the Strategic Alliance Center of the Canadian Consulate General in Chicago, will be a major feature of Automotive Aftermarket Industry Week (AAIW) '97.

The pilot project involves the establishment of possible business linkages between prospective Canadian and U.S. partners. Over 50 automobile aftermarket firms in both countries have already provided information for product and market-specific "matching."

Canadian companies are invited to participate in a special seminar on

November 5 — "Export Partnerships in Pursuit of Emerging Markets" — to learn about the newly launched North American Aftermarket Partners for Export (NAAPE) program, which is designed to assist member firms of the two associations to implement the new pilot project.

The keynote speaker will be Mr. Lou Merz, CEO of MascoTech in Troy, Michigan, who will provide considerable insight into the benefits of strategic alliances as a means of expanding into global markets.

Seminar participants will receive an "Aftermarket Export Opportunities Kit," including special information on prospective target markets for automotive aftermarket suppliers (inter alia Brazil and Argentina, Poland and Thailand), as well as a "Resource Index," including informa-

tion from the Government of Canada and the U.S. Department of Commerce on how strategic alliances can enhance business activities at home and abroad.

This is just one opportunity companies will find at the world's largest aftermarket show, which includes more than 3,000 exhibitors from around the world — key aftermarket players ranging from the International Truck Aftermarket Parts Section to traditional warehouse distributors and jobbers; industrial service garages; retail and mass merchandisers, importers and exporters; and the most important global automotive aftermarket decision makers.

For more information about the AIA/ASIA project or the export partnerships seminar, contact Yaro Zajac, Vice-President, AIA, tel.: (613) 728-5821; fax: (613) 728-6021.

## Trade Show in India Could Open Door to \$2.5-Billion Environmental Industry

MUMBAI, INDIA — Buyers representing India's growing market for environmental products and services will gather in this city (formerly Bombay), India's business capital, December 11-14, 1997, to attend the ninth EnviroTech International Trade Show and Conference.

The Indian environmental industry has been estimated at \$2.5 billion, with an annual growth rate of 20 per cent. Canadian companies in the environmental sector are encouraged to use this opportunity to exhibit their proven world-class products and technologies.

EnviroTech '97 will be part of four simultaneous shows that include FluidTech '97, PowerTech '97 and Instrument & LabTech '97. The Canadian Consulate in Mumbai will host an information booth at EnviroTech '97 to showcase the capabilities of Canadian environmental companies.

The South Asia Division at the Department of Foreign Affairs and International Trade (DFAIT) and the Canadian Consulate in Mumbai are ready to assist Canadian companies wishing to take part in EnviroTech '97.

Canadian companies can also display corporate brochures and other information at the Canadian Consulate's information booth.

Company material must reach DFAIT by November 10, 1997, in order to be forwarded to Mumbai in time for the show.

For information, contact Janet Chater, South Asia Division (PSA), DFAIT, 125 Sussex Drive, Ottawa, Ontario K1A 0G2, tel.: (613) 944-1653, fax: (613) 996-5897, e-mail: janet.chater@extott22.x400.gc.ca

## Economic Summit — Continued from page 4

A Canada House business centre will provide facilities for Canadians to conduct individual meetings with their new contacts.

### Registration

Companies interested in joining the Canadian delegation at the Doha Summit should contact, as soon as possible, Katherine Trueman, Middle East Division, Department of Foreign Affairs and International Trade (DFAIT), tel.: (613) 944-5992, fax: (613) 944-7975.

For more information on the Summit, various Internet sites are available: the DFAIT site at <http://www.dfait-maeci.gc.ca/english/geo/africa/menu/htm>; the World Economic Forum site at <http://www.weforum.org/enhanced/home>; and the Government of Qatar site at <http://www.mena97.org.qa/default.html>

## NAFTA Advisory Committee Offers Brochure on Alternative Dispute Resolution

Businesses entering into contracts with foreign partners anticipate harmonious business relationships. In the event of a dispute, however, there are neutral methods of resolution — called Alternative Dispute Resolution (ADR) — that companies can employ in order to avoid costly and time-consuming court cases.

To help businesses to understand ADR and to build such mechanisms into their international contracts, the NAFTA Advisory Committee on Private Commercial Disputes has published a brochure of practical information. "Alternative Dispute Resolution in International Contracts" describes the two most common ADR mechanisms available to parties contracting within the NAFTA region: mediation and arbitration.

### Most common ADR mechanisms

Mediation provides a forum in which an impartial person — a mediator — facilitates communication between the parties in the hope of achieving a settlement of the dispute. The mediator — who may or may not be a lawyer — should be someone both parties trust. The mediator may propose settlement options for the parties to consider, but the parties are not bound by the options.

While mediation is designed to encourage the parties to find a mutually acceptable settlement, arbitration is an adversarial process that results in an award that is binding on the parties. The parties generally present arguments, witnesses and documentary evidence to the arbitrator(s). The rules followed in arbitration are generally very flexible. Most arbitration

awards are paid voluntarily by the losing party. However, if the losing party does not voluntarily comply with the award, it may be enforced by courts that have jurisdiction over the losing party.

### Also in the brochure...

The brochure provides model clauses on both mediation and arbitration that may be inserted into contracts. It provides a checklist of factors that should be considered in drafting an arbitration clause, and suggests other subjects that might be included in such a clause — such as discovery and production of documents, interim relief, consolidation, time limitations and costs and expenses.

The brochure also includes the names, addresses and telephone numbers of the principal arbitration institutions in each of the three NAFTA countries, as well as those of the multinational arbitration institutions that are active in the NAFTA region. Criteria to consider when selecting an appropriate arbitration institution are also outlined.

The brochure was included in the report of the Advisory Committee to the NAFTA Free Trade Commission. It can be browsed from DFAIT's Internet homepage at <http://www.dfait-maeci.gc.ca/english/trade/naftae.htm>

For more information about the brochure or ADR, contact the Trade Law Division (JLT), Department of Foreign Affairs and International Trade, tel.: (613) 943-2804.

## Floating Ambassador

— Continued from page 2

### Opportunity to promote products

Ocean technology companies, large and small, from across Canada will be invited to display their goods and services on board and will benefit from an aggressive publicity campaign to be conducted by exhibit organizers OceansTec Canada TechnOcéans in the client sectors of the countries to be visited. This campaign will include media briefings, contact with foreign industry organizations and world trade centres, and the assistance of Canadian Trade Commissioners in the host nations.

Smaller companies in particular will benefit from the opportunity to exhibit on a modern Canadian government vessel — a demonstration of government support that can be invaluable for the exporting business.

For more information, contact Hugh Macpherson, OceansTec Canada TechnOcéans, tel./fax: (902) 835-3968; e-mail: [bureau@oceastec.ca](mailto:bureau@oceastec.ca)

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Canadians Invited to Take Part in Techno Business Forum '98

TOKYO, JAPAN — March 17-19, 1998 — Canadian high-technology companies are invited to apply to take part in the fourth Techno Business Forum, to be held in Tokyo. The forum is being hosted by the Japan External Trade Organization (JETRO), a governmental organization promoting trade and investment between

overseas countries and Japan. The forum will serve as a catalyst for business alliances between high-technology overseas and Japanese companies.

The forum will showcase approximately 20-30 companies from Europe and North America that possess advanced world-class technologies and products in such sectors as

biotechnology, computer software, electronics, environmental technology, medical equipment and health care, and telecommunications. Selection of overseas participants will be based solely on the prospects for their technology in Japan; company size will not be a factor.

During the forum the overseas companies will make a presentation on their technology and products to the approximately 150-200 Japanese participants that are expected to attend. There will be opportunity for further contact during individual follow-up meetings to explore potential business partnerships. The deadline for applications is October 24, 1997.

For more information, contact the Japan External Trade Organization, 2-2-5 Toranomon, Minato-ku, Tokyo 105, Japan, tel.: (81-3) 3582-5571, fax: (81-3) 3585-3628, Internet: <http://www.jetro.go.jp>

## U. of T. Course Targets Markets of Southeast Asia

TORONTO — Exporters interested in the markets of Southeast Asia may wish to attend the University of Toronto's Southeast Asia Business Certificate Program, being held October 24-26, 1997.

The course is designed to provide exporting companies, agents, distributors, purchasers and marketers with the key business tools and cross-cultural skills they need to conduct business effectively in some of Asia's most dynamic markets —

Malaysia, Singapore, Indonesia, the Philippines, Vietnam and Thailand.

The program combines interactive lectures on marketing strategies and negotiation techniques with country background profiles and cross-cultural training sessions.

For more information, contact the Asian Business Studies Program, University of Toronto, tel.: (416) 978-0184. The deadline for registration is October 17, 1997.

## Change of Dates

There has been a change in several of the dates for the Canada-Chile Free Trade Agreement seminars, which were published in the September 2 (vol. 15, no. 14) issue of *CanadExport*. The new dates for the last three seminars are October 14, Montreal; October 15, Quebec City; and October 16, Toronto.

## Doing Business in Europe

TORONTO — October 16, 1997 — The Canadian Bar Association is sponsoring a half-day seminar on the business and legal issues involved in doing business in Europe. Aimed at firms already engaged in or planning to do business in Europe, the seminar will feature speakers from law firms in France, Germany, Italy, the United Kingdom, the Netherlands, Belgium and Luxembourg.

For more information, contact the Canadian Bar Association-Ontario, tel.: (416) 869-1047, fax: (416) 869-1390.

**Info  
Centre**

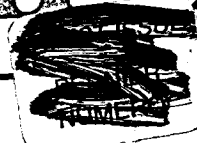
DFAIT's InfoCentre provides counselling, publications, including market reports, and referral services to Canadian exporters. Trade-related information can be obtained by contacting the InfoCentre at 1-800-267-8376 (Ottawa region: 944-4000) or by fax at (613) 996-9709; by calling InfoCentre FaxLink (from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

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1997  
RETOURNER A BIBLIOTHEQUE DU MINISTERE

## Minister Marchi Leads Businesswomen's Trade Mission to Washington

Canadian women entrepreneurs and business leaders will take part in the first-ever Businesswomen's Team Canada Trade Mission, being led by International Trade Minister Sergio Marchi to Washington, D.C., November 11-14, 1997.

Presented by the Royal Bank of Canada, the mission is designed to encourage, educate and support Canadian women entrepreneurs in

exporting to international markets and, specifically, in exploring potential market opportunities and partnerships in the Mid-Atlantic States of Maryland,

Virginia, Eastern Pennsylvania, Delaware and District of Columbia.

### Dynamic role in the economy

"Women entrepreneurs are currently underrepresented among the exporting community despite their presence and influence in the Canadian economy," says Minister Marchi. "This mission will help women entrepreneurs to reach their export objectives and heighten awareness of their importance to the Canadian economy."

Continued on page 5 — Businesswomen's

### EXPORT Source

## Government Introduces New Export Resource for Business

Canadian businesses seeking export information now have a major new on-line service. ExportSource is a virtual export office, a business tool that lets businesses harness a world of trade information within a single Web site, giving them a competitive advantage in world markets.

A federal government partnership between Industry Canada, the Department of Foreign Affairs and International Trade, and Agriculture Canada, the new ExportSource Web site is located at <http://exportsource.gc.ca>. It provides information on market research, export financing, export regulations/logistics, trade statistics and export contacts, as well as trade shows and missions.

Continued on page 5 — New ExportSource

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

## SMALL BUSINESSES BENEFIT FROM APEC MEETING

More than 2,500 people gathered at the Ottawa Congress Centre during the week of September 15 to network, do business and learn how to access Pacific Rim markets at the Asia Pacific Economic Co-operation (APEC) Small Business Forum and Exposition.

The week's events, built around a meeting of APEC Ministers responsible for small business (see article on p. 2), were a great success, with

Canadian and foreign participants striking business agreements that will increase trade throughout the Pacific Rim.

Continued on page 8 — Small Businesses

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## APEC Ministers Promote Small-Business Growth

Ministers from the 18 economies of the Asia Pacific Economic Co-operation (APEC) forum released a joint statement on September 19, 1997, outlining measures to help small and medium-sized businesses throughout the Asia-Pacific region.

Industry Minister and Chair of the Ministerial meeting, John Manley, pointed out that small businesses are vital to APEC economies. "There are more than 40 million within the region, and they account for nearly 80 per cent of all jobs."

The Ministers reached consensus on a Framework for APEC activities to benefit small businesses. The Framework is built around five broad themes that affect the growth of small businesses: access to markets, tech-

nology, human resources, financing and information. The Framework will be presented to the APEC Economic Leaders for adoption at their summit, which is scheduled for November in Vancouver.

Representatives from the APEC business community contributed their ideas on these issues through a business forum that was attended by more than 1,000 delegates from throughout the region. The Ministers also received input from women

leaders, young entrepreneurs, export credit agencies, business support associations and the APEC Business Advisory Committee.

"The involvement of the business community was crucial to the success of this meeting," said Mr. Manley. "The effectiveness of the forum will be judged by how many barriers to the growth of small businesses are reduced and how many opportunities open up for entrepreneurs in the region."

## APEC Energy Ministers Meet in Edmonton

Energy Ministers of the Asia Pacific Economic Co-operation (APEC) forum held a two-day session on energy-related issues currently affecting the Asia-Pacific region and released a joint declaration, reporting on their discussions and decisions.

The session was held in Edmonton, Alberta, August 26-27, under the overall theme "Energy: Infrastructure for Sustainable Development." The Ministers from the 18 member economies agreed that developing energy resources in an environmentally and socially responsible manner is integral to the sustainable growth of the Asia-Pacific region.

They also verified that significant progress had been made in implementing the 14 non-binding energy policy principles that had been adopted at the first meeting, held last year in Sydney, Australia. The principles are designed to allow the further development of open, efficient energy markets.

The Ministers also endorsed two

sets of non-binding principles, which will help to encourage foreign business investment in the region's power infrastructure, as well as to ensure that the needed infrastructure expansion occurs in an environmentally sensitive way. In addition, they committed to pro-

moting a framework for the mutual recognition of accredited energy-efficiency testing facilities, which will help boost trade in energy-efficient goods and equipment.

The Ministers considered a number of proposals for expanding the

*Continued on page 8 — APEC Energy*

### CanadExport

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Editor-in-Chief: Amir Guindi  
 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Boite Noire  
 Layout: Yen Le

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 Telephone: (613) 996-2225  
 Fax: (613) 996-9276

E-mail:  
 canad.export@extott23.x400.gc.ca

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Affairs and

**Canada's Links with the IFIs:  
Focus on the Inter-American Development Bank**

International Financial Institutions: News, Notes & Opportunities

Canadian firms are showing increased interest and success in pursuing IADB-financed projects, winning 33 contracts in 1996, compared with 10 in 1995. Highlighting this success were 12 goods and works contracts for US\$58.7 million, suggesting that firms are becoming more successful in the highly competitive markets for value-added goods.

Among the 21 non-borrowing members, Canada won the second-largest share of goods contracts — after the United Kingdom and ahead of the United States.

While goods contracts surpassed consulting contracts for the first time, Canadian consulting firms were equally successful, with the value of contracts rising 43 per cent to US\$9.6 million — ranking Canada

fifth among the non-borrowing members. Canadian companies strengthened the competitive position they have established throughout the region, while individual consulting contracts similarly grew to US\$591,137. This appears to reflect better Canadian cultivation of project officers within the Bank.

*Continued on page 10 — IADB*

**Record Year for African Development Bank**

For Canadian firms, 1996 was a record year for acquisitions related to African Development Bank (ADB)-funded projects. Expenditures to Canadian companies amounted to \$102 million, up 388 per cent over 1995. Canada stood fifth among non-regional countries, with 4.59 per cent of total ADB expenditures, an all-time high. The total for new contracts amounted to \$97.23 million, an increase of over 80 per cent from 1995. Finally, over the past two years there has been a definite rise in interest from Canadian firms concerning ADB projects; hopefully this presages steady growth in the coming years.

**IFI Project Opportunities**

*Below are brief descriptions of two projects taken from the World Bank's September Monthly Operational Summary. Since these projects have only recently entered the World Bank's cycle, they will likely require the work of consultants over the course of the next two years.*

Canadian companies interested in pursuing the business opportunities presented below should contact the Office of Liaison with International Financial Institutions (OLIFI), Canadian Embassy, 501 Pennsylvania Avenue NW, Washington, D.C., U.S.A., 20008, tel.: (202) 682-7788, fax: (202) 682-7789.

Project descriptions and contact and procurement information on the projects below, as well as other projects financed by International Financial Institutions, can be found on IFInet, located at: <http://www.dfait-maeci.gc.ca/ifinet/menu.htm>. Registration for a password for IFInet can be done on-line.

**WORLD BANK PROJECTS:**

**Country:** India  
**Project name:** Water Supply/ Sanitation  
**(N) Rajasthan Water Resources Consolidation:** The project will

include a comprehensive program of reforms of the state's water resources management in general, and irrigation drainage and groundwater management in particular.

*Continued on page 9 — IFI*



**Looking for Export Opportunities?**

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

## CCC Assists in \$859 Million of Export Sales in 1996-97

The Canadian Commercial Corporation (CCC) helped Canadian exporters achieve sales worth \$859 million in 1996-97. In its recently released annual report, the federal export agency announced that it provided services to a record 1,310 Canadian companies during the year, enabling 288 firms to finalize transactions in 43 countries and with 11 international organizations.

Sergio Marchi, International Trade Minister responsible for CCC, congratulated the agency, noting its "continued dedication to the diverse needs of Canadian exporters, and ... its proven capability to help small and medium-sized businesses enter new markets and make sales around the world." Each year, on average, 65 per cent of suppliers assisted by CCC are small and medium-sized enterprises.

CCC has a broad mandate to assist in trade development between Canada and other nations. It provides a range of services to facilitate the sale of Canadian goods and services to foreign governments, international organizations and other customers abroad.

For more information, contact Vivian Asfar, tel.: (613) 995-0560.

## Former Trade Commissioner Appointed EDC Rep in Beijing

Export Development Corporation (EDC) has appointed Anne Whetham as its first full-time representative in Beijing, to assist Canadian companies and their Chinese buyers. Whetham, who most recently served as a trade commissioner in China with the Department of Foreign Affairs and International Trade Canada, is well positioned to assist in developing and maintaining EDC relationships with key contacts in the China market.

The decision to appoint a full-time representative in Beijing demonstrates EDC's recognition of China's importance as a destination for Canadian exports.

"China is one of EDC's priority markets," says EDC president A. Ian Gillespie. "China's booming economy and its enormous population offer many business opportunities for Canadian exporters. Our research has identified opportunities for exporters in all industry sectors, but many of these firms have not yet explored this market because of the high uncertainties and risks of exporting. That's where we can play a key role — helping them to conclude business and manage those risks."

## EDC Enhances Service to Alberta Exporters

Recognizing the vital importance of Edmonton's exporting community to the Alberta economy, Export Development Corporation (EDC) has opened a new office in Edmonton, with Karen Goss appointed its business development manager.

EDC has operated an office in Calgary since 1984 to serve Alberta-based exporters. Because exports from the region have increased significantly over the years, EDC wants to ensure that exporters in all areas of the province are well served. About one-third of EDC's Alberta business is located in the Edmonton area, primarily oil- and gas-related industries. Ms. Goss

will deliver the full range of EDC financing and risk management services to customers in all industry sectors in the Edmonton area.

"EDC considers the widening of its staffing and presence in Alberta as evidence of its willingness to work with exporters to meet the challenges of competing in foreign markets," says EDC's regional vice-president, Western Canada, Glen

Hammond. "We expect that this greater commitment will contribute to growing exporters' capacity to compete effectively and to expand their markets."

For more information, contact Karen Goss, Export Development Corporation, 10303 Jasper Avenue, Suite 502, Edmonton, T5J 3N6, tel.: (403) 495-2286, fax: (403) 495-2346.



## Businesswomen's Trade Mission to Washington — Continued from page 1

### Networking and partnering opportunities

Studies report that almost one-third of all Canadian firms are owned or operated by women, and inject 1.7 million jobs into the country's economy. Furthermore, the 700,000 women-led firms are creating jobs at four times the average rate and are increasing in number at twice the national average.

The four-day mission will feature market information workshops on such topics as developing an export plan and strategy; export financing services; international market research and using technology for international success; marketing and business culture in the United States; and partnering as a market-entry strategy.

Each morning an opening breakfast will feature one Canadian and one American businesswoman sharing their experiences and successes in international markets. Networking sessions will provide an opportunity

to identify potential partners with American women business leaders and governmental representatives.

On the final day, "match-making sessions" — pre-arranged one-on-one meetings between mission participants and individual U.S. firms, consultants and associations — will be held to focus on specific business opportunities in the lucrative \$11.5 billion mid-Atlantic U.S. market.

Mentoring sessions will be a special feature of the mission, bringing new exporters into contact with successful businesswomen. In addition, Minister Marchi will lead a roundtable discussion on "breaking down the barriers," featuring group questions and recommendations by leading Canadian spokeswomen. Personal success stories told by Canadian women entrepreneurs and keynote addresses by influential business people will highlight the dynamic role women

are playing in the new economy.

### Government encouragement

This mission is a major project undertaken by the Canadian Women's International Business Initiative (CWIBI), a business development program of the Canadian Embassy in Washington, D.C. The CWIBI is designed to assist export-ready Canadian women entrepreneurs in developing business opportunities for their products and services in the Mid-Atlantic States.

Through this mission, the Department of Foreign Affairs and International Trade will provide market intelligence, sector-specific studies, a multitude of resource material, and networking and match-making opportunities.

For more information, contact the Canadian Embassy in Washington, D.C., tel.: (202) 682-1740 ext. 7305, fax: (202) 682-7619.

## New ExportSource Web Site for Business — Continued from page 1

### One-stop access to information

ExportSource searches for information across databases in various federal organizations. It provides logical pathways to information so that users don't need to know in advance where to go looking for the information they need. It eliminates the run-around that can occur when dealing with many different sources of information.

"ExportSource gives businesses easy access to the information they need," says Industry Minister John Manley. "As an on-line resource, ExportSource will grow, becoming bigger, more important and more useful every year."

Key features of ExportSource include Export Guides, step-by-step

guides for exporting, with links to key resources and government and private-sector databases; a powerful search engine that can quickly access multiple databases; an easy-to-use customization feature; and a system that helps users track where they have been on the site, illustrating where they can go.

### A tool to boost the economy

International Trade Minister Sergio Marchi highlights the importance of this new tool for Canadian businesses and Canadians. "ExportSource will be a leading-edge method of getting the information to business that it wants and needs.... By assisting exporters in the global arena, Export-

Source plays a role in creating jobs here in Canada."

Agriculture and Agri-Food Minister Lyle Vanclief notes that a vast number of Canadians — both rural and urban — actively participate in the development of the "networked economy." "Information technology offers Canadians, particularly those in rural Canada, new opportunities in business, but also in education and personal development."

For more information, access the site at <http://exportsource.gc.ca>; or contact Joan Anderson, ExportSource Project Manager, (613) 952-7396; or contact the Canada Business Service Centre in your province, tel.: 1-888-811-1119.

## The Learning of French: a Niche with Exporting Potential

**T**o innovate, to get off the beaten path, and to take bold steps!": this terse statement summarizes the daily challenges faced by Ginette Tremblay, Founder and President of Les Éditions l'Artichaut Inc., a Rimouski publishing house specializing in the production of educational material highly esteemed by teachers both in Canada and abroad.

Les Éditions l'Artichaut, founded in 1989, designs and produces textbooks, manuals and reference tools for the learning of French. Over the years, with the aid of its researchers, it has developed new teaching methods based on self-correction that allow students to take charge of their own learning.

### From Rimouski to Paris: getting known

But Les Éditions l'Artichaut has a broader objective. After enjoying major successes in Quebec, where over one-quarter of the schools are using its textbooks, and in English Canada, where its methods are followed in a number of French immersion classes, the company is now exporting its products to France, Belgium and Switzerland.

Says Ginette Tremblay, "In order to succeed abroad, you have to be prepared to pack your bags and go. At the same time, you can't go unprepared or unannounced." In this sense, l'Artichaut has always believed in a focused promotion of its products. It typically works directly with teachers by distributing free copies of its materials to its "pilot classes." In turn, the educators agree to comment on the products of l'Artichaut after the experiment. Adds Ms. Tremblay, "The first time we visited Europe, we already knew a good deal about what people thought of our methods. This gave us a head start."

The European adventure began to intensify in November 1995, when the Federal Office of Regional Development, Quebec (FORD-Q) agreed to provide non-repayable financial aid of \$20,000 to enable l'Artichaut to travel to the Continent to obtain a first-hand assessment of the interest level in its products among Francophone Europeans. This significant support also enabled the publishing house to carry out a market study, to register its copyrights and to produce promotional material for its European clients.

The results today are clear: this small Rimouski company of six employees has won over the prestigious French publishing house Hatier, which is now responsible for distributing and promoting its products in Europe and, shortly, Francophone Africa. Says Ms. Tremblay, "Our partnership with Hatier is invaluable. It gives credibility to our products and enables us to develop a marketing approach perfectly suited to the European market. It is such an effective opening that we are now trying to create similar partnerships in other world markets."

l'Artichaut has always been prompt to work with "multiplying agents," contributors who, by way of training courses provided by the publishing house, are prepared to use and publicize its products. "We did it first throughout Canada, travelling to the

schools to test our products and show teachers how our methods worked," says Ms. Tremblay. "We then travelled to France and took part in national conventions, where we promoted our textbooks and shared our education methods with French educators."

### Adaptation and open-mindedness

The considerable adaptability of l'Artichaut's products seems to guarantee their success. l'Artichaut depends heavily on new technologies and has plans to adapt its methods to CD-ROM disks, in partnership with a major Rimouski company.

"We want to be in the midst of the renewal taking place in schools today," says Ms. Tremblay. "To do this, we must follow every possible avenue, keeping very open-minded. The multimedia provides one more avenue that can be followed in markets abroad, as in France, where this type of aid is costly to develop, or in Mexico, where multimedia products are in great demand."

### Other markets to conquer

l'Artichaut, whose sales abroad rose from 2 per cent at its inception to 41 per cent in 1996, is now eyeing the Spanish-speaking market, where its products can certainly become popular once adapted to existing

*Continued on page 9 — The Learning*

## An Old Pro in Turkey Lands another Contract

In early 1996, Marshall, Macklin, Monaghan Ltd. targeted the Turkish market as one of its several priority countries; less than a year later, it was awarded a contract for a general study on air transport.

The over-\$1-million contract, in association with Turkish consulting company ERKA A.S., calls for the preparation of master plans for 26 of the country's major airports and feasibility studies for improvements to each airport.

### Keys to success

One of the keys to winning contracts in Turkey is to team up with a local company," advises Marshall, Macklin, Monaghan's Executive Vice President, International Division, Dave Duggan.

"As a matter of fact," he adds, even if the two-year project hadn't called for such association, we would have worked one out ourselves."

Other factors leading to the success of the 45-year-old Thornhill, Ontario-based company in Turkey include having a good local representative and a good local partner.

"This is how we got wind of this contract," Duggan says, "and our agent in Ankara has also been of great assistance in helping us understand the local market conditions."

Reliability is also very important, he says. His company had to be able to demonstrate and verify its capability to the Turkish client — a condition the company of 320 employees had no difficulty complying with on account of its track record of 30 years of international experience.

"But this is where gaining support from the Canadian government can be extremely helpful," Duggan recommends.

Already, in Canada, the firm had sought and obtained support from Transport Canada, once it was clear that the company was definitely in the running for the project. Duggan points out that experts from Transport Canada will be involved in the project. "And of course we dealt very closely with the Canadian Embassy in Ankara," says Duggan, "where the Trade Commissioner was very supportive, helping in our meetings with the Turkish Ministry of Transport and conveying to the Ministry the support of the Canadian government."

### Market conditions

According to Duggan, who has, himself, more than 10 years' experience in the Turkish market, Turkey has a lot to offer to both service- and product-oriented Canadian firms. The country is large geographically and has a diverse climate approaching that of Canada.

"It faces many of the same challenges as Canada," he says, "in terms of transport and communications, in addition to having a large population with a rapidly growing middle class, which creates a large market for goods and services."

The seasoned executive and traveller finds the Turks friendly and easy to relate to, which goes a

long way to overcoming the strong bureaucracy — "which is not really all that heavier than in most other countries," he adds.

"But it takes time and long-term commitment to the market," Duggan points out, "and the Turks, who face a unique problem of high inflation and strong currency devaluation, are increasingly looking for companies that have a solid financial backing."

That being said, Duggan is quick to add that Canadian companies stand to gain considerable returns in Turkey.

His company is the first to consider this contract as a foot in the door for even further prospects. As a matter of fact, it is in the final bidding stages — in partnership with Huang & Danczkay Properties of Toronto — for the multi-million dollar design, build-and-operate project of the new international passenger terminal at ATATURK Airport near Istanbul.

For more information on Marshall, Macklin, Monaghan Ltd., contact company Executive Vice President, International Division, Dave Duggan, tel.: (905) 882-1100, fax (905) 882-7255.

### CanadExport On-Line

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

## Small Businesses Benefit from APEC Meeting — Continued from page 1

"APEC means business, and we want to help small business benefit directly from this gathering of APEC Ministers," said Industry Minister John Manley, Chair of the Ministerial meeting. "We created an entire week of activities focusing on small businesses and provided an unprecedented opportunity to do business. The results have exceeded our highest expectations."

Gerry Pond, Chairman of the Canadian Chamber of Commerce, which co-hosted two days of business-related activities, added, "For small businesses from around the Pacific Rim, this was an opportunity to get to know one another, explore possibilities for joint ventures, and strike business deals."

Participants visited 191 booths — about one-quarter of which were set up by exhibitors from outside Canada. Canadian participants expressed their enthusiasm about the week's events to *CanadExport*.

For R. Hank Delmas, Chief Executive Officer of Madawaska Doors Inc., headquartered in Bolton,

Ontario, the APEC forum provided opportunities above and beyond the sector-specific shows he is accustomed to. "The exposure we received at the conference, as well as the opportunities to network and meet with officials and business people from Canada and the rest of

*APEC Small Business Week demonstrates what can be done when government and business work together. This was a great experience for Canadian business, and, in the end, everyone benefited — our Asia Pacific trading partners, as well as the hundreds of Canadian small businesses that participated.*

Gerry Pond, Chairman, Canadian Chamber of Commerce

the APEC economies, have led to some real opportunities for us. We got nine leads, of which six have potential and three are very serious."

For James C. Shen, Director, Business Development, at Automation Works Inc. of Concord, Ontario, attending the conference was money well spent that has given the company direction for the future. "The conference allowed us to meet contacts from Singapore, Malaysia and Taiwan for potential sales opportunities."

The exposition was supported by a business-matching service that was able to assist in linking up over 200 companies from among the participants. The exposition and matching service also helped Canadian businesses find ways to work together to tap global opportunities.

Says Shen, "We developed contacts with other Canadian companies and will explore together the possibility of joining efforts to tap into the APEC market."

The same is true for Philippe Poitras, Director of Project Development at Quebec City's Centre de Développement de la Géomatique, a private-sector not-for-profit organization mandated to stimulate economic activities, research and training in geomatics both in Quebec and internationally. As well as meeting potential fellow Canadian partners, Poitras found the conference an opportunity to learn more about the various government services and programs available to businesses.

## APEC Energy Ministers Meet in Edmonton — Continued from page 2

work program of APEC's Energy Working Group, especially in the areas of energy efficiency and natural gas, both of which have the potential to contribute to the rapidly growing energy needs of the region. They agreed to meet again to discuss these and other

issues next year in Japan.

Commenting on the meeting, Minister of Natural Resources Canada Ralph Goodale said, "From a Canadian perspective, there are tremendous opportunities for energy firms in the Asia-Pacific region. Through joint ventures,

direct investment, technology transfers and other means, we can help developing APEC economies achieve their social, economic and environmental goals, while creating jobs and prosperity in Canada as well."



# Focus on Italy



## Italy: Integrating into Europe, Moving Out into the World

### An economic powerhouse

A country of 58 million wealthy consumers, Italy has a reputation for excellence in traditional areas such as fashion, food, household products, cultural goods and industrial design. What may be less well known is the fact that Italy is a world leader in the production of industrial robotics and engineering technology, machine tools (including textile, footwear, ceramics, and woodworking machinery), transportation equipment, automation and process control, energy-sector machinery, plastics and petrochemical technology.

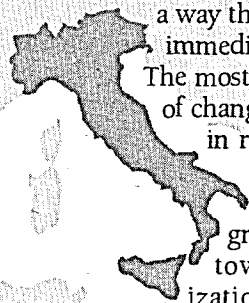
With an annual GDP of \$1,608 billion in 1996 (twice that of Canada) and a per capita GDP of \$27,900 (comparable to Canada's), Italy has the fifth largest economy in the world (after the United States, Japan, Germany and France). Moreover, per capita incomes in the industrial heartland of Northern Italy are the highest in all of Europe.

### A country transforming itself

As a nation, Italians have a strong attachment to traditional ways and institutions, but also a genuine desire to adopt new technologies and the avant-garde, especially in style and fashion. The country is

associated with a rich artistic and cultural history (it contains more than 60 per cent of the Western world's officially designated heritage landmarks and works of art), but the new generation of Italian entrepreneurs and professionals are among the most dynamic and progressive in the world. Perhaps within this enigma lies the secret to Italy's postwar economic success. An inherent attachment to tradition, self-reliance, and hard work — coupled with a talent for compromise and dealmaking — has served Italy well in a period that has witnessed stunning economic growth and a remarkable transformation in the country's social landscape.

Nevertheless, the country is now changing and modernizing in a way that may not be immediately apparent.



The most obvious signs of change can be seen in recent reforms to the electoral system, a growing move toward bi-polarization in Italian

politics, an increasing pragmatism on the side of both left and right, and the almost universal recognition that fiscal austerity is needed, not only to allow Italy to become a

part of the European Monetary Union (EMU — to come into being January 1, 1999), but also to enable the country to continue to forge ahead economically and socially.

### Adapting to the European challenge

Italy faces major economic challenges in the coming years, but the most immediate challenge — and the one with the greatest long-term implications — is to enter the EMU in the first round, according to the strict budgetary and economic performance guidelines set out by the European Union's Maastricht Treaty. Italy still carries the highest public debt load of any European Union (EU) country in absolute terms (\$1,962 billion), and it ranks second after Belgium in ratio of cumulative public debt

*Continued on page II — Italy*

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## Italy: Integrating into Europe — Continued from page I

to GDP (122 per cent — compared with 61 per cent in Canada). The current debt load was accumulated mainly during the late 1980s, when political instability led the governments of that time to bolster their position through extremely loose social spending. However, the growth in the public debt has been contained in the last three years, and a sustained push for fiscal austerity has lowered Italy's ratio of annual public deficits to GDP from more than 11 to 3 per cent in less than two years. Inflation has been wrestled down to 2 per cent, the lowest level in 20 years.

As a result of the levelling off of Italy's exchange rate and the country's recent re-entry into the European Exchange Rate Mechanism, growth in both domestic consumption and industrial production has slowed in the last year. Nevertheless, consumer confidence is growing, and modest economic growth is expected for the next two years. Moreover, in spite of its large debt load, Italy enjoys considerable financial stability, mainly because over 90 per cent of the national debt is held by Italy's own citizens, in the form of government securities. It is, therefore, not subject to international currency fluctuations or foreign speculation.

More and more, Italy is incorporating EU standards and guidelines into its national legislation — for example, in foreign and trade policy matters, in the adoption of rules for certification of products and processes and, in some cases, even in fundamental principles of economic policy-making. Italy has been accused by some of its EU partners of being slow in key areas

of economic reform, such as privatization of state assets and operations; however, despite the bad press, Italians are prospering, and Italian exporters continue to win important export contracts (through hard work, innovative marketing techniques and unbeatable products). As a result, Italy is expected to make it into the EMU during the first round.

### Trade and investment overview

A market the size of Italy's, with its high purchasing power, deserves a great deal of attention, especially for cutting-edge technology and investment. Canada's exports to Italy were \$1.3 billion in 1996 and our imports from Italy were \$2.7 billion. Two-way trade totalled \$4.1 billion in 1996 and \$5.2 billion in 1995.

Italian foreign direct investment in Canada at the end of 1996 was estimated to be \$313 million. However, the purchase of Beatrice Foods Canada and Ault Foods by Parma-based Parmalat in early 1997 effectively tripled Italian direct investment in Canada. This takeover will no doubt lead to greater commercial exchange between the food industries of the two countries and to a spur in overall bilateral trade and investment. The total stock of Canadian investment in Italy, on the other hand, stood at \$697 million at the end of 1996, representing an important bridgehead for Canadian companies doing business in the Italian and European markets.

About 60 per cent of Canadian sales to Italy are resource-based products such as wood products, minerals, wheat and fuels. However, there are also sizeable

exports of telecommunications and information technology, aircraft and aerospace equipment, environmental equipment, autoparts, and health care products.

### Strategic partnerships key to success

The key to success is in strategic partnerships, particularly as Italy privatizes its huge public sector and deregulates the market. Italy is an active player in key markets abroad and is seeking strategic partnerships in third countries in the context of globalization.

The real dynamo of Italian economic development since the early 1980s has been the collective driving force of small and medium-sized enterprises. These companies — mostly family-run businesses — are the most promising vehicle for entry into the Italian market. They are generally eager to expand into foreign markets, and want to gain access to new business opportunities and ideas from abroad that will give them a competitive edge in the Italian and European markets. Despite an unspoken bias toward the United States, more and more of these companies are recognizing Canada as providing an access to new production methods and high technology in niche sectors and as a less risky test market and bridgehead to the NAFTA market as a whole. In partnerships, they are looking to expand market share by offering clients faster delivery, closer service back-up and lower-cost product through local assembly; to overcome domestic supply constraints and industrial

*Continued on page IV — Italy*

# Doing Business in Italy

## Cultural practices

There are some cross-cultural nuances well worth keeping in mind when doing business in Italy, particularly when meeting a potential business partner for the first time.

*Language:* More and more internationally minded Italian companies expect their top employees to have a good command of English and will not expect their foreign clients or even their suppliers to speak Italian. However, attempts to understand Italian language and culture and to say a few words of Italian as a gesture of courtesy will be appreciated. An Italian interpreter can be employed when necessary.

*Introductions:* Initially, business relations are formal but gracious. If you speak Italian, you should use the polite "Lei" form and call people by the titles given on their business cards. These titles are important in establishing rapport. Do not feel slighted if you are addressed as "Signor" or "Signora," or even "Mister" or "Madame." These are titles reserved for foreigners as a sign of respect.

*Getting down to business:* Before agreeing to a meeting, most Italian business people prefer to establish and prepare for the objective and proposed key points of discussion. At the end of a meeting, they will want to have jointly reached a conclusion as to any common purpose, precise follow-up, division of labour (identifying the contact for each task within each company), any deadlines for action, and date of next contact.

*Hospitality:* Italians offer a more generous style and level of hospitality than we are generally used to in Canada, whether in personalized facility tours or exquisite lunches featuring local specialties. It is important to reciprocate, demonstrating that you recognize the importance of this business relationship and are a worthy collaborator willing to devote time and thought to developing it.

*Visits:* Companies will have a greater chance of success in Italy by visiting their clients, distributors and agents frequently and thereby acquiring first-hand knowledge of market trends and customer requirements.

*Using a local partner:* The use of a local partner is advisable and is certainly far less expensive than attempting to establish a local market presence alone. An Italian intermediary can act as an interpreter both of language and of potentially complicated bureaucratic and business procedures.

## Business practices and perceptions

Tackling the Italian market can be a challenge. Navigating the rules and regulations of the bureaucracy can sometimes overwhelm even the most experienced firms. Italy's central government is more pervasive than in federal states such as Canada, which gives it greater leverage and bargaining power. Moreover, Italian buyers of consumer and industrial goods are demanding; they are accustomed to receiving top-quality goods and services. The fact that English and French are not widely spoken may add to the difficulty in operating in this market.

Canadian business people read stories of questionable business dealings, the "excessive" influence of labour unions, government favouritism toward domestic suppliers, and delays in receiving payment for goods and services rendered. However, there are signs of change in all these areas. The "Clean Hands" trials of 1992-93 confronted the problem of kick-backs. The effects of public administration reform and the growing respect for the rule of law and transparent bidding procedures will contribute to fairness in business and procurement practices.

As a resource-poor nation, Italy has always had a predisposition toward importing raw materials from resource-rich countries such as Canada, processing them in Italy, and exporting the finished, value-added products abroad. Nevertheless, and for some of the same reasons, Italy has always been a trading country, and Italians are always eager to find new products and ideas.

Canada has a good reputation in Italy, partly because of our high quality of living, natural beauty, and the efficiency of our public institutions. In certain high-tech niches (particularly telecommunications, software, aerospace and resource extraction and management), we are considered world leaders. For the most part, however, Canadians are not known in Italy as an entrepreneurial and business-minded people with excellent technology to offer in a range of sectors. The challenge for Canadian companies wishing to break into the Italian market is to introduce themselves with the high level of professionalism and good business sense that have served us so well in other parts of the world.

*Continued on page IV — Doing Business in Italy*

# Doing Business in Italy

— Continued from page III

## Market access challenges

**Financing** — Italian private companies often have difficulty in obtaining financing in Italy, since bank interest rates are extremely high, credit is restrictive, and both the stock exchange and venture capital markets are still comparatively small and under-capitalized.

**Tariffs** — As a member of the European Union, Italy's customs duties are identical to those of the other EU member states. As a result of World Trade Organization agreements, duties on many items are being gradually reduced. While the Embassy in Rome and the Consulate in Milan can provide general information, timely specifics are available from any international freight forwarder.

**Non-tariff barriers** — The process of EU trade harmonization has without doubt permitted freer movement of Canadian products between EU countries. Nevertheless, initial conditions for entry into member states have been tightened due to political pressures from competing suppliers within the European Union.

**Transparency** — The Italian market is generally less transparent than the North American or even the Northern European markets. One reason for this is that the overwhelming majority of Italian companies

are privately held and therefore not constrained to reveal financial information. Public information sources typically provide little data, and what data exist are frequently incomplete and outdated.

**Market fragmentation** — In Italy, there are comparably large numbers of intermediaries — for the most part, small and medium-size operations. Frequently, the wholesalers are smaller in capitalization and turnover than the retailers they service. Few retailers import directly, but only purchase already nationalized products from specialized importers/wholesalers.

**Payment cycles** — The Italian business world is accustomed to a slower rate of payment. Suppliers will often request 90-day payment terms, with the justification that their own customers demand these same terms. Credit recovery can be difficult, and the civil courts are backlogged with pending cases. In such situations, the foreign exporter has little, if any, leverage, especially without the help of a local intermediary. At the very least, set out payment terms in the sales contract, including a late payment clause that indicates interest charges.

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## Italy: Integrating into Europe

— Continued from page II

human resource shortages; to position themselves for the future as the lira recovers value; and to diversify their holdings in order to operate on a world scale.

### Scope for Canadian exports

Far from presenting a saturated market picture, the industrial vitality of Italy offers considerable scope for Canadian exports. Traditionally, two-way trade has consisted mainly of Canadian raw materials exports to Italy and of finished Italian goods coming into Canada.

While terms of entry into the European Community for foreign agricultural and fish products have become more difficult, statistics nevertheless indicate a gradual rise in our agri-food exports during the last three years. In addition, new opportunities have opened up in other areas. Over the past few years, there has been an upswing in value-added product imports from Canada, including the licensing of technology, joint ventures, and the outright sale of turnkey equipment.

As in many industrialized and developing countries, the Italian government is privatizing its very large stake in the economy — everything from telephone and energy monopolies to manufacturing, banking and insurance. The government's progress in this area will affect the way the markets judge Italy's economic performance. Privatized operations also present good opportunities for foreign firms to enter the Italian market.



# Sectors of Opportunity

## **Information Technologies**

The total Italian market for advanced information technologies is undergoing a period of transformation and growth that offers unprecedented opportunities, particularly in the telecommunications and software sectors, which grew, respectively, 10.6 per cent and 4.3 per cent in 1996.

## **Telecommunications**

Driven by accelerated moves toward liberalization, deregulation and privatization, Italy's telecommunications sector is dynamic and open to new Canadian products. The dramatic expansion of this market includes installation of "fibre-to-the-home" high-speed cable networks for multimedia applications, the number one mobile communications market in Europe; new DECT "city cordless" and advanced value-added services (VAS) to business; imminent licensing of a new third national carrier for DCS 1800 MHz mobile services; and the entry of numerous new foreign and domestic players positioning themselves to compete for telecommunications services. In order to comply with EU policies that will open its telecommunications market to full competition on January 1, 1998, the Government of Italy recently passed a sweeping telecommunications reform bill that implements all outstanding EU liberalization directives and establishes an independent regulatory authority responsible for both the telecommunications and broadcasting sectors. The creation of the authority clears the way for the privatization of Telecom Italia, now scheduled for mid-October 1997.

## **Software**

Demand and investment in the software industry are undergoing an evolution. The traditional focus on customized software and EDP consulting is moving to DBMS and PC LAN software, facility management services and networking services. Local adaptation to the Italian language and local service support arrangements are essential. Italy's domestic software industry, with the exception of Olivetti and Finsiel, is very small, and the standard software products market until now has been completely dominated by foreign vendors, especially from the United States.

## **Aerospace**

Italy's aerospace industry, Europe's fourth largest in

value of shipments, has been undergoing deep restructuring and downsizing in recent years. The industry has made a strategic decision to move toward civilian production and is forging international alliances. The market is largely state owned and controlled, primarily through the giant conglomerate Finmeccanica. Because of state ownership, it is difficult to supply to Finmeccanica, because one of its primary roles is to create business for Italian subcontractors. However, the company's reorganization, privatization and search for international alliances could open up new opportunities for foreign suppliers. Only those Canadian companies offering world-class products not matched by Italian industry will be successful.

There are four main segments to the Italian aerospace market: commercial airlines, aircraft prime manufacturers, the Italian Ministry of Defence, and service centres for business aircraft. General aviation is a growing market but restricted by an unfavourable tax structure, high fuel and maintenance costs and general congestion in European airways.

## **Automotive Parts/Technologies**

The Italian auto sector is virtually synonymous with the Fiat Group, which owns Alfa Romeo, Autobianchi, Innocenti, Iveco, Lancia, Ferrari and Maserati, in addition to its own label. Fiat owns large suppliers such as Teksid and Magnetti Marelli. The sector also includes luxury producers such as Lamborghini (controlled by Chrysler) and Bugatti.

Canadian companies with cost-saving, weight-saving subsystems or environmental or safety components have opportunities to supply Fiat directly. For large volumes, they are expected to collaborate with Italian suppliers. Abroad, there will be opportunities to produce components through a joint venture, or under licence, for Fiat's "world car," which will be offered from plants in Brazil, Argentina, Turkey and Poland, and then later in China, India, South Africa, Morocco and possibly Mexico. There are also opportunities in the area of research and development (R&D), since Fiat is requiring its first-tier suppliers to take responsibility for components R&D — something many Italian companies have little experience in and may well look to alliances abroad for its provision.

*Continued on page VI — Sectors of Opportunity*

## Sectors of Opportunity — Continued from page V

Areas of particular interest for components R&D and technology transfer are car safety features, environmental protection and fuel efficiency, recycling systems, and new materials.

### **Environmental Equipment**

Italy offers excellent business opportunities for the introduction of "off-the-shelf" Canadian products, systems and technologies, particularly to municipalities, which account for 70 per cent of all expenditures in the sector. Priority subsectors in Italy are waste water, municipal solid waste, and hazardous and toxic waste treatment. Air quality, hydro-geological stabilization, marine technologies, coastal protection and forestry management, including specialized issues such as forest fire fighting, are also priorities for selected regions or municipalities.

The environmental market in Italy in 1997 is expected to top \$6 billion (a 10-12 per cent increase over 1996). Major new projects for environmental protection have been undertaken this year in Milan and other cities, while a \$300-million program was launched in Naples for the clean-up of the Bagnoli industrial area.

Canadian companies must identify one or more local partners in order to cultivate contacts with the disparate clients. The most active municipalities are the rich second-tier cities and small towns in the North, such as Modena and Padova, as well as other municipalities in the Centre and South that have elected reform-minded administrations. Some of these cities have formed municipal corporations that act as contractors and suppliers, both in their home territory and elsewhere in Italy and abroad. Collaboration with one of these firms can pay off in third-country sales, since some Italian regional and municipal authorities have been active in promoting co-operation with Eastern Europe, where Italian investments and exports are second only to those of Germany.

### **Forest Products**

Excellent opportunities exist for Canadian forest products in Italy — particularly for specialty lumber and value-added and secondary manufactured wood products. Italy is the world's third-largest importer of sawn lumber (after the United States and the United Kingdom) and the largest importer of sawn hardwood lumber, with imports totalling \$4.5 billion. In 1996,

Canadian exports of sawn lumber, plywood, veneers and logs to Italy totalled \$90.5 million, but with Canada's positive image as a supplier of superior quality, there are strong possibilities to increase market share. Italian agents and representatives are keen to establish new business connections with Canadian remanufacturing mills and to discuss sales of joinery and furniture-grade species of both hardwoods and softwoods, as well as, where applicable, high-quality board products. Aggressive marketing by a local sales commission agent or distributor is the key to establishing sales, since the client base of small furniture and building product manufacturers is highly fragmented.

### **Fish and Food Products**

Italy is a large importer of agricultural and food products — mainly primary goods such as common wheat, durum wheat, other grains, seeds, pulses, meat, hides and skins, and genetic material. Companies whose processed food products have enjoyed success in other European markets should look to Italy as a good potential market, especially as traditionally high EU duties on many of these products are phased out. In the case of fish products, good export opportunities exist for canned salmon, live and frozen lobsters, and crab and surimi. Suppliers of specialty Canadian products such as maple syrup and wild rice have also developed a small niche in the Italian market. High-value-added foreign processed food products are starting to find a market as consumers, traditionally "unadventurous," begin to follow the European trend to more "international" cuisine and ready-to-serve products. Another avenue to success is to add value to products already well established, such as introducing frozen lobster and lobster meat to build on the growing live lobster market.

### **Health Care**

The Italian health services and products sector is well developed, with both an extremely large public health care network and a parallel private system of increasing importance. Competition in the sector is open and relatively aggressive due to a lack of restrictions on imports from non-European countries. Over 80 per cent of market sales come from imports. Italian-  
*Continued on page XII — Sectors of Opportunity*

# Toronto Telecommunications Company Poised for First Sale in Italy

*As a new Canadian company in the Italian market, AlphaNet Telecom Inc. is typical in its experience of the remarkable opportunities stemming from liberalization in the Italian telecommunications sector.*

It was only early this year that the young company of five years made its first foray into Italy.

This virtually 100-per-cent export-based company is already present in other countries in Europe, as well as in the United States and Asia, where one of its products, InnFax — an in-room hotel fax service — is operating in 47,000 hotel rooms in 16 countries.

"It was natural to expand to Italy," says AlphaNet's Regional Sales Director, Alan Eugeni, "— it's one of the largest telecom markets in the world in terms of services — right behind the United States, Germany, the U.K. and France."

AlphaNet's other product, the Global Carrier Service (GCS), is an international long distance telecommunications service sold to carriers.

## Italy step by step

"One of the first things we did was to contact the Trade Commissioners and sector specialists at the Canadian Embassy and Consulate General in Milan," recalls Eugeni.

"They sent us research papers and documents on the Italian telecommunications market," he adds, "complementing our own market investigations."

Next, the company contacted various key players in the local telecommunications market — some referred by the Embassy and the Consulate.

"Our first meetings with the

companies we had selected came in the spring," says Eugeni, "which led recently to a signing of a memorandum of understanding as a precursor to a commercial agreement."

AlphaNet expects to sign its first contract, for the provision of international telecommunications services for one particular customer, before the end of the year, making it the first Canadian company with a network presence in Italy.

Eugeni is hopeful that this will lead to many other contracts in that country.

## Know your market

According to Eugeni, a solid knowledge of the intended market is essential before embarking on a prospecting venture.

"We always schedule a meeting with the Canadian Trade Commissioner and sector specialist," he says, "who then put us on their mailing list and keep us apprised of developments in their respective markets."

"As a matter of fact," he adds, "since we don't have an office in Italy, we have used the Canadian Embassy as an on-site resource. This has been very beneficial to us."

Eugeni finds it fairly inexpensive to travel to Italy in comparison with other large developed countries. But he still advises scouting out the market and selecting potential customers by phone, fax and Internet before visiting the country.

"Speak with the right people and preferably meet with them.

"Schedule as many meetings as possible in the same locality," he recommends. "That way it's easier to identify the serious customers."

Since AlphaNet's clientele is fairly limited, the company has participated in only a few trade shows. But as its services expand, it will definitely participate more frequently.

"Trade fairs are good vehicles for finding new contacts and prospects," says Eugeni, "but you have to pursue leads beyond the trade shows and follow up with meeting the right people."

Although Eugeni speaks Italian fluently, he doesn't think language is a problem in Italy. "Many company officials speak English, more so than French," he explains.

"But don't expect things to move as quickly as here," he warns. "The level of service we are accustomed to is not always quite as widespread there. So be patient and persevering."

**For more information** on the close to 100-employee-strong AlphaNet, contact Alan Eugeni, Regional Sales Director, e-mail: [alan.eugeni@alphanet.net](mailto:alan.eugeni@alphanet.net), or Claude Samson, Executive Vice-President, Chief Financial Officer and Chief Operating Officer, e-mail: [claudio.samson@alphanet.net](mailto:claudio.samson@alphanet.net), tel.: (416) 413-4400, fax: (416) 413-4424.

## Ontario High-Tech Company's Sales Take Off in Italy

*After more than 10 years in the Italian market, WESCAM Inc. has just been awarded its first major contract with a large Italian organization, and is in the process of final negotiations on another important deal.*

For over 20 years, WESCAM has been manufacturing and selling specialized, airborne gyro-stabilized camera systems and microwave transmission equipment for surveillance and command/control applications.

WESCAM has pursued the Italian market for the last 10 years and has recently secured its first "major" deal with an Italian prime contractor.

The contract, a result of an international tender, calls for two airborne camera systems, suitable for both high and low altitude flights, as well as for detecting and identifying ships.

"The deal was three years in the making," says WESCAM's Vice President of Marketing, Paul Jennison, "with the tendering process starting one and a half years ago, followed by company selection six months later.

"It was a long and difficult ordeal," he adds, "but in the end we beat the main contender based primarily on the superior performance of our products."

### Local representation key

How did Wescam find out about the Italian tender?

"We have been well represented by a local Italian agent for a number of years," Jennison explains, "and the agent apprised us of the upcoming tender and helped us throughout the arduous tendering process."

WESCAM has also been made aware, through its agent, of another opportunity in Italy. It calls for two airborne, gyro-stabilized cameras and complementary microwave systems.

"This time around, we faced much wider competition," states Jennison, "but WESCAM intends to persevere with the same formula.

"Here again," he adds, "the support of our agent, together with a similar sales formula as in our first contract, will prove to be invaluable tools in capturing this opportunity. We expect to see positive results to our efforts on the second tender in the next financial quarter.

### Do your own homework

WESCAM's success in Italy, as in other parts of the world, is based on a lot of persistent, hard work, and on appointing an agent with a solid reputation.

"We basically did our own investigating," says Jennison, "and once we had a complete and thorough list of potential agents, we checked with the Trade Commissioner at the Canadian Embassy in Rome for confirmation on their status.

"What we normally look for are people involved in our industry, who know their way around and who have proven their ability to network and establish good contacts. And of course, they can help tremendously with the language barriers," he adds.

Jennison also finds the pace of doing business in Italy somewhat slower, "so be prepared to be patient."

What also helps in Italy, as in other markets, according to Jennison, is a unique product and targeted markets.

This is certainly the case for the 200-employee, close to 90-per-cent export-based WESCAM, headquartered in Flamborough, near Hamilton, with offices in the United States and the United Kingdom.

WESCAM provides its customers with turnkey, "one-stop-shop" systems solutions from its complete product line, which includes gyro-stabilized infrared, video and film camera systems, microwave transmission systems, ground control stations and custom aircraft installations.

Key markets include surveillance, airborne law enforcement, electronic news gathering and entertainment services (feature films, television and live event broadcasting).

Participating in international trade shows is one avenue used by WESCAM to explore new marketplaces. The company finds the support of the Canadian Consulate for positioning in Canadian Pavilions at the trade shows to be extremely helpful, both financially and logistically.

For securing some contracts, WESCAM will seek the backing of the Canadian Commercial Corporation and of the Export Development Corporation.

**For more information** on WESCAM or its products and markets, contact company Vice President of Marketing, Paul Jennison, tel.: (905) 689-2231, fax: (905) 689-6627.



# Montreal Export Champion Makes Good Connections in Italy

*As a three-time Canada Export Award winner — topped with a Canada Export Lifetime Achievement Award — Eicon Technology Corporation knows it is doing something right when it comes to exporting, as demonstrated by its success in Italy.*

The nearly 100-per-cent export-based company, specializing in remote access solutions for personal computers, started its Italian operations some 10 years ago when it appointed its first distributor in Italy.

"We originally provided sales and technical support from our European headquarters in London," says Eicon's Executive Vice-President Maks Wulkan. "But as business increased in Italy, we opened an office in Bergamo, near Milan, two years ago."

Today, a staff of seven people is responsible for sales and marketing activity, as well as pre-sales technical support for resellers and end-users, not only in Italy, but also in Greece, Turkey and Israel.

"Italy represents 80 per cent of our market in this region," Wulkan points out, "with company sales having grown by over 70 per cent during the last two years."

What makes the Italian market so attractive?

"It is the largest country in the region, population-wise, and one of the strongest economies," says Wulkan.

## Success based on hard work

Wulkan attributes his company's success in Italy to hard work and patience.

"You have to be present in the market and work closely with the people there," he says. "Make many visits to explain your product, build a relationship with the locals and find out what would be appealing to the customers."

Working with the local people and building credibility by taking care of the customer allow a company to reach a certain level of business.

"After reaching a critical mass," Wulkan adds, "you can open an office to expand further. Many companies do the opposite, and they fail."

Eicon now sells its products exclusively through distributors, systems integrators, value-added resellers and original equipment manufacturers. They include big names such as Olivetti, Telecom Italia and Alcatel (Italian Division).

## Roadmap to success

Success for the more than 500 employee-strong Eicon, which was founded in 1984 and now has annual revenues exceeding \$110 million, did not come overnight.

"With our strong focus on exports," Wulkan recalls, "early on we turned to Canadian Trade Commissioners for market intelligence, and we still consult them when entering a new market, as

we did originally in Italy.

"Whether at the Canadian Embassy in Rome or the Consulate General in Milan, the Trade Commissioners helped by facilitating meeting people, setting up meetings, and providing information on successful local resellers," he says. "They know the local telecommunications industry."

Wulkan has nothing but praise for the Canadian Trade Commissioner Service.

"It is one of the best organizations for helping Canadian companies," he remarks, "and the Department of Foreign Affairs and International Trade can be really proud of the quality of service it offers and its timeliness, with well developed programs to help young Canadian companies."

But these companies must still do their homework, he insists.

"Trade Commissioners act as a catalyst: they can help with introductions, one of the most important parts of new business contacts, but after that," Wulkan says, "you have to do your part."

**For more information** on Montreal-based Eicon Technology Corporation, contact Executive Vice-President Maks Wulkan, tel.: (514) 745-5500, fax: (514) 745-5588.

# Upcoming Trade Fairs and Conferences

## Information Technology

**IBTS** — Milan, October 16-20, 1997; international audio, video, broadcasting and telecommunications show.  
*Contacts:* Michael Thakkar, Consulate General Milan and/or John Picard, Canadian Embassy Rome

**Abacus** — Milan, November 27-30, 1997; computer and telecommunications for home, school and leisure.  
*Contact:* Michael Thakkar, Milan

**SMAU CADD** — Milan, February 25-28, 1998; CADD technologies.

*Contact:* Michael Thakkar, Milan and/or John Picard, Rome

**SMAU TELECOM** — Milan, October 15-18, 1998; global telecommunications market.

*Contact:* Michael Thakkar or Paola Molteni, Milan; John Picard, Rome

## Machinery & Equipment, Transport Industries

**EIMA** — Bologna, October 29-November 2, 1997; international agricultural machinery manufacturers' exhibition.

*Contact:* Gianni Callegari, Milan

**Sitev** — Turin, November 1997; automotive parts and components trade show.

*Contact:* Gianni Callegari, Milan

**BIAS** — Milan, November 26-30, 1997; automation, robotics, instrumentation, microelectronics and process control.

*Contact:* Gianni Callegari, Milan

**Motor Show** — Bologna, December 6-14, 1997; auto show and conference focusing on new automotive technologies.

*Contact:* Gianni Callegari, Milan

**SEP POLLUTION** — Padova, March 31-April 3, 1998; international pollution equipment and technologies trade show.

*Contact:* Umberto Corazzi, Milan and/or Alex Jones, Rome

**AUTOMOTOR FAIR (APLC)** — Turin, 2nd week of May 1998; automotive parts, components and accessories trade show.

*Contact:* Gianni Callegari, Milan

**PLAST '98** — Milan, May 1998; plastic production machinery trade show.

*Contact:* Gianni Callegari, Milan

**SAIE** — Bologna, 3rd week October 1998; International exhibition of building industrialization.

*Contact:* Umberto Corazzi, Milan

## Health Care Industries

**EXPODENTAL** — Milan, October 15-18, 1997; odontology and dentistry equipment (reserved to operators).

*Contact:* Sandra Marchesi, Milan

**INTERSAN** — Milan, October 18-20, 1997; surgical instruments, hospital equipment, physio-electromedical equipment, corsetry, articles for early childhood, aids for disabled.

*Contact:* Sandra Marchesi, Milan

**MACMOSAN** — Milan, October 21-24, 1997; hospital equipment, medical devices, packaging machinery, hardware and software. Medical equipment and technologies for hospitals (reserved to operators).

*Contact:* Sandra Marchesi, Milan

**ITALMEDICA** — Turin, first edition to be held March 11-14, 1998; medical devices and supplies (biannual).

*Contact:* Sandra Marchesi, Milan

**HOSPITAL** — Bologna, May 21-24, 1998; largest health care show in Italy (biannual).

*Contact:* Sandra Marchesi, Milan

## Agricultural and Agri-food Industries

**EXPO FOOD** — Milan, November 7-11, 1997; international food and beverage products show.

*Contact:* Clara Baglietto, Milan

**Fieragricola** — Verona, 2nd week February 1998; international agricultural and animal farming exhibition.

*Contact:* Clara Baglietto, Milan

**International Catering Show** — Rimini, February 7-11, 1998; food and beverages for the food service and hospitality industry.

*Contact:* Clara Baglietto, Milan

**ZOOMARK** — Milan, April 1998; veterinary equipment and pet supplies trade show.

*Contact:* Clara Baglietto, Milan

**FIERA INTERNAZIONALE DELLA PESCA** — Ancona, May 11-17, 1998; international seafood show.

*Contact:* Clara Baglietto, Milan

**CIBUS TECHNOLOGIE** — Parma, May 1998; international food and beverage processing exhibition.

*Contact:* Clara Baglietto, Milan and/or Michael McDermott, Rome

**ACQUACULTURA** — Verona, February 1999; international biennial exhibition of fish products, breeding equipment and technologies.

*Contact:* Clara Baglietto, Milan

*Continued on page XI — Upcoming*

# Market Studies, Internet Sites

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies, which are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca> (For more details, see box on p. 15 of the regular issue.)

## MARKET STUDIES AND INTERNET SITES SPECIFIC TO ITALY

### Agri-food:

#### Market studies

- *Seafood Market* (available from Mike McDermott, Canadian Embassy Rome, or Clara Baglietto, Canadian Consulate General Milan)
- *Agri-Food Profile* (available from Mike McDermott, Canadian Embassy Rome, or Clara Baglietto, Canadian Consulate General Milan)
- *Italian Mission to Agbiotech International Conference* (Clara Baglietto, Milan, September 11, 1996)
- *The Pet Product Market in Italy* (Clara Baglietto, Milan, February 12, 1997)

### Information Technologies:

#### Market studies

- *The Telecommunications Market in Italy* (Team Canada Market Research Centre, June 1997)
- *The Italian Information Technology Market* (Michael Thakkar, Milan, Spring 1997) (Also available at <http://www.canada.it>)
- *Information Highway and Multimedia in Italy: Infrastructure & Services Development* (John

Picard, Rome, Spring 1997)

- *The European Information Technology Observatory '97* (published by the European Information Technology Observatory [EITO])
- *Italy Telecommunications Market Profile 1997* (available from InfoExport)

#### Web sites

<http://www.assinform.it>  
<http://www.smau.it>  
<http://www.italybygm.it>

### Aerospace:

#### Market studies

- *The Italian Aerospace Market* (Peter Egyed, Rome, Spring 1997)
- *A Survey on the Requirements in Terms of Services Expressed by the Aerospace Industry* (Associazione Industrie Aerospaziali, Rome, January 1997)
- *The Future of the European Aerospace Industry* (AECMA, November 1996)
- *Towards a European Aerospace Policy: Perspectives and Strategies* (November 1996)

### Automotive:

- *Automotive Market Profile* (Gianni Callegari, Milan, 1997)

### Health Care:

#### Market study

- *Italian Pharmaceutical Sector* (Luciana Tranquili Spila, Rome, August 1997)
- *Italian Dental Care Market* (Luciana Tranquili Spila, Rome, September 1997)

#### Web sites

European Medical Devices Manufacturers Association:  
<http://www.eucomed.be>  
CORDIS, Community Research and Development Information Service:  
<http://www.cordis.lu>  
Italian Ministry of Health:  
<http://www.sanita.interbusiness.it/>  
Italian Health Institute:  
<http://www.iss.it>  
Italian Biotechnology Association:  
<http://www.assobiomedica.it/>

### Miscellaneous Industrial Sectors:

- *Packaging sector* (Gianni Callegari, Milan, 1997)
- *Plastics Sector* (Gianni Callegari, Milan, 1997)
- *Industrial Machinery* (Gianni Callegari, Milan, 1996)

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## Upcoming Trade Fairs and Conferences — Continued from page X

### Consumer and Cultural/Educational Industries

**International Childrens' Book Fair** — Bologna, 3rd week of April, 1998; childrens' and educational book trade show.

Contact: Clara Baglietto, Milan

**MACEF** — Milan, 1st week September 1998; international housewares, giftware, jewellery and

related consumer goods trade show.

Contact: Carmen Travagin, Milan

**Note:** For further information on trade shows in Italy and around the world, please consult the Web site for the international "Trade Show Central" at <http://www.tscentral.com>

## Useful Addresses

### Canadian Embassy, Rome

Via G.B. de Rossi, 27  
00161 Rome, Italy  
Tel.: (011-39-6) 44598-1  
Fax: (011-39-6) 44598-754 or 752  
Internet: rome@rome01.x400.gc.ca  
Ambassador: Jeremy Kinsman

Territory: Provinces of Abruzzo, Basilicata, Calabria, Campania, Lazio, Marche, Molise, Puglia, Sardegna, Sicilia, Toscana, and Umbria.  
Other countries: Malta

### Canadian Consulate General, Milan

Via Vittor Pisani 19  
20124 Milano, Italy  
Tel.: (011-39-2)6758-1  
Fax: (011-39-2)6758-3900  
Internet: milan@milan01.x400.gc.ca  
Territory: Provinces of Liguria, Piedmont, Val d'Aosta, Lombardy, Veneto, Friuli, Trentino Alto Adige, Emilia Romagna

### Department of Foreign Affairs and International Trade

Southern Europe Division (RES)  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Tel.: (613) 992-2099  
Fax: (613) 995-8783

### ITALIAN ORGANIZATIONS IN CANADA

#### Italian Embassy - Commercial Office

Ottawa, Ontario  
Tel.: (613) 232-2153  
Fax: (613) 233-1484

#### Italian Trade Commissions

Montreal, Quebec  
Tel.: (514) 284-0265  
Fax: (514) 284-0362

Toronto, Ontario  
Tel.: (416) 968-1413  
Fax: (416) 968-2971

#### Italian Chambers of Commerce

Montreal, Quebec  
Tel.: (514) 844-4249  
Fax: (514) 844-4875

Toronto, Ontario  
Tel.: (416) 789-7169  
Fax: (416) 789-7160

Vancouver, British Columbia  
Tel.: (604) 682-1410  
Fax: (604) 682-2997

#### Banca Commerciale Italiana of Canada

Toronto, Ontario  
Tel.: (416) 366-8101  
Fax: (416) 366-2577

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## Sectors of Opportunity — *Continued from page VI*

owned manufacturing facilities are quite limited, since many companies have been acquired by multinationals. The remaining Italian companies tend to look for foreign joint venture opportunities to increase their relative position in the market and to share increasingly high costs for research and development.

Specific opportunities exist for exporters of electromedical devices, diagnostics, disposables,

orthopaedic and rehabilitation products and pharmaceuticals. In addition, Canadian construction skills might be of interest to Italian partners in the areas of specific hospital building techniques and planning, waste disposal and restructuring of existing buildings. Canadian software for hospital administration, patient registration and case recording could also be of interest to Italian software houses active in the sector.



## IFI Project Opportunities — Continued from page 3

The project contains the following components:

- (a) participatory rehabilitation and farmer organization;
- (b) systems and agricultural improvement and farmer turnover;
- (c) institutional reorganization reforms;
- (d) agricultural intensification;
- (e) groundwater management;
- (f) water resources planning and environment management;
- (g) resettlement and rehabilitation; and
- (h) water resources research, innovations and demonstrations.

A Project Concept Document is being prepared, and a review was planned for September 1997. The Environmental Assessment Category is to be determined.

US\$250 (IDA). Consulting services to be determined.

Government of Rajasthan Irrigation Dept., Secretariat, Jaipur 302005, India, tel.: (91-141) 380335, Contact: Mr. C.K. Mathew, Secretary; Command Area Development Dept., Contact: Mr. Rakesh Hooja, Secretary.

### OLIFI NOTE:

A Canadian consultant is already contracted to perform early identification work. Consulting opportunities in relation to the groundwater management component are expected in the next six months. The first preparation mission was scheduled for September 29, 1997. The technical assistance and training components of

the project were to be identified at that time and are expected to amount to approximately US\$4 million. The project team is considering using the Canadian Consultant Trust Funds for part of the feasibility work.

Project Task Manager, World Bank: Mr. Geoffrey Spencer, tel.: (202) 458-2642, fax: (202) 477-0542.

### Country: Mexico

Project name: Education/Training

(N) Knowledge and Innovation: The project will support technology development and application by strengthening linkages between universities and private industry and by increased targeting of academic research and other technology support programs. Project preparation is underway. The Environmental Assessment Category is to be determined.

US\$200 (IBRD). Consulting services to be determined.

Implementing agency to be determined.

### OLIFI NOTE:

The World Bank is presently working in conjunction with the U.S. National Science Foundation. However, the project's objective resembles that of Canada's "Centres of Excellence." While consulting opportunities in the preparation of the project are basically accounted for, the World Bank hopes to promote "partnering" arrangements between institutions in Mexico and in North America.

## The Learning of French: a Niche with Exporting Potential

— Continued from page 6

educational objectives and programs. To become more familiar with the people that she soon hopes to be working with, Ms. Tremblay plans to visit the International Book Fair in Guadalajara, Mexico, this December. For the second consecutive year, the products of l'Artichaut will be displayed at the Canada booth.

"Our attendance at these kinds of

events can produce new agreements, as in last year's tour of Belgium and France, where we obtained major contracts," recalls Ms. Tremblay. "The publishing market is highly competitive; you must be in the right place at the right time." This need is being met in part by financial aid from the Association for the Exporting of Canadian Books (CBEA) and

from the Book Publishing Industry Development Program (BPIDP), managed by Canadian Heritage.

For more information on the products and methods of Les Éditions l'Artichaut, contact company president Ginette Tremblay, tel.: (418) 723-1554, fax: (418) 725-4828; e-mail: artichau@sie.qc.ca

# Doing Business in the U.S.A. ... the GSA Way

The General Services Administration (GSA) is a major procurement arm of the U.S. government, with more than 78 executive agencies purchasing over US\$10 billion annually through the contract vehicles it administers. From contract furniture to complex software and network hardware, U.S. government customers buy a wide range of commercial products and services through the GSA. (For a full description of the GSA, see the July 21, 1997 edition of CanadExport.)

Notices regarding the following GSA contracts are scheduled to be published in February 1998. Please note that the information provided by the GSA is the best available as of June 20, 1997. For up-to-date information about a particular contract, contact the GSA officer indicated for each item.

**Schedule Identification: 8300**

Description: Corrosion Preventative Compound  
 Estimated Value: US\$100,000 - \$900,000  
 Contract Period: FY 1998 - FY 2000  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Andrew Fainer  
 Tel.: (206) 931-7076  
 Fax: (206) 931-7174

**Schedule Identification: 8029**

Description: Primer Coating  
 Estimated Value: US\$144,781 - \$146,927  
 Contract Period: FY 1998 - FY 2000  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Yvonne J. Salas  
 Tel.: (206) 931-7082  
 Fax: (206) 931-7174

**Schedule Identification: 8420**

Description: Adhesives  
 Estimated Value: US\$200,000 - \$350,000  
 Contract Period: FY 1998 - FY 2000  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Andrew Fainer  
 Tel.: (206) 931-7076  
 Fax: (206) 931-7174

**Schedule Identification: N/A**

Description: Heat Resisting, Non-Flaming, and Fire Retardant Paints  
 Estimated Value: US\$3,500,000 - \$4,500,000  
 Contract Period: FY 1998 - FY 2001  
 Procurement Method: Indefinite Delivery Contract  
 Contact: Farey Sebade  
 Tel.: (206) 931-7151  
 Fax: (206) 931-7174

**IADB** — Continued from page 3

The US\$46.2 million in disbursements to Canada comprised US\$20.2 million in payments directly to firms performing contracts and a US\$26-million allocation under Bank structural adjustment loans (SAL) to borrowing countries for their purchase of Canadian goods. These amounts remained at 1995 levels, ranking Canada fifth among the 21 non-borrowing countries, despite the overall drop in Bank SAL disbursements from US \$1,681 million to US\$1,050 million.

**Schedule Identification: 76 - Books, Maps, and Other Publications (annual open season every February)**

Description: 76.II Legal and Tax Publications  
 Estimated Value: US\$20,000,000+  
 Contract Period: FY 1997  
 Procurement Method: Multiple Award Schedule  
 Contact: Patrice Coleman  
 Tel.: (212) 264-9211  
 Fax: (212) 264-4920

# International Business Opportunities Centre

Business Opportunities

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service.

Canadian exporters needing assistance in preparing international bid documents may want to use the international contracts expertise and services offered by the Canadian Commercial Corporation (CCC). This Crown corporation is located at 50 O'Connor St., Suite 1100, Ottawa, ON, K1A 0S6, tel.: (613) 996-0034, fax: (613) 995-2121.

**BRUNEI** — The Ministry of Communications has issued an international tender for several projects, including a regional aircraft maintenance centre, a regional air cargo transshipment centre, and a regional distribution centre (all at Brunei International Airport); and an airport business services and convention centre. Terms and conditions of the tender may be obtained against payment of a non-refundable fee of B\$100 (approx. C\$91). The closing date for the receipt of the completed tender documents is January 6, 1998. Contact Yolande Bourque, fax: (613) 996-2635, quoting IBOC case number 970905-01498.

**ETHIOPIA** — The Telecommunications Corporation has issued an invitation to tender for the supply of outside plant tools, measuring instruments and jointing materials. Bidding documents may be obtained on payment of a non-refundable fee of \$63. The closing date for the receipt of the completed tender documents is November 17, 1997. Contact Yolande Bourque, fax: (613) 996-2635, quoting IBOC case no. 970922-01631.

**ETHIOPIA** — The Ethiopian Privatization Agency invites all prospective investors to submit bids for the acquisition of four textile enterprises.

Bid documents can be obtained upon payment of non-refundable Birr 100 or equivalent in U.S. dollars for each set of document. The closing date for the receipt of the bid documents is November 28, 1997. Contact Louise Cardinal, fax: (613) 996-2635, quoting IBOC case number 970903-01456.

**GHANA** — The Water and Sewage Corporation is inviting bids for the construction of 270 boreholes in four lots. Bidding documents may be purchased for a non-refundable fee of US\$100. The closing date for the receipt of the completed tender documents is November 18, 1997. Contact Yolande Bourque, fax: (613) 996-2635, quoting IBOC case no. 970905-01497.

**JAPAN** — Canadian manufacturers of women's coats, knitwear, sweaters, cardigans, pullovers, pants and leather in the high price point range have the opportunity to export to Nishinomiya City. Contact Bruce Bakun, fax: (613) 996-2635, quoting IBOC case number 970820-01349.

**MADAGASCAR** — A Malagasy national, who owns a mining permit (exploration) for graphite, in four different locations in Madagascar, would like to associate with a Canadian mining company for an eventual development, potentially through

a joint venture agreement (total area: 100 square km.). Some drilling, but no mining has been done in the past. Contact Sean McCabe, fax: (613) 996-2635, quoting IBOC case number 970915-01585.

**SINGAPORE** — The MRT (Mass Rapid Transport) Ltd. has issued a tender package to supply, deliver, install, test and commission a synchronous digital hierarchy (SDH) network and PABX network in the MRT system. Bid documents are available for the non-refundable fee of \$25.75 per set. The closing date for the receipt of bid documents is November 14, 1997. Contact Bruce Bakun, fax: (613) 996-2635, quoting IBOC case number 970908-01524.

**SINGAPORE** — The Ministry of the Environment (Engineering Services Department) has issued a pre-qualification notice for an energy audit to be carried out on its Environment Building. The closing date for the receipt of the bid documents is November 27, 1997. Contact Sean McCabe, fax: (613) 996-2635, quoting IBOC case number 970912-01568.

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

## Invitation to Participate in Mining Indonesia Show

JAKARTA, INDONESIA — November 5-8, 1997 — the International Mining and Minerals Recovery Exhibition and Conference (Mining Indonesia), held every two years, has become the most important meeting place for domestic and foreign mining companies active or interested in participating in the development of Indonesia's vast mineral resources.

Opportunities exist for Canadian companies specializing in surveying, geological, and exploration services and equipment; mine engineering; mining equipment; mineral processing and refining;

environmental consulting; and complete project engineering.

Canadian mining, mining equipment and related services companies are invited to send company information and product brochures for display at the exhibition, at a Canadian information booth being sponsored by the Canadian Embassy in Jakarta. The booth will also serve as a meeting place for visiting representatives of Canadian companies.

Interested companies should send catalogues, brochures (100 copies), video cassettes (VHS: PAL or NTSC) via door-to-door courier service, for arrival no later than October 24,

to Rene Wassill, First Secretary (Commercial), Canadian Embassy in Jakarta, Wisma Metropolitan I, 5th floor, Jl. Jend. Sudirman Kav. 29, Jakarta, 12920, Indonesia, tel.: (62-21) 525-0709, fax: (62-21) 571-1494.

If your company is planning to attend the conference or to have its own booth at the exhibition, the Embassy would also appreciate hear from you.

### CanadExport On-Line

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

## BUDMA '98 Highlights Construction Opportunities in Poland

POZNAN, POLAND — January 20-23, 1998 — The eighth Annual BUDMA International Construction Fair, a major European construction fair and the largest in Poland, will feature building materials, products and elements; building machinery and equipment; finishing materials, installations and fittings; construction services; residential and industrial housing and road construction; and complete construction designs and related services.

The strong demand for housing in Poland offers many opportunities for Canadian exporters and investors, in both the renovation and construction markets. The Polish market is emerging as an

important consumer of building materials, prefabricated homes and energy-efficient building technologies. With their outstanding quality, Canadian building and construction products are highly regarded in this market.

The Canadian Embassy will host its Second "Canada Day" Reception and Business Mixer at BUDMA '98, bringing together key decision makers and representatives of the Polish construction sector.

For more information, contact Adam Kapitan Bergman or Teresa Zielinska, Canadian Embassy, Commercial Office, ulica Jana Matejki 1/5, 00-481, Warsaw,

Poland, tel.: (48-22) 629-8051, fax: (48-22) 629-6457, e-mail: [commerce@wsaw01.x400.gc.ca](mailto:commerce@wsaw01.x400.gc.ca)

For information on exhibiting, contact Michèle Tessier Pepin, Vice President and General Manager, PROMEXPO, 801 Rue Sherbrooke est, 10e Étage, Montreal, Quebec, H2L 1K7, tel.: (514) 527-9221 or 524-1157, fax: (514) 527-8449.

For general information on BUDMA '98, contact Mr. Janusz Mazurczak, Project Manager - Team B3, Poznan International Fair Ltd., ulica Glogowska 14, 60-959, Poznan, Poland, tel.: (48-61) 869-2285, fax: (48-61) 866-1055.

## CeBIT '98 — One Does IT All

HANNOVER, GERMANY — March 19-25, 1998 — CeBIT, the leading international trade fair for information technology (IT), is held annually at the world's largest fairgrounds, and brings together the entire world IT market at a single venue.

In 1997, more than 6,800 exhibitors from over 60 countries played host to 600,000 visitors from all over the globe.

CeBIT presents a complete array of technology, trends and services targeted at all segments of the IT market. For industry professionals, it provides the ideal opportunity to identify leading-edge solu-

tions and to prepare for major investment decisions. For exhibitors, CeBIT opens the door to the world's biggest potential market.

CeBIT '98 is an opportunity that Canadian companies cannot afford to miss. Demand for exhibit space is extremely high, so Canadian companies wishing to participate are urged to register early. Application forms for independent exhibit space and details on national group stands are now available.

For information on exhibit options, contact Jennifer Cooke or Oscar Johvicas, Co-Mar Management Services, 8 King Street East, Suite 1110, Toronto, ON, M5C

1B5, tel.: 1-800-727-4183 or (416) 364-5352, fax: (416) 364-6557, e-mail: comar@emji.net

## International Fair in Guinea

CONAKRY, GUINEA — November 27 to December 7, 1997 — The second edition of the Conakry International Fair is being organized in co-operation with the International Centre for Trade and Export Promotion and the Guinea Chamber of Commerce and Industry.

The fair, the first edition of which met with success in 1995, is designed to be a forum for business and partnership meetings at which a wide variety of product and expertise exchanges will be promoted, along with co-operation among countries and business circles.

For more information, contact Robert Leblond, Central and Western Africa Division, Department of Foreign Affairs and International Trade, tel.: (613) 944-0396, fax: (613) 944-3566; or the National Trade Branch, Republic of Guinea, tel.: (224) 44-37-37, fax: (224) 41-39-90.

## Milipol '97: World's Largest Public Security Show

PARIS, FRANCE — November 24 to 28, 1997 — Milipol '97, the international civilian and police security equipment fair is an excellent meeting-place for specialists and administrators involved in community security.

The Trade Division of the Canadian Embassy in France is co-ordinating a booth at the fair, where a number of Canadian firms specializing in protection and detection equipment will be represented.

Delegations from 90 countries visit the fair, which houses over 300 exhibitors from 24 countries

and attracts some 15,000 professional visitors from the police, customs, justice and corporate security fields. The equipment and systems exhibited pertain to electronics-informatics, optics-optronics, mobility, engineering, weaponry and munitions, textiles, word processing and the elimination of hazardous substances.

For more information, contact Guy Ladequis, Commercial Attaché, Embassy of Canada, Paris, France, tel.: (33) 144-43-23-59, fax: (33) 144-43-29-98, e-mail: guy.ladequis@paris02.x400.gc.ca

## CanadExport On-Line

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

## Construct Canada Comes to Toronto

TORONTO — December 3-5, 1997 is the date set for Construct Canada '97, Canada's largest show for building professionals. This year's event features over 750 exhibits of advanced construction materials and technologies for all types of building design and construction, from housing, office buildings, apartment buildings and factories to roads, shopping centres, schools and hospitals.

Supported and promoted by the Department of Foreign Affairs and International Trade, Ontario International Corporation and the Housing Export Centre of Canada Housing and Mortgage Corporation, Construct Canada '97 will take place in conjunction with PM Expo, Canada's largest annual exposition for property management services.

With over 17,000 visitors expected,

the twin events represent a unique opportunity to meet with architects, engineers, contractors, developers, home builders and real estate professionals from across Canada and around the world — in 1996, the shows attracted visitors from 36 countries.

For more information, contact Evelyn Silverstone, tel.: (416) 512-1215, ext. 229, fax: (416) 512-1993, e-mail: shows@cemyork.com

## Japan's Premier Food Trade Fair Set for March

TOKYO, JAPAN — March 10-13, 1998 — FOODEX '98 — Japan's premier annual food promotion event and the largest food trade fair in Asia — will feature more than 1,600 exhibitors from more than 40 countries and will be visited by more than 87,000 executives and buyers representing Japan and Asia's major food and beverage industry players.

The Canadian government will again be co-ordinating a national stand and has reserved space for Canadian exhibitors, who are invited to display their products and promotional materials.

Agri-food and fisheries trade specialists and commercial officers from the Canadian government will be available to assist exhibitors to establish international marketing contacts in preparation for FOODEX '98.

Specialists can provide timely information on such things as local regulations and import restrictions for the Japanese market.

Depending on interest (a minimum of seven firms), the Canadian government will organize a self-funded mission to visit FOODEX

*Our participation at FOODEX this year paid off with immediate sales results, and we are confident that the long-term benefits will be substantial. Embassy trade commissioners were most helpful, and the show was run in a very professional manner. We are looking forward to next year's show.*

Mike Campbell, Seabay Clam Co. Inc.

and to learn more about the Japanese market. This structured market-familiarization program will be led by officials familiar with FOODEX and with the intricacies of the Japanese market at all levels, from the importers and producers to

the supermarkets and family-run stores. Early indication of interest is essential in order to organize the travel arrangements for this mission.

Deadline for registration at the Canadian pavilion is October 31, 1997. Note that small and medium-sized firms may be eligible for

financial assistance to participate at the trade fair under the Program for Export Market Development (PEMD).

For more information on exhibiting at or participating in the mission to FOODEX, contact Greg Giokas, Japan Trade Division, DFAIT, tel.:

(613) 992-6185, fax: (613) 943-8286, e-mail:

Greg.Giokas@extott02.x400.gc.ca

Additional information on FOODEX '98 is also available on the Internet at [www.dfait-maeci.gc.ca/ni-ka](http://www.dfait-maeci.gc.ca/ni-ka) or <http://atn-riae.agr.ca>

## Canadian Energy Ventures Abroad

Doig's Digest has published its fourth annual report — *Canadian Energy Ventures Abroad*. The 1997 report lists, country by country, where Canadian exploration and production, pipeline, drilling and service companies have their foreign operations and production.

Also included are company addresses, key contacts, telephone and fax numbers, and e-mail and Internet addresses. According to the report, in 1996, 128 Canadian companies had international operations or land holdings, or made sales, in 100 countries around the world.

For more information or to order a copy, contact Doig's Digest, 1512 Evergreen Hill S.W., Calgary, Alberta, T2Y 2V8, tel.: (403) 254-8057, fax: (403) 254-6044. Cost of the report is \$200.

## Cuba — A Guide for Canadian Businesses

Cuba is an emerging market with promising potential for Canadian business. With a population of 11 million, it has fertile soil, unspoiled resources for tourism, many unexploited mineral resources and good ports. But there are challenges, too. *Cuba — A Guide for Canadian Business* is an Internet resource for firms debating whether to venture into

the Cuban market. Produced by the Canadian Embassy in Havana and Prospectus Inc., the guide outlines the historical and political issues affecting the Cuban business climate today, and includes chapters on Cuba's economic sectors, infrastructure, foreign investment, international trade, regulatory environment, the U.S. embargo and market-entry strategies.

Canadian companies considering conducting business in Cuba are encouraged to read the guide beforehand. The guide is available on the Internet only at <http://www.dfait-maeci.gc.ca/english/geo/lac/cuba-e.htm>

## Author Looking for Canadian Success Stories

Maggie Maier, President of One World Communications, is looking for small and medium-sized Canadian companies that have been doing business in the United States and China for at least one year. She is currently writing a book on "how to successfully go global."

For information, contact Maggie Maier, tel.: (416) 369-0999, fax: (416) 369-0144, e-mail: [maggie@1worldinc.com](mailto:maggie@1worldinc.com)

## 1997-1998 Gourmet Export Directory

The 1997-1998 *Gourmet Export Directory* is a compendium of Quebec agri-food export products, with a description of almost 300 Quebec agri-businesses.

Prepared by the Quebec Agri-Food Export Club, this 376-page catalogue also provides a systematic index for product categories and particular markets, an alphabetic listing and a fairs and missions section, with information on international activities and promotions in the bio-food sector. The full *Gourmet Export Directory* is available on the Internet at <http://profil-cdi.qc.ca>

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

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Canada-U.S. Energy Conference Will Focus on Business Opportunities

BOSTON — November 7, 1997 — Business opportunities created by deregulation and technological advances will be the focus of the fifth annual Canada-U.S. Energy Trade and Technology Conference.

Sponsored by the New England-Canada Business Council, the conference is designed to provide perspective and insights for all business leaders and policy makers who are affected by the changing

marketplace. Among specific issues to be explored are developments in energy trade and market evolution in the past year; the new power generation market, including financing, fuel supply, market development and regulatory issues; and public interest dimensions, from mergers to environmental impacts.

Newfoundland and Labrador Premier Brian Tobin will be the luncheon keynote speaker.

For more information, contact the New England-Canada Business Council, Boston, tel.: (617) 674-9393, fax: (617) 674-9494.

## E'98: Competition, Change and Technology in the Electricity Industry

TORONTO — April 26-29, 1998 — E'98, the Electricity '98 Conference and Exposition, will be the foremost event for the Canadian electricity industry in 1998. Hosted by the Canadian Electricity Association, the conference will focus exclusively on technological advances and issues arising from the rapid transition of the electricity market into a competitive customer-driven energy marketplace. More than 1,000 electric industry professionals from Canada and abroad are expected to attend.

Participants will find a conference program packed with technical and business expertise in areas such as hydro power technology and services; thermal and nuclear power technology and services;

operations management; electricity trade and open access; transmission and distribution technologies; metering; and health, safety, and the environment.

In 1997, the exposition attracted over 60 leading manufacturers, suppliers and industry resources. The line-up included names such as 3M Canada Company, the Electrical Industry Training Institute, GEC Alstom, General Electric of Canada Inc., Honeywell Ltée, Hydro-Québec, Omicron Electronics Corp. USA, Pratt & Whitney Canada Ltd. and Westinghouse Canada Inc.

For more information, contact the Canadian Electricity Association, tel.: (514) 937-6181, fax: (514) 937-6498, e-mail: [info@canalect.ca](mailto:info@canalect.ca)

## Making Trade Shows Work

MONTREAL — November 4, 1997 — Making Trade Shows Work is a series of workshops presented by Barry Siskind and designed for show co-ordinators, sales managers and staff who are involved or plan to become involved in trade fairs.

For more information, contact International Training and Management Company, tel.: 1-800-358-6079 or (519) 927-9494, fax: 1-800-358-6084, e-mail: [itmc@ican.net](mailto:itmc@ican.net)

**Info  
Centre**

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

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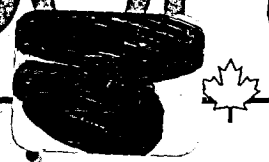


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# CanadaExport

Vol. 15, No. 18 — November 3, 1997

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## Study Delivers Unanimous Decision: Canada Is Number One!

The numbers have been crunched and Canada is the clear winner. A recent major study of the costs of setting up shop in North American and European cities unqualifyingly chose Canada as the best place in North America for businesses to invest.

The report, *The Competitive Alternative: A Comparison of Business Costs in Canada, Europe and the United States*, released by the established international consulting firm KPMG, found Canada the most cost-effective country in which to invest, followed closely by Sweden. The United States, Canada's major competitor in the race for foreign invest-

ment in North America, finished fourth overall.

International Trade Minister Sergio Marchi heralded the report as great news for all Canadians, and called for business and political leaders to spread the word to investors the world over. "The time for modesty is past," said Mr. Marchi. "Canada's economic house

is in order, and this study demonstrates that future investment will find a profitable home in Canada. Canada offers an investment environment second to none, and now we can prove it."

In a special supplement in this issue, *CanadaExport* takes an in-depth look at the report and what it means for Canadians in terms of jobs and economic growth.

### Team Canada '98 to Promote Trade and Investment in Latin America

Several hundred business people, heads of educational institutions and municipalities, and young entrepreneurs will join the provincial premiers and territorial leaders and Prime Minister Jean Chrétien, as he leads the fourth Team Canada mission, from January 11 to 23, to generate new business for Canadian companies in Mexico, Brazil, Argentina and Chile.

Team Canada '98 will focus on nine priority sectors: telecommunications and information technology, transportation, specialized services, the environment, energy and natural resources, agri-food, education

and cultural industries, construction and building materials, and advanced manufacturing.

Continued on page 10 — Team Canada '98

#### CanadaExport On-Line

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

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# Team Canada Inc: Building Bridges to the Private Sector

To encourage and assist Canadian companies, especially small and medium-size enterprises, in selling their products and services around the world, the federal government is introducing new initiatives to enhance Canada's trade services network — starting with a new name: Team Canada Inc.

Announcing the new name and other initiatives at the October 5-7 annual meeting of the Alliance of Manufacturers & Exporters Canada in Quebec City, International Trade Minister Sergio Marchi pointed out the appropriateness of the name Team Canada Inc in describing a trade network that is a "co-operative venture of federal departments, provinces, municipalities, educational institutions and, you, the private sector.

"We are building bridges to the private sector, assessing your needs and matching them with targeted services," said Minister Marchi, who on October 6 presided over the annual Canada Export Awards ceremony (coverage of which will be provided in the next issue of *CanadExport*). "In fact," he added, "we have put in place the wiring for the best trade network in the world. Our ultimate objective is: to become the world's foremost trading nation."

Working toward this objective, the government has announced several other new initiatives to enhance this evolving network — initiatives that Minister Marchi outlined to the Alliance members.

**Providing timely trade advice**  
A Team Canada Inc Advisory Board will replace the existing International Trade Advisory

Committee (ITAC). To be chaired by Mr. Lynton (Red) Wilson, Chairman of the Board of BCE Inc., the new Board will be smaller, with the aim of providing counsel more

quickly. It will continue to provide advice on trade policy and market access questions, but will incorporate the vital role of trade.

*Continued on page 11 — Team Canada Inc*

## Prime Minister Launches APEC '97 Season

On October 2, Prime Minister Jean Chrétien launched the "APEC '97 Season" in Vancouver, unveiling the official graphic design and Internet Web site for the APEC Economic Leaders' Meeting, to be held November 19-25 in Vancouver.

"The launching of the APEC '97 Season, and the Leaders' Meeting in particular, marks the high point in Canada's Year of Asia Pacific. In the coming weeks, Vancouver — as Canada's Pacific Gateway — will be in the international spotlight," said Prime Minister Chrétien. "It gives us the unparalleled opportunity to showcase our talent, products and services to our Pacific Rim partners."

The APEC '97 graphic design is the work of award-winning Vancouver designer Ken Koo. The APEC '97 Web site (<http://www.apec97.gc.ca>) provides access to everything from facts on member economies to "virtual" tours of event sites.

### CanadExport

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Editor-in-Chief: Amir Guindi  
Managing Editor: Don Wight  
Associate Editor: Louise  
Design: Boîte  
Layout: [illegible]

Circulation  
Telephone  
Fax: (613)  
E-mail:  
[canad.export@](mailto:canad.export@)



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## IFIs Invest in Telecommunications Projects

Financing telecommunications projects is a strategic investment in maintaining and developing a country's competitive advantage in the global economy. That is why, over the past three decades, International Financial Institutions (IFIs) have invested billions of dollars in support of such projects — with a recent emphasis on supporting increased private-sector participation in the sector. Below is an overview of the IFIs' current activities and strategies in telecommunications in emerging markets and developing economies.

The World Bank has shifted from investing in telephone-company infrastructure to supporting sector reforms that set the stage for competition and mobilization of private capital and management. The World Bank now sees sector reforms as the means to increase private-sector participation to attract new sources of capital, management, and technology to the telecommunications sector, and contribute to the development of the private sector. (See p. 8 for project opportunities in Bangladesh and Romania.)

The European Bank for Reconstruction and Development (EBRD) plays a key role in support of the telecommunications sector in countries of Central and Eastern Europe and the former Soviet Union, where demand for access and improved service quality exceeds current supply. EBRD's strategy is to promote modernization and expansion of the sector by mobilizing private-sector financing; assisting in the privatization of national telecommunications operators; and maintaining a set of flexible financial instruments to accommodate the increasingly sophisticated needs of clients.

In Romania, EBRD has provided a \$220-million loan to the state-owned telecommunications operator to, among other things, expand the network capacity to connect 600,000 new subscribers and replace 400,000 existing subscriber lines. The commercialization of the Romanian telecommunications sector has translated into real business opportunities for Canadian exporters (see article on p. 5).

According to the International Finance Corporation (IFC), which finances private projects in developing countries, the most promising short- and medium-term prospects for telecommunications are in Africa, where services are inadequate and of poor quality. For example, IFC is providing a venture loan of US\$473,000 to a Côte d'Ivoire private company to double the number of payphones from 200 to 400 in Abidjan and suburbs. The IFC is working closely with the World Bank to expedite privatization and liberalize the sector. To date, IFC's geographic distribution of project financing in telecommunications is 9 per cent in Sub-Saharan Africa, 12 per cent in the Middle East and North Africa, 14 per cent in Europe, 25 per cent in Asia, and 39 per cent in Latin America.

While the African Development Bank (AfDB) has not recently funded any telecommunications projects, it is collaborating closely with the World Bank to create an enabling environment, through policy reforms. As a result, countries such as Benin, Côte d'Ivoire, Ghana and Uganda are making significant progress in establishing market conditions for private projects in telecommunications. In those countries, the private sector is making its way in the sector through management contracts or BOT/BOO-type projects. In Côte d'Ivoire, for example, the government is negotiating with foreign companies for the operation of cellular telecommunications networks.

*Continued on page 8 — IFIs Invest*



### Looking for Export Opportunities?

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

## Canada and Portugal Mutual Openness in Unique, Solid Markets

**F**or members of the Portuguese business community, Canada is much more than a vast northern country. They see it first and foremost as an excellent gateway to the North American market. In turn, Canadians may consider Portugal as an entry to the European market, its economy having this year's strongest growth rate in Europe.

This mutual enthusiasm is doubtless due in part to the recent promotional efforts by the Canadian Embassy in Lisbon. In April, the Embassy organized "Canada Week," featuring a series of business, tourism, cultural and gastronomic events. These activities aimed to strengthen the economic and business relations between Portugal and Canada and to raise awareness of the many ties that unite the citizens of both countries.

As part of the Canada-Europe transatlantic agreement, this initiative soon generated interest for everything Canadian. Indeed, less than a month after that special week, the Canadian Embassy was pleased to note a substantial increase in enquiries about both premiere tourist destinations in Canada and the importing of Canadian products to Portugal.

### Priority on trade

Trade between Portugal and Canada is currently undergoing a transformation. In the past two years, sales of Canadian goods and services to Portugal have increased by nearly 300 per cent. In 1996, Canadian exports to Portugal totalled \$99 million, while imports from Portugal to Canada reached \$179 million. Patricia Marsden-Dole, Canada's Ambassador to Lisbon, recently noted that, while Canada

has always maintained political and cultural relations with Portugal, "from now on, the quality of trade between the two countries is of primary importance."

As evidence of that interest, "Canada Week" gave rise to activities highlighting trade relations and investment between Canada and Portugal. A group of four Canadian companies, including Bombardier and Cabovision, Portuguese interests and government representatives of both countries, took part in a round table examining the difficulties and opportunities for trade between Canada and Portugal. Those discussions highlighted the need for a permanent task force to bring together the private and public sectors of both countries.

The most noteworthy activity was the official signing of a co-operation agreement between the Industrial Association of Portugal (AIP) and the Alliance of Manufacturers & Exporters Canada (AMEC). This agreement allows for much closer ties between these two major manufacturing associations and seeks to boost the competitiveness of their respective countries and to promote both exports and investment. Accordingly, a number of studies will be conducted to develop action plans that will allow members of these associa-

tions to benefit fully from this new co-operation.

**A springboard to the European market**  
Canadians can thus increasingly see Portugal as a gateway to the major European market. With some 37 per cent of international trade, the European Union is the main exporter of services and the primary exporter of goods. (Exports from Canada to Europe account for 130,000 jobs in the country.)

Nevertheless, Portugal, which joined the European Union in 1986, is a very important market in its own right, since competition is not as fierce as in some other European countries. While it energetically pursues its development to become a fully integrated European country, Portugal offers interested Canadian businesses an excellent opportunity to make their presence felt. It is noteworthy that the Portuguese economy has the strongest growth rate of any European country in 1997, with GDP increasing by 2.5 per cent. Inflation is decreasing, from 4 per cent in 1996 to 2.9 per cent this year. The latest estimates for 1998 are optimistic, with an expected GDP increase of 3.75 per cent and a likely decrease in inflation to 2 per cent.

*Continued on page 10 — Mutual Openness*

## EDC Co-finances Cellular Network Project in Romania

Export Development Corporation (EDC) is providing US\$25 million in limited recourse financing to support the significant Canadian involvement — including the sponsor and the companies providing equipment and services — in a cellular network expansion project in Romania.

The Canadian sponsor is MobiFon S.A., a private company 60 per cent owned by Telesystem Wireless Inc. (TIW) of Montreal, which was awarded one of two GSM licences last April to operate a mobile telecommunications network in Romania. (See "Sharing Trade Secrets" article on p. 9 of the April 7, 1997, issue of *CanadExport*.)

Montreal-based Harrison Farinon Canada is supplying digital microwave equipment, while Trylon-TSF of Elmira, Ontario, is supplying telecommunications towers to MobiFon.

EDC Information Technologies team leader Peter Foran believes that Canadian companies can play a

key role in developing infrastructure projects around the world. He hopes that this landmark transaction will send a signal to other Canadian exporters of the critical importance of targeting new offshore markets.

"The overwhelming majority of Canadian high-technology firms understand that they must export if they wish to grow their business," says Foran. "While there are tremendous opportunities for these companies, there are also risks — and that's where EDC can play a critical role in helping them manage these risks."

EDC is a Crown corporation that operates as a commercial financial institution. It is among several lenders, including the European Bank for Reconstruction and Development, that are providing a total of US\$190 million in financing for the Romanian telecommunications project.

## EDC Provides First Direct-Risk Financing to Private Sector in India

Export Development Corporation (EDC) is providing up to US\$12.5 million in financing to support the sale of industrial equipment by Belleville-based Svedala Industries to a steel company in India.

This is the first EDC financing to the private sector in India on a direct-risk basis.

The deal is also noteworthy because of how quickly it was completed, reflecting a significant improvement in the time needed to secure the necessary approvals, particularly with respect to the private sector.

"India is a priority market for EDC, and we can help Canadian exporters by providing them with flexible financial solutions as they pursue the many trade opportunities available," says June Domokos, EDC's vice-president, Asia, Africa and Middle East.

"There is a huge potential for industrial equip-

ment supply to India, particularly to the steel and power sectors," adds Ms. Domokos. "We are actively considering a number of transactions in other key sectors, such as oil and gas, mining, pulp and paper, and telecommunications, all of which reflect a high degree of compatibility between Indian priority needs and Canadian exporter capability."

### CanadExport On-Line

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

## Quebeckers Make Daring Moves... and Succeed in International Markets

Over the last few years, the Quebec agri-food industry has witnessed the rise of an impressive number of exporting firms. Quebec exporters operating in the agricultural and agri-food sectors have seen their export sales jump from \$900 million in 1990 to \$2 billion in 1996, an increase of 220 per cent. The establishment of the Club Export Agro-Alimentaire du Québec (Quebec Agri-Food Export Club) seven years ago has had much to do with this success. The efforts made by the Club and its major partners, including the Department of Foreign Affairs and International Trade, have, in fact, largely been responsible for enabling Club exporter members to increase their share of international markets.

### Avenues to pursue along the export trail

Buoyed by their exporting experiences, four Quebec firms belonging to the Agri-Food Export Club wanted to share their vision. Pascale Tremblay, an agronomist-journalist, has collected their secrets of success in the audiovisual documentary *Des Québécois jouent d'audace* (Quebeckers Make Daring Moves).

Ms. Tremblay notes: "Exporting means placing yourself in a dynamic context, where you have to co-ordinate and continually adapt your actions in order to reach a specific goal."

However, the road that leads to that goal is sometimes linear and sometimes roundabout, depending on one's objectives. *Des Québécois jouent d'audace* describes the four different approaches of these companies — all worthwhile avenues to pursue in the export field.

### The attentive approach: the mountain has come to us

Delivering 15,000 dozen heads of hydroponic lettuce each week, Hydroserre Mirabel is the largest producer of hydroponic lettuce in the world. Its technological subsidiary, Hydronov Inc., sells and installs complete hydroponic production systems, and offers after-

sales service. In fact, it was the large demand for these systems that made Hydronov an exporter. As company CEO Luc Desrochers explains, "Even the markets we are targeting have been determined by the interest shown in our technology."

Hydronov is not, however, satisfied just to fill the orders that it

receives from China, the Middle East, North Africa and the United States. "We acquire a position in the share capital of our customers," Mr. Desrochers adds, "up to a level of 10 to 40 per cent. This partnership greatly reassures those who have been fooled by foreign companies in the past."

*Continued on page 7 — Quebeckers*

## 1997 Person of the Year in Quebec's Bio-food Export Sector: Authority on World Markets

At the annual general meeting of the Club Export Agro-Alimentaire du Québec (Quebec Agri-Food Export Club), Érik de Franciosi, Vice-president of Agro-Haribec inc., received the 1997 Person of the Year award in the Quebec bio-food export sector. Agro-Haribec produces dry cranberry beans, 98 per cent of which are exported to Europe, Japan and South America.

With 23 years' experience in the import-export field, Mr. de Franciosi is an authority on exporting. He attributes his success in business to his respect for people and his ethical concern: "First of all, you have to have an open mind about the differences in outlooks,

cultures, and the political and economic conditions that prevail in our export markets. This respect must then be reflected in an ethical manner of working with others."

These values, combined with a great capacity for listening, have enabled Mr. Franciosi to understand the quality that his customers are looking for. "We have worked on improving quality in every link in the chain, from ongoing technical improvements to our factory to meticulous respect for our contractual commitments."

Drawing on his considerable experience in the export business, Érik de Franciosi has a suggestion for all exporters. "In order to truly

*Continued on page 9 — 1997 Person*

## Quebeckers Succeed in International Markets — Continued from page 6

### The individualistic approach: do your own thing

Penetration of foreign markets was not so instantaneous for Les Aliments LEIKA Inc. This Saint-Léonard firm produces high-end teas and infusions made exclusively from natural ingredients. It was after launching its products in some U.S. fine food shops, a decision facilitated by its participation in every Fancy Food Show in the United States since 1992, that LEIKA chose to move into the large food chains.

To do this, the company enlisted the services of a small broker, who suggested the company lower its prices, to compete with American brands. "In addition to losing profits, we gave up our high-end image," explains LEIKA President Michel Laperle.

Les Aliments LEIKA nonetheless succeeded in exporting to the United States, but the experience was costly. "Some of the steps that led us to exporting had not been well thought out," Mr. Laperle admits. "For example, we tried to enter the New York market first, where everyone wants to be. We should have started out in the markets where infusions and teas are in demand, like New England or California."

In addition to the United States, LEIKA now exports to Japan, Taiwan, Australia and Venezuela.

### The methodical approach: a calculated process

Like LEIKA, Produits L.B. Ltée offers high-quality products at a reasonable price. It is, indeed, this superior quality that has enabled this producer

of dry cat and dog food to set itself apart from its international competitors.

The exporting adventure of Produits L.B. Ltée began when Jacinthe Brasseur, Vice-president of the International Sales Division, realized that the company could imitate its Canadian competitors that were already on the international scene. "In the beginning, there was so much to do that we didn't know where to begin," Ms. Brasseur notes. "The Agri-Food Export Club enabled us to orient ourselves and to develop an approach that reflected our objectives."

As a result, the products of this Boucherville firm made their way to Japan during a validation mission conducted by the Club. "Even before entering the Asian market, we had an idea of what the Japanese thought of our products," says Ms. Brasseur.

Produits L.B. then conducted some experiments in the field, experiencing the ups and downs of exporting. "It is sometimes difficult to get away from our North American philosophy that everything should be fast and efficient," Ms. Brasseur admits. "It sometimes takes a long time to come to an agreement, particularly because of cumbersome regulations, which vary from country to country. You need time to prepare for exporting, and patience to become established abroad. However, the results are worth the energy and effort."

### The experimental approach: refining the methods

A. Lassonde Inc., a subsidiary of Industries Lassonde Inc., is the largest producer and distributor of apple

juice in Eastern Canada. This Rougemont company is also active in processing, packaging, and marketing food products such as pure juices and fruit drinks, sauces and bouillons.

A. Lassonde first entered export markets — 10 years ago — in somewhat the same way as Hydronov. "It was the demands of foreign distributing agents that launched us internationally," says Pierre L'Heureux, Vice-president of Marketing. "Over time, we have refined our working methods and our approach to our customers."

Active in 35 countries, A. Lassonde has been able to identify profitable markets while adhering to strict criteria. "We choose our markets according to a rigorous selection process," explains Mr. L'Heureux. "For example, we do business with industrialized countries that already have an established distribution network and a structured sales network. Being assured of the consumer potential of our products in those markets is another basic criterion."

Nevertheless, A. Lassonde remains flexible once the target market has been selected. For example, after conducting a study, the company did not hesitate to change its fruit-flavoured juices to please Americans, who prefer a sweeter taste.

From his experience in exporting, Pierre L'Heureux offers the following advice: "Companies that choose an efficient foreign partner have a very good chance of succeeding in the international marketplace. However, these partners must be

*Continued on page 9 — Quebeckers*

## IFIs Invest in Telecommunications Projects — Continued from page 3

The InterAmerican Development Bank (IDB) is prepared to consider state loans and investments in telecommunications projects, when there are no other adequate financial sources allowing the technically planned expansion of such services, and where the development-oriented aims of the project are considered warranted. (The IDB considers projects development-oriented if their aim is to establish, expand or improve public telecommunications systems.) Most of the IDB's current projects are IFC-financed projects sponsored by the private sector. The IDB is also prepared to consider projects for the local manufacture of telecommunications equipment.

Asian Development Bank (AsDB) telecommunications project loans have increased significantly over the past three years — from US\$24.5 million in 1994 to US\$213 million in 1996. The AsDB's recent involvement ranges from improving the quality of telecommunications services in China to establishing an integrated digital telecommunications network in Mongolia. Using a combination of private-sector lending (for the provision of mobile phone services in four major cities) and institutional reforms, the AsDB last year assisted in developing an efficient and effective sector to promote economic growth and to obtain "universal" access to telecommunications in India — particularly in rural areas.

For more information on IFI financing in the telecommunications sector, contact Jean-François

Leroux, Export Financing Division, DFAIT, tel.: (613) 996-6188, fax: (613) 943-1100.

## IFI Telecommunications Project Opportunities

### WORLD BANK PROJECTS

#### Country: Bangladesh

The project will support the Government of Bangladesh in implementing a comprehensive telecommunications sector reform program to promote investments, operations and competition.

The World Bank's involvement will include:

- 1) technical assistance to a new regulatory agency to build up its capabilities and undertake selected studies,
- 2) a frequency management and monitoring system,
- 3) financing for necessary facilities in the Bangladesh Telegraph and Telephone Board (BTTB) network to satisfy future interconnection needs of private operators, and
- 4) a study to identify measures to make BTTB more efficient and competitive.

The project is at the early stage of preparation.

#### Country: Romania

The project will assist the Government of Romania to

- 1) restructure the telecommunications sector to increase its efficiency and attractiveness to private investments, and privatize the state-owned telecommunications operator, Rom Telecom;
- 2) introduce competition and expand communications services; and
- 3) develop an independent regulatory agency.

The project is expected to be approved soon by the Board of Directors of the Bank.

For more information on either of these projects, contact Luci Tremblay, Investment and Technology Division, DFAIT, tel.: (613) 995-6800, fax: (613) 996-1370.





# Focus on the KPMG Study



Minister for International Trade

Ministre du Commerce International

Ottawa, Canada K1A 0G2

## Message from the Minister

*The recently released KPMG study, The Competitive Alternative, International Edition, proves without a doubt that Canada is not only the best place in the world to live but also the most cost-competitive place in North America to invest.*

*The study offers compelling new evidence that our efforts to create a dynamic and attractive business climate in Canada are paying off. The study compares detailed business costs in Canada, the United States and five European countries. The results show that on the basis of costs, Canada is the number-one location for manufacturing in sectors ranging from the traditional to high tech. Our cities from coast to coast are shown to be more cost competitive than their U.S. and European counterparts.*

*This study reinforces what many influential international organizations are saying about Canada, namely that we are competing and winning against the best in the world. Canada is earning accolades for competitiveness and growth, from organizations such as the World Economic Forum to the International Monetary Fund.*

*Any investor from Europe, the United States or Asia thinking about expansion and concerned about profitability in the North American market has to take a serious look at what Canada has to offer.*

*Most Canadians know that we are winning on the trade front — Canadian exports are up more than 45 per cent in just four years. And most Canadians understand the importance of those exports to Canadian jobs.*

*But we have not done as well on the other side of the international business equation — attracting job-creating investment. Those business investment dollars are critical for the future prosperity of Canadians. One estimate from Wharton Econometrics has \$1 billion in new investment in this country supporting up to 45,000 jobs over five years. Currently, half of our exports and nearly three-quarters of our manufactured exports are produced by the subsidiaries of foreign firms in Canada.*

.../2

# Focus on the KPMG Study



Minister for International Trade

Ministre du Commerce International

Ottawa, Canada K1A 0G2

- 2 -

*But Canada is still an undiscovered bargain for far too many European and Asia-Pacific investment decision makers. Our market intelligence tells us that many investors are unaware of the investment advantages Canada offers. We have a powerful message to deliver about Canada's attractiveness as the most cost-competitive base for companies expanding their operations abroad, especially into the NAFTA market.*

*The message that I, as Minister for International Trade, will be taking to business decision makers around the world could not be more positive. Canada is developing a global brand name for quality and low cost in international business. It's a message that I hope all Canadian political and business people will repeat within Canada and abroad.*

*This special CanadExport supplement gives you all of the numbers and facts about Canada's favoured status as an international investment location.*

*The time for modesty is past. Canada's economic house is in order, and this study demonstrates that future investment will find a profitable home in Canada. Canada offers an investment environment second to none, and now we can prove it.*

Yours sincerely,

Hon. Sergio Marchi

Focus on  
the KPMG Study

# Study Shows Canada Best Place to Invest

For the past four years, the United Nations Human Development Index has ranked Canada as the best place in the world to live. Now, a major study ranks Canada as the best place for businesses to invest.

Low corporate taxes, competitive interest rates, and economical labour costs make Canada a less expensive country in which to establish a business than six other major industrial countries, including the United States. This is the conclusion of a major study, *The Competitive Alternative: A Comparison of Business Costs in Canada, Europe and the United States*, conducted by KPMG, an established international consulting firm with 77,000 employees in 800 cities.

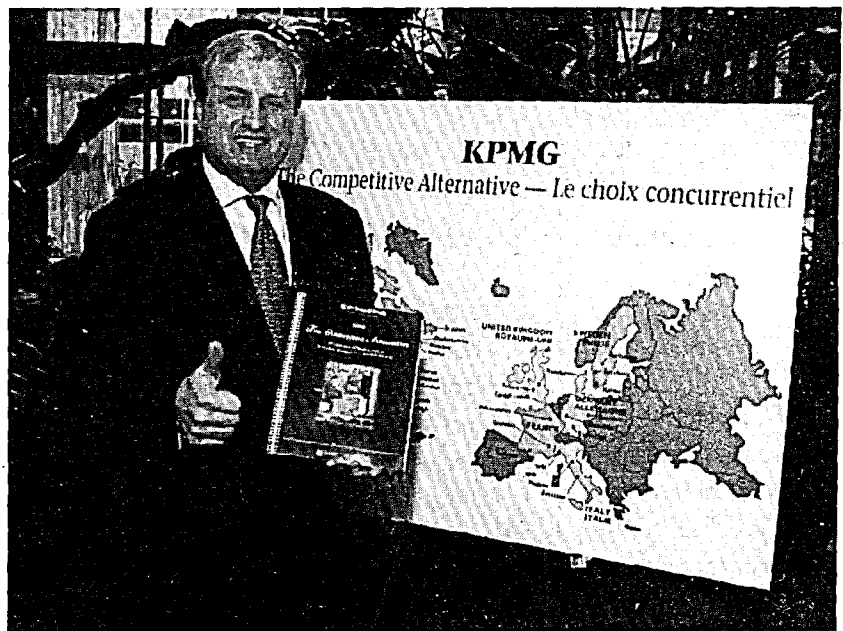
The study was sponsored by the Department of Foreign Affairs and International Trade, the Atlantic Canada Opportunities Agency, the Royal Bank of Canada and Ontario Hydro.

Although investment in Canada has increased, when you look at the market share in North America, much of that investment flows to the United States. "We'd like to use this report to simply open the eyes of investors around the world so that when they're looking to invest in the North

American market, they'll see it pays to look to Canada." This is what International Trade Minister Sergio Marchi told a news conference when he released the study in Ottawa at the Bank of Canada offices on October 9.

plant in Alliston and the Cami plant that makes GM-Suzuki vehicles in Ingersoll, near London, Ontario.

Many American entrepreneurs have also recognized that Canada has become a very good base from



Minister for International Trade Sergio Marchi proudly releases the KPMG report.

Many countries already know the advantage of doing business in Canada, including major auto makers such as Toyota in Cambridge, Ontario, and one of its new suppliers, Japanese auto-parts company Denso, which has plants in 23 countries.

Denso broke ground early in October in Guelph, Ontario, on a \$33-million plant that will make air conditioners for the nearby Toyota factory, as well as the Honda

which to penetrate North American markets, including those in their own country. Direct U.S. investment in Canada, currently estimated at \$122.7 billion, has risen 62 per cent since 1988.

Similarly, from 1995 to 1996, European investment in Canada increased by \$2.1 billion, and over the last 10 years, it has grown by 102 per cent — faster than both U.S. investment and overall  
*Continued on page XII — Canada*

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# Study Model Compares Key Cost Factors

The KPMG study is based on a model that compares significant location-sensitive costs for each of the chosen industries across seven selected countries. Costs from start-up through the first 10 years of operation are compared.

A total of 42 locations are included in the study, representing 27 cities in North America and 15 cities in Europe. In performing international comparisons, three to four comparable cities in each country were selected.

The specific industries, jurisdictions and location-sensitive cost factors examined are illustrated in the following table (Study Overview).

Each business is assumed to have sales in excess of US\$10 million and a minimum of 90 employees.

The analysis is based on establishing a facility on a five- to ten-acre site in a suburban area zoned for light to medium industrial purposes.

A key assumption is that in each location the manufacturing facility produces the same quantity of output, which is sold at world market prices to generate equal revenues. Production is assumed to be distributed equally between European and North American markets. Δ

Study Overview		
Manufacturing Industries Examined	Jurisdictions Studied	Location-sensitive Cost Factors Examined
<ul style="list-style-type: none"> <li>• Electronics</li> <li>• Food Processing</li> <li>• Medical Devices</li> <li>• Metal Fabrication</li> <li>• Pharmaceuticals</li> <li>• Plastics</li> <li>• Software Production</li> <li>• Telecommunications Equipment</li> </ul>	<p><b>CANADA</b></p> <ul style="list-style-type: none"> <li>• Calgary, AB*</li> <li>• Charlottetown, PEI</li> <li>• Edmonton, AB</li> <li>• Halifax, NS*</li> <li>• Hamilton, ON</li> <li>• London, ON</li> <li>• Moncton, NB</li> <li>• Montreal, QC*</li> <li>• Ottawa, ON</li> <li>• Quebec, QC</li> <li>• Sarnia, ON</li> <li>• Saskatoon, SK</li> <li>• Sudbury, ON</li> <li>• St. John's, NF</li> <li>• Toronto, ON*</li> <li>• Vancouver, BC</li> <li>• Winnipeg, MB</li> </ul> <p><b>FRANCE</b></p> <ul style="list-style-type: none"> <li>• Grenoble*</li> <li>• Toulouse*</li> <li>• Valenciennes*</li> </ul> <p><b>GERMANY</b></p> <ul style="list-style-type: none"> <li>• Darmstadt*</li> <li>• Dresden*</li> <li>• Dusseldorf*</li> </ul> <p><b>ITALY</b></p> <ul style="list-style-type: none"> <li>• Avezzano*</li> <li>• Modena*</li> <li>• Turin*</li> </ul> <p><b>SWEDEN</b></p> <ul style="list-style-type: none"> <li>• Goteborg*</li> <li>• Karlskoga*</li> <li>• Malmo*</li> </ul> <p><b>UNITED KINGDOM</b></p> <ul style="list-style-type: none"> <li>• Cardiff*</li> <li>• Manchester*</li> <li>• Telford*</li> </ul> <p><b>UNITED STATES</b></p> <ul style="list-style-type: none"> <li>• Austin, TX</li> <li>• Bellingham, WA</li> <li>• Boston, MA*</li> <li>• Colorado Springs, CO*</li> <li>• Columbus, OH</li> <li>• Minneapolis, MN</li> <li>• Norfolk, VA*</li> <li>• Raleigh, NC</li> <li>• Sacramento, CA</li> <li>• Scranton, PA*</li> </ul>	<ul style="list-style-type: none"> <li>• Land acquisition</li> <li>• Building construction</li> <li>• Electricity</li> <li>• Telecommunications</li> <li>• Labour               <ul style="list-style-type: none"> <li>- Wages and salaries</li> <li>- Statutory benefits</li> <li>- Other benefits</li> </ul> </li> <li>• Transportation/distribution</li> <li>• Interest and depreciation</li> <li>• Income taxes</li> <li>• Other taxes</li> </ul>

\* Included in the international comparison (see p. IX)

Focus on  
the KPMG Study

# Combination of Factors Gives Canada Top Rating

The KPMG study reveals that it is a combination of factors that have made Canada cost competitive. "When the impacts of land purchase, construction, labour, transportation, electricity, communications, debt service and taxation are combined, Canada is the clear winner," says KPMG analyst and report co-author Stuart MacKay.

The report also shatters a myth that Canada has a comparatively high tax burden. According to the study, Canada has one of the lowest effective tax burdens, even lower than the United States.

It also has the richest research and development tax breaks. "Canada, France, Sweden, and the United Kingdom all offer effective combined corporate income tax rates of less than 35 per cent, providing a significant advantage over the higher rates in other countries," states the report. "Relatively high property-based taxes in France and the United Kingdom partially offset their income-tax advantage, leaving Sweden and Canada as the two countries offering the lowest overall corporate tax burden."

Overall, it costs 5.4 per cent less to do business in Canada than in the United States. Canada's cost advantage ranged from 1.8 per cent over Sweden to 11.8 per cent over Germany. Canada's advantage is particularly impressive in industries requiring high levels of knowledge and advanced technological capacity.

Compared with the U.S., Canada's major competitor for investment, business costs in Canada are about US\$1 million a year lower for a mid-size firm with about 100 employees and revenues of \$100 million.

*Continued on page VIII — Combination of Factors*

Index and Ranking by Industry									
Index Rating									
Location	Electronics	Food Processing	Medical Devices	Metal Fabrication	Pharmaceuticals	Plastics	Software Production	Telecommunication Equipment	Overall
Canada	93.7	96.2	94.4	95.3	95.0	95.4	90.1	95.4	94.6
France	106.8	101.3	105.2	105.8	104.5	105.2	103.9	101.0	103.6
Germany	111.2	103.9	109.0	110.0	108.5	111.1	106.0	104.0	107.2
Italy	104.4	101.0	103.6	103.7	103.7	103.9	103.0	101.6	102.8
Sweden	94.9	97.3	96.6	95.9	97.2	95.6	95.4	96.6	96.3
United Kingdom	100.8	97.5	98.6	99.0	98.3	100.2	96.3	97.7	98.3
United States	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Ranking									
Location	Electronics	Food Processing	Medical Devices	Metal Fabrication	Pharmaceuticals	Plastics	Software Production	Telecommunication Equipment	Overall
Canada	1	1	1	1	1	1	1	1	1
France	6	6	6	6	6	6	6	5	6
Germany	7	7	7	7	7	7	7	7	7
Italy	5	5	5	5	5	5	5	6	5
Sweden	2	2	2	2	2	2	2	2	2
United Kingdom	4	3	3	3	3	4	3	3	3
United States	3	4	4	4	4	3	4	4	4

# Comparison by Cost Leaves Canada the Clear Winner

Canada led all countries in low cost of land and construction, telecommunications, interest and depreciation charges, and ranked high on an index combining property, business and transfer taxes.

Canada and the United States hold significant advantages over the European countries studied in terms of **initial investment cost**, due to lower industrial land prices and construction costs. Of the five European countries, Italy had an advantage as a result of its relatively lower construction costs.

According to Glen Mair, co-author of the KPMG report, **labour costs** typically represent more than half of the location-sensitive costs. Among the countries studied, the U.K. recorded the lowest combination of base wages, benefit costs and wage-based taxes. Canada finished second, followed by Sweden and Italy. Marginal productivity advantages in Germany, the United States and France were not enough to offset their relatively high labour rates.

The U.K. and Germany have the lowest **transportation costs** among the seven countries. Germany offers the lowest road freight costs, while the U.K. has an advantage in sea freight costs.

Sweden, followed by Canada, enjoys the lowest **electricity costs**, with both countries boasting plentiful sources of hydro-electric power.

The lowest **telecommunications costs** are found in Canada and the United States, where the highly competitive long-distance market has driven down rates dramatically in recent years.

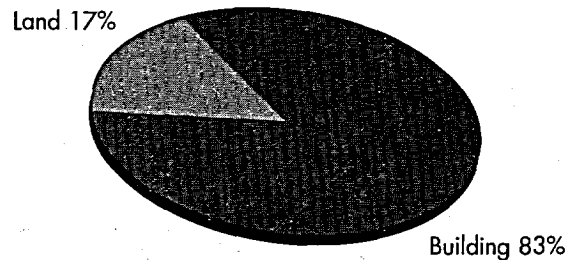
Canada's low interest rates and financing costs placed it first overall in the area of **interest charges**.

In terms of **depreciation charges**, which take into account initial construction costs and operating costs over time, Canada and the United States scored the lowest costs, largely because of relatively low construction costs in those countries.

*Continued on page XII — Comparison by Cost*

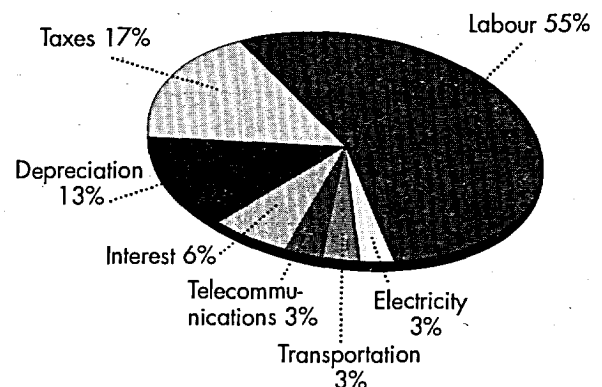
## Relative importance of key location-sensitive investment costs

### 8-Industry, 6-Country Average (Excludes Germany)



## Relative importance of key location-sensitive costs

### 8-Industry, 7-Country Average



# Where They Finished and Why

- **Canada is the first-ranked country overall** and the first for each of the industries surveyed. Low land and construction costs, combined with low interest rates, result in the lowest initial investment costs among the seven countries. Labour, electricity and telecommunications costs, as well as income tax rates and R&D tax incentives, are all highly competitive.

- **Sweden is second overall**, with affordable labour, low electricity costs and competitive taxation costs.

- **The United Kingdom is ranked third overall** and second (behind Sweden) in Europe, primarily due to its total labour costs, which are the lowest among the seven countries. The U.K. also offers low operating costs, for both utilities and transportation.

- **Fourth is the United States**, which has the lowest land acquisition costs and is a medium-cost country for most other components.

- **Italy is fifth overall**, and third among the European countries studied. Italy is generally more cost attractive than either France or Germany, and has the lowest construction costs of the European countries.

- **France ranks sixth** among the seven countries. Due to its central location, France offers low-cost road transportation to other European markets. It is also relatively more attractive for industries requiring a significant investment in R&D, since it is the only European country to offer specific R&D tax incentives.

- **Germany's seventh-place position** reflects in part the strength of the German mark. Germany's road transportation costs are the most competitive among the seven countries, due to its central location in the European market. Its labour productivity is high, but not high enough to offset its wage and benefit costs. Δ

## Canada First in All Industry Sectors

*The study found that Canada (first) and Sweden (second) were the lowest-cost locations in each of the eight key manufacturing industries examined. With a few exceptions, the overall rankings of the countries are consistent across all eight industries.*

The size of the cost advantage, however, varies. For example, Canada's advantage over Sweden is less than 2.5 per cent in all industries except software production, where Canada enjoys a 5-per-cent edge and a 10-per-cent lead over the United States.

At the other end of the spectrum, Germany's comparative cost disadvantage is signifi-

cantly less in capital-intensive industries such as food processing and telecommunications equipment than in some other areas.

The study findings reflect a sensitivity to each country's exchange rates. An analysis was made to determine the amount by which each country's currency would have to appreciate before losing its

cost advantage. For example, Canada would lose its advantage over the United States if the Canadian dollar appreciated by 14 per cent. In other words, the Canadian advantage would hold as long as the value of the Canadian dollar stays below US\$0.83. The Canadian dollar has not been at this level since 1982, and has not climbed above US\$0.75 in several years. Δ

# Canada Poised to Stay on Top

*The KPMG study focused almost entirely on business costs, but its authors also point out that many other factors, such as economic and corporate environments and quality of life, need to be considered in selecting a business location. These are areas in which Canada has an enviable reputation.*

The study reinforces the many positive forecasts made by international organizations about Canada. In September, for example, the International Monetary Fund predicted that Canada would lead the industrial world in economic growth this year and next. According to the Organization for Economic Development, Canada has the highest rate of return on capital of all the G-7 countries, at 19.2 per cent.

The study also complements the federal government's initiatives to increase investment in Canada, particularly as a base from which to serve the NAFTA market, with its 386 million consumers and combined GDP of over \$11 trillion.

With the release of the KPMG report, the case for investing in Canada has never been better documented. The Canadian cost advantage over the five European countries surveyed is formidable. More importantly, the reported cost advantage over the United States helps dispel the myth that setting up shop south of the border is the most cost-effective way to go.

For investors aiming at European markets only, it may well be that locating in Sweden or the United Kingdom will be more logical than locating in Canada. But the study strongly suggests that investors interested in the North American market would be remiss if they didn't take a good look at Canada. Δ

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## Combination of Factors Gives Canada Top Rating — Continued from page V

KPMG researchers looked at eight different industries — electronics, food processing, medical devices, metal fabrication, pharmaceuticals, plastics, software production and telecommunications equipment.

These industries were chosen because they represent a mix of traditional, capital-intensive sectors such as metal fabrication and skilled, labour-intensive industries such as software production. The specific operations cover a wide range of land, building, equipment, management and labour requirements.

The researchers considered such industry-sensitive costs as land and building requirements, machinery and equipment, financing, working capital needs, annual sales revenues, staffing needs, raw materials, research and development expenditures and product distribution patterns.

The model also took into account location-sensitive costs such as initial capital costs (including land acquisition and building construction), wages and salaries, employee-sponsored benefits, labour productivity, transportation, electricity, telecommunications, interest and depreciation charges, combined income taxes, and taxes on property, capital and transactions.

By combining the standard specifications for each industry with the specific location-sensitive cost data for each jurisdiction, the model used generated standard financial statements for 10 years, including balance sheets, income statements, statements of changes in financial position and all income-tax calculations.

The analysis treated each facility as a stand-alone operation. The scope of the analysis did not include an assessment of either withholding taxes or the taxation of individuals. Δ



# Canadian Cities Sweep the Competition

Of the 42 cities studied in the KPMG report — 27 in North America and 15 in Europe — Canada boasts the 14 least-expensive cities in which to start and maintain a business. The four lowest-cost cities (St. John's, Halifax, Charlottetown, Moncton) are all located in the Atlantic Region, an area that has undergone significant economic restructuring in recent years and that has relatively low labour costs. All 20 of the Canadian cities studied were less expensive than the U.S. cities covered in the report.

Relatively low land acquisition and building construction costs make Moncton the lowest-cost city in which to build an industrial plant. Saskatoon, Halifax and 10 other Canadian cities follow Moncton in this category.

The most cost-competitive European cities were both located in Sweden — Kariskoga (15) and Goteborg (16). Two U.K. cities, Telford (21) and Cardiff (22), ranked ahead of all U.S. cities. Manchester, while the highest-cost city (26) in the United Kingdom, still ranked ahead of seven of the ten U.S. cities examined in the report.

The most cost-competitive U.S. cities were Norfolk, Virginia (23), Austin, Texas (24), Raleigh, North Carolina (25) and Colorado Springs, Colorado (27).

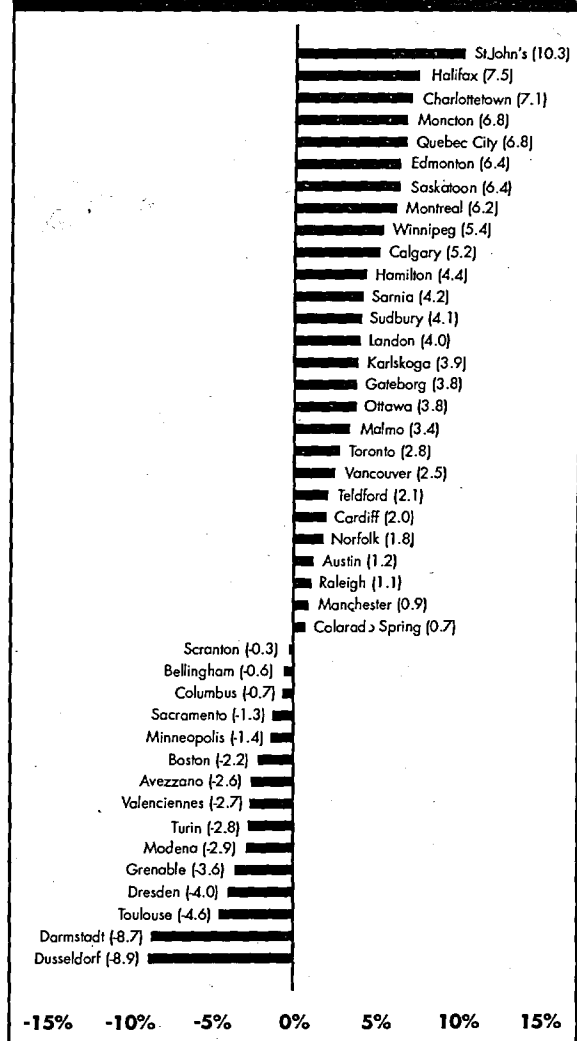
The three cities in Italy — Avezzano, Turin and Modena — are grouped closely behind all the U.S. cities, ranking 34, 36 and 37 respectively. In France, Valenciennes (35) offered the lowest costs. Dresden, in the former East Germany, had lower costs than Darmstadt and Dusseldorf, in the former West Germany.

Cost comparisons are based on the findings for three cities in each European country and for four cities in each North American country. Cities were selected in each country to reflect a cross-section of economic conditions.

The following types of cities were identified:

- **City 1 — Emerging City:** a city undergoing rapid economic growth, a current "rising star";

**Overall Comparison of Total Costs**  
All industries, by city  
Percentage of total cost advantage  
(disadvantage) relative to U.S. 4-city average



Continued on page X — Canadian Cities

# Canadian Cities Sweep the Competition

— Continued from page IX

• **City 2 — Restructuring City:** a city in a region that has been undergoing significant economic restructuring, giving rise to the likelihood of lower production costs and higher availability of incentives; and

• **City 3 (and 4) — Mature City:** a significant metropolitan city that represents an industrially developed region within the country.

## Location-sensitive costs key to city rankings

- Land acquisition costs are lowest in **Sarnia**, at US\$25,000 per acre, and highest in **Dusseldorf**, at US\$1,197,000 per acre.
- Construction costs are lowest in **Saskatoon**, at

US\$36 per square foot, and highest in **Grenoble, France** at US\$114.

• The U.K. cities of **Cardiff** and **Telford** have the lowest total labour costs, followed by **Charlottetown**.

• The German cities of **Darmstadt** and **Dusseldorf** have the highest wage and salary costs, followed by **Toulouse** and **Grenoble**.

• **Winnipeg**, followed by **Vancouver** and by **Goteborg** and **Malmo** (in **Sweden**), have the lowest electrical costs. **Boston** and **Dresden** have the highest electrical costs. Δ

## Cities Selected for the International Comparison

Country	City 1 Emerging City	City 2 Restructuring City	Cities 3 and 4 Mature City
Canada	Calgary	Halifax	Toronto, Montreal
France	Toulouse	Valenciennes	Grenoble
Germany	Darmstadt	Dresden	Dusseldorf
Italy	Modena	Avezzano	Turin
Sweden	Malmo	Karlskoga	Goteborg
United Kingdom	Telford	Cardiff	Manchester
United States	Colorado Springs	Scranton	Boston, Norfolk

## Where to Go for Information

Abstracts of the KPMG study can be obtained from KPMG's Web site at <http://www.kpmg.ca>

**For complete volumes**, contact the publisher, Prospectus Inc., in Ottawa at (613) 231-2727 or 1-800-575-1146.

**For more information** on investing in Canada, contact the nearest Canadian embassy or consulate, or the International Marketing Group, Communications Strategies and Planning Division, Department of Foreign Affairs and International Trade, 125 Sussex Drive, Ottawa, ON K1A 0G2, Internet: <http://www.dfait-maeci.gc.ca/invest/english/menu.html>  
tel.: (613) 995-4128; fax: (613) 995-9604; FaxLink: (613) 944-6500 from a fax machine. Δ

# Ten Good Reasons to Invest in Canada

## **1. Access to the World's Richest Market**

By investing in Canada, international businesses gain tariff-free access to the U.S. market, under the terms of the 1989 Canada-U.S. Free Trade Agreement (FTA). The North American Free Trade Agreement (NAFTA), which came into effect January 1, 1994, extended this free trade area to include the growing Mexican market. The NAFTA gives Canadian-based companies unequalled access to a market of over 380 million people, with a total economy larger than that of the European Union.

## **2. Competitive Labour Costs**

Firms in Canada enjoy the benefits of a skilled, cost-effective labour force, which has proven to be adaptable to changing technologies and varied international management methods. Productivity is high and rising, offsetting apparent advantages of low-wage, low-productivity countries.

Other costs associated with labour such as employer-paid social security taxes and health insurance are lower for Canadian firms than for their American competitors. By reducing effective labour costs, Canada's publicly funded health care contributes to the competitiveness of its industries.

## **3. An Educated and Skilled Workforce**

According to the OECD, Canada is among the top three countries in terms of GDP devoted to public-sector funding of education. This commitment to education has resulted in a high level of literacy. In 1996, 31 per cent of Canadian workers had a post-secondary diploma, and 17.3 per cent had graduated from university.

## **4. Healthy Labour Relations**

Canada can claim to have one of the most productive labour management environments among the G-7 industrialized countries. International firms have achieved many productivity improvements in their Canadian operations through work-place initiatives in labour management relations. Many firms in Canada are moving forward, in co-operation

with their workers, to institute quality management practices throughout the economy.

## **5. A Highly Competent and Dedicated Research and Development Community**

Many international firms use Canada as a base for research, development and testing of new products and processes. The number of scientists and engineers working in research roles per capita is higher in Canada than in the United States. Canada has encouraged international pharmaceutical firms to locate research facilities here by granting the industry important improvements in patent protection in the domestic market.

## **6. Abundant Raw Materials**

Canada is renowned for its rich mineral reserves and productive agricultural land. These resources, and the cost effectiveness of their extraction, enable Canada to be a leading exporter of key commodities in both raw and processed forms.

## **7. Vast, Low-cost Energy Supplies**

Canada is blessed with abundant deposits of mineral fuels and river systems that have been tapped for massive hydro-electric generating capacity. Canada and the United Kingdom are the only G-7 countries to be self-sufficient in energy and to have large net exports of oil and natural gas. In 1996, according to the World Economic Forum, international business leaders ranked Canada first among G-7 countries in the supply of power to business.

The most recent international data show that industrial prices for natural gas and electricity are significantly lower in Canada than in Europe, Japan or the United States.

## **8. Advantageous Occupancy Costs**

Canadian cities and towns offer modern, well designed offices and industrial buildings at highly competitive rates. Much of the stock of

*Continued on page XII — Ten Good Reasons*

## Ten Good Reasons to Invest in Canada — Continued from page XI

commercial buildings is designed to accommodate advanced communications and information technology systems. Similarly, industrial buildings have the high ceilings and other features needed for sophisticated manufacturing and distribution operations.

### 9. Sophisticated and Efficient Infrastructures

A 1996 report published by the World Economic Forum rates countries on several competitiveness criteria. Four of these criteria — roads, railroads, air transport and port access — deal with the adequacy and flexibility of transportation infrastructure relative to business requirements. Canada's average rating for these criteria was the second highest among the G-7 nations.

In telecommunications, Canada has consistently been a world leader. It boasts a network that includes satellites, fibre-optic technology, a highly digitized telephone system and a deregulated long-distance calling system.

### 10. International Business Skills and Services

The Canadian business sector is very internationally oriented, which helps to explain booming exports. In particular, Canada is an effective bridge between North America and Europe. Canadian business practices and laws are a blend of American and European cultures. Canada's metric system of measurement means that Canadian manufacturers can readily meet requirements for European standards and measures.

Businesses are well served by a modern and sophisticated financial sector. This includes seven national banks, which provide both lending and investment services. Many Canadian financial institutions maintain offices in major financial capitals around the world in order to serve their international clients. Δ

*Source: Canada: A Bottom Line Investment Perspective, prepared with the assistance of Price Waterhouse for the Department of Foreign Affairs and International Trade.*

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## Canada Best Place to Invest — Continued from page III

investment in Canada. Seven of Canada's top ten investment sources are European countries.

The Canadian cost advantage, coupled with easy Canadian access to U.S. markets under the 1994 North American Free Trade

Agreement (NAFTA), should greatly enhance Canada's reputation as a springboard to the North American marketplace.

KPMG analyst and co-author of the report Stuart MacKay says that Canada has the lowest

business costs among the seven leading North American and European countries studied (Canada, the United States, the United Kingdom, Sweden, France, Italy and Germany). Δ

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## Comparison by Cost — Continued from page VI

Canada, France and the United Kingdom all offer effective combined **income tax rates** of less than 35 per cent, providing a significant advantage over the 50- to 60-per-cent tax rates in Italy and Germany. The U.S. falls into the middle, with a combined income-tax rate of

about 40 per cent. High property-based taxes in France and the U.K. partially offset the income tax advantage in those countries, leaving Canada and Sweden as the countries with the lowest relative tax burden. Δ

## The MERCOSUR Food Fair: Enough to Whet One's Appetite!

Representatives of the 10 Quebec companies that took part in the first edition of the MERCOSUR International Food Fair (SIAL MERCOSUR), held in Buenos Aires last August, returned with glowing reports. With over 500 exhibitors and an impressive array of qualified buyers, the fair has become the most popular place to do business among food business professionals in Argentina, Uruguay, Paraguay and some parts of Brazil.

The Quebec delegation is counting on contracts valued at \$4.4 million as a result of its visit to the Southern

Hemisphere. Cheese, smoked Arctic Char, biscuits and frozen French fries, all products of Quebec, should soon find themselves on the tables of our southern neighbours.

The results stem from SIAL MERCOSUR's high-calibre organizing team and from the considerable demand in this market. "Our success is due also to the excellent preparation done by our exporters," explains Paul-Arthur Huot, Executive Director of the Quebec Agri-Food Export Club, which comprises over 300 members. "We have invested a good deal of effort in the past two years in devel-

oping the rich MERCOSUR market, and now we are beginning to see some results."

The market affords excellent opportunities for Canadian exporters, thanks in part to the growing purchasing power of South Americans. In competition with Europe, Canada has a favourable currency and enjoys an enviable reputation on the MERCOSUR market.

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

## 1997 Person of the Year

— Continued from page 6

respect and know your trade partners, go and meet them in their country," he advises. "Go with your production colleagues, and gain recognition for both the quality of your products and the quality of your business-people." Useful hints from one of the directors of Agro-Haribec inc., which last August won the Meritas Export 2000 award from Agriculture and Agri-Food Canada in recognition of its international performance.

For more information, contact Erik de Franciosi, Vice-president, Agro-Haribec inc., tel.: (514) 923-3434, fax: (514) 923-8591.

## Quebeckers in International Markets

— Continued from page 7

selected with great care, because they are the people who represent you outside Canada. Also, when you have penetrated a market, you must be sure to provide good customer service. This is a crucial but often overlooked component."

### Some simple advice

*Des Québécois jouent d'audace* features businesspeople who did not become exporters in a haphazard fashion. They set precise objectives and surrounded themselves with competent people, who understood the value of their products. With unshakeable determination and much flexibility, they set off to explore, in person, the markets that interested them.

For more information, contact Paul-Arthur Huot, Quebec Agri-Food Export Club, tel.: (514) 349-1521, fax: (514) 349-6923; Luc Desrochers, CEO of Hydronov Inc., tel.: (514) 475-7924; Michel Laperle, President, Les Aliments LEIKA Inc., tel.: (514) 329-4735; Jacinthe Brasseur, Vice-president, International Sales, Produits L.B. Ltée, tel.: (514) 655-3155; Pierre L'Heureux, Vice-president, Marketing, A. Lassonde Inc., tel.: (514) 878-1057.

### CanadExport On-Line

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

## Team Canada '98 to Promote Trade and Investment in Latin America — *Continued from page 1*

### Boosting exports and job creation

"I am pleased to work with my fellow first ministers in our common purpose of boosting exports and creating jobs for Canadians," said Prime Minister Chrétien. "Keeping up our momentum in these dynamic, growing economies of Latin America will have economic benefits for all regions of Canada."

The members of the Canadian delegation are expected to complete and sign numerous contracts and agreements. A full program of business seminars and panel discussions will be offered to help further their knowledge of local markets and encourage links and partnerships with local firms.

Two-way merchandise between Canada and the four countries totalled \$11 billion in 1996, a 62 per cent increase over 1993's figure of \$6.8 billion. Total Canadian foreign direct investment in these countries now exceeds \$14 billion.

### Building on previous success

A previous trade mission to Latin America took place in January 1995. The Prime Minister stressed the vital importance of consolidating Canada's impressive gains in this part of the world. "Canadian companies already benefit from our free trade agreements with

Mexico and Chile, and Canada is discussing closer links with the nations of the MERCOSUR trade group, which includes Brazil and Argentina."

The Prime Minister, premiers and territorial leaders will take part in discussions with many of the region's leading political and business figures. The Prime Minister will discuss how to forge closer economic and political ties with the region in the months preceding the Summit of the Americas in Santiago, Chile, where participants plan to launch negotiations on the Free Trade Area of the Americas (FTAA) — the hemisphere-wide free trade zone agreed to at the Miami Summit in 1994.

Previous Team Canada missions have led to business deals estimated at more than \$20 billion and have opened doors for Canadian businesses to important contacts and opportunities.

For more information on Team Canada '98, contact the Team Canada Taskforce, DFAIT, tel.: (613) 995-2194, fax: (613) 996-3406.

### CanadExport On-Line

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

## Mutual Openness in Unique, Solid Markets — *Continued from page 4*

### Business Opportunities

If they take the time to explore the Portuguese market carefully, Canadian companies in specific niches, such as telecommunications services, information technologies and technical services, will be able to locate some excellent opportunities. Exports of environmental technologies also look promising, given that a recent bill aims at requiring Portuguese officials responsible for all regional investment programs to earmark 40 per cent of funding for the environment, for a total of \$560 million by 1999. At the same time, Portuguese investment in Canada is undergoing a transforma-

tion, as the Portuguese Canadian community enters its second generation and is becoming increasingly integrated into Canadian politics, economy and culture.

Bilateral relations clearly point to alliances and joint ventures, some of which may well materialize before the last world fair of the century, to be held in Lisbon in 1998.

For more information, contact Louis Gaëtan, Consul and Commercial Counsellor, Canadian Embassy, Lisbon, Portugal, tel.: (351-1) 347-4892, fax: (351-1) 342-5628.

## Team Canada Inc: Building Bridges to the Private Sector — Continued from page 2

promotion and investment. The committee will also provide advice on international business development activities, programs and services.

### Increasing Trade Commissioners abroad

Ten additional Trade Commissioners will be assigned each year to key markets abroad until at least 70 per cent of Canada's professional trade staff are working outside the country. This reallocation will help diversify Canada's penetration of priority and emerging markets abroad, enhance its market intelligence-gathering capacity, and permit a greater emphasis on the promotion of investment flows.

### Twenty-four-hour access to exporter services

A third initiative under Team Canada Inc is enhanced 24-hour access to exporter services, which will be available on the Internet through the "virtual export office" ExportSource (at <http://exportsource.gc.ca>), as well as through one toll-free telephone number (1-888-811-1119). By the new year, this number will connect callers beyond Industry Canada's Canadian Business Service Centres to all trade-related services, including the International Trade Centres. For more information on ExportSource, see the October 20, 1997, issue of *CanadExport*.)

### A special unit for small businesses

The Department of Foreign Affairs and International Trade will create a special unit devoted to serving the export needs of small- and medium-sized enterprises. The unit will play an important role in efforts to increase the number of new exporters, and will ensure that all trade promotion services are adapted to the special needs of new exporter constituents such

*By creating this identity [Team Canada Inc], we will capture the Team Canada spirit, which has so successfully animated the Prime Minister's trade missions abroad... This spirit will energize our vision for a highly efficient, results-oriented trade promotion network for all Canadians.*

International Trade Minister Sergio Marchi

as women, Aboriginals and young entrepreneurs. It will also harness Canada's multicultural, multilingual realities to enhance trade links around the globe.

The unit will co-ordinate its activities with other units in other departments and agencies and will build on the work being done by trade associations and chambers of commerce. It will be headed by JoAnna Townsend, who, as president of Townsend Trade Strategies Inc., a former employee at Export Development Corporation, and current Chair of the Sectoral Advisory Group

on International Trade for Business and Professional Services, has years of experience in the international trade realm in the private sector.

### Defining export and trade promotion goals

In a final and important initiative under Team Canada Inc, DFAIT, Industry Canada, and Agricultural and Agri-food Canada will annually prepare an integrated, results-oriented business plan for trade and investment promotion, to be presented to Treasury Board. The plan will outline in clear terms exactly what resources Team Canada Inc will be dedicating to achieving clearly defined export and trade promotion goals.

The Minister for International Trade will subsequently report to Parliament on the results achieved.

"Team Canada Inc is both an opportunity and a challenge for Canadian businesses of all sizes to work with us in seizing the wealth of opportunity emerging in the global knowledge economy," said Industry Minister John Manley.

### CanadExport On-Line

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

## MILIA '98: International Marketplace for Multimedia

CANNES, FRANCE — February 8-11, 1998 — Canada will be present for the second time with a national pavilion at MILIA '98, the world's premiere multimedia trade show.

MILIA will be of interest to multimedia publishers, producers, developers and distributors; multimedia rights holders, content providers, artists and agents; on-line, cable, satellite and telecommunications service providers; and venture capitalists, investors and analysts interested in information technology. MILIA is also one of the best platforms for launching multimedia products and attracting international pub-

licity for the signature of contracts and partnering agreements.

MILIA '97 attracted 8,268 visitors, 800 journalists and 2,831 exhibiting companies from more than 50 countries. The 11 Canadian companies that exhibited in the Canadian pavilion at MILIA '97 did \$8 million worth of business at the show.

Canadian exhibitors at this year's Canadian pavilion will each have a booth arranged around the common facilities offered by the Canadian government. A special "Canada/Europe Partnering Showcase Event" will link Canadian firms with potential European partners. Canadian

trade officers in Europe will pre-identify the European firms attending MILIA and will inform them of the specific interests of Canadian companies.

For more information, contact, by the end of November, Mrs. Belkis Possamai, Arts and Cultural Industries Promotion Division, DFAIT, tel.: (613) 996-1144, fax: (613) 992-5965, e-mail:

belkis.possamai@extott09.x400.gc.ca or Ms. Danielle Pomay, Commercial Fairs and Missions, Canadian Embassy, 35 avenue Montaigne, 75006, Paris, France, tel.: (33) 144432759, fax: (33) 144432998, e-mail: danielle.pomay@paris02.x400.gc.ca

## Expocomer '98: the Door to Latin American Markets

PANAMA CITY — March 4-9, 1998 — Products and buyers from around the world will be featured at Expocomer '98, one of the largest and most important general trade fairs in Latin America.

The show will be of particular interest to Canadian companies involved in the export of food products, construction and hardware, medical and health care, telecommunications, textiles, informatics, office products supplies, automotive accessories, jewelry, perfumes and cosmetics, mining equipment, lamps, carpets, crystalware and kitchenware.

Sales totalled US\$106 million at Expocomer '97, which attracted more than 62,000 visitors and

22,000 buyers from 34 countries. Previous Canadian participants have developed new and lucrative markets throughout Latin America. All merchandise brought to Expocomer is free of import duties and can be sold during the fair.

For more information, contact Manuel Ruiz, Senior Commercial Officer, Canadian Embassy, P.O. Box 351-1007, Centro Colón, San José, Costa Rica, tel.: (506) 296-4149, fax: (506) 296-4280, e-mail: manuel.ruiz@sjose01.x400.gc.ca

## FOOD AND DRINK FAIR SET FOR BIRMINGHAM

BIRMINGHAM, U.K. — March 15-18, 1998 — the biannual Food and Drink Expo will attract more than 16,000 buyers from the retailing, catering, manufacturing and wholesaling sectors. The fair represents a great opportunity for Canadian agri-food producers to connect with influential members of the food and drink trade in Canada's second-largest market for agri-food products.

For information, contact Molly Aitken of Miller Freeman, tel.: (617) 239-0294, fax: (617) 239-0297, or Jennifer Hall, Canadian High Commission in London, tel.: (44-171) 258-6652, fax: (44-171) 258-6384.



# Business and Environment Leaders Gather for GLOBE '98

VANCOUVER — March 18-20, 1998 — More than 2,000 business and government leaders from over 60 countries will gather for GLOBE '98, the fifth in the biennial series of international conferences and trade fairs on business and the environment.

GLOBE '98 will provide senior managers with the hard business intelligence they need to make decisions, identify strategic opportunities and facilitate business transactions. GLOBE '98 will offer invaluable insight into how the world's largest corporations and most successful environmental companies are positioning themselves in the fast-moving and dynamic international business and environmental arena.

Attending GLOBE '98 will be senior executives from major corporations and from environmental technology and service companies; senior government officials responsible for environmental policy and regulation, technology and service procurement, industrial development and infrastructure projects; senior executives from the finance and investment sector; and representatives from international

finance and development institutions, including the World Bank, International Finance Corporation, Asian Development Bank and Canadian International Development Agency.

Supported by Environment Canada

and business-matching functions, including receptions, business roundtables and networking breakfasts.

The simultaneous environment industry trade fair will showcase over 400 leading environmental technology and service companies from Canada, the United States, Europe and Asia. GLOBE '96 exhibitors reported more than \$500 million in business generated as a result of that trade fair.

Before and after the conference and trade fair, international delegates will have the opportunity to view Canadian technologies in operation at select facilities across Canada.

The GLOBE series of conferences and trade fairs is organized by the GLOBE Foundation of Canada, a private non-profit foundation and a wholly owned subsidiary of the Asia Pacific Foundation of Canada.

For more information on GLOBE '98, contact the GLOBE Foundation of Canada, 504-999 Canada Place, Vancouver, BC, V6C 3E1, tel.: (604) 775-1994, fax: (604) 666-8123.

*GLOBE '96 was an all-round success, and Canada's outstanding reputation in the international forum has been reaffirmed... I was thoroughly impressed and I wish you every success with GLOBE '98.*  
International Trade Minister Sergio Marchi

*GLOBE '96 presented our company with an excellent opportunity to introduce its new product line to both the North American and international markets — to say it was a successful launch would be an understatement... We'll come again!*  
John Richardson, President and Director, Crystal Systems Ltd. (Vancouver)

and Industry Canada, the GLOBE '98 conference will feature more than 200 international speakers in over 70 sessions and workshops offering the latest intelligence on environmental policy and regulations, corporate environmental strategy, pollution prevention techniques, environmental marketing opportunities, financing strategies, and other important business and environmental issues.

Conference delegates will also have access to a range of networking

## Invitation to Join Small Power Trade Mission to India

Companies involved in the small hydro, captive power, cogeneration, renewable and alternative energy, and transmission distribution sectors are invited to join the Small Power Trade Mission to India in late November 1997. Led by the Canada-India Business Council, participants will be given the opportunity to present their products in three key Indian cities: New Delhi, Bangalore, and Baroda. Companies will meet with potential customers, clients, and joint venture and strategic alliance partners, and will have the option

of visiting a major power trade fair. The trade mission is supported by the Department of Foreign Affairs and International Trade, the Canadian International Development Agency, the Canadian High Commission in New Delhi, and Natural Resources Canada.

For more information, contact the Canada-India Business Council, BCE Place, 181 Bay Street, Heritage Building, Toronto, Ontario, M5J 2T3, tel.: (416) 868-6415, fax: (416) 868-0189

# ITU Africa Telecom '98: Opportunities for Canadians

JOHANNESBURG, SOUTH AFRICA — May 1998 — Canadian high-tech firms will have a chance to capitalize on opportunities in the multibillion-dollar African telecommunications market at ITU Africa Telecom '98. The show will be the International Telecommunications Union (ITU)'s first event in post-apartheid South Africa. Over 400 companies from more than 30 countries are expected to participate.

Africa is one of the world's largest potential markets for telecommunications; with one-eighth of the world's

population, the continent has just one-fiftieth of the world's telephone lines. Deregulation, privatization, strong investment incentives and realistic exchange rates are helping to bring African telecommunications operators into the world market.

Industry Canada, in association with the Department of Foreign Affairs and International Trade and the show organizer, UNILINK, is preparing a Canadian Pavilion at ITU Africa Telecom '98. As well, Canadian companies will be able to showcase their capabilities at one- and two-day

Canadian capabilities seminars being organized in several key markets in Southern Africa. Seminars are planned for Zimbabwe, Kenya and Botswana.

For more information, contact Ohannes Keyylian, Marketing Manager, Industry Canada, tel.: (613) 998-0416, e-mail:

keyylian.ohannes@ic.gc.ca; or Kapil Madan, Trade Commissioner, DFAIT, tel.: (613) 944-8134, e-mail: kapil.madan@extott02.x400.gc.ca; or Derek Complin, UNILINK, Canada Pavilion organizer, tel.: (613) 549-0404, e-mail: unilink@istar.ca

## International Business Opportunities Centre

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

**INDIA** — The Tamil Nadu Agro Industries Corporation Ltd. (TNAIC), a provincial government-owned agency responsible for the development of the local agro-food sector, is looking for foreign joint-venture partners with equity for buy-back arrangements of the following industries:

- **Oleo Resins/Essential Oils** — Set up of export-oriented units for manufacturing flavouring extracts of spices, and essential oils from flowers.
- **Corn Oil** — Set up of integrated unit to produce corn oil, and feed from cake.
- **Poultry** — Set up of integrated project to hatch and process a packaging unit.
- **Slaughterhouses** — Set up a modern buffalo slaughterhouse

to handle a capacity of 250-500 animals per day. Contact Catherine Hansen, fax: (613) 996-2635, quoting IBOC case number 970919-01629.

**ZIMBABWE** — The Electricity Supply Authority has secured a loan from the African Development Bank toward the cost of financing part of the Electricity II Project, and is soliciting bids for the supply and delivery of 11kV indoor single busbar switchgear. Bid documents are available for a non-refundable fee of US\$200. Closing date for the receipt of bid documents is December 18, 1997. Contact Catherine Hansen, fax: (613) 996-2635, quoting IBOC case number 970922-01647.

**ZIMBABWE** — Zimbabwe Electricity Supply has secured a loan from the African Development Bank towards the Electricity II Project, and is soliciting bids for the supply and delivery of high voltage equipment for the Turk Mine 132/33kV Substation, and for the design, supply and construction of a 132kV transmission line from Marvel Substation to Turk Mine Substation. Contact Catherine Hansen, fax: (613) 996-2635, quoting IBOC case number 970929-01757.

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

# Two New Publications Offer Canadian Perspective on International Law

Emond Montgomery Publications Limited is offering two new books that provide a Canadian perspective on international law.

*The Canadian Law and Practice of International Trade* (Second Edition, 1997; \$120), by Jean-Gabriel Castel, Armand L.C. de Mestral, William C. Graham, Susan Hainsworth, and Mark A.A. Warner, offers an introduction to the most important public and private law aspects of international trade. The text focuses on Canadian law and practice and emphasizes export and import transactions that involve goods and services. It also

provides a detailed discussion of national law and international agreements as they reflect underlying policies.

*Canadian Trade Remedy Law and Practice* (1997; \$90), by Lawrence L. Herman, is both a comprehensive guidebook and a reference text that focuses on the main elements of the Canadian trade remedy system — anti-dumping and countervailing duty laws. The author details the key areas of Canadian trade law that have been altered by the World Trade Organization Agreement of 1994, then presents the main points

that private practitioners and corporate counsel must know to navigate today's anti-dumping and countervailing duties, as well as other extraordinary border relief.

For more information on these or other publications, or to order copies, contact Desmond Harty, Manager, Marketing and Systems Design, Emond Montgomery Publications Limited, 58 Shaftesbury Ave., Toronto, ON, M4T 1A3, tel.: (416) 975-3925; fax: (416) 975-3924; e-mail: info@emp.on.ca or orders@emp.on.ca; Web site: <http://www.emp.on.ca>

# Meet the Aboriginal Business World at NEXUS APEC '97

VANCOUVER — November 24-25, 1997 — Held in parallel with the APEC Economic Leaders' Meeting, NEXUS APEC '97 is an Aboriginal conference and trade show focusing on Pacific Rim trading by Aboriginal business people.

Designed to provide programs and services to Aboriginal peoples to help them develop their exporting abilities, NEXUS APEC '97 will showcase model programs and services developed and/or implemented by Aboriginal peoples for Aboriginal peoples. With 12,000 visitors expected, the conference will concentrate on five issues: export of industrial products, export of services and know-how, New Zealand/Canada trading initiatives, export of Aboriginal art and Aboriginal tourism resorts. A

particular focus will be on programs and initiatives that may be applicable to Aboriginal communities that currently lack exportable programs and services. Conference attractions include 40 booths for Aboriginal business people, 75 artists' tables, an Aboriginal kitchen providing delicacies, and Aboriginal drummers and dancers.

The Native Investment and Trade Association (NITA), an Aboriginal non-profit organization dedicated to promoting self-reliance within Aboriginal communities, is looking for sponsors to participate in this event. Interested companies should contact Blythe Rogers, NITA, tel.: 1-800-337-7743, fax: 1-888-684-0881, e-mail: nita@express.ca

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Second Malaysia Business Leaders Delegation Set to Arrive in Ottawa

OTTAWA — November 20-21, 1997 — Canadian exporters are invited to meet with members of a large business delegation from Malaysia — a valuable occasion to learn more about business and investment opportunities in Malaysia and to meet with potential business partners.

Building on the success of the Team Canada Mission to Malaysia in 1996, the Prime Minister of Malaysia, the Hon. Dr. Mahathir Mohamad, will lead a delegation of more than 160 Malaysian government and business leaders to Ottawa.

The meeting will provide Cana-

dian company representatives with first-hand information on forging strategic partnerships with Malaysian businesses and leveraging Malaysia's central position as the fulcrum of the Association of Southeast Asian Nations (ASEAN) — a robust market of 500 million people.

Dr. Mahathir will address the meeting on the topic of "Malaysia and Canada: nurturing a smart partnership for mutual prosperity."

The meeting will also feature the Malaysian ministers for education; energy, telecommunications and posts; entrepreneur development;

and health. Concurrent sessions will be held on educational partnership; developing smart partnerships in the energy and telecommunications sectors; opportunities for mutual collaboration in small and medium-size enterprises and professional services; and challenges and opportunities in health care delivery using telemedicine.

For more information, contact Elsie Lee, Events Co-ordinator, Canadian Chamber of Commerce, tel.: (613) 238-4000, ext. 240, fax: (613) 238-7643; e-mail: info@chamber.ca

## CCBC Annual Meeting: Finding the Right Door to China

TORONTO — November 27-28, 1997 — Business and political leaders from Canada and China will gather for the Canada China Business Council (CCBC)'s 17th Annual General Meeting and Policy Conference (AGM Canada '97). The theme of this year's conference — Finding the Right Door — will focus on practical strategies for finding the "door" to China that will lead to success.

A "conference within a conference"

will address the concerns of small and medium-sized businesses. Through informal networking and one-on-one conversation, small business owners will learn about strategies for success used by other Canadian companies, as well as assistance available from Canadian and Chinese networking organizations and government agencies, financing and risk management experts, and shipping, transportation and customs clearance companies.

The Meeting is expected to draw the largest and most important contingent of Chinese government officials and business executives ever to visit Canada.

For more information or a registration package, contact the Canada China Business Council, tel.: 1-888-870-9657, fax: (514) 987-9913.

### CanadExport On-Line

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

### Info Centre

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

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## Prime Minister to Lead Team Canada 1998 to Latin America

On September 20, 1997, Prime Minister Jean Chrétien announced that he will be leading the fourth Team Canada trade mission from January 10 to 23 to generate new business for Canadian companies in Mexico, Brazil, Argentina and Chile.

Provincial premiers and territorial leaders will join the Prime Minister on the mission, his second to the region, as will a delegation of several hundred business people, heads of educational institutions and municipalities, and heads of companies owned by Aborigines, women and young entrepreneurs.

The Prime Minister stressed the importance of consolidating Canada's impressive gains in this part of the world. "Canadian companies already

benefit from our free trade agreements with Mexico and Chile, and Canada is discussing closer links with the nations of the MERCOSUR trade group, which includes Brazil and Argentina."

The Prime Minister, premiers and territorial leaders will take part in discussions with many of the region's leading political and business figures. They will discuss ways to forge closer economic and political ties with the region in the months preceding the Summit of the Americas in Santiago,

Chile, where participants plan to launch negotiations on the Free Trade Area of the Americas (FTAA) — a hemisphere-wide free trade zone.

Team Canada 1998 will focus on nine priority sectors: telecommunications and information technology, transportation, specialized services, the environment, energy and natural resources, agri-food, education and cultural industries, construction and building materials, and advanced manufacturing.

A special *CanadaExport* supplement on Team Canada 1998 in this issue will give readers a close-up look at the mission, its participants and the countries being visited.

### New Sites for Small Business Launched on Strategis

Small businesses now have three new sources of information on Strategis, Industry Canada's Web site. Along with the existing site Contact! The Canadian Management Network, these new sites will provide small businesses with the tools, skills and knowledge they need to innovate, grow and create jobs.

The three sites are Sources of Financing (<http://strategis.ic.gc.ca/sources>); Steps to Growth Capital (<http://strategis.ic.gc.ca/growth>); and Steps to Competitiveness (<http://strategis.ic.gc.ca/steps>). "These new *Strategis* sites for small business continue the government's efforts to connect Canadians,

increase support for small business, and move Canada ahead in the knowledge-based economy," remarked Industry Minister John Manley as he launched the new sites on October 22, as part of Small Business Week.

*Continued on page 7 — New Sites*

**CanadaExport On-Line**  
<http://www.dfaite-maeci.gc.ca/english/news/newsletr/canex>

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## Networks of Centres of Excellence Receive \$94.3 Million

Seven Networks of Centres of Excellence (NCE) will receive a total of \$94.3 million in additional funding over the next four to seven years under the government's NCE Program, for their exceptional contribution to research and training.

Created in 1989, the NCE Program brings together research teams from all provinces and disciplines to work in co-operation with universities, industry and government on problems of strategic importance to Canada. There are 14 existing networks, each of which enables prominent scientists to conduct leading-edge research and to share their expertise with young researchers through innovative training programs.

The networks are supported for limited periods of time, allowing the research community to propose every three or four years new areas that would also be advanced by the NCE approach.

### Exceptional contributions

The decision to provide additional NCE Program support to seven networks is the outcome of a competition and is based on the recommendations of an independent selection committee.

As a result of the competition, five networks will receive additional funding for seven years: the Canadian Bacterial Diseases Network, the Canadian Genetic Diseases Network, Micronet, the Institute for Robotics and Intelligent Systems, and the Protein Engineering Network. The Canadian Institute for Telecommunications Research and the Mechanical Wood-

Pulps Network will receive additional funding for a four-year period.

"These seven networks were selected for the exceptional degree to which they added value to the research, training, collaborative relationships and the transfer of knowledge and technology, which demonstrated outstanding network management," said Ronald Duhamel, Secretary of State (Science, Research and Development) — who, along with Industry Minister John Manley and Health Minister Allan Rock, announced the results of the competition.

### Vital part of government's S&T strategy

"The NCE Program is a vital part of the federal government's Science and Technology Strategy," stressed Mr. Manley. "This highly dynamic program is very successful at stimulating the development of a critical mass of important research areas.

It enhances Canada's capacity for innovation and the overall quality of life for Canadians."

Canada's three granting councils — the Natural Sciences and Engineering Research Council, the Medical Research Council and the Social Sciences and Humanities Research Council — and Industry Canada combine their efforts to support and oversee the NCE initiative. The funding for research and training in Canadian universities through the Councils' peer-reviewed research programs is the foundation upon which the successful network approach is built.

### CanadExport On-Line

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

## CanadExport

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Managing Editor: Don Wight  
Associate Editor: Louis Kovacs  
Design: Boite Noire  
Layout: Yen Le

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Fax: (613) 996-9276  
E-mail:  
[canad.export@extott23.x400.gc.ca](mailto:canad.export@extott23.x400.gc.ca)

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## Montreal Consulting Firm Wins Path-breaking Contract with AsDB

How can Canadian companies become winners when bidding on Asian Development Bank (AsDB) projects? Just ask SM Group International, Inc., a consulting engineering firm that recently signed — in a record six months — its first contract with the AsDB.

The US\$600,000 contract is for a project calling for technical assistance to the Ministry of Construction of the People's Republic of China in order to improve the water tariff policy throughout China.

"As far as I know," says Canadian Trade Commissioner and AsDB Liaison at the Canadian Embassy in Manila, Arthur Fraser, "this is the first time that an AsDB contract has been awarded to a Canadian firm in its first attempt in marketing its services to the Bank. Normally, it takes a firm one to two years of marketing before being awarded a contract.

"Another interesting fact," he adds, "is that out of the six short-listed firms for this project, SM [at around 350 employees] was the smallest."

What is the secret to SM Group's success?

### Choosing the right team leader

According to AsDB officers involved in the project, the qualifications and international experience of SM's team leader was the most important factor influencing the decision to award SM the contract.

With 22 years of experience in water supply and involvement in over 40 major international projects, SM's team leader, Dr. Wei Yan, had just the right qualifications for convincing the AsDB Project Officer of his ability to complement the technical assistance (TA) contract in a way that would meet AsDB objectives, terms of reference and budget. Dr. Yan's perfect command of Mandarin and his knowledge of the project objectives and of the Chinese Executing Agency, as well as of Chinese business practices and culture, also worked in his favour.

### Hiring a good local rep

According to Fraser, another critical ingredient in SM's win was the decision to hire a full-time AsDB representative based in Manila.

As such, Pierre Yves Côté has the responsibility for ensuring proper communication between SM Group headquarters in Montreal, the SM Team Leader and the AsDB Officers responsible for this project.

Côté met frequently with the AsDB Project Officer, as well as with Fraser himself — in order to keep abreast of AsDB activities and to ensure effective communication.

### Researching the market

Combining that information with previous experience makes for the right mix. SM Group had been active in China for more than three years — thanks in part to several CIDA-financed contracts on urban environment and dam safety monitoring — before courting AsDB projects.

In addition, the company made two trips to China to prepare for this project. "These trips are not cheap," admits SM Vice President, International, Renaud Poirier, "but they can be well worth the time and money. As a result, we knew what we were talking about."

Poirier also recommends choosing the AsDB project carefully because each company is allowed only three short listings a year at the AsDB, where the company is invited to submit a proposal. SM is already bidding on an important project in Thailand, where the company has been active for 12 years.

*Continued on page 5 — Montreal Firm*



## Looking for Export Opportunities?

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

## Young Innovative Ottawa Boat Company Tests International Waters

**A**fter only three years in business, SpinCraft Electric Boats Ltd. has already managed to navigate some uncharted waters in foreign markets ... on its own steam.

The small company of nine people — six at the plant in Peterborough and another three at head office in Ottawa — designs and manufactures a small two-seater electric boat.

“Quiet and environmentally friendly,” says company president Holden Hayes, “the SpinCraft is designed for cruising in areas where power boats are not permitted.

“As a matter of fact,” he adds, “it is ideal for children and trolling enthusiasts, and is perfectly safe for operation by people of all ages, including those with disabilities: it won't tip, sink or burn.”

Powered by two 6V batteries — which can be increased to four — the low-maintenance fibreglass SpinCraft has a maximum speed of 9 km/h, with a cruising range of up to 16 hours per battery charge. It takes only a few hours for recharging.

### Marketing skills handy

As a former marketing manager at a large multinational corporation, Hayes knew the power of product visibility. So, after an initial call last fall, he hauled his SpinCraft down to Disney World, in Orlando, Florida, to try his luck at one of the most publicized spots in the world.

“It took a bit of arm twisting to get to see the right people,”

Hayes admits, “but once I was given a chance to demonstrate my boat in the water, it was an instant success.”

But the reaction of Disney officials was somewhat of a surprise, even to a marketing pro such as Hayes.

“They asked me if I would put boats in for free,” he recalls, “the way most large U.S. corporations donate their products, simply drawing on the power of advertising.”

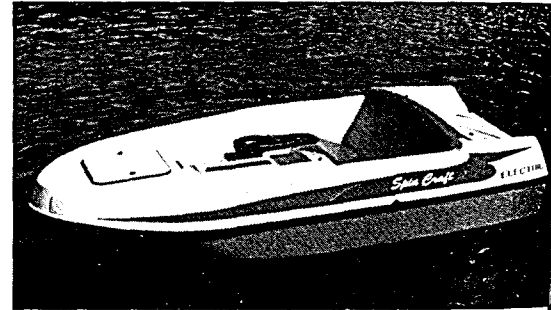
Such a plan, for a young budding company such as SpinCraft, was out of the question. Nevertheless, there are now nine boats, six at the Coronado Springs Resort, and three at the Bonavista Palace Hotel, the first one having been delivered earlier this summer.

### Displaying your product

Price, in addition to quality, was also a factor in Hayes' sale to Israel.

“It was during the summer of last year,” he recalls, “that a businessman from that country saw my fleet of 13 boats at Ontario Place, in Toronto, and was sold instantly on the SpinCraft.”

The Israeli businessman came back a few more times, ironing out a deal last October that culminated three months later in the sale of 13 boats. Then it was Hayes' turn to fly over to Israel



The two-seater electric SpinCraft

once the unassembled boats had been shipped to the customer, teaching company members how to put them together, “just like a jigsaw puzzle,” he says.

SpinCraft has participated in several trade shows in the United States, including the Miami International Boat Show and the International Marine Trade Exhibit and Convention (IMTEC) in Chicago, which resulted in a dealership in — unexpectedly — Montreal.

Currently, the company is following up on interest — including some from Japan — received at the APEC Small Business Exposition held in Ottawa six weeks ago, where CanadExport conducted this interview. SpinCraft is also updating its registration in the Department of Foreign Affairs and International Trade's WIN Exports database, to give it added visibility with Canadian Trade Commissioners around the world.

For more information on SpinCraft, call company president Holden Hayes, tel.: (613) 746-1009, fax: (613) 746-2327.





# Focus on Team Canada 1998



## Message from the Minister

As you are well aware, the Prime Minister, the Right Honourable Jean Chrétien, will lead a Team Canada Mission to Mexico, Brazil, Argentina and Chile from January 10-23, 1998.

Canada is unmistakably a nation of the Americas and together we want to build a common destiny. Our investment in the region has soared and our business community has been extremely busy in these markets. Canada now exports, for instance, more to Latin America than it does to France and Germany combined.

We have cultural ties of long-standing. They have been stimulated by the settling in Canada of people from all over the hemisphere; as well as by educational and cultural exchanges, tourism and sporting events, including the 1999 Pan-American Games in Winnipeg that all Canadians are looking forward to hosting.

Canada's decision in 1990 to join the Organization of the American States (OAS) showed our desire to be a more active player in the hemisphere. And Canada is indeed pleased to host the OAS General Assembly in the year 2000.

We have enjoyed the benefits that come with freer trade. That is why this government has championed trade liberalization globally and in Latin America. It is our belief that the free trade agreements we have already entered into with the United States, Mexico and Chile are just the beginning.

We are also eager to follow through on the Miami commitment to launch comprehensive negotiations for a Free Trade Area of the Americas next April in Santiago, Chile.

In the same spirit, Canada is looking to develop a strong and dynamic relationship with the MERCOSUR Customs Union, comprised of Brazil, Argentina, Uruguay and Paraguay. We have already begun to explore avenues for such an arrangement and we will pursue these vigorously in the months ahead.

I am convinced that this Team Canada trade mission will have the same positive impact on our trade relations with our neighbours in the Americas as past missions have had in other areas of the world.

The time for a free trade area of the Americas has arrived and Team Canada 1998 is our way of saying Canada wants to be an active and dedicated partner.

Yours sincerely,

Hon. Sergio Marchi

# Team Canada Opens Doors for Canadian Business

*Team Canada trade missions have been a watershed in Canada's approach to international business development, demonstrating what can be achieved when governments and the private sector work together.*

Prime Minister Chrétien has led three previous Team Canada missions: to China in November 1994; to India, Pakistan, Indonesia and Malaysia in January 1996; and to South Korea, the Phillipines and Thailand in January 1997; as well as a trade mission to Chile, Brazil and Argentina in January 1995.

The support of the Prime Minister, premiers and mayors enhances the credibility of participants in the eyes of prospective customers, business partners and investors. These missions have led to an estimated \$22 billion in business deals and have opened doors for Canadian businesses to important contacts and opportunities.

## **Building relations key to doing business**

Arriving in a country as a "team" puts Canadian companies in a much better position to build relations with their foreign counterparts. According to one participant of the 1997 mission, Hugh O'Donnell, Managing Director, Geomatics, of SHL Systemhouse

in Ottawa, building relations is crucial to the success of a trade mission, or any attempt to penetrate a new market.

"You've got to develop these relations," said O'Donnell, "then the opportunities will come. There's nothing that replaces face-to-face meetings."

Business delegates will be given ample opportunity to meet face to face with Latin American business people through the many business forums and networking events that are an integral part of the Team Canada trade missions.

During the 1997 mission to Asia, Trevor Hewison, Director of Shuttle Craft Canada of Saskatoon, grasped the full impact of building relations in foreign countries. "The Team Canada concept is vital in establishing these links. Trying to penetrate a new market is very difficult, especially when the two cultures are so different. Where would you start? We wouldn't have an idea."

Even industry giants such as Hydro-Québec admit that the rules are different and that they require new approaches. "Acting alone, we normally would have one chance in twenty to conclude a deal," said President and CEO André Caillé. "But by associating with a local foreign partner, our chances grow to one in five."

## **Government support can make the difference**

Official signing ceremonies may be perceived by some as mere photo opportunities, but to many foreign business people they are extremely important.

President and CEO Alex Taylor of Oakville-based AGRA Inc. noted during the 1997 Team Canada mission, "A lot of the clients we have, in fact, are governments or corporations that are owned and controlled and influenced by governments in those countries. Thus, it is very good for us to be seen to have government support, because in some countries, they like dealing government to government."

Dr. Sami Aita, President and CEO of MedcomSoft Inc. of Willowdale, added, "The (1997) Team Canada mission accelerated enormously our work to move from just a conceptual working relationship ... to a real project."

Government support also has the undeniable benefit of building a shortcut to results and success. Cutting through the red tape can be frustrating enough domestically; doing so on the international scene gives business people an incredible edge over the competition.

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**Opens Doors**

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# Team Canada 1998: The Benefits and Details

*By drawing on the prestige of Canada's Prime Minister, provincial premiers, territorial leaders and senior Cabinet ministers, the Team Canada trade mission will open doors for Canadian companies in the Latin American region.*

Previous missions to Asia Pacific in 1994, 1996 and 1997 and to Latin America in 1995 have proven that Team Canada trade missions provide a unique introduction to new markets, create opportunities to network with overseas contacts, and expedite negotiations and contract signings.

Team Canada members have found that their businesses benefitted directly from the missions' high profile.

- Team Canada missions have helped more than 1,100 Canadian companies gain access to senior government and private-sector leaders in international markets.
- Canadian companies have announced 550 business agreements worth an estimated \$22 billion during previous trade missions.
- Team Canada participants have reported close to \$5 billion of new business transactions as a direct result of their participation in the trade missions.
- A survey of Team Canada 1997 participants found that an overwhelming majority of business people felt that the mission opened doors for them in key markets and added momentum to their business development objectives.

## The business program

The Department of Foreign Affairs and International Trade (DFAIT) and its industry partners have scheduled business programs for each of the four countries that Team Canada will visit. These programs include:

- **Bilateral business seminars:** informative plenary sessions examining economic and social trends and reforms in each country, followed by business luncheons with Canada's first ministers and senior Cabinet ministers.

- **Signing ceremonies:** a special series of high-profile signing ceremonies for those Canadian companies and their Latin American partners that are at the stage of signing new commercial agreements.

- **Panel sessions:** sectoral discussions by some of the host countries' and Canada's foremost experts in each industry sector, providing excellent opportunities for information exchange and networking.

- **Receptions:** official receptions for the Canadian business delegation attended by Canada's ministers and senior government and business representatives from the host country.

## Team Canada task force

DFAIT has established a Task Force to organize the Team Canada 1998 Trade Mission in conjunction with the Canadian diplomatic missions in Mexico, Brazil, Argentina and Chile. The Task Force will:

- answer any questions concerning the trade mission;
- work with companies to ensure that registration is complete;
- verify flight and hotel arrangements;
- verify any editorial changes to company profiles for the *Team Canada 1998 Directory of Participants*;
- issue airline tickets; and
- provide accredited business delegates with a confirmation package, including country- and sector-specific information, draft programs, travel tips, and other information.

To reach the Task Force, please contact:  
Team Canada 1998 Task Force (LTC)  
Department of Foreign Affairs and  
International Trade  
125 Sussex Drive, Ottawa, Ontario K1A 0G2  
Tel.: (613) 995-2194; 944-1233; 995-9293  
Fax: (613) 996-3406; 995-8669 Δ

# Key Statistics: Mexico, Brazil, Argentina and Chile

## MEXICO

### General Description

**Population:**

93.7 million (1995)

**Capital:** Mexico City**Total Area:**

1,973,000 km<sup>2</sup>

**Official Language:**

Spanish

**Economic Data****GDP:** \$377 bn (1994);

\$245 bn (1995);

\$326 bn (1996)

**GDP Growth Rate:**

-6.9% (1995);

5.1% (1996)

**Inflation Rate:**

7% (1994); 52% (1995);

27.8% (1996)

**Unemployment Rate:**

4.1% (July 1997)

**Canadian Direct Foreign****Investment:**

\$1.266 bn (1996)

**Visitors from Canada:**

1 million (1995)

**Visitors to Canada:**

70,000 (1995)



## BRAZIL

### General Description

**Population:**

161.3 million (1996)

**Capital:** Brasilia**Total Area:**

8,512,000 km<sup>2</sup>

**Official Language:**

Portuguese

**Economic Data****GDP:** \$688.3 bn (1995);

\$766.5 bn (1996)

**GDP Growth Rate:**

3.7% (1995);

3.2% (1996)

**Inflation Rate:**

16.5% (1996)

**Unemployment Rate:**

5.1% (January 1997)

**Canadian Direct****Foreign Investment:**

\$2.75 bn (1996)

**Visitors from Canada:**

14,700 (1995)

**Visitors to Canada:**

44,774 (1995)

## CHILE

### General Description

**Population:** 14.4 million (1996)**Capital:** Santiago**Total Area:** 756,626 km<sup>2</sup>**Official Language:** Spanish**Economic Data****GDP:** \$72 bn (1996)**GDP Growth Rate:** 7% (1996)**Inflation Rate:** 7.4% (1996)**Unemployment Rate:** 5.5% (1995); 7.2% (1996)**Canadian Direct Foreign Investment:** \$8 bn (planned and actual, 1996)**Visitors from Canada:** 11,800 (1995)**Visitors to Canada:** 12,600 (1995)

## ARGENTINA

### General Description

**Population:** 35.2 million (1996)**Capital:** Buenos Aires**Total Area:** 2,766,880 km<sup>2</sup>**Official Language:** Spanish**Economic Data****GDP:** \$282.7 bn (1995); \$295.2 bn (1996)**GDP Growth Rate:** 4.4% (1996)**Inflation Rate:** 3.3% (1995); 0.4% (1996)**Unemployment Rate:** 17% (February 1997)**Canadian Direct Foreign Investment:**

US\$1.5 - 2 bn (1996)

**Visitors from Canada:** 11,200 (1995)**Visitors to Canada:** 16,986 (1996)

# Mexico Continues Along Road to Recovery

*Looking at the facts, there is no question that Mexico's economy is moving in the right direction as it continues its dramatic recovery from the economic crisis of 1994 and 1995.*

Economic growth in Mexico was around 7 per cent in 1996, outstripping all major forecasts, and it is expected to maintain this level throughout 1998. Inflation, although still high, has come down from over 50 per cent in 1995 to 27 per cent in 1996. And along with declining inflation, interest rates fell to an acceptable 20.5 per cent last year.

Even though the Mexican peso is now free-floating, it has been remarkably stable, supported by a strong revival in foreign investment in the country.

Economic forecasts, however, predict that the peso will lose 5-10 per cent to the U.S. dollar before the end of 1997.

## **Restructuring of economy moves ahead**

Despite Mexico's economic difficulties over the past two years, President Zedillo's government has continued to pursue its goal of transforming Mexico into an open, market-oriented economy.

Only a decade ago, the Mexican economy was protected by high tariff barriers and dominated by state-owned enterprises. With Mexico's entry into the General Agreement on Tariffs and Trade (GATT) and the North America Free Trade Agreement (NAFTA), barriers have been reduced

dramatically. Canadian firms now have increasingly barrier-free access to a market of over 90 million consumers, and are expanding sales in the automotive, financial services, transportation, energy and fisheries sectors.

The Zedillo government is pushing ahead with an ambitious privatization program covering key sectors of the economy. The program involves the privatization of railroads, telecommunications, electricity generation and natural gas.

## **Canada-Mexico trade and investment keeping pace**

For years, trade relations between Canada and Mexico have been broader and more substantial than with any other country in Latin America. From 1994 to 1996, two-way trade grew by 30 per cent, reaching \$7.3 billion. In 1996, Canadian exports totalled \$1.3 billion, while imports reached \$6 billion.

Today, government and private enterprises alike are hungry for the technology Canadian firms can supply, and are eager to take them on as partners in their operations. Small and large Mexican companies are searching for leading-edge processes and products, along with the quality assurance techniques that can enhance their products and services in the global marketplace.

The growth in Canadian investment in Mexico has been even

more dramatic than the growth in trade. Obstacles to importing specific technologies and services have been removed, for example, in computer, software and biotechnology fields.

Canadian direct investment in Mexico doubled in the first year of the NAFTA. It continued to grow during the worst of Mexico's economic crisis in 1995, and in 1996 took another jump with investments in the Mexican banking sector by the Bank of Nova Scotia and the Bank of Montreal.

From the time the NAFTA came into force in 1994, to April 1997, Mexico has received US\$24 billion in direct foreign investment. Canadian investments represent US\$1.4 million, or almost 6 per cent of the total. Δ

## **Opens Doors**

— Continued from page II

Even a solidly established company like SPAR Aerospace Ltd. recognizes the importance of government involvement. Negotiations on a \$155-million contract with the National Research Council of Thailand to construct a remote-sensing satellite system were held up until intervention by Prime Minister Chrétien, at SPAR's request, clinched the deal. Δ

# Brazil: A Market Too Big to Ignore

*It has been said that Canadian business people come to Brazil expecting to find the United States and are disappointed. Others come expecting to find Africa and are confused. Brazil is neither and Canadians need to know it better.*

Brazil is the ninth-largest economy in the world. It is Latin America's largest and most industrialized market, with a gross domestic product (GDP) of \$766.5 billion in 1996.

The state of São Paulo, with a population of 32 million, is Brazil's economic centre. It alone accounts for some 40 per cent of the country's economic activity. If it were a country, São Paulo would rank as Latin America's third-largest economy after Mexico and Argentina.

With the election of the Cardoso government in 1994, Brazil has introduced widespread liberalization measures aimed at recapturing its economic stability. So far it has proven successful, and many economic observers believe that the government's monetary policy will continue to stabilize, and even reduce, inflation.

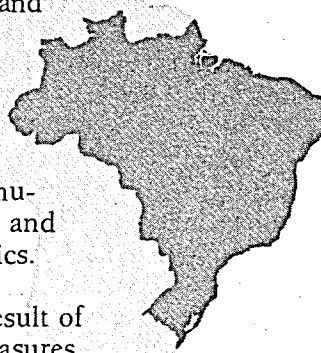
The government has not deviated from its course of modernization and of integrating Brazil into the world economy. In 1994 alone, it introduced accelerated tariff reductions affecting over 4,000 items, opening the market to a wide range of imports. And as incomes stabilized, literally millions of new customers entered the market in search of consumer goods.

## **Largest trading partner in South America**

Brazil is Canada's largest trading partner and export market in South America, with two-way trade valued at over \$2.5 billion in 1996, up from \$2 billion in 1994. Canadian exports to Brazil totalled \$1.38 billion in 1996, nearly double the 1993 total. Canada is also the seventh-largest foreign investor in Brazil, with total investments of more than \$3.5 billion.

Wheat, newsprint, mineral fuels and potash have traditionally dominated Canadian exports to Brazil. The government's trade liberalization measures, however, have significantly increased export opportunities for manufactured products and value-added services, particularly in telecommunications and informatics.

As a result of these measures, Canadian suppliers have already carved out a significant market presence in mobile cellular systems, aircraft engines, advanced manufacturing equipment, and remote sensing and geographic information systems.



In January 1995, Prime Minister Chrétien led a successful trade mission of nearly 200 Canadian business people to Rio de Janeiro resulting in contracts and agreements worth over \$600 million.

Similarly, the governors of the states of Rio de Janeiro, Minas Gerais and Rio Grande do Sul have since led substantial business delegations to Canada. And in April of this year, President Cardoso led a delegation of over 100 Brazilian entrepreneurs to Canada.

On the Canadian side, International Trade Minister Sergio Marchi addressed the World Economic Forum meeting in Brazil in September, and in 1996, as Environment Minister, led an important environmental technologies mission to Brazil.

## **One of the world's largest markets**

Brazil is a market too big to ignore, not only in size — 160 million people and a land mass equal to that of the United States — but in the enormous prospects and opportunities that it represents for Canadian trade and investment. Δ

# Argentina Represents New Business Opportunities

*Trade between Canada and Argentina has increased markedly in recent years thanks to Argentina's economic transformation.*

From 1992 to 1996, two-way trade jumped from \$226 million to almost \$400 million. In the first eight months of 1997, Canadian exports rose to \$250 million, a 100-per-cent increase over the same period last year.

During Prime Minister Chrétien's trade mission to Argentina in January 1995, 36 deals valued at \$394 million were signed by Canadian businesses. Involving 33 companies, these deals covered a broad range of industries and technologies from companies throughout Canada.

## **Co-operative agreements spurring commercial relations**

Over the last three years, a number of co-operative agreements and initiatives have been created in the areas of nuclear energy, geoscience, mining, fisheries, space, high technology and, most recently, agriculture and the environment.

Approximately half of Argentina's exports to Canada are agri-food products, 23 per cent are leather goods, and the balance is made up of steel products and petroleum. Canadian exports to Argentina include machinery, agricultural products, minerals and metals, telecommunications equipment, mechanical and electrical appliances, newsprint, plastics and chemicals.

## **Investment key to Canadian activity in Argentina**

Commercial ties between the two countries have been reinforced by Canadian direct investment in Argentina — the basis of our commercial relationship with Argentina — which is estimated to reach \$2 billion by the year 2000. Currently, Canada ranks as the third most important foreign investor in Argentina and is expected to stay in the top five for the rest of the century.

Canadians have also invested heavily in Argentina's privatization program, particularly in the energy sector. While Canadian investment is relatively small, Canadian firms are playing a growing role in the oil and gas, mining and energy sectors.

## **Canadian expertise in demand**

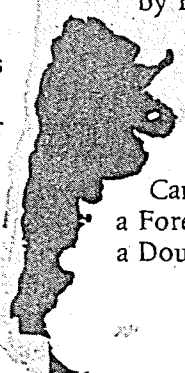
There are significant opportunities for Canadian firms in a number of sectors, including mining, oil and gas, telecommunications and informatics, transportation, food processing, forestry, geomatics and education. Emerging areas include the environment, automotive and tourism sectors.

These are all industries in which Canadian companies have developed substantial expertise and in which they have much to offer in technology, equipment and services.

New developments have also increased the potential for Canadian-Argentinean commercial relations. For example, on September 30, 1997, the two countries signed a one-year bilateral pilot project governing the shipment of Canadian pork to Argentina, and of Argentinean beef to Canada.

The Export Development Corporation's (EDC) insurance and financing programs are available to Canadian businesses interested in the Argentinean market. In 1996, total business volume supported by EDC in Argentina exceeded \$380 million, making Argentina one of the Corporation's most important markets in South America. EDC currently has seven lines of credit with local banks and financial institutions.

Canadian business interests are also served by a Foreign Investment Protection Agreement and a Double Taxation Agreement with Argentina. Δ



# Canada and Chile Growing Closer by the Day

*Even before the signing of the Canada-Chile Free Trade Agreement (CCFTA) on July 5, 1997, Canada and Chile had been forging mutually rewarding commercial and cultural relations.*

Close to 10 high-level visits between the countries, in the last three years alone, reflect the depth and breadth of this growing relationship. Most noteworthy, perhaps, was Prime Minister Jean Chrétien's January 1995 official visit to Chile — the first ever by a Canadian Prime Minister. The visit also included a trade delegation of more than 250 Canadian business people, 33 of whom signed deals worth more than \$1.7 billion.

Several bilateral agreements and memoranda of understanding (MOUs) were also signed during the Prime Minister's visit, including the creation of a Canada-Chile Permanent Binational Commission on political, economic and commercial relations and new MOUs on telecommunications and the environment.

In 1996, a five-year, \$15-million Canadian International Development Agency (CIDA) project was launched to transfer Canadian technological know-how to Chile in areas of mutual interest. Since 1978, CIDA's Industrial Co-operation Program has supported over 100 partnerships between Canadian and Chilean companies in 15 economic sectors.

The Canadian private sector has also been very active in Chile — more than 50 joint ventures between Canadian and Chilean businesses are currently in operation in Chile.

## Latin America's most dynamic market

Chile has always been an active player in the international arena, pursuing trade and economic agreements with many countries. Between 1991 and 1995, Chile entered into trade agreements with Mexico, Venezuela, Colombia and Argentina, and signed an agreement with the European Union last year.

A full-fledged member of the Asia-Pacific Economic Cooperation (APEC) since 1994, Chile is also an associate member of the MERCOSUR customs union, which includes Brazil, Argentina, Uruguay and Paraguay.

Chile has the fastest-growing economy in its region, with annual economic growth averaging almost 7 per cent over the last decade.

With low unemployment (6.8 per cent), falling inflation (6.2 per cent) and rising wages (7 per cent), Chile has established its credentials as a desirable trade and investment partner.

## Trade and investment growing stronger

Total trade between Canada and Chile has increased dramatically, more than doubling from \$357 million in 1992 to \$760 million in 1996, with Canada

enjoying a trade balance of \$75 million.

Chile's growth has been mainly in natural resource-based industries such as mining, forestry, agriculture and fishing, but trade is booming in all areas, particularly in environmental and resource technology and management. These are areas in which Canada has a great deal to offer Chile.

Canadian investment in Chile has also increased sharply. Canada is Chile's second-largest foreign investor, with actual and planned investments nearing \$8 billion, primarily in mining, energy, telecommunications, financial services, and equipment manufacturing. In 1996, Chile attracted a record US\$6 billion of total foreign investment.

## Free trade agreement opens new doors

Canada already enjoys an excellent reputation in Chile as a reliable supplier of high-quality goods and services. With the CCFTA, which eliminates tariffs on most industrial goods, the potential for sales of Canadian goods and services, and for technology contracts with Chile, is greatly enhanced. Δ



## Early Stage Software Investor Conference Exceeds Expectations

More than 200 representatives from the venture capital, finance and information technology sectors in Chicago participated in the Early Stage Software Investor Conference on October 8, exceeding the expectations of its co-sponsor, the Canadian Consulate General in Chicago (see the September 15, 1997, issue of *CanadExport*).

The event brought a select group of 12 Canadian information-technology companies (and one Canadian Trade organization) together with local Angel investors and venture-capital companies.

The event was hugely successful in

locating sources of first-round financing for the Canadian companies, and in helping the companies gain first-hand information of how the venture-capital markets work, as well as an understanding of the local competition and technology. The event was also successful in presenting unique Canadian technology to the information-technology industry in Chicago — success attributed to the recruitment of solid small Canadian information-technology businesses.

The event is a model of the type of value-added activities that the Canadian embassies and consulates in the United

States are providing to Canadian firms in the highly competitive advanced-technology sector — responding to their priorities and needs (in this case, financing and marketing requirements).

Considering the event to be “phase I” in working with Canadian information technology firms and the local venture-capital community, the Consulate is now beginning work on “phase II,” which will focus on “second-round plus” capital/financing and detailed business plan presentations by Canadian software developers. The conference is scheduled to take place early in the new year.

## International Business Opportunities Centre

The following trade opportunities have been received by the International Business Opportunities Centre (IBOC) of the Department of Foreign Affairs and International Trade (DFAIT) and Industry Canada. To obtain more information about these tenders, contact the appropriate person at IBOC, whose name appears at the end of each summary below, quoting the IBOC case number for speedier service.

**ETHIOPIA** — The Ethiopian Privatization Agency has issued invitation no. 02/1997-98 to all investors to bid on the partial or total acquisition of 2 shoe factories (the Tikur Abay Shoe Factory and the Anbesa Shoe Factory). Bid documents are available for the non-refundable fee of Birr 100 per set of documents. The closing date for the tender is December 26, 1997. Contact Andrew Mess, fax: (613) 996-2635, quoting IBOC case no. 971022-01934.

**ETHIOPIA** — An Ethiopian investor is interested in procuring a revamped, used cold rolling mill with continuous galvanizing plant for the production of cold rolled steel sheets. Contact Yolande Bourque, fax: (613) 996-2635, quoting IBOC case no. 971017-01893.

**SINGAPORE** — The Land Transport Authority has issued a tender for experienced design consultants and suitable suppliers for the design, supply, installation, testing and

commissioning of ticketing machines and fare gates for the automatic fare collection system of the North-East-Line (NEL). The cost of the tender documents is \$1,030 for 3 sets. The closing date for the receipt of bid documents is January 16, 1998. Contact Guy Chaussé, fax: (613) 996-2635, quoting IBOC case no. 971009-01848.

Other tender calls and trade opportunities can be found on CanadExport On-line.

## Montreal Firm Wins Contract with AsDB — Continued from page 3

“Although the AsDB contracts are not enormous,” Poirier explains, “they still offer you an excellent way to make yourself known in the region.”

Poirier also recommends going the joint venture route and teaming up with other experts in the field to increase your chances of success when bidding on contracts.

As for Fraser, he is confident that SM’s successful

experience can help other small and medium-sized Canadian enterprises compete against Japanese, American and European giants in this lucrative AsDB market, worth more than \$5 billion.

For more information on SM Group or its contract with the AsDB, contact company Vice President, International, Renaud Poirier, tel.: (514) 982-6001, fax: (514) 982-6106.

## Make your Company Known in the Italian Health Care Market



TURIN, ITALY — March 11-14, 1998 — From electro-medical devices and medical-related software to pharmaceuticals and biotechnology products, all of the health care sector will be encompassed by the first ITALMEDICA Health Care Conference and Exhibition.

In its effort to promote the export of Canadian medical devices to Italy, the Canadian Consulate

General in Milan will participate with an information booth. With 80 per cent of the entire Italian market for medical products and devices supplied by imports, there are many untapped opportunities for Canadian capabilities and expertise.

For more information, contact Sandra Marchesi, Canadian Consulate General, Via Vittor Pisani 19, 20124 Milan, Italy, tel.: (39-2)

6758-3351, fax: (39-2) 6758-3900, e-mail:

sandra.marchesi@milan01.x400.gc.ca

For registration, contact Wes Rathwell, Project Officer, European Tourism, Trade Fairs and Missions Section, Department of Foreign Affairs and International Trade, tel.: (613) 995-6435, fax: (613) 944-1008. Deadline for registration is January 31, 1998.

## Canadians Can Sample the Market at Barbados Food Exhibition

BRIDGETOWN, BARBADOS — February 26-28, 1998 — Canadian companies will have an opportunity to gain a greater share of the lucrative Caribbean food and beverage market by taking part in the Canadian Food, Beverage and Food Processing Exhibition, being organized by the Commercial Division of the Canadian High Commission, in cooperation with the Canadian Council for Export Development.

Nearly all Caribbean islands import most of their food — largely from the United States, and to a lesser extent from Canada and the United Kingdom. Imports of food and beverage in Barbados alone total US\$250 million annually. Canada's current share is US\$7.5 million or 3 per cent — a figure that could be increased to 20 per cent, or US\$50 million, through initiatives such as this exhibition.

The show will raise awareness of Canadian food and beverage products and services among the food

importers, supermarket buyers, hotel food and beverage managers, hotel and restaurant chefs, and media representatives from two dozen Caribbean islands who are expected to attend the show.

For more information or to register as an exhibitor, contact the Canadian Council for Export

Development, 3500 Fallowfield Rd., P.O. Box 29053, Nepean, ON, K2J 4A9, tel./fax: (613) 825-9916; or Michael Wondergem, Counsellor (Commercial), Canadian High Commission, P.O. Box 404, Bridgetown, Barbados, tel.: (246) 429-3550, fax: (246) 437-8474.

## Oil and Gas Exhibition Taps Canadian Expertise for Egyptian Market

CAIRO, EGYPT — February 10-13, 1998 — Oil and Gas '98 is a new industrial trade exhibition that has been launched to service the oil and gas sectors of the Egyptian and Maghreb states.

Oil and gas exploration and development within Egypt and neighbouring states is being stepped up as private investors move into the area and as governments target projects to supply local demand and growing export markets.

The exhibition is aimed at the downstream sector, as well as exploration and development, and will span the entire range of industry requirements.

For more information or to book exhibitor space, contact the Canadian organizer UNILINK, tel.: (416) 291-6359, fax: (416) 291-0025, e-mail: unilinktor@istar.ca

## OUTreach Helps Exporters Meet Trade Commissioners in Canada

When Trade Officers around the world return to Canada on business, OUTreach brings them to your community in both smaller centres and larger cities. It can bring you face to face with experienced officers and help you acquire valuable information on market access, business opportunities and special events, as well as tips on how to secure a competitive edge in a foreign market.

Visits by Trade Commissioners in December 1997:

- Industrial Biotech Conference, December 1-3, in Toronto; trade officers from the United States will be in attendance.
- Construct Canada, December 3-5, in Toronto; trade officers from Asia-Pacific, Latin America, and the United States will be in attendance.

### Looking for OUTreach opportunities?

If you are an export-ready enterprise, be sure to contact your nearest International Trade Centre to find out if a trade representative from one of your target markets is coming to your region. Note that, for scheduling and resource reasons, it may not be possible to accommodate all requests.

## New Sites on Strategis — Continued from page 1

### Accessing information on financing

The new Sources of Financing site allows small business to access information on traditional and alternative sources of financing. These sources range from familiar debt-financing arrangements from chartered banks to services offered by micro-lenders or venture capital companies.

### Growing business through access to outside investors

The Steps to Growth Capital site is a companion site to the Canada Community Investment Plan (CCIP), which has been active since 1996 in helping businesses with potential for growth to gain access to risk capital. Twenty-two communities located in non-financial centres across Canada are taking part in the program, by testing new and creative ways to access capital and by sharing knowledge.

The new Steps to Growth Capital site will help growth-oriented firms prepare to find investors and close a deal. There are eight steps covered in the program, with a whole range of investment capital issues, from identifying financial needs to managing a relationship with an investor.

### Building critical management skills

The Steps to Competitiveness site will provide on-line assistance to identify business concerns. Although targeted to small business service firms, it is valuable for all businesses. The site has modules that deal with business needs such as marketing, human resources and business alliances. It also features several unique self-assessment tools to help evaluate a firm's performance.

These new sites add to the wealth of small-business information available in Contact! The Canadian Management Network (<http://strategis.ic.gc.ca/contact>), one of the busiest sites on Strategis.

Contact! provides entrepreneurs with access to information on where to find out about management skills, locate outside advice, and take part in extensive on-line business-to-business discussion forums.

For more information, contact:

- Peter Sagar  
Industry Canada  
tel.: (613) 954-5489  
e-mail: [sagar.peter@ic.gc.ca](mailto:sagar.peter@ic.gc.ca)
- Ken Cumming  
Industry Canada  
tel.: (613) 952-7399  
e-mail: [cumming.ken@ic.gc.ca](mailto:cumming.ken@ic.gc.ca)

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infocentre.gc.ca>

## Alliances '97: Networking Opportunity for IT Industry

MONTREAL — November 25, 1997 — The fourth annual meeting of the Quebec information technology and multimedia industry (Alliances '97) is an opportunity to meet with Quebec industry executives from both large and small businesses.

Participants will be able to develop partnerships, share visions of the future and, most importantly, explore business opportunities.

Investors will have the chance to discover the potential of companies that have a great future.

For more information or to reserve a place, contact the Quebec Software Promotion Centre, tel.: (514) 874-2667, fax: (514) 874-1568 e-mail: info@cplq.org

For information about the Quebec Software Promotion Centre, visit its Web site: <http://www.cplq.org>

## Conference Highlights Investment Opportunities in China's Mining Industry

HONG KONG — December 9, 1997 — Canadians in the mining industry can find out how to penetrate the Chinese market at the China Mining Conference: Emerging Investment Opportunities, being hosted by the Pacific Rim Group and officially endorsed by the China Ministry of Geological and Mineral Resources.

The conference will be of interest to China and regional fund managers, mining companies, investment bankers, private bankers, corporate investors, financial industry analysts and securities dealers.

China's new mining laws, which allow foreign exploration and development of its natural resources,

have created many exciting investment opportunities. The conference will also provide information on China's new role as a leading gold producer and the role of international capital markets in China's resource development.

Among the speakers will be the Vice-Minister from China's Ministry of Geological and Mineral Resources, and Michael Johnson, President and CEO, Vancouver Stock Exchange.

For more information, contact the Pacific Rim Group: in Hong Kong, Dickson Hall, tel.: (852) 2110-8122; in Vancouver, Sean Mitchell, tel.: (604) 682-8987; Web site: <http://www.PacificRimGroup.com>

## Doing Business in the Philippines

OTTAWA — November 29, 1997 — President Fidel V. Ramos, the President of the Philippines, will address the participants of a one-day seminar, "Doing Business in the Philippines: The New Tiger on the Block," during an official state visit to Ottawa.

Also featured will be key Philippine business people and Canadians who have done business in the Philippines.

The conference is being hosted by the Canada-Philippines Business Council and sponsored by Agra International, SR Telecom, the Bank of Nova Scotia, CadPower Canada Inc., NSM Group and Aghitech Canada Inc.

For more information, contact Alicia Natividad, tel.: (613) 566-7045.

**Info Centre**

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

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DEC 8 1997

# Canada Export

Vol. 15, No. 20 — December 1, 1997

## Government Develops New Strategy for Attracting Investment from Asia Pacific

The Asia-Pacific region is composed of some of the fastest-growing, diverse markets in the world. To attract investment from the most promising of these countries, and to encourage strategic alliances with companies in the region, the Government has developed a new investment strategy for the Asia Pacific, which complements the Government's 1996 general investment strategy.

The Asia-Pacific Investment Strategy was unveiled on October 24 by International Trade Minister Sergio Marchi at the Hongkong Bank of Canada Forum on East Asia in Toronto.

Pointing to the upcoming end of Canada's Year of Asia Pacific, Minister Marchi stressed that the Year's events are only part of Canada's ongoing efforts in Asia. "More importantly, we need to keep up with our competition, and firm up our market share."

### Why focus on Asia Pacific?

Average growth rates in the Asia-Pacific region continue to be up to three times the OECD average, and by 2000, 400 million people in the region will have OECD median incomes. By 2020, seven of the top ten world economies are expected to be in Asia. As democracy, capitalism and entrepreneurship gain strongholds in many of the Asia-Pacific markets, hundreds of millions of middle-class consumers with disposable

incomes and changing lifestyles are demanding a wide range of products and services and infrastructure.

The strategy targets eight markets — Japan, Hong Kong, Singapore, Korea, Malaysia, Taiwan, Australia and New Zealand. "These will be our priority markets as we demonstrate the advantages of investing in Canada," said Minister Marchi. "For our part, we will be stepping up calls on potential investors, both at home and abroad, and dedicating more resources to the task."

### What's in the strategy?

For each country, the paper provides investment objectives, background on the economies, a list of industrial sectors for concentrated effort, main challenges and suggestions for implementing a program of investment promotion. Annexes to the main paper cover links between trade and investment and general investment promotion techniques.

By far the most advanced member and the economic powerhouse of Asia, Japan has the largest trade and investment relationship with Canada and the greatest potential for co-operation with Canada in projects in other countries in Asia. Canada's challenge will be to promote recognition of the advantages (including lower production costs) of serving North American and global markets from Canada. The focus will be on information technologies, life sciences, automotive

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### CanadExport On-Line

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

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## Young Canadians Benefit from DFAIT'S Youth International Internship Program

**M**BA graduate Adrianus Barzilay is spending a year as a market researcher with Seiko Epson Corp. in Japan. Linguistics graduate Martina Sherrington is working in Prague for the Canada-Czech Republic Chamber of Commerce. What the two young Canadians have in common is the program that provided the seed for these work experiences — the Department of Foreign Affairs and International Trade's Youth International Internship Program.

Part of the Government of Canada's Youth Employment Strategy, the Youth International Internship Program is designed to provide youth with a first internationally focused work experience in the global market. Young Canadians, usually between the ages of 18 and 29, who are out of school, unemployed or under-employed, are eligible for the program, which involves internships of up to a year in Canada or abroad. The program targets those who need to bridge the gap between schooling and full-time employment, those who have an interest in travel and international relations, and those who need international experience to pursue their careers.

### Partnership between government and private sector

The Internship Program is a partnership between the government and the private sector. With financing from Human Resources Development Canada, DFAIT allocates funds to Canada-based organizations that have international experience, such as national associations, business councils, or non-government organizations. These organizations act as sponsors to find interns international assignments with Canadian or overseas businesses and organizations.

The sponsoring organizations provide ongoing personal and professional support to their interns during the work experience. They also help the participants to use the

skills they have acquired to secure long-term employment after the internship is completed.

For fiscal year 1997-98, 34 projects have been funded and are under way. Between 1997 and 1999, 850 internships are expected to be implemented.

### Employers benefit from dynamism of Canadian youth

For Martina Sherrington, who did her degree at the University of Saskatchewan, the internship with the Canada-Czech Republic Chamber of Commerce has meant returning to the country of her birth. In Prague, her focus is on providing information on Czech-Canadian trade, establishing business contacts, and keeping the Toronto office informed of developments in the Czech economy. Her internship was organized by the Centre for Russian

and East European Studies at the University of Toronto.

As for Adrianus Barzilay, placed by the Co-op Japan program of the University of Victoria, Seiko Epson has been so impressed by his enthusiasm, knowledge and ability to work with the Japanese that they have offered him a unique project — to be part of a special team to represent the company at the Nagano Winter Olympics next

February. Adrianus has also been asked to participate in a marketing road show to Korea and Moscow later this year. Needless to say, Adrianus feels that the business experience, as well as the professional development opportunities the internship has afforded him so far, has been extremely valuable and rewarding.

*Continued on page 8 — Youth*



Adrianus Barzilay (back row, right) with co-workers at Seiko Epson head office in Shiojiri City, Japan.

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 Managing Editor: Don Wight  
 Associate Editor: Louis Kovacs  
 Design: Botte Noire  
 Layout: Yen Le

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 Telephone: (613) 996-2225  
 Fax: (613) 996-9276  
 E-mail:  
 canad.export@extott23.x400.gc.ca

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## Federal Government Financial Aid and Expertise Help Minimize Risks

by Jean-François Leroux, DFAIT

Pursuing business opportunities arising from projects funded by the international financial institutions (IFIs) requires an exporting company to make a serious commitment of personnel and funding. A company must adopt a strategy that includes the completion of an international marketing plan, identification of project opportunities, evaluation of the opportunities available, bid preparation, and project implementation. To help minimize the risks involved at each stage, the federal government offers various services, as well as financial assistance.

### From research to developing a marketing plan

The federal government's Program for Export Market Development (PEMD) can help you realize your international marketing plan. Through its Market Development Strategies component, PEMD provides conditionally repayable financial assistance in support of a variety of activities, including visits to a country to search for local representatives and for bidding opportunities for capital projects. The marketing plan must cover a one- or two-year period.

### Measuring project feasibility

Is a recipient country of an IFI project considering retaining your services to define the project in more detail?

CIDA's Industrial Cooperation Program (CIDA-INC) can share in the costs of feasibility studies. To be eligible, your company must appear on a short list prepared by the recipient country. If your company is considering investing in a private project, CIDA-INC can share the costs of the project feasibility study, as well as assist in project costs. At this stage, it is recommended that you choose a local partner with whom to develop your project.

### Preparing for the transaction

Let's say that you have found a business opportunity in which a buyer from a foreign government is involved, but the methods of project execution or the bid bonds required present a problem. The Canadian Commercial Corporation (CCC) can help you seal the transaction by

providing a foreign buyer with the guarantee of contract completion. The CCC's services extend to every stage of the procurement process, from helping you analyze the risks involved and prepare your bid to assisting in the negotiation and administration of your contract.

To help you respond to tender calls for major capital projects outside Canada, PEMD's Capital Projects Bidding component offers assistance in the preparation of bids or proposals against international competition. To be eligible for this assistance, your company must be in the manufacturing, engineering, construction, architecture or management consulting fields.

At the start or during the process of preparing for an IFI project, you may have approached the Export Development Corporation (EDC), which may agree to co-finance, with the IFI in charge, a portion of the project. EDC offers a wide range of financial and risk management services, including the provision of export credit insurance, export financing, foreign investment insurance, and performance-related guarantees and insurance.

Canada also finances trust funds for consultants interested in working on the preparation of IFI projects. (For more details, see the July 7, 1997, issue of *CanadExport*.)

### Finding IFI information on-line

Finally, the IFInet Web site (<http://www.dfait-maeci.gc.ca/ifinet>) provides direct access to information on projects funded by the IFIs, as well as on projects

*Continued on page 5 — Federal Government*



## Looking for Export Opportunities?

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

## St. Jérôme Company Sets Out to Furnish the United States

**A** combination of circumstances, good planning and timely assistance has enabled Quebec's Foliot Inc. to make inroads into the huge U.S. furniture market.

As a small company incorporated in 1992, Foliot Inc. started out designing a line of wood-metal furniture for use in classrooms. In 1996, it branched out into furnishings for student residences, realizing that this was a far more lucrative market.

As company president Daniel Foliot explains, "Our efforts in the Quebec and Ontario markets soon revealed the niche that we should pursue and, above all, the even more promising opportunities in the United States."

Accordingly, Foliot registered in the New Exporters Training and Counselling Program (NEXPRO) offered by the Business Development Bank of Canada.

### First experience in exporting

The NEXPRO course ended with a business mission organized by the Canadian Consulate General in Buffalo. But even before the mission took place, Marcia Grove, a trade officer specializing in the furniture sector at the Consulate, had laid the groundwork.

"She contacted me, along with the nine other members of the mission," explains Foliot, "to obtain information about our products and the markets we were interested in. Then, once we got there, she greeted us and set up meetings with some American buyers."

Ms. Grove also directed Foliot to the Purchasing Office for the State of New York in Albany.

"That's where I heard about a tender call for US\$500,000 to furnish some university residences," says Foliot. He promptly submitted a bid, and won the contract — his first in exporting — a few weeks later.

### Combination of circumstances

Along with the NEXPRO course and the invaluable assistance of Grove, an equal motivator for Foliot Inc. to launch into the U.S. market was a contract to furnish 400 dormitories at the University of Quebec at Montreal. "This sale," explains Foliot, "compelled us to develop a new product and convinced us that our high-quality furniture would sell equally well in the United States."

How does Foliot explain his initial success? "Product quality, competitive price and on-time delivery," he replies.

Just a few weeks after its initial U.S. contract, Foliot Inc. won a second contract, this time for US\$250,000, and then, last month, a third (for US\$630,000) — the latter two both in Long Island, New York.

Foliot is convinced that the U.S. market provides much greater opportunities than Canada's —

"especially for a small company like ours that can tailor its product to suit the client's needs."

### Right connections are important

Mr. Foliot strongly recommends that new exporters consider linking up with the many federal and provincial organizations that can provide assistance. "The Association professionnelle en développement économique des Laurentides (LAPDEL) helped us a good deal in the beginning, and also advised us to sign up with the WIN Exports database."

**This Department of Foreign Affairs and International Trade (DFAIT) database provides information on Canadian exporters and their products and services to support the efforts of DFAIT trade commissioners, both in Canada and abroad.**

For more information about Foliot Inc., which plans to double its \$1.6-million sales figure next year through exporting, contact company president Daniel Foliot, tel.: (514) 565-9166, fax: (514) 565-8932.

### CanadExport On-Line

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





# Focus on India



## India Ushers in New Era of Economic Growth

*The Indian economy has improved dramatically since 1991, when India launched its program of economic reforms and trade and investment liberalization. Tariff and tax rates have been simplified and slashed. The rupee has been made partly convertible. Regulations and approval mechanisms have been eliminated or simplified. The attitude towards foreign investment is positive, especially in infrastructure. Sectors of the economy are gradually being opened to private investment, including foreign investment.*

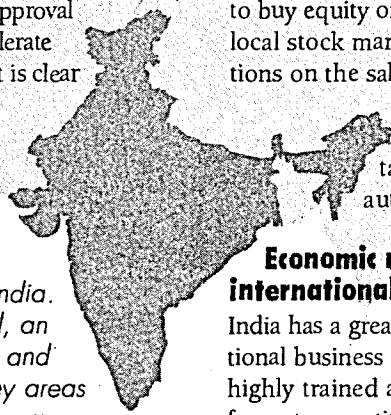
India is one of the largest industrialized economies in the world. A middle class of over 250 million people makes it one of the world's fastest-growing markets for consumer goods, with demand growing at over 12 per cent a year.

In 1996, India's economic growth was 7 per cent, greater than South Korea or Taiwan. The inflation rate has been brought down sharply and is now under 4 per cent, the lowest in a decade.

Buoyed by the positive impact of its economic reforms the government is intent on speeding up the pace of India's economic liberalization. The passing of the Union Budget, the Credit Policy and Trade Policy, all of which have a strong reform thrust, has been well received and should do much to accelerate growth. Add to this efforts to reduce the scale of subsidies, simplify foreign investment approval procedures and accelerate disinvestment, and it is clear

that India is well on its way to becoming a major international player.

The government's economic liberalization program has also brought about significant changes in the Indian financial sector. Major reforms have been introduced to permit domestic companies to place equity and raise debt abroad, allow foreign investment firms to buy equity of Indian companies in local stock markets, remove restrictions on the sale price of equity sold by Indian companies, and establish a capital market regulatory authority.



### Bright Future Ahead for Canada-India Commercial Relations

*There has never been a better time to do business with India. Increasing trade liberalization, growing consumer demand, an encouraging business environment for international trade and investment, India's need to develop its infrastructure in key areas such as power, roads, ports and telecommunications, common parliamentary and judicial systems and the widespread use of English makes India a very attractive market for Canadian business.*

Recognizing India's tremendous potential for Canadian goods, services and expertise, Prime Minister Jean Chrétien led a very successful Team Canada trade mission to India in 1996. During the mission, Canadian companies signed 76 contracts and agreements worth an estimated \$2.85 billion. Since then, Team Canada participants have reported an additional 18 business deals, valued at approximately \$105 million. Following up on the trade mission, Minister of Foreign Affairs Lloyd Axworthy recently headed a group of 30 business people to India to meet with counterparts.

### Economic reforms encourage international business

India has a great deal to offer international business interests. It boasts a highly trained and adaptable labour force at competitive costs, a large pool of scientists, engineers, technicians and managers, a broad base of mineral and agricultural resources, a vibrant capital market with over 6,500 listed companies

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# Key Cities Offer Canadian Business Plenty of Opportunity

With over 950 million people and 3.3 million square kilometres of land, India is a country comprised of many varied and diverse cities and regions. Of these, two offer considerable potential for Canadian business.

## **Mumbai, Maharashtra**

Maharashtra is the most industrially advanced state in India. Apart from traditional industries such as textiles, many others, including chemicals and petrochemicals, engineering equipment, pharmaceuticals, electronics and software development, are well established in the state. In 1994, Maharashtra attracted 22.4 per cent of total foreign direct investment flowing into India.

The capital of Maharashtra, Mumbai (formerly known as Bombay), is the country's largest city and its leading commercial centre. Mumbai ranks number one in terms of key commercial indicators, including real estate prices, income tax collection and foreign trade. Almost all of the leading financial institutions, and nearly a third of all the corporations in India, have head offices in Mumbai.

Mumbai is also famous for its film industry, popularly known as "Bollywood," which produces more movies than any other city in the world. The employment opportunities offered by the city have attracted migrants from all over India, making Mumbai the country's most cosmopolitan city.

Major manufacturing industries in the Mumbai area include pharmaceuticals, petrochemicals, environmental products and services, telecommunications and software and information technology.

There are opportunities for Canadian companies in infrastructure development in Mumbai. The public transportation system is under intense pressure, there is a shortage of housing, and civic amenities such as water, sewage and solid waste collection and disposal are inadequate.

## **Bangalore, Karnataka**

Bangalore, the capital city of Karnataka State, emerged as a significant industrial and commercial centre in the 1950s and 1960s. Its cool and relatively dust-free environs, and its strategic location, made it an automatic choice for several Government of India research institutions and public-sector projects in the fields of defence, aeronautics, engineering, electronics and telecommunications.

With the partial liberalization of the Indian economy in 1985, and a more rigorous effort in this direction in 1991, Bangalore gained further prominence as it attracted considerable foreign and Indian investment in electronics, engineering, software development and the garment industry.

There are about 250 factories manufacturing electronic items in Bangalore. Known as the new Silicon Valley, Bangalore is the hub of computer software development in India. Many overseas firms have established developmental links with Indian software and research organizations, including a Canadian firm that uses over \$20 million of Indian software and applications in its domestic and international operations each year.

Companies interested in gaining access to the Indian market can no longer afford to ignore Bangalore when selecting a base for operations. This is particularly true for companies in the high-tech sector or those able to take advantage of Karnataka's undertaking to modernize and expand its infrastructure. Δ

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## **Bright Future Ahead for Canada-India**

— Continued from page I

In 1996, two-way trade between Canada and India approached \$1 billion. The balance is in India's favour, with about \$350 million in Canadian exports against \$604 million in Indian imports (mainly

textiles) into Canada. Exports for the first six months of 1997 are higher, and will likely total almost \$500 million for the entire year.

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## India's Commercial Potential Untapped

*Infrastructure is perhaps the key bottleneck to further economic growth in India, and the gap between supply and demand is still growing. The government has set four priorities: power, roads, ports and telecommunications. Power is in a state of crisis, with growth of 6 per cent falling increasingly behind demand. While telecommunications facilities are improving, owing, in part, to foreign investment, systems still lag far behind needs. Ports are congested and costs high, but private ports are relieving some of the pressure. India has only a fraction of the road network needed to support a growing economy.*

In its trade action plan, *Focus India*, the Department of Foreign Affairs and International Trade (DFAIT) identifies the following six industrial sectors as priorities for Canadian business development: advanced technology products and systems; agriculture and food; environmental products and services; mining, metals and minerals; energy (power, oil and gas); and transportation.

### **Advanced Technology Products and Systems**

In terms of worldwide business potential for Canada's exporters the Indian market for **telecommunications** is second only to China. Telephone density, currently at about one and a half telephones per hundred, is expected to reach around three telephones per hundred by the year 2000, and nine per hundred by 2007. In order to meet this expected demand, India will need to invest approximately \$14 billion over the next three years to add more than 9 million lines to its existing network.

With the introduction of a new telecommunications policy, private-sector participation is expected to expand substantially. In the past three years, the government has opened up basic and cellular telephone services and paging services to private-sector operators. A market of more than \$1 billion exists for

Canadian telecommunications in supplying equipment and systems to cellular and basic phone operators.

The Indian **software** industry, renowned for its sophistication and technical competence, is making rapid strides. Many of the world's top information technology companies (e.g. Bell Northern Research, Texas Instruments, and Hughes) have already set up operations in India and others, such as Microsoft, are planning sizeable investments.

In 1996-97, the Indian software industry grossed more than US\$1.8 billion, with software exports of US\$1.15 billion, a 52.7-per-cent increase over its 1995-96 performance.

There is strong potential for Canadian companies in the space, remote sensing and geographic information systems sectors. The recent signing of a memorandum of understanding between the Canadian Space Agency and the Indian Space Research Organization should help to increase sales of Canadian **space-related products and technology**.

As the Indian advanced technology industry continues to liberalize, more opportunities for foreign technology and collaboration will emerge. To this end,

the government has designated telecommunications projects as infrastructure investments and raised the ceiling on external commercial borrowing from 35 to 50 per cent of the project cost. As well, it provides a five-year tax holiday and concessional tax rates for the remaining period of the project life.

DFAIT is actively pursuing commercial opportunities for Canadian businesses interested in the Indian advanced technology market. For example, in the fall of 1998, Canadian geomatics firms will embark on a multi-city tour of India to present their technology. As well, an intelligent transportation system architecture mission to India in the spring of 1999 will showcase Canadian capabilities in radio paging and other fleet management technologies.

### **Agriculture and Food**

Agriculture is the backbone of the Indian economy, accounting for 33 per cent of its GDP and two-thirds of the country's work force. With the introduction of economic reforms over the past few years agricultural profitability has improved dramatically, representing increased opportunities for Canadian agri-food firms.

Although India produces a large variety of fruits, vegetables,

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# India's Commercial Potential Untapped

— Continued from page III

flowers, plantation crops, spices, medicinal and aromatic plants, post-harvest losses are high due to poor infrastructure and marketing. Co-operation in crop production and post-harvest processing and preservation technologies are growing markets for Canadian exporters.

Food processing is a high-priority sector for the Indian government, which has identified a number of items, including meat, tomato paste products, fast food, health food, breakfast cereals, tropical fruit juices, pulps and concentrates and preserved mushrooms as important areas for export.

Several major foreign companies like Pepsico, Coca Cola, Kelloggs, McDonalds, Pizza Hut, KFC, and Seagram from Canada have already entered this highly competitive market.

Upcoming initiatives by DFAIT include a mission and seminar tour in India focusing on the food processing sector to take place in the latter half of 1998.

## Environmental Products and Services

Increased public awareness of the environment has spurred India's government to pursue environment-friendly technologies, making India one of the most attractive markets for environmental equipment and services. The market's current size, estimated at US\$3.1 billion, is expected to grow 20 to 25 per cent a year.

The prime sources of air pollution in India are automobiles, and the thermal power, steel and cement industries. As of

April 1, 1995, it is mandatory for automobiles to be equipped with catalytic converters. India's air-pollution control equipment market is estimated at US\$650 million, with the best opportunities in technologies for utilization of fly ash, flue gas desulphurization, and gas scrubbers.

According to recent estimates, 70 per cent of India's available water is already polluted. The need to address this serious problem should translate into a market of some US\$2 billion. Canadian companies have opportunities to supply equipment and technologies for waste water and effluent treatment in a variety of industries such as tanning, dairy, textiles, pulp and paper, coal beneficiation and refining.

Solid and hazardous waste management is also a high-growth area, valued at US\$180 million. Opportunities exist for industrial waste incinerators, toxic waste treatment systems, equipment for removal of toxic elements, and coal-washing technologies to reduce ash emissions.

Planned initiatives include a mission of Canadian clean-air technology firms to India early in 1999 to investigate business opportunities.

## Mining, Metals and Minerals

As part of India's economic liberalization efforts, the government issued a new National Mineral Policy in March 1993 aimed at encouraging private investment and reducing the role of government. Thirteen minerals previously reserved for the public sector (iron ore, manganese, chrome,

nickel, gold, diamonds, copper, lead, zinc, molybdenum, tungsten, the platinum group of metals, and sulphur) are now open to the private sector for exploration and exploitation.

Although India holds vast coal resources (estimated at over 200 billion megatons), yearly production only reaches 160 million megatons. The National Mineral Policy has opened up significant opportunities for Canadian industry, especially in coal mining, coal washeries and beneficiation.

In order to improve productivity, India is eager to enter into joint ventures, particularly in coal washeries, and exploration and mining of metallurgical coking coal. Good sales prospects also exist for Canadian manufacturers and suppliers of high-quality niche products such as drilling equipment, underground communications, computerized ore grading, and production monitoring technology.

Among the initiatives planned for this sector is an October 1998 mission of six to eight of Canada's leading mining firms that will visit several centres in India for on-site demonstrations.

## Energy (Power, Oil and Gas)

India's installed power capacity now stands at 83,287 megawatts (MW), of which 72.14 per cent is conventional thermal (mainly coal-fired), 25.19 per cent hydro, and 2.67 per cent nuclear. Central and state governments have monopolized electricity since 1947, with over 95 per cent of generating capacity being government-owned.

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# India's Commercial Potential Untapped

— Continued from page IV

India requires massive investments in power generation in the next 10 years. To entice private-sector involvement, the government has introduced new policies, which include a provision for higher debt capital, higher allowance of depreciation charges and recovery of fixed costs.

The development of private power projects offers some of the best opportunities for Canadian companies. The private sector has expressed interest in about 200 power projects with a total capacity of 90,000 MW valued at US\$10 billion.

India's power transmission system is plagued by inadequate links and national networking. It is estimated that US\$2.7 billion will be invested in the transmission sector in the next seven years. Canadian companies will thus have the opportunity of assisting India in putting together its national grid.

In recent years, India's energy demands have grown rapidly, and its limited oil reserves have not been able to meet this demand. Energy consumption is growing by 6 per cent annually, compared to the world average of 1.5 per cent. India will need over 700 million barrels of petroleum products per year by the turn of the century, and additional refining capacity of about 110 million tonnes per annum by the year 2010 for domestic consumption alone. This represents an investment of \$US100-150 billion over the next 15 years.

Recognizing that private-sector involvement is crucial to the

investment needs of the **oil and gas** sector, the government has made it more attractive for Indian and foreign firms to take part in exploration of oil and gas reserves, gas fields, and production and refining activities.

There is also strong demand for oil and gas field equipment, currently at about US\$3.5-4 billion, and expected to grow between 12 to 15 per cent over the next five years. Pipeline projects for gas and oil transmission is another attractive area. Currently, there are eight major product pipelines in the country with a total length of 4,100 kilometres.

All of these areas offer good potential for Canadian oil and gas companies to explore commercial opportunities both in terms of direct sales, as well as for collaboration arrangements.

DFAIT initiatives include an incoming power mission in June 1998 to expose Indian decision makers to Canadian technologies and products in the power sector. A power transmission and distribution mission scheduled for October 1998 will focus on increasing awareness of Canadian capabilities through seminar presentations and one-on-one meetings in major centres in India. In particular, demonstration of Canadian technologies that increase efficiencies in the transmission and distribution of power will be featured. Visiting several centres in India, a November 1998 oil and gas mission to India will explore commercial opportunities in the context of India's new exploration policies.

## Transportation

The continuing growth of the Indian **automotive** sector is good news for Canadian automotive companies. Car sales increased by 21 per cent and utility vehicles were up 17 per cent during the first half of 1997. Strong investment by foreign car manufacturers in India will generate significant demand for parts and higher quality standards for domestic production.

The adoption of The Port Laws (Amendment) Ordinance in 1997 opened the development of the **ports** sector to private investment. In order to reach its goal of increasing the capacity of major ports from the existing 177 million tonnes to 424 million tonnes, India will require an estimated expenditure of \$US48 million.

India has a 2 million kilometres of **roads**, with only 5 per cent of its highways being four-lane. The government predicts that freight traffic will double every 10 years and vehicle population will double in less than five years. A recent study estimates that at least 10,000 km of expressway will be required by the year 2015. Three major projects worth US\$310 million have already been issued by the Ministry of Surface Transport.

In June 1998, Indian project developers, representatives of engineering firms, public works departments (ports) from selected states, and large industrial houses that own jetty and port facilities will tour Canada to view our technologies. Δ

# Leading Consulting Engineering Firm No Stranger to India

*After more than 45 years in the Indian market, Acres International Limited has gained some valuable experience pursuing infrastructure projects, both with its joint-venture partner and on its own.*

Headquartered in Toronto, but with offices across Canada and around the world, Acres has been involved in numerous projects in India, most of them in partnership with local or other Canadian firms. As a matter of fact, the joint venture route is the one strongly recommended by Acres' Vice-President Bruce McClennan.

## Local partner key

"To succeed in India," he says, "it is absolutely essential to align yourself with a reputable local partner whose approach to the world is similar to yours."

Acres found such a partner in the Mumbai (Bombay)-based firm Mahindra & Mahindra, just over three years ago. The company, which is the sixth-largest conglomerate in India, with interests in steel, motor vehicles and property development, was looking for a Canadian partner with demonstrated capabilities in the consulting engineering field in the evaluation of a World Bank-funded irrigation project.

"Mahindra & Mahindra approached the Trade Commissioners at the Canadian Consulate in Delhi," recalls McClennan, "and they recommended Acres be contacted. Initial contacts led to a series of meetings in India and Canada.

"Our philosophy and way of thinking were very much alike, so we got 'married'," he says with a chuckle. The marriage led to the creation of Mahindra Acres Consulting Engineers (MACE), a joint-venture company headquartered in Mumbai.

Acres has successfully used the joint-venture route elsewhere in Asia. "Many of the projects we are engaged in are infrastructure-related — large and complex, and generally involving one or more levels of government," McClennan explains. "A competent local partner has the knowledge, capacity and contacts to advance your firm's solution with decision makers."

However, knowledge of local procedures and personnel isn't enough: ideally, a partner should also bring to the table technical and managerial skills — skills that

complement your own. Together, you create a package of capabilities that enhances your chances for success."

## Sharing the risk

For McClennan, a critical touchstone in the establishment of a good partnering relationship is the willingness to share risk of establishing a new company — something few of the other potential partners Acres approached were willing to do.

"Mahindra & Mahindra were willing, and to me that demonstrated their commitment to working with us to make the company a success."

Since then, MACE has engaged in a number of projects, primarily for the private sector. These include property development studies, as well as detailed engineering for a new production line to manufacture automobiles.

According to McClennan, Acres sees its relationship with Mahindra & Mahindra as long term, both in India and as a cost-effective springboard to business elsewhere in Asia, where Mahindra & Mahindra already has contacts.

## Government support invaluable

With more than 70 years of experience in the consulting engineering field — planning and management services for the power and energy, water resource, transportation, environment and waste management areas in projects spanning some 100 countries — Acres is not shy about tapping various Canadian government sources of support.

"We always contact the Canadian Trade Commissioners when going into a new country," says McClennan, "and seek their advice on possible partners.

In addition to the help received through the Canadian International Development Agency's Industrial Cooperation (CIDA-INC) Program for the technology transfer needed to get MACE up to speed, Acres has also benefited from Canada's Export Development

*Continued on page VIII — Leading Consulting*

## Tips for Doing Business in India

**Prepare appropriate market goals:** India is a large, segmented and rapidly changing market. Indian business culture, like elsewhere in Asia, places a premium on the development of personal relationships in any business transaction. Because of this (and other factors) progress will inevitably be slower than would be normal in North America or Europe. Decide initially what your goals are, and the financial limits of your marketing effort.

**Find a good local partner:** A good local partner (representative, agent, joint venture) is considered by most Canadian companies to

be the most important factor in achieving success in the Indian market. A good partner will have the contacts and knowledge to competently "work the market" for your product. Look for the capabilities prospective partners can bring to a project, and how these capabilities mesh with your own.

**India as a springboard to Asia:** Many Canadian firms find India a useful platform for their operations in other parts of Asia. It can be a very cost-effective base for developing future business activities, with close proximity and good access to many parts of the Asian market. Using Indian personnel already

on the ground can help defray costs and enhance future success.

**Use DFAIT resources:** The South Asia Division of the Department of Foreign Affairs and International Trade, in collaboration with the Canadian High Commission in New Delhi, has considerable information and intelligence that can help you further your commercial interests in India. For example, *Focus India*, an economic trade development strategy for India, contains a wealth of information on the country's economic and political environment, and describes key industrial sectors with potential for the sale of Canadian products and services. Δ

## New Era of Economic Growth — Continued from page I

on stock exchanges, and strong research and development infrastructures.

India's globally recognized science and technology (S&T) community is one of its most valuable assets. It

has the third-largest pool of S&T professionals in the world, with over 50,000 professionals entering the work force every year, as well as 220 research centres that are active in all major scientific applications.

India's Department of Science and Technology strongly encourages and promotes international co-operation, most notably in upgrading skills, modernizing R&D facilities, and exchanging S&T information. Δ

## Bright Future Ahead for Canada-India — Continued from page II

### New policies encourage foreign investment

Today, India welcomes direct foreign investment in virtually every sector of the economy, except those of strategic concern such as defence and atomic energy.

The government has introduced significant reforms aimed at making India's foreign investment environment more attractive to investors and businesses. Some of the highlights of these new policies are:

- foreign equity up to 100 per cent;
- automatic approval for foreign equity participation up to 51 per cent in several key areas;
- establishment of a Foreign Investment Promotion Board to speed up approval processes;
- free repatriation of profits and capital investment for most industries;
- use of foreign brand names and trade marks for sale of goods in India;
- a 5-10-per-cent reduction in corporate taxes;

- special investment and tax incentives for exports and certain sectors such as power, electronics and food processing.

Canada's investment presence in India continues to grow dramatically, with many major Canadian companies investing in India, including Seagram's, Bell Northern Research, Quebecor, Newbridge Networks, Bank of Nova Scotia and Toronto Dominion Bank. India's new economic reforms should encourage more Canadian companies to follow suit.

### FIPA promises greater scope for investment

Canada and India are currently engaged in negotiating a Foreign Investment Protection Agreement (FIPA) that will address aspects of investment such as transfer of funds, transparency, ownership and control, taxation and dispute settlement mechanisms.

Continued on page VIII — Bright Future Ahead

## Interested in Doing Business with India?

For companies interested in India as a potential market, the Department of Foreign Affairs and International Trade has produced a series of publications to help them decide how best to tackle this market. The following is a partial list of documents which can be accessed through the Department's Internet Web site: <http://www.dfait-maeci.gc.ca> or through the InfoCentre helpline at **1-800-267-8376**.

### Recent documents

- Focus India: Building a Canada-India Trade and Economic Strategy
- Trade Development Plan for India, 1997-98
- Focus India: Business Guide for Canadian Firms on Managing Joint Ventures, Strategic Alliances and Technology Transfers in India
- Focus India: Business Guide for Canadian Aquaculture Firms
- Focus India: Business Guide for Canadian Food Processing Firms
- Focus India: Business Guide for Canadian Software Firms
- Business Opportunities in India: Business Guide for Canadian Environmental Companies
- Business Guide to Financial Services Markets in India
- Focus India: Business Guide for Canadian Medical Devices and Services Firms
- Focus India: The Pharmaceutical Market in India
- India's Power Sector: Business Opportunities for Canadians
- Focus India: Business Guide for Canadian Pulp and Paper Firms
- Focus India: Business Guide for Canadian Telecommunications, Related Information Technology, and Cable Television Firms
- Living and Working in India: Sources of Information for Canadians. Δ

## Contacts

### Canada

South Asia Division  
Department of Foreign Affairs and International Trade  
125 Sussex Drive  
Ottawa, Ontario K1A 0G2  
Tel.: (613) 996-0917  
Fax: (613) 996-5897  
e-mail: [psa.extott@extott22.x400.gc.ca](mailto:psa.extott@extott22.x400.gc.ca)

### India

Canadian High Commission  
PO Box 5208  
New Delhi 110 021  
Republic of India  
Tel.: 011-91-11687-6500  
Fax: 011-91-11687-6579 or 011-91-11687-5387  
e-mail: [td.delhi@delhi01.x400.gc.ca](mailto:td.delhi@delhi01.x400.gc.ca)

## Leading Consulting Engineering Firm — Continued from page VI

Corporation (EDC)'s financing for phase I (now completed) of the Chamera hydroelectric project — a collaboration with SNC-Lavalin — and has arranged for similar EDC backing for phase II (details yet to be finalized).

In addition, McClennan is a great believer in the Prime Minister's Team Canada missions. "We've been on two Team Canada missions, including the trip to

India, Pakistan, Indonesia and Malaysia. It's hard to overestimate the value of these trips for us," he says. "They've given us profile with key decision makers in all of those countries, particularly India."

**For more information** on the 750-employee Acres, contact Vice-President Bruce McClennan, tel.: (905) 374-5200, fax: (905) 374-1157. Δ

## Bright Future Ahead for Canada-India — Continued from page VII

Once signed, the agreement will eliminate the problem of an enterprise being subject to tax in both Canada and India. In addition, under certain circumstances, it will eliminate taxation of a Canadian business operating in India without a permanent establishment.

The agreement will also reduce or exempt tax on interest payments made to Canadian lenders, encourage Canadian investment in India by awarding Canadian tax credits to offset taxes paid in India, and exempt Canadian air transport and shipping companies from paying Indian tax. Δ



## New Strategy for Attracting Investment — Continued from page 1

equipment, processed food, mining, and manufactured housing and components.

After Japan, Hong Kong and Singapore are considered to have the most potential as investors, followed by Taiwan, Korea, Australia and New Zealand. For Hong Kong, the strategy will include working with venture capital fund managers in Canada to identify companies that have the right technology and track record, introducing them to Hong Kong venture capital groups and industry-specific investors.

For most of the other targeted countries, the chief strategy for developing long-term business relationships will be to promote Canadian direct investment in these countries through partnerships in infrastructure projects, development of natural resources, manufacturing in high-technology sectors, and exporting of services.

The strategy provides short watch-listing briefs for Thailand, Indonesia, the Philippines, and mainland China. Canadian direct investment has even more significance for China, since the country is seen as having mostly long-term potential for outward investment.

### Engaging the trade missions

The new strategy also outlines the Government's plans to engage its trade missions in Asia Pacific more

thoroughly in the attraction of investment to Canada. Trade Commissioners and locally engaged staff will be trained in investment promotion techniques, and there will be an increase in the number of investment-related calls on foreign company executives. Investment opportunities in events and activities previously regarded as largely trade related will be identified and pursued. There will be wider reporting of intelligence gathering, so that opportunities can be seized and early warnings given to Canadian firms, particularly with respect to major infrastructure projects in the region.

### The importance of attracting investment

The attraction of investment and technology from abroad has an important contribution to make to government priorities of economic growth and job creation. Today, three jobs out of ten in Canada (direct and indirect), more than 50 per cent of exports, and 75 per cent of manufacturing exports are directly attributable to foreign direct investment in Canada.

In spite of absolute increases in Canadian foreign direct investment abroad, our share has continued to decline, mainly because the overall global stock has become so much bigger. There has also been increased competition for investment from attractive business opportunities in the developing countries of Asia and from Europe

during the establishment of the common market — competition increases that have not been offset by substantial increases in investment in Canada attributable to the North American Free Trade Agreement.

The new strategy will serve as a useful tool for assisting both business and government to help correct this balance by attracting investment from Asia Pacific.

For more information, contact Richard Lovatt, Japan Division, DFAIT, tel.: (613) 944-5941, fax: (613) 943-8286. The strategy is available on the departmental Web site at <http://www.dfait-maeci.gc.ca/ni-ka/business/menu-e.asp>

## Federal Government Financial Aid

— Continued from page 3

assigned to Canadian consultants, along with business guides for exporters. A new page on the site, "International Capital Projects Resources," is now available to help Canadian companies interested in international investment projects.

For more information on the resources available on projects funded by the IFIs, contact Jean-François Leroux, Export Financing Division, DFAIT, tel.: (613) 996-6188; e-mail: [jean-francois.leroux@extott16.x400.gc.ca](mailto:jean-francois.leroux@extott16.x400.gc.ca)



## Business Opportunities

The following notices of business opportunities have been received directly by CanadExport. Before entering into any contractual agreement, readers are advised to verify the bonafides of the company.

GERMANY — Importer Hartwich & Kaden would like to receive price quotations and product information for maple syrup. Contact Mr. Juch Neuer, Hartwich & Kaden, Wall 75, D-20354 Hamburg, tel.: 040/363061, fax: 040/364358.

GERMANY — REWE food chain is seeking price quotations and product information for bison meat. Contact Mr. Ingo Fassbender, REWE - Zentralorganisation, Domstrasse 20, D-50668 Köln, tel.: 0221/149-3715, fax: 0221/149-9371.

GERMANY — IKO Industrie-Konto GmbH, importer, is looking for price quotations and product information for organic grain and linseed/seeds. Contact Mr. Erich Hungershausen, IKO Industrie-Konto GmbH,

Albert-Einstein-Ring 11, D-22761 Köln, tel.: 040/899694-16, fax: 040/899694-17.

GERMANY — RILA Feinkost-Importe GmbH & Co., importer/private label, would like to receive price quotations and product information for corn on the cob (four cobs, vacuum packed) and peanut butter. Contact Mr. Dietrich Nolte, RILA Feinkost-Importe GmbH & Co., Hinterm Teich 5, D-32351 Stemwede-Levern, tel.: 05745/945-0, fax: 05745/945-139.

GERMANY — Importer DAVDUF GmbH is seeking price quotations and product information for green lentils. Contact Mr. D. Davdov, DAVDUF GmbH, Akazienweg 7, D-76297 Stutensee-Buechig, tel.: 0721/682539, fax: 0721/682403.

## Sri Lanka — a Pocket-sized Market or Canadian Exporters

With a growth rate of between four and five per cent, Sri Lanka's economy (traditionally agriculture, fishing and forestry) has witnessed increasing progress in selective industrial development and opportunities for foreign investment.

The country, a small island state in the Indian Ocean, offers relatively efficient communication, banking, port, travel and related services to international clientele. Many who have visited see Sri Lanka as an ideal base from which to cover the Indian subcontinent. People in Sri Lanka are friendly and place a high value on relationships.

### Business opportunities

Opportunities for Canadian exporters of goods and services lie in the areas of environment, power generation and distribution, dairy and livestock development, agrifoods, advanced

technologies, light engineering industry, housing, leisure, and communications.

There are also opportunities to participate in service-type projects, the majority of which are funded by international financial institutions. The World Bank and Asian Development Bank, in particular, have identified needs for the provision of services and expertise in specific sectors such as education, rural development, water supply and management, power transmission, energy management and the environment.

There are opportunities, as well, for joint venture agreements for

manufacturing in such areas as pharmaceuticals, rubber-based products, electronic components, agricultural products and forestry.

With their combination of proper strategy and commitment to the long term, Canadian companies are making significant inroads in winning these types of projects. Forging strategic alliances with local companies and long-term commitment are a must to succeed in this country.

For more information about trade opportunities in Sri Lanka, contact Fred Jacques, South Asia Division, DFAIT, tel.: (613) 995-8596, fax: (613) 996-5897.

# Canada Plans Participation in Expolangues 1998

PARIS, FRANCE — January 28 to February 1, 1998 — The Expolangues fair will be celebrating its 16th year as the European leader in language instruction. As a world leader in the teaching of English as a second language, and country of honour in 1997, Canada will again attend the fair in 1998. Various Canadian companies and universities will participate in the Canada booth, which will be man-

aged by DP Expo Inc., under the auspices of the Canadian Embassy in Paris and Heritage Canada.

Each year Expolangues attracts over 34,000 visitors — including 17,000 professionals — and some 350 exhibitors. Again this year, the exhibitors will have the opportunity to meet a number of representatives from public and private schools, travel agents, book, magazine and teaching-

method publishers, manufacturers of multimedia software, and representatives of translation companies.

For more information or to register, contact Marie Mazerolle or Linda Bernard, Canadian Embassy, Paris, France, tel.: 33.1.44.43.23.82, fax: 33.1.44.43.29.98; or DP Expo Services Inc., e-mail: dpexpos@easynet.fr

## Production Technology Philippines '98

MANILA, PHILIPPINES — March 11-14, 1998 — Production Technology Philippines '98 will bring together a series of manufacturing-related trade exhibitions for the Philippines. Sectors covered by the fair include food-packaging and food-processing machinery and materials; plastics-processing machinery and materials; woodworking machinery and furnishing components and materials; and machine tools and metal-working machinery and components.

For more information, contact Philip McKean, Overseas Exhibition Services Ltd, tel.: 44 (0) 171-486-1951, fax: 44 (0) 171-935-8625, e-mail: pmckean@montnet.com

## Build Up Sales at Largest China Construction Show

GUANGZHOU, CHINA — March 10-13, 1998 — Canadian companies interested in entering the lucrative market for construction materials in China are invited to attend Building '98 South China.

Billed as the largest fair of its kind in China and the best business forum to meet with more than 50,000 trade visitors, the show is expected to attract over 600 exhibitors from China and 20 other countries.

The show will feature a wide array of exhibits, including the latest in furniture, lighting, interior furnishings, woodworking machinery and production tools.

For more information on the show and other opportunities in China, or how to participate directly or through product promotion, contact Lily Corporation Ltd., Verdun, Quebec, tel.: (514) 362-1860, fax: (514) 362-1847.

## TELEXPO '98: The Best Business Opportunity

SÃO PAULO, BRAZIL — March 31-April 3, 1998 — The 8th International Trade Show on Telecommunications, Networks and Internet, TELEXPO '98 — Brazil's main telecommunications trade show and seminar event — is poised to offer exhibitors the opportunity to launch new products and solutions in the wireless, network and Internet sectors. Already more than 250 exhibitors have confirmed their presence at the show, which is expected to attract over 50,000 visitors.

In partnership with Industry Canada and the Canadian Consulate in São Paulo, Canadians will play a high-profile role at TELEXPO '98. The Canadian Consulate is ready to assist Canadian companies that want to take advantage of this event.

For more information, contact Derek Complin, President, Unilink International Media, tel.: (416) 291-6359, fax: (416) 291-0025, e-mail: unilink@istar.ca

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Seminar: How to Sell in the U.S. Market

TORONTO — January 16, 1998 — A one-day marketing seminar on selling in the U.S. market, geared for professional sales and marketing executives in the information technology industry, is being jointly organized by the Department of Foreign Affairs and International Trade and Industry Canada. The seminar is being offered by Harry Newton, founder of Computer Telephony Expo and Computer Telephony magazine. He will be

presenting information not only for those in the computer telephony industry, but for any industry with short product cycles. Any company that develops software or is involved in new media technologies will benefit from this opportunity. Participants will learn tips and information on what editors of the technical journals are looking for, as well as how to get media coverage and brand recognition in the U.S. market.

The program will include breakfast, speaker presentations and lunch, followed by one-on-one meetings with company representatives.

For more information, contact Cam Miller, Industry Canada, Toronto, tel.: (416) 952-4614, fax: (416) 973-5131, e-mail: miller.cam@ic.gc.ca; or Therese Sleiman, Industry Canada, Ottawa, tel.: (613) 954-3187; or Jeffrey Gray, Canadian Consulate General, Los Angeles, tel.: (213) 346-2752.

## Youth International Internship Program — Continued from page 2

### Gaining international experience at home and abroad

While internships must be international in content, they can also have a domestic component. Shan Heng, a recent graduate of Carleton University's Masters of International Management, is working on a market assessment and strategy for China for Vincor International Inc., Canada's largest producer and marketer of wines and ciders. After an initial period of familiarization and research in Canada, Shan Heng has moved on to Beijing, where Vincor has rented space for her in the Canada China Business Council office. This is the company's first foray into the Asian market. Shan will be introducing Canadian ice wines to the China market.

In Vancouver, University of Toronto international relations and economics graduate Larissa Gray will be undertaking market research and development work with Cosmos Pacific Investment and Consulting Inc. The company specializes in the development of Eastern European and Middle Eastern markets for Canadian goods and services. Her internship was organized by the Association of Universities and Colleges of Canada.

### To obtain information or participate...

If you have a potential internship, contact the organizations that are implementing DFAIT internships by obtaining a list of organizations with projects underway. Call 1-800-559-2888 (944-2415 from the National Capital Region) for automated voice and faxback information; or visit DFAIT's youth Web site at:

<http://www.dfait-maeci.gc.ca/english/culture/youth/menu.htm>

If your organization has international experience and would like to develop and administer a project, placing five or more interns, contact the Program Coordinator, Youth International Internship Program, Peacebuilding and Human Development Division, DFAIT, tel.: (613) 944-0948, fax: (613) 944-1226, e-mail: yiip-psij.agp@extott07.x400.gc.ca

Eligible youth should apply directly to the implementing organizations. A list can be obtained from the above e-mail address or 1-800 number. DFAIT does not recruit interns.

**Info  
Centre**

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

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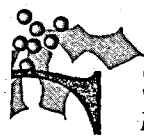
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Next issue will be January 12, 1998



# Canada Export

Vol. 15, No. 21 — December 15, 1997

DEC 15 1997



## Canadian Businesswomen in Washington

# A Dynamic Force to Be Reckoned With

International Trade Minister Sergio Marchi led the first-ever Canadian businesswomen's trade mission to Washington, D.C., from November 12 to 14. The mission brought together a wealth of talent from Canada's most promising and ambitious women entrepreneurs, determined to do their share in the revitalization of the Canadian economy and creation of jobs for Canadians.

Many of the 125 Canadian participants came to Washington to create contacts with U.S. firms, or to strengthen already existing networks by forming strategic alliances with potential U.S. partners. All came to hone their knowledge about the intricacies of the U.S. market, as well as to network and establish links with other Canadian women entrepreneurs.

### Mission facilitated deal making

For all of the participants, the mission was a great tool for reaching out to

the U.S. market — even for seasoned entrepreneurs such as Bianca Batistini, vice-president of CAN-AM, a Magog, Quebec, consulting firm specializing in immigration and export services. Batistini, who has been involved in the U.S. market since 1982, came away from the mission with a potential U.S. partner specializing in commercial law, who she believes

will facilitate her work in the United States.



Minister Marchi with Randi Hansen of Gainsborough Communications.

The mission exceeded the expectations of Rita Vallières, president of OPTIMUM Translation of Fredericton, New Brunswick, a world leader in linguistic services. Vallières, who discussed poten-

tial partnerships with a number of Canadian and U.S. companies, including a major U.S. translation

*Continued on page 3 — Canadian*

## Renewing the Trade Commissioner Service: Serving Business Better

by Richard Lecoq, Director, Overseas Operations, DFAIT

It's 104 years old, and getting better all the time. But not even an organization that has successfully served the Canadian business community since 1893 can afford to rest on its laurels. The Canadian Trade Commissioner Service (TCS), having proved its worth throughout this century, is now taking steps to renew itself for the next.

### How will you recognize a renewed Trade Commissioner Service?

There will be two major changes in its features. First, you will see more officers in the field, where they add highest value for Canadian business.

*Continued on page 5 — Renewing the Trade Commissioner Service*

### CanadExport On-Line

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

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# ON-SITE: Going to Work for Export Development

Since 1983, the federal government's ON-SITE student placement program has been matching recent post-secondary graduates with employers for job placements of up to six months. One of the most exciting new streams of ON-SITE placements has been in the area of export development.

ON-SITE brings together the strengths of industry and government in an effective, time-proven way. The program is sponsored by the Alliance of Manufacturers & Exporters Canada, and the wages of ON-SITE employees are paid by Human Resources Development Canada. The program is managed by a private-sector firm, Energy Pathways Inc.

Over the years, employers have used the program to serve a variety of needs, from environmental and energy management to the adoption of information technology into the workplace.

ON-SITE has enjoyed many measures of success, including a 70 per cent rate of subsequent employment for participants and a glowing review from Price Waterhouse.

## Meeting the need for export development

An example of ON-SITE's success in the area of export development involves Scotian Homes, a home builder located in Enfield, just outside of Halifax. Employees there had been working on expanding export business to Europe, where opportunities existed for the company's combination of advanced materials and technology and reduced construction time.

Company president Bob Bona hired Steven Bouman, an ON-SITE candidate with a background in sales and marketing, to generate and access European markets and to determine the most cost-effective ways to ship and construct homes abroad.

During his ON-SITE placement, Bouman helped co-ordinate Scotian Homes' participation in trade shows in Poland and Germany; worked on the documentation and development of building specifications; and analyzed options for joint ventures, licensing and co-operative agreements. He also assisted with the construction of a model home and in establishing the company's international office in Poland.

## Providing cost-effective human resources

Says Bouman, "ON-SITE is a great way for companies to get the human resources they need to explore

long-term opportunities, without an initial long-term overhead commitment in terms of salary."

After the ON-SITE term ended, Bona hired Bouman full time as the company's International Marketing and Sales Co-ordinator. Like many other ON-SITE employers, Bona was pleased to have found a program that offers motivated candidates new skills and knowledge.

"Many companies just don't have the time to devote to the offshore sales process," says Bona. "I would recommend ON-SITE to anyone."

Across Canada, more than 5,000 ON-SITE employees have been placed with some 3,000 private and public-sector employers.

For more information on the opportunities offered by ON-SITE, call 1-800-565-2427 or access the program Web site at: <http://www.epi.ca>

## CanadExport On-Line

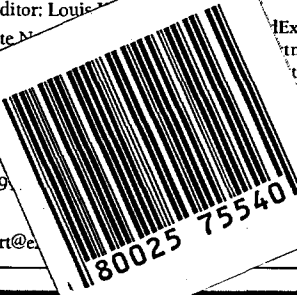
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 Managing Editor: Don Wight  
 Associate Editor: Louis  
 Design: Boite  
 Layout:

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 Telephone:  
 Fax: (613) 9  
 E-mail:  
[canad.export@e](mailto:canad.export@e)



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

## New Directory Gives Exposure to Canadian Training Organizations

The World Bank has published a new on-line directory that will give Canadian organizations that provide training in developing countries exposure to opportunities that were previously out of their reach.

Funding training programs to assist in the reform of public institutions in developing countries has become one of the World Bank's top priorities.

But in order for this initiative to be successful, developing countries must have easy access to training information. That's why the World Bank's Economic Development Institute (EDI) and Communications Development Incorporated have created the Global Training Resource Directory.

The Directory is an on-line bulletin board where training providers can list their development-related courses and programs over the Internet — which means that developing countries now have a simpler way to search for sources of training.

The Directory currently holds listings of more than 150 EDI partners, including multilateral development organizations such as the African Development Bank

and the Inter-American Development Bank; bilateral agencies such as the Canadian International Development Agency; and foundations such as the Ford Foundation.

The Directory will be available in English, French or Spanish and has a simple on-line registration process. Training providers can edit their own listing and update their inventory of courses and programs to reflect their most recent activities.

Currently, listing in the Directory is free; however, user fees will be implemented in January.

The Global Training Resource Directory can be found at <http://www.trainingpartnership.com>

For more information, contact Communications Development Incorporated, 1825 I Street, NW, Washington, DC, 2006, tel.: (202) 775-2183, fax: (202) 775-2130, e-mail: [trainingdirectory@cdinet.com](mailto:trainingdirectory@cdinet.com) Internet: <http://www.cdinet.com>

## Canadian Businesswomen in Washington — *Continued from page 1*

firm, believes the mission has heralded in a new era of women entrepreneurs.

This sentiment was echoed by Melanie Sibbitt, president of Two Crazy Ladies Inc., of Willowdale, Ontario — a Canadian promotional products firm that announced, dur-

ing the mission, a partnership with U.S. convention and meeting planning group, KT and Associates Inc. (See article on p. 7 for other business deals signed.)

Convinced that women need to be taught at an early age how to manage their money and take charge

of their life, Sibbitt will be collaborating with three other entrepreneurs she met on the mission on a book showing women the humorous pitfalls of being self-employed.

*Continued on page 6 — Canadian*

## IFInet: Getting your Share of the IFI Market

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

## Focus on the MAI

In 1995, Canada, together with other countries from the Organization for Economic Co-operation and Development (OECD), agreed to begin negotiations for a Multilateral Agreement on Investment (MAI). These negotiations have been extended for a year beyond the original deadline of May 1997, giving Canada and the other countries the time necessary to reach a good agreement. Below is an overview of the content and objectives of the MAI.

### Why an agreement?

A comprehensive investment agreement being negotiated among the OECD countries would allow signatory countries to participate on an equal footing in the international marketplace for foreign investment, would set a high standard of investment protection, and would establish the basis for a wider agreement embracing many more countries.

Over the past decade, international trade and investment flows have grown exponentially, and the international marketplace for trade and investment has become intensely competitive. Powerful new trading and investing economies in Asia and Latin America have emerged to compete vigorously with North America and Europe.

Jobs, incomes and the future prosperity of Canadians depend on our ability to compete in trade and investment. Canada has also become an important destination for foreign investment — which is a significant source of economic growth and is directly responsible for hundreds of thousands of jobs here. Abroad, the real value of Canada's investment

has increased threefold since 1980, providing new trade opportunities for Canadian firms.

### Investment agreements provide stability

Over the years, Canada has negotiated bilateral and regional investment agreements to protect and advance the interests of Canadian investors abroad and to provide a rules-based approach to the treatment of foreign investment. The MAI will advance these objectives and provide a truly multilateral basis for rules on international investment.

Why rules? Rules provide stability and predictability for international investment. They ensure a more secure environment for the expansion of Canadian businesses abroad, and allow them to pursue new markets and acquire new technologies. At the same time, rules implemented by Canada would give foreign investors greater confidence about investing here, which in turn would result in more jobs and a stronger economy.

### Objectives of the MAI

The MAI negotiations are based on two principles: non-discrimination

and assured protection for investors and their investments.

Non-discrimination, or "national treatment," means that governments treat foreign and domestic investors in the same way. Investment protection provides investors with the guarantee that their investment interests will be protected within a set of clear and fair rules. These principles would be supported by effective dispute settlement mechanisms. Countries would also be allowed to lodge exceptions to the rules, which would ensure that certain investment measures are not subject to challenge.

### Canada and the MAI

A Multilateral Agreement on Investment would provide clear benefits for Canada. Among the benefits:

- Canada would obtain commitments and standards of treatment for its investors and investments from OECD countries similar to those it now enjoys with the United States and Mexico under the North American Free Trade Agreement (NAFTA).

*Continued on page 16 — Focus on the MAI*

## Looking for Export Opportunities?

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





## Renewing the Trade Commissioner Service — *Continued from page 1*

It is at the front line of foreign trade, on site in the marketplaces of the world, that the highly developed expertise of Canadian trade officers pays off best for Canadian exporters. A key element of TCS renewal therefore is a program to post more trade officers abroad over the next several years. By 2006, a full 70 per cent of Canadian Trade Commissioners will be working directly in the field, adding real on-site value to the preparations and strategies of capable and committed Canadian companies, helping them take advantage of opportunities in their targeted markets.

Second, in the renewed TCS, you will see improvement in service delivery.

The Trade Commissioner Service is currently conducting a major initiative in performance improvement, with a clear focus on results for business clients. This thoroughgoing and far-reaching project aims to make the most of TCS resources in promoting and protecting the interests of Canadian business in international markets.

Here are just a few of the ways in which business clients stand to benefit from the TCS Performance Measurement Initiative:

- It will focus TCS attention and resources on services that produce greatest results for capable and committed client companies.
- It will clearly define the nature and level of services that clients

can expect from the TCS, and the conditions under which clients can best take advantage of TCS resources abroad.

- It will provide the means for clients to give feedback on services and to influence their future development.

In this age of crucial partnerships, the Canadian Trade Commissioner Service cannot hope to renew itself on its own. Toward the ultimate goal of serving the client better, all stakeholders will need to adjust to a new way of doing business. The success of TCS renewal will depend in large part on securing the input and co-operation of its clients in the Canadian business community. To this end, consultations with private-sector firms and their associations are under way, focusing on two key considerations.

First, as the TCS moves more toward results-oriented management and priority services to achieve these results, some existing services will be dropped. Clients can still expect the same set of high-quality core services to be available at all posts, but in some cases local market conditions and resource levels may make it necessary for posts to provide certain other services by referral to qualified third parties.

Second, if trade officers abroad are to focus their time and energy on what they do best for Canadian businesses, then the business community must take advantage of

the services available in Canada to prepare themselves for exporting. Too often in the past, poorly prepared Canadian companies have wasted their own time and money by trying to do things abroad that they could have done much more efficiently at home, and have diverted TCS attention away from clients who have already proven capable and committed.

Team Canada Inc, Canada's home-based trade services network, offers a rich variety of products, programs, and services designed to help Canadian companies prepare, research, and plan for entering foreign markets. Companies that use these tools well and thereby arrive in their targeted markets ready for trade and equipped with a well conceived and focused marketing plan can then take full advantage of the high-end services of our trade staff at posts.

Increasingly, international business development is a matter of teamwork — players accepting and carrying out defined roles toward a common goal. Through renewal, the Trade Commissioner Service is seeking to define its future role on Canada's international trade team — the role in which it can best contribute to the success of its clients and partners.

### CanadExport On-Line

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

## Canadian Businesswomen in Washington — Continued from page 3

### Networking with fellow Canadians

The mission also provided a valuable opportunity for participants to network with other Canadian businesswomen. Wendi Copeland is president of Stamp of Approval, an innovative custom 3-D products company in Vancouver that has recently shipped its first order to the United States. In addition to helping her fine-tune her knowledge about U.S. business practices and make contacts with potential U.S. distributors, the mission enabled Copeland to discover many Canadian talents she would have never otherwise encountered. As a result, she will be teaming up with three other Canadian businesswomen to launch a new product.

The president of Quebec City's Pluralité, Odette l'Anglais, also came on the mission to find out what other Canadian women entrepreneurs have to offer. Her multidisciplinary company, which specializes in project review, co-ordination and implementation, has undertaken firefighting and civil defence projects in Mexico and Colombia and is currently acting as an industrial partner for various mixed-economy projects in the Slovak and Czech Republics. During the mission, l'Anglais identified a potential Canadian partner — a manufacturer of pressure pipes — to team up with for overseas projects.

For Canadian women to succeed in overseas markets, says l'Anglais, they have to concentrate on areas in which they have expertise, establish solid business links with clients, and be very flexible in order to overcome

the numerous obstacles on the road to export success.

### Learning from their U.S. counterparts

Meetings with Washington businesswomen who own and operate communications companies gave Gainsborough Communications' Randi Hansen good insight into what

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*Women entrepreneurs are under-represented in our trade culture. And I want to change that.*

International Trade Minister Sergio Marchi

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the local market can bear and what to expect when approaching the U.S. marketplace. For her company, which specializes in the creation, production and distribution of video and print materials, making a strategic alliance with an American businesswoman will be key to entering the U.S. communications/production industry.

Hansen also noted that meetings with American counterparts helped her gain an understanding of the different ways business is conducted

in the two countries. However, she believes that with the help of the Canadian Embassy staff and the knowledge gained from workshops such as the ones held during the week, these differences can be overcome.

### Will to succeed

As Minister Marchi noted in his remarks at a luncheon honouring U.S. Secretary of Commerce William Daley, women have the capability to put forward the effort needed to succeed.

A case in point is Diane Fafard, president of the Canadian jewellery manufacturer FAF Design of Montreal. Success did not come easily for Fafard, who began her business as a distributor from her home basement in 1992. Three years after developing a niche of clients, she began manufacturing pewter and gold brooches; the company now has 15 permanent employees

*Continued on page 15 — Canadian*

## WOMEN ENTREPRENEURS ARE LEADING THE WAY...

- In the last 20 years, self-employed women have had the fastest rate of growth of all employment sectors in our economy.
- Today women own and lead almost one third of all Canadian companies.
- Businesses owned and led by women together employ more people than Canada's top 100 companies.
- Over two million Canadians work in businesses owned and led by women.
- Women hold the positions of the Department of Foreign Affairs and International Trade's Chief Trade Commissioner and the head of the Department's new Small and Medium-sized Enterprise Division.
- Products offered by Canadian businesswomen represent everything from aerospace to automobiles, from petroleum products to environmental industries, from management consulting to film distribution, from health aids to jewellery and artwork.

## Minister Announces Women's Trade Summit, Business Deals during Washington Mission

During the Canadian Businesswomen's International Trade Mission, International Trade Minister Sergio Marchi announced a Canada-U.S. International Women's Trade Summit, to be held in Toronto in May 1999, which will build on work by a new research coalition of public and private-sector groups.

The Summit will bring together women business leaders from the two countries to identify — and recommend — ways of eliminating the barriers that inhibit businesswomen from entering international markets.

It will also attract an American trade delegation working through the U.S. Consulate in Toronto for two days of meetings, site visits and one-on-one business contacts.

During the Washington mission, Minister Marchi also witnessed the signing of a Memorandum of Under-

standing between the Women Entrepreneurs of Canada Foundation and the U.S.-based National Foundation of Women Business Owners. The Canada-U.S. alliance will ensure bi-national co-operation in the research coalition and trade summit.

Minister Marchi was also present at signings of agreements, strategic alliances and partnerships involving paper companies, freight contractors, multi-media firms and a firm making specialty promotional products. Among the Canadian companies signing deals:

- Tri-ad International Freight Forwarding of Mississauga, Ontario, formed a new partnership alliance with SurfAir of Atlanta Georgia, worth more than US\$4,000,000 annually.
- North American Specialty Papers of Hemmingford, Quebec, signed an agreement to market and sell paper products manufactured by Chicago-

based Stone Container Corporation into selected international markets — worth a potential US\$4-5 million.

- MediaStats Inc./MediaLAB of Markham, Ontario, announced a new reseller agreement with Chicago-based Tribune Media Services, which will create three new full-time technical/research positions in MediaStats and generate an expected \$250,000 in the first year.

- The Medea Group Ltd. of Toronto, Ontario, formed a strategic alliance with Arthurs-Jones Inc. to create a world-class "image management" service for corporate clients across North America.

- Two Crazy Ladies Inc. of Willowdale, Ontario, signed a partnership agreement, valued at \$250,000 annually, with KT and Associates Inc., a Las Vegas convention and meeting planning group.

### Take a World View ... Export Your Services

Management consultants, architects, engineers, professional trainers, designers, and other small and medium-sized firms in the knowledge-based services industries now have access to a new on-line information product, *Take a World View ... Export Your Services*, designed to meet their demand for export-related information as they are preparing to export to foreign markets.

Launched on November 12 by International Trade Minister Sergio Marchi in Washington and Industry Minister John Manley in Ottawa, *Take a World View ... Export Your Services* can be found on the Department of Foreign Affairs and International Trade (DFAIT) InfoExport Web site at <http://www.infoexport.gc.ca> and the Industry Canada Web site at <http://strategis.ic.gc.ca/twv>

The new service is a joint effort between the private sector, DFAIT and Industry Canada, and is one of several initiatives of Team Canada Inc, formed specifically to promote the trade of Canadian products and

services in the international marketplace.

"This product will make it easier — and faster — for Canadian service companies to get the information they need as they look for a competitive edge in international markets," said Minister Marchi, announcing the launch of the new electronic export guide during the Canadian Businesswomen's International Trade Mission.

Previously available in disk format, the new *Take a World View ... Export Your Services* Internet version is significantly enhanced. It will also be available soon on CD-ROM.

## Exporters and the Canadian Consulate General in Boston Click

**D**oing your homework before setting out to sell your products or services in a new market is a golden rule in exports. The Internet is fast becoming an increasingly important tool, as more and more Canadian embassies and consulates offer invaluable services on-line.

The Canadian Consulate General in Boston, which has been in the vanguard of such services, is a case in point.

### A happy surfer

It was back in April that International Trade Advisor for the Lower St. Lawrence Region Export Promotion Corporation at Trois-Pistoles, Quebec, Denis Rheault, met Canada's Deputy Consul General and Senior Trade Commissioner in Boston, Paul Desbiens, during a business match-making event in Vermont.

"I wanted to get a list of potential U.S. agri-food distributors that some of my producer clients wanted to meet during the Specialty Food Show organized in Burlington, Vermont, a couple of months ago," says Rheault.

What he got, instead, was advice on how to plug into the Consulate General's Web site, which had just recently been set up. It was advice that brought results.

"Thanks to our Internet contacts and invitations, all 12 Quebec agri-food producers found U.S. distributors at the show," says a happy Rheault, who is ready to "navigate" on the Boston Web site for a repeat performance in other sectors.

### Sound advice

The Corporation's export success in its relatively short 10-month existence can be attributed in many respects

to the support its 21 member companies have been receiving from Canadian Trade Commissioners such as Desbiens.

"They help us prepare for trade missions and trade fairs in the United States," says Rheault's Export Commissioner, Pierre Harvey.

As a matter of fact, Harvey always seeks Trade Commissioner advice before going to a new trade show south of the border. His upcoming list includes Build Boston Show and the Massachusetts Foreign Language Association Conference, as well as the International Pool and Spa in Chicago — a list that reflects the many sectors his member companies are active in.

"They reap the benefits of attending these events," says Harvey. "Six of them are currently involved in negotiations with new clients, four are engaged in New England trade shows, and another one is busy lining up a customer in Maine.

### Market studies, and more, on the Internet

In addition to finding Trade Commissioners open and helpful, Harvey also points to another practical source of help: sectoral reports. These reports contain a road map on how to access the market, as well as a comprehensive list of business contacts likely to be interested in handling Canadian product lines.

"We have used the Consulate

General's New England market studies in various sectors such as construction materials and agri-food to gain market intelligence before going out in the field," points out Harvey.

The good news is that 19 of these sectoral studies are now available for downloading on the Boston Web site. (Previously, they were available only in print through the Department of Foreign Affairs and International Trade's InfoCentre.) The list includes telecommunications, transportation, financial services, architecture, geomatics, the furniture industry, education, and the environment.

The latest in the series just released, New England Grocery Market Study, offers invaluable information on the New England agri-food distribution networks, including a list of useful contacts.

A complete listing of titles currently available — more will be added — can be found at <http://www.dfait-maeci.gc.ca/~boston>. After choosing the language of preference, select "Trade and Investment," "Service to Canadian clients," and "Market Studies," which will take you directly to the InfoCentre Web page for market studies. To access the studies, Canadian firms will be given a password by providing their name and address.

Another useful Internet tool Desbiens is actively promoting is the Student Connection Program.

*Continued on page 9 — Boston*

# New Exporters: Finding the Right Connections

For over a year now, small businesses across Canada have had access to a new tool, the Student Connection Program (SCP), designed to introduce them to the power of the Internet.

Through the Student Connection Program, specially trained university or college students — Student Business Advisors — will visit your company premises to discuss your specific business needs: What are your challenges? Do you need to find new suppliers or markets? Are you ready to export?

Using the unique Student Connection On-line Business Resource, the Advisors will take you on a customized on-line tour of the Internet sites you need to boost your business.

### Ticks of the trade

For a small fee, businesses benefit from up to 15 hours of hands-on training. In particular, the Student Business Advisors will:

show you what the best small-business sites are doing on the Internet;

- guide you to the most useful Government of Canada sites (for example, Strategis, Export Development Corporation, Statistics Canada, Canada Business Service Centre, and the Department of Foreign Affairs and International Trade's Export Source);
- present the government and major corporation sites that offer free courses and useful business information;
- demonstrate how to find new suppliers, new markets and new ways to promote your business;
- create a temporary Web site for your business on the "Student Connection Mall"; and
- leave you with key Internet sites, bookmarked for quick and easy reference.

The Student Connection On-line Business Resource contains a tool box of links to databases around the world.

The main menu features 16 buttons giving worldwide access to items such as newspapers and customs news by country, business and people finders, country-specific information, over 30,000 trade shows around the world, trade directories and opportunities (imports, exports, trade leads, joint venture opportunities), and export contacts.

### Benefits of SCP

Businesses benefit from being introduced to a new way of doing business — the cost-effective use of the

Internet to put a world of information, suppliers, markets and business opportunities at their fingertips.

Students involved in the program benefit from the training they are given in Internet skills, the valuable work experience they obtain, the exposure to potential employers, and the ability to help finance their education.

The information technology industry benefits from the increasing number of customers it gains for its products and services.

Canada benefits by the creation of jobs and the stimulation of the economy.

### The numbers are in

Over 16,000 companies have been trained on site by more than 1,700 students from 22 participating colleges and universities, while a similar number of direct links by single users have been made to SCP's Web site at <http://www.scp-ebb.com>

Part of the Government's Youth Employment Strategy, the Student Connection Program is a joint initiative of Industry Canada, Human Resources Development Canada, the Association of Canadian Community Colleges, the Association of Universities and Colleges of Canada, and the private sector.

To hire a Student Business Advisor or to obtain more information about the Student Connection Program, call, toll-free: 1-800-807-7777.

## Boston

— Continued from page 8

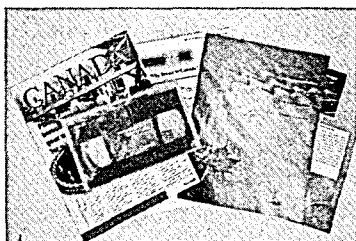
which is designed to help small and medium-sized businesses take advantage of the Internet (see story above).

For more information on services to exporters offered by the Canadian Consulate General in Boston, contact the Trade and Investment Section, tel.: (617) 262-3760, fax: (617) 262-3415.

## DFAIT'S International Marketing Group Wins Five More Awards of Excellence

The International Marketing Group of the Department of Foreign Affairs and International Trade has received five new awards of excellence from the Economic Developers Association of Canada (EDAC), for a selection of its 1997 international marketing products. The awards presentation, sponsored by the *Globe and Mail's Report on Business Magazine*, was celebrated during the Association's 29th annual conference, held in Whistler, B.C., October 18-21, 1997.

Out of 250 entries, the Interna-



tional Marketing Group was honoured with a Gold Leaf Award (1st prize) for its Invest in the Future Video-clip Series; two Silver Leaf Awards (2nd prize) for its international newsletter *Canada: Investment News* and its flagship publication *Canada: A Bottom-Line Perspective 1997*; and two Bronze Leaf Awards (3rd prize) for the Success Stories fact sheets on Canadian subsidiaries of U.S., European or Asian-owned companies, and for its Investment Information/ Hotlinks Homepage on the departmental Web site:

<http://www.dfait-maeci.gc.ca/investcan>

The Marketing Canada Awards Program was established by EDAC to recognize excellence in marketing in the economic development community across Canada. This is the second consecutive year that the International Marketing Group has participated in this prestigious event, also winning several honours in 1996 for outstanding achievement in providing highly creative effective and cost-efficient marketing programs and products.

For more information, contact Vincent Beaulieu, International Marketing Group, DFAIT, tel.: (613) 995-7513, fax: (613) 995-9604.

## Canadian Companies Win International Contracts

The following Canadian companies have recently won contracts in the international marketplace.

**John R. Lacey International Ltd.** (Calgary): has been awarded a contract to assist the Russian Ministry of Fuel and Energy in coordinating an extensive \$10-million program of technical assistance projects in the gas industry. The program, which is funded out of a World Bank loan, is designed to recommend how to restructure the gas distribution subsector in Russia in order to improve energy supply efficiency. The company will be assisted by its associate **Hardcastle & Company Limited** of London, U.K., and supported by **ENGO Research Centre** in Moscow.

**Aerodat Inc.** (Mississauga, Ont.): has been awarded a US\$4-million contract over two years with the Department of Mines and Energy of Morocco, for the Helicopter Geophysical Survey Project. This tender call is the first in a series expected over the next few years, since mining development has become a high priority for Morocco. This has led to a National Cartography Plan estimated to be worth some US\$200 million over the next 10 years.

**Newbridge Networks Corporation** (Kanata, Ont.): Olean, the leading Internet service provider to the corporate market in France, has select-

ed the full range of **Newbridge®** networking systems to optimize its existing network and to build a scalable Internet services network throughout France.

**GST Global Telecommunications, Inc.** (Vancouver): has been awarded, through its Mexican telecommunications joint venture, **Bestel**, two national point-to-point wireless licences and four regional point-to-multipoint wireless licences from the **Secretaria de Comunicaciones y Transportes** (the Mexican telecommunications authority). Bestel has also been granted four regional wireless licences for point-to-multipoint wireless services.

## Nominations Being Accepted for Business Achievement Award

Trade News

The Foundation for Canadian-American Business Achievement is now accepting nominations for the 1998 Award for Canadian-American Business Achievement. This bi-national award is given annually to a pair of companies — one Canadian and one U.S. — that have demonstrated a successful business alliance or partnership while attaining excellence in innovation, growth and commitment to community.

The Foundation is encouraging nominations from companies that

have introduced innovative products, technologies, services and/or demonstrated the innovative use of technologies, resources or business strategies; that have made an impact on the marketplace, aggressively seeking and effectively forging business links, overcoming an obstacle or barrier, or demonstrating sustained growth and/or profitability over a three-year period; or that have helped create or enhance jobs, made a positive impact on communities, or managed an enterprise

or venture in an environmentally sensitive manner.

For more information or to obtain a nomination form, contact the Foundation for Canadian-American Business Achievement, 425 8th St., NW, Suite 334, Washington, DC, 20004, U.S.A., tel.: (202) 363-1487; or, in Canada, 7 Heather Glen Court, Stittsville, Ontario, K2S 1L4, tel.: (613) 831-7713. Deadline for submitting nomination packages is March 2, 1998.

## Culinar Crosses Borders and Wins Big

Sharing Trade Secrets

Culinar Inc., a Quebec company specializing in biscuits, melba toast, cakes and soups for over 100 years, recently won the Meritas 2000 Prize for businesses of 50 employees and over at the Agriculture and Agri-food Canada Awards night.

The event, hosted by Minister of Agriculture and Agri-food Lyle Lanclief, was designed primarily to give recognition to Culinar for its efforts in the international markets.

Culinar, which has 4,500 employees, is currently exporting to the United States, Asia, Europe, the Middle East, Latin America and the West Indies. The company has six plants in Canada and one in the United States.

### The attraction of Japan

For Christian Sauvé, Culinar's International Sales Co-ordinator, the prize is a tremendous source of motivation for the employees. In the long term and internationally, it could lend even more credibility to the company.

Culinar, which has sales figures of around \$750 million, is currently seeking to intensify its presence in the Japanese market. "Japan has proven to be a very attractive market for Canadian businesses," says Mr. Sauvé, "first because it has an extensive distribution network, and second because the purchasing power of its people is increasing steadily."

After recently marketing one of their products in Japan, the management of Culinar was impressed with the degree of interest among Japanese consumers for Canadian products. "Even when we change the flavour, ingredients and packaging of our biscuits to suit the Asian market, our products still seem to have an exotic attraction for

the people there," adds Mr. Sauvé.

### Success in the world

With \$20 million in export sales, this 100-year old company has often used Canada's Trade Commissioner Service, both in assessing the market potential of its products in other countries and in making preparations for penetrating world markets. "The Commissioners are an invaluable source of information. Quite honestly, I sometimes wonder whether we would have succeeded in exporting without them," says Mr. Sauvé.

For more information, contact Christian Sauvé, International Sales Coordinator, tel.: (514) 255-2811, fax: (514) 255-5932.

## Small Toronto Company Takes a Shot at European Market

A visit by a Finnish buyer earlier this year, coupled with some good support from the Canadian Trade Commissioner Service in both Helsinki and Ottawa, has helped put Condor Manufacturing on the map in Finland ... and beyond.

It all started when a representative of Tapani Oy Agency — a purchasing agent for the largest hardware wholesale and retail chain in Finland — came to Canada looking for new hardware products for the Finnish market.

### The search is on

During his visit, the agent spotted gun cabinets sporting the name "Condor" in a major hardware store in London, Ontario.

Unable to identify the manufacturer, the agent contacted, on his return to Finland, the Trade Commissioner at the Canadian Embassy in Helsinki, John Pierce.

"Condor was not listed in the WIN Exports database [see box on p. 4], or in any other directory available," recalls Pierce, "so we contacted the International Business Opportunities Centre [IBOC] at the Department of Foreign Affairs and International Trade."

It took a few days for IBOC Trade Commissioner Guy Chaussé to locate the company and relay the information back to Pierce, who passed it on to Tapani, who, in turn, contacted Condor.

"We just shipped our first container of 150 cabinets," says a pleased Condor president Karl Gardner, "after having our product samples tested and approved in Finland over the summer. And the good news is that we are already getting requests from other Scandinavian countries such as Norway — thanks to the Trade Commissioner networking."

### The power of networking

As a result of the contact, Gardner sent a dozen product brochures to the Canadian Embassy in Oslo for distribution to agents and representatives in Norway.

He is hopeful that these contacts will translate into further sales and that product appeal will spread to neighbouring Sweden, as well as to other European

countries, which the company will target.

Now that he has benefitted from such great support from the Trade Commissioner Service, Gardner is quickly planning to increase his chances of international sales by getting on the WIN Exports database.

"We have all the papers, and sending them in will be our priority, as well as a possible visit to the nearest International Trade Centre for further export help and advice.

"Trade Commissioners have been of tremendous help," Gardner adds, "but we must also help them to better help us by signing on to WIN."

### Sold on exporting

This is not Condor's first step in the world of exports, although it is the first for this product. The third-generation firm of 27 people, formed in 1948, has been selling custom-made sheet metal products to a customer's sister company in the United States.

Now that it has found a helpful hand in the services provided by the Canadian government, it is sold on them.

"We are anticipating even greater shipments to Finland," says Gardner, "and with another four models available and our cabinets being featured in Finnish stores in December, our sales opportunities are really looking up.

"And wait till we get on the WIN Exports list," he adds. "We might even conquer the U.S. market after the European."

For more information on Condor Manufacturing, contact company president Karl Gardner, tel.: (416) 751-7581, fax: (416) 751-7722.

### CanadExport On-Line

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



## First Canadian Food Festival Set for Poland

WARSAW, POLAND — March 19-24, 1998 — Combining food product promotion with Canadian cultural events and tourism promotion, the First Canadian Food Festival in Poland is designed to raise the profile and visibility of the Canadian food products industry with key contacts in the Polish food distribution sector, as well as raise awareness among the general public.

With 40 million consumers and increasing consumer spending power, Poland is set to become a significant European food products export market for Canada. Canadian products are extremely well received

in Poland, and Canadian food exporters already active in the market are experiencing growing success. Canadian exports to the Polish food products market have increased by a dramatic 150 per cent over the past several years, from \$63 million in 1994 to \$180 million in 1996. From 1995 to 1996 alone, Canadian agri-food exports to Poland rose 78 per cent, topping \$56 million.

In general, Polish imports of food and agricultural goods rose by 200 per cent in the first five months of 1997 over 1996, to a total of US\$2.0 billion. Now is an excellent time for new exporters to position themselves in the market.

To further enhance Canada's visibility during the time of the Food Festival, the Canadian Embassy in Warsaw — in conjunction with other organizations and Canadian exporters — will also organize one week of additional activities (March 19-25), including food promotions, technical seminars, and cultural events.

For more information, contact Ms. Hanna Mróz, Commercial Officer, Commercial Section, Canadian Embassy, ul. Matejki 1/5, 00-481 Warsaw, Poland, tel.: (0048-22) 629-8051, ext. 3241, fax: (0048-22) 629-6457, e-mail: [commerce@wsaw01.x400.gc.ca](mailto:commerce@wsaw01.x400.gc.ca)

## LATEST PRINTING TECHNOLOGIES TO BE SHOWCASED AT PRINTECH '98

MANILA, PHILIPPINES — March 26-29, 1998 — Local and foreign exhibitors and visitors are invited to attend the 6th International Printing Technology Exhibition, PRINTECH '98, which will showcase the latest trends and techno-

logies in the printing industry.

Expected to exhibit in the show are representatives from graphic arts machine and equipment suppliers, graphic arts suppliers, printshops and their end-products, service bureaus, commercial printers,

packing printers, label printers and machine parts fabricators.

Among the visitors will be owners, managers and production staff of printing establishments; advertising bureau personnel; government and non-government agency representatives responsible for internal publications; management and staff of print-related firms such as pre-press service bureaus; multinational company personnel upgrading pre-press and production facilities; entrepreneurs planning to start their own printshops; consultants and print buyers, and instructors and students of print-related courses.

For more information, contact the Philippine Trade Commission, Toronto, tel.: (416) 967-1788/1798, fax: (416) 967-6236, e-mail: [ptctoronto@aol.com](mailto:ptctoronto@aol.com)

## Hannover Fair Brings Top Trade Fairs Together

HANNOVER, GERMANY — April 20-25, 1998 — The world's biggest show for industrial equipment, components and systems, Hannover Fair, combines top trade fairs in a variety of interrelated sectors including robotics and automation; materials handling; production equipment for electrical engineering and electronics; surface treatment; energy and environmental technology; installation technology for buildings; lighting technology; and subcontracting and industrial materials. The show features over 7,000 exhibiting companies and attracts 330,000 visitors.

For more information, contact Co-Mar Management Services, Inc., tel.: 1-800-727-4183 or (416) 364-5352, fax: (416) 364-6557.

## Canadian Defence and Security Sector Returns to DSA '98

KUALA LUMPUR, MALAYSIA — April 21-24, 1998 — Once again representatives of the Canadian defence and security sector are returning to Southeast Asia's premiere trade event for the industry, the 6th Defence Services Asia exhibition and conference — DSA '98.

A major export trade event, DSA '98 is key to the marketing activities of many Canadian companies. The exhibition will be open strictly to professional defence and law enforcement visitors, and is expected to attract senior government officials, military officers, police and customs personnel and defence industry professionals.

The DSA conference series has a reputation as the forum where leading experts from throughout the world gather to identify and discuss the future directions of Southeast Asian defence and security policy. The conference can offer direct access to the world's foremost defence and government security strategists.

For more information, contact Derek Complin, president, UNILINK International Media, 50 Weybright Court, Unit 41, Agincourt, Ontario, M1S 5A8, tel.: (416) 291-6359, fax: (416) 291-0025.

## International Business Opportunities Centre

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

**ETHIOPIA** — The Ethiopian Telecommunications Corporation in Addis Ababa has issued a tender package for the supply of an inter-exchange digital transmission system. Bid documents are available for the non-refundable fee of Birr 500 per set. The closing date for the receipt of bid documents is January 30, 1998. Contact Bruce Bakun, fax: (613) 996-2635, quoting IBOC case no. 971104-02063.

**IRAN** — Kish Sea World Co. intends to build and equip a large tourist and cultural centre in the Kish Free Zone Area/Kish Island, which is situated in the northern part of the Persian Gulf. The whole project will be exe-

cuted on a "turn-key" basis. Bid bond is US\$250,000. The closing date is January 17, 1998. Contact Sean McCabe, fax: (613) 996-2635, quoting IBOC case no. 971114-02152.

**PHILIPPINES** — The Manila Electric Company (MERALCO) in Pasig City, Philippines has issued a tender package for the SDH telecommunications backbone project. Bid documents (with details and specifications) are available for the non-refundable fee of US\$100 per set. The closing date for the receipt of bid documents is January 15, 1998. Contact Bruce Bakun, fax: (613) 996-2635, quoting IBOC case no. 971106-02115.

**SPAIN** — Two important Spanish construction companies are interested in establishing business contacts with Canadian manufacturers and exporters of high-tech, quality and innovation products and machinery for the construction sector, with a view to incorporating them into their building/construction projects. Contact Sheila Johnson, fax: (613) 996-2635 quoting IBOC case no. 971103-02057.

Other tender calls and trade opportunities can be found on CanadExport On-line.

**CanadExport On-Line**

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

## Canadian Businesswomen in Washington — Continued from page 6

and 18 manufacturing agents serving more than 1,000 client retailers across Canada and the Eastern United States.

Fafard is quick to recognize the value of this exploratory mission for new exporters. The mission was timely in her plans to choose an agent for the mid-Atlantic region next year — to supplement the one she recently appointed in Boston. Stressing that success in the United States hinges on having a first-class agent, she noted the valuable suggestions that the Canadian embassies can make.

### Receptivity to businesswomen's concerns

All of the Canadian participants who spoke to *CanadExport* considered the mission valuable in explaining the U.S. market and the need to adapt Canadian products and services to suit American customers. They found the information sessions extremely useful, especially those relating tips on doing business in the United States. All were pleased to discover the ready availability of export information and assistance from the Canadian government.

The participants were particularly

impressed by Minister Marchi's receptivity to their concerns as businesswomen and exporters. Sibbitt expressed the group's confidence that Minister Marchi will act on the recommendations put to him to break down the barriers businesswomen face and to improve the business climate for women entrepreneurs. All believe that the Minister's initiative in creating this mission will help the corporate world to realize that women entrepreneurs are a force to be reckoned with.

## CAMESE Releases New Compendium of Mining Suppliers

The Canadian Association of Mining Equipment and Services (CAMESE) has published the 1997/98 CAMESE Compendium of Canadian Mining Suppliers. This 128-page text — bigger this year by 68 per cent —

contains useful information about the dynamic, technology-advanced, environmentally sound suppliers that help keep Canadian mines among the most efficient in the world. Profiles of 215 of Canada's prime suppliers

are included, as well as an index to permit easy cross referencing for readers searching for sources of particular goods or services.

CAMESE is a non-sales trade association with over 215 corporate members existing to help Canadian mining suppliers to export to world mining markets, and to assist foreign buyers, dealers and others in finding suitable Canadian business partners in the mining supply sector.

To order a copy of the Compendium, contact CAMESE at 101-345 Renfrew Drive, Markham, ON, L3R 9S9, tel.: (905) 513-0046, fax: (905) 513-1834, e-mail:

[minesupply@camese.org](mailto:minesupply@camese.org)

For the first time, the Compendium is also available on the Internet at the Association's Web site: <http://www.camese.org>

## New Publication on the Islamic World

A new publication based on a major multi-client consultancy project provides comprehensive information for anyone with a business, economic, political or cultural interest in the Islamic world. *The Islamic World in Perspective* provides detailed analysis of the impact of Islam on contemporary political, economic and social practice; assesses the impact of Islam on cross-border trade and investment flows; and identifies the key opportunities, risks and challenges of undertaking business in some of the world's most resource-rich and fastest-growing regions. The publication also highlights the unique elements of Islamic finance and examines the key political, security and economic elements of Islamic international relations.

For more information, or to order a copy (\$1400 plus GST), contact Oxford Analytica Inc., 410, Grande Allée E., Quebec City, Quebec, G1R 2J5, tel.: (418) 522-6635, fax: (418) 648-8853.

## MARKET REPORTS

DFAIT's Team Canada Market Research Centre produces a full range of sectoral market studies to help Canadian exporters identify foreign markets. Currently, some 180 reports are available in 25 sectors ranging from aboriginal products/services, agri-food/equipment and automotive to consumer products, forest industries, plastics, space and tourism. The reports are available through the InfoCentre's FaxLink (613-944-4500) or on the Internet at <http://www.infoexport.gc.ca>

## Cultivating Ontario's Economic Future at EDCO Conference

TORONTO — January 28-29, 1998 — “Seeds of Success: Cultivating Ontario's Economic Future” is the theme of the Economic Developers Council of Ontario (EDCO)'s 41st Annual Conference. The conference will provide economic development professionals with opportunities for networking and for exchanging ideas and strategies to nurture Ontario's

economic future.

Revitalization, strategic alliances, business expansion and job retention are just a few of the topics to be covered at the conference, which will feature Ontario Premier Mike Harris; Ontario Minister of Agriculture, Food and Rural Affairs Noble Villeneuve; and Bell Canada's Executive Vice President, Corporate

Development, Ian McElroy.

A pre-conference seminar — “Business Retention and Expansion: A Cost-effective Strategy for ‘Growing Rural and Urban Economies” — will be held January 27, 1998.

For more information, contact Vicki Nash-Moore, conference co-ordinator, tel.: (905) 339-2047, fax: (905) 339-2043, e-mail: vnm@globalserve.on.ca

## Focus on the MAI — Continued from page 4

- Canada would further enhance its status as an attractive place for foreign investment and thus secure the benefits that foreign investment brings in jobs, export performance and growth.
- Canadian investors abroad would enjoy greater protection, thus increasing the economic benefits that would flow to Canada from investments abroad.

### What the MAI will not cover

Governments will not give away their ability to regulate in the public interest. Foreign investors will not be exempted from national or provincial laws, policies and regulations.

Under the MAI, Canada will negotiate an exception for cultural industries. Clearly, Canada's culture is not on the negotiating table. As under the NAFTA, Canada will also pre-

serve the integrity of its health care system. Nothing in the MAI will limit Canada's ability to adopt or maintain its own policies on the provision of social services, such as education, health and child care.

The MAI will not limit Canada's ability to retain its foreign ownership limits in sectors such as transportation, energy, broadcasting, telecommunications and financial services. Canada will retain the right to set foreign ownership limits when privatizing Crown corporations.

The MAI will not cover cross-border trade matters and will therefore not affect Canada's right to prohibit the import or export of certain goods and services, for example our water resources.

The MAI will not prevent governments from directing Crown corporations to carry out their programs.

Finally, under the MAI, Canada will be able to continue conditioning the receipt of investment incentives on compliance with requirements to create jobs, or to conduct research and development activities in Canada.

### Consultations with Canadians continue

Throughout these negotiations, the government has consulted extensively with the provinces, the private sector and other organizations to ensure that the interests of Canadians are properly reflected in an eventual agreement. These consultations will intensify in the months ahead.

No final agreement has been reached and Canada will sign only a deal that allows us to promote and protect our national interests.

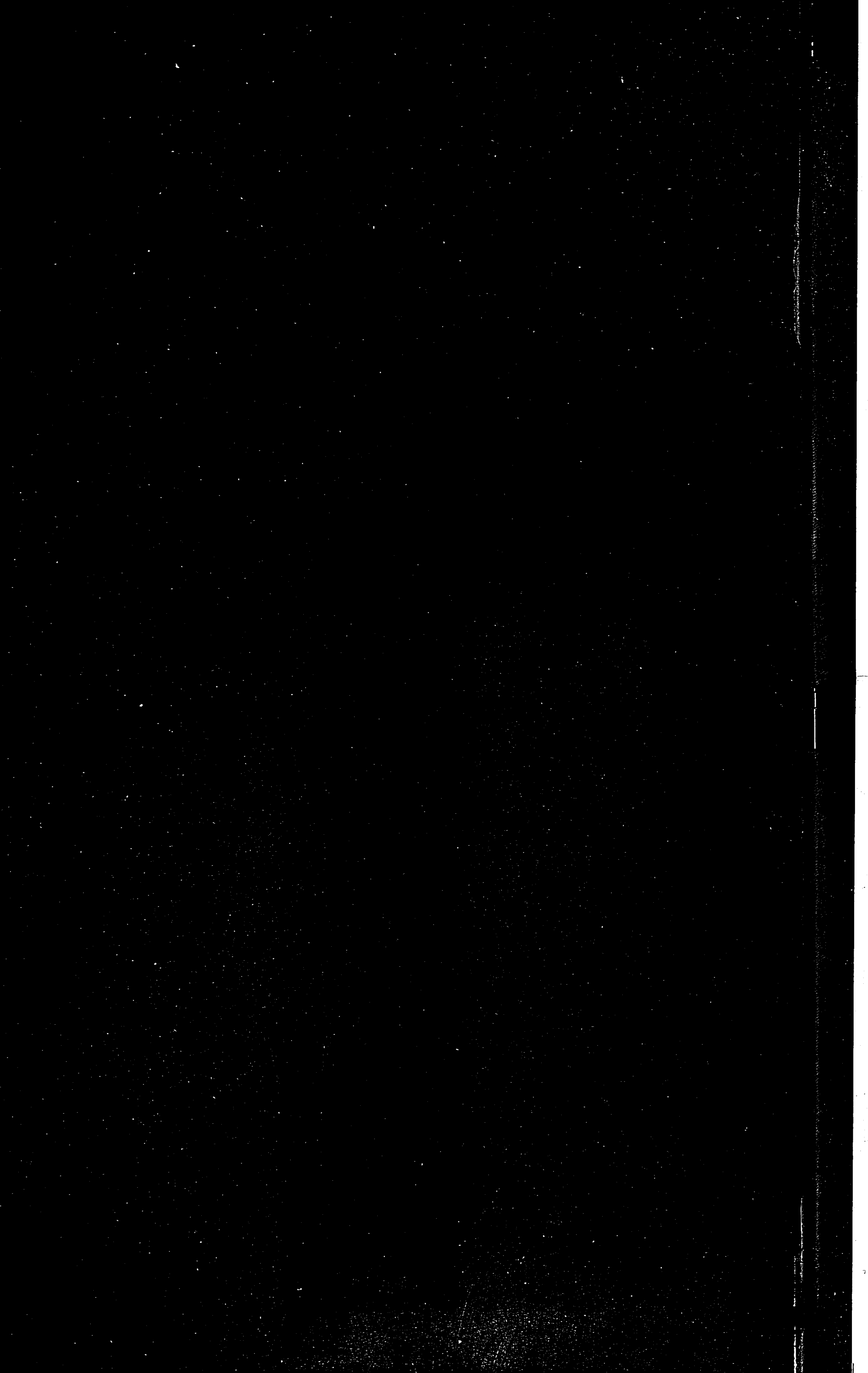
For more information on the MAI, contact the Investment Trade Policy Division, DFAIT, tel.: (613) 944-1287

**Info Centre**

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

Return requested  
if undeliverable:  
CANADEXPORT (BCFE)  
125 Sussex Drive  
Ottawa, ON  
K1A 0G2







# CYAP Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNEE CANADIENNE DE L'ASIE-PACIFIQUE

## Prime Minister's Message

**I**N 1997, CANADA TAKES CENTRE STAGE as a Pacific nation. I have designated this year as Canada's Year of Asia Pacific in celebration of our long-standing ties with the region.

These ties encompass many aspects of our Canadian way of life and have helped to foster our unique multicultural identity and international outlook. They make it possible for us to contribute to building the Asia Pacific region into an even stronger community — one that is built on peace and prosperity.

I am confident Canada's Year of Asia Pacific will present exciting opportunities for Canadians from all walks of life to participate and explore how Asia Pacific can be a part of their future. This year will highlight the role of small and medium-sized businesses and the potential for young Canadians in the burgeoning Asia Pacific marketplace.

By positioning our country to play an even greater role in this dynamic region of the world, Canadians

can look forward to economic growth and prosperity. We will welcome more than 10,000 business and political leaders to cities across the country to work toward freer trade and closer cooperation through the Asia Pacific Economic Cooperation (APEC) forum. This international event provides an unprecedented opportunity to show our Asia Pacific partners that Canada is a premier source of quality goods and services and an excellent place in which to invest and do business, to study and visit. Cultural, business and youth events throughout the year will involve thousands more.

The success of our Team Canada missions to Asia Pacific has demonstrated what businesses, governments and Canadians from coast to coast can achieve when we work together. I invite all Canadians to join me in making 1997 an unforgettable year.



## Team Canada 1997 Mission Sets Sights on Korea, Philippines and Thailand

**T**he Team Canada trade mission to Seoul (Korea), Manila (Philippines) and Bangkok (Thailand) takes off in January 1997. Prime Minister Jean Chrétien and Canada's First Ministers are leading the twelve-day mission. These countries have a combined market of 165 million consumers and account for over \$3.6 billion annually in Canadian exports.

Team Canada 1997 includes more than 400 business people, young entrepreneurs and students as well as representatives of municipalities and educational institutions. The mission focuses on eight sectors in which Canadian businesses produce goods and services which are in high demand in these markets: telecommunications and information technologies; transportation; financial services; environmental protection, energy and natural resources; agri-food; construction and building materials; education; and cultural industries.

The Prime Minister's Team Canada trade mission approach has proven its worth repeatedly, giving Canadian business access to senior political and industry leaders and enhancing Canadian visibility and credibility in the market. The three previous missions have resulted in business deals worth more than \$20 billion for Canadian companies.

Canadian businesses have also reported an additional \$2.4 billion in new business transactions since their return from the missions.

The 1997 Team Canada mission itinerary:

January 8, 1997	Departure from Canada
January 9-14, 1997	Seoul, South Korea
January 14-16, 1997	Manila, Philippines
January 16-20, 1997	Bangkok, Thailand
January 20, 1997	Return to Canada



## Federal Government Designates 1997 as Canada's Year of Asia Pacific



Left to right: John Bell, CYAP Ambassador, Amy Ho, winning design student, Jenny Kwan, MLA (British Columbia), the Hon. Raymond Chan, Secretary of State (Asia-Pacific), Vancouver Mayor Philip Owen, Anna Terrana, Member of Parliament (Vancouver East), the Hon. David Anderson, Minister of Transport.

**N**EW YEAR'S DAY 1997 RANG in Canada's Year of Asia Pacific (CYAP), a celebration of Canada's growing links with the Asia Pacific region. The Government of Canada, in partnership with other levels of government, business and community groups across the country, will make 1997 a period of unprecedented focus on the economic and cultural opportunities of being a Pacific nation.

The CYAP logo, unveiled by Transport Minister David Anderson and Secretary of State (Asia-Pacific) Raymond Chan in Vancouver last November, says much about Canada's hopes for the coming year. The crane — a symbol of peace and longevity associated with Asia — takes flight on wings suggestive of Canada's national symbol, the maple leaf, over the blue waves of the Pacific ocean.

"As a people and as a trading nation, Canada's ties to the Asia Pacific community run deep," said Mr. Chan.

"This special year will celebrate our Pacific dimension and help us build even stronger partnerships in Asia Pacific to create opportunities from coast to coast".

The concept for the logo comes from Amy Ho, a student at Kwantlen University College in Richmond, British Columbia, following a competition among graphic and design students across the country. This, too, reflects a priority for CYAP, that Canadian youth take a leading role in seizing Canada's Asia Pacific future.

This year, more than 10,000 business and political decision makers from Asia Pacific will come to different centres all across Canada, culminating in the APEC Leaders Meeting in Vancouver next November. Throughout 1997, thousands and thousands of Canadians will be able to participate in cultural and business activities surrounding these and other events during Canada's Year of Asia Pacific.



**11,000 direct and indirect jobs are created or sustained in Canada for each billion dollars of exports. The Team Canada 1996 trade mission to South and Southeast Asia by Prime Minister Chrétien and Canada's First Ministers saw Canadian companies announce 194 new business deals worth an estimated \$8.72 billion.**

## **Prime Minister determined to remove trade barriers; access to markets will be improved, co-operation encouraged**

On his way to the 1996 APEC Leaders' Meeting in Manila, Prime Minister Jean Chrétien made it clear that strengthening Canada's trade relationships with the nations of the Pacific Rim is a priority for the Government in 1997 as Canada takes on the chair of the Asia Pacific Economic Cooperation forum.

Speaking in Vancouver last November, the Prime Minister renewed Canada's commitment to work toward the goal of free and open trade and investment across the region by the year 2010 for developed countries and 2020 for developing countries.

Prime Minister Chrétien has declared 1997 Canada's Year of Asia Pacific (CYAP), in recognition of the growing importance of our Pacific links and as a natural extension of two of the most successful trade missions in Canadian history: the Team Canada missions to China in 1994 and to India, Pakistan, Indonesia and Malaysia in 1996.

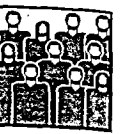
"In case after case, companies are not only filling the orders they signed on the missions; they are now dealing with new orders, from new customers. And not only from the countries we visited together, but from other countries as well. This new business means jobs and growth in Canada", stated the Prime Minister.

Canada's trade with Asia Pacific continues to rise — exports increased 32 per cent from 1994 to 1995, reaching a total of \$27.1 billion. Our exports rose by 47 per cent. Asian trade and investments by Asian companies in Canada contributed substantially to economic growth across Canada, from oil sands plants in Fort McMurray, to car factories in Cambridge.

The Prime Minister noted that CYAP will be Canada's "biggest-yet Pacific initiative". Throughout the Year, the Government will work with Canadians to explore commercial opportunities in such areas as energy, transport and the environment. It will also encourage the involvement of youth and small and medium-sized businesses in Asia Pacific partnerships, as well as cultural and artistic exchanges with the region.

CYAP will be "a remarkable celebration of commerce, culture and enlightenment", culminating with the 1997 APEC Economic Leaders Meeting to be held in Vancouver in November.

## **CYAP — Events and Sponsors Reach Thousands of Canadians**



**B**USINESS, CULTURAL AND YOUTH components of CYAP as well as the APEC Ministerial meetings taking place across Canada throughout 1997 will involve thousands of participants, including business and political leaders from some of the world's most dynamic economies.

These events, culminating in the APEC Leaders' Meeting in November in Vancouver, will be an unparalleled opportunity for Canadian corporations to reach a series of desirable target markets. A comprehensive sponsorship program is under way for companies interested in being part of APEC or CYAP.

Companies can choose to sponsor a high tech national youth conference with an Asia Pacific flair, touring arts and culture exhibits, or a series of top level meetings that will be held during the Year. Events will take place across Canada, and all will give profile to their corporate supporters.

Trade is the primary focus of all APEC gatherings. Broadening cultural understanding and deepening Canada's relationship with Asia Pacific people and economies is the primary theme of CYAP.

Canadian youth and small and medium-sized business leaders in Canada are a particular priority for CYAP.

Canada's Year of Asia Pacific offers many ways for companies to showcase their names, products and technologies to domestic and international media and audiences. It will bring more than 10,000 business people, journalists and artists to Canada in 1997 and will reach a broad audience through performances and the media. To discuss how sponsorship of CYAP could benefit your company, contact:

**Storgaard & Associates**  
1379 Bank Street  
Ottawa, Ontario K1H 8N3  
Telephone: (613) 739-3090  
Facsimile: (613) 739-3096

**Henry Storgaard, President**  
**Roberta Leach, Vice President**  
**Pat Reid, V.P. Sponsorship**

**Storgaard & Associates**  
3053 East Kent Avenue, N  
Vancouver, British Columbia  
V5S 4P5  
Telephone: (604) 431-6964  
Facsimile: (604) 430-2520

**Marilyn Wright, Director**



Prime Minister Chrétien meets young, locally engaged staff of Canada's embassy who assisted the Canadian delegation at the recent APEC Economic Leaders' meeting in Manila.

## **Newly appointed Council to advise government on business strategies**



**International Trade Minister Art Eggleton to serve as Chairman**

**P**RIME MINISTER JEAN CHRÉTIEN has brought together twenty prominent Canadians to advise him on Canada's business strategies in the Asia Pacific region, including trade and investment liberalization.

The Prime Minister's Council includes Canada's representatives to the APEC Business Advisory Council (ABAC), a permanent, private-sector advisory group to the Asia Pacific forum.

Paul Gobeil, Vice-Chairman of the Board of Métro-Richelieu of Quebec, has been named chair of Canada's representation on ABAC and will carry the added honour and responsibility of chairing ABAC this year. He is joined on ABAC by two other Canadian business representatives: Dr. Dorothy Riddle, President and CEO of

Service-Growth Consultants Inc. and Terry Hui, President and CEO of Concord Pacific Developments Corporation.

Other members of the Prime Minister's Council on Asia Pacific are: C.K. (Kent) Jespersen and Ken F. McCready (Alberta); Tamako Yagai Copithorne, D. Ross Fitzpatrick and Steven S.C. Wu (British Columbia); Marsha P. Hanen and Kenneth L. Matchett (Manitoba); John Risley (Nova Scotia); Dominic D'Alessandro, Robert A. Fung and Geraldine Kenney-Wallace (Ontario); Laurent Beaudoin, Jacques Bougie, Peter Kruyt and Jean-Claude Villiard (Quebec); and E.F. Anthony Merchant and Robert Peterson (Saskatchewan)





# Bringing Asia Pacific Home to Canada's Youth

The Government of Canada wants CYAP to be the year when young Canadians look to the Asia Pacific region and see their own futures. APEC ministerial meetings held in Canada during 1997 will include activities to engage youth in discussions of issues being considered by Ministers. Youth journalists will be encouraged to report on the proceedings.

Youth participation in APEC events will be complemented by CYAP events designed specifically for Canadian youth. In December Foreign Affairs Minister Lloyd Axworthy announced that a national youth conference, "Asia Connects/Cherchons l'Asie" will be held in Winnipeg, May 4 to 11. The conference will bring together Canadian senior high school and post-secondary students from across Canada, international students studying in Canada, residents of Winnipeg, and Asian youth from the Philippines and Malaysia (Chairs of APEC 1996 and 1998).

"CYAP is about giving youth a window on Asia Pacific through which to learn new skills, meet other youth from the Asia Pacific region, and discover future career opportunities", said

Minister Axworthy.

The Department of Foreign Affairs and International Trade is sponsoring the conference which is being organized by the Asia Pacific Foundation of Canada in cooperation with The Students' Commission, a youth training organization with expertise in high-tech conference delivery.

The event will create "virtual communities" of youth, linking up to twelve conference sites across Canada with the national site in Winnipeg. Using communication technologies, young people will explore economic and social issues that will shape their future, receive on-site training in the use of multi-media/media technology, team building, Internet/website technology, and will increase cross-cultural awareness within an Asian context.

During 1997, many youth activities will receive designation as CYAP events, for example:

- AISEC's National Congress in Winnipeg, January 1-6, focusing on the role of youth in an interdependent global society.
- McGill University's Model APEC forum in Montreal, January 30 - February 2, as part of the annual model United Nations conference.

(Address by Minister Axworthy on January 3).  
■ Capilano College, 10th anniversary of the Asia Pacific Management Cooperative Program scheduled for a cross-Canada tour at the end of September.

For further information and application forms for the Asia Connects/Cherchons l'Asie youth conference, contact:

Conference Secretariat, Newport Centre, Suite 410, 330 Portage Avenue, Winnipeg, Manitoba, Canada. R3C 0C4. Tel: (204) 945-6440. Fax: (204) 948-2253, or see the following Internet sites: [www.tgmag.ca](http://www.tgmag.ca), [www.apfnet.org](http://www.apfnet.org), or email: [asiacon@apfc.apfnet.org](mailto:asiacon@apfc.apfnet.org).

For more information about CYAP youth events, or if your organization is hosting an event directed at youth with an Asia Pacific focus see <http://www.dfait-maeci.gc.ca/~cyap-acap> or call (613) 944-4000 (National Capital Region) or 1-800-267-8376.

## An Interview with John P. Bell— Canada's Ambassador for CYAP



*John P. Bell was appointed Ambassador for Canada's Year of Asia Pacific in August, 1996. He took up the challenge fresh from a three year posting as Canadian High Commissioner to Malaysia. He knows Asia, both its politics and its business.*

**Q: What is your job for 1997?**

**Ambassador Bell:**  
I'll act as a catalyst to encourage Canadians to take advantage of APEC events and to create new business, youth and cultural events. We want to inform people about the potential for collaboration and facilitate the development of new cultural and business ties with Asia Pacific, especially for youth and small and medium-sized businesses.

**Q: Who do you hope will participate in CYAP?**

**Ambassador Bell:**  
Canadians from every region. We want Canadians to know that there are many opportunities for us to participate in the development of the Asia Pacific region — in areas such as the environment and sustainable development, human resources development, training and education, infrastructure, transportation, telecommunications — the possibilities are endless.

From the departure of the Prime Minister's Team Canada 1997 trade mission and the Asia Pacific Parliamentary Forum in January, to the APEC Leaders' Meeting in November, we will be emphasizing the theme of "the Asia Pacific community." We will be reaching across the Pacific Ocean, and working together within Canada to capture the opportunities that are available to Canadians.

**Q: What will you count as success?**

**Ambassador Bell:**  
By the end of Canada's Year of Asia Pacific, I hope we create a legacy of interest and enthusiasm for the opportunities that being a Pacific nation presents. In particular, I hope Canadian businesses, especially small and medium-sized businesses, will have struck new and stronger alliances with Asian partners to increase exports and create jobs for Canadians. I also hope that many young Canadians will have begun, through language training or internships in Canadian companies for instance, to make Asia-Pacific a part of their future.



In 1995, five of the top ten Canadian export markets were in the Asia Pacific region. Exports to Japan increased by 24% from 1994 to 1995, and collectively to Singapore, Malaysia, Thailand and Indonesia by 47%.



Philippines President Fidel Ramos bids farewell to Prime Minister Chrétien after the November 1996 APEC Leaders' Meeting which Ramos chaired. Canada assumes the chair of APEC in 1997. The annual meeting will be held in Vancouver.



**January 1997**

Winnipeg 1-6 January	AISEC National Congress
Vancouver 6-10 January	Fifth Annual Meeting of the Asia Pacific Parliamentary Forum
8-20 January	Team Canada 1997 mission to Korea, the Philippines and Thailand
Victoria 25 January-3 February	APEC Senior Officials' Meeting
Montreal 30 January-2 February	McGill University Model APEC Forum
January	Asia Pacific Foundation of Canada - First annual report on the state of Canada-Asia Pacific Relations

**February 1997**

Vancouver, Toronto 6-9 February	Chinese New Year festivities
Ottawa 7-23 February	Winterlude (Chinese theme)
10-17 February	National Citizenship Week
Toronto 16-18 February	Agri-food round table and seminar event with agri-food trade specialists and buyers groups from Asia Pacific
Vancouver 24-27 February	INTER COMM 97 (Global Communications Congress and Exhibition)

**March 1997**

Toronto 3-9 March	Canadian Music Week 97 - International (focus on Asia Pacific)
Vancouver 4 March	Seminar and Trade Display on the Role of Service Sector in Industrial Science and Technology (focus on Asia Pacific)
Vancouver 5-6 March	APEC Industrial Science & Technology Working Group meeting
Toronto 13-14 March	Asia Pacific Conference "Building on Team Canada success"
17-24 March	Asia Pacific Trade Week in Atlantic Canada: St. John's, Newfoundland; Halifax, Nova Scotia; Charlottetown, P.E.I.; Moncton, New Brunswick

**April 1997**

Toronto (tbc) 27-29 April	APEC Meeting of Environment Ministers on Sustainable Development
Toronto 30 April-4 May	Meeting of Women Entrepreneurs of Canada

**May 1997**

Montreal 4-6 May	ASEAN-Canada Business Council
Calgary 4-6 May	Conference Board of Canada Conference: Reaching for Success: Business and Education Working Together
Winnipeg 4-11 May	Asia Connects/Cherchons l'Asie Youth Conference
Montreal 6-7 May	Joint Cooperation Committee Canada-ASEAN
Montreal 7-8 May	ASEAN Institutes of Strategic and International Studies (ISIS)
Montreal 7-9 May	APEC Business Symposium on Customs Procedures
Montreal 9-10 May	APEC Trade Ministerial Meeting
Montreal 11-13 May	3rd annual "Conférence de Montréal" (Asia Pacific focus)
Vancouver 11-15 May	Seventh ACI-Pacific Regional Assembly and Conference (Airports Council International)
Quebec City 11-20 May	APEC Senior Officials' Meeting
Toronto 12-13 May	Canada-Japan Business Committee - 20th anniversary
Banff 22-24 May	APEC Study Centre Consortium Conference
Montreal 26-29 May	16th Meeting of the APEC Human Resources Development Working Group

**June 1997**

Winnipeg 3-6 June	Canada-Taiwan Business Association
Victoria 22-24 June	APEC Transport Ministerial Meeting

**August 1997**

Geneva Park 7-10 August	Annual Couchiching Conference (Asia Pacific focus)
St. John's 20-31 August	APEC Senior Officials' Meeting
Edmonton 25-29 August	APEC Energy Ministerial Meeting
Vancouver 25-28 August	Fourth World Chinese Entrepreneurs Convention

**September 1997**

Saskatoon 2-6 September	APEC Symposium on Food, Energy, Environment, Economic development and Population growth (FEEEP)
Ottawa 13-15 September	Senior Women Leaders' Network Meeting - Asia Pacific
Ottawa 17-18 September	APEC Small and Medium-sized Enterprises Business Forum and Exposition
Ottawa 18-19 September	APEC Ministerial Meeting on Small and Medium-sized Enterprises

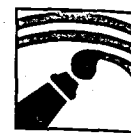
**October 1997**

Quebec City 5-7 October	Alliance of Manufacturers and Exporters of Canada
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**November 1997**

Vancouver November	APEC Informal Senior Officials' Meeting
"	APEC Foreign and Trade Ministers' Meeting
"	APEC Business Advisory Council (ABAC) Dialogue with APEC Economic Leaders
"	Canadian Consortium on Asia Pacific Security (CANCAPS) Conference
"	APEC Economic Leaders' Meeting

# CYAP Cultural Program



Canada's growing involvement with Asia Pacific will be reflected throughout 1997 in the arts and cultural sectors.

"Canadian foreign policy celebrates and promotes Canadian culture and learning as an important way of advancing our interests in international affairs", said Foreign Affairs Minister Lloyd Axworthy.

Special events highlighting everything from ancient craft traditions maintained by modern artisans, to the latest in Asian television production techniques will showcase for Canadians the richness of cultural life among our Asia Pacific partners.

In addition, Canadian artists, heritage agencies, cultural and ethnocultural groups whose work or programs in 1997 include an Asia Pacific theme or dimension will be featured through exhibitions, performances, screenings and festivals throughout the Year.

In the new year, Mr. Axworthy will launch the cultural program for Canada's Year of Asia Pacific at Harbourfront Centre in Toronto.

"CYAP will recognize the vital contributions of over two million Canadians of Asia Pacific descent", Minister Axworthy added.

If you wish to discuss a cultural project which includes an Asia Pacific element to see how you might become involved in CYAP in your region, call your CYAP Cultural Regional Coordinator:

Atlantic Canada	Mary Sparling	(902) 422-2100
Quebec	Colette Tougas	(514) 270-4571
Ontario	Andrew Lee	(416) 952-1937
The Prairies	Mary Chan	(306) 791-8778
British Columbia	Laura MacMaster/ Dorothy Lau	(604) 521-4785



The Asia Pacific region represents a significant proportion of the international tourist market to Canada. More than 26% of non-US tourists to Canada come from East Asia and the Pacific Islands.

Japan is Canada's third-largest source of direct investment (valued at \$12 billion in 1995) and second-largest source of portfolio investments (\$43.5 billion in March 1996)

## How to Be Part of CYAP

The Government of Canada wants business associations and companies, cultural groups and youth organizations to be a part of Canada's Year of Asia Pacific.

If you are planning a business or professional event to explore export opportunities or to investigate new markets in Asia Pacific...

If you want to help young Canadians in your organization understand what the Asia Pacific region can mean for their future...

If your arts or cultural group can challenge Canadians to explore an Asia Pacific dimension of life in this country...

Your event could receive official designation and profile as part of CYAP. Recognition brings with it promotional assistance, as well as access to guest speakers and other resource persons.

**For further information on how to apply for designation as an official CYAP event:**

<http://www.dfait-maeci.gc.ca/~cyap-acap>  
or call  
(613) 944-4000 (National Capital Region) or  
1-800-267-8376

Look for future issues of CYAP Forum ACAP highlighting APEC and:

- agriculture and agri-food;
- energy;
- environment;
- small and medium-sized enterprises;
- trade;
- youth;
- transport;
- culture.



# CYAP Forum ACAP



CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

## Message du premier ministre

Cette année, le Canada occupera le devant de la scène en tant que pays riverain du Pacifique. J'ai désigné 1997 l'Année canadienne de l'Asie-Pacifique pour célébrer les liens que nous entretenons depuis longtemps avec cette région.

Ces liens englobent de nombreux aspects de notre mode de vie et ont aidé à façonner notre identité multiculturelle toute particulière ainsi que notre vision du monde. Ils nous donnent les moyens d'aider à faire de la région de l'Asie-Pacifique une communauté encore plus dynamique, bâtie sur la paix et la prospérité.

L'Année canadienne de l'Asie-Pacifique offrira à tous les Canadiens la possibilité de participer à ce mouvement et de considérer la place que l'Asie-Pacifique occupera dans leur vie future. Cette année mettra aussi en évidence le rôle des petites et moyennes entreprises ainsi que les possibilités qui s'offrent aux jeunes Canadiens sur les marchés de l'Asie-Pacifique.

En nous plaçant de façon à jouer un rôle encore plus actif dans cette région dynamique du monde, nous en retirerons de nombreux bienfaits en termes de croissance économique

et de prospérité. De nombreuses villes canadiennes accueilleront au cours de l'année plus de 10 000 leaders du monde des affaires et du monde politique afin d'œuvrer à la libéralisation des échanges et à resserrer les liens de collaboration au sein du forum de Coopération économique Asie-Pacifique, l'APEC. Cette manifestation internationale nous offre une occasion exceptionnelle de montrer à nos partenaires de l'Asie-Pacifique que le Canada peut leur fournir des produits et des services de haute qualité et une destination idéale pour les investisseurs, les gens d'affaires, les étudiants et les touristes. Les activités liées à la culture, aux affaires et à la jeunesse attireront tout au long de l'année des milliers d'autres personnes.

Le succès des missions de l'Équipe Canada a montré ce que les entreprises, les pouvoirs publics et les Canadiens de toutes les régions peuvent accomplir lorsqu'ils se donnent la main. C'est pourquoi j'invite tous mes compatriotes à se joindre à moi pour faire de 1997 une année inoubliable.



## Une nouvelle mission de l'Équipe Canada 1997 visite la Corée, les Philippines et la Thaïlande

La mission commerciale de l'Équipe Canada s'envole en janvier 1997 à destination de Séoul (Corée), puis de Manille (Philippines) et Bangkok (Thaïlande). D'une durée de 12 jours, la mission est dirigée par le premier ministre Jean Chrétien et par les premiers ministres provinciaux. Ces pays représentent pour le Canada un marché de 165 millions de consommateurs et un chiffre annuel d'exportations de plus de 3,6 milliards de dollars.

L'Équipe Canada 1997 comprend plus de 400 personnes – gens d'affaires, jeunes entrepreneurs, étudiants, représentants de municipalités et d'établissements d'enseignement. La mission concentre ses efforts sur huit grands secteurs canadiens dont les biens et services sont très prisés dans ces pays, soit les télécommunications et l'informatique, les transports, les services financiers, la protection de l'environnement, l'énergie et les richesses naturelles, l'agro-alimentaire, la construction et les matériaux de construction, et enfin l'éducation et les industries culturelles.

La formule des missions commerciales de l'Équipe Canada dirigées par le premier ministre a déjà fait ses preuves à plusieurs reprises. Elle donne en effet aux entreprises canadiennes la possibilité de rencontrer de nombreux leaders politiques et chefs d'entreprise en même temps qu'elle rehausse la visibilité et la crédibilité du Canada dans les pays en croissance. Lors des trois dernières missions, les entreprises canadiennes ont pu signer des contrats s'élevant à plus de 20 milliards de dollars. Les entreprises qui ont participé à des missions antérieures à celles-ci ont par ailleurs indiqué qu'elles avaient, depuis leur retour, conclu de nouvelles transactions d'une valeur de 2,4 milliards de dollars.

Itinéraire de la mission Équipe Canada pour 1997 :

8 janvier	Départ du Canada
9-14 janvier	Séoul, Corée
14-16 janvier	Manille, Philippines
16-20 janvier	Bangkok, Thaïlande
20 janvier	Retour au Canada

## Le gouvernement fédéral déclare 1997 l'Année canadienne de l'Asie-Pacifique



De gauche à droite : John Bell, ambassadeur à l'ACAP, Amy Ho, gagnante du prix pour la conception du logo, Jenny Kwan, députée provinciale (Colombie-Britannique), l'hon. Raymond Chan, secrétaire d'État (Asie-Pacifique), Philip Owen, maire de Vancouver, Anna Terrana, députée fédérale (Vancouver-Est), l'hon. David Anderson, ministre des Transports.

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE (ACAP), qui débutera le 1<sup>er</sup> janvier 1997, donnera l'occasion de célébrer les liens de plus en plus étroits qui unissent le Canada à la région de l'Asie-Pacifique. De concert avec les autres paliers de gouvernement, le monde des affaires et des groupes communautaires à l'échelle du pays, le gouvernement fédéral mènera une campagne sans précédent durant toute l'année 1997 pour faire valoir les bienfaits économiques et culturels que procure au Canada le fait d'être un pays riverain du Pacifique.

Le logo de l'ACAP, dévoilé par le ministre des Transports, David Anderson, et le secrétaire d'État pour l'Asie-Pacifique, Raymond Chan, à Vancouver en novembre dernier, traduit bien les espoirs qu'entretient le Canada pour cette année toute spéciale. La grue, symbole de paix et de longévité associé à l'Asie, prend son vol, ses ailes rappelant la feuille d'érable, symbole national du Canada, au-dessus des vagues bleues de l'océan Pacifique.

« À la fois en tant que peuple et en tant que pays commerçant, nous entretenons des relations étroites avec la région de l'Asie-Pacifique, a déclaré Raymond Chan. Grâce à cette

année spéciale, nous célébrerons notre attachement à cette région et nous y formerons des alliances encore plus solides afin de créer de nouveaux débouchés pour les Canadiens d'un océan à l'autre. »

Le logo a été conçu par Amy Ho, étudiante au collège universitaire Kwantlen à Richmond, Colombie-Britannique, dans le cadre d'un concours ouvert à tous les étudiants canadiens en arts graphiques et en design. Cette initiative traduit aussi une priorité de l'ACAP, c'est-à-dire d'amener les jeunes Canadiens à jouer un rôle de premier plan dans l'avenir du Canada au sein de la région de l'Asie-Pacifique.

Cette année, plus de 10 000 leaders du monde des affaires et des milieux politiques de l'Asie-Pacifique se rendront dans différentes villes du Canada. La réunion des dirigeants de l'APEC, qui aura lieu à Vancouver en novembre prochain, sera le point culminant de ces activités. Des milliers de Canadiens pourront participer à diverses activités culturelles et commerciales dans le cadre de ces manifestations et d'autres qui se dérouleront tout au long de l'année 1997, l'Année canadienne de l'Asie-Pacifique.



Chaque milliard de dollars d'exportation aide à créer ou conserver 11 000 emplois canadiens directement ou indirectement tributaires des exportations. La mission commerciale de l'Équipe Canada 1996, qui a visité l'Asie méridionale et le Sud-Est asiatique sous la direction du premier ministre Chrétien et des premiers ministres provinciaux, a permis aux entreprises canadiennes de conclure 194 nouveaux contrats, d'une valeur globale de 8,72 milliards de dollars.

## Le premier ministre déterminé à éliminer les barrières commerciales : l'accès aux marchés sera amélioré, la coopération encouragée

Alors qu'il était en route pour Manille, où devait se dérouler la réunion de 1996 des dirigeants de l'APEC, le premier ministre Jean Chrétien a déclaré que le renforcement des rapports commerciaux du Canada avec l'Asie-Pacifique allait figurer parmi les grandes priorités du gouvernement en 1997, année au cours de laquelle le Canada assumera la présidence du forum de l'APEC (Coopération économique Asie-Pacifique).

Prenant la parole à Vancouver en novembre, le premier ministre a réitéré l'engagement du Canada à favoriser le libre-échange et l'ouverture des marchés des investissements d'ici l'an 2010 pour les pays développés de la région, et d'ici l'an 2020 pour les pays moins avancés.

Le premier ministre Chrétien a déclaré l'Année canadienne de l'Asie-Pacifique (ACAP), en témoignage de l'importance grandissante de nos relations avec cette région et dans le prolongement naturel de deux des missions commerciales les plus réussies de toute l'histoire du Canada, soit celle qui s'est rendue en Chine en 1994 et celle qui a visité l'Inde, le Pakistan, l'Indonésie et la Malaisie en 1996.

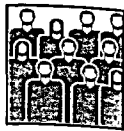
« L'une après l'autre, non seulement les entreprises qui ont fait partie de ces délégations exécutent-elles les commandes signées à cette occasion-là, mais elles reçoivent de nouvelles commandes de nouveaux clients. Et pas seulement des pays que nous avons visités ensemble, mais aussi d'autres pays. Ces nouvelles transactions contribuent directement à la création d'emplois et à la croissance au Canada », a déclaré le premier ministre.

Les échanges du Canada avec l'Asie-Pacifique continuent de s'accroître : de 1994 à 1995, les exportations ont augmenté de 32 % pour atteindre un total de 27,1 milliards de dollars; celles vers l'Indonésie ont fait un bond de 47 %. Le commerce avec l'Asie et les investissements effectués au Canada par des entreprises asiatiques ont contribué sensiblement à la croissance économique de toutes les régions du pays, comme en témoignent des installations comme l'usine de traitement des sables bitumineux de Fort McMurray et l'usine automobile de Cambridge.

Selon le premier ministre, l'ACAP sera la plus importante initiative entreprise jusqu'à maintenant par le Canada à l'égard de cette région. Durant toute l'année, le gouvernement, en collaboration avec des entreprises canadiennes, y examinera les débouchés commerciaux possibles dans des secteurs comme l'énergie, les transports et l'environnement. Il encouragera également la participation des jeunes et des petites et moyennes entreprises à des collaborations ou alliances en Asie-Pacifique, ainsi qu'à des échanges culturels et artistiques avec cette région.

L'ACAP sera une « célébration grandiose du commerce, de la culture et de la connaissance des peuples », dont le point culminant sera la rencontre de 1997 des dirigeants de l'APEC, qui aura lieu à Vancouver en novembre.

## Les activités et commanditaires de l'ACAP rejoindront des milliers de Canadiens



Les volets commerce, culture et jeunesse de l'ACAP, ainsi que les rencontres ministérielles de l'APEC qui auront lieu au Canada durant toute l'année 1997, rassembleront des milliers de participants, y compris des chefs d'entreprise et des leaders politiques de certaines des économies les plus dynamiques au monde.

Ces événements, dont le point culminant sera la Réunion des dirigeants des économies de l'APEC à Vancouver en novembre, seront pour les sociétés canadiennes une occasion extraordinaire de prendre contact avec des marchés cibles les intéressant. Un vaste programme de commandites est en cours pour les compagnies qui voudraient participer à l'APEC ou à l'Année canadienne de l'Asie-Pacifique (ACAP).

Les entreprises ont le choix de parrainer une conférence nationale des jeunes sur les technologies de pointe qui mettra l'accent sur l'Asie-Pacifique, ou bien des expositions artistiques et culturelles itinérantes, ou encore une série de rencontres de haut niveau qui se tiendront durant toute l'année. Ces activités se dérouleront dans toutes les régions du Canada et attireront l'attention sur les entreprises qui participent à leur financement.

Le commerce est au cœur de toutes les réunions de l'APEC. Le rapprochement culturel et le renforcement des relations du Canada avec les populations et les économies de l'Asie-Pacifique sont les thèmes principaux

de l'ACAP. Les jeunes Canadiens et les dirigeants de PME au Canada sont une des priorités particulières de l'ACAP.

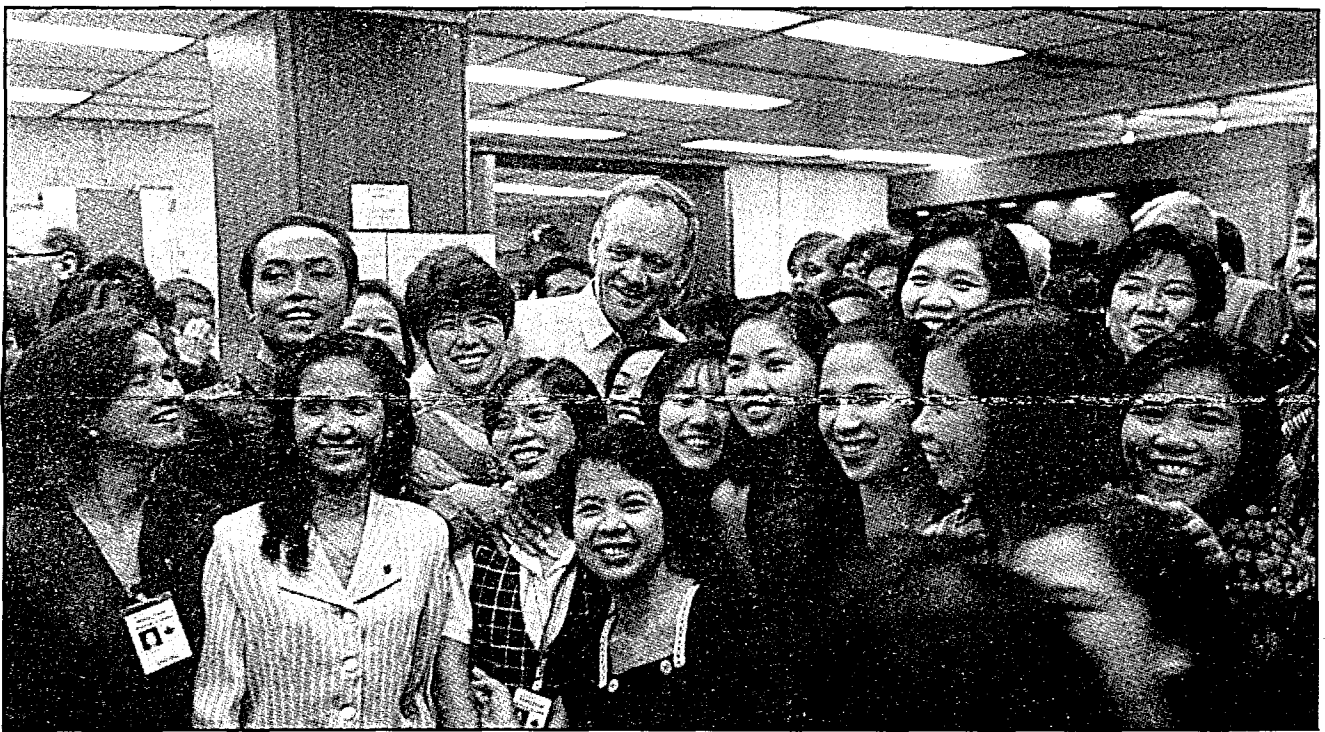
L'Année canadienne de l'Asie-Pacifique offre aux entreprises canadiennes de nombreuses possibilités de se faire connaître et de promouvoir leurs produits et leurs technologies aussi bien auprès des médias que du grand public et aussi bien à l'étranger qu'au Canada. Elle attirera plus de 10 000 gens d'affaires, journalistes et artistes au Canada en 1997 et rejoindra un vaste auditoire grâce aux manifestations prévues et aux médias. Pour discuter de la façon dont votre entreprise pourrait bénéficier d'une participation à l'ACAP, veuillez communiquer avec :

**Storgaard & Associates**  
1379, rue Bank  
Ottawa (Ontario)  
K1H 8N3  
Téléphone : (613) 739-3090  
Télécopieur : (613) 739-3096

Henry Storgaard, président  
Roberta Leach, vice-présidente  
Pat Reid, vice-président aux commandites

**Storgaard & Associates**  
3052 East Kent Avenue, N.  
Vancouver (Colombie-Britannique)  
V5S 4P5  
Téléphone : (604) 431-6964  
Télécopieur : (604) 430-2520

Marilyn Wright, directrice



Le premier ministre Chrétien rencontre de jeunes membres du personnel de l'ambassade du Canada à Manille qui ont aidé la délégation canadienne lors de la récente réunion des dirigeants des économies de l'APEC.

## Présidé par le ministre du Commerce international, Art Eggleton, un nouveau conseil recommandera des stratégies commerciales au gouvernement



Le premier ministre Jean Chrétien a nommé 20 personnalités canadiennes à un conseil consultatif qui aura pour mandat de lui recommander des stratégies commerciales que le Canada devrait adopter à l'égard de la région de l'Asie-Pacifique, notamment en matière de libéralisation du commerce et des investissements.

Le Conseil du premier ministre sur l'Asie-Pacifique comprend les membres de la délégation canadienne au sein du Conseil consultatif des gens d'affaires de l'APEC (APEC Business Advisory Council, ou ABAC), un groupe consultatif permanent du secteur privé auprès du forum de l'Asie-Pacifique.

Paul Gobeil, vice-président du conseil d'administration de la société québécoise Métro-Richelieu Inc., a été nommé président de la délégation canadienne auprès de l'ABAC et aura en outre l'honneur et la responsabilité de

présider l'ABAC cette année. Deux autres personnalités du monde des affaires canadien siégeront avec lui à l'ABAC, soit Dorothy Riddle, présidente et chef de la direction de Service-Growth Consultants Inc., et Terry Hui, président et chef de la direction de Concord Pacific Developments Corporation.

Les autres membres du Conseil du premier ministre sur l'Asie-Pacifique sont C.K. (Kent) Jespersion et Ken F. McCready (Alberta); Tamako Yagai Copithorne, D. Ross Fitzpatrick et Steven S.C. Wu (Colombie-Britannique); Marsha P. Hanen et Kenneth L. Matchett (Manitoba); John Risley (Nouvelle-Écosse); Dominic d'Alessandro, Robert A. Fung et Geraldine Kenney-Wallace (Ontario); Laurent Beaudoin, Jacques Bougie, Peter Kruyt et Jean-Claude Villiard (Québec) et E.F. Anthony Merchant et Robert Peterson (Saskatchewan).





## Faire connaître l'Asie-Pacifique aux jeunes Canadiens

Le gouvernement du Canada souhaite que l'ACAP soit l'année où les jeunes Canadiens verront dans l'Asie-Pacifique une région qui leur offre de nombreuses perspectives d'avenir. Les rencontres ministérielles de l'APEC qui auront lieu en 1997 comprendront des activités visant à amener les jeunes à exprimer leur opinion au sujet des questions débattues par les ministres. On encouragera les jeunes journalistes à faire des reportages sur ces activités.

Outre les activités directement reliées à l'APEC, les jeunes Canadiens participeront à des manifestations conçues à leur intention dans le cadre de l'ACAP. En décembre, le ministre des Affaires étrangères, Lloyd Axworthy, a annoncé qu'une conférence nationale aura lieu à Winnipeg du 4 au 11 mai sur le thème « Cherchons l'Asie/Asia Connects ». Ce colloque réunira des étudiants du secondaire et du postsecondaire venus de tout le Canada, des étudiants étrangers qui suivent des cours au pays, des citoyens de Winnipeg et de jeunes Asiatiques venus des Philippines et de la Malaisie (pays assumant la présidence de l'APEC en 1996 et 1998).

« L'ACAP a pour but d'ouvrir aux jeunes une fenêtre sur l'Asie-Pacifique, de leur permettre d'acquérir de nouveaux talents, de rencontrer d'autres jeunes de la région et de découvrir de futures possibilités de carrière », a déclaré Lloyd Axworthy.

Le ministère des Affaires étrangères et du Commerce international parraine la conférence, qui est organisée par la Fondation Asie-Pacifique du Canada en collaboration avec la Students' Commission, un organisme de formation des jeunes spécialisé dans l'organisation de conférences sur la haute technologie.

Des « communautés virtuelles » de jeunes seront créées au cours de la conférence grâce à des liens électroniques établis entre le site national à Winnipeg et 12 autres sites disséminés dans tout le Canada. À l'aide des techniques de communication, les jeunes exploreront les questions économiques et sociales qui façonneront leur avenir, recevront une formation pratique sur l'utilisation des techniques des médias et des multimédias, le travail en équipe et la technologie d'Internet et du WEB, et se sensibiliseront davantage aux différences culturelles dans le contexte asiatique.

Au cours de 1997, de nombreuses activités destinées aux jeunes seront désignées comme étant des manifestations de l'ACAP :

■ Le Congrès national de l'AISEC, qui aura lieu à Winnipeg du 1<sup>er</sup> au 6 janvier et qui portera sur le rôle des jeunes dans une société mondiale dominée par l'interdépendance (M. Axworthy s'adressera aux délégués le 3 janvier).

■ Le forum « modèle » de l'APEC, organisé par

l'Université McGill du 30 janvier au 2 février à Montréal dans le cadre de la conférence « modèle » annuelle des Nations Unies.

■ Au collège Capilano, le programme coopératif de gestion sur l'Asie-Pacifique célébrera son 10<sup>e</sup> anniversaire et entreprendra une tournée à travers le pays à la fin de septembre.

Pour obtenir de plus amples renseignements ou des formulaires d'inscription à la Conférence nationale de la jeunesse, on est prié de communiquer avec le Secrétariat de la Conférence, Newport Centre, Suite 410, 330 Portage Avenue, Winnipeg (Manitoba), Canada, R3C 0C4; téléphone : (204) 945-6440, télécopieur : (204) 948-2253 ou encore de visiter les sites Internet suivants :

[www.tgmag.ca](http://www.tgmag.ca), [www.apfnet.org](http://www.apfnet.org)

courrier électronique : [asiacon@apfc.apfnet.org](mailto:asiacon@apfc.apfnet.org).

Pour plus de détails au sujet des manifestations de l'ACAP destinées aux jeunes, ou si votre organisme se propose d'organiser une activité destinée aux jeunes et ayant l'Asie-Pacifique pour thème, consultez le [www.dfait.maeci.gc.ca/~cyap-acap](http://www.dfait.maeci.gc.ca/~cyap-acap) ou composez le (613) 944-4000 (région de la capitale nationale) ou le (800) 267-8376 (ailleurs).

## Une entrevue avec John P. Bell, ambassadeur du Canada à l'ACAP



John P. Bell a été nommé ambassadeur à l'Année canadienne de l'Asie-Pacifique en août 1996. Cette nomination suivait une affectation de trois ans en Malaisie en qualité de haut-commissaire du Canada. M. Bell connaît l'Asie aussi bien sous l'angle politique que commercial.

Q : Quelle sera votre mission en 1997 ?

L'ambassadeur Bell :

Je jouerai le rôle de catalyseur pour encourager les Canadiens à tirer parti des rencontres de l'APEC et pour susciter de nouvelles activités à caractère commercial ou culturel ou bien destinées aux jeunes. Nous voulons renseigner les gens au sujet des possibilités de collaboration avec l'Asie-Pacifique et faciliter l'établissement de nouveaux liens culturels et commerciaux, en particulier parmi les jeunes et les petites et moyennes entreprises.

Q : Qui espérez-vous voir participer à l'ACAP ?

L'ambassadeur Bell :

Les Canadiens de toutes les régions. Nous voulons qu'ils sachent que de nombreuses possibilités de participer au développement de la région de l'Asie-Pacifique s'offrent à eux dans des domaines aussi divers que l'environnement et le développement durable, le perfectionnement des ressources humaines, la formation et l'éducation, les infrastructures, les transports, les télécommunications, etc. Les possibilités sont innombrables.

Depuis la mission commerciale de l'Équipe Canada 1997 que dirigera le premier ministre et le Forum parlementaire de l'Asie-Pacifique, qui se dérouleront tous deux en janvier, jusqu'à la rencontre des dirigeants de l'APEC en novembre, nous mettrons l'accent sur le thème de la « communauté de l'Asie-Pacifique ». Nous établirons des contacts des deux côtés du Pacifique et nous déploierons tous nos efforts au Canada même pour tirer parti des occasions qui s'offrent aux Canadiens.

Q : Comment mesurerez-vous la réussite de vos efforts ?

L'ambassadeur Bell :

D'ici la fin de l'ACAP, j'espère que nous aurons réussi à inculquer chez les Canadiens un grand intérêt et un grand enthousiasme envers les bienfaits que procure au Canada le fait d'être un pays riverain du Pacifique. J'espère notamment que les entreprises canadiennes, surtout les PME, auront conclu de nouvelles alliances plus étroites avec des partenaires asiatiques afin d'accroître les exportations et de créer des emplois au Canada. J'espère aussi que de nombreux jeunes Canadiens auront commencé à se rendre compte que l'Asie-Pacifique fait partie de leur avenir et à suivre des cours de langue ou à participer à des stages dans des entreprises canadiennes, par exemple.



De 1994 à 1995, les exportations canadiennes vers le Japon ont augmenté de 24 %, tandis que les ventes à Singapour, à la Malaisie, à la Thaïlande et à l'Indonésie se sont accrues de 47 %.



Le président des Philippines, Fidel Ramos, fait ses adieux au premier ministre Chrétien après la réunion des dirigeants de l'APEC en novembre 1996, à laquelle il a présidé. Le Canada assumera la présidence de l'APEC en 1997 et la réunion annuelle aura lieu à Vancouver.

Janvier	
Vancouver 6-10 janvier	Cinquième assemblée annuelle du Forum parlementaire de l'Asie-Pacifique
8-20 janvier	Mission de l'Équipe Canada 1997 en Corée, aux Philippines et en Thaïlande
Victoria 25 janvier-3 février	Réunion des hauts fonctionnaires de l'APEC
Montréal 30 janvier-2 février	Université McGill - Forum « modèle » de l'APEC
janvier	Fondation Asie-Pacifique du Canada : Premier rapport annuel sur l'état des relations entre le Canada et l'Asie-Pacifique
Février	
Vancouver, Toronto 6-9 février	Festivités du Nouvel An chinois
Ottawa 7-23 février	Bal de Neige (thème chinois)
10-17 février	Semaine nationale de la citoyenneté
Toronto 16-18 février	Table ronde et séminaire réunissant des spécialistes agricoles et des groupes d'acheteurs de l'Asie-Pacifique
Vancouver 24-27 février	INTER COMM 97 (congrès et exposition consacrés aux communications mondiales)
Mars	
Toronto 3-9 mars	Semaine de la musique canadienne 1997 - manifestation internationale
Vancouver 4 mars	Séminaire et exposition commerciale sur le rôle du secteur des services face aux sciences et aux technologies industrielles (accent sur l'Asie-Pacifique)
Vancouver 5-6 mars	Réunion du groupe de travail de l'APEC sur la science et la technologie au service de l'industrie
Toronto 13-14 mars	Conférence Asie-Pacifique : Construire sur le succès de l'Équipe Canada
17-24 mars	Semaine du commerce de l'Asie-Pacifique dans les provinces de l'Atlantique : St. John's (Terre-Neuve); Halifax (Nouvelle-Écosse); Charlottetown (Île-du-Prince-Édouard); Moncton (Nouveau-Brunswick)
Avril	
Toronto 27-29 avril (à confirmer)	Réunion des ministres de l'environnement de l'APEC sur le développement durable
Toronto 30 avril-4 mai	Réunion des Femmes chefs d'entreprise du Canada
Mai	
Montréal 4-6 mai	Conseil de commerce ANASE-Canada
Calgary 4-6 mai	Conférence Board du Canada - La voie du succès : La synergie des affaires et de l'enseignement
Winnipeg 4-10 mai	Cherchons l'Asie/Asia Connects : Conférence de la jeunesse de la région Asie-Pacifique
Montréal 6-7 mai	Commission consultative conjointe Canada-ANASE
Montréal 7-8 mai	Les instituts des études stratégiques et internationales de l'ANASE
Montréal 7-9 mai	Symposium d'affaires APEC sur les procédures de douanes
Montréal 9-10 mai	Réunion ministérielle des ministres du commerce de l'APEC
Montréal 11-13 mai	Troisième Conférence de Montréal (accent sur l'Asie-Pacifique)
Vancouver 11-15 mai	Septième assemblée et conférence régionales annuelles de l'ACI-Pacifique (Conseil international des aéroports)
Québec 11-20 mai	Réunion des hauts fonctionnaires de l'APEC
Toronto 12-13 mai	Comité des gens d'affaires Canada-Japon - 20 <sup>e</sup> anniversaire
Banff 22-24 mai	Conférence du Consortium des Centres d'études APEC
Montréal 26-29 mai	Seizième réunion du groupe de travail de l'APEC sur le développement des ressources humaines
Juin	
Winnipeg 3-6 juin	Association des gens d'affaires Canada-Taiwan
Victoria 22-24 juin	Réunion des ministres des transports de l'APEC
Août	
Geneva Park 7-10 août	Conférence annuelle de Couchiching (accent sur l'Asie-Pacifique)
St. John's 20-31 août	Réunion des hauts fonctionnaires de l'APEC III
Edmonton 25-29 août	Réunion des ministres de l'énergie de l'APEC
Vancouver 25-28 août	Quatrième Congrès mondial des entrepreneurs chinois
Septembre	
Saskatoon 2-6 septembre	Symposium APEC sur l'alimentation, l'énergie, l'environnement, le développement économique et la population
Ottawa 13-15 septembre	Réunion du Réseau des femmes dirigeantes des économies de l'APEC et forum d'affaires
Ottawa 17-18 septembre	Forum et exposition de l'APEC sur les petites et moyennes entreprises
Ottawa 18-19 septembre	Réunion des ministres chargés des petites et moyennes entreprises pour les économies de l'APEC
Octobre	
Québec 5-7 octobre	Alliance des manufacturiers et des exportateurs du Canada
Novembre	
Vancouver Novembre	Réunion informelle des hauts fonctionnaires de l'APEC
"	Rencontre des ministres des affaires étrangères et du commerce de l'APEC
"	Conseil consultatif des gens d'affaires de l'APEC et dialogue avec les dirigeants des économies de l'APEC
"	Conférence du Consortium canadien sur la sécurité en Asie-Pacifique
"	Réunion des dirigeants des économies de l'APEC

## Programme culturel de l'ACAP



Tout au long de l'année 1997, un grand nombre d'activités culturelles et artistiques marqueront la présence grandissante du Canada dans la région de l'Asie-Pacifique.

« La politique étrangère du Canada célèbre et met en valeur la culture et l'enseignement canadiens, que nous considérons comme des moyens privilégiés de faire connaître nos intérêts sur la scène internationale », a déclaré Lloyd Axworthy, le ministre des Affaires étrangères.

Des manifestations spéciales mettant en vedette les anciennes traditions préservées par les artisans modernes aussi bien que les dernières techniques asiatiques de production télévisée montreront aux Canadiens la richesse de la vie culturelle de nos partenaires de l'Asie-Pacifique.

Du côté canadien, on pourra assister, tout au long de l'année, à des expositions, des spectacles, des projections et des festivals auxquels participeront des artistes, des organismes de protection du patrimoine et des groupes culturels et ethnoculturels dont les activités prévues pour 1997 comprennent une thématique ou tout au moins une dimension asiatico-pacifique.

« L'ACAP reconnaîtra l'apport vital de plus de deux millions de Canadiens originaires de l'Asie-Pacifique », a indiqué M. Axworthy.

Au début de la nouvelle année, M. Axworthy inaugurera le volet culturel de l'Année canadienne de l'Asie-Pacifique au centre Harbourfront à Toronto.

Si vous projetez une activité culturelle comportant une dimension asiatico-pacifique et souhaitez apprendre comment vous pourriez participer à l'ACAP dans votre région, n'hésitez pas à communiquer avec le coordonnateur culturel de celle-ci :

Provinces de l'Atlantique	Mary Sparling	(902) 422-2100
Québec	Colette Tougas	(514) 270-4571
Ontario	Andrew Lee	(416) 952-1937
Provinces des Prairies	Mary Chan	(306) 791-8778
Colombie-Britannique	Laura MacMaster/ Dorothy Lau	(604) 521-4785



La région de l'Asie-Pacifique représente une part importante du marché touristique international du Canada. Plus de 26 % des visiteurs non américains au Canada viennent de l'Extrême-Orient et du Pacifique.

Le Japon se classe au troisième rang parmi les pays qui effectuent des investissements directs au Canada, et au deuxième rang pour ce qui concerne les placements financiers. En chiffres absolus, ces participations s'établissaient respectivement à 12 milliards de dollars (1995) et à 43,5 milliards de dollars (mars 1996).

## Comment participer à l'ACAP

Le gouvernement du Canada souhaite que les associations professionnelles et les entreprises, les groupes culturels et les organismes de jeunes prennent part à l'Année canadienne de l'Asie-Pacifique. Par exemple...

...si vous prévoyez une activité commerciale ou professionnelle qui a pour but d'explorer les possibilités d'exportation ou les nouveaux débouchés qu'offre la région de l'Asie-Pacifique,

...si vous voulez aider les jeunes au sein de votre organisation à comprendre le rôle que la région de l'Asie-Pacifique jouera dans leur avenir,

...si votre groupe artistique ou culturel peut amener les Canadiens à explorer une dimension asiatico-pacifique de la société canadienne,

...alors, votre activité pourrait recevoir une désignation officielle dans le cadre de l'ACAP. Cette reconnaissance s'accompagne d'une aide publicitaire et d'un appui pour les relations avec les médias et donne accès à des conférenciers extérieurs et à d'autres personnes-ressources.

**Pour obtenir de plus amples renseignements ou pour demander qu'une activité soit désignée manifestation officielle dans le cadre de l'ACAP, on est prié de s'adresser au :**

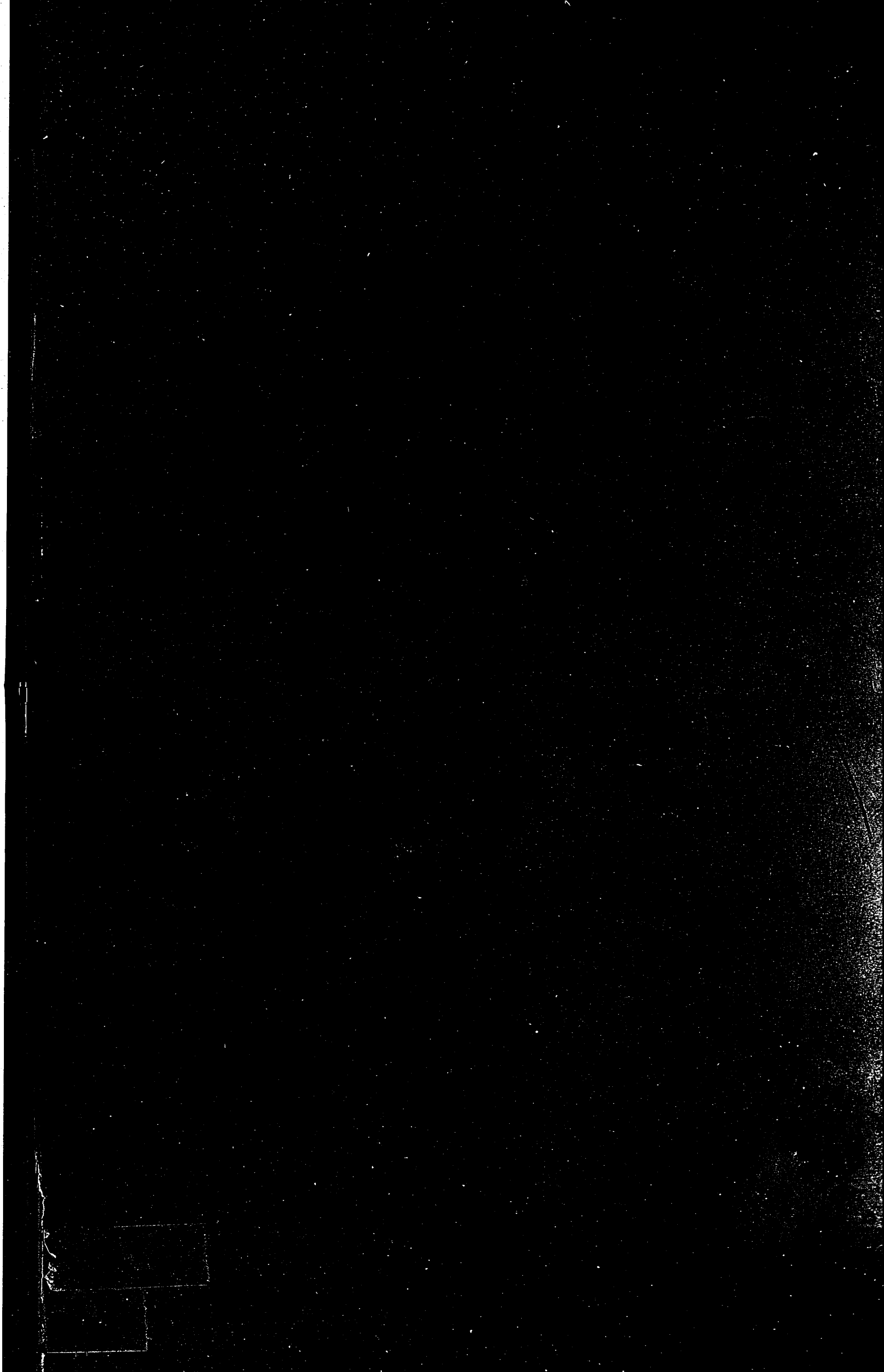
<http://www.dfait-maeci.gc.ca>

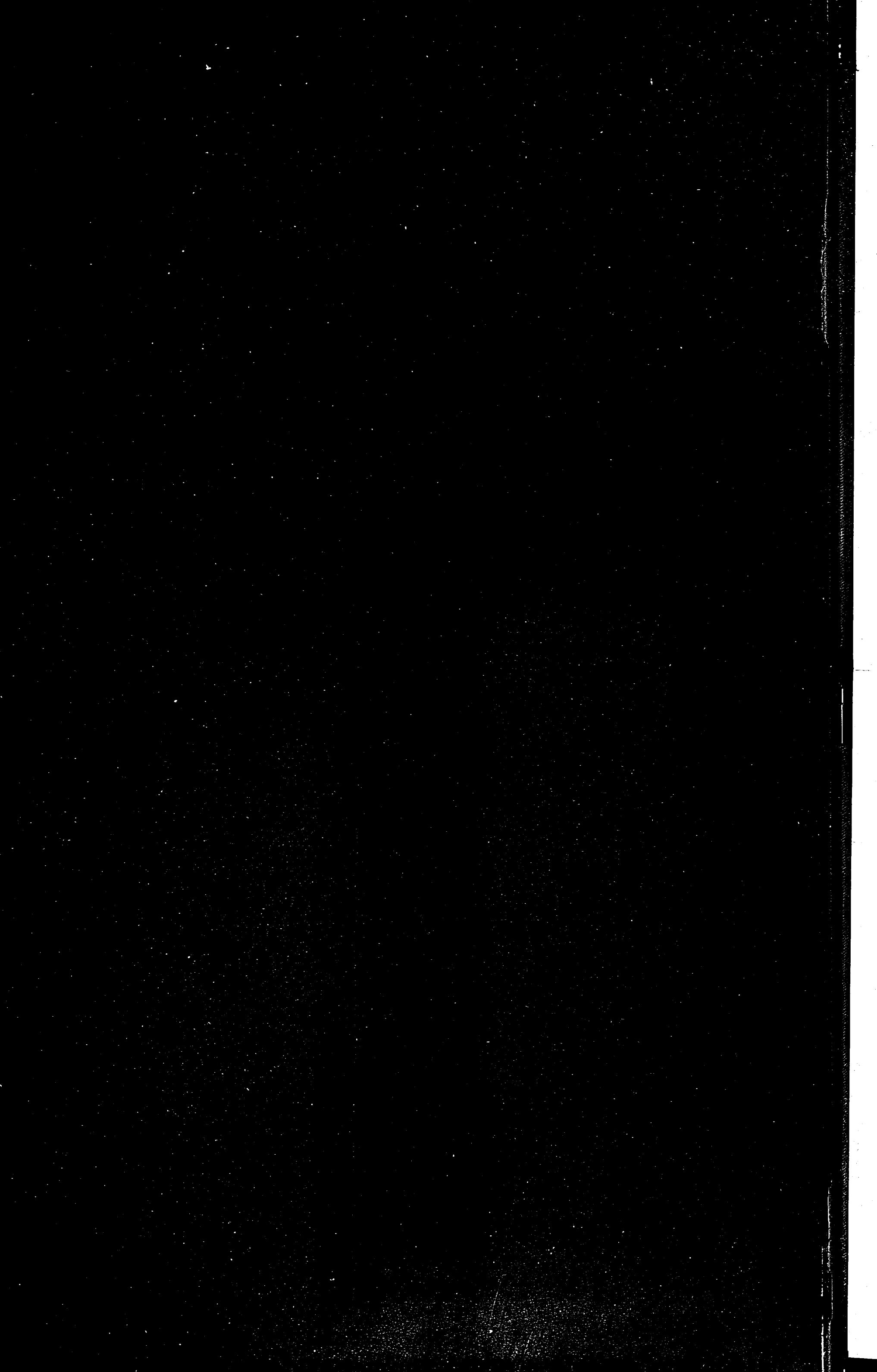
ou de composer le (613) 944-4000 (région de la capitale nationale) ou le (800) 267-8376 (ailleurs).

**Surveillez les numéros à venir de CYAP Forum ACAP, qui porteront sur l'APEC et sur :**

- l'agriculture et l'agro-alimentaire
- l'énergie
- l'environnement
- les petites et moyennes entreprises
- le commerce
- la jeunesse
- le transport
- la culture







# CYAP Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

Agriculture and Agri-Food Canada

1997

Agriculture et Agroalimentaire Canada

## Canada's Year of Asia Pacific

THE GOVERNMENT OF CANADA officially designated 1997 as Canada's Year of Asia Pacific (CYAP).

Canada assumes the chair of the 1997 Asia Pacific Economic Cooperation (APEC) forum and will serve as host of a series of Ministerial meetings culminating with the Economic Leaders Meeting in Vancouver in November. The federal government, in partnership with other levels of government and business and community groups across the country, is working to increase the interaction between Canadian and Asia Pacific business people, cultural groups and youth.

Over the course of Canada's Year of Asia Pacific, more than 3,000 business and political decision-makers from Asia Pacific will be involved in APEC meetings, which will be covered by more than 3,500 journalists from around the world.

CYAP is a unique opportunity to showcase Canada to our Asia-Pacific partners, and to encourage more Canadians to explore cultural and business relationships with the region.

Agriculture and Agri-Food Canada will be active throughout the Year assisting Canadian agri-businesses in showcasing their products and increasing their client base in one of the fastest-growing regions of the world.

## Message from the Minister of Agriculture and Agri-Food Canada

IT IS FITTING THAT 1997 has been designated as Canada's Year of Asia Pacific (CYAP). This special year will celebrate our Pacific dimension and will build on the strong foundation of co-operation that exists between Canada and the Asia Pacific Economic Cooperation (APEC) forum.



Ralph Goodale

My department will play a key role during CYAP to raise national awareness among Canadian agriculture and agri-food businesses of the immense Asia-Pacific opportunities.

Numerous activities and events across Canada have been planned so Canadian agribusinesses can forge and strengthen partnerships and learn more about trading in Asia Pacific, particularly our priority markets of Japan, China, Hong Kong, South Korea, Taiwan and the ASEAN countries, especially Indonesia.

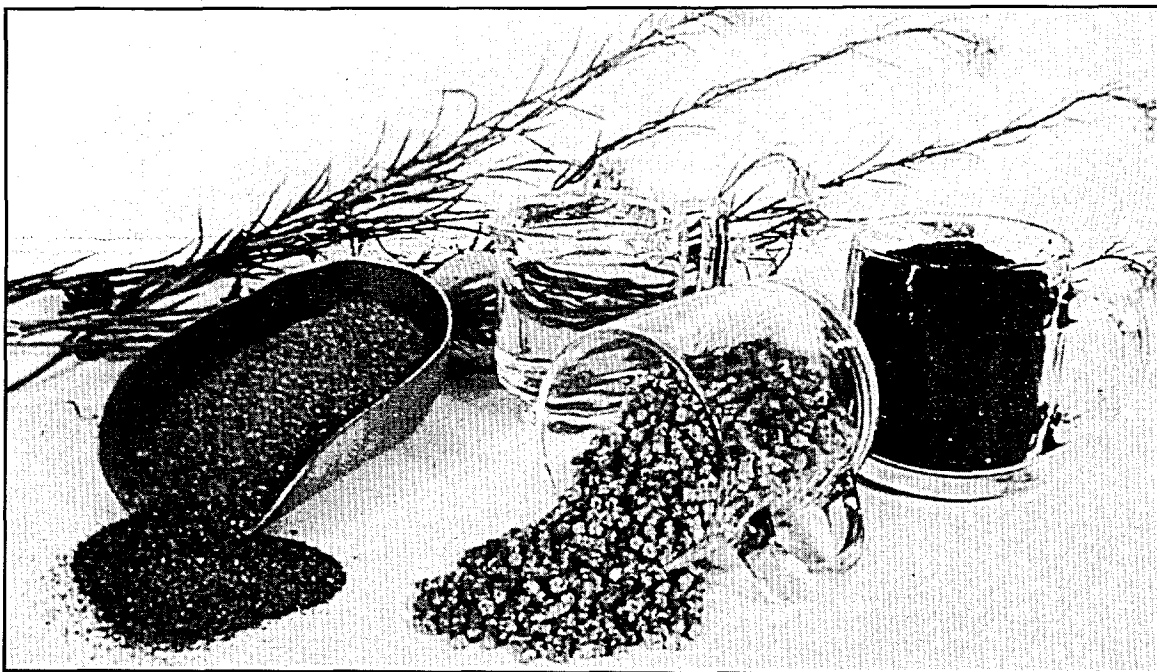
The potential of the Asia-Pacific market is absolutely enormous. By the year 2000, the region will account for 60 per cent of the world's population; 50 per cent of the world's GDP and 40 per cent of global consumption. By 2020, seven of the top 10 economies in the world will be in Asia Pacific. And it is increasing its share of world merchandise trade — from about 37 per cent in 1983 to 48 per cent in 1995.

Canada's total agri-food exports to the world reached an all-time record of \$17.5 billion in 1995, of which Asia-Pacific markets generated \$4.2 billion. Preliminary figures for 1996 show an increase of at least 5% over 1995.

This is important business for Canada's agriculture and agri-food industry, and it's growing year-by-year. But we are still only scratching the surface. To secure our full growth potential in the Asia-Pacific region, we will need to be ever more aggressive, imaginative, persistent and enthusiastic.

And that is why we will spend this year exploring new Asia-Pacific business opportunities, making Canadian agriculture and agri-food companies aware of the tremendous potential to increase exports, increasing Canada's profile in these markets for a diversified range of high quality bulk commodities and finished consumer-ready products — and thereby creating jobs and growth for Canadians.

No exporter, and certainly no nation as trade-dependent as Canada, can afford to ignore this great new economic powerhouse. It is my hope that by the end of 1997, a very large number of new and established exporting agribusinesses will include, if they do not already, Asia Pacific in their international business plans.



## Canola oil is a hit with health-conscious consumers in Asia Pacific

Canadians know canola oil is a healthy food choice. As Asian consumers become more affluent and health conscious, canola oil sales are growing in the region.

Canadian canola oil is on Singapore grocery shelves under at least four brand names — Maple Leaf, Sunora, Sunfrie, and All Goodness. Lucerne Foods and Sunora Foods of Calgary, Fazio Foods of Vancouver, Maple Leaf Foods of Toronto and Canbra Foods of Lethbridge are all working to get their product to new mar-

kets in Singapore and Brunei. Consumer education is key to sales in these two markets, and Canadian companies are actively involved in product promotions with major local grocery chains.

Sunora Foods of Calgary signed a joint venture agreement in January 1996 with a Pakistan-based food distributor for the sale of refined canola oil to that country. The agreement will go beyond processed food sales and be followed by export of Canadian canola seed stocks for production and processing in Pakistan. Canadian canola oil

is now on the shelves in Lahore, Okara, Sahiwal, Multan, Bahawalpur, Rahim Yar Khan, Gujrat, Fujranwala, Faisalabad and Sargodha.

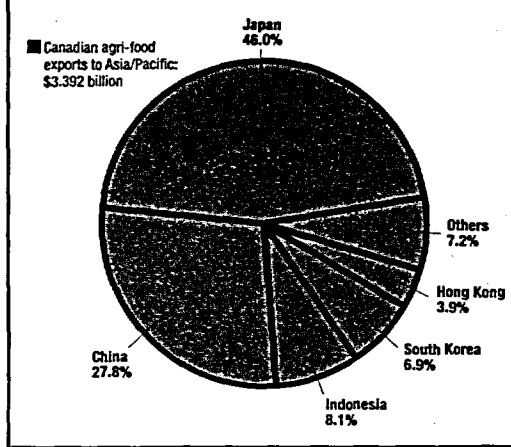
Interest from Taiwanese processors and distributors is also high.

Agriculture and Agri-Food Canada, in cooperation with the Department of Foreign Affairs and International Trade, has been working closely with the Canadian canola industry to assist industry initiatives in developing the market for canola oil throughout Asia.





Canada's top 5 agri-food export partners in Asia Pacific for the first 10 months of 1996



# The right Canadian product + the right Asian market = SUCCESS



CANADIAN AGRI-FOOD EXPORTERS are in the Asia-Pacific region to stay and to grow. Opportunities abound for Canada to become the highest quality supplier of traditional foodstuffs — for example, Canadian pork has become the “premium” standard in the South Korean market — or to create markets for foods that are new to Asia — like maple syrup in Taiwan.

There are, to quote a Canadian trade official in Tokyo, “essentially an unlimited number of success stories” of Canadian agri-food businesses in Asia. Here is a sample:

## ■ Saint Cinnamon Bakery Ltd.

Who can resist a sweet, sticky cinnamon bun, fresh from the oven?

No one, it seems — not in any country. That’s what Saint Cinnamon Bakery Ltd. of Markham, Ontario, is finding out. Their franchises have swept across Canada like a spicy tidal wave that’s now lapping Asian shores.

Coffee and a Saint Cinnamon bun are now available at 64 locations across Asia. Saint Cinnamon works with national franchisees in each of the countries where it’s present but the challenges of doing business on another continent remain.

“Importing is our chief challenge in many countries,” says Bob Hassell, Vice President of Saint Cinnamon Bakery. The Canadian embassies are a big help to us. Finding a local mill to produce our sweet dough takes time, too. You want to appeal to local tastes but you need consistency of product across the franchises. It keeps us busy.”

## ■ McCain Foods (Japan) Ltd.

Asian food tastes are changing and some Canadian companies are profiting from that trend. Fast food is becoming an integral part of Japanese life and McCain Foods (Japan) Ltd. has

positioned itself to benefit.

McCain currently supplies half of the french fries used in the Japanese food service sector. French fries from Manitoba potatoes are McCain’s biggest seller in Japan, but 1400 other food items are offered to Japanese wholesalers by McCain Foods (Japan). Other products include frozen pizza from New Brunswick.

“There are essentially two markets in Japan,” says Carl Morris, President of McCain Foods (Japan) Ltd. “One is local and Japanese, the other is international fast food. We serve both.”

McCain started doing business in Tokyo 26 years ago. “The secret to doing business in a foreign country,” according to Morris, “is being prepared to go there and drink the local wine. You’ve got to make the investment in time and in people.”

“Canada’s image abroad is a real asset to food exporters,” says Morris. “We’ve worked with the government to reinforce the idea that Canada equals quality.”

## ■ Yogen Früz ices out the competition

With 2600 stores world-wide, Yogen Früz has grown to be the second-largest frozen yogurt chain and the third-largest ice

cream franchiser in the world. And Asia is a big part of that success.

Since its arrival in Asia, Yogen Früz has opened an average of two stores a week — that’s right, two a week! It also exports most of the ingredients and all of the machinery needed to make its finished product. The Canadian franchiser has close to 300 shops in Indonesia, Thailand, the Philippines, Hong Kong, China, Taiwan, and Singapore with plans to enter the Malaysian, South Korean and Japanese markets this year.

There are no secrets to success here — a great product, intelligent marketing and effective local partners are what’s required. Yogen Früz encourages companies in the agri-food sector to use international food shows, like those sponsored and organized by Agriculture and Agri-Food Canada, to make their products known and to establish critically important contacts to Asian countries.

“Canada has established domestic standards of quality in food production that are recognized around the world,” says Stephen Bogyay, Executive Vice President and Chief Operating Officer of Yogen Früz. “Opening doors to Asian countries for Canadian food products is much easier as a result.”

## Asia-Pacific markets for agri-food are big, big business

THE CANADIAN AGRICULTURE and agri-food industry — farmers, suppliers, processors, transporters, grocers and restaurant workers — is the third largest employer in Canada, one of Canada’s top five industries in terms of GDP and responsible for close to 15 per cent of the international trade surplus that Canada enjoys with the rest of the world.

Canadian agri-food exports increased 30 per cent in the past three years to an all-time record of \$17.5 billion in 1995. The most recent figures show that our exports continue to climb. In the first three quarters of 1996, Canadian agri-food exports totalled \$13.6 billion, a nine per cent increase over the same period in 1995. That’s good news for Canadian farmers and food processors and for Canada’s economy as a whole. Export sales are the most promising source of economic growth in the agri-food sector, and Agriculture and Agri-Food Canada is working hard to realize the promise.

Asia-Pacific markets for Canadian agri-food products are a priority for us. Canadian agri-food has been sold in Asia for many years, mostly in the form of Western grain, but trade in other food products is growing. Canadian agri-food exports to Japan, our second largest trade partner after the United States, have risen nearly 60 per cent in this decade reaching \$2.04 billion in 1995. Newer markets in South East Asian nations were worth \$2.16 billion to Canada’s agri-food industry in 1995, up more than 68 per cent from their 1993 value.

Some of this increase is due to enhanced sales of value-added food products and that’s even better news for Canadian producers and Canadian workers. Asia-Pacific consumers have a taste for Canadian food, recognizing that it is natural, wholesome and pure, and that it meets their highest expectations for quality, purity and safety. Our agri-food exporters are also rapidly recognizing the business potential of this part of the world.

This issue of *CYAP Forum ACAP* will highlight just a few of the Canadian export success stories that we think point to the opportunities that exist for Canadians when the agri-food industry works to sell their products to the world. It’s hard work getting into Asian markets, but we have the evidence that it’s worth the investment and the federal government is prepared to pull out all the stops to facilitate industry’s efforts to break into these markets.

### YEAR-TO-DATE COMPARISONS (in \$000)

Partner	In \$millions, same period for:		Change in %	Change in \$million
	1995-Oct	1996-Oct		
Total	2,862	3,011	+5	149
Japan	1,388	1,366	-1.5	-22
China	930	836	-10	-94
Hong Kong	111	122	9.9	11
South Korea	140	218	55.7	78
Taiwan	95	87	-8.4	-8
Indonesia	67	252	276	185
Malaysia	45	35	-22	-10
Philippines	35	25	-28.5	-10
Singapore	17	17	1.6	0
Thailand	30	49	60.8	19
Vietnam	4	4	-76	-

## Asia Pacific: The agri-food market of choice in Quebec

THE ASIA-PACIFIC MARKET has captured the attention of Quebec agri-food producers. And the federal and provincial governments as well as other export groups, are helping out Quebec businesses.

February 1997 will see Canada’s Year of Asia Pacific launched with the presentation of *Cible Asie: Today’s Food Market*, a seminar organized by Agriculture and Agri-Food Canada, in partnership with the Quebec Ministry of Agriculture, Agri-food and Fisheries (MAPAQ) and Le Club Export Agro-Alimentaire du Québec. Canadian agri-food trade commissioners posted in Asia will accompany a delegation of buyers as they are introduced to opportunities and businesses in the Quebec marketplace throughout this event.

Recent buyers’ missions to Quebec from Japan, Singapore and Hong Kong have already opened the door to many exciting business opportunities for Quebec companies which produce manufactured goods.

One Quebec-based business that has succeeded in cracking the Japanese market is

Les Vergers d’Émilie. In just two years, this jam maker has carved itself an enviable niche. Two months after participating at Foodex 1994 in Tokyo, it shipped an order for 1500 cases of jam to a Japanese distributor. Sales doubled and then tripled to the point where today Les Vergers d’Émilie shipped 50,000 cases and recorded approximately \$1 million in 1996 sales to Japan.

Trade missions and seminars on the economies of Asia Pacific are also part of the calendar for 1997. A trade mission for a group of Quebec businesses organized by MAPAQ to explore the opportunities in Hong Kong, Singapore and the Philippines is set for this year. Le Club Export Agro-Alimentaire is also organizing *Le tremplin (springboard) Taiwan-Japan program*, a series of seminars designed to inform Quebec businesses of market potential in these two economies.

For further information on any of the above, contact: Lucie Roy at (514) 283-3815 ext. 562, of Agriculture and Agri-Food Canada.

# One phone call to your international trade connection: the Agri-Food Trade Service (ATS)

**A**S AN AGRIFOOD EXPORTER, have you ever had trouble finding, understanding or accessing Canadian government services?

The Agri-Food Trade Service (ATS) has been developed as a single-window access to a complete package of federal services that assist Canadian agri-food exporters directly or point the way to opportunities in foreign markets. It also includes services designed specifically for the Asia-Pacific region.

A simple telephone call is all it takes to reach ATS. No more searching through a maze of numbers at the Department of Foreign Affairs and International Trade or Agriculture and Agri-Food Canada — both departments are partners in serving you.

A single telephone call means access to the following services and publications:

**Market Information** is provided by the Agri-Food Trade Network (ATN), an electronic network that provides access to agri-food trade information and related sources targeted to Canadian exporters. Information users can access the information online, through the Internet site or contact their local office of the Market and Industry Services Branch. Information is available through the ATN on trade leads, market information, trade rules, Canadian supply capability, trade shows and missions and federal government trade contacts.

**Post-Initiated Agri-Food Fund** is a fund which agri-food trade officers abroad can draw upon to pay for initiatives beneficial to exports from Canada. It provides a flexible, rapid-response funding mechanism for projects that don't fit into existing programs and enables trade officers to undertake projects that will contribute to agri-food exporters' success in their markets.

**New Exporters' Program to Asia Pacific and Latin America** is a service that will increase and diversify Canadian agri-food exports by encouraging and preparing potential new exporters for the Asia Pacific and Latin American regions. Also included in this initiative is the provision of information and training — either in Canada or on site, as appropriate.

**Agri-Food Trade 2000** is a vital component of ATS, amalgamating previous contribution programs for trade and market development; the major portion of the budget is channeled to market development initiatives through industry associations or alliances.

**Agri-Food Trade Symbol and Promotion Materials** tell international customers that Canadian foods and beverages are made in the spirit of the land — natural, wholesome and pure — and meet their highest expectations for quality, purity and safety. The trade symbol and promotional materials provide a uniform and enhanced presence for Canadian agri-food products in export markets.

**Industry Trade Shows/Food Promotion** is a service through which the Department of Foreign Affairs and International Trade, and Agriculture and Agri-Food Canada have joined forces to mount sophisticated international trade show exhibits and food promotions, e.g. Foodex in Tokyo, Hofex in Hong Kong. Training is provided to make sure that Canadian agri-food firms are prepared to get the most out of these events.

**Export training** is aimed at increasing the number of Canadian firms that are export capable and export ready. Agriculture and Agri-Food Canada, in cooperation with the provinces, is developing teaching materials to form the basis of an agri-food-specific export training system.

**A Team Canada approach** for our international business strategy means better coordination of federal and provincial activities tailored to industry needs, including the design of the agri-food trade image to market Canadian food products abroad. This approach will ensure that Canada reaches its goal of \$20 billion in agri-food exports by the year 2000.

For more details on ATS, please call the Ottawa ATS contact: Keith McFarlane, International Markets Bureau of Agriculture and Agri-Food Canada (613) 759-7687 or Kobra Mehrmanesh at (613) 759-7634 or your regional ATS coordinator.

British Columbia	Marg Bancroft	(604) 666-3054
Alberta	Karen Wronko	(403) 495-6775
Saskatchewan	Brenda Patton	(306) 780-7071
Manitoba	Fay Abizadeh	(204) 983-8622
Ontario	Fred Mooney	(519) 837-5867
Quebec	Charles Cantin	(418) 648-4820
Atlantic	Janet Steele	(902) 893-0049



## Agri-Food Market Information on the World Wide Web: The Agri-Food Trade Network (ATN)

The Agri-Food Trade Network (ATN) is Agriculture and Agri-Food Canada's electronic system for export trade and marketing information and advice. It is one of the many initiatives of the Agri-Food Trade Service (ATS). Information products available on the Internet include:

- Market Information
- Trade Rules
- Canadian Suppliers
- How to Export
- Trade Shows and Missions
- Programs and Services

Check out our Internet site at:  
<http://atn-riac.agr.ca>

## Up to the Minute Trade Information... by fax

**A**GRIFOOD EXPORTERS in Alberta can now receive the latest trade information thanks to a new Fax-Back project being piloted in the Alberta region by Agriculture and Agri-Food Canada, in cooperation with Industry Canada and the provincial government. Exporters enrolled on the World Information Network (WIN) database automatically receive a bi-monthly list of the most recent market information. Clients simply check off the documents they wish to receive, and fax the order form back for the specific information to be sent to them as quickly as possible by fax.

"It's easy, no waiting on phone lines," says Devos Brokers and Consultants Inc. "I get only the reports I want," said Nakodo Consulting Inc. "It's timely, useful information," said Polar Genetics.

The pilot project has been so successful the service will be expanded across Canada by March 1997.

For more information contact: Karen Wronko (403) 495-6775 or Eric Granger (514) 283-3815.

## Canadian tomatoes in Japan

**S**ELLING HIGH-QUALITY FOOD should be a straightforward proposition — get a good, fresh product into a consumer's hand at a fair price and the deal is done. Unfortunately, it's rarely that simple when the food product crosses an international boundary. Take the case of Canadian hot house tomato sales to Japan.

Back in 1987, Japanese food brokers approached British Columbia hot house tomato growers about importing Canadian tomatoes. But the importers and growers discovered that the Japanese authorities had banned imports of tomatoes from any country where tobacco blue mould exists.

Canadian tomato crops have never shown signs of blue mould infection, but tomatoes and tobacco are from the same plant family and that was enough for Japanese officials

who were concerned about the potential for tomatoes being a pathway for tobacco blue mould.

But B.C. Hot House Foods Inc. and Agriculture and Agri-Food Canada weren't prepared to give up on such a potentially lucrative market. A series of comprehensive tests were designed and carried out to prove beyond any doubt that tomatoes grown in Canada could not be carriers of the offending tobacco blue mould.

A review by Japanese scientists confirmed the results and in September of 1996, after almost a decade of experiments and negotiations, Japan removed the ban on seven tomato varieties, including one grown extensively in Canada. Trial shipments have already gone from B.C. and Ontario to Tokyo and Osaka stores. The first results are encouraging.



"They've got the money and we've got the premium product," says Denton Hoffman from the Ontario Greenhouse Vegetable Growers' Association. "It should be a marriage made in heaven."

The future success of agri-food trade with Asia will be built by private industry and the Canadian government working as partners. In international trade, it's the best way to get the job done and the product sold.

## Calendar of Agriculture and Agri-Food Events

(Partial listing of events)

February 1997	
Toronto 16-27 February	Food and Beverage Canada Show
Toronto 16-18 February	Agri-food Specialists from Asia Pacific, some with accompanying food buyers missions, will visit Canada for a series of Round-Table seminars and information sessions.
Montreal, Maritimes, Manitoba, Saskatchewan, Alberta, Vancouver, Montreal February	Asia Export Platform. Workshops to train exporters new to Asia Pacific markets
Victoria 26-27 February	Canadian Federation of Agriculture, Annual meeting
March 1997	
Vancouver 8-11 March	Saskatchewan Food Processors - Asia Pacific Study tour to Vancouver in conjunction with the Asia Pacific Foundation
Vancouver 9-10 March	Grocery Showcase West Incoming buyers missions from Japan and Taiwan
11-21 March	Agri-Food Trade Team Canada mission to Japan and Indonesia with Minister Goodale.
Hong Kong	Hofex 97 One of Asias two most important food shows
St. John's, Nfld. Halifax Charlottetown Fredericton, 17-24 March	Asia Pacific Trade Week in Atlantic Canada
May 1997	
Montreal 9-10 May	APEC Trade Ministerial Meeting
Toronto 12-13 May	Canada-Japan Business Council annual meeting 20th anniversary
June 1997	
Winnipeg 3-5 June	Canada-Taiwan Business Association
Canada	Mission from the Taiwan Council of Agriculture to learn more about the capabilities of Canadas agri-food sector. Held in conjunction with the Canada-Taiwan Business Association.
Toronto 9-11 June	APEC Environment Ministerial Meeting on Sustainable Development
Victoria 22-24 June	APEC Transport Ministerial Meeting
July 1997	
Canada	ASEAN Food Buyers mission (BC/Alta., Ont./Que.) Key importers and retail organizations from various ASEAN countries come to Canada.
August 1997	
Edmonton 26-27 August	APEC Energy Ministerial Meeting
September 1997	
Alberta September	Beef/Meat Mission from Korea—Selected Korean organizations to meet Canadas producers
Saskatoon (tbc) 1-6 September	APEC Symposium on Food, Energy, Environment, Economic Development and Population (FEEEP)
Ottawa 18-19 September	APEC Ministerial Meeting on Small and Medium-sized Enterprises (SMEs)
October 1997	
Canada 1-8 October	Dairy Genetic Mission to Canada from Korea to introduce highly-placed Korean representatives to Canadian research organizations, artificial insemination facilities, breeders, researchers and Canadian agricultural policy-makers.
Ottawa	Canada-China Joint Agricultural Committee meetings
November 1997	
Vancouver November	APEC Economic Leaders' Meeting
Toronto November	Incoming Livestock Buyers Mission to Royal Winter Fair
November 28-December 6	Canada: Buyers Mission to Agribition 97. Incoming mission of Department of Agriculture officials from Philippines charged with implementing the Medium-Term Livestock Development Program and attendant purchases of breeding stock and livestock genetics.



In 1995, Canada exported almost \$1 million of frozen french fries to Taiwan and whiskey exports totalled \$3.5 million.

Seventy three per cent of Canada's agri-food exports to Thailand are wheat, with totals expecting to hit \$46 million for 1996.

Exports of Canadian pork to South Korea for the third quarter of 1996 alone were \$14 million. Total Canadian agri-food exports in 1995 were \$136 million.

Canadian wheat exports to Indonesia have seen a big increase from \$113 million in 1995 to \$276 million in the period from January to October 1996.

Canada's world agri-food exports in 1995 have increased 30 per cent in the past three years, to an all time record of \$17.5 billion. In the first nine months of 1996, exports jumped to \$15.5 billion almost 10 per cent over the same period in 1995.

## Fruit Juice with a Canadian twist

A Rougemont, Quebec-based company is making inroads into the Asia Pacific fruit juice market. A. Lassonde Inc. produces 25 assortments of fruit juices in Canada and abroad. Employing more than 500 people, this successful fruit juice company generates more than \$136 million in annual revenues.

A. Lassonde Inc. exports 10 per cent of its production abroad, mainly to Asian countries such as Japan, Hong Kong, Singapore, Taiwan and Indonesia. The company is also active in China, thanks to a joint venture which allowed them to build two plants, one in the outskirts of Beijing and the other in the Province of Sichuan. A. Lassonde is also involved in the production of Tipco Juices in southern Bangkok, Thailand.

## B.C. Beer is in Japan's Top 3

The third-best selling beer in Japan is brewed right here in Canada, by the Pacific Western Brewing Company. Ranking with such giants as Budweiser and Heineken, this Prince George, B.C.-based company is the only North American brewery to be certified to the ISO 9000 Quality Assurance Standard.

"Our business focuses on quality," says Kazuko Komatsu, President and Chief Executive Officer of Pacific Western Brewing Company, "and in Japan, Canada is quality."

Established in 1957, Pacific Western Brewing has a history of innovative products and specializes in private-label beers and bottled water. In addition to Japan, it currently exports to the United States, Argentina, Brazil and Russia and is actively seeking export opportunities in Korea, Thailand and the Philippines. Says Ms. Komatsu, exports are important to Canada... they create jobs.

The Pacific Western Brewing Company believes that a federal presence is required at foreign trade shows. "We appreciate the added traffic flow by being part of a Canada exhibit."



Japan is Canada's second largest market for agri-food exports after the U.S., consuming about 11 per cent of our exports. In 1995 our total exports exceeded the \$2 billion mark. From January to September 1996 Canada exported \$1.366 billion in agri-food products.

## Japanese investors like the taste of doing business in Canada

IF YOU'RE PART OF CANADA'S AGRI-FOOD industry, you may not know a lot about it, but Keidanren (pronounced KAY-DAN-RAN) knows about you and likes what it has seen.

Keidanren is a private, non-profit economic organization which represents virtually all branches of economic activity in Japan. The Government of Canada hosted members of Keidanren last September on a fact-finding mission looking at the agri-food sector in Canada. They were evaluating opportunities for investment and trade between our two countries and they were impressed by the potential for both.

According to Keidanren, three areas offer attractive possibilities for business in the immediate future: private brand commodities (beverages, potato-based products, frozen baked goods), red meats, and wheat flour and wheat-based processed foods.

Their interest went beyond short-term business opportunities in agri-food and included a review of Canada's place in the vanguard of research in biotechnology and food safety. Potential for investment by Japanese companies was highlighted as well.

But to realize the potential for enhanced agri-food trade and investment, Keidanren cautioned that we have work to do in Canada, especially in increasing understanding by Canadian companies of the special characteristics of the Japanese market. Promoting Japanese-Canadian business contacts in a variety of agri-food sectors was also seen as critical.

It's good advice from a powerful source. At Agriculture and Agri-Food Canada, measures are in place to ensure that the sector remains globally attractive for investment.

### For further information on CYAP:

<http://www.dfait-maeci.gc.ca/~cyap-acap>  
Note: As of February 17th, AAFC CYAP web site will be available at:

<http://www.agr.ca/cb/cyap/>  
or call

(613) 944-4000 (National Capital Region)

or  
1-800-267-8376





# CYAP Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

Agriculture et Agroalimentaire Canada

1997

Agriculture and Agri-Food Canada

## L'Année canadienne de l'Asie-Pacifique

LE GOUVERNEMENT DU CANADA a officiellement désigné 1997 l'Année canadienne de l'Asie-Pacifique (ACAP).

Le Canada assume la présidence de l'Organisation de coopération économique Asie-Pacifique (APEC) en 1997 et sera l'hôte d'une série de rencontres ministérielles dont le point culminant sera la réunion des dirigeants économiques, qui se tiendra à Vancouver, en novembre. Le gouvernement fédéral, en partenariat avec d'autres niveaux de gouvernement, des groupes d'entreprises et des groupes communautaires de partout au pays, travaille à étendre les liens entre les gens d'affaires, les groupes culturels et les jeunes du Canada et de l'Asie-Pacifique.

Tout au long de l'Année canadienne de l'Asie-Pacifique, plus de 3 000 décideurs du monde des affaires et des gouvernements de l'Asie-Pacifique participeront aux seules réunions de l'APEC, dont la couverture sera assurée par 3 500 journalistes du monde entier.

L'ACAP est une occasion exceptionnelle de mettre le Canada en valeur auprès de nos partenaires de l'Asie-Pacifique et d'encourager un plus grand nombre de Canadiens à explorer les possibilités d'établir des liens culturels et commerciaux avec la région.

Pendant l'Année, Agriculture et Agroalimentaire Canada aidera activement les entreprises agroalimentaires à faire connaître leurs produits et à élargir leur bassin de clients dans l'une des régions les plus prospères du monde.

## Message du ministre de l'Agriculture et de l'Agroalimentaire du Canada

C'EST À JUSTE titre que le Canada a déclaré 1997 l'Année canadienne de l'Asie-Pacifique (ACAP). Cette année spéciale célébrera notre ouverture sur le Pacifique et resserrera les liens de collaboration qui existent entre le Canada et l'Organisation de coopération économique Asie-Pacifique (APEC).



Ralph Goodale

Mon ministère jouera un rôle de premier plan tout au long de l'ACAP afin de sensibiliser les entreprises canadiennes du secteur de l'agriculture et de l'agroalimentaire aux débouchés considérables qu'offre l'Asie-Pacifique.

Un grand nombre d'activités et d'événements ont été prévus à travers le pays pour permettre aux entreprises canadiennes du secteur de former et de renforcer des partenariats et de parfaire leurs connaissances sur la façon de faire des affaires en Asie-Pacifique, notamment sur nos marchés prioritaires : Japon, Chine, Hong Kong, Corée du Sud, Taïwan et l'ANASE dont tout particulièrement l'Indonésie.

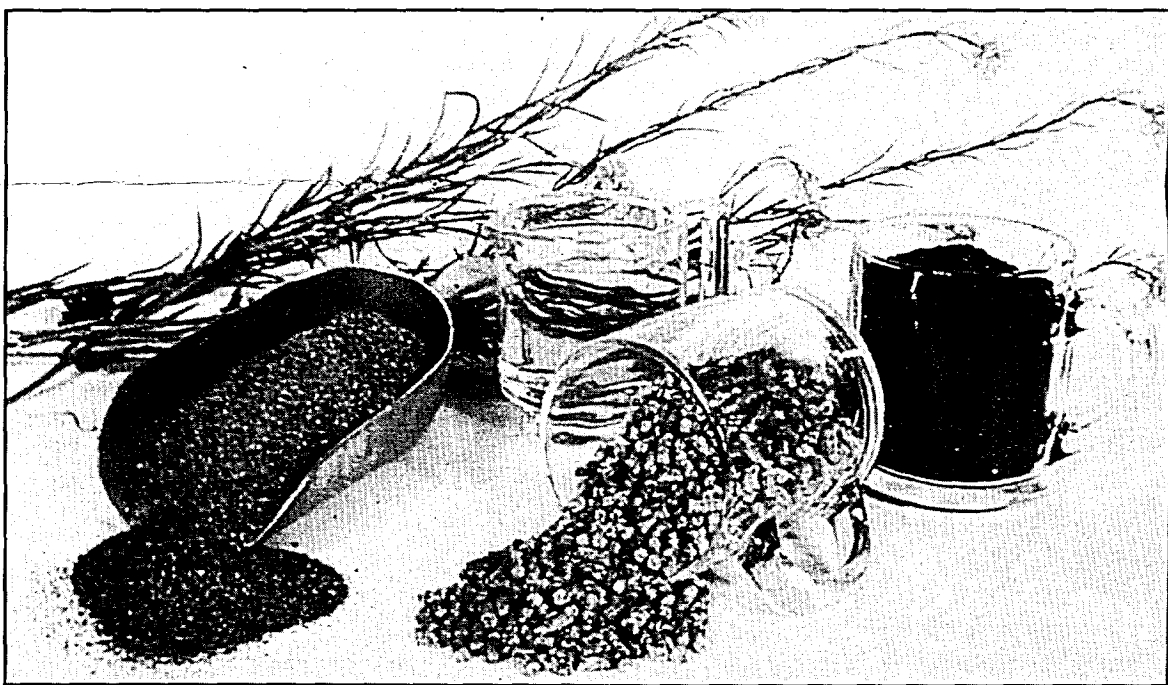
Le potentiel de marché de la région Asie-Pacifique est absolument énorme. En l'an 2000, cette région représentera 60 % de la population mondiale, 50 % du produit intérieur brut (PIB) mondial et 40 % de la consommation mondiale. En 2020, on trouvera en Asie-Pacifique sept des 10 principales économies du monde. De plus, la région ne cesse d'accroître sa part des échanges mondiaux de marchandises, celle-ci étant passée d'environ 37 % en 1983 à 48 % en 1995.

En 1995, la valeur des exportations canadiennes totales de produits agroalimentaires dans le monde a atteint un niveau record de 17,5 milliards de dollars dont 4,2 milliards vers l'Asie Pacifique. Les chiffres préliminaires de 1996 indiquent une hausse d'au moins 5 % par rapport à 1995.

Il s'agit donc d'un commerce international important et croissant pour le secteur agricole et agroalimentaire du Canada. Or ce n'est qu'un début. Afin de profiter pleinement du potentiel de croissance de la région Asie-Pacifique, nous devons faire preuve d'encore plus de dynamisme, d'imagination, de tenacité et d'enthousiasme.

Voilà pourquoi nous allons passer cette année à explorer les occasions d'affaires et à renseigner les entreprises agricoles et agroalimentaires canadiennes sur l'énorme potentiel d'un accroissement des exportations. Cela nous permettra de promouvoir le Canada sur ces marchés comme fournisseur d'une vaste gamme de denrées de haute qualité et de produits prêts-à-manger dans le but ultime de favoriser l'emploi et la croissance au profit de tous les Canadiens.

Aucun exportateur ni certainement aucun pays, comme le Canada, qui dépend à ce point des exportations, ne peut se permettre d'ignorer cette formidable nouvelle puissance économique. Je souhaite que, d'ici la fin de 1997, un nombre considérable de nouvelles entreprises exportatrices du secteur agroalimentaire, et celles qui sont déjà actives sur les marchés extérieurs, ajoutent, si ce n'est déjà fait, l'Asie-Pacifique dans la planification de leurs activités à l'échelle internationale.



## L'huile de canola gagne la faveur des consommateurs soucieux de leur santé en Asie-Pacifique

Les Canadiens savent que l'huile de canola est un aliment sain. Comme les consommateurs asiatiques se soucient de plus en plus de leur santé et que leur revenu s'accroît, les ventes d'huile de canola augmentent dans la région.

On trouve sur les tablettes des magasins d'alimentation à Singapour au moins quatre marques canadiennes d'huile de canola, soit Maple Leaf, Sunora, Sunfrie et All Goodness. Les sociétés Lucerne Foods et Sunora Foods, de Calgary, Fazio Foods, de Vancouver, Maple Leaf Foods, de Toronto, et Canbra Foods, de Lethbridge, essaient toutes d'introduire

leur produit sur de nouveaux marchés à Singapour et au Brunei. La publicité informative est la clé du succès sur ces nouveaux marchés, et les entreprises canadiennes participent activement à la promotion de leurs produits avec d'importantes chaînes de marchés d'alimentation locaux.

En janvier 1996, Sunora Foods de Calgary a signé, avec un distributeur de produits alimentaires établi au Pakistan, un accord de coentreprise pour la vente dans ce pays d'huile de canola raffinée. Outre la vente de produits alimentaires transformés, l'accord prévoit l'exportation de stocks de colza canola pour la production et la transforma-

tion au Pakistan. L'huile de canola est maintenant vendue dans les magasins d'alimentation de Lahore, d'Okara, de Sahiwal, de Multan, de Bahawalpur Rahim Yar Khan, de Gujrat, de Fujranwala, de Faisalabad et de Sargodha.

Les transformateurs et les distributeurs taïwanais manifestent aussi un vif intérêt pour le canola.

Agriculture et Agroalimentaire Canada, en collaboration avec le ministère des Affaires étrangères et du Commerce international, travaille étroitement avec les producteurs canadiens de canola à la réalisation d'initiatives visant à étendre le marché du canola en Asie.





## Le bon produit canadien + le bon marché asiatique = SUCCÈS

LES EXPORTATEURS CANADIENS de produits agroalimentaires sont dans la région de l'Asie-Pacifique pour y rester et y prendre de l'expansion. Les possibilités abondent pour le Canada de devenir le fournisseur de premier choix pour les produits alimentaires traditionnels — le porc canadien est devenu la norme «de qualité» sur le marché sud-coréen — ou d'ouvrir des marchés pour de nouveaux produits alimentaires en Asie — comme le sirop d'érable à Taïwan.

Selon un agent commercial canadien en poste à Tokyo, les réussites d'entreprises agroalimentaires canadiennes en Asie ne se comptent plus. En voici quelques exemples.

### ■ Saint Cinnamon Bakery Ltd.

Qui peut résister à une succulente brioche à la cannelle bien collante tout juste sortie du four?

Apparemment personne — nulle part au monde. C'est ce qu'est en train de découvrir la boulangerie Saint Cinnamon Bakery Ltd., de Markham en Ontario. Ses franchises se sont répandues au Canada comme une traînée de poudre... de cannelle, qui gagne maintenant les rives asiatiques.

On peut désormais se procurer une tasse de café et une brioche Saint Cinnamon à 64 endroits en Asie. La boulangerie travaille avec les franchisés nationaux dans chacun des pays où elle est présente, mais les défis que pose la conduite des affaires sur un continent étranger demeurent.

« Dans bon nombre de pays, notre principal défi est l'importation, explique Bob Hassell, vice-président de Saint Cinnamon Bakery. Les ambassades du Canada nous apportent une aide précieuse. De plus, trouver une usine pour produire notre pâte sucrée prend du temps. Nous voulons nous adapter aux goûts des consommateurs locaux, mais il nous faut également veiller à l'uniformité de la qualité d'une franchise à une autre. Tout ça nous tient bien occupés. »

### ■ McCain Foods (Japan) Ltd.

Les préférences alimentaires des Asiatiques évoluent et certaines entreprises canadiennes sont en train de tirer parti de cette évolution. Le prêt-à-manger fait de plus en plus partie du mode de vie des Japonais, et McCain

Foods (Japan) Ltd. s'est placée en bonne position pour profiter de cette nouvelle tendance.

McCain fournit actuellement la moitié des pommes de terre frites utilisées dans le secteur japonais de la restauration. Les frites préparées à partir de pommes de terre du Manitoba sont le produit McCain le plus vendu au Japon, mais McCain Foods (Japan) offre également 1 400 autres produits alimentaires aux grossistes japonais. Parmi ces produits, signalons la pizza congelée produite au Nouveau-Brunswick.

Selon Carl Morris, président de McCain Foods (Japan) Ltd., il y a essentiellement deux marchés au Japon. « Le premier est celui de la cuisine locale et japonaise, l'autre, celui du prêt-à-manger international. Nous desservons les deux. »

La société McCain a commencé à exercer ses activités à Tokyo il y a 26 ans. « Pour réussir dans un pays étranger, selon M. Morris, il faut être prêt à se rendre dans ce pays et à se familiariser avec les coutumes locales. Il ne faut pas hésiter à consacrer du temps et des ressources humaines à cette tâche. »

M. Morris ajoute: « La réputation du Canada à l'étranger est un formidable atout pour les exportateurs de produits alimentaires. Nous avons travaillé avec le gouvernement pour renforcer l'image de qualité que reflètent les produits canadiens. »

### ■ Yogen Früz refroidit la concurrence

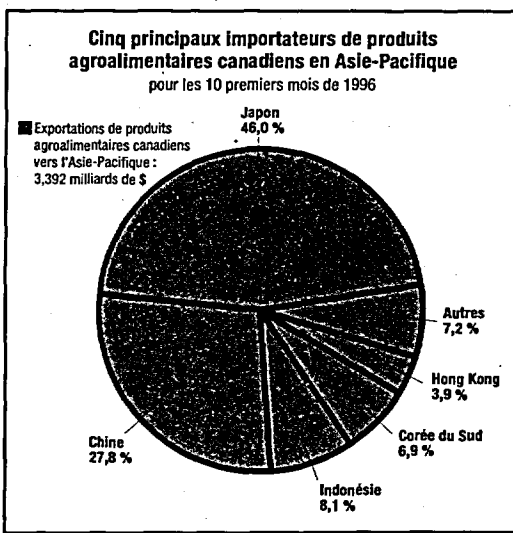
Avec ses 2 600 restaurants dans le monde entier, Yogen Früz est, en importance, la deuxième

chaîne de restaurants où l'on sert du yogourt glacé et le troisième franchiseur de bars laitiers au monde. Et l'Asie contribue pour une bonne part à ce succès.

Depuis son arrivée en Asie, Yogen Früz a ouvert en moyenne deux établissements par semaine — eh oui, deux par semaine! Il exporte aussi la plupart de ses ingrédients et tout le matériel nécessaire à la production de ses produits finis. Le franchiseur canadien possède près de 300 établissements en Indonésie, en Thaïlande, aux Philippines, à Hong Kong, en Chine, à Taïwan et à Singapour et compte faire son entrée sur les marchés malaisien, sud-coréen et japonais cette année.

La recette de ce succès en Asie n'a rien de secret: il suffit d'un produit extraordinaire, d'un marketing intelligent et de partenaires locaux efficaces. Yogen Früz encourage les entreprises du secteur de l'agroalimentaire à se servir des salons internationaux de l'alimentation, comme ceux qui sont parrainés et organisés par Agriculture et Agroalimentaire Canada, pour faire connaître leurs produits et pour établir des liens, qui sont d'une importance cruciale, avec des pays d'Asie.

« Le Canada a établi des normes de qualité en matière de production alimentaire qui sont reconnues partout dans le monde, précise Stephen Bogay, vice-président directeur et chef de l'exploitation de Yogen Früz. C'est pourquoi les portes des marchés asiatiques s'ouvrent beaucoup plus facilement pour les produits alimentaires canadiens. »



## Les marchés agroalimentaires de l'Asie-Pacifique sont plus que prometteurs

LE SECTEUR CANADIEN DE L'AGRICULTURE et de l'agroalimentaire — qui regroupe les agriculteurs, les fournisseurs, les transformateurs, les transporteurs, les épiciers et les restaurateurs — est le troisième employeur en importance au Canada, il figure parmi les cinq principaux secteurs pour leur contribution au PIB canadien et on lui attribue près de 15 % de l'excédent commercial que le Canada affiche vis-à-vis des autres pays du monde.

Les exportations canadiennes de produits agroalimentaires se sont accrues de 30 % ces trois dernières années pour s'établir à un niveau record de 17,5 milliards de dollars en 1995. Selon les chiffres les plus récents, nos exportations continuent de progresser. À la fin des trois premiers trimestres de 1996, les exportations canadiennes de produits agroalimentaires totalisaient 13,6 milliards de dollars, ce qui représente une hausse de 9 % par rapport à la même période en 1995. Voilà de bonnes nouvelles pour les agriculteurs et les transformateurs d'aliments canadiens et, de fait, pour l'ensemble de l'économie canadienne. Les ventes à l'exportation sont la source de croissance économique la plus prometteuse du secteur de l'agroalimentaire, et Agriculture et Agroalimentaire Canada travaille fort pour tenir sa promesse.

Les marchés de l'Asie-Pacifique pour les produits agroalimentaires canadiens sont prioritaires pour nous. Le Canada vend depuis longtemps des produits alimentaires en Asie, principalement des céréales de l'Ouest, mais les ventes d'autres produits alimentaires vont en augmentant. Les exportations canadiennes de produits agroalimentaires vers le Japon, notre deuxième grand partenaire commercial après les États-Unis, ont progressé de près de 60 % au cours de la présente décennie, pour s'établir à 2,04 milliards de dollars en 1995. Les marchés plus récents de l'Asie du Sud-Est étaient évalués à 2,16 milliards de dollars pour le secteur de l'agroalimentaire canadien en 1995, ce qui représente une hausse de 68 % par rapport à leur valeur en 1993.

Une partie de cette augmentation est attribuable à des ventes accrues de produits alimentaires à valeur ajoutée, ce qui a de quoi réjouir encore davantage les producteurs et les travailleurs canadiens. Les consommateurs en Asie-Pacifique apprécient les produits alimentaires canadiens, qu'ils trouvent naturels, sains et purs et qui répondent à leurs critères les plus exigeants en matière de qualité, de pureté et de sûreté. Nos exportateurs de produits agroalimentaires prennent aussi rapidement conscience des possibilités qu'offre cette région du monde.

Ce numéro de *CYAP Forum ACAP* met en lumière quelques-unes seulement des réussites canadiennes sur les marchés d'exportation. Ces dernières, selon nous, font ressortir les débouchés qui s'offrent aux Canadiens lorsque le secteur de l'agroalimentaire collabore avec nous pour vendre ses produits à l'étranger. Pénétrer les marchés asiatiques n'est pas chose facile, mais nous avons la preuve que l'effort en vaut la peine et que le gouvernement fédéral est prêt à mettre tout en oeuvre pour aider les entreprises du secteur à réussir sur ces marchés.

## Asie-Pacifique : le marché agroalimentaire de choix pour le Québec

LE MARCHÉ DE L'ASIE-PACIFIQUE a retenu l'attention des producteurs du secteur québécois de l'agroalimentaire. Et le gouvernement fédéral, le gouvernement du Québec et d'autres groupes d'exportateurs viennent en aide aux entreprises québécoises.

En février 1997 sera inaugurée l'Année canadienne de l'Asie-Pacifique avec la présentation du séminaire *Cible Asie: le marché alimentaire de l'heure*, organisé par Agriculture et Agroalimentaire Canada, en partenariat avec le ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ) et le Club Export Agro-Alimentaire du Québec. Les délégués commerciaux canadiens du secteur de l'agroalimentaire en poste en Asie accompagneront une délégation d'acheteurs de la région auxquels on présentera, dans le cadre de cette activité, les débouchés qu'offre le marché québécois et les entreprises qui y oeuvrent.

Les missions d'acheteurs du Japon, de Singapour et de Hong Kong effectuées récemment au Québec ont déjà ouvert la porte à de nombreuses occasions d'affaires intéressantes pour des entreprises québécoises de produits manufacturés.

Les Vergers d'Émilie est une des entreprises du Québec ayant réussi à percer sur le marché japonais. En deux ans seulement, ce fabricant de confitures s'est taillé une place de choix sur le marché. Deux mois après avoir participé au salon Foodex 1994, à Tokyo, il a livré une commande de 1 500 caisses de pots de confitures à un distributeur japonais. Son chiffre d'affaires a doublé, puis triplé. Aujourd'hui, l'entreprise Les Vergers d'Émilie expédie au Japon 50 000 caisses et a enregistré, en 1996, des ventes de 1 million de dollars.

Des missions commerciales et des séminaires sur les pays d'Asie-Pacifique sont également prévus dans le cadre de l'ACAP. Une mission commerciale à laquelle participeront, en 1997, des gens d'affaires du Québec sera organisée par le MAPAQ pour explorer les débouchés à Hong Kong, à Singapour et aux Philippines. Le Club Export Agro-Alimentaire organise lui aussi une série de séminaires intitulée *Le tremplin programme Taïwan-Japon*, qui vise à informer les entreprises québécoises des débouchés existant dans ces deux pays.

Pour plus de renseignements, veuillez communiquer avec Lucie Roy, Agriculture et Agroalimentaire Canada (514) 283-3815 poste 562.

### COMPARAISONS CUMULATIVES (milliers de \$)

Partenaire	Millions de \$, même période pour :		Changement en %	Changement en millions \$
	oct. 1995	oct. 1996		
Total	2 862	3 011	+5	149
Japon	1 388	1 366	-1,5	-22
Chine	930	836	-10	-94
Hong Kong	111	122	9,9	11
Corée du Sud	140	218	55,7	78
Taïwan	95	87	-8,4	-8
Indonésie	67	252	276	185
Malaysia	45	35	-22	-10
Philippines	35	25	-28,5	-10
Singapour	17	17	1,6	0
Thaïlande	30	49	60,8	19
Vietnam	4	4	-76	-

# Un appel suffit en matière de commerce international: le Service d'exportation agroalimentaire (SEA)

**E**N TANT QU'EXPORTATEUR de produits agroalimentaires, avez-vous déjà eu de la difficulté à trouver des services du gouvernement du Canada, à en comprendre le fonctionnement ou à les joindre?

Le SEA est un guichet d'accès unique à un ensemble complet de services fédéraux conçus pour aider directement les exportateurs canadiens de produits agroalimentaires, ou pour leur permettre de trouver et d'exploiter des débouchés sur les marchés étrangers. Le SEA offre notamment des services élaborés spécialement pour la région Asie-Pacifique.

Un seul appel téléphonique suffit pour joindre le SEA. Il n'est plus nécessaire de chercher parmi la multitude de numéros du ministère des Affaires étrangères et du Commerce international ou d'Agriculture et Agroalimentaire Canada. Les deux ministères sont partenaires dans la prestation de ce service.

Un seul appel au SEA donne accès aux publications et aux services suivants:

**Renseignements sur les marchés** — Il s'agit d'un service d'information sur le commerce agroalimentaire assuré par le réseau Info Agro-Export (RIAE), système pancanadien d'information électronique, à l'intention des exportateurs canadiens. Les utilisateurs peuvent accéder à cette information par le truchement du site d'Internet ou en communiquant avec le bureau régional de la Direction générale des services à l'industrie et aux marchés. Le réseau Info Agro-Export fournit de l'information sur les possibilités commerciales, les marchés, les règles commerciales, les possibilités de production du Canada, les foires et missions commerciales, et des agents de liaison commerciale du gouvernement fédéral.

**Fonds agroalimentaire des délégués commerciaux** — Les délégués commerciaux canadiens à l'étranger peuvent recourir à ce fonds pour financer des initiatives qui sont profitables aux exportateurs canadiens. Ce fonds est un mécanisme de financement souple et rapide de projets qui ne s'insèrent pas dans les programmes existants. Il offre en outre aux agents commerciaux la possibilité d'entreprendre des projets qui contribueront au succès des exportateurs de produits agroalimentaires sur leurs marchés.

**Programme Nouveaux exportateurs vers l'Asie-Pacifique et l'Amérique latine** — Ce service vise à encourager de nouveaux exportateurs potentiels à se tourner vers l'Asie-Pacifique et l'Amérique latine et à préparer ceux-ci spécialement pour ces marchés. Il contribuera ainsi à accroître et à diversifier les exportations canadiennes de produits agroalimentaires. Cette initiative comprend également la diffusion de renseignements et de la formation — au Canada ou sur place, selon les besoins.

**Commerce agroalimentaire 2000** — Il s'agit d'une composante essentielle du SEA qui regroupe les programmes de contributions antérieurs en matière d'expansion du commerce et de développement des

marchés. La plus grande partie du budget va à des initiatives de développement des marchés par l'intermédiaire d'associations industrielles ou d'alliances.

**Matériel publicitaire et symbole relatifs au commerce agroalimentaire** — Ce matériel et ce symbole indiquent aux clients internationaux que les boissons et produits alimentaires canadiens sont à l'image du pays — naturels, sains et purs — et qu'ils répondent à leurs attentes les plus élevées en matière de qualité, de pureté et de sûreté. Le symbole et le matériel publicitaire assurent aux produits agroalimentaires canadiens une présence uniforme et accrue sur les marchés d'exportation.

**Foires commerciales et activités de promotion** — Le ministère des Affaires étrangères et du Commerce international s'est joint à Agriculture et Agroalimentaire Canada pour concevoir à l'échelle internationale des expositions et des promotions raffinées de produits alimentaires, p. ex. Foodex, à Tokyo, et Hofex, à Hong Kong. Une formation est en outre offerte afin que les entreprises du secteur canadien de l'agroalimentaire tirent le maximum de ces activités.

**Formation des exportateurs** — Ce service vise à accroître le nombre d'entreprises canadiennes qui présentent des capacités d'exportation et qui sont prêtes à exporter. Agriculture et Agroalimentaire Canada, en collaboration avec les provinces, est en train de concevoir du matériel didactique qui constituera la base d'un système de formation spécialement axé sur l'exportation de produits agroalimentaires.

**Approche « Équipe Canada »** — Cette approche signifie, pour la mise en oeuvre de notre stratégie du commerce international, une meilleure coordination des activités fédérales et provinciales adaptées aux besoins du secteur, notamment la conception de l'image ou du symbole du commerce agroalimentaire, en vue de vendre les produits alimentaires canadiens sur les marchés étrangers. Cette approche permettra au Canada d'atteindre son objectif de 20 milliards de dollars d'exportations de produits agroalimentaires en l'an 2000.

Pour obtenir plus de détails sur le SEA, appelez la personne-ressource à Ottawa: Keith McFarlane, Bureau des marchés internationaux, Agriculture et Agroalimentaire Canada, (613) 759-7687, ou Kobra Mehrmanesh, au (613) 759-7634, ou encore votre coordonnateur régional du SEA.

Colombie-Britannique	Marg Bancroft	(604) 666-3054
Alberta	Karen Wronko	(403) 495-6775
Saskatchewan	Brenda Patton	(306) 780-7071
Manitoba	Fay Abizadeh	(204) 983-8622
Ontario	Fred Mooney	(519) 837-5867
Québec	Charles Cantin	(418) 648-4820
Atlantique	Janet Steele	(902) 893-0049

## Toute l'information agroalimentaire sur le Web : le réseau Info Agro-Export

Le réseau Info Agro-Export (RIAE) est le système d'information électronique d'Agriculture et Agroalimentaire Canada qui fournit des renseignements et des conseils en matière d'exportation et de marketing. Il s'agit d'une des nombreuses initiatives du Service d'exportation agroalimentaire (SEA). On peut trouver sur l'Internet les renseignements suivants :

- Renseignements sur les marchés
- Règles commerciales
- Fournisseurs canadiens
- Conseils sur l'exportation
- Foires et missions commerciales
- Programmes et services

Visitez notre site Internet:  
<http://atn-riac.agr.ca>

## Cochez et vous recevrez... par fax de l'information de dernière minute

LES EXPORTATEURS DE PRODUITS agroalimentaires de l'Alberta peuvent désormais recevoir l'information commerciale la plus à jour grâce au projet de réponse automatique par télécopieur (*Fax Back*) mis à l'essai dans la région de l'Alberta par Agriculture et Agroalimentaire Canada, en collaboration avec Industrie Canada et le gouvernement de l'Alberta. Les exportateurs enregistrés dans la base de données WIN Exports reçoivent d'office une liste bimensuelle des analyses les plus récentes fondées sur des renseignements sur les marchés et de l'information commerciale. Les clients n'ont qu'à cocher les documents qu'ils souhaitent recevoir et à retourner le bon de commande par fax. Les documents demandés leur sont envoyés par fax le plus rapidement possible.

C'est facile et il n'y a pas d'attente au téléphone, souligne-t-on au cabinet Devos Brokers and Consultants Inc. J'obtiens seulement les rapports qui m'intéressent, ajoute un représentant de Nakodo Consulting Inc. Selon Polar Genetics, « l'information est actuelle et utile. »

Le projet pilote a connu un tel succès que le service sera étendu à tout le pays en mars 1997.

Pour plus de renseignements, veuillez communiquer avec Karen Wronko au (403) 495-6775, ou Éric Granger au (514) 283-3815.

## Des tomates canadiennes au Japon

**V**ENDRE DES PRODUITS alimentaires de qualité supérieure devrait être facile — offrez au consommateur un produit frais et de qualité à un prix raisonnable, et le tour est joué. Malheureusement, cela est rarement aussi simple quand le produit alimentaire traverse une frontière internationale. Prenez l'exemple des ventes de tomates de serre chaude canadiennes au Japon.

En 1987, les courtiers en alimentation japonais ont fait des démarches auprès des producteurs de tomates de serre chaude dans le but d'importer de ces tomates au Japon. Or, les importateurs et les producteurs ont découvert que les autorités japonaises avaient interdit l'importation de tomates en provenance de tout pays contaminé par la moisissure bleue.

Les récoltes de tomates canadiennes n'ont jamais montré de signes de cette maladie, mais comme les tomates et le tabac appartiennent à la même famille de plantes, les autorités japonaises craignaient que les tomates

importées n'ouvrent la voie à la moisissure bleue au Japon.

Mais B.C. Hot House Foods Inc. et Agriculture et Agroalimentaire Canada n'allaient pas abandonner un marché aussi potentiellement lucratif. Des essais poussés ont été élaborés et effectués afin de prouver hors de tout doute que les tomates cultivées au Canada ne pouvaient pas transporter la moisissure bleue.

Un examen réalisé par des scientifiques japonais a confirmé les résultats des essais, et, en septembre 1996, après presque 10 ans d'expériences et de négociations, les autorités japonaises ont levé l'interdiction dont étaient frappées sept variétés de tomates, dont une cultivée en grande quantité au Canada. Des livraisons d'essai ont déjà été effectuées de la Colombie-Britannique et de l'Ontario vers des magasins de Tokyo et d'Osaka. Les premiers résultats sont encourageants.

« Ils ont l'argent et nous avons un produit de première qualité, affirme



Denton Hoffman, de l'Ontario Greenhouse Vegetable Growers' Association. Ce devrait être une alliance parfaite. »

Le succès futur des échanges de produits agroalimentaires avec l'Asie reposera sur la relation de

partenariat entre le secteur privé et le gouvernement du Canada. En matière de commerce international, le partenariat est la meilleure façon d'obtenir des résultats et de réaliser des ventes.

## Calendrier des événements liés au secteur de l'agriculture et de l'agroalimentaire

(liste partielle)

Février 1997	
Toronto 16-27 février	Salon canadien des aliments et des boissons
Toronto 16-18 février	Séminaires et séances d'information avec des spécialistes de l'agroalimentaire et des groupes d'acheteurs de l'Asie-Pacifique.
Montréal, Maritimes, Manitoba, Saskatchewan, Alberta, Vancouver, Montréal février	Plate-forme pour l'exportation vers l'Asie. Ateliers de formation à l'intention des nouveaux exportateurs sur les marchés de l'Asie-Pacifique
Victoria 26-27 février	Réunion annuelle de la Fédération canadienne de l'agriculture
Mars 1997	
Vancouver 8-11 mars	Saskatchewan Food Processors - Journées d'études à Vancouver de concert avec la Fondation Asie-Pacifique.
Vancouver 9-10 mars	Grocery Showcase West Visites possibles de groupes d'acheteurs du Japon et de Taïwan
11-21 mars	Mission d'Équipe Canada au Japon et en Indonésie pour le commerce agroalimentaire, dirigée par le Ministre Ralph Goodale
Hong Kong	Hofex 97, un des deux salons de l'alimentation les plus importants en Asie
St. John's (T.-N.), Halifax, Charlottetown, Fredericton, 17-24 mars	Semaine du commerce de l'Asie-Pacifique au Canada atlantique
Mai 1997	
Montréal 9-10 mai	Réunion ministérielle des ministres du commerce de l'APEC
Toronto 12-13 mai	Conférence des gens d'affaires Canada-Japon - 20 <sup>e</sup> anniversaire
Juin 1997	
Winnipeg 3-5 juin	Canada-Taiwan Business Association
Canada	Mission du Taiwan Council of Agriculture dans le but d'en connaître davantage sur les possibilités du secteur agroalimentaire canadien. Aura lieu de concert avec l'Association des gens d'affaires Canada-Taiwan
Toronto 9-11 juin	Réunion ministérielle des ministres de l'environnement du développement durable de l'APEC
Victoria 22-24 juin	Réunion des ministres des transports de l'APEC
Juillet 1997	
Canada	Mission de la ASEAN Food Buyers (C.-B./Alberta, Québec/Ontario). Des importateurs de premier plan et des entreprises de détail en provenance de différents pays de l'ASEAN viennent au Canada
Août 1997	
Edmonton 26-27 août	Réunion ministérielle des ministres de l'énergie de l'APEC
Septembre 1997	
Alberta septembre	Mission d'acheteurs (boeuf/viande) de la Corée - rencontres de représentants d'organismes coréens avec des producteurs canadiens
Saskatoon (tbc) 1-6 septembre	Symposium APEC sur l'alimentation, l'énergie, l'environnement, le développement économique et la population
Ottawa 18-19 septembre	Réunion des ministres chargés des petites et moyennes entreprises pour les économies de l'APEC
Octobre 1997	
Canada 1-8 octobre	Mission coréenne au Canada portant sur la génétique laitière afin de familiariser de hauts représentants coréens aux organismes de recherche, aux établissements spécialisés en insémination artificielle, aux éleveurs, aux chercheurs et aux spécialistes en politiques agricoles canadiens
Ottawa	Rencontres du Comité mixte de l'agriculture Canada-Chine
Novembre 1997	
Vancouver novembre	Réunion des dirigeants des économies de l'APEC
Toronto novembre	Missions d'acheteurs de l'Asie-Pacifique au "Royal Winter Fair"
28 novembre-6 décembre	Canada : mission d'acheteurs à Agribition'97 - groupe de représentants du ministère de l'Agriculture des Philippines responsables de la mise en oeuvre du Programme de développement à moyen terme des productions animales et achats d'animaux reproducteurs et de matériel génétique pour le bétail.



En 1995, le Canada a exporté vers Taïwan près de 1 million \$ de pommes de terre frites congelées et 3,5 millions \$ de whisky.

Le blé représente 73 % des exportations canadiennes de produits agroalimentaires à destination de la Thaïlande. Selon les prévisions, les exportations de blé totaliseront 46 millions \$ en 1996.

La valeur des exportations de porc canadien vers la Corée du Sud au seul troisième trimestre de 1996 s'établissait à 14 millions \$. En 1995, les exportations canadiennes de produits agroalimentaires vers ce pays ont totalisé 136 millions \$.

Les exportations canadiennes de blé à destination de l'Indonésie se sont fortement accrues, passant de 113 millions \$ en 1995 à 276 millions \$ pour la période allant de janvier à octobre 1996.

Ces trois dernières années, les exportations mondiales de produits agroalimentaires canadiens ont progressé de 30 %, pour atteindre en 1995 un niveau record de 17,5 milliards \$. Au cours des neuf premiers mois de 1996, les exportations se sont accrues de près de 10 % par rapport à la même période en 1995, se chiffrant à 15,5 milliards \$.

## Jus de fruits avec un zeste canadien

Une société québécoise de Rougemont pénètre les marchés du jus de fruits de l'Asie et du Pacifique. A. Lasonde Inc. produit 25 variétés de jus de fruits au Canada et à l'étranger. Cette société prospère emploie plus de 500 personnes et affiche un chiffre d'affaires de plus de 136 millions de dollars par année.

A. Lasonde Inc. exporte 10 % de sa production à l'étranger, notamment vers des pays de l'Asie comme le Japon, Hong Kong, Singapour, Taïwan et l'Indonésie. Cette société produit même du jus en Chine, grâce à une entente de coentreprise qui lui a permis de construire deux usines, dont l'une dans la banlieue de Beijing et l'autre dans la province du Sichuan. A. Lasonde participe aussi à la production de jus Tipco dans le sud de Bangkok, en Thaïlande.

## Une bière de la C.-B. parmi les « Top 3 » au Japon

La troisième bière la plus vendue au Japon est brassée ici même au Canada par la Pacific Western Brewing Company, qui se classe juste derrière les géants Budweiser et Heineken. Cette société de Prince George (C.-B.) est la seule brasserie de l'Amérique du Nord ayant obtenu la certification ISO 9000 (norme d'assurance de la qualité).

« Notre société mise sur la qualité et au Japon, le Canada est synonyme de qualité », affirme Kazuko Komatsu, présidente de l'entreprise.

Créée en 1957, la Pacific Western Brewing Company a la réputation de mettre au point des produits novateurs et se spécialise dans la production de bières et d'eau emballées sous étiquette exclusive. En plus du Japon, elle exporte ses produits vers les États-Unis, l'Argentine, le Brésil et la Russie et se tourne maintenant vers la Corée, la Thaïlande et les Philippines. Mme Komatsu affirme que « les exportations sont importantes pour le Canada, elles créent des emplois ».

La Pacific Western Brewing Company croit que la participation du gouvernement fédéral aux salons professionnels est essentielle. « Nous apprécions le fait que le nombre de gens qui visitent notre stand augmente lorsque celui-ci fait partie du bloc d'exposition du Canada. »



Le Japon est, après les États-Unis, le deuxième marché d'exportation en importance du Canada pour les produits agroalimentaires; il reçoit environ 11 % de nos exportations. En 1995, les exportations totales canadiennes vers le Japon ont dépassé les 2 milliards \$. De janvier à octobre 1996, le Canada a exporté pour 1,366 milliard \$ de produits agroalimentaires.

## Les investisseurs japonais brassent des affaires au Canada

SI VOUS FAITES PARTIE du secteur canadien de l'agroalimentaire, il est possible que vous ne sachiez pas grand chose sur lui, mais le Keidanren (prononcer KAY-DAN-RAN), lui, vous connaît et s'intéresse à vous.

Le Keidanren est une organisation économique privée sans but lucratif qui représente presque toute les branches d'activité économique du Japon. En septembre dernier, le gouvernement du Canada a accueilli des membres du Keidanren venus en mission au pays pour se renseigner sur le secteur de l'agroalimentaire canadien. Ces représentants ont évalué les possibilités d'investissement et d'échange entre nos deux pays, et ils ont été fort impressionnés par les débouchés possibles sur ces deux plans.

Selon le Keidanren, trois domaines présentent des débouchés prometteurs dans l'immédiat : les produits de marques particulières (boissons, produits à base de pommes de terre, produits de boulangerie congelés), les viandes rouges et les aliments transformés à base de blé et de farine de blé.

Outre les débouchés à court terme dans le secteur de l'agroalimentaire, les représentants du Keidanren ont examiné la position du Canada relativement à la recherche de pointe dans le domaine de la biotechnologie et de la salubrité des aliments. Des possibilités d'investissement par des sociétés japonaises ont aussi été mises en lumière.

Mais, pour exploiter les possibilités accrues d'échange et d'investissement dans le secteur de l'agroalimentaire, le Keidanren a fait savoir au Canada que ce dernier avait du travail à faire, notamment sensibiliser davantage les entreprises canadiennes aux caractéristiques particulières du marché japonais et encourager l'établissement de liens d'affaires entre Japonais et Canadiens dans diverses branches du secteur de l'agroalimentaire, ce qui, selon les représentants du Keidanren, est essentiel.

Ce sont là des conseils utiles qui proviennent d'une source faisant autorité. Agriculture et Agroalimentaire Canada a mis des mesures en oeuvre pour faire en sorte que le secteur continue d'attirer des investissements étrangers.

## Pour obtenir des renseignements de l'ACAP :

<http://www.dfait-maeci.gc.ca/~cyap-acap>  
Notez que dès le 17 février le site WEB ACAP d'AAC

sera disponible au :  
<http://www.agr.ca/cb/cyap/>  
ou composez le

(613) 944-4000 (région de la Capitale nationale)

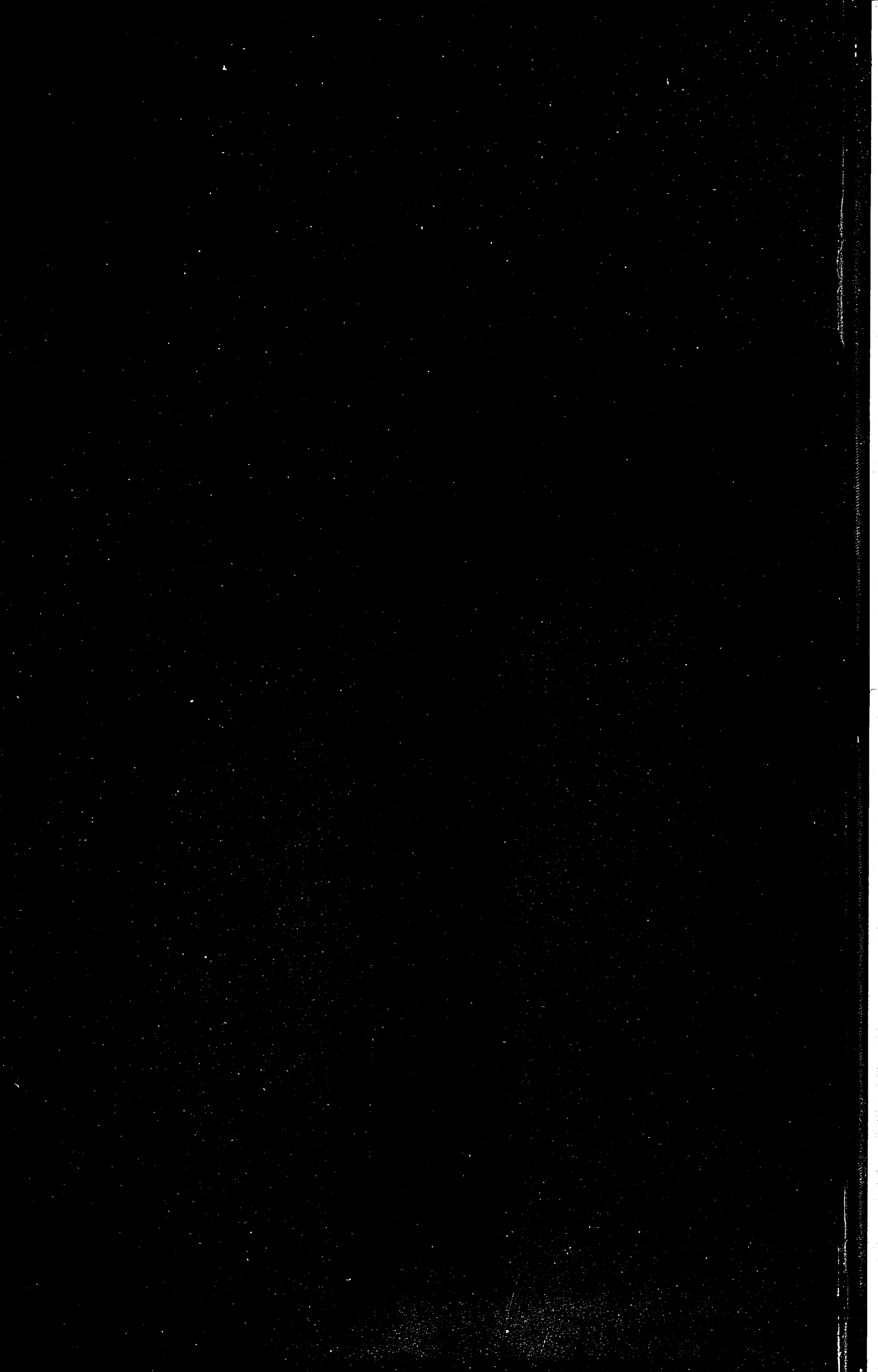
ou le

1-800-267-8376









# CYAP Forum ACAP



CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

## APEC 1997: Canada at the Helm



The year 1997 will be an exciting one for Canada as it hosts and chairs the Asia Pacific Economic Cooperation (APEC) forum. A relative newcomer on the international stage, APEC is a group of 18 countries whose economies produce more than 50 per cent of global economic activity. Throughout the year, over 100 ministers and thousands of business leaders from the Asia-Pacific region will come to Canada's doorstep.

This is a perfect opportunity for Canada to show its APEC partners how much it has to offer across the country and in a wide range of sectors.

APEC's great strength lies in its diversity and in its commitment to increased international contact and trade through consensus and co-operation. Thus, active participation in APEC is an important way to open doors for Canadian business throughout the Asia-Pacific region.

As Canada takes the helm, APEC has charted a course that includes firm commitments to liberalize trade and investment and to break down structural barriers to the flow of goods and services. Its members have pledged to reduce the costs of doing business – for example, by making

standards more comparable and by simplifying customs procedures.

APEC economies will soon launch the projects needed to meet the region's huge infrastructure needs. The World Bank estimates that in the developing economies of East Asia alone, infrastructure spending over the next decade will exceed US\$1.5 trillion. This will present an opportunity Canadians can't afford to miss.

The Government of Canada wants to ensure that small and medium-sized businesses will participate fully in setting Canada's agenda for the Asia-Pacific region, and that they will benefit directly from the work of APEC.

"Canada knows that Asia Pacific is the future," said Prime Minister Jean Chrétien as he departed on his third Team Canada trade mission in January.

Hosting APEC will give Canada an unprecedented opportunity to heighten its activity and extend its influence in the region. It will foster greater harmony and co-operation at the international level and promote more jobs and a healthy economy at home, both today and into the next century.

## Speaking of Asia Pacific... call our Speakers Bureau

Would your organization or association like to broaden its knowledge of Asia-Pacific issues? If so, look no further than the CYAP Speakers Bureau.

The CYAP Speakers Bureau can provide guest speakers who will address your organization on topics ranging from trade information on Asian markets and the APEC group to export development programs and the cultural and social development issues that highlight Canada's growing involvement in the region.

Canadian governmental and trade representatives, as well as business leaders, academics and artists well acquainted with Asia-Pacific issues can bring added insight and interest to your event.

For more information, contact Jean-Carol Pelletier at the CYAP Secretariat – (613) 996-7157.

## Culture Advances Canadian Trade Policy

Amid the excitement and pageantry of Chinese New Year celebrations in Toronto, Foreign Affairs Minister Lloyd Axworthy officially launched the cultural component of Canada's Year of Asia Pacific (CYAP). The event took place at Harbourfront Centre in early February and attracted leading members of the business and Chinese-Canadian communities. Secretary of State (Asia-Pacific) Raymond Chan took part in a parallel event in Richmond, British Columbia.



Foreign Affairs Minister Lloyd Axworthy drums in Chinese New Year and launches CYAP's cultural component.

Mr. Axworthy spoke about the role of culture and explained how this special program will be a dynamic part of CYAP. He also announced \$1.9 million in federal funding for the Year's cultural activities.

"Culture is the face of Canada abroad. The CYAP cultural component is part of the third pillar of Canada's foreign policy, international cultural relations," the Minister said. "It will bring the rich, diverse culture of the Asia-Pacific region to communities across Canada and showcase some of the finest traditional and contemporary work by Canadians on Asia-Pacific themes."

Performing and visual artists from across Asia will present their work to Canadian audiences throughout 1997. Canadian artists, organizations and ethnocultural groups will also produce a variety of cultural activities linked to Asia-Pacific cultures.

"Above all," emphasized Minister Axworthy, "we want the Asia Pacific to capture the imagination of our youth. Canadians, especially our young people, must act now to ensure that Canada is an active participant in the Pacific community."

Five kinds of cultural projects will be featured throughout CYAP:

- 1) Asia-Pacific-related projects initiated by Canadian community organizations;
- 2) activities undertaken by artists and arts organizations to highlight different aspects of Asia-Pacific culture;
- 3) co-operative projects involving Canadian and Asian artists in the creation of original works;
- 4) travelling exhibitions of art works from the Asia-Pacific region, sponsored by Canadian arts organizations; and
- 5) joint projects bringing together artists or art works from three or more Asia-Pacific countries.

A limited amount of financial support is available for CYAP projects. Those interested in further information should contact the Regional Co-ordinator in their area:

**British Columbia**  
Laura MacMaster  
(604) 521-4785

**Atlantic Provinces**  
Mary Sparling  
(902) 422-2100

**Prairies**  
Mary Chan  
(306) 791-8778

**Quebec**  
Colette Tougas  
(514) 270-4571

**Ontario**  
Andrew Lee  
(416) 952-1937

The deadline for funding applications is March 21, 1997.



Canada

## A Winning Start for CYAP



Team Canada 1997 student participants Daniel Parker (Lakehead University) and Trevor McPherson (Seneca College of Applied Arts and Technology) with Prime Minister Jean Chrétien in Seoul, Korea.

Team Canada has always done well on the road, and the latest trip was no exception.

The Team Canada trade mission to South Korea, the Philippines and Thailand from January 9 to 20 brought back business worth \$2.1 billion for Canadian companies. The insights gained and contacts made by the participants – especially by the youth delegates on the mission – will benefit Canada for years to come.

Canada's Secretary of State (Asia-Pacific), Raymond Chan, is convinced that the presence of young Canadians is an essential element of Canada's participation in Asia-Pacific initiatives. "We're looking at Canada's future when we look to the Asia-Pacific region," said Mr. Chan, "so young Canadians are the biggest stakeholders in this whole operation. And as we begin to address questions of social and human development that are linked to economic co-operation in the region, their passion and their creativity will be critical to our success."

As the first event in Canada's Year of Asia Pacific, the trade mission underscored how important the region is for the future prosperity of this country.

"It was wonderful, absolutely wonderful," says Lisa Marie Schwartz, a young entrepreneur who is president of *The Edge Models and Talent*, a Regina-based modelling agency. "This trip allowed me to solidify contacts that will mean more business in the future. My clients were impressed. They saw I wasn't just there as an individual but that Canada was, in a very real sense, behind me."

The positive impact of Team Canada was felt by another participant, Bipasha Choudhury, who took part as a student representative of the University of Waterloo.

"The networking opportunities on behalf of the university were very good," she says, "and it's important that we take advantage of contacts to enrich the academic life and environment of our university."

"At the same time," she reflects, "you feel yourself representing more than your company or your institution. You're representing Canada and giving people there a picture of what it means to be Canadian."

"The fact that a number of young Canadians were included had a real impact," suggests Choudhury. "We were there to work, not just to tag along, and the importance we were given was, I think, a pleasant surprise to the people there."

For Canadian businesses of all sizes and Canadian participants of all ages, the Team Canada trade mission to South Korea, the Philippines and Thailand was a great kick-off for Canada's Year of Asia Pacific.

## Team Atlantic Builds on Team Canada

Federal and provincial leaders have teamed up to sell Canada to Asia. Now the Team Canada approach will be used to sell the idea of doing business in Asia to Atlantic Canadians.

Canada's Minister for International Trade, Art Eggleton, will be joined by the Premiers of Newfoundland, Nova Scotia, New Brunswick and Prince Edward Island, as well as by Canada's Secretary of State (Asia-Pacific), Raymond Chan, for a series of Asia Business Seminars that will take place in St. John's, Halifax, Fredericton and Charlottetown on March 17-25.

"The leaders want to reinforce a growing awareness in Atlantic Canada of the potential of Asian markets. The Asia Business Seminars will give entrepreneurs the tools and the contacts to identify opportunities in Asia Pacific and to start doing business there," said Mr. Eggleton.

Teresa Lush, vice-president of Survival Systems Group in Dartmouth, Nova Scotia, was part of the Team Canada trade mission to South Korea, the Philippines and Thailand in January. "Right now," she says, "there are not a lot of companies from Nova Scotia exporting to Asia. The numbers are increasing, but there's still this mystique about doing business there. But when you go to Asia, you can just feel the energy and the opportunity. The federal and provincial governments have been very helpful to us in the nearly ten years we've been building export markets there."



Left: Ron Roper – Vice President ALLSCO, Behind Window: Gordon Lahanky – President ALLSCO, showing Group of Japanese buyers around their manufacturing plant in Moncton, New Brunswick to view quality of company's building products.

Survival Systems Group came back from the most recent Team Canada mission in Asia with another business venture in the region – a \$10 million project to operate a deep-water survival training institute in Bangkok.

Success stories and strategies will be at the core of the sessions. Senior Canadian diplomatic and trade officials will be on hand to demystify Asian markets and to advise Atlantic exporters. Canada's ambassadors to Japan and Thailand, Donald Campbell and Manfred Von Nostitz, will be active participants in each of the seminars along with Canadian trade commissioners from a number of key Asian nations.

"Our priorities for the seminars are clear," said Mr. Eggleton. "We want to create an awareness of the opportunity that the Asia-Pacific region represents for businesses in all of Canada's regions. And we want to help small and medium-sized businesses to realize their export potential."

The Government of Canada, through the Atlantic Canada Opportunities Agency

(ACOA), the Department of Foreign Affairs and International Trade, and Industry Canada, is working with the four Atlantic provinces under the Canada-Atlantic Provinces Co-operation Agreement on International Business Development to sponsor these events. Representatives of Atlantic businesses that have participated successfully in Team Canada trade missions to the Asia Pacific region, including the most recent trip to South Korea, Philippines and Thailand, will provide much of the leadership for the seminars.

### Seminar locations and dates:

March 17-18	St. John's
March 19-20	Halifax
March 21-22	Fredericton
March 24-25	Charlottetown



More than 30 companies from Atlantic Canada participated in the January 1997 Team Canada trade mission.

## Art Across the Ocean

Canada as seen through the eyes of young artists from Nova Scotia will be on display at the Osaka Youth Art Gallery from March 17 to 30. Original art works by 150 young people in the province have been gathered by the Mount Saint Vincent University Art Gallery of Halifax and will be sent for display in Japan.

The International Cultural Relations (ICR) Program of the Department of Foreign Affairs and International Trade supports projects in the areas of the arts and higher education, such as the Halifax-Osaka youth art exchange. Through CYAP, young artists from Japan will also have an opportunity to come to Canada.

"The promotion of Canadian culture abroad is one of the three pillars of Canada's foreign policy," explained Minister of Foreign Affairs Lloyd Axworthy. "I'm particularly pleased that this project reflects the talent of young Canadians to one of our most important Asia-Pacific partners."

The ICR Program has an annual budget of \$4.6 million and is aimed at reinforcing Canada's positive image abroad, building productive relations with artists and producers in other countries and supporting the export of Canadian cultural products.

# Youth to Gain Hands-On Experience in Asia Pacific



Young people join federal Cabinet Ministers on Parliament Hill for the announcement of the Government of Canada's Youth Employment Strategy.

Thousands of young Canadians will get a chance to learn about Canada's growing ties with the Asia-Pacific region in the best way imaginable: working side by side with Canadian companies and institutions involved directly in the region.

In February, Human Resources Development Minister Pierre Pettigrew teamed up with his Cabinet colleagues to announce an extensive youth internship program as part of the Government of Canada's Youth Employment Strategy.

"International Internships" will be a major component of the program. These internships will create new work experience opportunities for more than 4,000 young Canadians in trade and development projects around the world.

The Department of Foreign Affairs and International Trade, the Canadian International Development Agency, Environment Canada and Industry Canada are all sponsoring specialized international internship programs.

The internships will be developed in partnership with a variety of organizations (private, public or non-profit) that have international interests, projects or businesses involved in trade or development in foreign markets.

For more information about International Internships, call the Youth Info Line at 1-800-935-5555 or access the website at <http://www.youth.gc.ca>

# Capital Culture

Throughout 1997, CYAP will serve as the backdrop for numerous important cultural partnerships. Two annual events in the National Capital Region, Winterlude and the Tulip Festival, will reflect Canada's growing links with Asia-Pacific economies this year. Federal agencies such as the National Arts Centre and the Canadian Museum of Civilization are joining with government departments, foundations and major corporate sponsors to host events in the National Capital Region.

The Canada-Asia connection took on a new dimension at Ottawa/Hull's annual Winterlude Festival in February. This year's activities featured a special "Gateway to China" theme and included ice sculptors from Harbin, as well as a Chinese dance group.

The Canadian Tulip Festival in May will celebrate both the arrival of Spring and Canada's Asia-Pacific links by twinning Ottawa/Hull with Tonami City, Japan. Magnificent floral, bonsai and ikebana displays will be provided by Japanese partners for this event and will be shown in venues around the city. More than 100,000 tourists are expected to attend.

# Minister Art Eggleton on Trading with the Asia-Pacific Region



As Canada's Minister for International Trade, Art Eggleton is at the centre of this year's focus on the Asia-Pacific region.

**■ Mr. Eggleton, you are just back from the latest Team Canada trade mission to Asia, and the results suggest that Canada is already doing very well in export trade with that region. Why the year-long focus of Canada's Year of Asia Pacific?**

■ Well, you're right. Team Canada was a big success: \$2.13 billion dollars in new business for Canadian companies and improved relationships with government and business leaders in three of Asia's most dynamic markets. It's a great start for Canada's Year of Asia Pacific.

But it is only a beginning. Canada's prosperity is directly linked to our ability to export and the fastest-growing opportunities for export trade are the Asia-Pacific region. Obviously a number of Canadian companies understand that and are acting on that knowledge, with great results. But we also want to see more small and medium-sized businesses enter this market. As hosts of APEC this year, we have a tremendous opportunity to show Canadians the potential for jobs and growth that the Asia-Pacific market can bring.

**■ How do you get this message across to more Canadian businesses?**

■ Information is the key. We need to inform Canadians in general, and young Canadians in

particular, about the potential of the Asia-Pacific region. The challenge is for all of us, not just our business leaders. That's why we're making sure that CYAP includes a number of events, in all regions of the country, designed to make Canadians more aware of the Asia-Pacific region.

We also want to show Canadians something that all of us who were on these trade missions have understood – that Canadians can unite behind an important challenge like this and succeed. When we see the benefits that flow from a unified effort like Team Canada, when we see how well the world responds to us, we're reminded what a success story this country is.

We'll also be working directly with provincial and local governments, and businesses to promote greater knowledge and expertise in Asia-Pacific export development. Our Asia Business Seminars in Atlantic Canada and our Asia-Pacific Investment Forum in Calgary, both coming up in March, are good examples of this.

**■ What does Canada hope to achieve by chairing APEC in 1997?**

■ Our objectives are quite straightforward: to increase trade, economic and people-to-people connections in the APEC region, and to enhance Canada's credentials as a long-term player in this, the fastest-growing region of the world. We'll be hosting hundreds of business people and trade officials who will be coming to Canada for the first time. It's a real opportunity to showcase our country. In our formal work with APEC representatives we'll concentrate on two things – first, trade and investment liberalization; and second, economic and technical cooperation. Each APEC member economy has an Individual Action Plan (IAP) to improve access to its own market, and we will try to get even greater commitments to improved trade. We will need this success to stay on track for free and open trade and investment in the region by 2010 for developed economies and 2020 for developing economies.

**■ What will this mean for Canadians?**

■ First of all, it means jobs and growth for Canadians. Every \$1 billion in exports sustains 11,000 jobs.

For businesses the implications are clear: our efforts will reduce the cost of doing business in the Asia-Pacific region. This will particularly help small and medium-sized enterprises expand into APEC markets. For example, if we streamline customs procedures, we can help reduce costs that often prevent small businesses from expanding into these new markets.

But more generally, the relationships we are developing on trade issues enable us to tackle bigger issues of concern to Canadians. APEC has committed itself to developing human capital, fostering safe and efficient capital markets, strengthening economic infrastructure, promoting environmentally sustainable growth and encouraging the growth of small and medium-sized enterprises throughout the Asia-Pacific region. These are important issues, and Canada has a golden opportunity as chair of APEC in 1997 to bring its influence to bear on these discussions.

Canada's voice is one of moderation and creativity in international affairs, and both are needed as we begin to address the complex questions that surround economic development, social development and sustainability. In the process we would like Canadians, especially younger Canadians, to understand that our economic well-being is increasingly tied to the Asia-Pacific region and that there are great opportunities for our country and for ourselves in that region.



"Canada knows that Asia Pacific is the future."

Prime Minister Jean Chrétien,  
Vancouver, January 1997

# Canada's Year of Asia Pacific: 1997 Calendar of Events

(March through June - events as of press time)

## MARCH 1997

Mar-Apr	Richmond	Cultural	"Kids Guernica" Youth Development Project & Art Exhibition, Organizer: Richmond Art Gallery Association
Mar-Jun	Vancouver	Cultural	"Transvisceral Borders" Art Exhibition, Organizer: Visible Art Society - Grunt Gallery (604) 875-9516
Mar-Sept	Montreal	Cultural	Recognition: Asian Artists and Community, Organizer: Galerie Oboro (514) 844-3250
Mar 1-Apr 30	Toronto	Cultural	National Conferences on the Impact of Hong Kong 1997 on Chinese Canadian Communities, Organizer: Chinese Canadian National Council (416) 977-9871
Mar 2	Ottawa	Cultural	Roman Tam Farewell to the Stage Charity Concert, Organizer: The Canadian Foundation for the Preservation of Chinese Culture and Historical Treasures (416) 593-5779
Mar 4	Vancouver	APEC	APEC Seminar: Cooperation and Competition in Industrial Science and Technology: The Role of Service Firms, Organizer: Industry Canada (613) 852-0853
Mar 5-6	Vancouver	APEC	APEC Industrial Science and Technology Working Group Meeting
Mar 11-June 1	Waterloo	Cultural	"Interpretations of Clay: Handmade in Taiwan", Organizer: Taipei Economic and Cultural Office (613) 231-4909
Mar 13-14	Calgary	Business	Western Canada Business Conference on Asia Pacific, Organizer: Calgary Economic Development Authority (403) 221-7830
Mar 15-Apr 26	Montreal	Cultural	Contemporary Indian Theatre "Burning Skin", Organizer: MISRAENA (514) 273-7785
Mar 17-24	Halifax	Cultural	Women's Culture in Japan and Canada, Organizer: Women's Studies, Mount Saint Vincent University (902) 457-6257
Mar 17-18	St. John's	Business	Asia Pacific Trade Week in Atlantic Canada, Organizer: Alliance of Manufacturers and Exporters of Canada Newfoundland: (709) 722-3682 /
Mar 19-20	Halifax		Nova Scotia: (902) 422-4477 / New Brunswick: (506) 857-3056 / Prince Edward Island (902) 566-7576
Mar 21-22	Fredericton		
Mar 24-25	Charlottetown		
Mar 18-19	Swift Current	Cultural	Asia Pacific School Presentations, Organizer: Swift Current Multicultural Council (306) 778-4424
Mar 21-May 31	Vancouver	Cultural	Cross Cultural Orchestral Music of East and West, Organizer: British Columbia Sinfonietta Society (604) 683-5607
Mar 25	Quebec City	Business	Info Fair / Foire d'Information, Organizer: Federal Office of Regional Development - Quebec (819) 997-3911
Mar 26	Toronto	Business	Team Canada Business Conference: "Bringing Asian Business Opportunities Home", Organizer: Asia Pacific Foundation of Canada (416) 869-0541

## APRIL 1997

Apr 3	Vancouver	Business	The Vancouver Board of Trade's Annual Gala Dinner: Governor's Banquet - "A Salute to Hong Kong", Organizer: Vancouver Board of Trade (604) 681-2111
Apr 4	Winnipeg	Cultural	Trichy Sankaran - Ensemble Mondetta Collaboration, Organizer: Ensemble Mondetta (204) 668-1421
Apr 13	Toronto	Cultural	Ravi Shankar Sitar Concert, Organizer: Livent Inc. (416) 324-5531
Apr 20-24	Vancouver	Business	Electricity '97 Conference and Exposition, Organizer: Canadian Electricity Association (514) 937-6181
Apr 24-25	Vancouver	Media	The News from Hong Kong - Selling the Real Story Conference, Organizer: Simon Fraser University (604) 291-5176
Apr 24-June 12	Vancouver	Cultural	Canada/China Applied Arts Exhibition, Organizer: The Canadian Craft Museum
Apr 25-29	Toronto	Media	Canada-Asia Media Conference, Organizer: Asia Pacific Foundation of Canada (604) 684-5986
Apr 30-May 4	Toronto	Business	Meeting of Women Entrepreneurs of Canada
Apr 30-May 4	Hull	Cultural	Tibetan Sand Mandala Project, Organizer: Canadian Museum of Civilization (819) 776-8302
Late Apr-Mid May	Montreal	Cultural	Eyes on ASEAN Photography Exhibition - Malaysian Visual Art, Organizer: Harbourfront Centre (416) 952-3246

## MAY 1997

May	Hull	Cultural	Focus on Japan: The Art of Japanese Paper-making; Art Exhibition; Kimono Display and Fashion Show; Traditional Tea Ceremony, Organizer: Canadian Museum of Civilization (819) 776-7000
May	Montreal	Cultural	Seven Stages of Grieving - Australian Theatre, Organizer: Harbourfront Centre (416) 952-3246
May	Toronto	Cultural	Tamakko-za - Japanese Performing Art Group (Music), Organizer: Harbourfront Centre (416) 952-3246
May	Winnipeg	Cultural	Manga Comic Book Art - Japanese Visual Art Exhibition, Organizer: Harbourfront Centre (416) 952-3246
May 1&3	Hull	Cultural	"Sacred Music, Sacred Dance" - Tibetan Concert of Instrumental Music and Dance, Organizer: Canadian Museum of Civilization (819) 776-8302
May 4-6	Montreal	Business	ASEAN-Canada Business Council - Joint Meeting, Organizer: The Canadian Chamber of Commerce (613) 238-4000
May 4-6	Calgary	Business / Academic	Conference Board of Canada: Reaching for Success: Business and Education Working Together, Organizer: The Conference Board of Canada (613) 526-3280
May 4-11	Winnipeg	Youth	Asia Pacific Youth Conference "Asia Connects", Organizers: The Students Commission (www.tsmag.ca) / The Asia Pacific Foundation of Canada (www.apfnet.org) / The Department of Foreign Affairs and International Trade
May 6-7	Montreal	Business	Canada-ASEAN Joint Co-operative Committee
May 7-8	Montreal	Academic	ASEAN Institute of Strategic and International Studies Meeting, Organizer: Canadian International Development Agency (613) 997-3492
May 7-9	Montreal	Business	APEC Business Symposium on Customs Procedures
May 8	Vancouver	Business	Annual Meeting of the Alliance of Manufacturers and Exporters of Canada with the Canadian International Development Agency, Organizer: Alliance of Manufacturers and Exporters of Canada (604) 731-7808
May 9-10	Montreal	APEC	APEC Trade Ministerial Meeting
May 9-19	Ottawa	Cultural	Canadian Tulip Festival: "A Celebration of the Floral Artistry of Japan", Organizer: Canadian Tulip Festival Inc. (613) 567-5757
May 11-13	Montreal	Business	3rd Annual Conférence de Montréal: Theme - Asia Pacific
May 11-15	Vancouver	Academic	Seventh ACI-Pacific Regional Assembly & Conference, Organizer: Pacific Region of Airports Council International (604) 276-6773
May 11-20	Quebec City	APEC	APEC Senior Officials Meeting (SOM II)
May 12-13	Toronto	Business	20th Anniversary Canada-Japan Business Conference, Organizer: Canada-Japan Business Committee (416) 979-8778
May 15-16	Banff	Business	First Canada-India Joint Ministerial Committee, Organizer: Department of Foreign Affairs and International Trade (613) 996-1989
May 22-24	Banff	APEC	APEC Study Centre Consortium Conference
May 26-27	Ottawa	Business	Annual Meeting of the Alliance of Manufacturers and Exporters of Canada with the Canadian International Development Agency, Organizer: Alliance of Manufacturers and Exporters of Canada (613) 736-0432
May 26-29	Montreal	APEC	16th Meeting of the APEC Human Resources Development Working Group

## JUNE 1997

June	Toronto	Business	Indo-Canada Chamber of Commerce Annual Gala and Awards Night
Jun-Sept	Hull	Cultural	"Three Countries in a Suitcase" Children's Exhibition, Organizer: Canadian Museum of Civilization (819) 776-8302
Jun-Sept	Hull	Cultural	Toy Exhibition from the Philippine Development Assistance Programme, Organizer: Canadian Museum of Civilization (819) 776-8302
Jun 3-6	Winnipeg	Business	Canada-Taiwan Business Association 11th Joint Meeting, Organizer: The Canadian Chamber of Commerce (613) 238-4000
Jun 9-11	Toronto	APEC	APEC Environment Ministerial Meeting on Sustainable Development
Jun 10-13 (tbc)	Toronto, Vancouver, Montreal or Calgary	Business	Joint Canada-India Business Council Meeting, Organizer: Canada-India Business Council (416) 868-6415
Jun 21-22	Burlington	Cultural	India Fest - Royal Botanical Garden, Organizer: India Canada Society (905) 388-5791
Jun 22-24	Victoria	APEC	APEC Transport Ministerial Meeting
Jun 27-Jul 9	Edmonton	Cultural	The Works - A Visual Arts Celebration, Organizer: The Works International Visual Arts Society (403) 426-2212

### Team Canada Business Conferences

Western Canada Business Conference  
on Asia Pacific  
March 13-14, Calgary, Alberta

Info Fair/Foire d'information  
March 25, Quebec City, Quebec

Bringing Asian Business Opportunities Home  
March 26, Toronto, Ontario

Asia Pacific Trade Week in Atlantic Canada  
March 17-18, St. John's, Newfoundland  
March 19-20, Halifax, Nova Scotia

March 21-22, Fredericton,  
New Brunswick

March 24-25,  
Charlottetown,  
Prince Edward Island

Team Canada - Équipe Canada



The list of CYAP events grows  
everyday. For more information  
check out our website at:

<http://www.dfait-maeci.gc.ca/~cyap-acap>

or call (613) 944-4000  
(National Capital Region)  
or 1-800-267-8376



# CYAP Forum ACAP

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

CANADA'S YEAR OF ASIA/PACIFIC

## APEC 1997 : Le Canada à la barre



L'année 1997 sera exaltante au Canada, alors qu'il accueillera et présidera le mécanisme de Coopération économique Asie-Pacifique (APEC). Nouvelle venue sur la scène internationale, l'APEC est un groupe de 18 membres dont les économies engendrent plus de 50 p. 100 de l'activité économique mondiale. Tout au long de l'année, plus de 100 ministres et des milliers de dirigeants d'entreprises de la région de l'Asie-Pacifique franchiront les portes du Canada.

C'est l'occasion idéale pour le Canada de montrer à ses partenaires de l'APEC ce qu'il a à offrir dans son ensemble et dans un large éventail de secteurs.

La grande force de l'APEC réside dans sa diversité et dans sa volonté d'intensifier les échanges et les contacts internationaux par le consensus et la coopération. Ainsi, la participation active à l'APEC constitue-t-elle un bon moyen d'ouvrir les portes de la région de l'Asie-Pacifique aux entreprises canadiennes.

Alors que le Canada en assume la présidence, l'APEC a dressé un plan d'action qui inclut notamment des engagements fermes à libéraliser le commerce et l'investissement de même qu'à renverser les barrières structurelles qui entravent le flux des biens et services. Ses membres se sont engagés à réduire les coûts des opérations, par exemple, en rendant leurs

normes plus comparables et en simplifiant les formalités douanières.

Les économies de l'APEC lanceront sous peu des projets qui permettront de satisfaire aux besoins énormes en infrastructures dans la région. La Banque mondiale estime que dans les économies en développement de l'Asie de l'Est, les dépenses en infrastructure au cours de la prochaine décennie pourraient dépasser 1,5 billion de dollars américains. C'est là une occasion que les Canadiens ne peuvent se permettre de manquer.

Le gouvernement du Canada veut s'assurer que les petites et moyennes entreprises participeront pleinement à la préparation de la stratégie du Canada pour la région de l'Asie-Pacifique et qu'elles profiteront directement des travaux de l'APEC.

« Le Canada sait que l'Asie-Pacifique est la région de l'avenir », a déclaré le premier ministre Chrétien au moment de son départ pour la troisième mission commerciale d'Équipe Canada, en janvier.

Être l'hôte de l'APEC sera pour le Canada une excellente occasion d'intensifier ses activités et d'étendre son influence dans la région. Cette conférence favorisera, d'une part, une plus grande harmonie et une meilleure coopération à l'échelle internationale et, d'autre part, la création d'emplois et la vigueur de l'économie du pays, aujourd'hui comme au siècle prochain.

## La culture au service de la politique commerciale canadienne

Au milieu de l'excitation et de l'apparat des festivités du Nouvel An chinois à Toronto, le ministre des Affaires étrangères, M. Lloyd Axworthy, a officiellement lancé le volet culturel de l'Année canadienne de l'Asie-Pacifique (ACAP). L'événement, qui a eu lieu à Harbourfront Centre au début de février, a attiré des chefs de file du monde des affaires et de la communauté sino-canadienne. Le secrétaire d'État (Asie-Pacifique), M. Raymond Chan, a pris part à une manifestation parallèle à Richmond, en Colombie-Britannique.



Le ministre des Affaires étrangères, M. Lloyd Axworthy, joue du tambour lors du Nouvel an chinois, et lance le volet culturel de l'ACAP.

M. Axworthy a parlé du rôle de la culture et a expliqué en quoi ce programme spécial représentera une partie dynamique de l'ACAP. Il a aussi annoncé que le fédéral versera 1,9 million de dollars pour financer les activités culturelles de l'ACAP.

« La culture est l'image du Canada à l'étranger. Le volet culturel de l'ACAP fait partie du troisième pilier de la politique étrangère canadienne, soit les relations culturelles internationales », a déclaré le Ministre. Il fera connaître aux communautés de l'ensemble du pays la richesse et la diversité culturelles de l'Asie-Pacifique et leur présentera certaines des plus belles oeuvres traditionnelles et contemporaines de Canadiens portant sur des thèmes de l'Asie-Pacifique.

Des artistes du monde du spectacle et des arts visuels venus de l'Asie présenteront leurs oeuvres à des publics canadiens tout au cours de 1997. Des artistes, des organisations et des groupements ethno-culturels canadiens prendront aussi part à diverses activités liées aux cultures de l'Asie-Pacifique.

« Par-dessus tout, a souligné le ministre Axworthy, nous voulons que l'Asie-Pacifique capte l'imagination de nos jeunes. Les Canadiens, les jeunes tout particulièrement, doivent s'employer dès maintenant à faire de leur pays un membre actif de la communauté du Pacifique. »

Cinq types de projets culturels marqueront l'ACAP :

- 1) des projets liés à l'Asie-Pacifique, lancés par des organisations communautaires canadiennes;
- 2) des activités entreprises par des artistes et des organismes voués aux arts pour souligner différents aspects de la culture de l'Asie-Pacifique;
- 3) des projets coopératifs où artistes canadiens et asiatiques créeront des oeuvres originales;
- 4) des expositions itinérantes d'oeuvres d'art de l'Asie-Pacifique, parrainées par des organismes canadiens voués aux arts;
- 5) des projets mixtes réunissant des artistes ou des oeuvres d'art d'au moins trois pays de l'Asie-Pacifique.

Un budget limité a été réservé au soutien financier des projets de l'ACAP. Les intéressés qui désirent plus de précisions devraient communiquer avec leur coordonnateur régional :

Colombie-Britannique  
Laura MacMaster  
(604) 521-4785

Provinces de l'Atlantique  
Mary Sparling  
(902) 422-2100

Prairies  
Mary Chan  
(306) 791-8778

Québec  
Colette Tougas  
(514) 270-4571

Ontario  
Andrew Lee  
(416) 952-1937



La date limite des demandes d'aide financière est fixée au 21 mars 1997.

Canada

## À propos de l'Asie-Pacifique... appelez notre Bureau des conférenciers

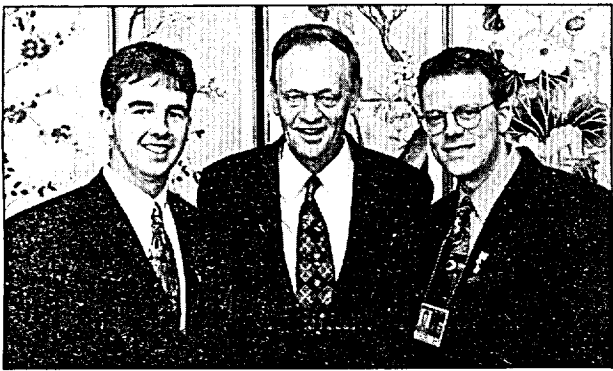
Votre organisation ou association voudrait élargir ses connaissances sur l'Asie-Pacifique? Ne cherchez pas plus loin, notre Bureau des conférenciers vous aidera.

Le Bureau des conférenciers de l'ACAP peut déléguer des conférenciers invités qui feront à votre organisation un exposé sur des sujets allant de l'information commerciale sur les marchés de l'Asie et le groupe de l'APEC aux programmes d'expansion des marchés d'exportation, en passant par les questions de développement culturel et social, qui soulignent la présence grandissante du Canada dans la région.

Des représentants du gouvernement et du monde des affaires canadiens de même que des dirigeants d'entreprises, des universitaires et des artistes bien au fait des enjeux liés à l'Asie-Pacifique peuvent ajouter de nouvelles perspectives à votre manifestation.

Pour plus d'information, communiquez avec Jean-Carol Pelletier au secrétariat de l'ACAP : (613) 996-7157.

## Un lancement gagnant pour l'ACAP



Daniel Parker (Lakehead University) et Trevor McPherson (Seneca College of Applied Arts and Technology), deux étudiants ayant participé à la mission de l'Équipe Canada de 1997, en compagnie du premier ministre Jean Chrétien à Séoul, en Corée.

Équipe Canada a toujours récolté du succès. En cours de route à l'extérieur, et sa dernière mission le confirme.

La mission commerciale d'Équipe Canada en Corée du Sud, aux Philippines et en Thaïlande, du 9 au 20 janvier, a rapporté des contrats de 2,1 milliards de dollars aux entreprises canadiennes. Les expériences acquises et les contacts établis par les participants, en particulier les jeunes délégués de la mission, profiteront au Canada, pour bien des années à venir.

Le secrétaire d'État (Asie-Pacifique), M. Raymond Chan, est convaincu que la présence de jeunes Canadiens est un élément déterminant de la participation du Canada aux initiatives de l'Asie-Pacifique. « Nous pensons à l'avenir du Canada lorsque nous nous tournons vers l'Asie-Pacifique, a déclaré M. Chan. Aussi, les jeunes Canadiens sont-ils les plus grands intervenants de l'ensemble de l'exercice. Comme nous nous attaquons aux enjeux du développement social et humain liés à la coopération économique dans la région, leur passion et leur créativité seront des facteurs déterminants de notre réussite. »

Première manifestation de l'Année canadienne de l'Asie-Pacifique, la mission commerciale a souligné l'importance de la région pour la prospérité future du pays.

« C'était merveilleux, absolument merveilleux, de dire M<sup>me</sup> Lisa Marie Schwartz, une jeune entrepreneure, présidente de l'agence de mannequins The Edge Models and Talent de Regina. Ce voyage m'a permis de raffermir des contacts qui ouvriront plus de débouchés à l'avenir. Mes clients ont été impressionnés. Ils ont constaté que je n'étais pas là uniquement en tant que particulier, mais que le Canada me secondait, dans le vrai sens du terme. »

Les incidences positives d'Équipe Canada ont été ressenties par une autre participante, M<sup>me</sup> Bipasha Choudhury, qui s'y trouvait à titre d'étudiante, représentant l'Université de Waterloo.

« Les possibilités de créer des réseaux au profit de l'université ont été très bonnes, dit-elle, et il est bon que nous profitons des contacts pour enrichir la vie et l'environnement universitaires. »

« Parallèlement, continue-t-elle, nous sentons que nous représentons plus que notre entreprise ou notre institution. Nous représentons le Canada et montrons aux populations de ces pays ce que c'est que d'être Canadien. »

« Le fait qu'un certain nombre de jeunes Canadiens y aient pris part a été déterminant, poursuit M<sup>me</sup> Choudhury. Nous étions là pour travailler et pas seulement pour accompagner. L'importance qu'on nous a accordée a été, je pense, une agréable surprise pour les gens de là-bas. »

Pour les entreprises canadiennes de toutes tailles et pour les participants canadiens de tous âges, la mission d'Équipe Canada en Corée du Sud, aux Philippines et en Thaïlande a été un grand coup d'envoi pour l'Année canadienne de l'Asie-Pacifique.

## Équipe Atlantique s'inspire d'Équipe Canada

Les chefs des gouvernements fédéral et provinciaux se sont associés pour vendre le Canada à l'Asie. Voici que la formule sera empruntée pour vendre aux Canadiens de la région de l'Atlantique l'idée de faire des affaires en Asie.

Le ministre du Commerce international, M. Art Eggleton, auquel se joindront les premiers ministres de Terre-Neuve, de la Nouvelle-Écosse, du Nouveau-Brunswick et de l'Île-du-Prince-Édouard, ainsi que le secrétaire d'État (Asie-Pacifique), M. Raymond Chan, participeront à une série de séminaires d'affaires sur l'Asie qui auront lieu à St. John's, Halifax, Fredericton et Charlottetown, du 17 au 25 mars.

« Les chefs de gouvernement veulent informer davantage la région atlantique du Canada du potentiel qu'offrent les marchés asiatiques. Les séminaires d'affaires sur l'Asie doteront les entrepreneurs des moyens et des contacts nécessaires pour trouver des débouchés en Asie-Pacifique et pour commencer à faire des affaires dans cette région », a déclaré M. Eggleton.

M<sup>me</sup> Teresa Lush, vice-présidente de Survival Systems Group de Dartmouth, en Nouvelle-Écosse, faisait partie de la mission commerciale d'Équipe Canada qui s'est rendue en Corée du Sud, aux Philippines et en Thaïlande en janvier. « En ce moment, dit-elle, il n'y a pas beaucoup d'entreprises de la Nouvelle-Écosse qui exportent vers l'Asie. Leur nombre augmente certes, mais on n'est pas encore tout à fait arrivé à démystifier l'idée de faire des affaires dans cette région du monde. Il suffit toutefois d'aller en Asie pour sentir le dynamisme de cette région et les débouchés qu'elle représente. Le gouvernement fédéral et le gouvernement provincial nous ont beaucoup aidés durant les dix années où nous nous sommes implantés là-bas. »



à gauche : le vice-président d'ALLSCO M. Ron Roper, et M. Gordon Lahanky, président d'ALLCO (derrière la fenêtre), dirigeant un groupe d'acheteurs japonais au cours d'une visite des installations de leur usine à Moncton, Nouveau-Brunswick, afin de leur montrer la qualité des produits qui y sont fabriqués.

Survival Systems Group est rentré de la toute dernière mission d'Équipe Canada en Asie avec une autre entente de coentreprise dans la région : un projet de 10 millions de dollars pour exploiter un institut de formation de survie en eau profonde à Bangkok.

Les cas de réussites et les stratégies gagnantes seront les éléments centraux des séminaires. Des diplomates et des agents commerciaux canadiens seront sur place pour démystifier le marché de l'Asie et pour conseiller les exportateurs de l'Atlantique. Les ambassadeurs au Japon et en Thaïlande, MM. Donald Campbell et Manfred Von Nostitz, ainsi que des délégués commerciaux canadiens en poste dans plusieurs pays clés de l'Asie, prendront une part active à chacun des séminaires.

« Nos priorités pour ce qui est des séminaires sont claires, a déclaré M. Eggleton. Nous voulons informer les gens des débouchés que la région de l'Asie-Pacifique représente pour les entreprises de tous les coins du Canada. Et nous voulons aider les petites et moyennes entreprises à atteindre leur potentiel d'exportation. »

Le gouvernement du Canada, par l'entremise de l'Agence de promotion économique du Canada atlantique (APECA), du

ministère des Affaires étrangères et du Commerce international et d'Industrie Canada, s'est uni aux quatre provinces de l'Atlantique, dans le cadre de l'Entente de coopération Canada-provinces de l'Atlantique sur la promotion du commerce extérieur, pour organiser les séminaires. Des représentants d'entreprises de l'Atlantique qui ont remporté du succès dans les missions d'Équipe Canada en Asie-Pacifique, notamment le tout dernier voyage en Corée du Sud, aux Philippines et en Thaïlande, dirigeront en grande partie les séminaires.

### Lieux et dates des séminaires :

17 et 18 mars	St. John's
19 et 20 mars	Halifax
21 et 22 mars	Fredericton
24 et 25 mars	Charlottetown



Plus de 30 entreprises du Canada atlantique ont participé à la mission commerciale de l'Équipe Canada, en janvier 1997.

## L'art franchit l'océan

Le Canada, à travers les yeux de jeunes artistes de la Nouvelle-Écosse, sera présenté à la Galerie d'art des jeunes d'Osaka, du 17 au 30 mars. Des oeuvres originales de 150 jeunes de la province ont été réunies par la galerie d'art de l'Université Mount Saint Vincent, à Halifax, et seront expédiées au Japon pour y être exposées.

Le Programme de relations culturelles internationales (PRCI) du ministère des Affaires étrangères et du Commerce international accorde un soutien pour des projets dans les domaines des arts et de l'enseignement supérieur, comme le projet d'échanges d'oeuvres d'art de jeunes de Halifax et d'Osaka. Tout au long de l'ACAP, de jeunes artistes du Japon auront aussi l'occasion de venir au Canada.

« La promotion de la culture canadienne à l'étranger constitue l'un des trois piliers de la politique étrangère du Canada, a expliqué le ministre des Affaires étrangères, M. Lloyd Axworthy. Je me réjouis particulièrement de ce que ce projet fasse connaître le talent de jeunes Canadiens à l'un de nos plus importants partenaires de l'Asie-Pacifique. »

Le PRCI, dont le budget annuel se chiffre à 4,6 millions de dollars, vise à accentuer l'image positive du Canada à l'étranger, à nouer des relations fructueuses avec des artistes et des producteurs d'autres pays ainsi qu'à promouvoir l'exportation des produits culturels canadiens.

# Une expérience de travail en Asie-Pacifique pour des jeunes



Des jeunes se joignent aux ministres fédéraux, sur la colline du Parlement, lors de l'annonce de la Stratégie emploi jeunesse du gouvernement du Canada.

Des milliers de jeunes Canadiens auront la possibilité d'en apprendre davantage sur les liens croissants qui unissent le Canada et la région de l'Asie-Pacifique, et ce, de la meilleure façon qu'on puisse imaginer, soit en travaillant comme stagiaire dans des entreprises et des établissements canadiens déjà présents dans cette région.

En février, le ministre du Développement des ressources humaines, M. Pierre Pettigrew, et ses collègues du Cabinet, ont annoncé ensemble la création d'un vaste programme de stages jeunesse dans le cadre de la Stratégie emploi jeunesse du gouvernement du Canada.

« Stages internationaux pour les jeunes » sera un volet important du programme. Ces stages permettront de nouvelles expériences de travail pour

plus de 4 000 jeunes Canadiens dans des projets de commerce et de développement à travers le monde.

Le ministère des Affaires étrangères et du Commerce international, l'Agence canadienne de développement international, Environnement Canada et Industrie Canada subventionnent tous des programmes de stages internationaux spécialisés.

Les stages seront élaborés conjointement avec diverses organisations (privées, publiques ou sans but lucratif) ayant des intérêts à l'étranger ou encore y exploitant des projets ou des entreprises de commerce ou de développement.

Pour de plus amples renseignements sur les stages internationaux, appelez la Ligne info jeunesse au 1-800-935-5555 ou rendez-vous au site Web <http://www.youth.gc.ca>.

## Culture de la capitale

Durant toute l'année 1997, l'ACAP servira de toile de fond pour de nombreux partenariats culturels d'envergure. Deux événements annuels de la région de la Capitale nationale, à savoir Bal de Neige et le Festival des tulipes, feront ressortir les liens croissants qui unissent le Canada aux économies de l'Asie-Pacifique. Des organismes fédéraux, tels que le Centre national des Arts et le Musée canadien des civilisations, s'unissent aux ministères, fondations et grands commanditaires privés pour la tenue de ces activités dans la région de la Capitale nationale.

La filière Canada-Asie a revêtu cette année une nouvelle dimension au Bal de Neige d'Ottawa-Hull en février. Les activités avaient pour thème spécial « Regard sur la Chine ». Des sculpteurs sur glace venus de Harbin, ainsi que des groupes de danse chinois, étaient au rendez-vous.

Le Festival des tulipes célébrera en mai l'arrivée du printemps et les liens du Canada avec l'Asie-Pacifique en jumelant Ottawa-Hull à la ville de Tonami City, au Japon. De magnifiques arrangements floraux, des bonsaïs et des ikebansas seront fournis gracieusement par nos partenaires japonais pour cette occasion et seront exposés à divers endroits de la ville. Plus de 100 000 visiteurs sont attendus à cet événement.

# Entretien avec le ministre Art Eggleton sur le commerce avec la région Asie-Pacifique



En sa qualité de ministre du Commerce international, M. Art Eggleton est au centre de toute l'attention qui est accordée cette année à l'Asie-Pacifique.

■ **M. Eggleton, vous revenez de la dernière mission commerciale d'Équipe Canada en Asie, et les résultats indiquent que le Canada se tire déjà très bien d'affaire dans ses exportations vers cette région. Pourquoi faire de cette région le point de mire pendant toute une année?**

■ Vous avez raison. Équipe Canada a remporté un énorme succès : 2,13 milliards de dollars en nouveaux contrats et de meilleurs rapports avec des dirigeants des secteurs public et privé de trois des marchés les plus dynamiques d'Asie. C'est un coup d'envoi formidable pour l'Année canadienne de l'Asie-Pacifique.

Mais ce n'est qu'un début. La prospérité du Canada est liée directement à notre capacité d'exporter. Or, c'est en Asie-Pacifique que les possibilités d'exportation se multiplient le plus rapidement. Un bon nombre de sociétés canadiennes l'ont de toute évidence déjà compris; elles ont agi en conséquence et ont obtenu des résultats plus qu'intéressants. Mais nous voulons aussi voir davantage de petites et moyennes entreprises s'implanter sur ce marché. En notre qualité d'hôtes de l'APEC cette année, nous avons une chance unique de montrer aux Canadiens le potentiel de création d'emplois et de croissance que le marché de l'Asie-Pacifique représente.

■ **Comment allez-vous transmettre ce message à un plus grand nombre d'entreprises canadiennes?**

■ L'important, c'est l'information. Nous devons renseigner les Canadiens en général, et les jeunes en parti-

culier, sur le potentiel offert par l'Asie-Pacifique. Le défi s'adresse à nous tous, pas seulement aux chefs d'entreprises. Voilà pourquoi nous faisons en sorte qu'au programme de l'ACAP figurent des événements dans toutes les régions du pays pour sensibiliser les Canadiens davantage à cette région.

Nous voulons aussi montrer aux Canadiens quelque chose que tous ceux et celles qui faisaient partie des missions commerciales ont compris – à savoir que les Canadiens sont capables de se serrer les coudes dans un projet comme celui-là et atteindre les buts visés. Lorsque nous voyons les résultats d'un travail de collaboration comme Équipe Canada, lorsque nous voyons à quel point la réponse à l'extérieur du pays est positive, nous ne pouvons que nous rappeler à quel point ce pays est synonyme de succès.

Nous allons aussi encourager les gouvernements provinciaux et locaux ainsi que les entreprises à se familiariser davantage avec l'expansion des exportations en Asie-Pacifique. Les séminaires sur les affaires en Asie que nous donnerons dans les provinces de l'Atlantique, ainsi que le Forum sur l'investissement en Asie-Pacifique à Calgary, les deux au mois de mars, en sont de bons exemples.

■ **Qu'est-ce que le Canada espère tirer de la présidence de l'APEC en 1997?**

■ Nos objectifs sont très simples : accroître les rapports commerciaux, économiques et humains dans la région de l'APEC, et montrer le caractère durable de la présence du Canada dans cette région, la plus dynamique du monde. Nous accueillerons des centaines de gens d'affaires et d'agents commerciaux qui viendront au Canada pour la première fois. Ce sera vraiment l'occasion de mettre en valeur notre pays. Dans nos travaux officiels avec l'APEC, nous allons nous concentrer sur deux points : la libéralisation du commerce et de l'investissement ainsi que la coopération économique et technique. Chaque économie membre de l'APEC s'est dotée d'un plan d'action individuel pour améliorer l'accès à son propre marché et nous tenterons d'obtenir des engagements encore plus grands pour améliorer les échanges. Nous aurons besoin de ce succès pour rester dans le jeu à mesure que se libéraliseront les échanges et les investissements dans la région, d'ici 2010 dans le cas des économies développées, et 2020 dans le cas des économies en développement.

■ **Qu'est-ce que cela veut dire pour les Canadiens?**

■ Premièrement, cela veut dire des emplois pour les Canadiens et la croissance de leur économie. Chaque milliard de dollars d'exportations permet de maintenir 11 000 emplois.

Pour les entreprises, les répercussions sont évidentes : nos efforts réduiront le coût à payer pour faire des affaires en Asie-Pacifique. Ils faciliteront tout particulièrement la tâche aux petites et moyennes entreprises désireuses de pénétrer les marchés de l'APEC. Ainsi, en simplifiant les formalités douanières, nous diminuerons les coûts qui empêchent souvent les petites entreprises de tenter une percée sur ces marchés.

Mais d'une manière plus générale, les rapports que nous établissons dans les dossiers commerciaux nous permettent de nous attaquer à des enjeux qui revêtent plus d'importance pour les Canadiens. L'APEC s'est engagée à développer le capital humain, à favoriser des marchés financiers sûrs et efficaces, à renforcer l'infrastructure économique, à promouvoir une croissance durable sur le plan de l'environnement ainsi qu'à encourager la croissance des petites et moyennes entreprises partout en Asie-Pacifique. Ce sont là des questions importantes et la présidence de l'APEC est pour le Canada une chance en or d'influer sur leur évolution.

La voix du Canada est celle de la modération et de la créativité dans les affaires internationales, caractéristiques tout aussi importantes l'une que l'autre lorsque l'on aborde les questions complexes du développement économique, du développement social et de la durabilité. Nous aimerions amener les Canadiens, et surtout les jeunes Canadiens, à comprendre que notre bien-être économique est de plus en plus lié à la région de l'Asie-Pacifique et que des lendemains prometteurs s'annoncent pour notre pays et pour nous-mêmes dans cette région.



“Le Canada sait que l'Asie-Pacifique, c'est l'avenir!”

Premier ministre Jean Chrétien,  
Vancouver, janvier 1997



# L'Année canadienne de l'Asie-Pacifique : programme des activités 1997

(mars au juin – activités prévues au moment d'aller sous presse)

## MARS 1997

mars-avril	Richmond	Culture	« Kids Guernica » : Projet sur l'action en faveur des jeunes et exposition d'oeuvres d'art, Organisme responsable : Richmond Art Gallery Association
mars-juin	Vancouver	Culture	Exposition d'oeuvres d'art « Transvisceral Borders », Organisme responsable : Visible Art Society – Grunt Gallery (604) 875-9516
mars-septembre	Montréal	Culture	Reconnaissance : Artistes et communauté asiatiques, Organisme responsable : Galerie Oboro (514) 844-3250
1 <sup>er</sup> mars-30 avril	Toronto	Culture	Conférences nationales sur l'effet de Hong Kong 1997 sur les communautés canadiennes d'origine chinoise, Organisme responsable : Conseil national des Canadiens chinois (416) 977-9871
2 mars	Ottawa	Culture	Adieux de M. Roman Tam à l'occasion du Stage Charity Concert, Organisme responsable : La Fondation canadienne de la préservation des trésors culturels et historiques chinois (416) 593-5779
4 mars	Vancouver	APEC	Séminaire de l'APEC : Coopération et concurrence dans le secteur des sciences et de la technologie industrielles : le rôle des entreprises de service, Organisme responsable : Industrie Canada (613) 852-0853
5-6 mars	Vancouver	APEC	Réunion du groupe de travail de l'APEC : Science et technologie au service de l'industrie
11 mars-1 juin	Waterloo	Culture	« Interprétations d'argile : Faites à la main à Taiwan », Organisme responsable : Bureau économique et culturel de Taipei (613) 231-4909
13-14 mars	Calgary	Affaires	Conférence des milieux d'affaires de l'Ouest canadien sur l'Asie-Pacifique, Organisme responsable : Calgary Economic Development Authority (403) 221-7830
15 mars-26 avril	Montréal	Culture	Le répertoire indien contemporain « Burning Skin », Organisme responsable : MISRASENA (514) 273-7785
17-24 mars	Halifax	Culture	Culture des femmes au Japon et au Canada, Organisme responsable : Études de la femme, Université Mount Saint Vincent (902) 457-6257
17-18 mars	St. John's	Affaires	Semaine du commerce de l'Asie-Pacifique au Canada atlantique, Organisme responsable : L'Alliance des manufacturiers et des exportateurs du Canada – Terre-Neuve (709) 722-3682 / Nouvelle-Écosse (902) 422-4477 / Nouveau-Brunswick (506) 857-3056 / Île-du-Prince-Édouard (902) 566-7576
19-20 mars	Halifax		
21-22 mars	Fredericton		
24-25 mars	Charlottetown		
18-19 mars	Swift Current	Culture	Présentations : l'école de l'Asie-Pacifique, Organisme responsable : Swift Current Multicultural Council (306) 778-4424
21 mars-31 mai	Vancouver	Culture	Musique orchestrale transculturelle de l'Orient et de l'Occident, Organisme responsable : British Columbia Sinfonietta Society (604) 683-5607
25 mars	Québec	Affaires	Foire d'information, Organisme responsable : Bureau fédéral de développement régional (Québec) (819) 997-3911
26 mars	Toronto	Affaires	Conférence d'Équipe Canada sur les affaires : « Ramener au Canada les possibilités d'affaires en Asie », Organisme responsable : Fondation Asie Pacifique du Canada (416) 869-0541

## AVRIL 1997

3 avril	Vancouver	Affaires	Dîner de gala annuel de la Chambre de commerce de Vancouver : Banquet du gouverneur sur le thème « Un hommage à Hong Kong », Organisme responsable : Vancouver Board of Trade (604) 681-2111
4 avril	Winnipeg	Culture	Trichy Sankaran – Collaboration de l'Ensemble Mondetta, Organisme responsable : Ensemble Mondetta (204) 668-1421
13 avril	Toronto	Culture	Concert de cithare de Ravi Shankar, Organisme responsable : Livent Inc. (416) 324-5531
20-24 avril	Vancouver	Affaires	Conférence et exposition « Électricité 1997 », Organisme responsable : Association canadienne de l'électricité (514) 937-6181
24-25 avril	Vancouver	Médias	Nouvelles de Hong-Kong – Conférence « Vendre la véritable histoire », Organisme responsable : l'Université Simon Fraser (604) 291-5176
24 avril-12 juin	Vancouver	Culture	Exposition de métiers d'art Canada/Chine, Organisme responsable : The Canadian Craft Museum
25-29 avril	Toronto	Médias	Conférence sur les médias canadiens et asiatiques, Organisme responsable : Fondation Asie Pacifique du Canada (604) 684-5986
30 avril-4 mai	Toronto	Affaires	Réunion des Femmes chefs d'entreprises du Canada
30 avril-4 mai	Hull	Culture	Projet Tibetan Sand Mandala, Organisme responsable : Musée canadien des civilisations (819) 776-8302
fin avril – mi-mai	Montréal	Culture	Exposition de photographie « Les yeux sur l'ASEAN » – Art visuel de Malaisie, Organisme responsable : Harbourfront Centre (416) 952-3246

## MAI 1997

mai	Hull	Culture	Lumière sur le Japon : Origami; exposition d'oeuvres d'art; exposition de kimonos et défilé de mode; cérémonie traditionnelle du thé, Organisme responsable : Musée canadien des civilisations (819) 776-7000
mai	Montréal	Culture	Seven Stages of Grieving – Théâtre australien, Organisme responsable : Harbourfront Centre (416) 952-3246
mai	Toronto	Culture	Tamakko-za (musique) – Groupe japonais d'art d'interprétation, Organisme responsable : Harbourfront Centre (416) 952-3246
mai	Winnipeg	Culture	Art des illustrés Manga – Exposition d'art visuel japonais, Organisme responsable : Harbourfront Centre (416) 952-3246
1 mai et 3 mai	Hull	Culture	« Musique sacrée, danse sacrée » – Concert tibétain de musique instrumentale et de danse, Organisme responsable : Musée canadien des civilisations (819) 776-8302
4-6 mai	Montréal	Affaires	Conseil de commerce ASEAN-Canada – Réunion conjointe, Organisme responsable : La Chambre de commerce du Canada (613) 238-4000
4-6 mai	Calgary	Affaires / Académique	Le Conference Board du Canada: La voie du succès : La synergie des affaires et de l'enseignement, Organisme responsable : Le Conference Board du Canada (613) 526-3280
4-11 mai	Winnipeg	Jeunesse	« Cherchons l'Asie » : Conférence de la jeunesse de la région Asie-Pacifique, Organisme responsable : La Commission des étudiants (www.tgmag.ca) / La Fondation Asie Pacifique du Canada (www.apfnet.org) / Le ministère des Affaires étrangères et du Commerce international
6-7 mai	Montréal	Affaires	Commission coopérative conjointe Canada-ASEAN
7-8 mai	Montréal	Académique	Réunion de l'ASEAN Institute of Strategic and International Studies, Organisme responsable : L'Agence canadienne de développement international (613) 997-3492
7-9 mai	Montréal	Affaires	Symposium d'affaires de l'APEC sur les procédures de douanes
8 mai	Vancouver	Affaires	Réunion annuelle de l'Alliance des manufacturiers et des exportateurs du Canada avec l'Agence canadienne de développement international, Organisme responsable : L'Alliance des manufacturiers et des exportateurs du Canada (604) 713-7808
9-10 mai	Montréal	APEC	Réunion des ministres du Commerce de l'APEC
9-19 mai	Ottawa	Culture	Festival des tulipes « Célébration de l'art floral au Japon », Organisme responsable : Canadian Tulip Festival Inc. (613) 567-5757
11-13 mai	Montréal	Affaires	3 <sup>e</sup> Conférence annuelle de Montréal – accent sur l'Asie-Pacifique
11-15 mai	Vancouver	Académique	7 <sup>e</sup> Assemblée et Conférence régionales ACI-Pacifique, Organisme responsable : Conseil international des aéroports de la région du Pacifique (604) 276-6773
11-20 mai	Québec	APEC	Réunion des hauts fonctionnaires de l'APEC (SOM II)
12-13 mai	Toronto	Affaires	Conférence des gens d'affaires Canada-Japon – 20 <sup>e</sup> anniversaire, Organisme responsable : Canada-Japan Business Committee (416) 979-8778
15-16 mai	Banff	Affaires	Première réunion du comité ministériel conjoint Canada-Inde, Organisme responsable : Ministère des Affaires étrangères et du Commerce international (613) 996-1989
22-24 mai	Banff	APEC	Conférence du Consortium des Centres d'études de l'APEC
26-27 mai	Ottawa	Affaires	Réunion annuelle de l'Alliance des manufacturiers et des exportateurs du Canada avec l'Agence canadienne de développement international, Organisme responsable : L'Alliance des manufacturiers et des exportateurs du Canada (613) 736-0432
26-29 mai	Montréal	APEC	16 <sup>e</sup> réunion du groupe de travail de l'APEC sur le développement des ressources humaines

## JUIN 1997

juin	Toronto	Affaires	Gala annuel et soirée de remise des prix de la Chambre de commerce Inde-Canada
juin-septembre	Hull	Culture	« Trois pays dans une valise » Exposition pour enfants, Organisme responsable : Musée canadien des civilisations (819) 776-8302
juin-septembre	Hull	Culture	Exposition de jouets du Programme d'aide au développement des Philippines, Organisme responsable : Musée canadien des civilisations (819) 776-8302
3-6 juin	Winnipeg	Affaires	11 <sup>e</sup> réunion conjointe de l'Association des gens d'affaires Canada-Taiwan, Organisme responsable : La Chambre de commerce du Canada (613) 238-4000
9-11 juin	Toronto	APEC	Réunion des ministres de l'Environnement de l'APEC sur le développement durable
10-13 juin (à confirmer)	Toronto, Vancouver, Montréal ou Calgary	Affaires	Réunion du Conseil mixte des affaires Canada-Inde, Organisme responsable : Canada-India Business Council (416) 868-6415
21-22 juin	Burlington	Culture	Fête de l'Inde – Jardins botaniques royaux, Organisme responsable : Association Inde-Canada (905) 388-5791
22-24 juin	Victoria	APEC	Réunion des ministres des Transports de l'APEC
27 juin-9 juillet	Edmonton	Culture	Exposition de métiers d'art Canada/Chine, Organisme responsable : The Works – A Visual Arts Celebration (403) 426-2212

### Conférence d'Équipe Canada sur les affaires

Conférence des milieux d'affaires de l'Ouest canadien sur l'Asie-Pacifique  
13-14 mars, Calgary (Alberta)

Foire d'information/Info Fair  
25 mars, Québec (Québec)

Ramener au Canada les possibilités d'affaires en Asie  
26 mars, Toronto, (Ontario)

Semaine du commerce de l'Asie-Pacifique au Canada atlantique

17-18 mars, St. John's (Terre-Neuve)

19-20 mars, Halifax (Nouvelle-Écosse)

21-22 mars, Fredericton (Nouveau-Brunswick)

24-25 mars

Charlottetown

(Île-du-Prince-Édouard) Team Canada - Équipe Canada



La liste des activités de l'ACAP évolue sans cesse. Pour vous tenir au courant, visitez notre site Web :

<http://www.dfait-maeci.gc.ca/~cyap-acap>

ou composez le (613) 944-4000  
(région de la capitale nationale)  
ou le 1-800-267-8376







# Canada Europe

*Partners Across the Atlantic*  
*Partners Around the Globe*

## The Rediscovery *Message from*

**the Honourable Lloyd Axworthy, Minister of Foreign Affairs,  
and the Honourable Art Eggleton, Minister for International Trade**

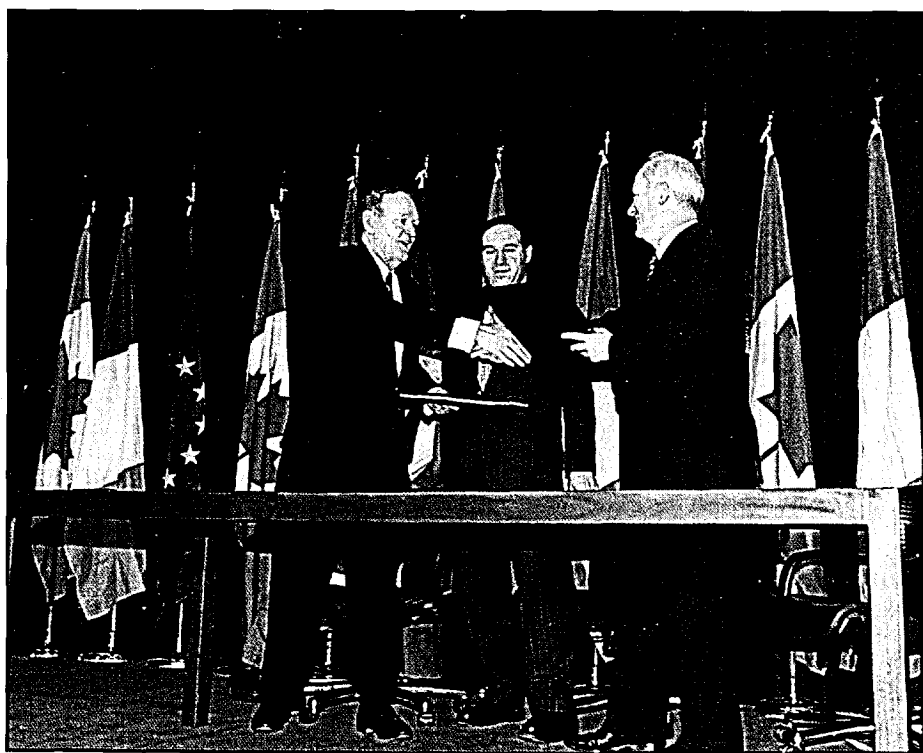
**N**ineteen-ninety-seven marks a new stage in relations between Canada and Europe. Five hundred years after Giovanni Caboto began our permanent ties by claiming Newfoundland for England's King Henry VII, the European Union-Canada Political Declaration and Action Plan strengthens and modernizes our relationship.

Signed in Ottawa on December 17, 1996, the Action Plan builds on more than 20 years of formal co-operation agreements. It emphasizes today's challenges:

- Expanding trade and investment relations;
- Increasing joint action on shared foreign policy and security priorities;
- Enhancing co-operation on global issues such as the environment and controlling organized crime;
- Development of the information highway; and
- Fostering educational, cultural, scientific, business and people-to-people links.

As European Commission Vice President Sir Léon Brittan noted, "The Political Declaration and Action Plan are both visionary and practical. They are a statement of shared values combined with a detailed program of action."

This issue of *Canada-Europe: Partners across the Atlantic/Partners around the Globe* describes our common agenda for the future. It shows our achievements to date. As ministers responsible for Canada's relations with our international partners, we welcome your interest in the bonds that join Canada and Europe. We look forward to building them even stronger.



Prime Minister Jean Chrétien shakes hands with European Commission Vice President Sir Leon Brittan and Irish Prime Minister and President of the European Council John Bruton after the signing of the European Union-Canada Political Declaration and Action Plan.

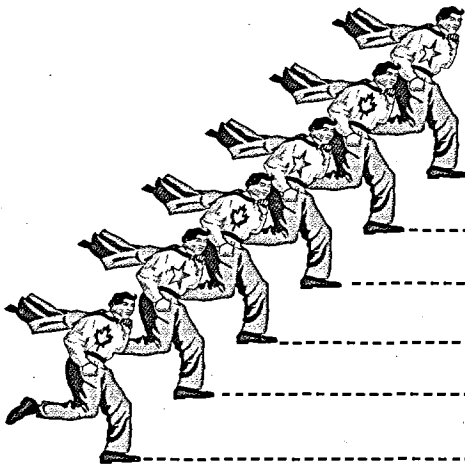


Canada was an active participant at the 1996 G-7 Summit, held in Lyon, France.



# The European Union and Canada: Solid Trade and Investment Growth

The 1990s have seen a renaissance of EU-Canada trade and investment growth. The EU is Canada's second most important trading partner after the United States. Here are some of the highlights of this dynamic relationship:



- Since 1985, EU exports to Canada have increased in value by 210%.
- 20% of Canadian direct investments are in the EU.
- From 1985 to 1995, EU exports of services to Canada rose 94% led by tourism and business services.
- Canadian exports to the EU show an increasing share for value-added products such as manufactured and high-technology goods.
- From 1976 to 1995, EU merchandise exports to Canada have grown 6% per year on average.
- The EU supplies 10% of Canada's imports.

## A Partnership in the Skies

Canada has vast distances and large wilderness areas. So, it is no surprise that the aerospace industry is particularly vibrant in Canada. Exports rose 30% over 1994 levels, and Canada could soon have the fourth largest national aerospace sector in the world.

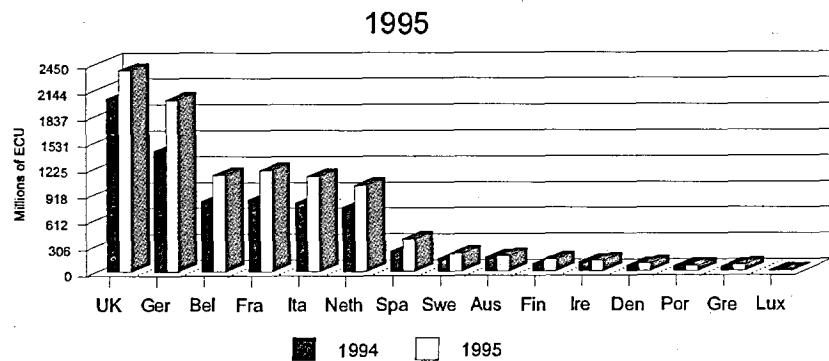
The latest milestone in Canadian aviation is Bombardier's *Global Express*. However, Canada shares this milestone with many of Europe's leading aerospace companies. The world's first corporate jet designed for high speed, long-range travel is the result of partnerships that span the Atlantic.

Major contributors to the success of *Global Express* include Short Brothers of Northern Ireland, which is manufacturing many key components. Other European partners include BMW/Rolls Royce, Messier-Dowty, Sextant Avionics, Hella KG, ABEX NWL and Lucas Aerospace.

The expertise of these and other companies make the *Global Express* a leader in its class. It can fly 6 500 nautical miles non-stop. It can carry executives from Tokyo to New York in less than 14 hours. Able to fly at mach 0.88, it is faster than any aircraft of its type.

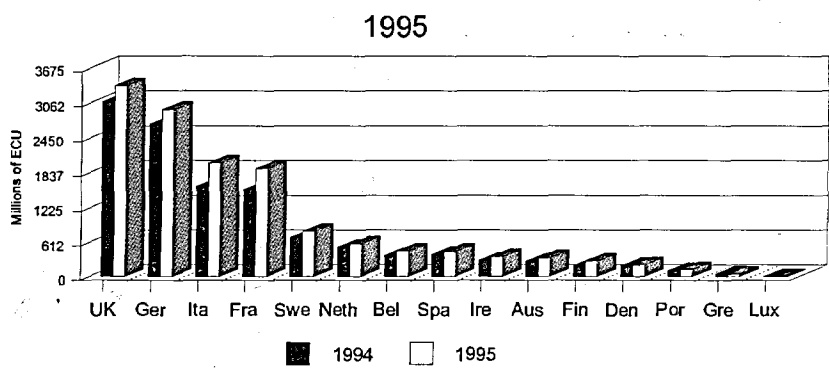
CANADIAN EXPORTS TO THE EU

1 ECU = \$1.63 CAN



CANADIAN IMPORTS FROM THE EU

1 ECU = \$1.63 CAN

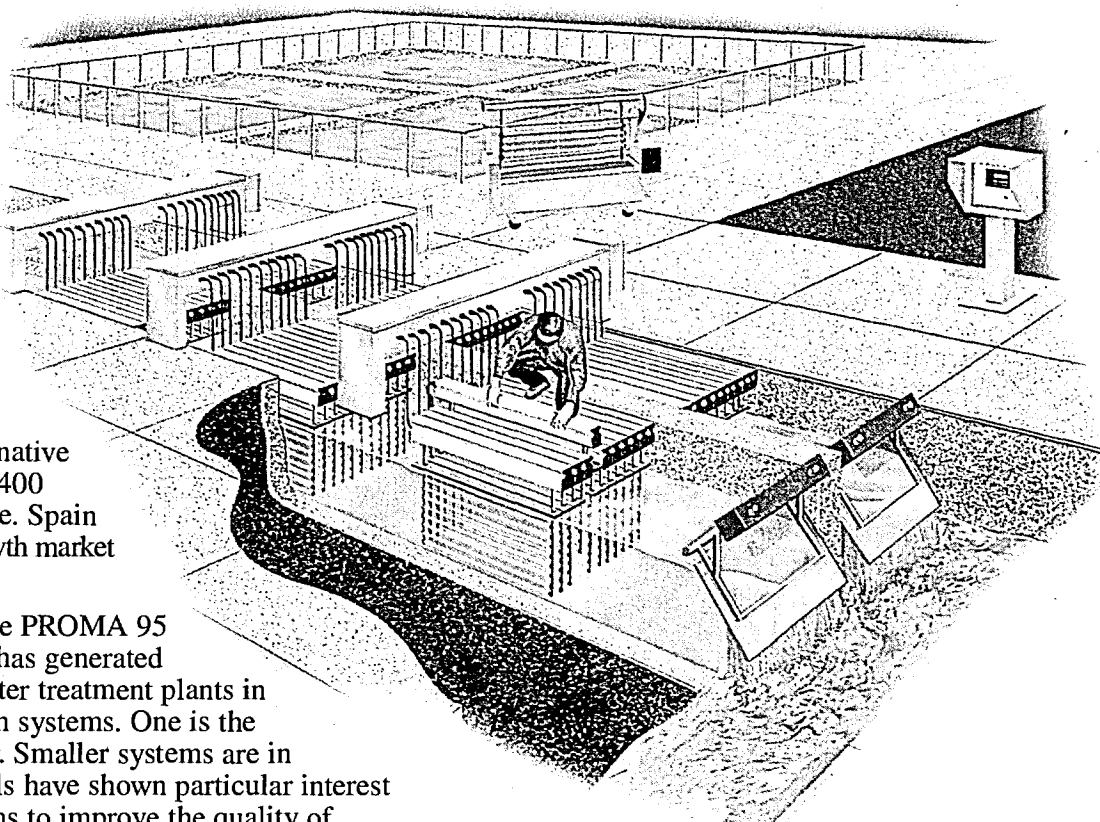


## Innovative Environmental Solutions

The environment is important to Canadians. That priority, combined with strong scientific expertise, has made Canada a leader in environmental technologies such as water purification and wastewater treatment. Trojan Technologies is a Canadian company that specializes in this field.

The Trojan treatment system uses ultraviolet light to disinfect water and wastewater. The technology is cost-effective and an excellent alternative to the use of chlorine. More than 1 400 Trojan systems are in use worldwide. Spain is the company's most important growth market in Europe.

Interest in Trojan's technology at the PROMA 95 environmental trade show in Spain has generated sales in that country. Two major water treatment plants in Valencia have already bought Trojan systems. One is the largest in Europe for reusable water. Smaller systems are in place in the Barcelona area. Officials have shown particular interest in the ability of Trojan water systems to improve the quality of wastewater discharged into the sea in populated and tourist areas.



Over the 1985-1995 period, bilateral investment between Canada and the EU was the most dynamic element of our economic relations. Foreign direct investment from the EU to Canada increased from 9.2 billion ECU to 22 billion ECU over this period. At the same time, Canadian direct investment in the EU grew from 4.3 billion ECU to 17.2 billion ECU. The EU remains Canada's second most important source and destination of investments after the United States.



## Peace and Security

### Landmine Ban in Sight?

**A**nti-personnel mines are one of the most destructive legacies of conflicts around the world. Years after hostilities have ended, people are still killed or wounded and large areas are closed to productive use because of mines.



Canadian soldiers performing land mine removal exercises in Bosnia and Herzegovina.

From October 3 to 5, 1996, Canada hosted an International Strategy Conference on this issue. It attracted 50 participant states, 24 observer states and many international agencies and non-governmental organizations. EU states played important roles in planning the conference and in discussions.

A week before the conference, the EU finalized a Joint Action supporting a comprehensive global ban on anti-personnel mines at the earliest possible date and implementing a common export moratorium. These initiatives helped set the stage for the "Ottawa Declaration," which conference participants adopted supporting an international ban.

The conference also produced an "Agenda for Action" to advance work to ban anti-personnel mines. A number of EU states have offered to host future meeting of the "Ottawa Group," which is continuing to focus on the issue. Belgium has offered to host a follow-up conference in June 1997.



"And so, today, I commit Canada to this goal, to work with our global partners to prepare a treaty [towards a global ban on anti-personnel mines] that can be signed by December 1997 and implemented by the year 2000. I invite and challenge all of you to join with us to attain that goal."

Foreign Affairs Minister  
Lloyd Axworthy,  
October 5, 1996, at the  
International Strategy  
Conference: Towards a  
Global Ban on Anti-  
Personnel Mines.

### Rebuilding the Former Yugoslavia

The EU and the World Bank are co-ordinating reconstruction in the former Yugoslavia. Canada is supporting that process with humanitarian assistance, social and economic reconstruction and democracy building.

For example, Queen's University has introduced Community Based Rehabilitation to Bosnia and Herzegovina and to Croatia. Experts from the university are training nearly 1 000 medical practitioners. They are involved in efforts to help over 60 000 people with war-related disabilities.

Canadian projects have provided money, experts and volunteers for elections. They have dealt with issues as diverse as restoring electrical power systems and support for the UN International Police Task Force. Canada's contingent in the NATO

Peace Implementation Force has been active in community-based reconstruction projects.

The Canadian Government believes that there will be no lasting peace in Bosnia, however, without a serious effort to apprehend indicted war criminals. In a statement given before the Peace Implementation Council on December 4, 1996, Foreign Affairs Minister Lloyd Axworthy brought forward several recommendations to increase the isolation of these individuals, reduce their influence and make their capture more likely. Suggestions included increasing the number of patrols in specific areas, training of forces in the identification and detention of suspected war criminals and initiating information campaigns to publicize persons being sought.



Canadian and French soldiers serving with Brigade Salamandre are joined by Canadian Ambassador Serge Marcoux, Deputy Commander of the French Forces, General Clee, and local students outside a primary school situated in the Mostar region of Bosnia. The school is one of nine repaired through a co-operative effort by the local population and Canadian and French troops with financial support from the Canada Co-operation Fund.

### School for Peace

Canada and EU states have been leading contributors to peacekeeping missions ever since former Canadian Prime Minister and Nobel Peace Prize recipient Lester B. Pearson first initiated the concept in 1956. Canada is now supporting this work through the Pearson Peacekeeping Centre in Nova Scotia.

The Centre was established in 1994, and is partly funded by Canada's Department of Foreign Affairs and International Trade and Department of National Defence. Close to a quarter of all participants have come from Europe. They have taken part in the Centre's extensive range of conferences, seminars, workshops and training courses, many in English and French.

The Centre uses electronic distance learning technologies and mobile training teams to bring programs to many participants. It responds to requests for specialized research and customized training programs.

Information on the Pearson Peacekeeping Centre is available from:

Registrar

Pearson Peacekeeping Centre

Cornwallis Park, P.O. Box 100,

Clementsport, Nova Scotia

BOS 1E0

telephone: ++1-902-638-8808  
fax: ++1-902-638-8888  
electronic: registrar@ppc.cdnpeacekeeping.ns.ca



## Environmental Co-operation



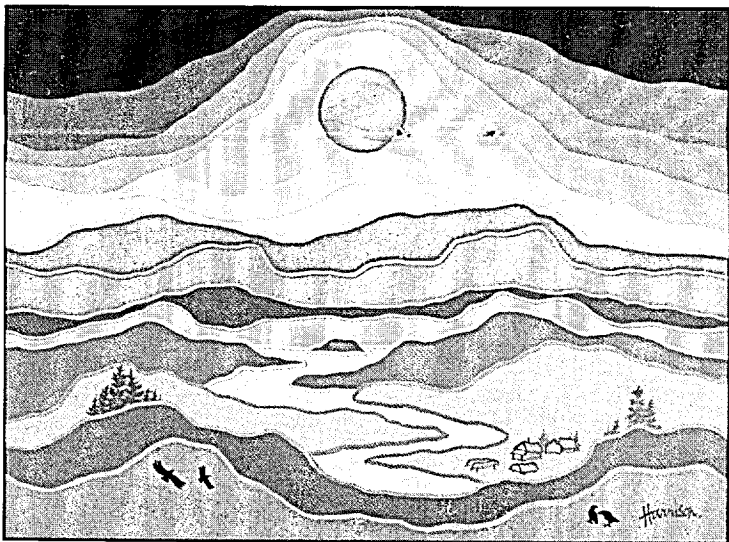
The Kitlope Valley, a 3 170-square-kilometre watershed on the central coast of British Columbia, Canada, contains the largest intact coastal temperate rainforest in the world. The area was permanently protected in August, 1994, in an agreement between the provincial government, the Haisla First Nation, and West Fraser Timber Company, which gave up forever its rights to log in the valley.

This year is the fifth anniversary of the Rio Earth Summit. It will spark an assessment of the status of sustainable development issues around the world.

The 1996 annual high-level consultations on the environment between the European Commission and Canada offered a chance to discuss many of those issues. It allowed both the European Union and Canada to find common ground in many areas.

One important discussion centred on forests. The EU and Canada share a commitment to sustainable forest management. Both believe that a legally binding instrument should be the goal of international work on forests. Both also believe that processes to certify that forest products come from sustainably managed forests should be voluntary and should not create trade barriers. The discussions covered many other issues such as domestic priorities, the international sustainable development agenda for 1997 and action on marine pollution.

## An Arctic Agenda



Arctic Council poster created by northern artist Ted Harrison.

Europe and Canada do not share only the Atlantic Ocean. Both also border the Arctic Ocean and its fragile environment. The Arctic is under stress from pollutants that flow into the region through air and water currents from far away. Its indigenous people, such as the Inuit and Saami, face distinct social, cultural and economic challenges in maintaining traditional lifestyles.

Canada, Finland and Denmark are among the partners in a new organization that is addressing these issues. The Arctic Council, which was inaugurated in September 1996, in Ottawa, Canada, provides a forum for the eight Arctic states to co-operate on issues of common interest. Three international indigenous peoples' organizations have the status of Permanent Participants in the Council's work. Canada is proud to be the first chair of the Council.

The Council is committed to work toward sustainable development based on a balance between environmental protection, cultural well-being and economic and social development. It will also provide a basis for future co-operation to deal with international environmental threats to the health of the Arctic.

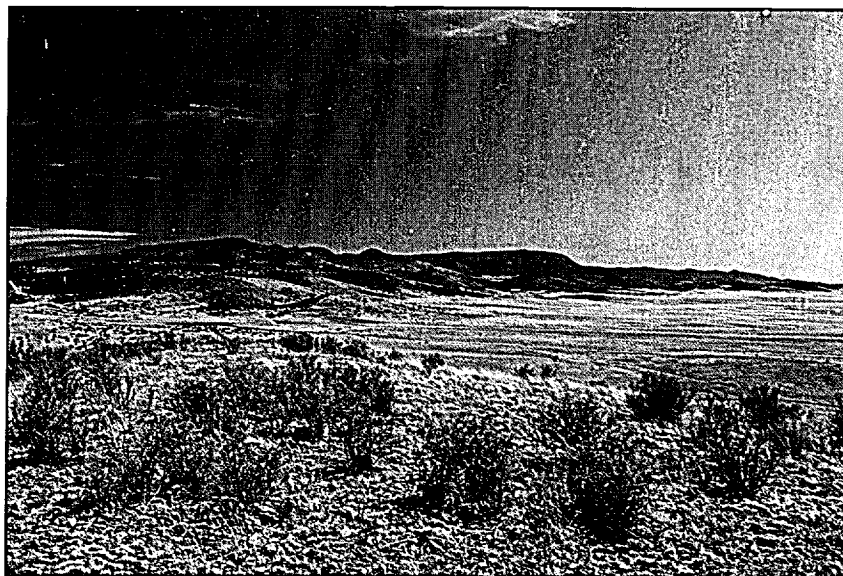


In 1973, the five polar bear nations: Norway, Russia, Denmark, the United States and Canada, ratified a conservation treaty in order to save the animals from extinction. Today, their population is relatively stable.

## Desertification

Commitment to negotiate a Convention to Combat Desertification was an important achievement at the 1992 Earth Summit in Rio de Janeiro. In the years since, Canada, like Europe, has supported the Convention process and worked with people, communities and governments to control the loss of productive land.

Canada has come to this issue with its own history. During the 1930s droughts and erosion sent black clouds of soil sweeping over thousands of square kilometres in western Canada. Since then, governments, researchers,



farmers and ranchers have found more sustainable ways to care for the land.

That background has been matched by 20 years of commitment by Canada to its partner countries in la Francophonie and the Commonwealth. Canadian projects are addressing desertification and related issues in Africa, Asia, the Caribbean and Latin America. They reflect the need for comprehensive solutions. These take the environment into account as well as the interests and needs of people in regions facing desertification.



# Canada's Co-operation in Central and Eastern Europe

## CANADA-CENTRAL EUROPE RELATIONS

**L**ike the European Union, Canada is working with the people of Central and Eastern Europe during a time of immense transformation. Canada has created a Program of Co-operation in the region with three primary objectives:

- > To support the transition to market-based economies;
- > To increase Canadian trade and investment links with the region;
- > To promote democratic development.

The program recognizes the importance of this evolution on peace and stability and on economic growth. It works in co-ordination with other international initiatives in the region to ensure the greatest possible effectiveness. For example, agriculture, democratizing and good governance, education and private sector development are program priorities in Poland. In Hungary, the emphasis is on projects that improve environmental protection and on the development of the financial and private sectors.

Other support across the region goes to humanitarian assistance, nuclear safety and the multilateral initiatives of the international community. The results of the Program of Co-operation are being felt in more stable, democratic countries with sound social and economic institutions.

## The Renaissance Eastern Europe Program

Joint ventures in Central and Eastern Europe offer a way for local entrepreneurs to tap western technology and business practices. They offer a way for Western businesses to position themselves in these emerging markets.

The Renaissance Eastern Europe Program has already funded almost 500 projects across the region. It supports pre-feasibility studies for specific ventures, shares the costs of specific training programs, and supports new, bilateral business councils.

Projects have included a special truck body assembly operation in Poland, auto parts manufacturing in Hungary, an airborne geophysical survey company in Bulgaria and a radio station that is bringing North American rock music to St. Petersburg.



Canada wants the Central European people to know that we are a reliable, long-term partner that stands ready, willing and able to help develop their infrastructure and take their rightful place in the global economy.

International Trade Minister  
Art Eggleton

## Canada-Ukraine Nuclear Co-operation

Canada has been one of the Western nations at the forefront in working with the newly independent countries of the former Soviet Union. A prime example of this support is Canadian-Ukrainian nuclear co-operation, which encompasses both multilateral and bilateral components.

In 1995, during Canada's presidency of the G-7, member governments signed a memorandum of understanding (MOU) with Ukraine and the European Commission. This agreement laid the foundation for effectively shutting down the Chernobyl nuclear plant and ensuring the subsequent decommissioning of the facility. As well, it stipulated a cleanup of the surrounding area. Precautions were taken during negotiations to prevent Ukrainians from suffering undue financial hardships or energy loss as a result.

Under the terms of the MOU, Canada is playing a key role in working with Ukraine to rehabilitate its power grid. On a commercial level, Canada is assisting in the redesign and retooling of older conventional plants, making them safer and more efficient. During Minister Axworthy's trade mission to Ukraine, in October 1996, Canada's Northland Power signed an agreement valued at 92 million ECU to renovate the Darnytsia Power Plant in Kyiv, which supplies electricity and district heating to 900 000 people in the area.

Bilateral co-operation in the nuclear field continues to grow between both nations as well. Canada is involved with cleaning up old missile sites, determining storage requirements for spent fuels, and providing courses on nuclear safety and regulations.

Nuclear co-operation between Canada and Ukraine, already well established, will no doubt continue to develop and benefit all involved.

## Protecting Borders with Science

A wave of contraband is flowing through Central and Eastern Europe on its way to Western Europe. A Canadian project is helping the Czech Republic to block that wave through stronger customs services. The Laboratory and Scientific Services and Enforcement directorates of Canada's Department of National Revenue are working with their Czech partners to bring scientific and technical tools to bear on the battle against contraband. The result should be better controls over alcohol, arms and drug smuggling through the Czech Republic, and better enforcement of tariffs on other goods. It is a step in building good governance practices in the region.

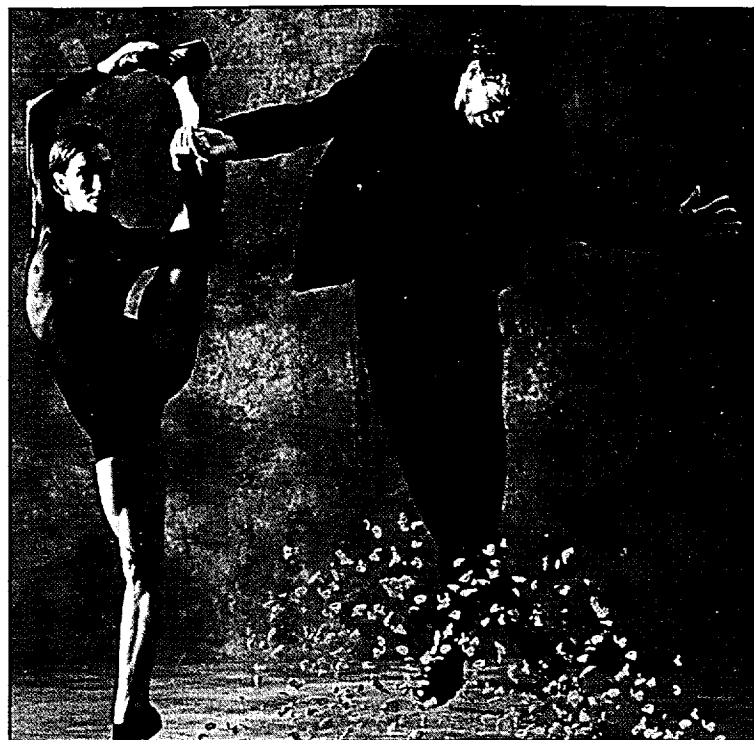


Canada's Deputy Prime Minister and former Minister for the Environment, Sheila Copps, shakes hands with Ukraine's Acting Head of the State Committee on the Use of Nuclear Energy, N.R. Nigmatullin, at the signing of a memorandum of understanding among the G-7, Ukraine and the European Commission.





## Culture and Tourism



Canadian dance company La La La Human Steps will be participating in this year's celebrations in Thessaloniki.

### Canadians in Europe's Cultural Capital

Europe named Thessaloniki its Cultural Capital for 1997. Canada has responded by making the Greek city its cultural capital in Europe for the year as well.

A Cultural Capital always draws important and exciting performers and events. This year will be no exception. Canada expects to have the second largest number of participants in events during the year, reflecting the importance of Canada's cultural ties to Europe.

Plans are in place to bring as many Canadian musicians and dance companies of international stature as possible to Thessaloniki. Many will also perform in other Greek cities and in Italy as well as other countries in the region.

These projects are made possible by the generosity of Canadian businesses in Greece and the Greek-Canadian community. Canada and Greece have long-standing ties through generations of migration. Those links have been strengthened with the commercial success of a number of leading Canadian businesses in the Greek market. Support for Thessaloniki as Cultural Capital of Europe demonstrates Canada's interest in culture and in its partnership with Greece.

### Advancing by Degrees

Since 1990, Canada and the European Union have been improving student mobility. One major step forward has involved processes that allow for the assessment of diplomas and academic accreditation. Information on Canadian college and university degrees and programs now appears on all major international databases such as TRACE and the World Academic Database.

Academic mobility is also increased by the work of the Canadian Information Centre for International Credentials. This non-governmental organization offers a central service to recognize and assess qualifications from institutions outside of Canada.

The EU and Canada have launched the Agreement Establishing a Co-operative Program in Higher Education and Training. Nineteen projects were selected as a result of this program. They will link institutions on both sides of the Atlantic enabling more than 900 students to take part in exchanges over three years.



The 1996-97 Youth Perspectives Conference entitled "Canada and Europe" recently brought together students from both geographic areas to debate the latest trends in international affairs. The meeting took place in Herstmonceux Castle, in Hailsham, England, currently the property of Canada's Queen's University.

### Creating Cultural Ties in a Dynamic World

Europe and Canada have expanded cultural relations greatly in the last decade. Canada has underlined this development by designating international cultural relations as a pillar of Canadian foreign policy and by recognizing the impacts of the technological revolution that has enabled new forms of cultural expression to develop.

Cultural exchanges encourage better understanding of other national cultures. They are also good business. As Canada moves from a resource-based economy to one that depends on knowledge, cultural industries offer significant export opportunities. Canada is already an important exporter of television programs, many of which are seen in Europe.

However, Canada sees culture as far more than a business opportunity. Canada is co-operating with European partners on cultural issues. It agrees on the need to maintain strong national culture in the face of rising cultural homogeneity and the loss of national identity. Both partners know that it is possible to balance respect for the importance of national cultures with a continued openness to international influences.

### Dr. Norman Bethune

In 1996, Spain marked the 60th anniversary of the beginning of its civil war. It was also the 60th anniversary of the arrival in Spain of Dr. Norman Bethune, a Canadian doctor with a strong humanitarian interest.

After arriving in Spain, Dr. Bethune created the Canadian Blood Transfusion Service. This was the first mobile blood service in the world designed to save lives in wartime. Until he left Spain at the end of 1937, Dr. Bethune followed the fighting to bring this service to the wounded.



Dr. Norman Bethune giving soldier a blood transfusion during the Spanish Civil War.

In October 1996, the Canadian Embassy in Madrid held a series of events to honour the doctor. Large numbers of people attended conferences, a book launch and screenings of films, such as "Bethune" with Canadian actor Donald Sutherland in the lead role.

### Tourism



Since 1991, European travel to Canada has risen sharply.

From Germany

↑ 54%

From France

↑ 40%

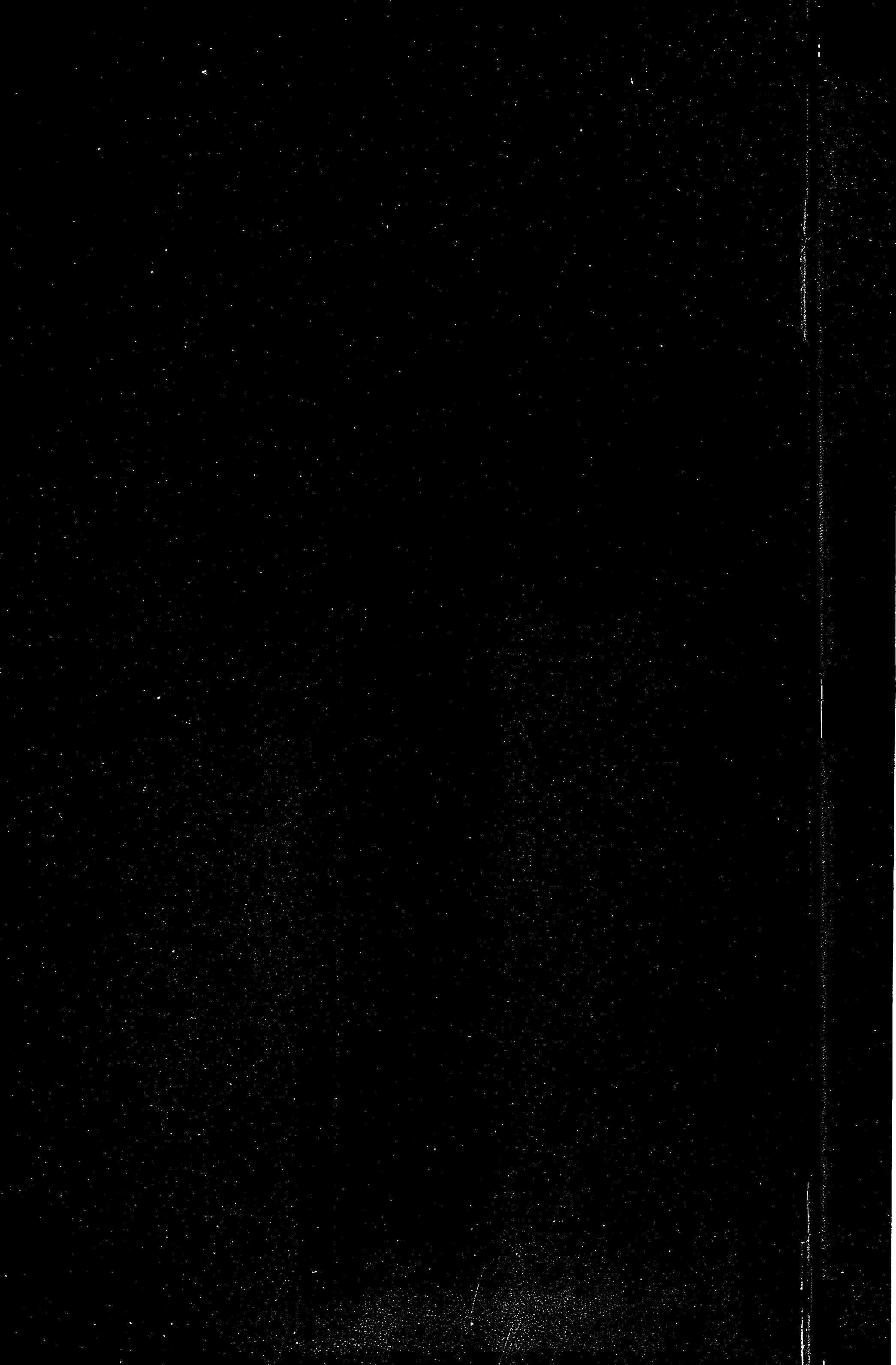
From the U.K.

↑ 21%

All of Europe

↑ 29%





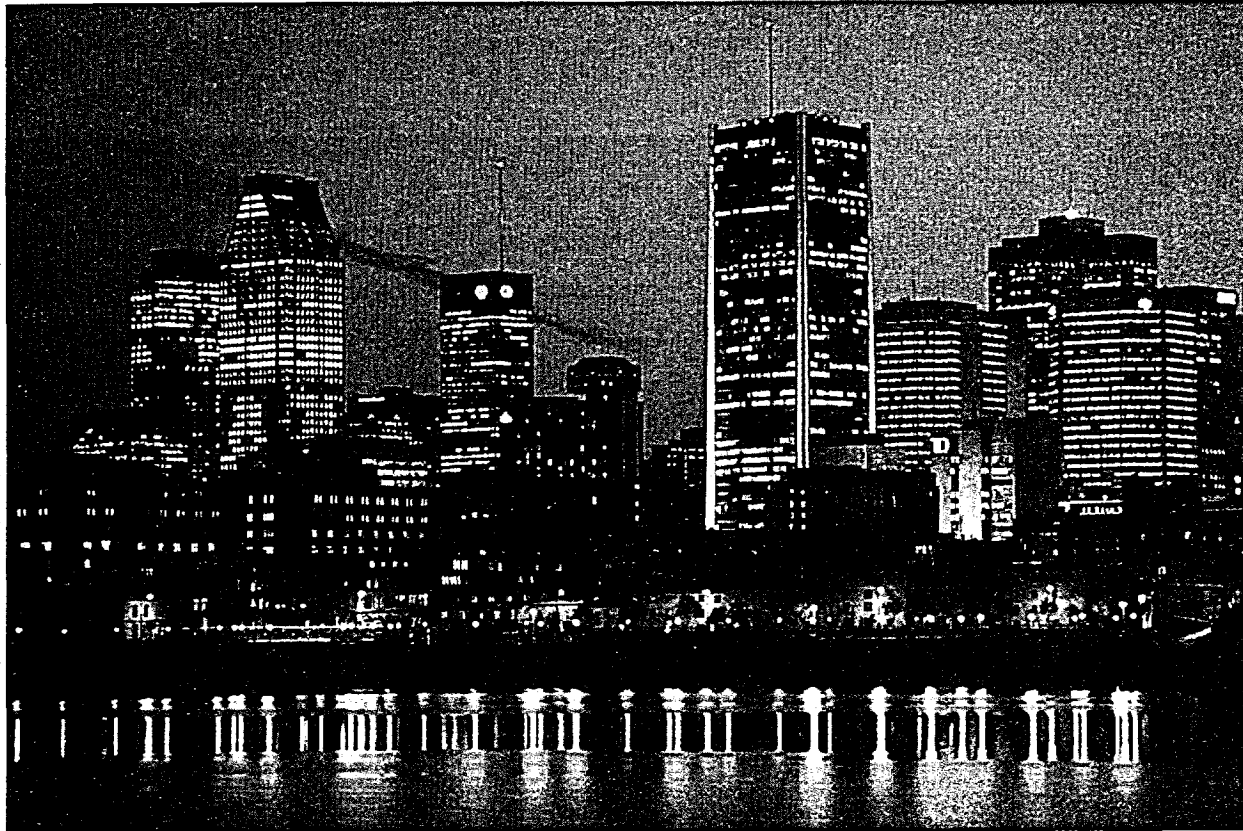
# CYAP Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE



## Asia Pacific comes to Montreal in May



**M**ontrealers have an unprecedented opportunity to show off their vibrant city during the month of May.

Business, government, sponsors and organizations have joined efforts to attract thousands of visitors from Asia Pacific and around the world.

A series of events, from the APEC Trade Ministers' Meeting to business symposia and art exhibitions, are planned, including the 3rd Annual Conférence de Montréal, May 11-13. This year the Conférence de Montréal will feature some of the world's leading authorities on trade and doing business in Asia Pacific. Business people and customs experts also meet May 7 to 9 for a trade exhibition and discussions on making customs clearances easier and faster.

These events offer opportunities for Canadian business to network with business and government leaders from the region without the expense of travelling abroad. It's a chance to show that Canada has a lot to offer — as a business partner and as an excellent place in which to invest, to study and to travel.

### APEC Trade Ministerial Meeting

On May 9-10, Canada's Minister for International Trade will host his colleagues from the Asia Pacific Economic Cooperation (APEC) forum. The first of several ministerial-level APEC events being held in cities across Canada, the trade gathering will lay the groundwork for trade and investment discussions at the APEC Leaders' Meeting in

Vancouver in November.

As chair of APEC this year, Canada proposed that trade ministers meet to focus efforts on finding ways to make doing business easier in the region. That means more than eliminating tariffs. It means reducing business costs, especially for small business, by harmonizing standards, simplifying customs and clarifying regulations. In this way, Canada is working toward an APEC that responds more directly to business interests.

APEC is an important vehicle for advancing Canada's trade and other foreign policy interests in the region. APEC members have agreed to achieve free and open trade and investment in the region by 2010 for developed economies and 2020 for developing economies. In the end, Canada's objective is the freer flow of goods and services and people in the region.

### EYES ON ASEAN EXHIBIT

*Another noteworthy event in Montreal, May 6-27, is the Eyes on ASEAN photographic exhibition. 120 photographs from some of Southeast Asia's finest photographers record the rich ethnic, cultural and religious variations that characterize this part of the world.*

*Marina Mahathir, public affairs writer and daughter of the Prime Minister of Malaysia, is curator of this artistic journey through Asian nations represented within the Association of Southeast Asian Nations (ASEAN). (See page 4 and 5 for photos)*

*APEC Update:  
Simplifying Customs Procedures (page 2)*

## "Asia Connects" Youth Conference



### Canadian Youth "Connect" in Winnipeg

Young people from across Canada and Asian youth will be making the Asia Pacific connection at a youth conference in Winnipeg, May 4 to 11. The Department of Foreign Affairs and International Trade is sponsoring the national conference, "Asia Connects/Cherchons l'Asie" to put Asia into perspective and into the lives of Canada's youth. The objective of the conference is to encourage young people to learn more about Asia Pacific, and explore opportunities the region may hold for their future.

About 200 young Canadians chosen from high schools in all provinces and territories will gather together with youth delegates from the Philippines and Malaysia and with a number of Asian students already studying in Canada for a week of high-tech learning and international fun.

A dozen other conference sites will be linked electronically to the Winnipeg national site,

*"Asia Connects" Youth Conference  
continued on page 4*



Canada 1997

## APEC UPDATE: Simplifying Customs Procedures

Trade promotion in the growing markets of APEC economies is doing great things for Canadian business, but complex customs processes can give exporters a challenge they do not need.

Canada has aggressively promoted new ways of simplifying customs processes and Revenue Canada, as the lead department responsible for customs and border services, is playing a key role this year in addressing the problem. As Chair of APEC's Sub-Committee on Customs Procedures, Revenue Canada is heading an APEC effort to liberalize and facilitate trade by harmonizing and simplifying customs procedures between the APEC economies. The 1996 APEC Business Advisory Council (ABAC) report cited the promise of reduced border restrictions as APEC's biggest benefit in the short term. Following a series of meetings, the work of the Sub-Committee will be reported to the APEC Economic Leaders' Meeting in November.

### Customs Symposium

One of the most significant events linking the concerns of the business community to APEC trade liberalization efforts is the APEC Customs/Industry Symposium which is being held in Montreal, May 7-9. Hosted jointly by the Canadian Chamber of Commerce and Revenue Canada, the Symposium, provides business people and customs administrators from the 18 APEC economies with a strategic opportunity to discuss customs issues. This Symposium is a critical event for the APEC business community in that it brings a private-sector viewpoint to APEC's work on customs. The Symposium results will be presented to APEC Trade Ministers during their meeting May 9-10 in Montreal.

Revenue Canada is recognized worldwide as an innovative customs administrator and, through its participation in APEC, is able to share its technical expertise. This means lower costs for Canadian exporters in terms of time and money saved at the border.

The goal: harmonized and streamlined customs policies with business-friendly, modern customs clearance procedures for travellers.

The benefits: lower overheads and easier access to expanded markets for business. In this way, customs administrators will be better able to provide more efficient services at a lower cost to Canadians.

# Sharing Export Savvy: Team Canada Business Seminars



Team Canada • Équipe Canada

It was one of the hottest tickets going. From Atlantic Canada to Calgary, the Team Canada Business Seminars played to crowds of business people keen to tap into the Asia-Pacific marketplace. The advice they received came from a host of experts, including some of the most successful Team Canada alumni members who export to Asia Pacific.

The Toronto seminar on March 26 completed the business seminar series, with events in Calgary, St. John's, Halifax, Fredericton, Charlottetown and Quebec City. In all, nearly a thousand Canadian business people participated, including many small and medium-sized business owners. Canada's Ambassadors from Japan and Thailand and trade commissioners from Korea, China, India, Malaysia and the Philippines shared their insights. Canada's Minister for International Trade and the Secretary of State (Asia-Pacific) were on hand at a number of the sessions.

The message coming out of the seminars was clear: exporting to Asia Pacific presents unique challenges. Taking the right approach is crucial to success.

Brian Terry, President and CEO of Nautical Data International, Inc. (NDI), participated in the business seminar in St. John's. Terry was part of the Team Canada 1997 trade mission to Korea, the Philippines and Thailand in January. During the trip he focused on an opportunity that he is developing with partners in Korea for the digital marine navigation charts that his company produces and distributes.

"Once you've set yourself a goal, there's an enormous amount of hard work required to reach it. But the opportunities for advanced technology companies like our own are very great," said Mr. Terry. His small business, which has grown from one employee in 1993 to more than 50 to date, is clearly realizing the potential benefits exporting offers.

The Team Canada business seminars were sponsored by the Department of Foreign Affairs and International Trade with a number of private-sector partners like the Pacific Basin Economic Council and the Alliance of Manufacturers and Exporters, as well as public-sector partners, including the Atlantic Canada Opportunities Agency (ACOA).



Brian Terry, CEO and President of Nautical Data International Inc. at the company's office in St. John's

### SEMINAR TIPS ON EXPORTING TO ASIA PACIFIC

- Recognize that the language, culture and business practices are different. Cultural sensitivity and awareness are key.
- Build personal relationships. Face-to-face contact is often the best approach to ensure comfort levels are high. Be prepared to commit the necessary time to do so, and be patient.
- Contact local trade commissioners. They know the local scene and have the contacts to help your business get started. They can also tell you the areas of most promise for your product or service.
- Consider all your options, whether it's direct trade and investment, joint venture partnerships aimed at third countries, or build-operate-transfer projects.
- Canada's cultural diversity is a tremendous asset. Make multiculturalism your business advantage.



#### East Asia: Opportunities for Canadian Business

*To sustain current rates of economic growth, East Asian developing economies will need to spend about \$1.5 to 2 trillion on infrastructure in the next decade alone. Tremendous prospects exist for Canadian exporters and investors of technology, services and expertise who can anticipate and respond to the requirements of our APEC partners.*

# Youth Perspectives on Asia Pacific



Pierre-Éric Langlois is a youth coordinator with Industry Canada. He's working on youth participation in the APEC ministerial meetings.

**Q** You're encouraging young Canadian entrepreneurs to be active in APEC and CYAP events. What's the payback for them?

**A** We're looking for dynamic, young business people who have already proven their abilities. We want them to take up a new challenge — exporting to Asia Pacific. But we recognize that to do that, they need access to potential sources of capital, market information and decision-makers in those new markets. That kind of access is the payback for participation in APEC-related events.



Laura McIsaac is a high school student in Sydney, Nova Scotia and one of the Canadian youth delegates to the CYAP Youth Conference.

**Q** Nova Scotia is a long way from the Pacific Ocean. What interests you about Asia Pacific?

**A** It's true that Asia is far away but it's going to be the centre of economic development for everybody in the next century. Any knowledge or experience of Asia Pacific is going to be useful for a young person today if they plan to go into business or if they're looking for a job in an export-related industry. I'm especially interested in questions of equality and issues like controlling child labour. Some people say there's not much we can do about it, but I think we have to try.



Monica Chan is from Port Coquitlam, B.C. She's a grade 12 student and a delegate to the CYAP Youth Conference.

**Q** You come from the Canadian province with the closest ties to Asia. Do young people from B.C. already think of themselves as part of Asia Pacific?

**A** Even though many Canadians with origins in Asia live here, there doesn't seem to be too much awareness about the economic and cultural importance of Asia for all Canadians. That's true for young people, as well. I think we need to work harder at improving relations by getting to know other parts of the world better. I'm really excited about attending the CYAP Youth Conference, then bringing back what I learn and sharing it with others in my community.



World peace mural created by youth from the Richmond, B.C. area, as part of "Kids Guernica," a travelling exhibition of 12 murals by youth from Asia Pacific countries. This community-based public art project was funded through the CYAP cultural program and is on display at the Vancouver Airport.



Aaron McQuaid is a student at Colonel Gray High School in Charlottetown, P.E.I.

**Q** Do people in Prince Edward Island think of their province as part of Asia Pacific?

**A** Not yet, but that's coming. The trends are all there for the Atlantic provinces to be more and more aware of Asia and its "Tiger Economies." Right now people think of the U.S. when they think exports. But if you're interested in a future in business like I am, then you have to take advantage of any chance you get to learn more about Asia.



Mokham Rafiq is a grade 12 student in Surrey B.C.

**Q** Why did you apply to go to the CYAP National Youth Conference?

**A** Well, I think we're already living in a global village and I want to be part of the "virtual community" they're going to create across Canada with Internet connections. Computers are going to be a big part of my future and multiculturalism is a big part of my life here in Surrey. The conference is going to link these two things — computers and multiculturalism — in a really interesting way.



## Canada and the World

Canada figures prominently among countries the world admires most. Most Japanese (92%), Australians (90%), Chinese (87%) and Koreans (85%) would place Canada among the top ten countries they admire most.

(Source: Angus Reid, April 1997)

# Trade Asia Pacific Style: La Conférence de Montréal

Some of the biggest names in international business development will gather for the third annual Conférence de Montréal (May 11-13, 1997) around the theme "Globalized Economies — Asia Pacific: People, Business and the Rules of the Game." Asia Pacific economies will be the focus of in-depth analysis to help participants understand the opportunities and risks involved in doing business in the region.

Speakers this year include:

- **Renato Ruggiero**, Director General of the World Trade Organization ("Free Trade, the Rules and Regionalism, the Risks").
- **Mickey Kantor**, former United States Trade Representative and architect of the American strategy on Free Trade.
- **Jeffrey Sachs**, "the most influential economist in the world" according to the New York Times ("The Asian Economic Phenomenon").
- **Michel Hansenne**, Director General of the International Labour Organization ("Globalized Economies, Competitiveness and Labour").
- **Chin-Ning Chu**, author of the best-selling *The Asian Mind Game*.
- **Dr. Sylvia Ostry**, one of Canada's leading economists ("The Pacific Rim Trading System").

Countries represented by official delegations at the Conférence de Montréal include: Chile, China, Republic of Korea, India, Japan, Mexico, Philippines, Singapore, Thailand and Vietnam. Business workshops for conference participants will focus on "Financing and Risk Evaluation for Asia Pacific" and "Arbitration, Mediation and Contracts in Asia Pacific."

Partners and sponsors for the conference include:

- Department of Foreign Affairs and International Trade Canada
- AT&T (Canada)
- Industry Canada
- KPMG
- Canadian International Development Agency
- Bombardier Inc.
- Export Development Corporation
- Royal Bank of Canada
- Business Development Bank of Canada
- Power Corporation of Canada
- Federal Office of Regional Development (Quebec)
- Hydro-Quebec
- Air Canada
- Capital International (CDPO)
- Byers Casgrain

For more information about the Conférence de Montréal, call 514-283-5142 or 1-888-283-5142.

"Asia Connects" Youth Conference

continued from page 1



creating "virtual communities" of young people across the country. Using communication technologies, young people will explore economic and social issues that will shape their future and receive on-site training in the use of multi-media/media technology, team building, Internet/website technology. Conference activities will also increase cross-cultural awareness within an Asian context.

Canada's Minister of Foreign Affairs will take part in the conference. The Foreign Minister of Malaysia is also expected to attend.

Canadian jobs and economic growth are tied directly to Canada's ability to cooperate with Asian countries in trade and development. "Asia Connects" will focus on providing opportunities for Canadian youth to better their prospects in Canada's Asia-Pacific future and enable them to establish contacts with Asia Pacific, while using information technology in innovative ways.

Special cultural events will be targeted to youth, including *Face to Face*, an exhibition exploring the attitudes of Australian, Aboriginal and Canadian teenagers. MuchMusic will broadcast a special edition of its video program *ClipTrip* which will feature popular artists from Asia Pacific on May 5, to coincide with "Asia Connects."

The conference is being organized by the Asia Pacific Foundation of Canada in co-operation with The Student's Commission, a youth training organization with experience in high-tech conference delivery.

For more information about the CYAP National Youth Conference in Winnipeg, its "virtual community" links across Canada or other CYAP youth events visit our website: <http://www.tgmag.ca>



Backstage, Bali

by Rio Helmi, Indonesia, from the Eyes on ASEAN photo exhibit

## CYAP Quick Quiz:

### Calling All Youth! Test Your Knowledge of Asia Pacific!

- 1) Who is Anita Mui and what's her connection with Toronto?
- 2) If a Malaysian friend brings you a rambutan, what should you do with it?
- 3) Why is Takeshi Kaneshiro (known to his fans in Hong Kong as Gum Sing-Mo) famous in much of Asia Pacific?
- 4) On a trip to Korea, you're invited to participate in ssirum; do you accept?

Okay, so how did you do?

Not very well? Don't worry!

This spring, CYAP's National Youth Conference, "Asia Connects/Cherchons l'Asie," will help to make some young people in Canada almost as familiar with Anita Mui as with Céline Dion (that's a clue).

See below for more Asia Pacific insights...

- 1) Anita Mui is Hong Kong's "pop queen." After a spectacular string of record-breaking pop hits in Hong Kong and a series of very successful movie credits, she's in "semi-retirement" at age 33. She came to Toronto in 1993 to host a benefit concert for her charitable foundation.
- 2) Eat it! A rambutan is a small fruit. Some say it resembles a small hedgehog. It's also known as the "hairy lichee." Looks sort of weird. Tastes great.
- 3) Of mixed Japanese/Chinese origin, Takeshi Kaneshiro is Taiwan's teen heart-throb. He records for Polygram and he's starred in a string of popular films, including *Chungking Express* and *Young Policeman in Love*.
- 4) Only if your travel insurance is paid up. Ssirum is traditional Korean wrestling, done by guys who look just like sumo wrestlers. It's still a popular sport but it's more likely your Korean friends will invite you to a soccer match. The 2002 World Cup of soccer is being co-hosted by South Korea and Japan.

Answers:

# New Businesses Sign on as Sponsors

The TD Bank and B.C.Tel are leading the drive to recruit sponsors for CYAP and APEC events, as Canada prepares to host the Asia Pacific Economic Cooperation (APEC) forum in Vancouver on November 24 and 25.

As Richard Thomson, Chairman of the TD Bank, stated, "It's an unprecedented opportunity to showcase Canada and Canadian industry. More than 8,000 business people, media representatives and senior decision-makers from the world's fastest-growing economies are coming to this country throughout 1997 and TD intends to be part of that."

Thomson is co-chairing the drive for corporate sponsorship with another high-profile Canadian businessperson, Brian Canfield, Chairman and CEO of B.C.Tel. They see sponsorship as a win-win proposition — it helps the government cover the cost of hosting these high-level meetings, at the same time highlighting our country's most dynamic companies in the eyes of our Asia Pacific partners. Both TD Bank and B.C.Tel are major sponsors, recently joined by Canadian Airlines, the official airline for the year, and Federal Express, the official CYAP-APEC courier. The Export Development Corporation will sponsor all APEC ministerial meetings as well as the APEC Economic Leaders' Meeting. Atomic Energy of Canada Limited will be a sponsor of the Energy Ministerial Meeting, August 27-29. Many more companies are poised to come on board in the near future.

"APEC focuses on practical solutions to trade and economic development problems, including infrastructure and telecommunications development," says Canfield. "The focus can be on Canadian business solutions to these problems as well."

In 1996, two-way trade with Asia Pacific was worth \$54 billion. Clearly these companies recognize that Asia Pacific is the fastest-growing market for Canadian goods and services. Taking part in this year's activities is an effective way to raise the profile of Canadian business.



## Canada and the World

**Canada rates high as a "desirable place to live." Nine out of ten Chinese (94%), Koreans (89%), Australians (89%) and Japanese (88%) think Canada is one of the ten most desirable countries to live in the world.**

(Source: Angus Reid, April 1997)

## Become a Corporate Sponsor

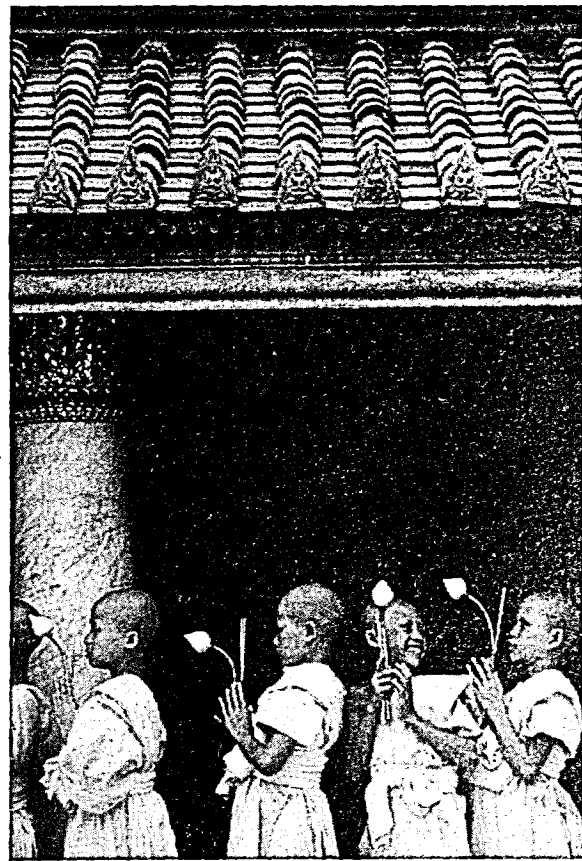
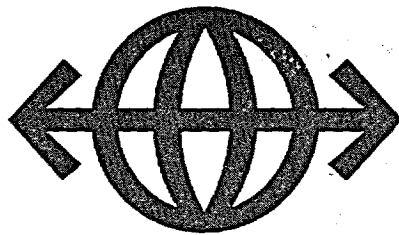
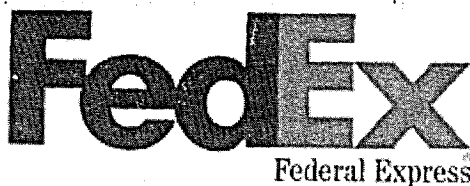
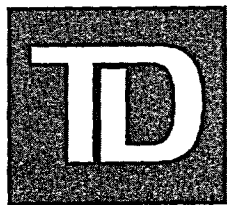
It's not too late to become a corporate sponsor or to provide in-kind support for upcoming APEC ministerial meetings, the APEC Economic Leaders' Meeting, and a range of CYAP cultural, youth and business events.

For more information, contact:

**Mr. Henry Storgaard, Storgaard & Associates, Phone: (613) 739-3090 ext. 222**

**Fax: (613) 739-3096**

**E-mail: storgaard@magi.com**



**Novices - Lotus**  
by Suthas Roongsirisilp, Thailand

## Photo Exhibit Coincides With ASEAN Meetings

The ASEAN-Canada Business Council will meet in Montreal on May 4-5, attracting business leaders from Canada and members countries of the Association of Southeast Asian Nations. This is the first of three ASEAN-Canada meetings taking place in Montreal. The Eyes on ASEAN photo exhibit opening marks the 30th anniversary of ASEAN and the 20th anniversary of Canada-ASEAN dialogue. ASEAN is comprised of Indonesia, Philippines, Singapore, Brunei Darussalam, Malaysia, Thailand and Vietnam.

## A Media Perspective on Asia Pacific

Two upcoming conferences offer an opportunity for the media to explore Asia Pacific issues.

In Vancouver, "The News from Hong Kong: Getting to Know the Real Story after July 1, 1997" will explore the transition of Hong Kong to Chinese sovereignty and examine such issues as media access, information flow and coverage of Canadian business in Hong Kong. The forum, which takes place at Simon Fraser University from April 24-25, is being sponsored by Simon Fraser University and the British Columbia Newspaper Foundation.

The Asia Pacific Foundation has invited Canadian journalists and Asian journalists from Canada, the U.S. and overseas to a conference entitled "Canada in Asia- Asia in Media". The conference, to be held in Toronto from April 28-29, will focus on how Canadian media reports on Asia and the extent of Asian coverage in Canadian media. The conference will also examine the way Canada is portrayed in Asian media. Student representatives from Canadian journalism schools will attend the conference with the support of the Department of Foreign Affairs and International Trade.

# Canada's Year of Asia Pacific Calendar - May 1997

## Upcoming cultural events:

May 1997		
May	Montreal	The North - Australian Theatre Organizer: Festival de Théâtre des Amériques (514) 871-9974
May	Toronto	Tamako-za - Japanese Performing Art Group (Music) Organizer: Harbourfront Centre (416) 937-4000
May	Winnipeg	Manga Comic Book Art - Japanese Visual Art Exhibition Organizer: Harbourfront Centre (416) 952-3246
May	Edmonton	Asian Heritage Month Publication "Transitions" Organizer: Asian Canadian Writers Workshops (403) 482-2709
May	Hull	Focus on Japan: The Art of Japanese Papermaking; Japanese Art Exhibition Organizer: Canadian Museum of Civilization (819) 776-7000
May	Winnipeg	Dance and Music Showcase '97 Salutes Canada's Year of Asia Pacific Organizer: India School of Dance, Music and Theatre Inc. (204) 256-7812
May - Jun	Canada-wide	Global Vision - Cross Canada Workshops Organizer: Amy Giroux (819) 827-2838
May - Jun	Regina	Wall Mural (Philippine Culture/Scenery) at Mosaic Organizer: Pepito Escanlar (306) 751-0512
May - Jul	Toronto	Videopostcards from the Edge of the Orient Organizer: Art Gallery of Ontario (416) 979-6660
May - Nov	Canada-wide	Natural Dyes of the Pacific Region (lecture/demonstrations) Organizer: Karen Diadick Casselman (902) 633-2837
May 1 & 3	Hull	"Sacred Music, Sacred Dance" Tibetan Concert of Instrumental Music and Dance Organizer: Canadian Museum of Civilization (819) 776-7000
May 1-3	Toronto	Battery Opera in "Ten Thousand Things" Organizer: DanceWorks (416) 204-1082
May 1-4	Toronto	International Pan-Asian Film & Video Festival Organizer: Asian Heritage Month Group (416) 598-7993
May 1-22	Toronto	Asian Heritage Festival Screening Organizer: Trinity Square Video (416) 593-1332
May 1-31	Montreal	Living Legends of the Korean Cinema - A Retrospective Organizer: CINE-ASIE (514) 282-7073
May 1 - Jun 30	Toronto, Mississauga, Scarborough	Pan Asian Visual Arts Exhibition Organizer: Pan Asian Arts Collective (416) 516-2158
May 1 - Oct 31	Brandon, Lethbridge, Swift Current, Grande Prairie	Prairie Asians: A Reading Tour Organizer: Absinthe Literary Society Fax: (403) 283-6802
May 1 - Dec 31	Toronto, Ajax	Art Program in Schools Organizer: Bernice Huné (416) 929-6811
May 1 - Dec 31	Prince Rupert, Vancouver, Kelowna, Kimberley, Penticton	"Dragons and Dragon Boats" Cross-Cultural Exhibition of Dragon Arts and Artifacts Organizer: Canadian Society for Asian Arts (604) 689-2755
May 2-4	Fort McMurray	Festival of Colours Organizer: Multicultural Association of Fort McMurray (403) 791-5186
May 3-4	Toronto	The First Vietnamese Arts Festival 1997 Organizer: Vietnamese Society of Motion Picture and Television Pioneers (416) 633-8840
May 3-11	Montreal	Eyes on ASEAN (Photographic Exhibition) Organizer: La Chapelle Historique du Bon Pasteur / Harbourfront Centre (416) 952-3246
May 3 - Aug 31	Toronto	Emiko Nakano and Sharyn Yuen Textile Exhibition Organizer: The Museum for Textiles (416) 599-5321
May 5-19	Winnipeg	Face to Face: Aboriginal Teenagers (Exhibition) in Australia & Canada Organizer: Harbourfront Centre (416) 952-3246
May 8-11	Toronto	Asian Dance Forum Organizer: Asian Dance Collective (416) 486-6299
May 8-18	Vancouver	"Hong Kong Stories" Film Festival 1997 Organizer: Chinese Cultural Centre of Vancouver (604) 687-0729
May 9-10	Vancouver	"Toru Takemitsu: The Man, His Sound, His Words" Organizer: Simon Fraser University (604) 291-5115
May 9-19	Ottawa	The Canadian Tulip Festival: "A Celebration of the Floral Artistry of Japan" Organizer: The Canadian Tulip Festival Inc (613) 567-5757
May 9 - Jun 22	Hull	Exhibition of Woodcut Prints by Mr. Fumio Kitakawa Organizer: Galerie Montcalm (819) 595-7488 / Embassy of Japan (613) 241-8541
May 10	Edmonton	"Garden of Dreams" - Indian Classical Music Concert Organizer: Edmonton Ragamala Music Society (403) 486-7242
May 13-18	Montreal	Festival Musique Multi Montréal, Soirée Asie-Pacifique Organizer: Grifes Inc. (514) 856-3787
May 15 - Jun 13	Montreal	Banquet Exhibition Organizer: Japanese Cultural Centre of Montreal Inc. (514) 728-5580
May 15 - Jul 6	Ottawa	Calligraphy Exhibition by Shodogejitsu Academy Organizer: Embassy of Japan (613) 241-8541 / Karsh-Masson Gallery (613) 244-4433
May 16	Yorkton, Winnipeg	Celebrating Cultural Diversity - Dance and Martial Arts Organizer: Literacy Program, Parkland Regional College (306) 783-6566
May 16	Ottawa	Ikebana Demonstration (Flower Arrangements) in conjunction with The Canadian Tulip Festival Organizer: National Gallery of Canada (613) 990-1985 / Embassy of Japan (613) 241-8541
May 16-31	Winnipeg	"Remotely Inspired" Art Exhibition Organizer: Manitoba Crafts Council (204) 942-1816
May 17	Ottawa	Violin Concert by Ms. Atsuko Temma Organizer: National Gallery of Canada (613) 991-4624 / Embassy of Japan (613) 241-8541
May 17-18	Montreal	Ikebana International Exhibition Organizer: Montreal Botanical Gardens (514) 872-0607
May 18 & 25	Montreal	O-Hanami Picnic under the Crabapples Organizer: Montreal Botanical Gardens (514) 872-0607

May 19	Hull	Focus on Japan: Yamano Aiko Kimono Fashion Show and Tea Ceremony in the Usa-senke Tradition Organizer: Canadian Museum of Civilization (819) 776-7000 / Embassy of Japan (613) 241-8541
May 19-27	Richmond	Exhibition of Dr. Sun Yat-Sen's History Organizer: World-Wide Art Centre (604) 270-7808
May 22-24	Toronto	Elle Laments Organizer: Fujiware Dance Inventions (416) 486-6299
May 22-25	Edmonton	Asian Canadian Film and Video Festival Organizer: Metro Cinema Society (403) 435-9212
May 24	Fredericton	Our Maritime Home - A Celebration Organizer: Chinese Cultural Association of N.B. (506) 459-1110
May 30-31	St. Catharines	Folk Art Festival - Asia Pacific Performing Art Ensembles Organizer: Folk Arts Council of St. Catharines (905) 685-8878
May 31 - Jun 29	Montreal	Night Waters Exhibition Organizer: Galerie Article (514) 842-9686

## Watch for:

May 1997		
May 1-12	Calgary	The Conference Board of Canada: APEC Linkages for Future Leaders Study Tour Organizer: The Conference Board of Canada (613) 526-3280
May 4-6	Montreal	ASEAN-Canada Business Council - Joint Meeting Organizer: The Canadian Chamber of Commerce (613) 238-4000
May 4-11	Winnipeg	Asia Pacific Youth Conference "Asia Connects" Organizers: The Students Commission (www.tsmag.ca) / The Asia Pacific Foundation of Canada (www.apfnet.org) / The Department of Foreign Affairs and International Trade
May 7-9	Montreal	APEC - Business Symposium on Customs Procedures Organizer: Revenue Canada Fax: (604) 954-1423
May 9-10	Montreal	APEC - Trade Ministerial Meeting: Strengthening Trade and Economic Ties Organizer: Department of Foreign Affairs and International Trade, APEC Division Fax: (613) 944-2732
May 11-13	Montreal	3rd Annual Conférence de Montréal: Theme - Asia Pacific Organizer: Conférence Secrétariat (514) 283-5142
May 22-24	Banff	APEC - Study Centre Consortium Conference Organizer: APEC Study Centre Fax: (204) 948-2253

## Upcoming business events with a focus on Asia Pacific:

May 1997		
May 2	Winnipeg	"Hong Kong in Transition: Business Opportunities for Manitoba" Organizer: The Hong Kong Business Association (416) 368-8277
May 2	Toronto	Hong Kong Conference: "Beyond 1997: Hong Kong's Business Future" Organizer: Hong Kong Trade Development Council (416) 366-3594
May 4-6	Montreal	ASEAN-Canada Business Council - Joint Meeting Organizer: The Canadian Chamber of Commerce (613) 238-4000
May 4-6	Calgary	The Conference Board of Canada: Reaching for Success: Business and Education Working Together Organizer: The Conference Board of Canada (613) 526-3280
May 7-8	Vancouver	International Development Days: Working with the World Organizer: Alliance of Manufacturers and Exporters of Canada (604) 713-7808
May 7-8	Montreal	ASEAN Institute of Strategic and International Studies Meeting Organizer: Canadian International Development Agency (613) 997-3492
May 7-9	Montreal	APEC - Business Symposium on Customs Procedures Organizer: Revenue Canada Fax: (604) 954-1423
May 8	Vancouver	Annual Meeting of the Alliance of Manufacturers and Exporters of Canada with Canadian International Development Agency Organizer: Alliance of Manufacturers and Exporters of Canada (613) 685-8131
May 9-10	Montreal	APEC - Trade Ministerial Meeting: Strengthening Trade and Economic Ties Organizer: Department of Foreign Affairs and International Trade, APEC Division Fax: (613) 944-2732
May 11-13	Montreal	3rd Annual Conférence de Montréal: Theme - Asia Pacific Organizer: Conférence Secrétariat (514) 283-5142
May 11-15	Vancouver	Seventh ACI-Pacific Regional Assembly & Conference Organizer: Pacific Region of Airports Council International (604) 276-6773
May 11-20	Quebec City	APEC - Senior Officials Meeting (SOM II) Organizer: Department of Foreign Affairs and International Trade, APEC Division Fax: (613) 944-2732
May 12-13	Toronto	20th Anniversary Canada-Japan Business Conference Organizer: Canada-Japan Business Committee (416) 979-8778
May 26-27	Ottawa	Annual Meeting of the Alliance of Manufacturers and Exporters of Canada with Canadian International Development Agency Organizer: Alliance of Manufacturers and Exporters of Canada (613) 685-8888
May 26-29	Montreal	APEC - 16th Meeting of the APEC Human Resources Development Working Group Organizer: Human Resources Development Canada Fax: (613) 941-4576

The list of CYAP events grows every day. For more information check out our website at:

<http://www.dfait-maeci.gc.ca/~cyap-acap>

or call (613) 944-4000 (National Capital Region) or 1-800-267-8376





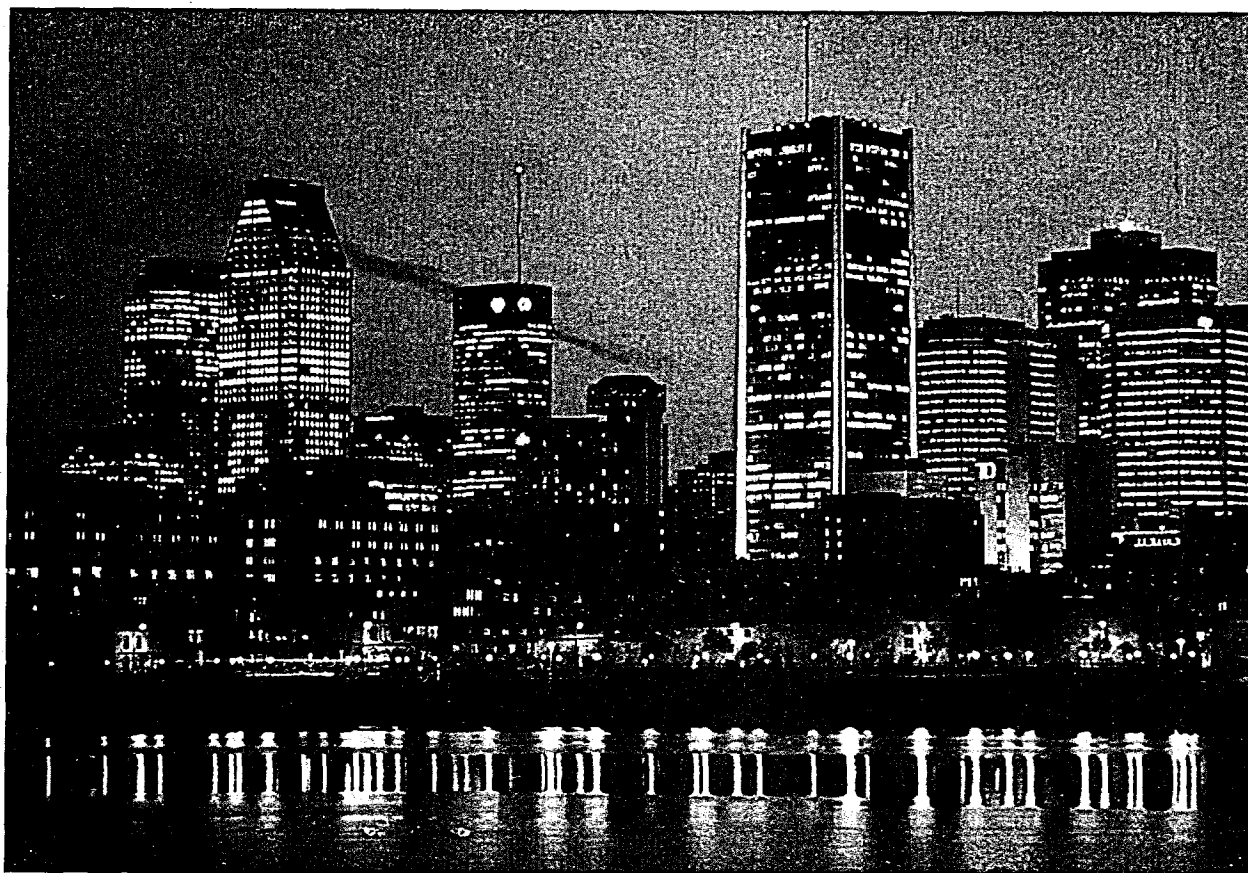
# CYAP Forum ACAP

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

CANADA'S YEAR OF ASIA/PACIFIC



## Asie-Pacifique à Montréal en mai



**L**es Montréalais tiennent une occasion sans précédent de mettre en valeur le dynamisme de leur ville pendant le mois de mai. Le monde des affaires, le gouvernement, les commanditaires et les divers organismes ont conjugué leurs efforts pour attirer des milliers de visiteurs de l'Asie-Pacifique et du monde entier.

Une série d'activités — depuis la réunion des ministres du Commerce de l'APEC jusqu'aux symposiums du monde des affaires en passant par les expositions artistiques — sont prévues, dont la troisième Conférence annuelle de Montréal, qui aura lieu du 11 au 13 mai. Cette année, la Conférence présentera certains des plus grands experts au monde en ce qui a trait au commerce et aux affaires en Asie-Pacifique. Les gens d'affaires et les spécialistes des douanes se réuniront du 7 au 9 mai pour une exposition commerciale et des discussions sur l'amélioration des procédures douanières.

Ces activités sont une occasion idéale qui s'offre aux entreprises canadiennes pour établir des contacts avec les dirigeants d'entreprises et les représentants des gouvernements de la région sans avoir à faire de coûteux voyages à l'étranger. C'est aussi l'occasion de montrer tout ce que le Canada a à offrir comme partenaire commercial et comme pays de prédilection pour investir, étudier et voyager.

### Réunion des ministres du Commerce de l'APEC

Les 9 et 10 mai, le ministre canadien du Commerce international sera l'hôte de ses collègues du mécanisme de Coopération économique Asie-Pacifique (APEC). Cette première réunion ministérielle, qui sera suivie de quelques autres ayant lieu dans diverses villes canadiennes, permettra de faire avancer

les préparatifs pour les discussions sur le commerce et l'investissement qui seront à l'ordre du jour de la réunion des dirigeants de l'APEC à Vancouver en novembre.

En sa qualité de président de l'APEC, cette année, le Canada a proposé que les ministres du Commerce se rencontrent pour chercher les moyens de faciliter les échanges commerciaux dans la région. Cela ne se résume pas à éliminer les droits tarifaires. Il faut aussi réduire le coût des affaires, surtout pour les petites entreprises, en harmonisant les normes, en simplifiant les procédures douanières et en clarifiant les règlements. Le Canada souhaiterait que l'APEC adopte une attitude plus pragmatique tout en servant plus directement les intérêts des entreprises.

Grâce à l'APEC, le Canada a l'occasion de faire progresser divers dossiers régionaux qui l'intéressent dans le domaine du commerce et des affaires étrangères. Les membres de l'APEC visent la libéralisation des échanges et de l'investissement dans la région d'ici l'an 2010 pour les économies industrialisées et d'ici 2020 pour les économies en développement. Le but ultime du Canada est de réduire les entraves à la libre circulation des biens, des services et des personnes dans la région.

### L'EXPOSITION LES YEUX SUR L'ASEAN

*Une autre manifestation digne de mention qui se déroulera à Montréal du 6 au 27 mai est l'exposition de photographies Les yeux sur l'ASEAN. Les 120 photos de certains des meilleurs photographes de l'Asie du Sud-Est traduiront la riche diversité ethnique, culturelle et religieuse qui caractérise cette région du monde. M<sup>me</sup> Marina Mahathir, auteur de textes de relations publiques et fille du premier ministre de la Malaisie, est la conservatrice de ce périple artistique dans les pays de l'ASEAN (Association des nations de l'Asie du Sud-Est). (voir pages 4 et 5 pour photos)*

*Quoi de neuf à l'APEC? (page 2)  
Simplification des procédures douanières*

## Conférence « Cherchons l'Asie » pour les jeunes



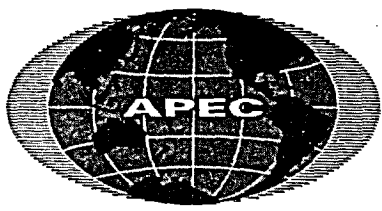
### Les jeunes Canadiens cherchent l'Asie à Winnipeg

Des jeunes des quatre coins du Canada et des jeunes asiatiques se rencontreront pour créer la « filière Asie-Pacifique » à une conférence qui aura lieu à leur intention du 4 au 11 mai à Winnipeg. Le ministère des Affaires étrangères et du Commerce international parraine cette conférence, qui s'intitule « Asia Connects/Cherchons l'Asie », dont le but est d'ouvrir aux jeunes Canadiens une fenêtre sur l'Asie. L'objectif de la conférence est d'inciter les jeunes à mieux se renseigner sur l'Asie-Pacifique et à explorer les possibilités que cette région peut leur offrir pour bâtir leur avenir.

Environ 200 jeunes Canadiens recrutés dans des écoles secondaires de toutes les provinces et des territoires rencontreront des jeunes délégués des Philippines et de la Malaisie ainsi que des jeunes asiatiques qui étudient déjà au Canada. Ce sera une semaine de contacts internationaux qui alliera le plaisir et une formation mettant à profit la technologie de pointe.

Une douzaine de sites secondaires seront reliés par voie électronique au site national de

*Conférence « Cherchons l'Asie » pour les jeunes, suite à la page 4*



Canada 1997

## APEC : Mise à Jour Simplification des procédures douanières

La promotion du commerce sur les marchés en croissance de l'APEC a d'excellentes retombées pour les entreprises canadiennes, mais des procédures douanières complexes peuvent constituer pour les exportateurs une difficulté dont ils peuvent se passer.

Le Canada a préconisé résolument de nouveaux moyens de simplifier les méthodes douanières, et Revenu Canada, à titre de ministère qui est principal responsable des services douaniers et frontaliers, joue cette année un rôle clé dans la recherche d'une solution au problème. En sa qualité de président du Sous-comité de l'APEC sur les procédures douanières, Revenu Canada prend la tête des efforts de l'APEC visant à libéraliser et à faciliter le commerce en harmonisant et en simplifiant les procédures douanières entre les économies de l'APEC. Le rapport publié en 1996 par le Conseil consultatif des gens d'affaires de l'APEC parle de la perspective d'allègement des restrictions aux frontières comme du plus grand avantage de l'APEC à court terme. Après une série de séances de travail, il sera fait rapport des résultats du Sous-comité à la réunion des dirigeants économiques de l'APEC qui aura lieu en novembre.

## Symposium sur les douanes

L'une des activités les plus importantes qui permettra d'établir un lien entre les préoccupations du monde des affaires et les efforts de libéralisation du commerce de l'APEC sera le Symposium des gens d'affaires de l'APEC sur les formalités des douanes qui aura lieu à Montréal du 7 au 9 mai. Le Symposium organisé sous les auspices de la Chambre de commerce du Canada et de Revenu Canada donnera aux hommes et femmes d'affaires et administrateurs des douanes des 18 économies de l'APEC une occasion d'importance stratégique de discuter de problèmes de douanes. C'est là une activité cruciale pour le milieu d'affaires de l'APEC, car elle permet de prendre en considération le point de vue du secteur privé dans le travail de l'APEC sur les douanes. Il sera rendu compte des résultats du Symposium à la réunion des ministres du Commerce, les 9 et 10 mai, à Montréal.

Revenu Canada est reconnu dans le monde entier comme un administrateur des services douaniers qui sait innover. En participant au travail de l'APEC, il pourra faire profiter les autres de ses compétences. Cela se traduit par des économies de temps et d'argent à la frontière pour les exportateurs canadiens.

Objectif : des politiques douanières harmonisées et simplifiées, avec des méthodes de dédouanement modernes conviviales pour les entreprises et les voyageurs.

Avantages : frais généraux plus faibles et accès plus facile à de nouveaux marchés. Ainsi, les administrateurs des douanes seront en mesure d'offrir à meilleur coût des services douaniers plus efficaces aux Canadiens.

# Colloques d'Équipe Canada sur les affaires — Mettre en commun le sens de l'exportation



Team Canada • Équipe Canada

Les colloques d'Équipe Canada ont fait un malheur. Du Canada atlantique à Calgary, ils ont accueilli des foules de gens d'affaires très intéressés par le marché de l'Asie-Pacifique. Ces hommes et ces femmes ont eu droit aux conseils d'une multitude d'experts, dont certains des anciens participants d'Équipe Canada qui ont remporté les plus grands succès et exportent en Asie-Pacifique.

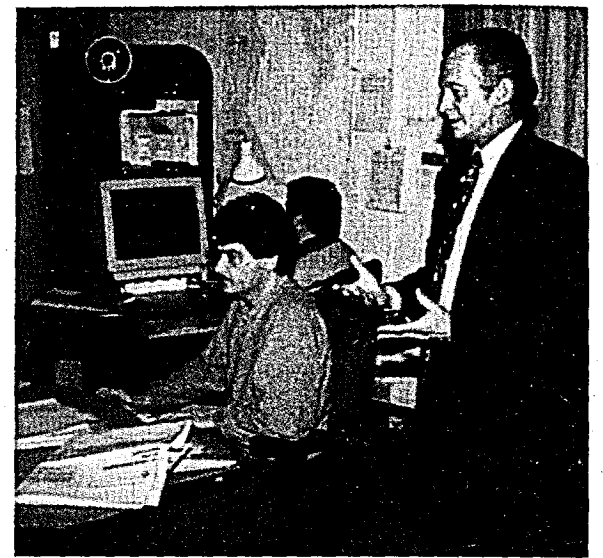
Le colloque qui a eu lieu à Toronto le 26 mars met un terme à la série de colloques sur les affaires; il y en a eu à Calgary, St. John's, Halifax, Fredericton, Charlottetown et Québec. En tout, près d'un millier d'hommes et de femmes d'affaires canadiens y ont participé, dont un bon nombre de propriétaires de petites et moyennes entreprises (PME). Les ambassadeurs du Canada au Japon et en Thaïlande et les délégués commerciaux en Corée, en Chine, en Inde, en Malaisie et aux Philippines ont livré leur point de vue. Le ministre canadien du Commerce international et le secrétaire d'État (Asie-Pacifique) ont assisté à un certain nombre de sessions.

Au cours des colloques, le message suivant s'est fait entendre clairement : exporter vers l'Asie-Pacifique présente des défis uniques et pour réussir il est essentiel de choisir une démarche appropriée.

M. Brian Terry, président et directeur général de Nautical Data International, Inc. (NDI), a participé à un colloque sur les affaires à St. John's. En janvier, il s'est joint à la mission commerciale d'Équipe Canada 1997 en Corée, aux Philippines et en Thaïlande. Au cours de cette tournée, il a fait porter ses efforts surtout sur une coentreprise qu'il était en train d'établir avec des partenaires en Corée pour la vente des cartes de navigation maritime numérisées que son entreprise produit et distribue.

« Une fois l'objectif fixé, il faut faire énormément de travail pour l'atteindre, mais il existe d'excellentes occasions à saisir pour des entreprises de technologie de pointe comme la nôtre, » explique M. Terry. À l'évidence, sa petite entreprise, qui comptait un seul employé en 1993 et en a plus de 50 aujourd'hui, est consciente des avantages possibles que présente l'exportation.

Les colloques sur les affaires d'Équipe Canada ont été parrainés par le ministère des Affaires étrangères et du Commerce international en collaboration avec des partenaires provenant du secteur privé comme le Conseil économique des pays du bassin du Pacifique et l'Alliance des manufacturiers et des exportateurs ainsi que du secteur public comme l'Agence de promotion économique du Canada atlantique.



M. Brian Terry, président et directeur général de Nautical Data International, Inc. au bureau de la société à St. John's

## Conseils sur l'exportation dans les pays de l'Asie- Pacifique

- Prendre conscience que la langue, la culture et les méthodes commerciales sont différentes. Il est essentiel d'être à l'écoute des différences culturelles et d'y être sensible.
- Nouer des relations personnelles. Les contacts directs sont souvent la meilleure façon d'assurer un climat très propice. Il faut être disposé à prendre tout le temps voulu et à faire preuve de patience.
- Communiquer avec les délégués commerciaux sur place. Ils connaissent la situation locale et ont les contacts nécessaires pour faciliter le démarrage des entreprises. Ils peuvent aussi préciser dans quels secteurs tel produit ou service a le plus de chance de succès.
- Envisager toutes les possibilités : commerce et investissement directs, partenariats de coentreprise visant des pays tiers, ou projets de construction-exploitation-transfert.
- La diversité culturelle du Canada est un atout extraordinaire. Il faut faire du multiculturalisme un avantage pour son entreprise.



### L'Asie orientale : Occasions pour entreprises canadiennes

*Pour soutenir leurs actuels taux de croissance économique, les économies est-asiatiques en développement devront dépenser collectivement de 1,5 à 2 billions de dollars pour l'infrastructure dans les 10 prochaines années. La région offre, aux plans des technologies, des services et des compétences, d'énormes possibilités aux exportateurs et aux investisseurs canadiens qui peuvent prévoir les besoins de nos partenaires de l'APEC et y répondre.*

# Asie-Pacifique : Perspectives jeunesse



Pierre-Éric Langlois est un coordonnateur jeunesse à Industrie Canada. Il s'occupe de la participation des jeunes aux réunions ministérielles de l'APEC.

**Q** Vous incitez les jeunes entrepreneurs canadiens à participer activement aux manifestations de l'APEC et de l'ACAP. Qu'est-ce qu'ils ont à y gagner?

**R** Nous cherchons des jeunes entrepreneurs dynamiques qui ont déjà fait leurs preuves. Nous voulons qu'ils relèvent un nouveau défi : exporter dans la région de l'Asie-Pacifique. Mais nous reconnaissons que, pour pouvoir le faire, ils ont besoin de capitaux, d'information sur le marché et de contacts avec les décideurs de ces nouveaux marchés. Ils peuvent établir ces contacts en participant aux activités qui gravitent autour de l'APEC.



Laura McIsaac poursuit ses études secondaires à Sydney (N.-É.) et est au nombre des délégués canadiens à la Conférence de la jeunesse dans le cadre de l'ACAP.

**Q** La Nouvelle-Écosse, c'est loin du Pacifique. Qu'est-ce qui vous intéresse dans la région de l'Asie-Pacifique?

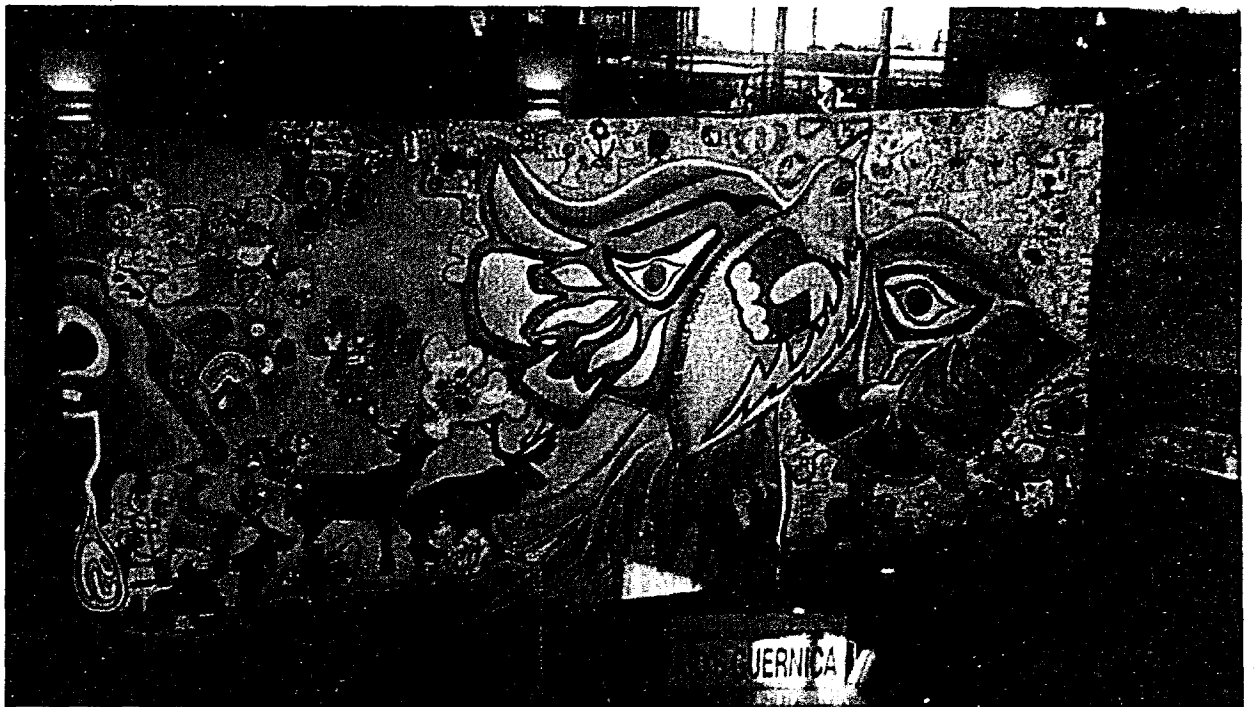
**R** L'Asie, c'est très loin, c'est vrai, mais ce sera le centre de développement économique du monde entier au cours du prochain siècle. Pour les jeunes qui songent à se lancer en affaires ou qui pensent travailler dans une industrie exportatrice, toutes les connaissances et toute l'expérience qui se rapportent à l'Asie-Pacifique peuvent être utiles. Je suis particulièrement intéressée par les questions d'égalité et les problèmes comme le travail des enfants. Certains disent que nous n'y pouvons pas grand-chose, mais je crois qu'il faut essayer.



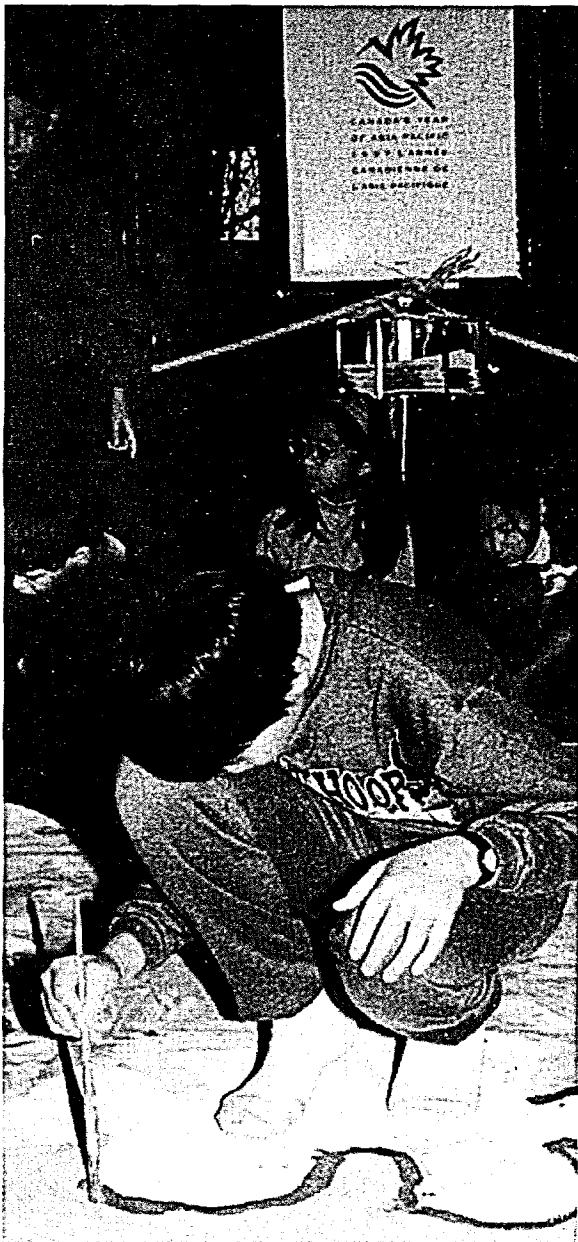
Monica Chan habite à Port Coquitlam (C.-B.). Elle est en 12<sup>e</sup> année et elle est déléguée à la Conférence de la jeunesse dans le cadre de l'ACAP.

**Q** Vous venez de la province canadienne qui a les liens les plus étroits avec l'Asie. Est-ce que les jeunes de la Colombie-Britannique se voient déjà comme appartenant à la région de l'Asie-Pacifique?

**R** Même s'il y a ici beaucoup de Canadiens d'origine asiatique, on ne semble pas trop conscient de l'importance économique et culturelle de l'Asie pour tous les Canadiens. C'est tout aussi vrai dans le cas des jeunes. Selon moi, il faut faire davantage d'efforts pour améliorer les relations en apprenant à mieux connaître d'autres régions du monde. C'est avec beaucoup d'enthousiasme que je vois venir la Conférence de la jeunesse, et j'espère pouvoir partager ce qui j'y aurai appris avec les gens de mon milieu.



Peinture murale ayant pour thème la paix dans le monde, créée par des jeunes de Richmond (C.-B.) dans le cadre de l'exposition itinérante «Guernica des jeunes» laquelle compte 12 peintures murales de jeunes provenant de pays de l'Asie-Pacifique. Le projet d'art communautaire a été financé par le biais du programme culturel de l'ACAP et est exposé à l'aéroport de Vancouver.



Aaron McQuaid étudie à l'école secondaire Colonel Gray, à Charlottetown (Î.-P.-É.).

**Q** Est-ce que les habitants de l'Île-du-Prince-Édouard pensent que leur province fait partie de l'Asie-Pacifique?

**R** Pas encore, mais c'est en train de venir. Il se dessine déjà des tendances vers une plus grande sensibilisation des provinces de l'Atlantique à l'Asie et aux «économies du tigre». En ce moment, lorsqu'il est question d'exportation, on songe aux États-Unis. Mais, lorsqu'on cherche à faire carrière dans le monde des affaires comme c'est mon cas, il faut profiter de toutes les chances qu'on peut avoir de se renseigner davantage sur l'Asie.



Mokham Rafiq est en 12<sup>e</sup> année à Surrey (B.C.).

**Q** Pourquoi avez-vous demandé à participer à la Conférence de la jeunesse dans le cadre de l'ACAP?

**R** Je crois que nous vivons déjà dans le village planétaire, et je tiens à faire partie de la «communauté virtuelle» que cette conférence va créer dans l'ensemble du Canada au moyen d'Internet. Les ordinateurs vont jouer un grand rôle dans mon existence, et le multiculturalisme est déjà une dimension très importante de ma vie à Surrey. Cette conférence va établir un lien entre ces deux éléments — informatique et multiculturalisme — d'une manière vraiment intéressante.



## Canada et le monde

Le Canada compte parmi les pays que l'on admire le plus à l'échelle internationale. La plupart des Japonais (92%), des Australiens (90%), des Chinois (87%) et des Coréens (85%) classent le Canada au nombre des 10 pays qu'ils admirent le plus.

(Source : Angus Reid, avril 1997)

# Le jeu du commerce selon les règles de l'Asie-Pacifique : la Conférence de Montréal

Certains des plus grands noms du développement du commerce international se réuniront pour la troisième Conférence annuelle de Montréal (11-13 mai 1997), qui portera sur « Les économies mondialisées — Asie-Pacifique : personnalités, affaires et règles du jeu ». Les économies de l'Asie-Pacifique seront au centre d'une analyse approfondie dont le but est d'aider les participants à comprendre les occasions et les risques du commerce dans cette région.

- Parmi les conférenciers invités cette année, notons :
- **Renato Ruggiero**, directeur général de l'Organisation mondiale du commerce (« Libre-échange — les règles et le régionalisme, les risques »)
  - **Mickey Kantor**, ancien représentant américain au Commerce et architecte de la stratégie américaine sur le libre-échange
  - **Jeffrey Sachs**, « économiste le plus influent du monde », selon le New York Times (« Phénomène économique de l'Asie »)
  - **Michel Hansenne**, directeur général de l'Organisation internationale du travail (« Economies mondialisées, compétitivité et main-d'oeuvre »)
  - **Chin-Ning Chu**, auteur du best-seller *The Asian Mind Game*
  - **Dr. Sylvia Ostry**, économiste de premier plan au Canada (« Le système commercial des pays du Pacifique »)

Dix économies de l'APEC seront représentées par des délégations officielles à la Conférence de Montréal : le Chili, la Chine, la République de Corée, l'Inde, le Japon, le Mexique, les Philippines, Singapour, la Thaïlande et le Viet-Nam. Les ateliers sur le commerce proposés aux participants seront axés sur « Le financement et l'évaluation des risques en Asie-Pacifique » et « L'arbitrage, la médiation et les marchés en Asie Pacifique ».

Parmi les partenaires et les commanditaires de cette conférence, on remarque :

Ministère des Affaires étrangères et du Commerce international  
AT&T (Canada)  
Industrie Canada  
KPMG  
Agence canadienne de développement international  
Bombardier Inc.  
Société pour l'expansion des exportations  
Banque royale du Canada  
Banque de développement du Canada  
Power Corporation du Canada  
Bureau fédéral de développement régional (Québec)  
Hydro-Québec  
Air Canada  
Capital International (CDPQ)  
Byers Casgrain

Pour de plus amples renseignements sur la Conférence de Montréal, composez le (514) 283-5142 ou le 1-888-283-5142.

Conférence «Cherchons l'Asie» pour les jeunes, suite de la page 1



Winnipeg, ce qui créera des « communautés virtuelles » de jeunes dans toutes les régions du Canada. Au moyen de la technologie des communications, les jeunes étudieront les questions économiques et sociales qui modèleront leur avenir et auront droit sur place à une initiation à la technologie multimédia/média, à la formation d'équipes et à la technologie Internet/Website. Les activités de la Conférence leur permettront aussi de se sensibiliser davantage à la dimension interculturelle dans un contexte asiatique.

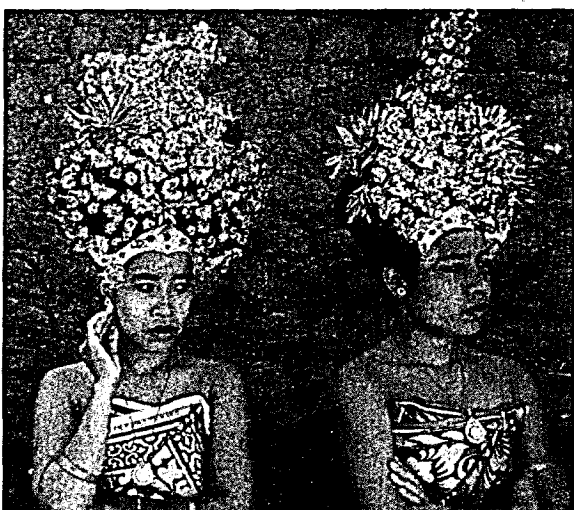
Le ministre des Affaires étrangères du Canada participera à la Conférence. Il est possible que son homologue de la Malaisie y soit également présent.

La situation de l'emploi et la croissance économique du Canada dépendent directement de notre capacité de coopérer avec les pays asiatiques en matière de commerce et de développement. « Cherchons l'Asie » donnera aux jeunes Canadiens une excellente occasion d'optimiser leurs perspectives d'avenir dans le contexte canadien de l'Asie-Pacifique et leur permettra d'établir des partenariats de travail avec les jeunes Asiatiques.

Des manifestations culturelles à l'intention des jeunes auront lieu dont *Face à face*, une exposition qui explore les attitudes des adolescents australiens, aborigènes et canadiens. Une présentation spéciale de l'émission vidéo *Clip Trip* de MuchMusic, qui met en vedette des artistes populaires de l'Asie-Pacifique, sera diffusée le 5 mai pour coïncider avec « Cherchons l'Asie ».

La conférence est organisée par la Fondation Asie Pacifique du Canada en collaboration avec la Commission des étudiants, organisme de formation de la jeunesse ayant l'expérience des techniques de pointe dans l'organisation de conférences.

Pour de plus amples renseignements sur la Conférence nationale de la jeunesse dans le cadre de l'ACAP qui aura lieu à Winnipeg, les liens de sa « communauté virtuelle » dans l'ensemble du Canada ou d'autres activités de l'ACAP destinées aux jeunes, visitez notre site Web : <http://www.tgmag.ca>



« Dans la coulisse, Bali »  
de Rio Helmi, Indonésie, de l'exposition de photographies  
Les yeux sur l'Asie

# Questionnaire éclair ACAP :

## Appel à tous les jeunes! Que savez-vous de l'Asie-Pacifique?

- 1) Qui est Anita Mui, et quels sont ses liens avec Toronto?
- 2) Si un ami malaisien vous apporte un ramboutan, qu'en faites-vous?
- 3) Qui est Takeshi Kaneshiro (que ses fans de Hong Kong appellent Gum Sing-Mo), célèbre dans une grande partie de l'Asie-Pacifique?
- 4) En voyage en Corée, on vous invite à pratiquer le ssirum; acceptez-vous?

Quels sont vos résultats?

Pas très bons? Ne vous en faites pas!

Ce printemps, la Conférence nationale de la jeunesse dans le cadre de l'ACAP, « Asia Connects/Cherchons l'Asie », aidera des jeunes Canadiens à connaître presque aussi bien Anita Mui que Céline Dion (c'est un indice).  
*Voir plus loin quelques autres aperçus sur l'Asie-Pacifique.*

- 1) Anita Mui est la reine de la chanson populaire à Hong Kong. Après une succession phénoménale de succès sans précédent à Hong Kong et une série de rôles très remarquables au cinéma, elle est en demi-retraite, à l'âge de 33 ans. Elle est venue à Toronto en 1993 pour être l'hôte d'un spectacle de financement de sa fondation philanthropique.
- 2) Mangez-le! Le ramboutan est un petit fruit. On le compare parfois à un petit hérisson. On l'appelle aussi « litchi chevelu ». Il a l'air un peu bizarre, mais il est délicieux.
- 3) D'origine sino-japonaise, Takeshi Kaneshiro est une vedette qui fait chavirer les coeurs des adolescentes taiwanaises. Il enregistre sous étiquette Polygram et il a été la vedette d'une série de films populaires, dont *Chungking Express* et *Young Policeman in Love*.
- 4) Seulement si vous avez bien payé votre assurance-voyage. Le ssirum est une forme de lutte traditionnelle en Corée, et elle est pratiquée par des hommes qui ressemblent tout à fait à des lutteurs sumo. Ce sport est encore vos amis coreens vous inviteront à un match de soccer. En 2002, la Coupe du monde de soccer sera disputée en Corée du Sud et au Japon.

Réponses

## Nouveaux commanditaires des activités de l'ACAP et de l'APEC

La Banque Toronto-Dominion et B.C. Tel jouent le rôle de chefs de file dans la campagne visant à recruter des commanditaires des activités de l'ACAP et de l'APEC alors que le Canada se prépare à être l'hôte du mécanisme de Coopération économique Asie-Pacifique (APEC) à Vancouver les 24 et 25 novembre.

« C'est là une occasion sans précédent de faire connaître le Canada et l'industrie canadienne, de dire M. Richard Thomson, président de la Banque Toronto-Dominion. Plus de 8 000 gens d'affaires, représentants des médias et décideurs de haut niveau venant des économies qui connaissent la plus vigoureuse croissance au monde viendront chez nous en 1997, et la Banque Toronto-Dominion entend profiter de cette occasion. »

Avec un autre homme d'affaires canadien très en vue, M. Brian Canfield, président-directeur général de B.C. Tel, M. Thomson préside une campagne menée auprès des sociétés canadiennes pour les inciter à devenir commanditaires. Les deux coprésidents estiment que tous ont à y gagner : les commandites aideront le gouvernement à assumer les frais de la tenue de ces rencontres de haut niveau tandis que certaines des sociétés les plus dynamiques de notre pays seront mises en évidence aux yeux de nos partenaires d'Asie-Pacifique. La Banque Toronto-Dominion et B.C. Tel ont toutes deux accepté d'être d'importants commanditaires. Se sont jointes à elles les Lignes aériennes Canadien International, transporteur aérien officiel pour l'année et la Fédéral Express, messenger officiel de l'ACAP et de l'APEC. Pour sa part, la Société pour l'expansion des exportations sera commanditaire de toutes les réunions ministérielles de l'APEC ainsi que de la réunion des dirigeants économiques de l'APEC. L'Énergie atomique du Canada Limitée comptera parmi les commanditaires de la réunion ministérielle sur l'énergie qui aura lieu du 27 au 29 août. De nombreuses autres sociétés doivent venir s'ajouter dans un proche avenir.

« L'APEC cherche avant tout des solutions pratiques aux problèmes de commerce et de développement économique, notamment dans le développement de l'infrastructure et des télécommunications, explique M. Canfield. L'accent peut être mis aussi bien sur les solutions proposées par les entreprises canadiennes. »

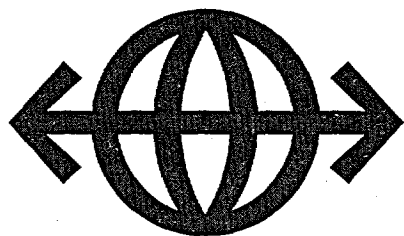
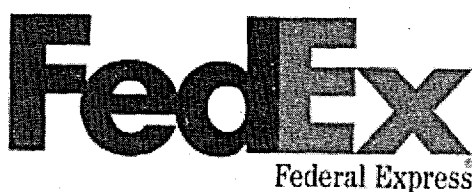
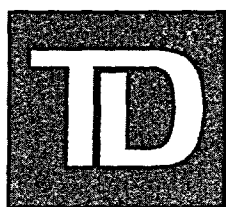
En 1996, le commerce bilatéral avec l'Asie-Pacifique s'est élevé à 54 milliards de dollars. De toute évidence, ces sociétés reconnaissent que la région de l'Asie-Pacifique est le marché qui connaît la croissance la plus rapide pour le commerce des biens et services canadiens. La

participation aux activités de cette année donne l'occasion aux entreprises canadiennes de mieux se faire connaître.

### Devenez commanditaire

Il est encore temps pour votre société de commanditer une des réunions ministérielles de l'APEC, la réunion des dirigeants économiques de l'APEC ou l'une des nombreuses manifestations ayant trait à la culture, à la jeunesse ou aux affaires dans le cadre de l'Année canadienne de l'Asie-Pacifique.

Pour de plus amples renseignements sur les commandites, communiquez avec  
**M. Henry Storgaard, Storgaard & Associates, téléphone : (613) 739-3090, poste 222; télécopieur : (613) 739-3096; courrier électronique : storgard@magi.com**



## Canada et le monde

**Le Canada est considéré comme l'un des pays où il est le plus «agréable de vivre». Neuf Chinois sur 10 (94%), Coréens (89%), Australiens (89%) et Japonais (88%) pensent que le Canada est l'un des 10 pays où il est le plus agréable de vivre au monde.**

(Source : Angus Reid, avril 1997)



Novices - Lotus  
de Suthas Roongsirisip, Thaïlande

### Exposition de photos coïncide avec rencontres de l'ASEAN

Le Conseil de commerce ANASE-Canada se réunira les 4 et 5 mai. Des dirigeants d'entreprise du Canada et des pays membres de l'Association des nations de l'Asie du Sud-Est participeront aux rencontres. C'est la première des trois rencontres ayant lieu à Montréal. L'ouverture de l'exposition de photographies *Les yeux sur l'ASEAN* souligne le 30<sup>e</sup> anniversaire de l'ASEAN et le 20<sup>e</sup> anniversaire du dialogue Canada-ASEAN. L'Indonésie, les Philippines, Singapour, le Brunéi Darussalam, la Thaïlande et le Viet-Nam font partie de l'ASEAN.

### Perspective médiatique de l'Asie-Pacifique

Deux conférences donneront aux médias l'occasion d'explorer des questions ayant trait à l'Asie-Pacifique.

À Vancouver, «Les nouvelles de Hong Kong : Découvrir les faits véritables après le 1er juillet 1997» explorera la transition de Hong Kong au régime chinois et notamment l'accès aux médias, la circulation de l'information et la couverture des affaires canadiennes à Hong Kong. Le forum, qui aura lieu à l'Université Simon Fraser les 24 et 25 avril, est commandité par l'Université Simon Fraser et la British Columbia Newspaper Foundation.

La Fondation Asie Pacifique a invité des journalistes canadiens et des journalistes asiatiques du Canada, des États-Unis et d'autres pays à la conférence intitulée «Le Canada en Asie — L'Asie dans les médias». Cette conférence qui se tiendra à Toronto les 28 et 29 avril s'intéressera à la façon dont les médias canadiens présentent l'Asie et l'ampleur de la couverture de l'Asie dans les médias canadiens. La conférence examinera aussi comment les médias asiatiques décrivent le Canada. Des représentants des écoles canadiennes de journalisme participeront à la conférence grâce à l'appui du ministre des Affaires étrangères et du Commerce international.

# L'Année canadienne de l'Asie Pacifique : Calendrier - Mai 1997

## Activités culturelles :

Mai 1997		
mai	Montréal	The North - Théâtre australien Organisation : Festival de Théâtre des Amériques (514) 871-9974
mai	Toronto	Tamako-za - Groupe japonais d'interprétation (musique) Organisation : Harbourfront Centre (416) 937-4000
mai	Winnipeg	Art des illustrés Manga - Exposition d'art visuel japonais Organisation : Harbourfront Centre (416) 952-3246
mai	Edmonton	Publication du mois du patrimoine asiatique « Transitions » Organisation : Asian Canadian Writers Workshops (403) 482-2709
mai	Hull	Accent sur le Japon : art de la fabrication du papier japonais Exposition d'art japonais japonaise Art Exhibition Organisation : Musée canadien des civilisations (819) 776-7000
mai	Winnipeg	Spécial du «Dance and Music Showcase 97» pour célébrer l'Année canadienne de l'Asie-Pacifique Organisation : India School of Dance, Music and Theatre Inc. (204) 256-7812
mai - juin	à travers le Canada	Global Vision - Ateliers transcanadiens Organisation : Amy Gréoux (819) 827-2838
mai - juin	Regina	Murale (Culture/paysages des Philippines) au Mosaic Organisation : Pepito Escanlar (306) 751-0512
mai - juillet	Toronto	Cartes postales vidéo aux portes de l'Orient Organisation : Musée des beaux-arts de l'Ontario
mai - nov	à travers le Canada	Teintures naturelles de la région du Pacifique (conférence/démonstrations) Organisation : Karen Diadick Casselman (902) 633-2837
1 et 3 mai	Hull	«Musique sacrée, danse sacrée» - Concert tibétain de musique instrumentale et de danse Organisation : l'organisation : Musée canadien des civilisations (819) 776-7000
1-3 mai	Toronto	Battery Opera dans "Ten Thousand Things" Organisation : DanceWorks (416) 204-1082
1-4 mai	Toronto	Festival international panasiatique du film et de la vidéo Organisation : Groupe du mois du patrimoine asiatique (416) 598-7993
1-22 mai	Toronto	Projection de films au Festival du patrimoine asiatique Organisation : Trinity Square Video (416) 593-1332
1-31 mai	Montréal	Légendes vivantes du cinéma coréen - Une rétrospective Organisation : CINE-ASIE (514) 282-7073
1 mai - 30 juin	Toronto, Mississauga, Scarborough	Exposition d'arts visuels panasiatiques Organisation : Collectif d'arts panasiatiques (416) 516-2158
1 mai - 31 oct	Brandon, Lethbridge, Swift Current, Grande Prairie	Prairie Asians : A Reading Tour Organisation : Absinthe Literary Society, télécopieur: (403) 283-6802
1 mai - 31 déc	Toronto, Ajax	Art Program in Schools Organisation : Bernice Hung (416) 929-6811
1 mai-31 déc	Prince Rupert, Vancouver, Kelowna, Kimberley, Penticon	«Dragons and Dragon Boats» Exposition interculturelle d'arts et d'artefacts du dragon Organisation : Canadian Society for Asian Arts (604) 689-2755
2-4 mai	Fort McMurray	Festival de couleurs Organisation : Multicultural Association of Fort McMurray (403) 791-5186
3-4 mai	Toronto	Premier festival d'art vietnamien 1997 Organisation : Vietnamese Society of Motion Picture and Television Pioneers (416) 633-8840
3-11 mai	Montréal	Les yeux sur l'ASEAN (exposition photographique) Organisation : La Chapelle Historique du Bon Pasteur / Harbourfront Centre (416) 952-3246
3 mai - 31 août	Toronto	Exposition de textiles d'Emiko Nakano et de Sharyn Yuen Organisation : The Museum for Textiles (416) 599-5321
5-19 mai	Winnipeg	Face à Face : Jeunes aborigènes en Australie et au Canada (exposition) Organisation : Harbourfront Centre (416) 952-3246
8-11 mai	Toronto	Forum de danse asiatique Organisation : Collectif de danse asiatique (416) 486-6299
8-18 mai	Vancouver	Festival du film «Hong Kong Stories» 1997 Organisation : Centre culturel chinois de Vancouver, (604) 687-0729
9-10 mai	Vancouver	«Toru Takemitsu: The Man, His Sound, His Words» Organisation : Simon Fraser University (604) 291-5115
9-19 mai	Ottawa	Le Festival canadien des tulipes : «Une célébration des fleurs - Le talent du Japon» Organisation : Festival canadien des tulipes Inc (613) 567-5757
9 mai - 22 juin	Hull	Exposition de gravures sur bois par M. Fumio Kitaoka Organisation : Galerie Montcalm (819) 595-7488 / Ambassade du Japon (613) 241-8541
10 mai	Edmonton	«Garden of Dreams» - Concert de musique classique indienne Organisation : Edmonton Ragamala Music Society (403) 486-7242
13-18 mai	Montréal	Festival Musique Multi Montréal, Soirée Asie-Pacifique Organisation : Griffes Inc. (514) 856-3787
15 mai - 13 juin	Montréal	Exposition Bankei Organisation : Centre culturel canadien japonais de Montréal (514) 728-5580
15 mai - 6 jui	Ottawa	Exposition de calligraphies par la Shodogei Jutsu Academy Organisation : Ambassade du Japon (613) 241-8541 / Karsh-Masson Gallery (613) 244-4433
16 mai	Yorkton, Winnipeg	Célébration de la diversité culturelle - Danse et arts martiaux Organisation : Programme d'alphabétisation du Parkland Regional College (306) 783-6566
16 mai	Ottawa	Démonstration d'ikébana (arrangements floraux) en collaboration avec le Festival canadien des tulipes Organisation : Musée des beaux-arts du Canada (613) 990-1985 / Ambassade du Japon (613) 241-8541
16-31 mai	Winnipeg	Exposition d'art «Remotely Inspired» Organisation : Manitoba Crafts Council (204) 942-1816
17 mai	Ottawa	Concert de violon par Mme Atsuko Temma Organisation : Musée des beaux-arts du Canada (613) 991-4624 / Ambassade du Japon (613) 241-8541
17-18 mai	Montréal	Exposition internationale d'ikébana Organisation : Jardin botanique de Montréal (514) 872-0607
18 et 25 mai	Montréal	Picnic O-Hanami sous les pommeliers Organisation : Jardin botanique de Montréal (514) 872-0607

19 mai	Hull	Accent sur le Japon : exposition de kimonos et cérémonies du thé dans la tradition Usa-senke Organisation : Musée canadien des civilisations (819) 776-7000 / Ambassade du Japon (613) 241-8541
19-27 mai	Richmond	Exposition sur l'histoire du M. Sun Yat-Sen Organisation : World-Wide Art Centre (604) 270-7808
22-24 mai	Toronto	Elle Laments Organisation : Fujiware Dance Inventions (416) 486-6299
22-25 mai	Edmonton	Festival du film et de la vidéo canadien asiatique Organisation : Metro Cinema Society (403) 435-9212
24 mai	Fredericton	Notre foyer maritime - Une célébration Organisation : Chinese Cultural Association of N.B. (506) 459-1110
30-31 mai	St. Catharines	Festival d'art folklorique - groupes de l'Asie-Pacifique Organisation : Folk Arts Council of St. Catharines (905) 685-8878
31 mai - 29 juin	Montréal	Exposition «Night Waters» Organisation : Galerie Article (514) 842-9686

## Événements de l'ACAP à surveiller :

Mai 1997		
1-12 mai	Calgary	Conference Board du Canada : Liaisons avec l'APEC pour la tournée d'étude des leaders de demain Organisation : The Conference Board du Canada (613) 526-3280
4-6 mai	Montréal	Conseil de commerce ANASE-Canada - Réunion conjointe Organisation : Chambre de commerce du Canada (613) 238-4000
4-11 mai	Winnipeg	«Cherchons l'Asie» Conférence de la jeunesse de la région Asie-Pacifique Organisations : Commission des étudiants (www.tgmg.ca)/Fondation Asie Pacifique du Canada (www.apfnet.org)/ Ministère des Affaires étrangères et du Commerce international
7-9 mai	Montréal	Symposium d'affaires de l'APEC sur les procédures de douanes Organisation : Revenu Canada, télécopieur: (604) 954-1423
9-10 mai	Montréal	Réunion des ministres du Commerce de l'APEC Resserrer les liens commerciaux et économiques Organisation : Ministère des Affaires étrangères et du Commerce international, télécopieur de la Division de l'APEC : (613) 944-2732
11-13 mai	Montréal	3 <sup>e</sup> Conférence annuelle de Montréal - accent sur l'Asie-Pacifique Organisation : secrétariat de la Conférence (514) 283-5142
22-24 mai	Banff	Conférence du Consortium des centres d'études de l'APEC Organisation : Centres d'études de l'APEC, télécopieur : (204) 948-2253

## Manifestations commerciales axées sur l'Asie-Pacifique :

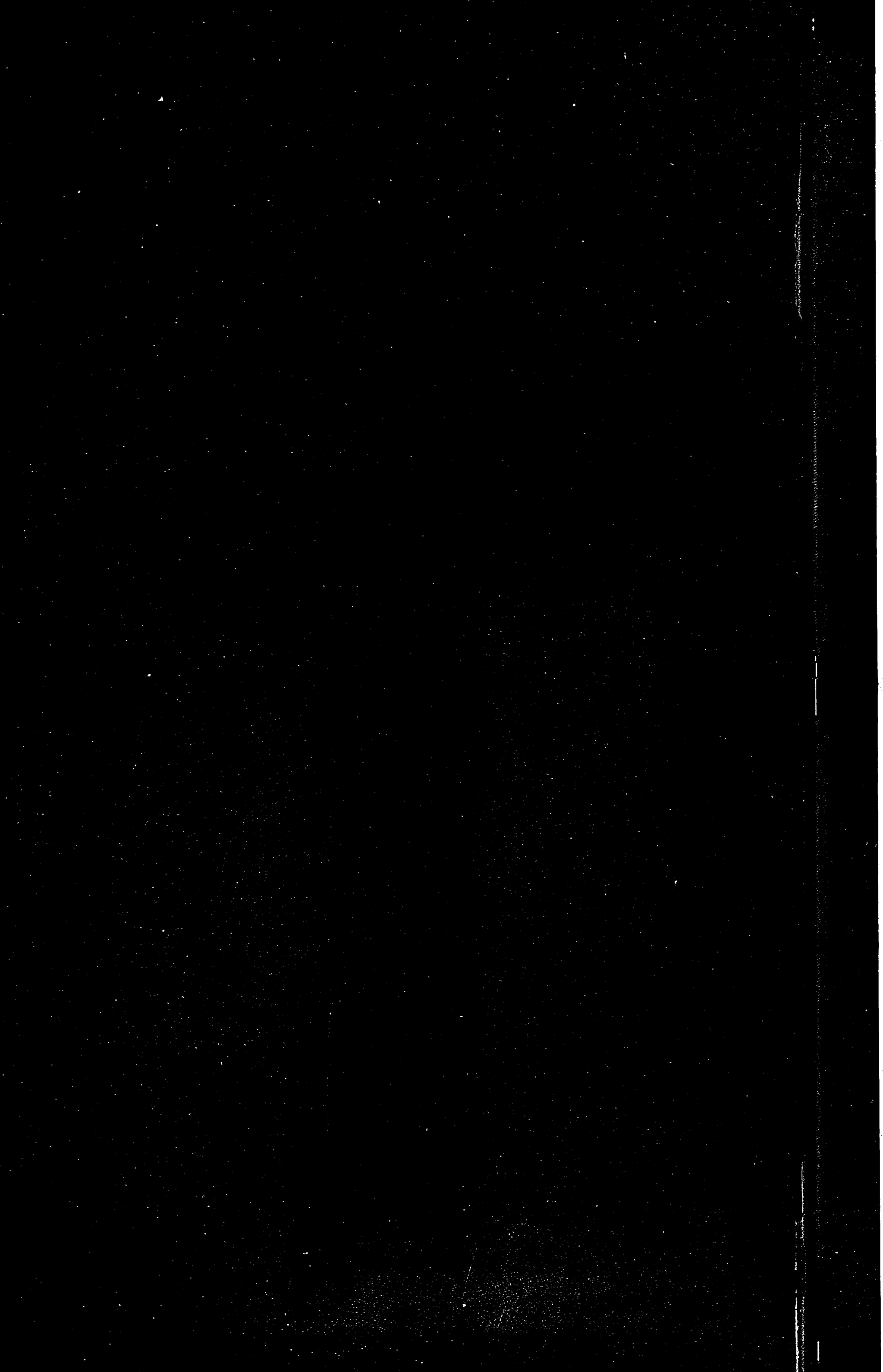
Mai 1997		
2 mai	Winnipeg	Hong Kong en transition : Occasions d'affaires pour le Manitoba Organisation : The Hong Kong Business Association (416) 368-8277
2 mai	Toronto	Conférence de Hong Kong : «Beyond 1997 : Hong Kong's Business Future» Organisation : Hong Kong Trade Development Council (416) 366-3594
4-6 mai	Calgary	Le Conference Board du Canada : La voie du succès - La synergie des affaires et de l'enseignement Organisation : Le Conference Board du Canada (613) 238-4000
4-6 mai	Montréal	Conseil de commerce ANASE-Canada - Réunion conjointe Organisation : l'organisation : Chambre de commerce du Canada (613) 238-4000
7-8 mai	Vancouver	International Development Days: Working with the World Organisation : Alliance des manufacturiers et des exportateurs du Canada (604) 713-7808
7-8 mai	Montréal	Réunion de l'Institute of Strategic and International Studies Organisation : Agence canadienne de développement international (613) 997-3492
7-9 mai	Montréal	Symposium d'affaires de l'APEC sur les procédures de douanes Organisation : Revenu Canada, télécopieur: (604) 954-1423
8 mai	Vancouver	Réunion annuelle de l'Alliance des manufacturiers et des exportateurs du Canada avec l'Agence canadienne de développement international Organisation : Alliance des manufacturiers et des exportateurs du Canada (613) 685-8131
9-10 mai	Montréal	Réunion des ministres du Commerce de l'APEC Resserrer les liens commerciaux et économiques Organisation : Ministère des Affaires étrangères et du Commerce international, télécopieur de la Division de l'APEC : (613) 944-2732
11-13 mai	Montréal	3 <sup>e</sup> Conférence annuelle de Montréal - accent sur l'Asie-Pacifique Organisation : Secrétariat de la Conférence (514) 283-5142
11-15 mai	Vancouver	7 <sup>e</sup> Assemblée et Conférence régionales ACI-Pacifique Organisation : Conseil international des aéroports de la région du Pacifique (604) 276-6773
11-20 mai	Québec	Réunion des hauts fonctionnaires de l'APEC (SOM II) Organisation : Ministère des Affaires étrangères et du Commerce international, télécopieur de la Division de l'APEC : (613) 944-2732
12-13 mai	Toronto	Conférence des gens d'affaires Canada-Japon - 20 <sup>e</sup> anniversaire Organisation : Canada-Japan Business Committee (416) 979-8778
26-27 mai	Ottawa	Réunion annuelle de l'Alliance des manufacturiers et des exportateurs du Canada avec l'Agence canadienne de développement international Organisation : Alliance des manufacturiers et des exportateurs du Canada (613) 238-8888
26-29 mai	Montréal	16 <sup>e</sup> réunion du groupe de travail de l'APEC sur le développement des ressources humaines Organisation : Développement des ressources humaines télécopieur: (613) 941-4576

Pour obtenir de plus amples renseignements sur toutes les activités de l'ACAP, consulter notre site web : <http://www.dfait-maeci.gc.ca/~cyap-acap>

or composez le (613) 944-4000 (Région de la capitale) or 1-800-267-8376







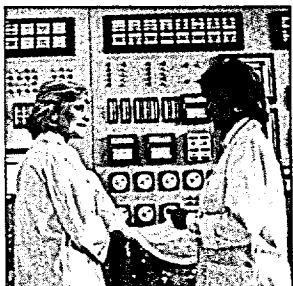
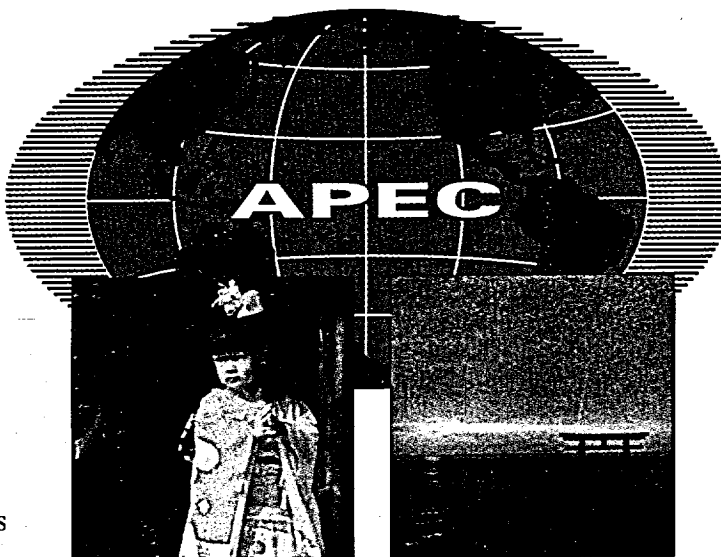
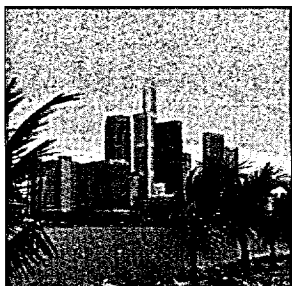


Ce numéro spécial de Forum ACAP a pour but d'expliquer en détail le mécanisme de Coopération économique Asie-Pacifique (APEC) et de montrer comment cette dynamique organisation prend des mesures qui amélioreront la vie et la subsistance des habitants de la région Asie-Pacifique, ainsi que de mettre en lumière le rôle joué par le Canada alors qu'il préside l'APEC en 1997.

## L'APEC : une vision de l'avenir

Imaginez ceci. Vous arrivez à l'un des plus grands aéroports de l'Asie-Pacifique, un aéroport bondé de voyageurs étrangers comme vous. Vous franchissez vite les comptoirs des douanes et de l'immigration. Comme il vous reste du temps, vous décidez d'appeler votre famille au pays. Aucun problème. La connexion est immédiate.

Vous décidez d'essayer le réseau de transport à très grande vitesse qui, d'après ce que vous avez lu, a été construit avec l'aide de Canadiens. En arrivant à destination, vous vous arrêtez pour prendre une bouffée d'air frais et pour admirer le paysage. Vos partenaires commerciaux potentiels ont eu la chance d'examiner le prospectus sur votre petite entreprise que vous leur avez envoyé par courrier électronique. Le PDG dit qu'ils sont prêts à parler de chiffres. Et vous décrochez le contrat. À la fin de la rencontre, vous vous inclinez et

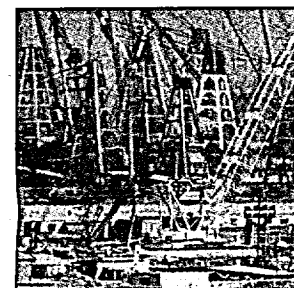


vous acceptez leur invitation de les rencontrer plus tard.

Quelques jours après, vous êtes de retour au Canada. Vous n'avez pas à craindre que votre produit sèche sur les quais de chargement. Vous savez qu'il arrivera en bon état et à temps. Vous quittez le bureau plus tôt pour assister à la partie de baseball de votre fils.

Ça semble trop beau pour être vrai? Pas si l'APEC s'en mêle!

L'APEC a pris un engagement envers la croissance économique durable et le



développement équitable de ses économies membres. Les obstacles à la circulation des personnes, des biens et des services doivent donc être éliminés. Alors qu'il assume la présidence de l'APEC en 1997, et à l'aube du nouveau millénaire, le Canada veut faire en sorte que cette vision audacieuse de l'avenir devienne réalité.

## Qu'est-ce que l'APEC?

L'APEC regroupe 18 économies de l'Asie-Pacifique, une région qui prend toujours plus d'importance dans l'économie mondiale. Ces économies comptent pour environ les deux cinquièmes de la population du monde et pour la moitié de l'activité économique mondiale. Il est donc peu étonnant que la région soit considérée comme un centre de pouvoir économique et que l'APEC soit vu comme une organisation commerciale ayant de plus en plus d'importance et d'influence.

### L'APEC au Canada en 1997

Le Canada est l'un des membres fondateurs de l'APEC. Cette année, il a en outre la distinction d'en présider le mécanisme. Les réunions qui se tiendront tout au long de l'année amèneront une centaine de ministres et des centaines de gens d'affaires de l'APEC au Canada. En accueillant ses amis de l'Asie-Pacifique, le Canada aura une chance unique de faire connaître son entrepreneuriat de première classe à ses partenaires commerciaux qui connaissent la plus forte croissance au monde.

Parmi ses membres, l'APEC compte aussi bien les principaux partenaires commerciaux du Canada au sein du G-7 (les États-Unis et le Japon) que des marchés établis comme Singapour et Hong Kong et des marchés émergents comme la Chine. L'APEC regroupe à la fois des partenaires

clés de l'hémisphère comme le Mexique et le Chili, et des nouvelles économies industrialisées de l'Asie comme la Corée du Sud, la Thaïlande et la Malaisie.

L'APEC a été créé en 1989, lorsque 12 économies de l'Asie-Pacifique ont convenu de collaborer pour maintenir leur forte croissance économique et pour garantir que cette croissance contribue au bien-être des populations de la région. L'APEC recherche des avantages partagés pour que le développement économique puisse être à la fois équitable et soutenable à long terme. Cet objectif est réalisé en facilitant les affaires, le commerce et l'investissement dans la région et en en réduisant le coût.

L'APEC donne aux entreprises les moyens d'améliorer leur efficacité et de participer plus pleinement au système commercial mondial. Il lui faut pour cela régler des problèmes comme les normes de produit différentes qui compliquent l'exportation et fournir de l'information améliorée et plus facilement accessible sur les niveaux des tarifs et sur les systèmes de passation des marchés publics.

Les membres ont identifié les secteurs stratégiques de l'économie dans lesquels ils ont le plus à gagner d'une intensification de la coopération commerciale et économique. Ce sont notamment l'infrastructure, les transports, la technologie de l'information, la protection de l'environnement, l'énergie et le développement des ressources humaines.

## De véritables solutions à la croissance

Plusieurs des questions de commerce et d'investissement dont s'occupe l'APEC sont débattues depuis longtemps dans d'autres instances commerciales et n'ont pas encore été réglées à l'Organisation mondiale du commerce. En tant que force motrice de la libéralisation dans la région, l'APEC s'est avéré un catalyseur d'action au niveau du système commercial mondial. Des dates cibles ont été établies pour la pleine libéralisation du commerce et de l'investissement dans la région : 2010 pour les membres développés, et 2020 pour les membres en développement.

Les membres de l'APEC reconnaissent que l'ouverture des marchés ne règlera pas tous les problèmes de la région. L'APEC fait largement fond sur le partage de renseignements, d'idées et de solutions entre ses membres. Ces solutions aident à protéger l'environnement, à créer des villes viables, à éviter les pénuries d'aliments et à domestiquer les technologies de l'avenir. Les pannes d'électricité, des transports inefficients et

«Qu'est-ce que l'APEC?»,  
suite à la page 2

# Surmonter les obstacles aux transports dans la région de l'APEC

Les routes, les ponts, les installations portuaires, les aéroports et les réseaux électriques sont des infrastructures de base qui sont absentes ou qui doivent être modernisées dans plusieurs sous-régions de l'Asie-Pacifique. La conception et le maintien de réseaux de transport en Asie-Pacifique continuent à faire tourner les roues des économies connaissant la plus forte croissance au monde. Ces réseaux doivent être conçus de sorte que leur efficacité, leur accessibilité et leur sécurité puissent être maintenues.

L'inadéquation de l'infrastructure obstrue le commerce et entrave la croissance. Sans une expansion considérable de l'infrastructure de transport, la circulation des

marchandises et des passagers sera inévitablement encombrée. L'accroissement du volume du trafic augmentera inévitablement la demande de services — aériens, ferroviaires, routiers ou maritimes — directs entre un plus grand nombre de destinations.

Comblent les besoins de la région en matière d'infrastructure de transport nécessitera un investissement énorme — de plusieurs milliards de dollars dans les 10 prochaines années pour la seule sous-région de l'Asie de l'Est. Mais les gouvernements n'ont souvent simplement pas l'argent requis.

Au sein de l'APEC, on reconnaît largement que les partenariats entre les secteurs privé et public constituent une solution au développement d'infrastructures dans la région. Le point crucial est de transformer les possibilités en entreprises commerciales financièrement viables et avantageuses pour le public. Il faut pour cela

attirer le capital en protégeant mieux les investisseurs.

Des chefs de file du secteur canadien des transports joueront un rôle vital dans les discussions sur le développement de

l'infrastructure qui entoureront la réunion des ministres des Transports de l'APEC du 22 au 24 juin, à Victoria. Un certain nombre de sociétés canadiennes bien connues et fort actives dans la région participeront à un symposium ministres-industrie sur les transports. Ce sont notamment Bombardier Inc., CP Rail, Air Canada, Laidlaw Inc., Via Rail Canada Inc., Ballard Power Systems Inc. et CAE

Électronique. Le symposium permettra aux participants d'échanger des renseignements et des vues sur leurs problèmes communs, de discuter de solutions novatrices et de pratiques d'excellence, et d'établir des contacts avec leurs pairs.

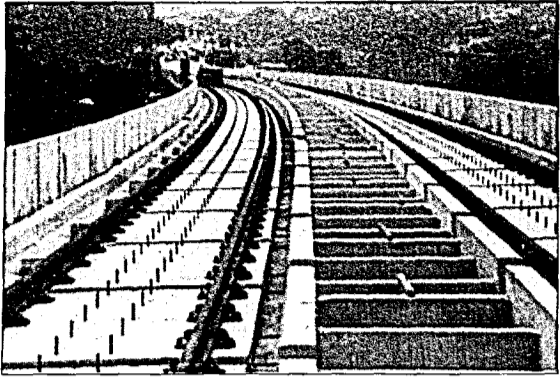
Les sociétés canadiennes sont considérées comme des chefs de file dans le domaine des transports. Des firmes canadiennes ont appliqué avec grand succès des modèles de transport de l'APEC à un certain nombre de projets. Il s'agit par exemple des modèles de types CET (construction-exploitation-transfert) et CEP (construction-exploitation-propriété). Facteur tout aussi important, elles partagent leur expérience avec d'autres membres de l'APEC de façon à en multiplier les avantages.

Parmi les projets récemment entrepris au Canada en appliquant ces modèles, mentionnons la construction du pont de la Confédération reliant

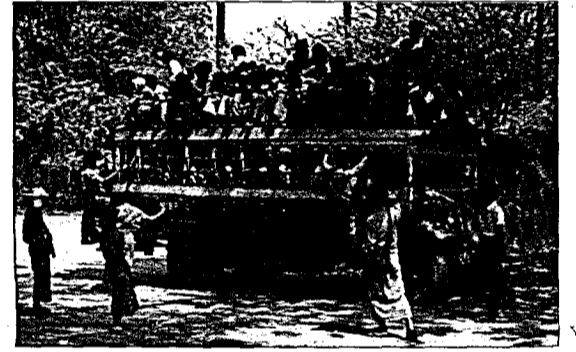
l'Île-du-Prince-Édouard et le Nouveau-Brunswick, la construction de la nouvelle route 407 au nord de Toronto, et la reconstruction d'un tronçon de la route transcanadienne en Nouvelle-Écosse. « Des partenariats publics-privés permettent de construire les deux routes pour moins cher que ce que l'on estimait initialement, affirme M. John Beck, président de la Canadian Highway International Corporation. En partageant et en gérant les risques, les routes dont nos partenaires gouvernementaux ont besoin sont construites plus vite, à moindre coût et selon des normes environnementales et de sécurité plus rigoureuses. »

Le Canada a fait preuve de leadership dans un certain nombre de projets de transport entrepris au sein de l'APEC, notamment sur les questions de sécurité des transports. Le Canada pilote par exemple un projet visant l'installation d'un système de navigation et de communication par satellite dans la région de l'APEC. Ce projet rendra les déplacements dans la région plus sécuritaires et plus efficaces. Les projets de cette nature peuvent aussi ouvrir des possibilités d'exportation à des firmes canadiennes de haute technicité.

À leur réunion de Victoria, les ministres des Transports vont se concentrer sur la planification, l'exploitation et le financement de nouvelles infrastructures. Une solide participation de l'industrie permettra de trouver des solutions novatrices qui nous feront passer au XXI<sup>e</sup> siècle — qui promet d'être le siècle du Pacifique.



Des Canadiens ont participé à la construction du Light Rail Transit System 2 de Kuala Lumpur en préparation des Jeux du Commonwealth de 1998, en Malaisie. Photo: SNC-Lavalin



## Le Réseau de femmes dirigeantes examine l'impact des femmes sur les économies de l'APEC

Les entrepreneures détiennent ou exploitent le tiers de toutes les entreprises au Canada. En Asie du Sud-Est, les femmes constitueront bientôt la moitié de tous les entrepreneurs. Malgré leur nombre, les entrepreneures de Bangkok à Toronto sont confrontées aux mêmes défis, soit la difficulté à trouver du financement et de l'information sur l'exportation, et les lacunes aux plans de l'éducation et de la formation.

À leur réunion de Manille en 1996, les dirigeantes de l'APEC ont demandé qu'une insistance particulière soit mise sur la pleine participation des femmes en raison de leur importante contribution à leurs économies. Le Réseau de femmes dirigeantes (RFD) a été établi en octobre 1996, juste avant la réunion des dirigeants de l'APEC, pour promouvoir l'intégration des points de vue des hommes et des femmes aux décisions et aux activités de l'APEC. Ce réseau informel rassemble des femmes d'entreprises, de gouvernements, d'organisations non gouvernementales et de milieux universitaires des 18 économies membres de l'APEC.

Le Canada accueillera la deuxième réunion du Réseau de femmes dirigeantes à Ottawa-Hull, du 13 au 16 septembre. La réunion aura pour thème « L'impact économique des femmes dans la région de l'APEC ». Elle traitera des problèmes de petites et moyennes entreprises dirigées par des femmes et de l'impact que les politiques touchant le commerce et les affaires ont sur les femmes.

Le gouvernement canadien travaille aussi à promouvoir une meilleure prise en compte de la problématique homme-femme au sein de l'APEC. Des progrès sont réalisés en ce qui a trait aux préoccupations des femmes dans des domaines comme l'éducation et la formation

ainsi que la science et la technologie. Tous ces efforts sont conformes à l'engagement national et international du Canada envers l'égalité des sexes.

« Le Canada a nettement pris l'initiative de sensibiliser les dirigeants de l'APEC aux questions d'égalité des sexes, affirme M<sup>me</sup> Andrina Lever, présidente de Women Entrepreneurs of Canada et coprésidente du Comité canadien d'organisation de la réunion. L'APEC et le RFD recèlent un énorme potentiel pour les femmes canadiennes. »

M<sup>me</sup> Lever a personnellement vu comment l'engagement du Canada envers l'égalité produit des résultats au plan international. Les Philippines ont parrainé la réunion inaugurale du Réseau de femmes dirigeantes, et le Canada, par le biais de l'Agence canadienne de développement international, a grandement contribué à faire de cette réunion une réalité.

Pour savoir comment vous inscrire à la réunion du Réseau de femmes dirigeantes des économies de l'APEC qui se tiendra à

Ottawa-Hull du 13 au 16 septembre 1997, communiquez avec M<sup>me</sup> Lynn Conway, Conference Board du Canada, téléphone : (613) 526-3090, poste 323; télécopieur : (613) 526-5385; courrier électronique : wln@conferenceboard.ca



### Qu'est-ce que l'APEC? Suite de la page 1

des réseaux de télécommunication désuets peuvent sérieusement affecter la vie des gens et paralyser l'activité économique.

Ces problèmes influent profondément sur la prospérité et sur la qualité de vie des gens. Le Canada accueille justement les réunions de l'APEC sur le commerce, l'environnement, les transports, l'énergie et les petites et moyennes entreprises (PME) pour trouver des solutions viables et intégrées à la croissance et au développement.

L'APEC a identifié trois groupes importants qui méritent une attention toute particulière; ce sont les PME, les femmes et les jeunes. Le Canada convoquera une réunion de femmes dirigeantes du milieu universitaire, du monde des affaires et d'autres secteurs. La réunion sera tenue en conjonction avec une réunion ministérielle et une exposition commerciale pour stimuler la participation des PME aux affaires de la région. Afin de préparer l'avenir, le Canada a aussi voulu inviter les jeunes à participer aux activités de l'APEC en 1997 et à examiner les perspectives que pourrait leur ouvrir l'Asie-Pacifique.

# Au-delà de la croissance économique : l'initiative AEEEP

En 1995, l'écologiste américain Lester Brown a soulevé une vive controverse en publiant *Who Will Feed China?* Dans son livre, Brown suggérait que l'accroissement démographique, l'urbanisation et l'industrialisation dans ce pays de 1,2 milliard d'habitants créeront une pénurie d'aliments et feront monter les prix dans l'ensemble du monde.

Selon l'Université Harvard, c'est M. Brown qui a remis les questions d'alimentation et de population au centre des discussions. Mais la question qu'il posait suscite nombre de vues conflictuelles.

Les dirigeants de l'APEC reconnaissent que la croissance économique influe profondément sur la société et sur le développement. Sous les

auspices du Comité sur l'économie (que préside le Canada), l'APEC s'efforce de donner un peu d'ordre et de clarté aux discussions sur la croissance et le développement durables. Cet effort suppose l'élaboration d'un cadre commun permettant d'analyser comment les éléments de base sur le plan de l'offre, tels l'alimentation, l'énergie et l'environnement, influent sur le processus de développement économique et sur une population sans cesse croissante.

L'initiative AEEEP (alimentation, énergie, environnement, développement économique et population) s'intéresse au développement soutenable à long terme et à l'amélioration de la qualité de la vie dans la région.

Le Canada rassemble cette année des chercheurs, des planificateurs et des économistes de toutes les régions du monde qui analyseront cet ensemble complexe de questions. Les réunions des ministres de l'Environnement (Toronto, 9-11 juin) et de l'Énergie (Edmonton, 26-27 août) contribueront à l'analyse de ces défis par le Comité sur l'économie. Le colloque AEEEP qui sera tenu à Saskatoon du 2 au 4 septembre permettra à des représentants du secteur des affaires ainsi que des milieux gouvernementaux et non gouvernementaux, de discuter de ces questions

cruciales. Les résultats de ce travail vont éclairer les discussions des dirigeants de l'APEC à Vancouver, en novembre.

Pendant les années 1980 et 1990, les économies asiatiques en développement ont mené le monde en terme de croissance économique. Leur succès économique a grandement contribué à réduire la pauvreté. Mais malgré tous les progrès réalisés, l'Asie abrite encore 65 p. 100 des pauvres du monde.

Outre sa participation à l'APEC, le Canada appuie depuis des décennies le développement des pays de l'Asie-Pacifique par le biais de l'Agence canadienne de développement international (ACDI). Il existe des différences complexes à l'intérieur de la région. Plusieurs pays continuent à dépendre des programmes de l'ACDI pour réduire directement la pauvreté, alors que d'autres utilisent l'aide de l'ACDI comme base d'une coopération économique mutuellement avantageuse. En Malaisie et en Thaïlande, par exemple, l'ACDI se donne comme rôle premier d'appuyer la transition d'une relation d'aide à un véritable partenariat économique.

Le rôle du Canada dans la région a évolué, en partie à cause de sa participation à l'APEC. Le Canada est déterminé à renforcer l'efficacité du cadre de coopération de l'APEC sur un large éventail de questions liées au développement économique. Aux réunions ministérielles de l'APEC sur l'environnement et l'énergie et au Colloque AEEEP, le Canada pourra donner une nouvelle perspective à certains problèmes intraitables et explorer de nouveaux moyens de les régler.



Photo ACDI : David Barbour

## Des villes viables — un défi environnemental

Comment nos villes peuvent-elles survivre à l'urbanisation et à l'industrialisation rapides et débridées que continuent à connaître la plupart des économies de l'APEC?

Les villes modernes ont un énorme impact sur l'environnement. Mais les administrations locales, de concert avec les gouvernements régionaux et nationaux, et en collaboration avec le secteur privé, font de grands efforts pour maintenir la viabilité de villes toujours plus grandes.

Pendant la réunion des ministres de l'Environnement de l'APEC qui se tiendra à Toronto du 9 au 11 juin 1997, des chefs d'entreprises et d'administrations locales tiendront une réunion spéciale pour discuter des incidences environnementales de la croissance économique dans les villes. Le Forum des chefs

d'entreprises et d'administrations locales sur la viabilité des villes sera structuré autour de six ateliers organisés sur des thèmes allant de la pollution atmosphérique à la gestion des déchets en passant par les partenariats publics-privés et les stratégies de financement.

L'infrastructure est une question clé autour de laquelle gravitent plusieurs de ces thèmes. L'infrastructure urbaine est souvent inadéquate, et son développement suppose des coûts énormes. Mais c'est un besoin à la fois urgent et inévitable.

L'établissement de partenariats entre les autorités municipales et le secteur privé est l'un des moyens les plus efficaces d'améliorer la viabilité des villes. Les chefs d'entreprise, les universitaires et les associations communautaires locales peuvent, en

collaboration avec les administrations locales, trouver des solutions novatrices qui peuvent souvent être appliquées à d'autres villes et à d'autres pays.

Le projet de démonstration « Villes propres » de l'APEC montre bien comment le leadership créatif d'une ville peut profiter à d'autres centres urbains. Des hauts fonctionnaires de toutes les économies de l'APEC ont été invités à présenter des cas d'efforts réussis pour



Les célèbres cerisiers en fleur, au Japon.  
Photo : Maxime-P. Jobin

améliorer la viabilité environnementale. Parmi les projets mis en vedette, on trouve cinq projets canadiens, dont le « Club des 20 % » — un projet de réduction des émissions de gaz à effet de serre réalisé par la Fédération canadienne des municipalités.

Les projets Villes propres de l'APEC sélectionnés seront présentés sur un nouveau site Web (<http://www.cleancities.com>) qui sera lancé lors de la réunion des ministres de l'Environnement à Toronto, en juin. Le site encouragera l'échange de compétences écologiques, de « meilleures pratiques » et de modèles de partenariat public-privé.

La réunion des ministres de l'Environnement de l'APEC comprendra aussi un important volet jeunesse. Le Forum jeunesse sur l'environnement se réunira en même temps que les ministres, auxquels il fera rapport à la fin de leur réunion. Vous pouvez vous joindre à des groupes de discussion et obtenir de l'information sur les activités du Forum jeunesse sur l'environnement à <http://www.tgmag.ca>

Pour plus de renseignements sur la réunion des ministres de l'Environnement de l'APEC, visitez le site Internet à <http://www.ec.gc.ca/apecmeet>



Marché flottant en Thaïlande. Photo ACDI : Graham Sim

# Accès des PME aux marchés de l'Asie-Pacifique

Tout le monde reconnaît que les petites et moyennes entreprises (PME) sont les moteurs de croissance de l'économie canadienne. Les propriétaires et les administrateurs de PME canadiennes savent que l'expansion des affaires passe souvent par le développement de marchés d'exportation. L'accès à de nouveaux marchés reste toutefois le plus gros défi pour nombre de PME canadiennes intéressées à exporter en Asie-Pacifique.

C'est pourquoi l'APEC s'est engagé à aider les PME à prospérer en leur facilitant le commerce dans la région Asie-Pacifique. Le commerce transfrontières deviendra plus simple et plus économique au fur et à mesure que les économies florissantes de l'APEC rationaliseront et simplifieront les obstacles qui peuvent entraver le commerce — comme les procédures douanières. L'APEC s'efforce aussi d'harmoniser les normes de sécurité des produits pour faciliter l'exportation et pour mieux protéger le consommateur.

## Une semaine d'activités pour les PME

Pendant la Semaine des PME de l'APEC, du 15 au 19 septembre, il y aura une réunion des ministres de l'APEC responsables des petites et moyennes entreprises. On prévoit

aussi faire visiter des PME canadiennes aux délégations commerciales de l'APEC.

Le Forum et l'Exposition sur les PME de l'APEC qui se tiendront à Ottawa les 17 et 18 septembre 1997 donneront aux propriétaires et aux administrateurs de PME une chance inégalée de rencontrer des représentants de haut niveau des gouvernements des économies de l'APEC; d'établir des contacts avec des acheteurs, des copartenaires, des distributeurs et des preneurs de licence potentiels; et de faire connaître leur technologie, leurs produits et leurs services à des délégations d'acheteurs étrangers.

Les chefs de PME pourront participer à des douzaines de sessions consacrées aux questions cruciales pour la réussite sur les marchés de l'Asie-Pacifique. Pendant le Forum des gens d'affaires, des chefs de PME ayant acquis une expérience pratique et prouvé leur succès parleront de l'accès aux marchés, des stratégies de financement et d'investissement, du perfectionnement des compétences

en affaires, des politiques et de la réglementation, de l'innovation technologique et de la commercialisation. Le Forum permettra aussi des échanges avec d'importants décisionnaires de l'APEC aux plans des renseignements, des compétences et des meilleures pratiques.

Les organisateurs ont mis sur pied un programme de liaison d'entreprises visant à permettre le contact avec des acheteurs, des partenaires potentiels et des exposants étrangers participant à l'activité.

Pour plus de renseignements concernant le Forum et l'Exposition sur les PME de l'APEC ou sur d'autres activités prévues pendant la Semaine des PME de l'APEC, communiquez avec M<sup>me</sup> Jeanne Inch, Groupe de travail sur les PME de l'APEC, Industrie Canada, par télécopieur : (613) 946-1035 ou par courrier électronique : [inch.jeanne@ic.gc.ca](mailto:inch.jeanne@ic.gc.ca)

Pour de l'information concernant les publications gouvernementales sur l'APEC, le commerce, l'investissement étranger et des questions connexes, appelez l'InfoCentre au (613) 944-4000 ou au 1-800-267-8376 (à l'extérieur d'Ottawa). Ou visitez le site de l'APEC à : <http://www.dfait-maeci.gc.ca/~apec> et le site d'InfoExport à : <http://www.infoexport.gc.ca>

## Vers une politique pour l'Asie-Pacifique

Le gouvernement du Canada accorde une grande valeur à la contribution des Canadiens à l'APEC et à l'élaboration de la politique étrangère du Canada pour l'Asie-Pacifique. Les universitaires, les gens d'affaires, les jeunes, les femmes, les organisations non gouvernementales (ONG) et d'autres groupes ont un rôle nécessaire et légitime à jouer dans le processus.

Les ONG, qu'elles soient des mouvements de promotion de la justice sociale ou de défense des droits de la personne ou des organisations syndicales, contribuent leur connaissance et

leur expérience précieuses des affaires de l'Asie-Pacifique, ayant oeuvré à des projets de développement dans la région.

Le Canada encourage depuis longtemps la tenue de larges consultations avec tous les éléments de la société sur les questions de politique touchant l'APEC. Le Canada encourage ses partenaires de l'APEC à consulter les ONG afin d'équilibrer le processus d'élaboration des politiques.

Dans le cadre de l'Année canadienne de l'Asie-Pacifique, le ministère des Affaires étrangères et du Commerce international a financé une série d'initiatives organisées par des ONG afin de favoriser le dialogue sur des questions qui intéressent les Canadiens dont notamment : les femmes et le développement économique; les droits de la personne et les affaires internationales; la liberté de la presse à Hong Kong après la transition du 1<sup>er</sup> juillet;

l'APEC et le développement durable; la transition à la démocratie en Asie-Pacifique.

La réunion du Réseau de femmes dirigeantes compte aussi au nombre de ces initiatives. Cette réunion fera connaître les vues des participantes provenant des milieux universitaires et gouvernementaux, d'ONG et du secteur privé, lors des réunions ayant trait aux PME qui auront lieu à Ottawa.

Un financement sera aussi accordé au Forum populaire qui se tiendra parallèlement aux réunions de novembre de l'APEC à Vancouver. Organisé par une coalition considérable de groupes syndicaux, environnementaux, de droits de la personne et de femmes, le Forum populaire permettra que soient exprimés des points de vue importants sur l'APEC et le rôle qu'il a à jouer pour favoriser le développement équitable.



Un marché à Kowloon, Hong Kong.



## Réunion des ministres de l'Énergie

Dans le prochain numéro de *Forum ACAP*, vous trouverez de l'information sur la réunion des ministres de l'Énergie de l'APEC, que le ministre canadien des Ressources naturelles présidera à Edmonton les 26 et 27 août. Les participants discuteront de moyens pouvant garantir que les besoins croissants de la région au plan de l'infrastructure de l'énergie soient comblés en tenant compte des facteurs environnementaux et sociaux.

Pour plus de renseignements sur la réunion des ministres de l'Énergie et sur le Forum des gens d'affaires (24-25 août) tenu avec des dirigeants de la région dans le domaine de l'énergie, communiquez avec M<sup>me</sup> Kerri Hartland, directrice du Groupe de travail, téléphone : (613) 995-7184; télécopieur : (613) 992-7699; site Web : <http://www.nrcan.gc.ca/apec>

# Les jeunes suivent la vague du Pacifique

La position géographique et la diversité culturelle du Canada lui donnent un avantage important avec l'émergence de nouveaux pôles de pouvoir politique et économique dans le Pacifique. Avec leurs 2 milliards d'habitants, les économies de l'APEC comptent pour la moitié de l'activité économique mondiale, pour les deux cinquièmes de la population du globe et pour environ la moitié des émissions de polluants, de l'utilisation d'énergie ainsi que de la production et de la consommation d'aliments par rapport à l'ensemble du monde. Il ne fait pas de doute que ces économies affecteront les futures générations de Canadiens aux plans économique, environnemental et démographique. Ceux qui s'adapteront rapidement à ces nouvelles réalités joueront un rôle de chef de file.

Le gouvernement veut aider les jeunes Canadiens à exploiter les énormes possibilités offertes par la dynamique région de l'Asie-Pacifique. Le Canada croit que grâce à leur enthousiasme et à leur optimisme, les jeunes peuvent contribuer à façonner les politiques et programmes dans cette importante région. C'est

pourquoi il a prévu, pendant son année à la présidence, des initiatives visant à encourager les jeunes à s'associer aux activités organisées dans le cadre de l'Année canadienne de l'Asie-Pacifique et de l'APEC.

Des jeunes participeront à des manifestations liées aux cinq réunions ministérielles de l'APEC tenues au Canada en 1997, ainsi qu'à la réunion du Groupe de travail sur le développement des ressources humaines qui a lieu à Montréal en mai. La conférence nationale pour les jeunes « Cherchons l'Asie », qui se tiendra à Winnipeg à l'automne de 1997, encouragera aussi les jeunes à mieux se renseigner sur l'Asie-Pacifique, autant par les contacts directs que via Internet.



Afin de marquer l'Année canadienne de l'Asie-Pacifique, le programme gouvernemental de Stages internationaux pour la jeunesse s'attache à aider les jeunes à acquérir une expérience internationale de travail y compris dans la région Asie-Pacifique.

Pour plus de renseignements sur les activités de l'ACAP axées sur les jeunes, visitez notre site Web à : <http://www.tgmag.ca>



# Le Canada honoré pour son excellence en matière d'habitation

Le problème : les gens ont besoin de se loger. Pourtant, dans plusieurs économies en développement de l'Asie-Pacifique, la construction de ces habitations grève indûment les ressources forestières locales — et les maigres portefeuilles des gens.

La solution : le Système canadien de livraison de logements autonomes (SCHDS), un projet coopératif impliquant le Consortium d'universités canadiennes et l'Institut asiatique de technologie basé à Bangkok.

Le SCHDS est une petite industrie qu'une collectivité locale peut implanter pour produire tous les éléments nécessaires à la construction bon marché de maisons en béton préfabriqué. Plus de 100 projets de logement et d'infrastructure sont actuellement menés dans 13 pays asiatiques pour la construction de maisons, d'écoles et de centres communautaires utilisant la technologie mentionnée.

« Nous réduisons le coût des maisons et nous optimisons l'utilisation des matières premières et transformées », déclare le professeur Bernard Lefebvre, qui a été détaché de l'Université de Calgary pour diriger le projet à Bangkok.

« Nous utilisons des techniques avancées de construction en béton et nous formons les travailleurs locaux à les utiliser. Les projets parrainés par les gouvernements et par les ONG créent la demande initiale, mais les compétences et la technologie utilisées peuvent ensuite continuer la production pour les marchés locaux. »

Le projet SCHDS a remporté un certain nombre de prix prestigieux, notamment celui décerné par la Japan Housing Association.

Ce projet parrainé par l'ACDI montre bien comment le gouvernement et des organismes privés canadiens peuvent, en partenariat avec des administrations locales, transférer à des régions en développement du savoir-faire et des pratiques d'excellence en matière de conception et de gestion. Les gens reçoivent ainsi des maisons et des écoles à prix abordable, leurs maigres ressources sont protégées et la recherche-développement canadienne s'en trouve stimulée.

Le projet illustre aussi le type de croissance durable et équitable encouragé par l'APEC. La viabilité des villes sera le grand thème de la réunion des ministres de l'Environnement de l'APEC qui se tiendra à Toronto du 9 au 11 juin. Les questions du développement et du financement des infrastructures y seront étudiées, et les technologies novatrices ainsi que les « meilleures pratiques » visant un environnement urbain plus propre et plus sûr y seront explorées.

Pour plus de renseignements concernant la réunion des ministres de l'Environnement, communiquez avec M. Larry Funnell, Environnement Canada, télécopieur : (819) 953-7025.

Le SCHDS est décrit en détail sur Internet à : <http://www.hsd.ait.ac.th/habitech/habitech.htm>



Des ouvriers dans une usine de briques en sol-ciment. Photo : Bernard G. Lefebvre

## De bonnes nouvelles pour Vancouver

La réunion des dirigeants de l'APEC qui se tiendra à Vancouver en novembre devrait générer environ 23 millions de dollars pour la ville. Les visiteurs y dépenseront directement 13 millions de dollars et des retombées additionnelles incalculables seront générées par la visibilité internationale de Vancouver.

La réunion de novembre amènera à Vancouver quelque 5 300 délégués, 3 200 représentants des médias et des milliers d'employés de soutien.

Source : Tourism Vancouver

## Résultats de la réunion des ministres du Commerce de l'APEC

Les 9 et 10 mai, les ministres du Commerce de l'APEC se sont réunis à Montréal pour discuter de moyens de faire progresser le programme d'action de l'APEC sur la libéralisation du commerce et de l'investissement. Un certain nombre de décisions importantes ont été prises.

### Points saillants de la réunion :

- Les ministres ont convenu d'identifier d'ici novembre 1997 les domaines clés qui pourraient se prêter à une libéralisation volontaire anticipée et qui favoriseraient le commerce dans la région. Pour sa part, le Canada examine certains secteurs tels les biens et services environnementaux, les produits en bois et les articles en papier, et les produits chimiques.
- L'APEC s'est engagé à renforcer le travail de l'Organisation mondiale du commerce dans des

domaines où il se démarque comme l'investissement, la politique de concurrence et les marchés publics.

- Les ministres ont convenu d'intensifier la libéralisation du commerce intérieur et se sont engagés à prendre d'autres mesures d'ici novembre.
- Les ministres se sont réjouis du lancement de la base de données tarifaires de l'APEC sur le World Wide Web. La base de données, qui a été développée en partenariat avec FedEx, la messagerie officielle pour l'APEC et l'Année canadienne de l'Asie-Pacifique, est unique en son genre : elle intègre toute l'information disponible sur les régimes tarifaires et douaniers des membres de l'APEC et la met à la portée des gens d'affaires.

# L'Année canadienne de l'Asie-Pacifique : calendrier - été 1997

## Activités culturelles :

janvier-décembre	Winnipeg	Création d'une sculpture Organisation : Winnipeg Chinese Cultural and Community Centre (204) 943-2627
mai-novembre	St. Andrews, Fredericton, Saint John	Exposition de photos de la forêt vierge du Pacifique Organisation : James Wilson, (506) 382-7019
mai-septembre	Montréal	Vidéo sur la jeunesse canadienne et philippine Organisation : Coalition montréalaise des étudiants philippins, (514) 341-0977
15 mai-31 déc.	Sudbury	Festival en commémoration du 50 <sup>e</sup> anniversaire de l'Inde Organisation : India-Canada Association of Sudbury (705) 675-1511 poste 2257

### Juin 1997

juin	Banff	Exposition de publicités télévisées Organisation : Centre Harbourfront, (416) 952-3246, télécopieur : 952-1943
1943	Hull	Inauguration du «Dragon Canopy» Organisation : Musée canadien des civilisations, (819) 776-7000
juin-août	Toronto, Hamilton, Windsor, Ottawa	«A Perfect Exchange of Cultures», activités artistiques et festivités Organisation : Bahay Philippino Community Development, (416) 534-3550
juin-septembre	Hull	Exposition de jouets du Programme d'aide au développement des Philippines Organisation : Musée canadien des civilisations, (819) 776-7000
juin-décembre	Vancouver, Nanaimo, Victoria, Prince George, Courtney	«Cultures in Transition» Organisation : IDERA (Festival de films sud-asiatiques), (604) 732-1496
1 <sup>er</sup> juin - 30 nov.	Vancouver	Concert et enregistrement d'un maître du Shukuhachi, Takeo Yamashiro Organisation : Diane Kadota Arts Management, (604) 683-8240
juin 97-mars 98	Winnipeg/St-Norbert	Célébration du 50 <sup>e</sup> anniversaire de l'Inde Organisation : Centre culturel et artistique de St-Norbert, (204) 474-9516
8 juin-15 juillet	Banff	Danse «Shaman's Journey» Organisation : Programme d'art autochtone du Banff Centre for the Arts (403) 762-6288
8 juin	Devon, Alberta	Festival printanier des jardins japonais Kurimoto Organisation : Université d'Alberta, (403) 987-3054, télécopieur : 987-4141
13-15 juin	Charlottetown	Festival culturel Organisation : P.E.I. Multicultural Council, (902) 368-8393
20-29 juin	Vancouver	Série d'improvisation Asie-Pacifique Organisation : Coastal Jazz and Blues Society, (604) 682-0704
21-22 juin	Burlington	Fête de l'Inde - Jardins botaniques royaux Organisation : Association Inde-Canada, (905) 388-5791
23-29 juin	St. John's	Festival de chant choral «500 Sharing the Voices», (709) 729-4535
28 juin-1 <sup>er</sup> juillet	Belle Côte	Festival de danse coréenne Organisation : Festival international de danse du Cap Breton, (902) 235-2261

### Juillet 1997

juillet	Toronto	Exposition de paniers de pêche de l'Asie Organisation : Centre Harbourfront, (416) 952-3246, télécopieur 952-1943
1 <sup>er</sup> juillet	Ottawa	Exposition d'art autochtone - Art visuel australien Organisation : Centre Harbourfront, (416) 952-3246, télécopieur 952-1943
1 <sup>er</sup> juillet-30 sept.	Winnipeg	Concert Fubuki Daiko et atelier Organisation : Fubuki Daiko, (204) 943-2980
juillet-octobre	Vancouver	«An Enduring Spirit» Organisation : Centre Harbourfront, (416) 952-3246, télécopieur : 952-1943
1943	London	Festival international de musique et de danse «Sunfest» Organisation : Comité artistique interculturel Sunfest, (519) 672-1522
4-6 juillet	Hull	Spectacle musical «Les sons de l'Orient» Organisation : Musée canadien des civilisations, (819) 776-7000
15-16 juillet	St. John's	Exposition de photos et d'artisanat, spectacle culturel Organisation : Friends of India Association, (709) 754-3903
15-31 juillet	Vancouver	Introduction à la calligraphie chinoise Organisation : David Gooderham et Yuk-Man Lai, (604) 224-3382
21-31 juillet	Toronto, Montréal	Superproduction de danse chinoise Organisation : Lorita Leung Dance Association, (604) 261-5918

### Août 1997

août	Montréal	Exposition de tissus Organisation : Centre Harbourfront, (416) 952-3246, télécopieur : 952-1943
1943	Toronto	Spectacle de musique et de danse Organisation : Hong Lac Music and Dance Ensemble, (416) 603-6060
1 <sup>er</sup> août-15 oct.	Saskatoon et communautés rurales	Création collective d'artistes japonais et canadiens Organisation : Carla-Marie Powers, (306) 652-6415
1 <sup>er</sup> août-31 déc.	Banff	«Deep Web for Canada's Year of Asia Pacific» Organisation : Banff Centre for the Arts, (403) 762-6696
3-7 août	Fredericton	Danse chinoise du lion et défilé Association des étudiants chinois de l'UNB, (506) 453-4651
3-10 août	Saanichton, Greater Victoria, Sidney	Jeux autochtones nord-américains, (250) 361-1997
8-9 août	Toronto	Célébration de l'Asie du Sud - Musée royal de l'Ontario Organisation : South Asian Advisory Committee, (416) 585-5565
11-17 août	Montréal	Festival de films indiens Organisation : Bahrat Bahvan Foundation, (514) 397-6997
15-17 août	Toronto	Célébration du 50 <sup>e</sup> anniversaire de l'indépendance de l'Inde Organisation : Groupe consultatif Indo-canadien, (416) 622-2600
21-24 août	Charlevoix	Résidence et concert de Mary Finisterer (compositrice australienne) Organisation : Nouvel Ensemble Moderne, (514) 343-5962

29-30 août Regina Festival de bateaux dragons de Regina, (306) 780-9259

## Manifestations commerciales axées sur l'Asie-Pacifique :

### Juin 1997

3-6 juin	Winnipeg	11 <sup>e</sup> réunion conjointe de l'Association des gens d'affaires Canada-Taiwan Organisation : Chambre de commerce du Canada, (613) 238-4000
5-6 juin	Montréal	Conférence «Les occasions de développement international» Organisation : L'Association du Barreau canadien, (613) 237-2925 / 1-800-267-8860 / www.cba.org/abc
9-11 juin	Toronto	Réunion des ministres de l'Environnement de l'APEC sur le développement durable Organisation : Environnement Canada, télécopieur : (819) 953-7025
9-13 juin	Montréal	Semaine du Japon à Montréal. Activités culturelles et commerciales Organisation : Fondation Asie Pacifique Suzanne de Foy, (514) 499-2166
10 juin	Montréal	Atelier sur le Japon et déjeuner d'affaires Organisation : Chantal Chagnon, (514) 848-6100, télécopieur : 848-9992
11-12 juin	Montréal	Séminaire sur «Comment négocier en Asie» Organisation : Sylvie Brisebois, Centre International, (514) 848-6100
16-20 juin	Toronto (16-20), Vancouver (16-17), Calgary (18)	Réunion du Conseil mixte des affaires Canada-Inde Organisation : Conseil de commerce Canada-Inde, (416) 868-6415
17-19 juin	Winnipeg	Conférence et exposition «Canada Export Housing 97» Organisation : Canada Export Housing 97, (204) 228-3193
19 juin	Ottawa	«Faire des affaires au Japon» Organisation : Le Conseil commercial Canada-Japon, (613) 233-4047
21 juin	Toronto	Gala annuel et soirée de remise des prix de la Chambre de commerce Inde-Canada Organisation : Chambre de commerce Inde-Canada, télécopieur : (416) 941-8445
23-24 juin	Victoria	Réunion des ministres des Transports de l'APEC Organisation : Transports Canada, télécopieur : (613) 991-6422
25-26 juin	Richmond	«Forum Gateway '97» Organisation : Greater Vancouver Gateway Council, (604) 682-5330

### Juillet 1997

7-10 juillet	Winnipeg	«India at 50» Foire commerciale et conférence ; «Bridging Business Opportunities between Canada, India, and the US» Organisation : Chambre de commerce de Winnipeg, (204) 944-8484 / Global Connections, (204) 949-1144
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### Août 1997

6-10 août	Abbotsford	«Airshow Canada... Aerospace North America» Organisation : Airshow Canada, (604) 857-1630
20-31 août	St. John's	Réunion des hauts fonctionnaires de l'APEC (SOM III) Organisation : Ministère des Affaires étrangères et du Commerce international, télécopieur : (613) 944-2732
25-28 août	Vancouver	Quatrième Congrès mondial des entrepreneurs chinois Organisation : Chinese Entrepreneurs Society of Canada, (604) 681-6802
26-27 août	Edmonton	Réunion des ministres de l'Énergie de l'APEC sur le développement durable Organisation : Ressources naturelles Canada, télécopieur : (613) 995-5576
septembre	Banff/Calgary	Forum Canada-Corée Organisation : Joint Centre for Asia Pacific Studies, (416) 736-5784/ 978-6945
2-4 sept.	Saskatoon	Symposium de l'APEC sur l'alimentation, l'énergie, l'environnement, le développement économique et la population Organisation : Ministère des Affaires étrangères et du Commerce international, télécopieur : (613) 944-2732
7-10 sept.	Vancouver	«Softworld '97» - Partenariats mondiaux avec Hong Kong et l'Inde Organisation : Softworld '97, 1-800-667-5535 / (604) 683-3818 (www.softworld.com)
13-16 sept.	Ottawa	Conférence du Women Leaders' Network - «L'impact économique des femmes au sein de l'APEC» Organisation : Agence canadienne de développement international, télécopieur : (819) 994-0253
17-18 sept.	Ottawa	Forum APEC de gens d'affaires et exposition «La où les PME vont pour accéder aux marchés de l'APEC» Organisation : Industrie Canada, télécopieur : (613) 954-5492
17-21 sept.	Toronto	«Asia Show '97: Partners for Prosperity» Organisation : North American Expositions Inc., (416) 499-9532 (www.asiashow.com)

## Événements afferant à la jeunesse et aux études :

4-7 juin	Saint-Jean	Congrès 1997 de l'Association canadienne des études asiatiques Organisation : Le secrétariat de l'ACÉA, (514) 343-7716
août	à travers le Canada	Vision mondiale : Visite de l'Équipe Canada (jeunesse) en Asie du Sud-Est Organisation : Amy Giroux, (819) 827-2838
4-9 août	Vancouver	Colloque des hauts fonctionnaires en logistique de la région du Pacifique Organisation : Défense nationale, télécopieur : (613) 995-2305
7-10 août	Geneva Park	Conférence d'été 1997 du Couchiching Institute on Public Affairs : «Canada and the Asia Pacific Promise: Hope, Hype and Reality» Organisation : Couchiching Institute on Public Affairs, (416) 494-1440
28 sept. - 5 oct.	Winnipeg	«Cherchons l'Asie» Conférence pour les jeunes de la région Asie-Pacifique Organisation : La Commission des étudiants (www.tgmag.ca) / La Fondation Asie Pacifique du Canada (www.apfnet.org) / Le ministère des Affaires étrangères et du Commerce international

Pour obtenir de plus amples renseignements, consultez notre site Web :

<http://www.dfait-maeci.gc.ca/~cyap-acap>

ou

composez le (613) 944-4000 (région de la capitale nationale)

ou le 1-800-267-8376.

# L'Asie-Pacifique : calendrier - été 1997

**SPECIAL EDITION: All About APEC**

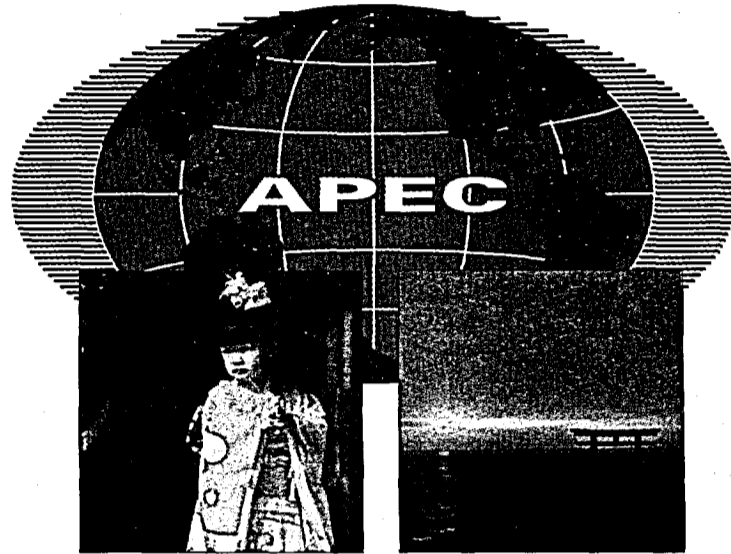
# CYAP Forum AC

CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

This special edition of CYAP Forum gets to the heart of the Asia Pacific Economic Co-operation (APEC) forum to show how this dynamic organization is taking action to improve the lives and livelihoods of people in Asia Pacific, and how Canada is contributing to this effort as 1997 Chair of APEC.

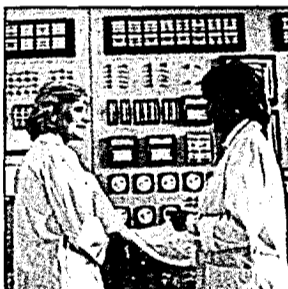
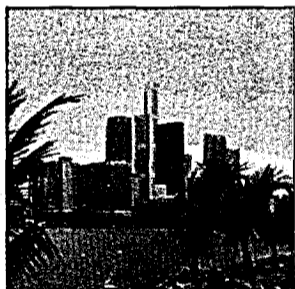
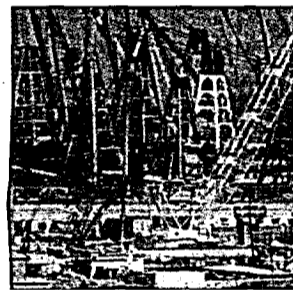
## An APEC Vision of the Future



**P**icture this. You arrive at one of the largest airports in Asia Pacific, swarming with international travellers like yourself. You are whisked through customs. You breeze through immigration. With time to spare, you decide to call your family back home. No problem there. With split-second efficiency, you are connected immediately.

You decide to try out the super-speed transit system you read Canadians helped to build. Arriving at your destination, you pause to take a deep

breath of clean air and admire the view. At the meeting, your potential business partners have had a chance to review the prospectus you e-mailed to them about the products your small business produces. The CEO says she's ready to talk numbers. And you land the deal. At the



meeting's close, you bow and accept their invitation to meet later.

Within days you're back in Canada. Instead of worrying about your shipment sitting on the loading dock, you know it will arrive safely and on schedule. You leave the office early to watch your son's baseball game.

Sounds too good to be true? Not if APEC has anything to do with it.

APEC's overarching goal is sustainable economic growth and equitable development for its member economies. That means bringing down barriers to the flow of people, goods, services and investment across Asia Pacific. As we head into the new millennium, Canada's goal as 1997 Chair of APEC is to bring us closer to a bold new vision of the future.

### What is APEC?

APEC consists of a group of 18 economies from Asia Pacific, a region of escalating importance within the world economy. These economies account for an estimated two fifths of the world's population and an impressive 50 per cent of global economic activity. It is little wonder that Asia Pacific has become an economic powerhouse, and that APEC is seen as an economic organization of increasing importance and influence.

### APEC in Canada 1997

Canada is a founding member of APEC, and this year has the added distinction of serving as Chair. Meetings throughout the year will bring up to 100 APEC ministers and hundreds of business people to Canada. As we welcome our friends from Asia Pacific, Canada will have a unique opportunity to market world-class Canadian entrepreneurship to our fastest-growing trading partners.

APEC members range from Canada's most important G-7 trading partners, the United States and Japan, to established markets like Singapore and Hong Kong and emerging ones like China. They include key

hemispheric partners such as Mexico and Chile, as well as Asia's newly industrialized economies such as South Korea, Thailand and Malaysia.

APEC began in 1989, when 12 Asia Pacific countries agreed to work together to maintain high rates of economic growth and ensure that this growth would contribute to the well-being of people in the region. APEC works on the basis of shared benefits, to ensure that economic development can be both equitable and sustainable over the long term. It does so by making it easier and less costly to do business, to trade and to invest in the region.

APEC provides businesses with the means to increase efficiency and participate more fully in the world trading system. That means addressing problems like different product standards that complicate exporting, and providing better and more easily accessible information on tariff levels and government procurement systems.

Members have identified strategic sectors of the economy where they have the most to gain from increased trade and economic co-operation. These sectors include infrastructure, transportation, information

technology, environmental protection, energy and human resource development.

### Real Solutions to Growth

Many of the trade and investment issues dealt with in APEC have challenged us for years in other trade forums, and continue to test the World Trade Organization. As the driving force behind liberalization in the region, APEC has become a proven catalyst for action in the global trading system. Target dates have been established for fully liberalized trade and investment in the region: 2010 for developed members and 2020 for developing members.

APEC members recognize that challenges within the region cannot be addressed simply by opening markets. Much of APEC's value added is in the co-operation among members to share information, ideas and solutions. These solutions help protect the environment, create

"What is APEC?"  
continued on page 2

# Going the Distance

## Overcoming Transportation Barriers through APEC

What do roads, bridges, port facilities, airports and power grids have in common? They are all basic infrastructure that many areas in Asia Pacific either lack or need to modernize.

Designing and maintaining transportation systems in Asia Pacific keeps the wheels turning in the fastest-growing economies in the world. These systems must be designed and maintained for efficiency, access and safety.

Inadequate infrastructure obstructs trade and hinders growth. Without a significant expansion of transportation

infrastructure, congestion in the movement of freight and passengers is inevitable. As traffic volumes increase, demand for direct service between a larger number of destinations — whether by air, rail, highway or shipping routes — will be inescapable.

Meeting the region's need for transportation infrastructure will require an enormous investment — trillions of dollars over the next 10 years in East Asia alone. But often governments simply don't have the money to build what is needed.

Within APEC, private and public sector partnerships are widely recognized as solutions to infrastructure development challenges in the region. The key is to translate opportunities into financially viable business ventures that provide

public benefits. This means attracting capital through enhanced investor protection.

Leading members of Canada's transportation sector will play a vital role in discussions on infrastructure development taking place around the APEC Transportation Ministerial Meeting from June 22 to 24 in Victoria. A number of prominent Canadian companies active in the region will take part in a Minister-Industry Symposium on Transportation, including Bombardier Inc., CP Rail, Air Canada,

Laidlaw Inc., Via Rail Canada Inc., Ballard Power Systems Inc., and CAE Electronics Ltd. The symposium will enable participants to exchange information and opinion on common problems, to discuss new innovations and best-practice solutions, and to network with peers.

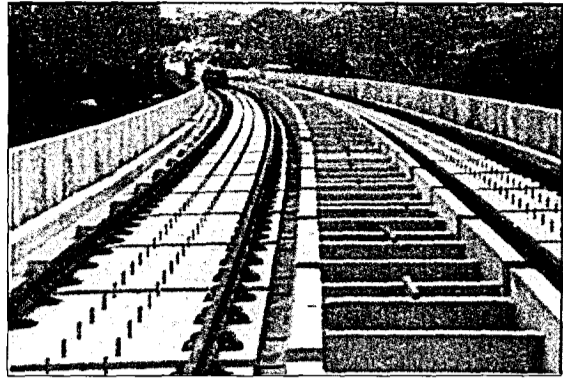
Within APEC, Canadian companies are seen as leaders in the transportation field. Canadian firms have applied transportation models, like Build-Operate-Transfer (BOT) and Build-Operate-Own (BOO), to a number of projects with notable success. Of equal importance, they share what they learn with other APEC members, so the benefits are multiplied.

Recent projects include the Confederation Bridge linking Prince Edward Island and New Brunswick, the new Highway 407 north of

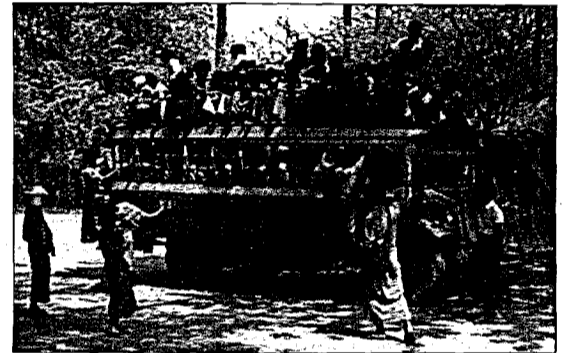
Toronto, and the rebuilding of a portion of the Trans-Canada Highway in Nova Scotia. "Both highways are being built at less expense than original estimates through public-private partnership," notes John Beck, President of Canadian Highway International Corporation. "By sharing and managing the risks, the roads our government partners need are built faster, at lower cost, and with enhanced environmental and safety norms."

Canada has provided leadership on a number of ongoing APEC transportation projects, particularly on questions concerning safety and security. For example, a Canadian-led project to implement a satellite-based navigation and communication system for the APEC region will make travel safer and more efficient in Asia Pacific. Projects of this kind can also translate into export opportunities for Canadian high-tech firms.

When transportation ministers gather in Victoria, their focus will be on planning, operating and paying for new infrastructure. Strong industry involvement will bring creative solutions to help build a bridge to the 21st century — which promises to be the Pacific century.



The Kuala Lumpur Light Rail Transit System 2, which Canadians helped to build for the Commonwealth Games in 1998, in Malaysia. Photo: SNC-Lavalin



## Women Leaders Network — Looking at the Impact of Women on APEC Economies

Women entrepreneurs own and/or operate one third of all the companies in Canada. In Southeast Asia, women will soon constitute half of all entrepreneurs. Despite their numbers, female entrepreneurs from Bangkok to Toronto face similar challenges, such as accessing financing and export information, as well as gaps in education and training.

At their last meeting in Manila in 1996, APEC leaders called for a "special emphasis on the full participation of women" in recognition of the significant contribution of women to their economies. The Women Leaders' Network (WLN) was established in October 1996, just before the APEC Leaders' Meeting, to promote the integration of gender perspectives into APEC decision making and activities. This informal network brings together women from business, government, non-governmental organizations and academia in the 18 APEC member economies.

Canada will host the second Women Leaders' Network meeting September 13-16 in Ottawa-Hull. The theme of the meeting is "The Economic Impact of Women in the APEC Region." It will address the concerns of women-led small and medium-sized enterprises and the impact of trade and business policies on women.

The Canadian government is also working to promote greater consideration of gender issues in APEC. Progress is being made in addressing the concerns facing women in areas such as education and training, and science and

technology. All of these efforts are consistent with Canada's commitment to national and international gender equality.

"Canada is very much in the lead in getting APEC leaders to address issues of gender equality," says Andrina Lever, President of the Women Entrepreneurs of Canada and one of the co-chairs of the Canadian Planning Committee for the meeting. "APEC and the WLN hold tremendous potential for Canadian women."

Lever has seen for herself how Canada's commitment to equality brings international results. The Philippines was the sponsor of the inaugural meeting of the Women Leaders' Network, and Canadian support through the Canadian International Development Agency played an important role in making that meeting a reality.

For registration information on the 1997

meeting of the Women Leaders' Network of APEC Economies, September 13 to 16 in Ottawa-Hull, contact Lynn Conway, The Conference Board of Canada, telephone: (613) 526-3090, ext. 323; fax (613) 526-5385; e-mail: wln@conferenceboard.ca



### What is APEC? Continued from page 1

"livable" cities, avert food shortages and harness the technologies of the future. Power shortages, lack of efficient transportation and obsolete telecommunications networks can seriously affect people's livelihoods and grind business to a halt.

These issues have a profound impact on the prosperity and quality of life people enjoy. That is why Canada is hosting APEC meetings on trade, the environment, transportation, energy, and small and medium-sized enterprises (SMEs) to find viable and integrated approaches to growth and development.

APEC has identified three important groups deserving of particular attention: small and medium-sized enterprises, women and youth. Canada will convene a meeting of women leaders from the academic, business and other sectors. The meeting will be held in conjunction with a ministerial meeting and business exposition to stimulate the involvement of SMEs in the region. To build for the future, Canada has made a point of inviting young people to participate in APEC events in 1997 and to consider prospects Asia Pacific may hold for their future.



# Beyond Economic Growth: FEEEP

In 1995, an American environmentalist named Lester Brown touched off a storm of controversy with a book entitled *Who Will Feed China?* Brown suggested that growing population, urbanization and industrialization in that country of 1.2 billion people would create food scarcity and rising prices around the world.

Lester Brown was credited by Harvard University with moving the food/population issue back toward centre stage. But the issue he raised is rife with conflicting viewpoints.

APEC leaders recognize that economic growth has profound societal and developmental implications. Under the auspices of the Economic Committee (chaired by Canada), APEC is working to bring some order

and clarity to discussions on sustainable growth and development. This effort involves developing a common framework to analyze how basic supply-side concerns such as food, energy and the environment relate to economic development and a steadily growing population.

Known as FEEEP (food, energy, environment, economic development, population initiative), this initiative is geared toward addressing ongoing concerns to ensure sustainable growth and an improvement in the quality of life in the region.

This year Canada is bringing researchers, planners and economists together from around the world to analyze this complex set of issues. Ministerial meetings on the environment (Toronto, June 9-11) and energy (Edmonton,

August 26-27) will contribute to the Economic Committee's analysis of these challenges. A FEEEP symposium in Saskatoon September 2-4 will provide a forum for broader public input from business, government and non-government representatives. This work will inform the APEC Leaders' Meeting in November in Vancouver.

During the 1980s and 1990s, East Asia's developing economies have led the world in terms of economic growth. Economic success has had a major impact on reducing poverty levels in much of Asia, although 65 per cent of the world's poor live in the region.

Outside APEC, the Canadian International Development Agency (CIDA) has provided development assistance to countries in Asia Pacific for decades. Complex differences exist within the region. Many countries continue to rely on CIDA programs for direct poverty reduction, yet for others CIDA support sets the stage for mutually beneficial economic co-operation. For example, in Malaysia and Thailand, CIDA's primary role is to support the transition from an aid relationship to full economic partnership.

Canada's role in Asia Pacific has been evolving, in part because of its membership in APEC. Canada is committed to making APEC a more effective framework for co-operation on a wide range of issues linked to economic development. When Canada sits down with its APEC partners at the environment and energy ministerial meetings and at the FEEEP symposium, it will be a chance to bring fresh insight into age-old challenges and to explore new solutions.



CIDA Photo: David Barbour

## Sustainable Cities — An Environmental Challenge

How can our cities survive the rapid urbanization and industrialization that continue unabated in most APEC economies?

The environmental impact of modern cities is enormous, but local authorities, working with regional and national governments and with the private sector, are making great strides toward meeting the challenge of keeping our growing cities livable and operating smoothly.

As part of the APEC 1997 Environment Ministerial Meeting in Toronto June 9-11, a special gathering of local authorities and business leaders will discuss the environmental implications of economic growth in cities. The Business Leaders and

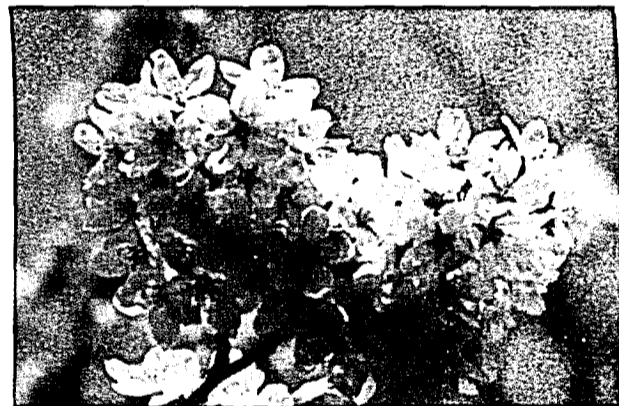
Local Authorities Forum on Sustainable Cities will consist of six workshops on themes ranging from air pollution to waste management, public-private partnerships and financing strategies.

Infrastructure is a key organizing principle around which many of these themes revolve. Urban infrastructure needs are astronomical and development costs are enormous, but the urgency to build and modernize is inescapable.

One of the most effective ways to work toward sustainable cities is by developing partnerships between city authorities and the private sector. Business leaders, academics and local community associations, allied with local authorities, can find creative solutions

that are often transferable to other cities and countries.

The APEC "Clean Cities" demonstration project is a good example of how creative leadership in one city can benefit other urban centres. Senior environment officials from all APEC economies were invited to submit success stories about new efforts to enhance environmental



Japan's famed cherry blossoms.

Photo: Maxime-P. Jobin

sustainability. Among the projects being highlighted are five from Canada, including the "20% Club" — a greenhouse gas emission control project of the Federation of Canadian Municipalities.

The selected APEC Clean Cities projects will be featured on a new web site (<http://www.cleancities.com>) that will be launched at the Environment Ministerial in Toronto in June. The site will encourage the exchange of environmental expertise, "best practices" and public/private partnership models.

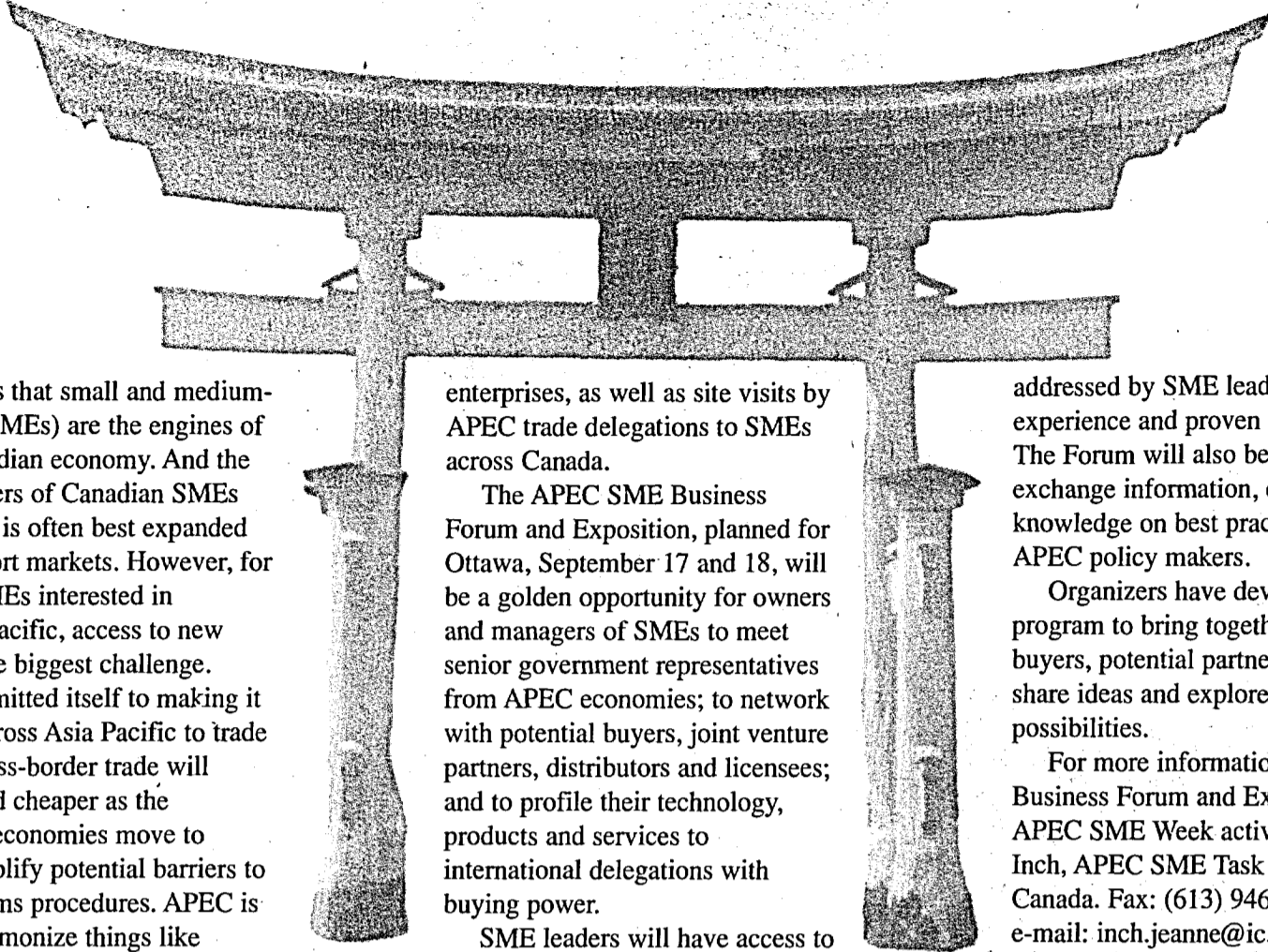
The APEC Environment Ministerial will also include an important youth presence. The Environmental Youth Caucus will hold meetings in parallel with the APEC ministers and report to them at the end of the Ministerial. Discussion groups and information on Environmental Youth Caucus activities are available at <http://www.tgmg.ca>

For information on the APEC Environment Ministerial Meeting, visit the Internet site at <http://www.ec.gc.ca/apecmeet>



Floating Market, Thailand. CIDA Photo: Graham Sim

# Access to Asia Pacific for SMEs



Everyone agrees that small and medium-sized enterprises (SMEs) are the engines of growth in the Canadian economy. And the owners and managers of Canadian SMEs know that business is often best expanded by developing export markets. However, for many Canadian SMEs interested in exporting to Asia Pacific, access to new markets remains the biggest challenge.

APEC has committed itself to making it easier for SMEs across Asia Pacific to trade and to prosper. Cross-border trade will become simpler and cheaper as the burgeoning APEC economies move to streamline and simplify potential barriers to trade such as customs procedures. APEC is also working to harmonize things like product safety standards, to make exporting easier and to better protect consumers.

## A Week of Activities for SMEs

APEC SME Week, from September 15 to 20, will see a meeting of APEC ministers in charge of small and medium-sized

enterprises, as well as site visits by APEC trade delegations to SMEs across Canada.

The APEC SME Business Forum and Exposition, planned for Ottawa, September 17 and 18, will be a golden opportunity for owners and managers of SMEs to meet senior government representatives from APEC economies; to network with potential buyers, joint venture partners, distributors and licensees; and to profile their technology, products and services to international delegations with buying power.

SME leaders will have access to dozens of sessions focussing on critical issues for export success in Asia Pacific. At the Business Forum, market access and financing and investment strategies, business skills development, policy and regulations, technology development and commercialization will all be

addressed by SME leaders with practical experience and proven records of success. The Forum will also be an opportunity to exchange information, expertise and knowledge on best practices with senior APEC policy makers.

Organizers have developed a pre-event program to bring together international buyers, potential partners and exhibitors to share ideas and explore new business possibilities.

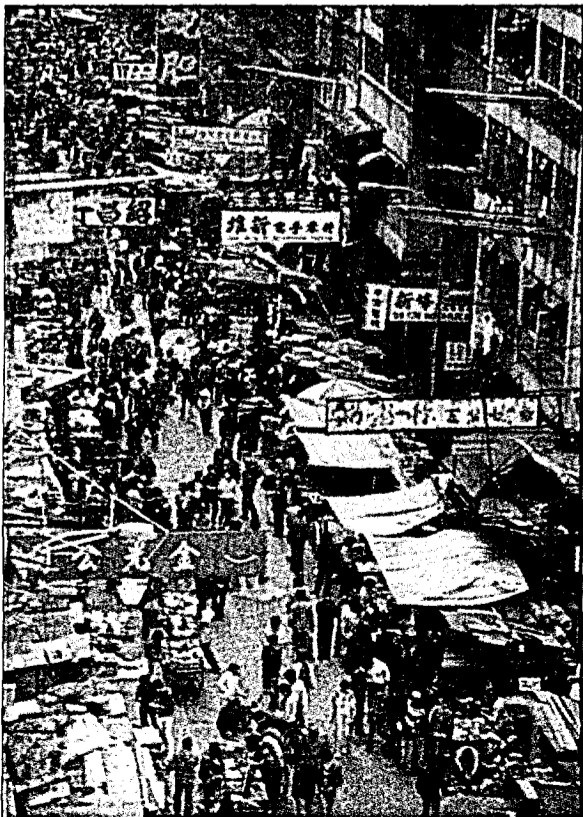
For more information on the APEC SME Business Forum and Exposition or other APEC SME Week activities, contact Jeanne Inch, APEC SME Task Force, Industry Canada. Fax: (613) 946-1035 or e-mail: [inch.jeanne@ic.gc.ca](mailto:inch.jeanne@ic.gc.ca)

For information on government publications on APEC, trade, foreign investment and related subjects, call the InfoCentre at (613) 944-4000 or 1-800-267-8376 (outside Ottawa). Or check out APEC on-line at <http://www.dfait-maeci.gc.ca/~apec> and InfoExport: <http://www.infoexport.gc.ca>

## Shaping Canada's Policy in Asia Pacific

The Government of Canada places a high value on the contribution of Canadians both in APEC and in the development of Canadian foreign policy in Asia Pacific. Academics, business, youth, women, NGOs and other groups have a necessary and legitimate role to play alongside government.

NGOs, whether they are social justice advocates, human rights groups or trade union organizations, provide valuable knowledge and expertise on Asia Pacific affairs, having worked on development projects in the region.



A market in Kowloon, Hong Kong.

Canada has long advocated that members consult broadly with all sectors of society on APEC policy issues. Canada promotes consultations with NGO representatives among its APEC partners as a means to broaden the base of input to policy development.

Under the banner of Canada's Year of Asia Pacific, the Department of Foreign Affairs and International Trade is supporting a range of initiatives organized by NGOs to provide opportunities for dialogue on issues of concern to Canadians. Issues that will be addressed through these forums include women and economic development, human rights and international business, freedom of the press in Hong Kong after the July 1 transition, APEC and sustainable development, and democratic

transition in Asia Pacific.

Other initiatives include the Women Leaders' Network meeting, which will provide a direct channel for the views of women participants from the academic, government, NGO and private sectors into the SME meetings in Ottawa.

Funding assistance will also be provided to the People's Summit, which will take place in parallel with the November APEC meetings in Vancouver. Organized by a broad-based coalition of labour, environment, human rights and women's groups, the People's Summit is expected to be an important expression of views on APEC and its role in promoting equitable development.



### Energy Ministers to Meet

Watch for the next edition of *CYAP Forum* for information on the meeting of APEC energy ministers, led by Canada's Minister of Natural Resources and taking place August 26-27 in Edmonton. The meeting will discuss ways of ensuring that the region's expanding energy infrastructure needs are met while taking into account environmental and social considerations.

For more information on the APEC Energy Ministers' Meeting and the associated business forum (August 24-25) with the region's energy leaders, contact Kerri Hartland, Task Force Director, phone: (613) 995-7184 or fax (613) 992-7699. Website: <http://www.nrca.gc.ca/apec>

# Youth Catch the Pacific Wave

Canada's geographic location and cultural diversity give it an important advantage as new poles of political and economic power emerge in the Pacific. With over two billion people, APEC economies account for 50 per cent of global economic activity, two fifths of the world's population, and about half of the world's emissions of pollutants, energy use, and production and consumption of food. This region will, without a doubt, affect future generations of Canadians economically, environmentally and demographically. People who adapt early to these global realities stand to lead the way.

The Government wants to help young Canadians realize the tremendous opportunities that exist in Asia Pacific. Canada believes that young people, through their enthusiasm and optimism, can help shape policies and programs in this region. That is why, as APEC Chair in 1997, Canada has designed initiatives to encourage youth to join in Canada's Year of Asia Pacific and APEC activities.



Young people will participate in activities around all five APEC ministerial meetings being held in Canada in 1997, as well as the Human Resources Development Working Group meeting in Montreal in May. "Asia Connects," a national youth conference taking place in Winnipeg in the fall of 1997, will also encourage young people to learn more about Asia Pacific, both face to face and through the Internet.

To mark Canada's Year of Asia Pacific, the Government's International Youth Internship Program is focussing on helping youth gain international work experience abroad, including the Asia Pacific region.

For more information on CYAP youth events, visit our Web site at <http://www.tgmag.ca>



# Canada Honoured for Best Practices for Housing

Here's the problem — people need housing. Yet in many developing countries, building those houses puts an impossible strain on local forest resources, and on family resources as well.

The solution? The Canadian Self-Contained Housing Delivery System (SCHDS), a co-operative project involving the Canadian Universities Consortium and the Bangkok-based Asian Institute of Technology.

The SCHDS is a small-scale "instant" industry that can be set up in a local community to produce all the necessary elements to build low-cost houses out of pre-cast concrete. More than 100 housing and infrastructure projects in 13 Asian countries are building homes, schools and community centres using this technology.

"We're lowering the cost of houses and optimizing the use of raw and processed materials," says Professor Bernard Lefebvre, who has been seconded from the University of Calgary to manage the project in Bangkok.

"We use advanced concrete fabrication technologies and train local manpower to use them. Government and NGO-sponsored projects create the initial demand, but the skills and technology can go on producing for local markets."

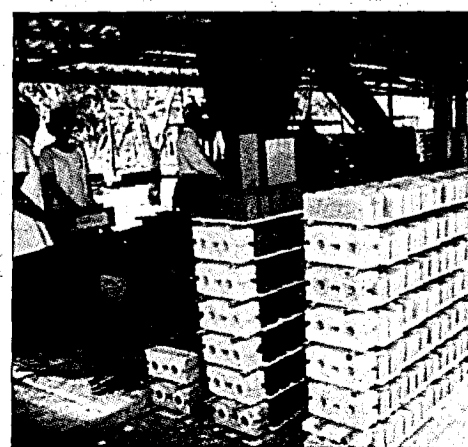
The SCHDS project has garnered a number of prestigious awards, from the Japan Housing Association among others.

The CIDA-sponsored project is a good example of how Canadian government and private agencies, working in partnership with local authorities, can transfer knowledge and so-called "best practices" in design and management to parts of the world where development challenges continue to exist. In the process, people who need them get affordable houses and schools, scarce resources are protected and Canadian research and development is boosted.

It's also an example of the kind of sustainable, equitable growth that is at the heart of APEC. For instance, at APEC's Environment Ministerial to be held in Toronto June 9-11, the main theme will be "Sustainable Cities." Questions of infrastructure development and investment will be addressed, and innovative technologies and best practices for cleaner, safer urban environments will be explored.

For more information on the Environment Ministerial, contact Larry Funnell, Environment Canada. Fax (819) 953-7025.

The Self-Contained Housing Delivery System is described in detail on the Internet at <http://www.hsd.ait.ac.th/habitech/habitech.htm>



Workers at a soil-cement brick factory.  
Photo: Bernard G. Lefebvre

## Good News for the City of Vancouver:

The upcoming November meeting of APEC leaders in Vancouver is expected to generate an estimated \$23 million for the city. Some \$13 million of that will be the direct result of visitor spending and untold spin-off benefits as a result of the international visibility of Vancouver.

The meeting will draw an estimated 5300 delegates, 3200 media representatives and thousands of support staff to Vancouver.

Source: Tourism Vancouver

## APEC Trade Ministerial — Outcomes

On May 9 and 10, APEC trade ministers met in Montreal to discuss ways to move forward APEC's trade and investment liberalization agenda. A number of important decisions were taken.

### Highlights of the Meeting:

- Ministers agreed that by November 1997 they will identify sectors for early, voluntary liberalization that will increase trade in the region. Sectors that Canada is investigating include environmental goods and services, wood and paper products, and chemicals.
- APEC will help advance the work of the WTO on trade facilitation, especially in areas such as investment, competition policy and government procurement where APEC is on the leading edge.
- Ministers agreed to intensify domestic trade liberalization and to commit to further measures by November.
- Ministers welcomed the launch of an APEC customs tariff database on the World Wide Web, developed in partnership with FedEx, the official courier for APEC and Canada's Year of Asia Pacific. The database is the only one of its kind, providing consolidated tariff and customs-related information on APEC members for easy access by business.

# Canada's Year of Asia Pacific Calendar - Summer 1997

## Upcoming cultural events:

Jan - Dec	Winnipeg	Creation of sculpture Organizer: Winnipeg Chinese Cultural & Community Centre, (204) 943-2627
May - Nov	St. Andrews, Fredericton, Saint John	Photo Exhibit- Rainforests of Pacific Rim Organizer: James Wilson, (506) 382-7019
May to Sept	Montreal	Video document for Canadian and Filipino youth Organizer: Montreal Coalition of Filipino Students, (514) 341-0977
May 15-Dec 31	Sudbury	Festival to Commemorate India's 50th Anniversary Organizer: India-Canada Association of Sudbury, (705) 675-1511 ext. 2257
<b>June 1997</b>		
June	Banff	Exhibition of TV Commercials Organizer: Harbourfront Centre, (416) 952-3246, fax: 952-1943
June	Hull	Inauguration of the Dragon Canopy Organizer: Canadian Museum of Civilization, (819) 776-7000
Jun - Aug	Toronto, Hamilton, Windsor, & Ottawa	"A Perfect Exchange of Cultures" Art Activities and Festivities Organizer: Bahay Filipino Community Development, (416) 534-3550
Jun - Sept	Hull	Toy Exhibition from the Philippine Development Assistance Program Organizer: Canadian Museum of Civilization, (819) 776-7000
Jun - Dec	Vancouver, Nanaimo, Victoria, Prince George, Courtney	"Cultures in Transition" Organizer: IDERA (Southeast Asian Film Festival), (604) 732-1496
Jun 97 - Mar 98	Winnipeg/St.Norbert	Celebration of India's 50th Anniversary Organizer: St. Norbert Arts and Cultural Centre, (204) 474-9516
Jun 1-Nov 30	Vancouver	Performance and recording by Shakuhachi Master Takeo Yamashiro Organizer: Diane Kadota Arts Management, (604) 683-8240
Jun 8-Jul 15	Banff	Aboriginal Dance Project: "Shaman's Journey" Organizer: Aboriginal Arts Program at the Banff Centre, (403) 762-6288
June 8	Devon, Alberta	Kurimoto Japanese Garden Spring Festival Organizer: University of Alberta, (403) 987-3054, fax: 987-4141
Jun 13-Jun 15	Charlottetown	3 Day Festival of Cultural Events Organizer: PEI Multicultural Council, (902) 368-8393
Jun 20-29	Vancouver	Asia Pacific Improv Series Organizer: Coastal Jazz and Blues Society, (604) 682-0704
Jun 21-22	Burlington	India Fest - Royal Botanical Garden Organizer: India Canada Society, (905) 388-5791
Jun 23-29	St. John's	"500 Sharing the Voices" choral festival, (709) 729-4535
Jun 28-Jul 1	Belle Cote	Cape Breton International Dance Festival to bring in popular Korean group Organizer: Le Festival international de Danse du Cap-Breton, (902) 235-2261
<b>July 1997</b>		
July	Toronto	Asian Fishing Baskets Exhibition Organizer: Harbourfront Centre, (416) 952-3246, fax: 952-1943
Jul - Oct.	Vancouver	An Enduring Spirit Organizer: Harbourfront Centre, (416) 952-3246, fax: (416) 952-1943
Jul 1	Ottawa	Inuit/Aboriginal Art Exhibition - Australian Visual Art Organizer: Harbourfront Centre, (416) 952-3246, fax: (416) 952-1943
Jul 1-Sept 30	Winnipeg	Fubuki Daiko Concert and Workshop Organizer: Fubuki Daiko, (204) 943-2980
Jul 4-Jul 6	London	Sunfest International Music and Dance Festival Organizer: Sunfest - Cross Cultural Arts Committee, (519) 672-1522
Jul 13	Hull	"Sounds of the Orient" Musical Performance Organizer: Canadian Museum of Civilization, (819) 776-7000
Jul 15-16	St. John's	Photographic Arts and Crafts Exhibition and Cultural Show Organizer: Friends of India Association, (709) 754-3903
Jul 15-31	Vancouver	"Chinese Calligraphy: An Introduction" Organizer: David Gooderham and Yuk-Man Lai, (604) 224-3382
Jul 21-31	Toronto, Montreal	Chinese Dance Spectacular Organizer: Lorita Leung Dance Association, (604) 261-5918
<b>August 1997</b>		
August	Montreal	Fashioning Textiles Organizer: Harbourfront Centre, (416) 952-3246, fax: 952-1943
August	Toronto	Music and dance concert Organizer: Hong Lac Music and Dance Ensemble, (416) 603-6060
Aug 1-Oct. 15	Saskatoon & rural communities	Collaborative dance/theatre performance Organizer: Carla-Marie Powers, (306) 652-6415
Aug 1-Dec 31	Banff	Deep Web for Canada's Year of Asia Pacific Organizer: The Banff Centre for the Arts, (403) 762-6696
Aug 3-7	Fredericton	Lion Dance and Parade Organizer: Chinese Students' Association of NBU, (506) 453-4651
Aug 3-10	Saanichton, Greater Victoria, Sidney	North American Indigenous Games, (250) 361-1997
Aug 8-9	Toronto	Celebrating South Asia- Royal Ontario Museum Organizer: South Asian Advisory Committee, (416) 585-5565
Aug 11-17	Montreal	Indian Film Festival Organizer: Bahrat Bahvan Foundation, (514) 397-6997
Aug 15-17	Toronto	Celebration of the 50th Anniversary of India's independence Organizer: Indo-Canadian Advisory Group, (416) 622-2600
Aug 21-24	Charlevoix	Mary Finisterer - Residency and Concert / Australian Composer Organizer: Nouvel Ensemble Moderne, (514) 343-5962
Aug 22-Sept 2	Montreal	Montreal World Film Festival - Japanese Element Organizer: Montreal World Film Festival, (514) 848-3883
Aug 29-30	Regina	Regina Dragon Boat Festival Organizer: Regina Dragon Boat Festival, (306) 780-9259

## Upcoming business events with a focus on Asia Pacific:

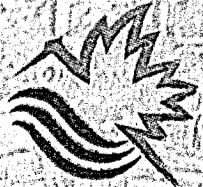
<b>June 1997</b>		
Jun 3-6	Winnipeg	Canada-Taiwan Business Association 11th Joint Meeting Organizer: The Canadian Chamber of Commerce, (613) 238-4000
Jun 5-6	Montreal	"International Development Opportunities for Lawyers" Conference (focus on Asia Pacific) Organizer: The Canadian Bar Association, (613) 237-2925 / 1-800-267-8860 / www.cba.org/abc
Jun 9-11	Toronto	APEC Environment Ministerial Meeting: "Ensuring Sustainable Growth" Organizer: Environment Canada, Fax: (819) 953-7025
Jun 9-13	Montreal	Japan Week in Montreal. Business and Cultural Activities Organizer: Asia Pacific Foundation, Suzanne de Foy, (514) 499-2166
June 10	Montreal	Workshop on Japan and Business Lunch Organizer: Chantal Chagnon, (514) 848-6100, fax 848-9992
Jun 11-12	Montreal	Business Seminar: "How to Negotiate in Asia" Organizer: Sylvie Brisebois, Centre International, (514) 848-6100
Jun 16-20	Toronto (19-20), Vancouver (16-17), Calgary (18)	Joint Canada-India Business Council Meeting Organizer: Canada-India Business Council (416) 868-6415
Jun 17-19	Winnipeg	Canada Export Housing '97 Conference & Exposition Organizer: Canada Export Housing '97, (204) 228-3193
Jun 19	Ottawa	Doing Business in Japan Organizer: Canada-Japan Trade Council, (613) 233-4047
Jun 21	Toronto	Indo-Canada Chamber of Commerce Annual Gala and Awards Night Organizer: Indo-Canada Chamber of Commerce, fax: (416) 941-8445
Jun 23-24	Victoria	APEC Transport Ministerial Meeting: Better Systems, Better Business Organizer: Transport Canada, fax: (613) 991-6422
Jun 25-26	Richmond	Gateway '97 Forum Organizer: Greater Vancouver Gateway Council, (604) 682-5330
<b>July 1997</b>		
Jul 7-10	Winnipeg	"India at 50" Trade Show and Conference: "Bridging Business Opportunities between Canada, India, and the US" Organizer: Winnipeg Chamber of Commerce, (204) 944-8484 / Global Connections, (204) 949-1144
<b>August 1997</b>		
Aug 6-10	Abbotsford	Airshow Canada... Aerospace North America Organizer: Airshow Canada, (604) 857-1630
Aug 20-31	St. John's	APEC Senior Officials Meeting (SOM III) Organizer: Department of Foreign Affairs and International Trade, APEC Division, fax: (613) 944-2732
Aug 25-28	Vancouver	4th World Chinese Entrepreneurs Convention Organizer: Chinese Entrepreneurs Society of Canada, (604) 681-6802
Aug 26-27	Edmonton	APEC Energy Ministerial Meeting: Promoting Sustainable Growth Organizer: Natural Resources Canada, fax: (613) 995-5576
<b>September 1997</b>		
September	Banff/Calgary	Canada-Korea Forum Organizer: Joint Centre for Asia Pacific Studies, (416) 736-5784 / 978-6945
Sept 2-4	Saskatoon	APEC Symposium on Food, Energy, Environment, Economic Development and Population (FEEEP) Organizer: Department of Foreign Affairs and International Trade, APEC Division, fax: (613) 944-2732
Sept 7-10	Vancouver	Softworld '97 - Global Partnerships with Hong Kong & India Organizer: Softworld '97, 1-800-667-5535 / (604) 683-3818 (www.softworld.com)
Sept 13-16	Ottawa	1997 Meeting of the Women Leaders' Network for APEC Economies: "The Economic Impact of Women in APEC" Organizer: Canadian International Development Agency fax: (819) 994-0253
Sept 17-18	Ottawa	APEC SME Business Forum and Exposition "Where SMEs Go to Access APEC Markets" Organizer: Industry Canada, fax: (613) 954-5492
Sept 17-21	Toronto	Asia Show '97: "Partners for Prosperity" Organizer: North American Expositions Inc., (416) 499-9532 (www.asiashow.com)
<b>Upcoming youth and academic events</b>		
Jun 4-7	Saint-Jean	1997 Conference of the Canadian Asian Studies Association Organizer: CASA Secretariat, (514) 343-7716
August	Canada-wide	Global Vision: Junior Team Canada to Southeast Asia Organizer: Amy Giroux, (819) 827-2838
Aug 4-9	Vancouver	Pacific Area Senior Officers' Logistics Seminar Organizer: Department of National Defence, fax: (613) 995-2305
Aug 7-10	Geneva Park	Couchiching Institute of Public Affairs Summer Conference: "Canada & the Asia Pacific Promise: Hope, Hype, & Reality" Organizer: Couchiching Institute of Public Affairs, (416) 494-1440
Sept 28-Oct 5	Winnipeg	Asia Pacific Youth Conference "Asia Connects" Organizer: The Students Commission (www.tgsmag.ca) / The Asia Pacific Foundation of Canada (www.apfnet.org) / Department of Foreign Affairs and International Trade

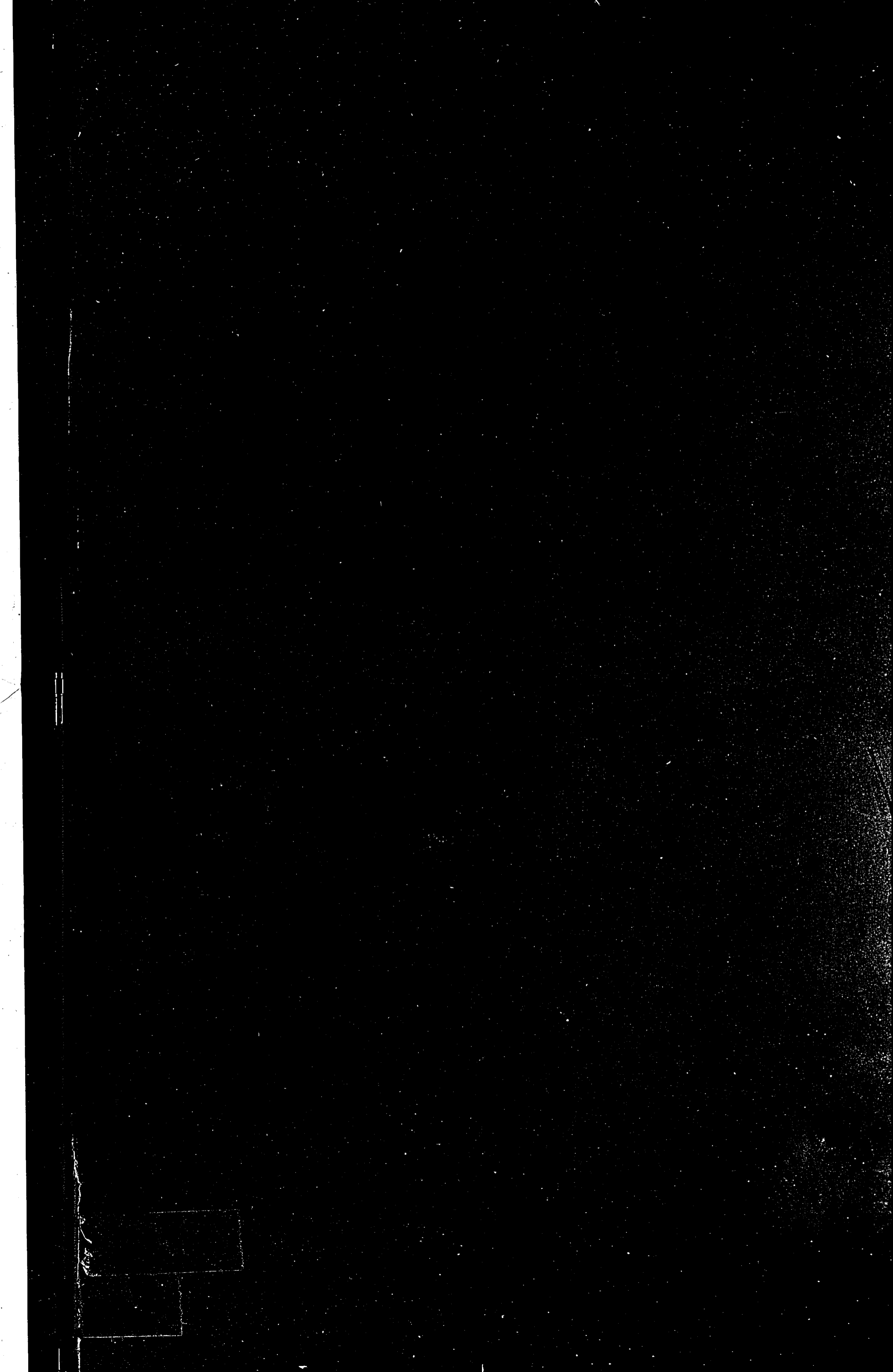
\*N.B. Note the new dates for "Asia Connects" originally scheduled for early May, and postponed due to floods

For more information check out our website at:

<http://www.dfait-maeci.gc.ca/~cyap-acap>

or call (613) 944-4000 (National Capital Region)  
or 1-800-267-8376



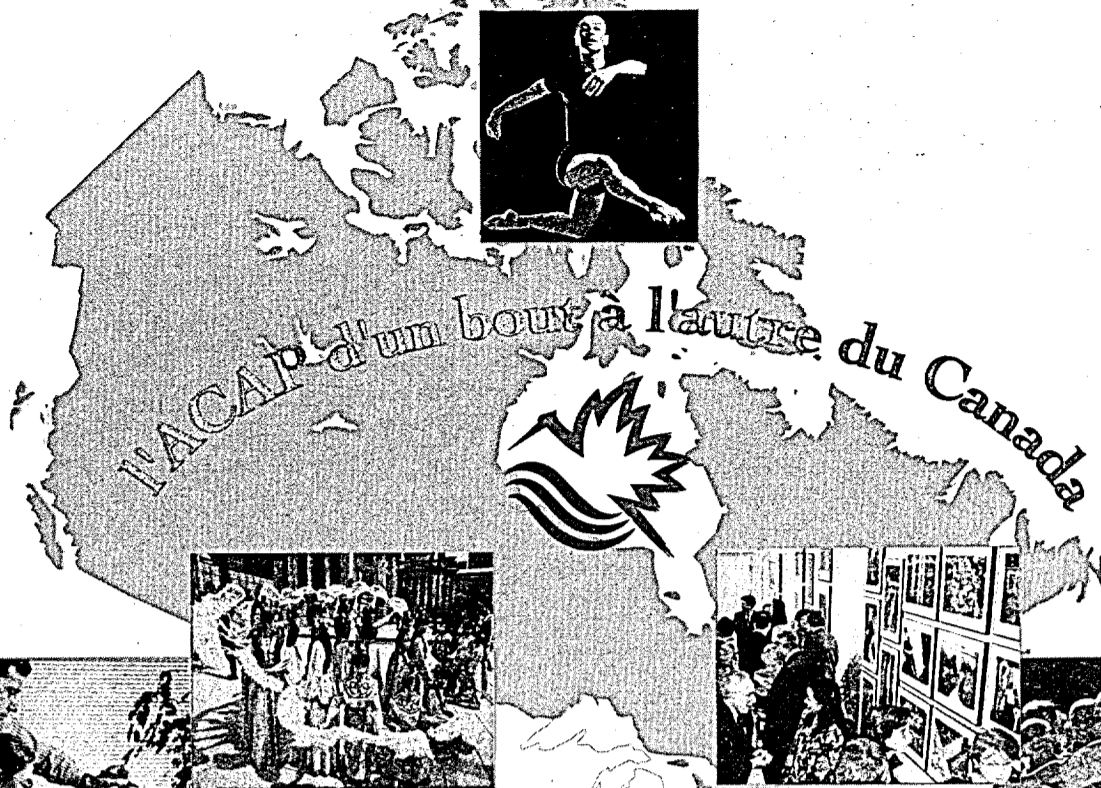




# CYAP Forum ACAP

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

CANADA'S YEAR OF ASIA PACIFIC

Vedette d'opéra cantonaise  
Photo : Haji DumatVedette d'opéra cantonaise  
Photo : Haji Dumat

## VOTRE GUIDE DES ACTIVITÉS

L'Année canadienne de l'Asie-Pacifique bat son plein. Des centaines d'événements, focalisés sur les affaires, la culture et la jeunesse, se déroulent dans chaque région du pays, véhiculant avec eux la couleur, l'énergie et la vitalité particulières à la région Asie-Pacifique. Ce numéro du Forum ACAP passe en revue les activités qui font de l'Année canadienne de l'Asie-Pacifique une année exceptionnelle pour tous les Canadiens.

## Le Congrès mondial des entrepreneurs chinois à Vancouver



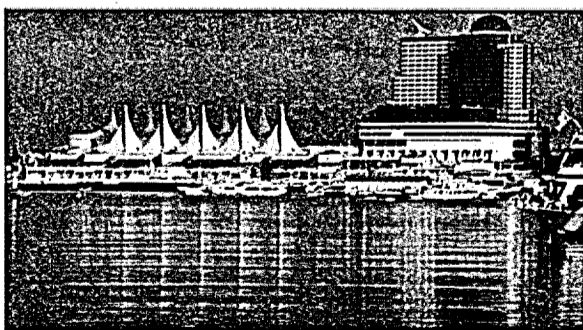
Le quatrième Congrès mondial des entrepreneurs chinois, événement biennal de réseautage à l'intention de la communauté mondiale des gens d'affaires chinois, se tient à l'extérieur de l'Asie pour la première fois. Et quel meilleur endroit pour l'accueillir que Vancouver, en Colombie-Britannique?

Du 25 au 28 août, 1 500 chefs d'entreprises de 23 pays s'amèneront dans cette ville grouillante d'activité de la côte ouest pour participer à une série d'événements, de séminaires et de réunions. Le fait d'accueillir ce congrès donne au milieu canadien des affaires une occasion exceptionnelle de discuter de possibilités de commerce et d'investissement avec des entrepreneurs chinois influents sur la scène internationale. Les délégués ne viendront pas seulement de Chine, mais aussi, entre autres, du Japon, de la Thaïlande, de la Malaisie, de Singapour et des Philippines.

Selon M. Raymond Chan, secrétaire d'État canadien (Asie-Pacifique) et coprésident de l'événement, c'est une occasion rêvée. « La communauté canadienne des affaires aura une occasion taillée sur mesure de nouer des relations non seulement avec des gens d'affaires chinois du monde entier, mais aussi avec ses propres dirigeants d'entreprises d'origine chinoise. À terme, ces contacts pourraient déboucher sur de plus grandes possibilités d'accroître les exportations canadiennes vers l'Asie-Pacifique et l'investissement au Canada, ce qui signifie plus d'emplois ici au pays. »

### Vancouver en vedette

Les délégués ne pourront manquer de remarquer les industries de pointe qui se sont installées à Vancouver et la qualité de vie de réputation mondiale de cette dernière. Des visites ont été organisées à l'University of British Columbia, au Centre for Interactive Technologies in Education de la Simon Fraser University ainsi qu'à Surrey et Richmond. À Surrey, les délégués visiteront Norsat International, une entreprise qui fait une remarquable percée dans le marché chinois des câbles. Il est aussi prévu que BC Ferries, un des systèmes de traversiers les plus grands et les plus sophistiqués au monde, présente aux délégués son nouveau catamaran ultra-rapide.



Vancouver (Colombie-Britannique) Canada

Cette année, le Congrès a pour thème : « Les télécommunications et la technologie de l'information : répercussions sur le marché mondial ». Durant le prestigieux salon de la haute technologie organisé pour l'occasion, des firmes nord-américaines feront la promotion de leurs produits et services auprès d'importants dirigeants d'entreprises chinoises. Le chef de la direction d'IBM Canada, M. John Wetmore, et le président et chef de la direction d'Acer Group, M. Stan Shih, seront les conférenciers principaux.

### Une célébration culturelle

En fin de journée, les participants pourront aller se divertir dans un Chinatown haut en couleurs. Le

Chinatown Festival partira le bal avec des prestations culturelles. Puis, après le coucher du soleil, on s'attend à ce que jusqu'à 30 000 résidents investissent cet historique quartier du centre-ville pour s'imprégner des sons et des arômes attirants d'un marché chinois nocturne bourdonnant d'activité.

### Se brancher au réseau de bambou

Les universitaires ont souligné l'efficacité des réseaux de gens d'affaires chinois, appelés « réseaux de bambou », qui ont selon eux joué un rôle clé dans le revirement de bon nombre d'économies asiatiques. Pour les 300 entrepreneurs sino-canadiens qui participeront au Congrès, l'objectif sera de tirer le maximum de ces réseaux et de trouver de nouvelles façons d'exploiter les tendances futures.

À la fin de ce quatrième Congrès mondial des entrepreneurs chinois, un dragon — symbole de prospérité et de force — donnera le ton au dîner d'adieu. Pour un grand nombre d'hommes et de femmes d'affaires canadiens qui ont noué de nouveaux partenariats, l'aventure ne fait que débiter.

Pour plus d'information, veuillez contacter : Quatrième Congrès mondial des entrepreneurs chinois, tél. : (604) 681-6802 ou téléc. (604) 681-6307.



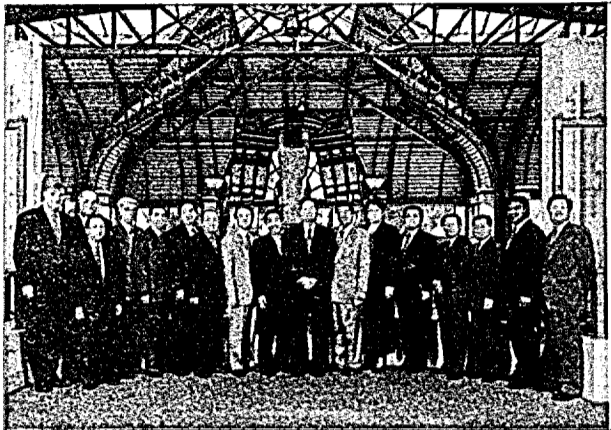
# Colombie-Britannique : la fenêtre du Canada sur l'Asie-Pacifique célèbre l'ACAP

## Une année riche en occasions d'affaires pour les entreprises de Colombie-Britannique (C.-B.)

Personne ne comprend mieux la nature dynamique et diversifiée de l'Asie-Pacifique que les habitants de la Colombie-Britannique. Cette province bénéficie de la présence de sa riche population de Canadiens de souche asiatique, précieux trait d'union avec la vie économique et sociale de l'Asie-Pacifique. Aujourd'hui, près de 40 p. 100 des exportations canadiennes vers les marchés émergents dans cette région viennent de la Colombie-Britannique.

La Colombie-Britannique sera à l'avant-scène lorsque les dirigeants du mécanisme de Coopération économique Asie-Pacifique (APEC) se réuniront à Vancouver en novembre, amenant avec eux plus de 8 000 délégués, fonctionnaires et représentants des médias. Le gouvernement de la province mettra sur pied à l'intention des gens d'affaires en visite et locaux associés aux réunions de l'APEC un centre de réseautage qui aura pour nom *British Columbia Business Crossroads Centre*.

Pour souligner cette réunion historique, une grande variété d'activités ont été prévues en C.-B. En février, l'Alliance des manufacturiers et des exportateurs du Canada a accueilli le séminaire « Pacific Export Club: Destination: Asia Pacific », qui a permis à 200 exportateurs d'en apprendre davantage sur les marchés de l'Asie-Pacifique. Un autre événement a été organisé pour mieux familiariser les gens d'affaires avec le travail de l'Agence canadienne de développement international (ACDI).



Les ministres des Transports de l'APEC se sont rencontrés à Victoria, Colombie-Britannique, en juin 1997.

Une conférence à l'intention des médias à la Simon Fraser University, « The News From Hong Kong — Getting the Real Story », a attiré des représentants des médias intéressés par l'impact de la transition de Hong Kong sur la couverture des nouvelles et sur la liberté de la presse dans la nouvelle région administrative spéciale de Hong Kong.

## Événements à l'intention des jeunes en Colombie-Britannique

En juin, la réunion des ministres des Transports de l'APEC a apporté l'Asie-Pacifique à Victoria, mettant de la sorte en relief le rôle de la province en tant que fenêtre sur l'Asie-Pacifique. Les événements à

l'intention des jeunes ont mis l'accent sur les occasions d'emploi offertes par le secteur des transports dans l'Asie-Pacifique.

Les jeunes Canadiens exploreront aussi les possibilités que recèle la région dans le cadre du séminaire de l'APEC '97 pour jeunes ambassadeurs de l'entreprise sur le programme de stagiaires et du forum des jeunes, qu'organise l'University of British Columbia les 2 et 3 octobre. Veuillez appeler Rama Agarwal au (604) 822-6256 pour plus d'information.

L'art contemporain en Asie : Traditions/Tensions, grande exposition à la Vancouver Art Gallery, présentée par l'ACAP et par Air Canada, du 25 avril au 6 juillet. M. Raymond Chan, secrétaire d'État (Asie-Pacifique), était présent à cette impressionnante exposition des plus récentes réalisations artistiques en Asie. Une série de conférences et un programme scolaire ont mis l'accent sur cette exposition, qui explorait diverses oeuvres produites dans des centres urbains de cinq pays asiatiques : l'Inde, l'Indonésie, les Philippines, la Corée du Sud et la Thaïlande. L'événement a attiré plus de 30 000 visiteurs.



## La compagnie de danse Chang Mu débute sa tournée pancanadienne en Colombie-Britannique

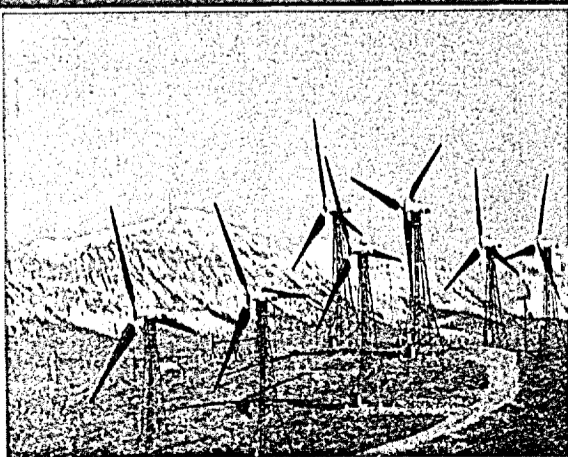
La compagnie de danse Chang Mu, ensemble coréen réputé de danse contemporaine et tambours, a entrepris sa tournée pancanadienne le 17 juillet au Michael J. Fox Theatre à Burnaby, en Colombie-Britannique.



Compagnie de danse Chang Mu de la Corée

La musique, les mouvements et le style expérimental audacieux de Chang Mu la distinguent des compagnies de danse coréennes traditionnelles. Selon Seoul Magazine, Chang Mu est à l'avant-garde de la danse créative en Corée. La compagnie s'arrêtera entre autres à Revelstoke (C.-B.), Courtenay (C.-B.), Vancouver et Ottawa. Consulter le site Web l'ACAP pour plus de détails à [www.dfait-maeci.gc.ca/~cyap-acap](http://www.dfait-maeci.gc.ca/~cyap-acap).

## En route vers le siècle du Pacifique : les ministres de l'Énergie de l'APEC se réunissent à Edmonton



Eoliennes en Alberta

Qu'elle serve à faire voler une flotte d'avions ou à éclairer un pâté de maisons, l'énergie est le moteur de la croissance économique. Ces dernières années, c'est la région de l'Asie-Pacifique qui a le plus progressé à l'échelle mondiale en termes de développement

économique et social, ce qui a entraîné un accroissement de la consommation d'énergie. En fait, la demande d'énergie double tous les 12 ans. Pour répondre aux besoins de plus en plus grands de leur économies émergentes, bon nombre de pays de l'Asie-Pacifique doivent moderniser et renforcer leur infrastructure énergétique.

Lorsque les ministres de l'Énergie des économies membres de l'APEC se réuniront à Edmonton, ils examineront en priorité des façons efficaces, abordables et durables d'assurer que la région puisse satisfaire ces besoins jusque dans le XXI<sup>e</sup> siècle.

Selon M. Ralph Goodale, ministre des Ressources naturelles du Canada, la réunion de deux jours, qui a pour thème « L'énergie : l'infrastructure du développement durable », concentrera son attention sur les questions d'une

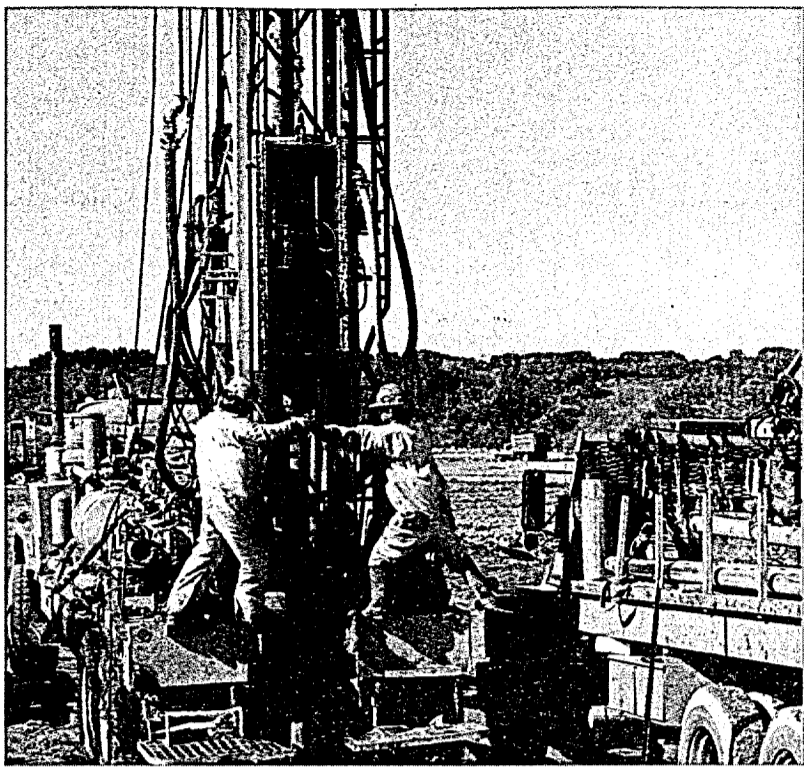
importance primordiale pour le programme d'action de l'APEC comme l'expansion des infrastructures, le développement durable, la coopération économique et technique, la facilitation des affaires et l'environnement.

Pour tirer le maximum de cet événement important, le gouvernement fédéral a fait de la semaine du 23 au 29 août la Semaine de l'énergie de l'APEC. Un grand nombre d'activités sont au programme, dont :

- des événements à l'intention des entreprises désireuses de nouer des contacts avec l'Asie-Pacifique;
- un forum pour les jeunes de la région leur permettant de discuter des problèmes et des possibilités dans le secteur de l'énergie; et
- la visite d'installations énergétiques canadiennes.



# Les entreprises à l'avant-scène



En tant que président de l'APEC, le Canada s'est fixé comme priorité de veiller à ce que le point de vue des entreprises soit pris en compte dans toutes les activités de l'APEC. Un symposium international des gens d'affaires sur l'énergie se tient conjointement avec la réunion des ministres de l'Énergie. Des gens d'affaires du Canada et de l'Asie-Pacifique participeront à un dialogue avec les ministres de l'APEC. Cet échange aidera à établir l'ordre du jour et à intégrer directement dans le processus les préoccupations pratiques des gens d'affaires.

La visite de différentes installations énergétiques exposera les ministres de l'APEC et les dirigeants d'entreprise en visite aux technologies de pointe du Canada dans ce secteur. Parmi les sites possibles : les sables bitumineux de l'Alberta à Fort McMurray; une centrale thermique au charbon à Point Aconi, en Nouvelle-Écosse; et un barrage hydroélectrique à Revelstoke, en Colombie-Britannique.

Au cours des 10 prochaines années, la moitié de la croissance mondiale dans le secteur énergétique se produira en Asie. La Semaine de l'énergie de l'APEC montrera aux décideurs que les capacités canadiennes coïncident fort bien avec les besoins énergétiques de la région de l'APEC.

## Un vent du Pacifique balaie les Prairies

### « Cherchons l'Asie » Conférence pour les jeunes de la région Asie-Pacifique

Winnipeg (Manitoba)

Les délégués avaient fait leurs bagages et étaient prêts à partir, mais les inondations provoquées par la crue de la rivière Rouge ont forcé les organisateurs à repousser de la date originale en mai jusqu'au 28 septembre - 5 octobre la tenue de cet événement. C'est alors que devraient se rencontrer des jeunes du Canada et de l'Asie pour discuter de leur avenir commun au sein d'une communauté du Pacifique. Cherchons l'Asie sera lié par téléconférence à 12 autres endroits au Canada.



Affiche officielle de la conférence : Cherchons l'Asie

Le ministre des Affaires étrangères, M. Lloyd Axworthy, jouera un rôle clé à cette conférence. Il exprimera son point de vue sur l'importance de l'Asie-Pacifique et il prendra note des opinions des délégués sur la relation du Canada avec cette région.

### Mois de l'Asie-Pacifique à Edmonton

Edmonton (Alberta)—Août 1997

En l'honneur de la réunion des ministres de l'Énergie de l'APEC qui se tiendra à Edmonton et pour souligner l'importance de la relation entre Edmonton et la région, le maire Bill Smith a fait du mois d'août le mois de l'Asie-Pacifique. Des représentants de l'ACAP ont pris part au lancement du mois, qui a eu lieu à l'hôtel de ville le 29 juillet, et ont annoncé le financement de projets culturels de l'ACAP dans différentes régions de l'Alberta.

### Manga



Sailor Moon, Astro Boy ou les Transformers. Si vous avez entendu parler de ces personnages populaires, alors vous êtes déjà familiers avec le manga. Basée sur la tradition japonaise des histoires en images, l'exposition « Manga — l'art populaire du magazine de bandes dessinées japonais » ne manquera pas d'attirer des foules de tous âges à cette collection rare et haute en couleurs. L'exposition sera sur le site de la Conférence Cherchons l'Asie, du 22 septembre au 3 octobre, puis elle sera montrée à Regina, (Galleria Shopping Centre, du 10 au 24 octobre), à Halifax (St. Mary's University, du 3 au 14 novembre) et à Toronto (Centre Harbourfront, du 21 novembre au 8 décembre).



### Le festival Folklorama de Winnipeg célèbre l'Asie-Pacifique

Le festival Folklorama de 1997, le plus grand spectacle multiculturel en son genre au monde, célébrera cette année l'héritage du Pacifique légué au Canada. Près de 40 p. 100 des pavillons de cette année ont un thème asiatique, ce qui mettra en évidence les liens multiculturels du Canada avec l'Asie-Pacifique.

Les visiteurs au festival, qui se tient du 3 au 16 août, peuvent explorer les merveilles des Philippines, de l'Inde, de la Corée, de l'Australie et de la Nouvelle-Zélande, ce qui leur permettra de découvrir les mystères et la beauté de l'Asie-Pacifique. L'ACAP aide à financer un spectacle de danse et de musique folkloriques offert par 15 jeunes exécutants de Chengdu (Chine), ville jumelle de Winnipeg. Pour plus de renseignements, veuillez appeler le festival Folkloram à 1-800-665-0234.



Folklorama présente annuellement un grand nombre d'artistes asiatiques.



## Vers une communauté du Pacifique : un symposium à Saskatoon examine les défis de demain



Du 1<sup>er</sup> au 4 septembre, le Canada accueillera à Saskatoon certains des plus grands experts du monde, qui discuteront de développement durable. Des universitaires, des spécialistes, des chefs d'entreprise et des dirigeants gouvernementaux examineront l'impact que le développement économique et une croissance démographique soutenue ont sur l'alimentation, l'énergie et l'environnement. Le symposium a pour mission d'explorer de nouvelles avenues pour veiller à ce que la prospérité économique soit durable et que la croissance tienne compte de problèmes sociaux et de développement profondément enracinés.

Le Canadien Don Johnston, secrétaire général de l'Organisation de coopération et de développement économiques (OCDE), prononcera un discours-programme.

Cette réunion fera fond sur le travail des réunions ministérielles de l'APEC sur l'environnement (Toronto, du 9 au 11 juin) et sur l'énergie (Edmonton, les 26 et 27 août). Les résultats aideront à préparer un rapport qui sera présenté aux dirigeants de l'APEC à Vancouver.

## Conférence sur les villes jumelles du Canada et de la Chine Saskatoon (Saskatchewan)

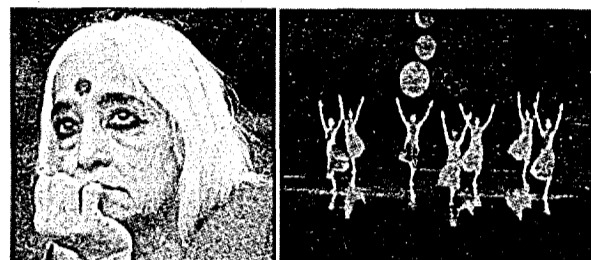
Organisée par la Fondation Asie-Pacifique du Canada et par la Chinese People's Association for Friendship with Foreign Countries, la Conférence aura lieu les 8 et 9 septembre. Pour plus d'information, veuillez appeler au (306) 791-8778.

## La compagnie de danse Chandralehka donnera des spectacles à Edmonton et à Calgary

Saluée unanimement par la critique à la suite de ses prestations dans de grands festivals à travers le monde, la danseuse indienne Chandralehka se produira avec ses danseurs et musiciens à Edmonton (le 14 octobre) et à Calgary (les 17 et 18 octobre) durant une longue tournée qu'ils effectueront au Canada dans le cadre de l'ACAP.

Principale interprète de la danse classique et de la danse moderne indiennes, M<sup>me</sup> Chandralehka est l'une des voix les plus importantes sur la scène culturelle indienne. Au programme :

8 octobre : Ottawa (Centre national des Arts); les 10 et 11 octobre : Edmonton; le 14 octobre : Calgary; les 17 et 18 octobre : Vancouver; du 2 au 13 décembre : à Toronto avec le Toronto Dance Theatre.



M<sup>me</sup> Chandralehka et sa compagnie de danse

## L'ACAP en Ontario

### De grandes occasions pour la petite entreprise durant la Semaine APEC de la PME

Du 15 au 19 septembre, Ottawa accueillera plus de 1 000 représentants du monde des affaires et des hauts fonctionnaires d'économies membres de l'APEC durant la Semaine de la PME.

« L'Asie-Pacifique compte certaines des économies qui progressent le plus rapidement au monde, a déclaré le ministre de l'Industrie, M. John Manley. Je veux que plus d'entreprises canadiennes profitent des occasions qu'offrent ces économies dynamiques. »

Outre une réunion ministérielle, la Semaine de la PME comprendra un forum et une exposition à l'intention des gens d'affaires. Cette activité présentera 25 ateliers à l'intention d'entreprises prêtes à exporter et il y aura plus de 175 stands où on pourra voir certaines des compagnies les plus innovatrices et les plus compétitives dans la région de l'APEC.

Pour des renseignements sur le forum et l'exposition, veuillez contacter la GLOBE Foundation :  
téléphone : (604) 775-7265,  
numéro sans frais : 1-800-952-3493,  
CE : apecinfo@globe.apfnet.org



Chefs-d'oeuvre du XX<sup>e</sup> siècle  
Peinture chinoise : une exposition qui sera au Canada cette année.

### L'ACAP à la portée de vos doigts : lancement d'un site Web culturel à Toronto

Des Canadiens de partout au pays peuvent maintenant consulter instantanément le programme culturel de l'Année canadienne de l'Asie-Pacifique. Le site Web culturel de l'ACAP permet au public de se renseigner facilement sur toutes les activités culturelles qui ont lieu au Canada cette année.

La page calendrier recensera plus de 400 projets de l'ACAP réalisés par des artistes et des organisations du Canada en plus de renfermer de l'information sur les projets asiatiques en tournée au pays.

Le site, qui bénéficie du parrainage de Bell Canada, est lancé au Centre Harbourfront à Toronto. Principal centre canadien multidisciplinaire de la culture contemporaine, le Centre Harbourfront coordonne le programme culturel de l'ACAP pour le compte du ministère des Affaires étrangères et du Commerce international.

L'adresse du site Web culturel de l'ACAP : [www.acap97.com](http://www.acap97.com) (en français) ou [www.cyap.com](http://www.cyap.com) en anglais.



H. Art Chaos, une compagnie de danse japonaise composée uniquement de femmes, présentera des spectacles à travers le Canada cette année.

## L'Asie-Pacifique en vogue

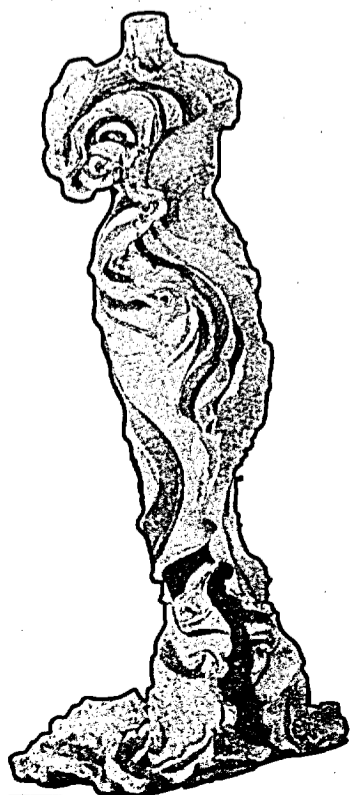
Vous aurez bientôt l'occasion de voir des mannequins vous montrer les créations et les tissus de concepteurs venant entre autres de l'Inde, de la Nouvelle-Zélande, de la Corée et de la Chine.

L'exposition « La mode du textile » mettra en vedette des nouveaux créateurs de mode du Canada et de l'Asie-Pacifique au Centre national des Arts, à Ottawa, le 4 septembre. Ce spectacle unique, qui a récemment eu lieu à Edmonton, explore les cultures, les fibres, les tissus et les modes indigènes dans une perspective d'avenir.

Douze créations d'avant-garde, inspirées par les tissus de l'Asie-Pacifique et du Canada, sont au coeur de l'exposition.

Un panel d'information relatera l'histoire et expliquera la signification culturelle des différents tissus utilisés dans l'exposition. Cet événement excitant contribuera à créer pour nombre de saisons à venir des réseaux entre les créateurs, les fabricants de tissus et l'industrie de la mode.

Pour des renseignements :  
Directrice du projet Carol Outram Tél. : (514) 934-5040; téléc. : (514) 934-4796



## Forum d'affaires

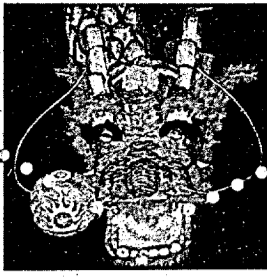
### Canada-Thaïlande 1997

Toronto (Ontario)—22 sept.

Les exportateurs canadiens peuvent se renseigner sur des possibilités d'exportation en Thaïlande et participer à des ateliers sur les industries des pièces automobiles, de la fibre de verre et des matières plastiques.

Organisation : Thailand Business Association of Canada (416) 597-8212

Dragon de rue, Telok Ayer  
Photo : Ronni Pinsler



## Autres événements de l'ACAP Cinefest

Sudbury (Ontario)—16-21 sept.

Cinefest, le festival du film de Sudbury, mettra en vedette des films contemporains de l'Asie-Pacifique. On attend jusqu'à 9 000 cinéphiles.

## "Fast Forward"

The Vibrant Art Scene of the Republic of Korea  
Power Plant Gallery, Toronto (Ontario)  
26 septembre - 21 décembre

Fast Forward s'annonce comme une exposition innovatrice qui présentera la jeune avant-garde artistique sud-coréenne. Mettant en vedette les oeuvres de six jeunes artistes sud-coréens, Fast Forward sera la première exposition majeure d'art contemporain coréen en Amérique du Nord.

# Feux du Québec sur la culture en Asie-Pacifique

Les auditoires québécois sont connus dans la communauté artistique comme étant parmi les plus chaleureux. Les Québécois auront de nombreuses occasions d'observer les riches traditions culturelles et l'art contemporain de l'Asie-Pacifique dans toute sa diversité. Qu'il s'agisse du film, de la danse ou des arts visuels, l'ACAP offre quelque chose pour tous les goûts artistiques.

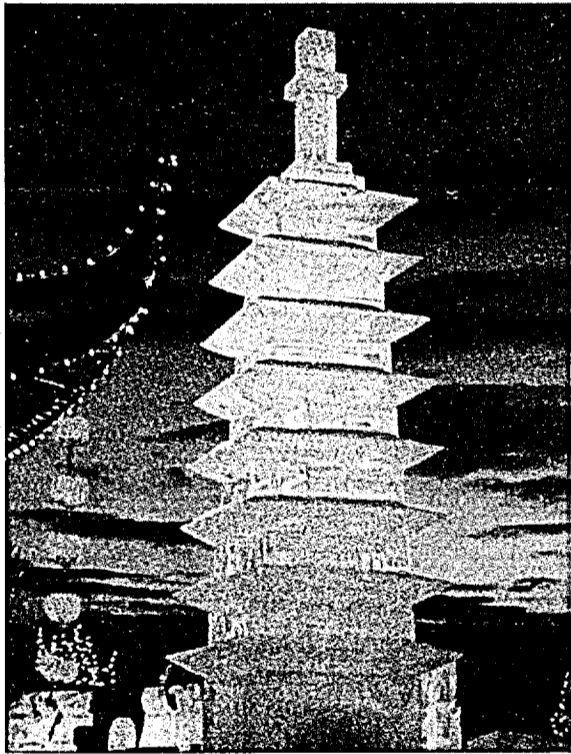


Photo : Sculptures de glace au Jardin botanique de Montréal.

## Les Deux Mondes

La compagnie de théâtre renommée de Montréal, Les Deux Mondes (514-593-4417), réunit les jeunes et les personnes âgées du Québec dans le cadre d'une série d'ateliers interculturels et inter-générationnels du 1<sup>er</sup> avril au 30 septembre. Les personnes âgées y partageront l'histoire de leur vie et les légendes de leur culture.

## Galerie Oboro

La Galerie Oboro a présenté «Reconnaissance» à Montréal. L'exposition vidéo visait à faire prendre conscience des questions qui touchent les communautés de l'Asie-Pacifique au Canada et à susciter la discussion à ce sujet.

## Festival des films du monde à Montréal

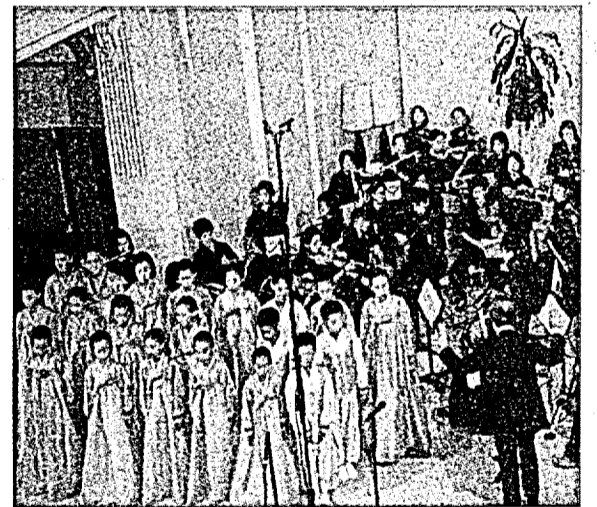
Les cinéphiles auront de nombreuses occasions de voir l'Asie-Pacifique au grand écran. Un festival du film indien sera organisé à l'automne par la Bahrat Bahvan Foundation (514-937-6997). Le Festival des films du monde de Montréal mettra en vedette le cinéma japonais du 22 août au 2 septembre (514-848-3883).

## La communauté coréenne célèbre le Tchou'Sok

La communauté coréenne de Montréal invite le public à se joindre à elle pour célébrer le festival traditionnel de la récolte, le Tchou'Sok, du 11 au 21 septembre.

Les activités du festival feront la narration de l'histoire des Coréens au Québec et de l'impact de la société québécoise sur la communauté coréenne. Le film et le vidéo développeront davantage le sens du festival de la récolte pour les Coréens et les Canadiens d'origine coréenne. L'Orchestre des jeunes Coréens de Montréal se produira également.

Veillez contacter les organisateurs du festival pour l'horaire des activités au (514) 484-5556.



L'Orchestre des jeunes Coréens de Montréal

## Calendrier d'activités chargé de l'ACAP à Montréal

Cinq grandes activités ont récemment eu lieu à Montréal dans le cadre de l'Année canadienne de l'Asie-Pacifique.

La Réunion conjointe du Conseil de commerce ANASE-Canada, réunissant des chefs de direction et des représentants gouvernementaux de haut niveau de pays de l'Association des nations de l'Asie du Sud-Est (ASEAN) et du Canada, a eu lieu du 4 au 6 mai. Cette réunion a coïncidé avec la première de l'importante exposition de photographies de la région de l'ASEAN, *Les yeux sur l'ASEAN*.

Plus tard dans la semaine, les ministres du Commerce de l'APEC se sont réunis à Montréal; des centaines de représentants du secteur public, du monde des affaires et des médias étaient aussi présents. Le Symposium d'affaires de l'APEC sur les procédures douanières a aussi été organisé pour coïncider avec la réunion ministérielle. Avec des conférenciers de renom comme M. Renato Ruggiero, directeur général de l'Organisation mondiale du commerce et l'ex-représentant américain au Commerce M. Mickey Kantor, la Conférence de Montréal a permis d'examiner en profondeur les occasions et les risques associés aux affaires en Asie-Pacifique.

Manifestement, Montréal profite pleinement de son exposition à l'Asie-Pacifique et des avantages d'appartenir à la communauté du Pacifique.



Première de « Les yeux sur l'ASEAN »

## Sélection japonaise de Champ Libre

La troisième manifestation internationale de l'art du vidéo et de l'art électronique de Champ Libre présentera les travaux de 12 artistes japonais notables. L'appui de l'ACAP contribue à assurer que cette manifestation multipliera les occasions d'échanges culturels avec le Japon. Pour plus d'information, téléphoner au (514) 393-3937.

# Par delà le Pacifique : l'ACAP dans le Canada atlantique

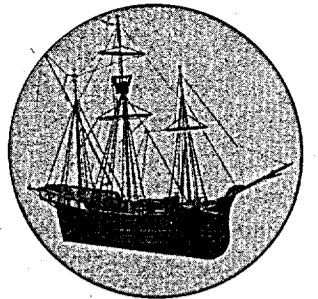


Jean Cabot

Photo : Archives nationales du Canada

## La région de l'Atlantique compte plus de 50 projets culturels

Quand Jean Cabot est arrivé sur les côtes du Canada atlantique il y a 500 ans, il se croyait en Asie. L'équipage de la réplique moderne du bateau de Cabot, « The Matthew », qui parcourt la région, pourrait être surpris de constater que la culture de l'Asie-Pacifique est florissante cet été sur la côte est du Canada. Des artistes, des organisations et des groupes ethnoculturels de partout dans la région de l'Atlantique ont donné vie au programme culturel de l'ACAP.



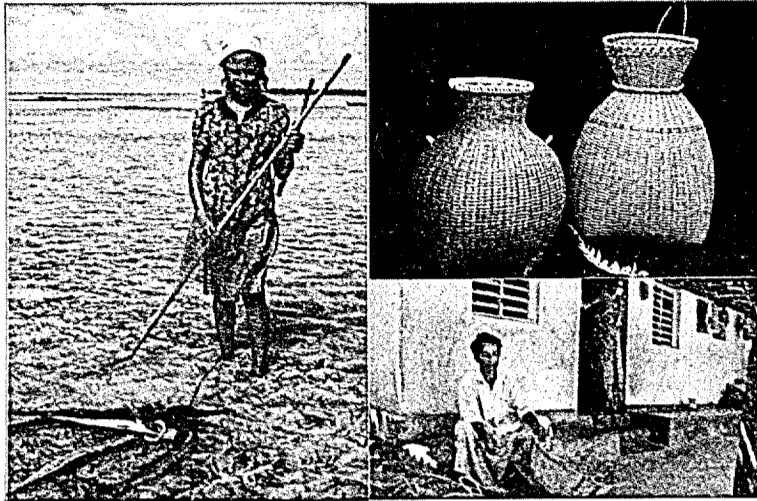
Modèle du Matthew

Photo : Archives nationales du Canada

### Exposition sur les paniers de pêche à Lunenburg N.-É.

2-26 septembre

Les visiteurs de l'exposition de paniers de pêche de l'Asie au Musée de la pêche de l'Atlantique auront un aperçu du mode de vie le long des voies d'eau du Pacifique. L'exposition montrera la vitalité du secteur de la pêche dans l'ensemble de la région. On pourra y voir



des paniers de pêche contemporains fabriqués à la main, ainsi que des filets et des trappes de la région. Les visiteurs pourront découvrir la culture de la pêche : les techniques, les méthodes de tissage des paniers, les matériaux utilisés et l'importance économique de la pêche dans la vie des habitants de la région.

Le sénateur Wilfred Moore a assisté à l'inauguration officielle de l'exposition le 23 juillet à Lunenburg. (Autres emplacements : Toronto, 5-26 sept.; Victoria, 6-9 oct.).

### Autres activités de l'ACAP dans les provinces Maritimes

Le Nova Scotia College of Art and Design

est l'hôte de plusieurs initiatives de l'ACAP. « The Energy of Asia Design », qui ouvrira ses portes le 7 octobre, examinera les produits et la conception graphiques modernes de l'Asie sous différents angles : leur utilisation, la consistance sur les plans de la forme et de la fonction et l'influence que le design peut avoir sur notre environnement social. L'exposition se rendra aussi à Toronto et à Calgary à l'automne. Contacter le Centre Harbourfront au (416) 952-3246.

Le groupe de percussion Arashi Daiho

À l'Île-du-Prince-Édouard, la troupe montréalaise de batteurs Arashi Daiko s'est jointe à des groupes de danse acadiens au Festival mondial de danse à Wellington du 4 au 6 juin. Et au Confederation Centre Art Gallery and Museum à Charlottetown, l'Arts Atlantic Magazine présente du 15 juin au 15 octobre les oeuvres à base de photos de Jin-Me Yoon, un artiste basé à Vancouver.

Cette exposition explorera l'identité culturelle coréenne dans la culture canadienne. Pour plus d'information, téléphoner au (902) 628-6111.

Les chanteurs Woodpecker

L'ACAP s'est alliée à l'organisation de l'Année de Cabot à Terre-Neuve au « Festival 500 : Sharing the Voices » pour présenter, du 20 au 23 juin, les chanteurs Woodpecker, une chorale masculine de Taiwan. Au Nouveau-Brunswick, le Gallery Connexion à Fredericton accueillera du 20 septembre au 12 octobre la vidéaste Amanda Crowley pour une série d'ateliers présentés par l'Australian Network for Art and Technology (téléphoner au 506-454-1433).

tenues à St. John's, Halifax, Fredericton et Charlottetown ont attiré un total de 500 participants qui voulaient en savoir plus sur les marchés de l'Asie-Pacifique et sur les façons de faire des affaires dans la région.



Le secrétaire d'État (Asie-Pacifique) Raymond Chan, l'ambassadeur de l'ACAP John Bell et le représentant principal de la Banque asiatique de développement (Amérique du Nord), M. Arun Adarkar.

### Les séminaires d'affaires du Canada atlantique sont un éclatant succès

Des ambassadeurs, des délégués commerciaux et des exportateurs qui connaissent bien les marchés de l'Asie-Pacifique ont tous partagé leurs conseils avec de petites et moyennes entreprises (PME) de partout dans le Canada atlantique en mars dernier. Les conférences du Canada atlantique sur les occasions d'affaires en Asie

La diversité de ces participants allait au-delà des exportations traditionnelles comme les produits de la mer. On retrouvait des représentants de nombreuses petites entreprises du Canada atlantique offrant des produits et des services sophistiqués dans le domaine de la haute technologie. Ces conférences sont aussi allées chercher de jeunes entrepreneurs, recrutant des étudiants en affaires des universités locales.



### Une interview avec Raymond Chan, Secrétaire d'État (Asie-Pacifique)

En 1993, le premier ministre Jean Chrétien a nommé M. Chan comme premier secrétaire d'État canadien (Asie-

Pacifique). Depuis, il s'est rendu dans tous les pays de la région; il a dirigé des missions commerciales et fait la promotion du développement de la démocratie dans l'ensemble de l'Asie-Pacifique.

**Q : Quelle est la chose la plus importante que les Canadiens doivent comprendre au sujet de l'Asie-Pacifique?**

Le changement. Les sociétés asiatiques sont en transition. L'émergence d'une classe moyenne scolarisée, ambitieuse et aisée constitue le développement social le plus puissant. On estime qu'en l'an 2000, au moins 400 millions d'Asiatiques auront des revenus du niveau de la classe moyenne. Ces gens s'installent dans les villes et s'intéressent davantage à des questions comme le développement économique durable, une qualité de vie plus élevée, le bon gouvernement et une plus grande primauté du droit.

Les Canadiens doivent commencer à regarder la région d'une façon différente.

**Q : Pourquoi est-il important que les Canadiens comprennent ces changements?**

Au fur et à mesure de la transformation des sociétés asiatiques, il se présente des occasions exceptionnelles d'accroître les exportations canadiennes dans la région et de créer des emplois au Canada. Les secteurs dans lesquels le Canada excelle, comme les télécommunications, l'énergie, l'agroalimentaire et les technologies environnementales, s'apparient très bien aux secteurs que les économies asiatiques cherchent à améliorer. La classe moyenne qui émerge en Asie-Pacifique dispose aussi de plus de revenus pour faire des dépenses discrétionnaires au niveau des biens de consommation, du tourisme, de l'éducation et des industries culturelles.

De plus, l'Asie-Pacifique représentera un véritable centre du pouvoir dans l'économie mondiale et jouera un rôle plus grand sur la scène internationale.

**Q : Quel genre de choses faites-vous pour promouvoir le commerce et l'investissement avec l'Asie-Pacifique?**

Pour faire suite aux succès enregistrés par les missions commerciales d'Équipe Canada dirigées par le premier ministre Chrétien, j'ai dirigé des missions plus petites qui ciblaient certains des marchés émergents de la région.

En mars dernier, j'étais à la tête d'une mission qui s'est rendue dans l'intérieur de la Chine et en mai 1996, j'ai piloté plus de 40 compagnies canadiennes dans la région côtière de la Chine. Les taux de la croissance économique dans ces régions dépassent la moyenne nationale. Le revenu par habitant progresse d'environ

10 p. 100 par année. D'ambitieux projets de modernisation dans les secteurs de l'immobilier, des transports et de l'environnement s'apparient très bien aux domaines dans lesquels le Canada excelle. J'ai aussi dirigé des missions commerciales en Inde et au Pakistan où nous avons fait l'effort de voyager à l'extérieur des grands centres. Il est devenu de plus en plus évident que si nous ne portons pas attention aux divers marchés régionaux en Asie-Pacifique, nous nous priverons d'occasions importantes.

**Q : Qu'espérez-vous pour l'Année canadienne de l'Asie-Pacifique?**

J'espère que l'Année canadienne de l'Asie-Pacifique répandra dans tout le pays le genre d'enthousiasme qu'on éprouve au sein d'une mission commerciale d'Équipe Canada. L'une des choses qui m'enthousiasme le plus lors de ces missions, c'est de voir des politiciens fédéraux et provinciaux, des chefs de direction d'entreprises, des jeunes entrepreneurs et des exploitants de petites entreprises s'échanger leurs cartes d'affaires et apprendre à se connaître. Chaque personne fait partie de la mission pour ses propres raisons mais partage aussi le sentiment d'accomplir quelque chose ensemble. J'espère que l'ACAP nous permettra de rallier nos jeunes, les Canadiens d'origine asiatique et les petites entreprises dans un esprit semblable de coopération de sorte que le Canada puisse réaliser son plein potentiel comme pays du Pacifique.

# CYAP Forum ACAP

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



Cantonese Opera Star  
photo: Haji Dumat



Cantonese Opera Star  
Photo: Haji Dumat



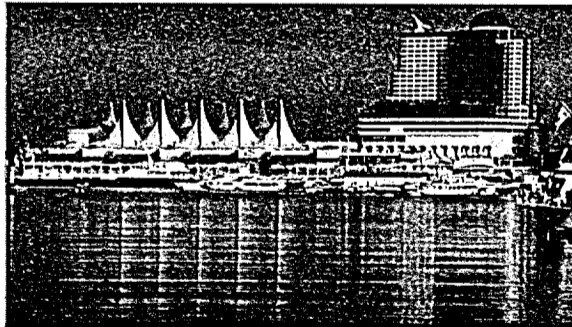
## A GUIDE TO WHAT'S ON

Canada's Year of Asia Pacific (CYAP) is in full swing. Hundreds of events, with a focus on business, culture and youth, are taking place in every region of the country, bringing the colour, energy and excitement of Canada and Asia Pacific to a location near you. This edition of CYAP Forum explores the events that are making Canada's Year of Asia Pacific a banner year for Canadians from coast to coast.

## World Chinese Entrepreneurs Makes Vancouver Debut

### Spotlight on Vancouver

The city of Vancouver's highly advanced industries and its world-renowned quality of life are on full display for the visiting delegates. Site visits have been organized to the University of British Columbia, Simon Fraser University's Centre for Interactive Technologies in Education, and the communities of Surrey and Richmond. In Surrey, delegates will take a corporate tour of Norsat International, a company making impressive inroads into the Chinese cable market. BC Ferries, one of the largest and most



Vancouver, British Columbia, Canada

sophisticated ferry systems in the world, is also scheduled to showcase its new high-speed catamaran to delegates

The theme of this year's convention is "Telecommunications & Information Technology - Its Impact on the Global Marketplace". A premier high tech trade show is being organized, where North American firms will market their products and services to top-ranking Chinese business leaders. John Wetmore, CEO of IBM Canada and Stan Shih, President and CEO, Acer Group, will be the keynote speakers.

### A Cultural Celebration

After hours, the convention will take on a life of its own by exploring Vancouver's colourful

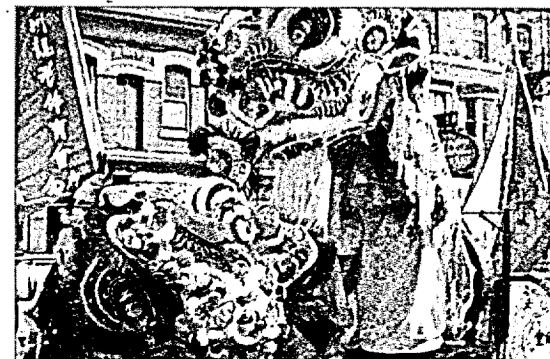
Chinatown district. The Chinatown Festival will kick off the celebration with cultural performances. And when the sun goes down, as many as 30,000 local residents are expected to join delegates at this historic downtown neighbourhood to enjoy all the sights and sounds of a bustling Chinese night market.

### Tapping into the Bamboo Network

Academics have pointed to the effectiveness of Chinese business networks, or so-called "bamboo networks," stating that they have played a key role in turning around many Asian economies. The 300 Chinese-Canadian entrepreneurs at the Convention will focus on making the most of the business network and discovering new ways to tap into future trends.

To close the Fourth World Chinese Entrepreneurs Convention, a dragon — the symbol of prosperity and strength — will set the tone for the farewell dinner. For many Canadian business people who have forged new partnerships, the story is only just beginning.

For further information, please contact the 4th World Chinese Entrepreneurs Convention, Tel. : (604) 681-6802, fax (604) 681-6307.



The 4th World Chinese Entrepreneurs Convention, a biennial networking event for the global Chinese business community, is being held outside Asia for the first time. And what better place to host it than Vancouver, British Columbia — Canada's Gateway to the Pacific.

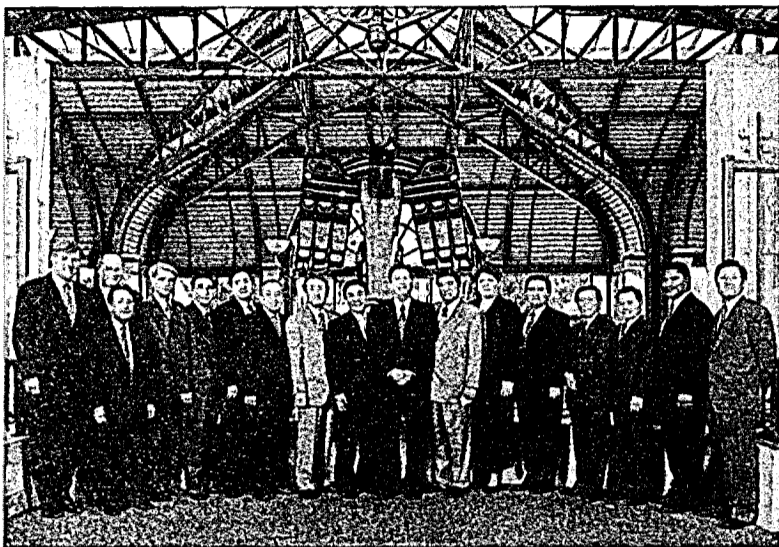
From August 25 to 28, 1,500 business leaders from 23 countries will visit the bustling westcoast city for a series of events, seminars and meetings. Hosting this event presents a world of opportunities for Canada's business community — to promote trade and investment opportunities with influential international Chinese entrepreneurs. Delegates will not be limited to China, but will also originate from countries like Japan, Thailand, Malaysia, Singapore and the Philippines.

According to Raymond Chan, Canada's Secretary of State (Asia-Pacific) and co-chair of the event, the event is an opportunity waiting to happen. "Canada's corporate community will have a tailor-made opportunity to build bridges not only with Chinese business people from around the world, but also with our own Chinese-Canadian business leaders," says Chan. "In time, the contacts made could lead to greater opportunities to increase Canadian exports to Asia Pacific and investment in Canada, which means more jobs here at home."

# British Columbia: Canada's Gateway to Asia Pacific Celebrates CYAP

## A Year of Opportunity for B.C. Business

No one understands the dynamic and diverse nature of Asia Pacific better than the people of British Columbia. B.C. benefits from its rich population of Canadians of Asian descent. They are an invaluable human link to the economic and social life of Asia Pacific. Today, almost 40 per cent of all Canadian exports to these emerging markets originate in the province.



APEC Transportation Ministers met in Victoria, British Columbia in June 1997

B.C. will be front and centre when the Asia Pacific Economic Cooperation (APEC) leaders meet in Vancouver this November, bringing with them more than 8 000 delegates, officials and media representatives. Look for the government of British Columbia to also provide a networking venue for visiting and local business people associated with the APEC meeting called "The B.C. Business Crossroads Centre."

To mark this historic meeting, a full slate of activities is taking place in British Columbia.

In February, the Alliance of Manufacturers and Exporters of Canada, hosted "Pacific Export Club: Destination: Asia Pacific" attracting 250 exporters to learn more about the markets of Asia Pacific. Another event was held to help business people learn more about the work of the Canadian International Development Agency. A

media conference at Simon Fraser University, "The News From Hong Kong — Getting the Real Story," attracted media representatives interested in the impact of Hong Kong's transition on news coverage and freedom of the press in the new Hong Kong Special Administrative Region.

## B.C. Events for Youth

In June, the APEC transport ministerial meeting brought Asia Pacific to Victoria, highlighting B.C.'s role as Canada's Gateway to Asia Pacific. Youth events focussed on job opportunities in Asia Pacific's transportation

sector. Young Canadians will also explore opportunities in Asia Pacific at the Young Business Ambassadors for APEC '97 Seminar Traineeship Program and Youth Forum on October 2-3, organized by the University of British Columbia. Contact: Rama Agarwal, Tel. (604) 822-6256 for more information

Traditions/Tensions, a major exhibit at the Vancouver Art Gallery, presented by CYAP and Air Canada from April 25-July 6. Raymond Chan, Secretary of State (Asia-Pacific), was on-hand at this impressive showing of the latest in Asian art. A lecture series and school program focussed on the exhibit, which explored art from urban centres in five Asian countries: India, Indonesia, the Philippines, South Korea and Thailand. The event has been seen by over 30 000 people.



## Korea's Chang Mu Dance Company Begins Canadian Tour in BC

The Chang Mu Dance Company, Korea's premier contemporary dance and drumming ensemble, began a cross-Canada tour on July 17 at the Michael J. Fox Theatre in Burnaby, B.C.



Korea's Chang Mu Dance Company

Chang Mu's bold music, movements and experimental style set it apart from conventional Korean dance. *Seoul Magazine* has credited Chang Mu with being at the forefront of creative dance in Korea. Other destinations in B.C. are Revelstoke, Courtenay and Vancouver — all in British Columbia — and Ottawa. (See the CYAP website for further details at <http://www.dfait-maeci.gc.ca/~cyap-acap>.)

# Lighting the Way to the Pacific Century: APEC Energy Ministers Meet in Edmonton



Energy Windmills in Alberta

Energy, whether it is used to fly a fleet of planes or light a city block, is the lifeblood of economic growth. The Asia Pacific region has made the world's most significant progress in

terms of economic and social development, resulting in a growth in energy consumption.

Demand for energy is doubling every twelve years. To respond to the increasing needs of their emerging economies, many Asia Pacific countries have had to upgrade and expand their energy infrastructure.

When energy ministers from APEC economies meet in Edmonton, their focus will be on exploring efficient, affordable and sustainable ways of ensuring Asia Pacific can meet its energy demands into the twenty-first century.

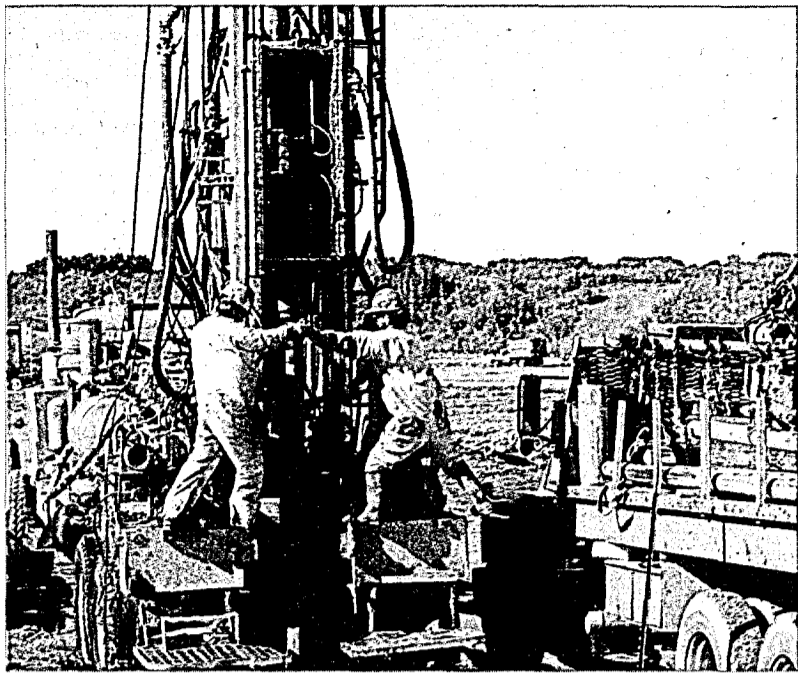
"Under the theme Energy: Infrastructure for Sustainable Development," the two-day meeting will focus on issues of prime importance to the

APEC agenda. This includes infrastructure expansion, sustainable development, economic and technical co-operation, business facilitation and the environment," said Ralph Goodale, Federal Minister of Natural Resources.

To make the most of this important event, the government has declared August 23-29 APEC Energy Week. A full schedule of events is planned including:

- business events for firms interested in establishing commercial ties with Asia Pacific;
- a forum for youth from around the region do discuss issues and opportunities in the energy sector; and
- visits to model energy sites across Canada.

# Business at the Forefront



As APEC chair, Canada has made it a priority to ensure that business insights are factored into all APEC activities. An International Energy Business Symposium is being held in conjunction with the Energy Ministerial. Business people from Canada and throughout Asia Pacific will participate in a dialogue with APEC ministers. This exchange will help set the agenda and bring the practical concerns of business directly into the process.

Site visits to various energy facilities will showcase Canada's advanced energy technologies to visiting APEC ministers and business leaders. Locations include the Alberta Oil Sands in Fort McMurray; a coal-fired power station in Point Aconi, Nova Scotia; and a hydroelectric dam in Revelstoke, British Columbia.

Over the next 10 years, 50 per cent of the world's energy growth will take place in Asia. APEC Energy Week will demonstrate to decision makers that Canadian capabilities are an excellent match with the energy needs of the APEC region.

## Pacific Winds Sweep Across the Prairies

### Asia Connects Youth Conference

Winnipeg, Manitoba

Delegates had packed their bags and were ready to go, but the Red River flood forced organizers to postpone Asia Connects from its original date in May to September 28 – October 5. Canadian and Asian youth are set to meet in late September to discuss their shared



Official poster of Asia Connects Youth Conference

future within a Pacific community. Asia Connects will be linked to twelve other sites in Canada via teleconferencing.

Foreign Affairs Minister Lloyd Axworthy will share his insights on the importance of Asia Pacific and hear, first-hand, the views of delegates on Canada's relationship with the region.

### Edmonton Asia Pacific Month

Edmonton, Alberta - August 1997

In honour of the APEC Energy Ministerial to be held in Edmonton, Mayor Bill Smith has declared August as Asia Pacific month, highlighting the importance of Edmonton's relationship with the region. CYAP representatives took part in the kickoff for the month, held at Edmonton City Hall on July 29 and announced funding for CYAP cultural projects throughout Alberta.



### Manga

Sailor Moon, Astro Boy or the Transformers. If you've heard of these popular cartoon figures, you are already familiar with manga. Based on the historic Japanese tradition of story telling with pictures, the exhibit Manga — The Popular Art of Japanese Comic Books — is sure to attract crowds of every age group to see this rare, colourful collection. The exhibit will be on-site at the Asia Connects Youth Conference from September 22 to October 3, and will then move on to Regina (Galleria Shopping Centre, October 10-24) Halifax (St. Mary's University, November 3-14) and Toronto (Harbourfront Centre, November 21-December 8).

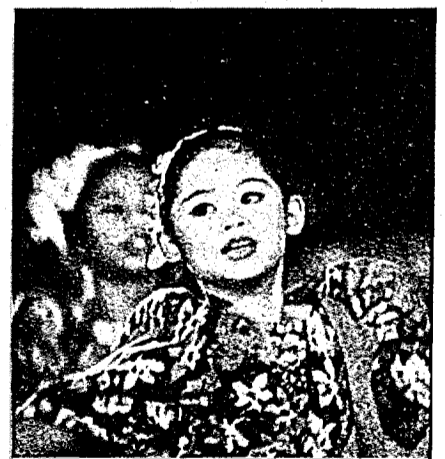


### Winnipeg's Folklorama Festival Celebrates Asia Pacific

The 1997 Folklorama festival, the largest multicultural extravaganza of its kind in the world, will celebrate Canada's Pacific heritage this year. Almost 40 per cent of this year's pavillions represent an Asian theme, bringing Canada's multicultural ties to Asia Pacific vividly to life.

Visitors to Folklorama, being held August 3 – 16, can explore the wonders of the Philippines, India, Korea, Australia and New Zealand to discover the mystery and beauty of Asia Pacific. CYAP is helping to fund a performance of Chinese folk dance and music by 15 young performers from Chengdu, (China), Winnipeg's sister city.

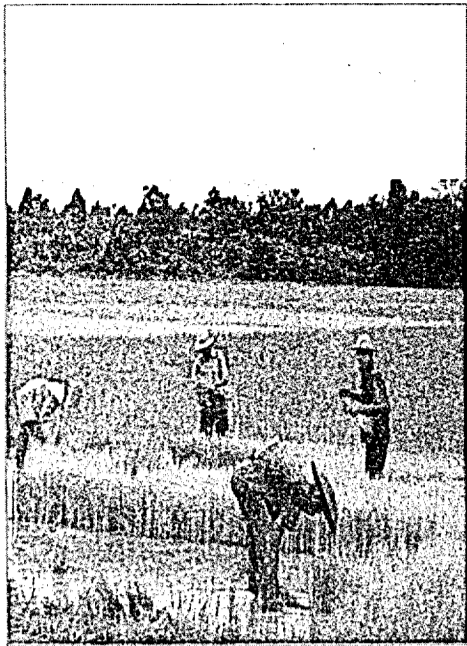
For more information, contact the Folklorama Festival at 1-800-665-0234.



Folklorama hosts a wide variety of Asian performers each year



## Toward a Pacific Community: Saskatoon Symposium Examines the Challenges Ahead



On September 1-4 in Saskatoon, Canada will host some of the world's leading experts to discuss sustainable development issues. Issues experts, business and government leaders will consider how food, energy and the environment relate to economic development and a steadily growing population. The goal of the symposium, known as FEEEP, is to explore new approaches to ensure that economic prosperity is sustainable and that growth takes into account profound social and developmental issues.

Canadian Don Johnston, Secretary General of the Organization for Economic Cooperation and Development (OECD), will deliver a keynote address.

This meeting will build on the work of APEC ministerial meetings on the environment (Toronto, June 9-11) and energy (Edmonton, August 26-27) and inform the leader's meeting in Vancouver.

## Canada-China Sister Cities Conference

Saskatoon, Saskatchewan

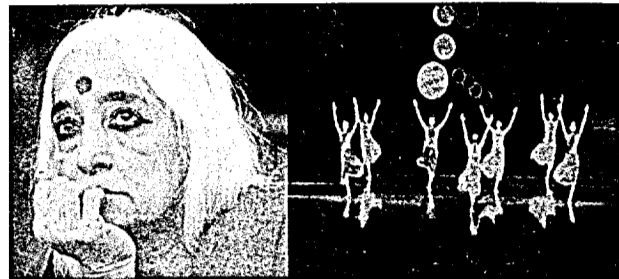
Organized by the Asia Pacific Foundation of Canada and the Chinese People's Association of Friendship with Foreign Countries, the Conference will be held September 8-9. For information, call (306)791-8778

## Chandralehka Dance Company to Perform Edmonton and Calgary

Receiving unqualified praise for her appearances at major festivals throughout the world, the Indian dancer Chandralehka and her dancers and musicians will make appearances in Edmonton (October 14) and Calgary (October 17-18) during an extensive Canadian tour as part of CYAP.

The leading interpreter of classical Indian and modern dance, Ms. Chandralehka is one of the most important voices on the Indian cultural scene. Chandralehka's itinerary:

October 8: Ottawa (National Arts Centre), October 10-11; Edmonton, October 14; Calgary, October 17-18; Vancouver, December 2-13; Toronto, (with Toronto Dance Theatre).



Ms. Chandralehka and her dance company

## CYAP Comes to Ontario

### Big Opportunities for Small Business during APEC SME Week

From September 15 to 19, Ottawa will host more than 1 000 business people and senior government officials from APEC member economies during APEC SME Week.

"Asia Pacific has the most dynamic, fastest-growing economies in the world," says Industry Minister John Manley. "I want more Canadian businesses to take advantage of those opportunities."

In addition to a Ministerial Meeting, APEC SME Week will include a Business Forum and Exposition. This event will feature 25 workshops for export-ready companies and include more than 175 booths showcasing some of the most innovative and competitive firms throughout the APEC region.

For information on the APEC SME Business Forum and Exposition contact The GLOBE Foundation: Tel.: (604) 775-7265  
Toll Free: 1-800-952-3493  
e-mail: appecinfo@globe.apfnet.org



Masterpieces of 20th Century Chinese Painting: an exhibition coming to Canada this year

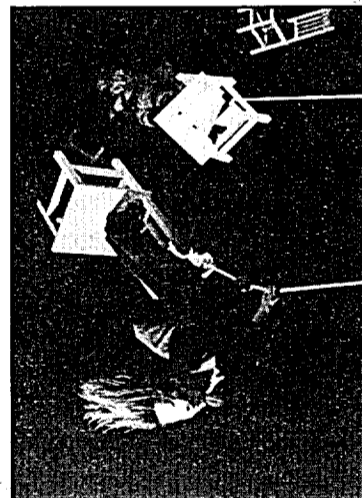
### CYAP at Your Fingertips: Cultural Website Launched in Toronto

Canadians from coast to coast now have instant access to information about the cultural program of Canada's Year of Asia Pacific. The CYAP cultural website will give the public easy access to details of all cultural events taking place in Canada this year.

The Calendar section will list over 400 CYAP projects by Canadian artists and organizations, as well as information on Asian touring projects.

With sponsorship support from Bell Canada, the CYAP cultural website is being launched at Harbourfront Centre in Toronto. Harbourfront Centre, Canada's leading multi-disciplinary centre for contemporary culture, is co-ordinating CYAP's cultural program on behalf of the Department of Foreign Affairs and International Trade.

The CYAP cultural website can be located at: [www.cyap.com](http://www.cyap.com) or (in french): [www.acap97.com](http://www.acap97.com)



H Art Chaos, a Japanese all-female dance company, will perform across Canada this year

## Asia Pacific in Vogue

Coming soon to a runway near you — the fashion and textiles of designers from India, New Zealand, Korea and China, to name but a few.

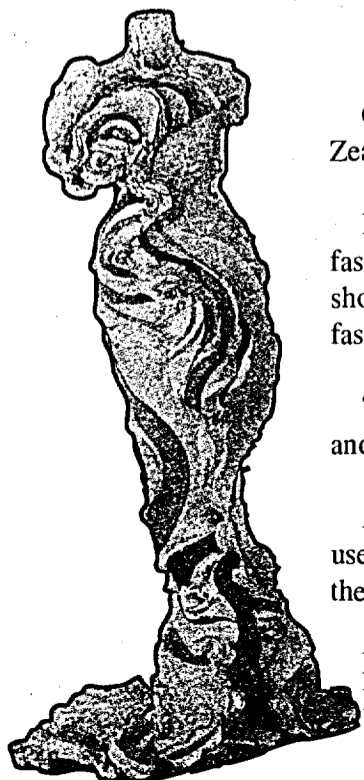
Fashioning Textiles, a collaborative exhibition of emerging Canadian and Asia Pacific fashion designers opens in Ottawa at the National Arts Centre on September 4. This unique show, which recently visited Edmonton, explores indigenous cultures, fibres, fabrics, and fashion, with an eye to the future.

Twelve cutting-edge fashion art garments, inspired by the textiles of the Asia Pacific region and Canada, are the centrepiece of the exhibit.

An information panel will provide the history and cultural significance of the various fabrics used in the exhibition. This exciting exhibit will help create networks between designers and the textile and fashion industries for many seasons to come.

For more information contact:  
Project Director Carol Outram

Tel.: (514) 934-5040, Fax (514) 934-4796





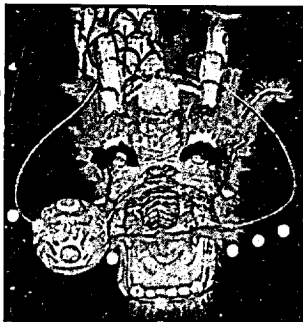
## 1997 Canada Thailand Business Forum

Toronto, Ontario, Sept. 22

Canadian exporters can discover opportunities for exporting to Thailand and attend workshops on the auto parts, fibreglass and plastics industries.

Organizer: Thailand Business Association of Canada Tel: (416) 597-8212

Street Dragon, Telok Ayer  
Photo: Ronni Pinsler



Other CYAP Events

### Cinefest

Sudbury, Ontario, Sept. 16-21

Cinefest, Sudbury's film festival, will feature Contemporary Films of Asia Pacific. The event is expected to attract up to 9,000 film enthusiasts.

## "Fast Forward"

The Vibrant Art Scene of the Republic of Korea  
Power Plant Gallery, Toronto, ON  
September 26 - December 21

Fast Forward promises to be a ground-breaking exhibition, focussing on South Korea's young artistic vanguard. Featuring the works of six young South Korean artists, Fast Forward will be the first major Korean exhibition of contemporary art held in North America.

# Quebec: Spotlight on Asia-Pacific Culture

Quebec audiences are known throughout the arts community as being among the most appreciative and supportive. Quebeckers will have ample opportunities to enjoy the rich cultural traditions and contemporary art of Asia Pacific in all its diversity. Whether its film, dance, or visual arts, CYAP has something for everyone's artistic tastes.

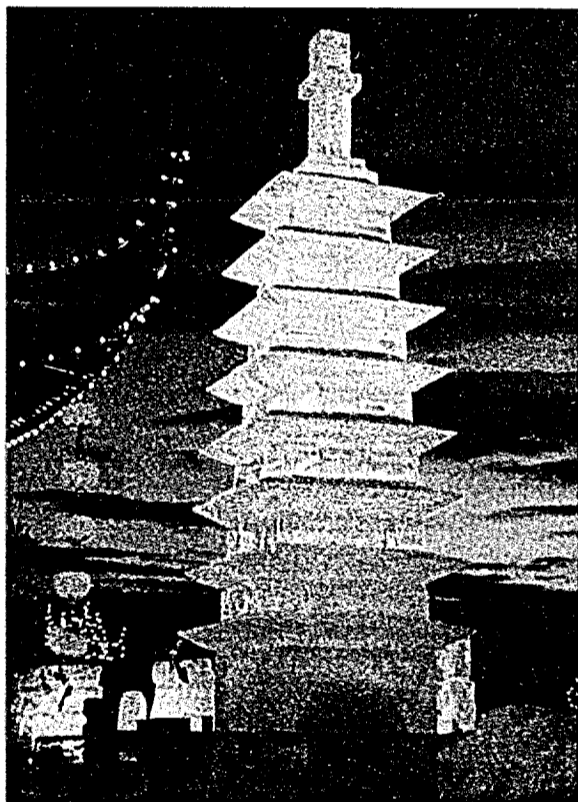


Photo: Ice Sculptures at the Jardins Botanique de Montreal.

## Les Deux Mondes

Montreal's acclaimed theatre company, Le Théâtre des Deux Mondes, (Tel: (514) 593-4417) is bringing Quebecois youth and elders together for a series of intercultural and intergenerational workshops from April 1 to September 30. The elders will share their life stories and legends of their cultures.

## Galerie Oboro

This spring, Galerie Oboro presented "Recognition," a video-based Montreal exhibition that focused on developing awareness and discussion on issues that affect Asia Pacific communities in Canada.

## Montreal World Film Festival

Film buffs will have ample opportunity to catch Asia Pacific on the silver screen. An Indian film festival will be held in the fall, organized by the Bahrat Bahvan Foundation (514-397-6997). The Montreal World Film Festival will profile Japanese cinema August 22 - September 2, Tel:(514) 848-3883.

## Korean Community Celebrates Tchou'Sok

Montreal's Korean Community invites the public to join them in the celebration of its traditional harvest festival, known as Tchou'Sok from September 11 to 21.

Festival events will provide a narrative of the history of Koreans in Quebec and the impact of Quebec society on the local Korean community. Film and video will further expand upon the meaning of the harvest festival for Koreans and Korean Canadians. The Orchestre des Jeunes Coréens de Montreal is also performing.

For information, contact festival organizers for performance times at (514) 484-5556.



The Orchestre des Jeunes Coréens de Montréal

## Busy CYAP Calendar in Montreal

Four major events recently took place in Montreal as part of Canada's Year of Asia Pacific.

The Association of South East Asian Nations (ASEAN)-Canada Business Council Joint Meeting, involving CEOs and senior government representatives from ASEAN countries and Canada, met May 4-6. This event also coincided with the premiere of "Eyes on ASEAN," a major exhibit of photographs from the ASEAN region.

Later the same week, APEC trade ministers met in Montreal, along with hundreds of government, business, and media representatives. The APEC Business Symposium on Customs Procedures was also held to coincide with the Trade Ministerial. With keynote speakers such as Renato Ruggiero, Director General of the World Trade Organization, and former U.S. Trade Representative Mickey Kantor, the Conférence de Montréal provided an in-depth look at the opportunities and risks involved in doing business in Asia Pacific.

Clearly, Montreal is taking full advantage of its exposure to the Asia Pacific and the benefits of belonging to the Pacific community.



Première of "Eyes on ASEAN"

## Champ Libre's Japanese Selection

The 3rd Annual Champ Libre International Festival of Video and Electronic Art will feature the works of 12 notable Japanese artists. CYAP's support is helping to ensure the Festival will provide greater opportunities for cultural exchanges with Japan. For information, call (514) 393-3937.

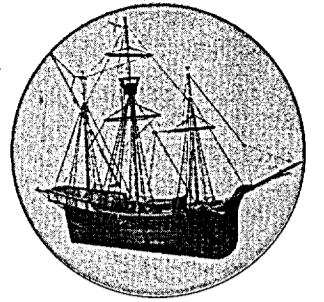
# Bridging the Pacific: CYAP in Atlantic Canada



John Cabot:  
Photo: National Archives Canada

## Over 50 Cultural Projects Span the Atlantic

When John Cabot arrived in Atlantic Canada 500 years ago, he mistakenly believed that he had reached the coast of Asia. This summer, as a modern replica of Cabot's ship the *Matthew* tours the region, its crew might be surprised to find Asia Pacific culture flourishing this summer on Canada's east coast. Artists, organizations and ethnocultural groups throughout the Atlantic region have brought the CYAP cultural program to life.

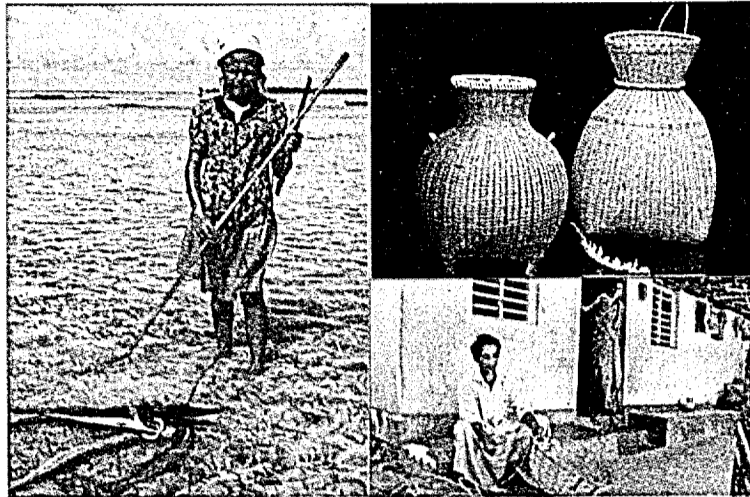


Model of the *Matthew*  
Photo: National Archives Canada

### Fishing Exhibit to Visit

Lunenburg, Nova Scotia  
(September 2-26)

Visitors to the Fisheries Museum of the Atlantic will get a glimpse of life along the waterways of the Pacific. The exhibit, *Fishing Baskets of Asia Pacific*, reveals the vitality of the fishing sector throughout the region. The exhibit will include contemporary hand-crafted



fishing baskets, as well as nets and traps from the region. Audiences will also discover first hand the fishing culture: techniques, methods of weaving baskets, materials used, and the economic importance of fishing to the lives of peoples in the region.

Senator Wilfred Moore was on hand for the official opening of the exhibit on July 23 in Lunenburg. (Other venues are Toronto, September 5-26 and Victoria, October 6-9)

### Other CYAP Activities Throughout the Maritimes

The Nova Scotia College of Art and Design is host to several CYAP initiatives. "The Energy of Asia Design," opening October 7, will examine contemporary Asian product and graphic design from several points of view: how it is used, consistency in form and function, and the influence design can have on our social environment. The exhibit will also travel to Toronto and Calgary in the fall. For information contact Harbourfront Centre at (416) 952-3246

#### The Arashi Daiho Drum Troupe

In Prince Edward Island, Montreal's Arashi Daiko drum troupe joined Acadian dance groups at the Festival Mondial de Danse in Wellington from June 4 to 6. And at the Confederation Centre Art Gallery and Museum in Charlottetown, *Arts Atlantic Magazine* is presenting Vancouver-based artist Jin-Me Yoon's photo-based work from June 15 to October 15. This exhibit will explore Korean

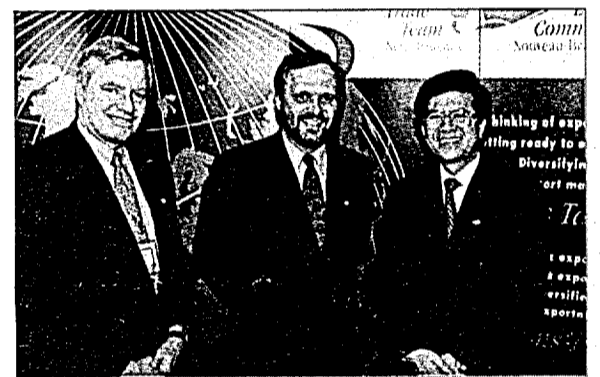
cultural identity within mainstream Canadian culture. For more information, call (902) 628-6138.

#### The Woodpecker Singers

Canada's Year of Asia Pacific joined forces with Newfoundland's Cabot Year at "Festival 500: Sharing the Voices" to present the Woodpecker Singers, an all-male choir from Taiwan from June 20 to 23. In New Brunswick, the Gallery Connexion in Fredericton will welcome video artist Amanda Crowley this fall from September 20 to October 12 for a series of workshops presented by the Australian Network for Art and Technology. (For information call (506) 454-1433).

Opportunities Conferences in St. John's, Halifax, Fredericton and Charlottetown attracted a total of 500 participants to learn more about Asia Pacific markets and methods of doing business in the region.

The diverse nature of the business audience



Secretary of State (Asia Pacific) Raymond Chan, CYAP Ambassador John Bell and Mr. Arun Adakar, Chief Representative for the North America Asian Development Bank, at the New Brunswick business seminar.

went beyond traditional exports, such as sea products, to include numerous small firms from Atlantic Canada offering sophisticated high-tech products and services. The conferences also reached out to young entrepreneurs, recruiting business students from local universities to attend the seminars.

### Atlantic Canada Business Seminars: A Resounding Success

Ambassadors, trade commissioners, and experienced exporters to Asia Pacific all shared their advice with small and medium-sized enterprises throughout Atlantic Canada last March. The Atlantic Canada Asian Business



### An Interview with Raymond Chan, Secretary of State (Asia-Pacific)

In 1993, Prime Minister Jean Chrétien appointed Raymond Chan Canada's first-ever Secretary of State (Asia-Pacific). Since then, Chan has travelled to every country in the region, leading trade missions and promoting democratic development throughout Asia Pacific.

**Q: What is the most important thing for Canadians to understand about Asia Pacific?**

Change. Asian societies are in transition. The most powerful social development is the emergence of a well-educated, ambitious and affluent middle class. It is estimated that by the year 2000, at least 400 million Asians will have middle-class incomes. They are moving to the cities and turning more to considerations of sustainable economic development, a higher quality of life, good governance and improved rule of law.

Canadians have to start looking at the region in a different way than they are used to.

**Q: Why is it important for Canadians to understand these changes?**

As Asian societies transform themselves, there are tremendous opportunities to increase Canadian exports to the region and create jobs here at home. Canadian areas of strength, such as telecommunications, energy, agri-food, and environmental technologies match up very well with the sectors Asian economies are trying to improve. Asia Pacific's emerging middle class also has greater discretionary spending power for consumer goods, tourism, education and cultural industries.

Also, Asia Pacific will represent a real centre of power in the world economy and play a more prominent role on the international stage.

**Q: What sorts of things are you doing to promote trade and investment with Asia Pacific?**

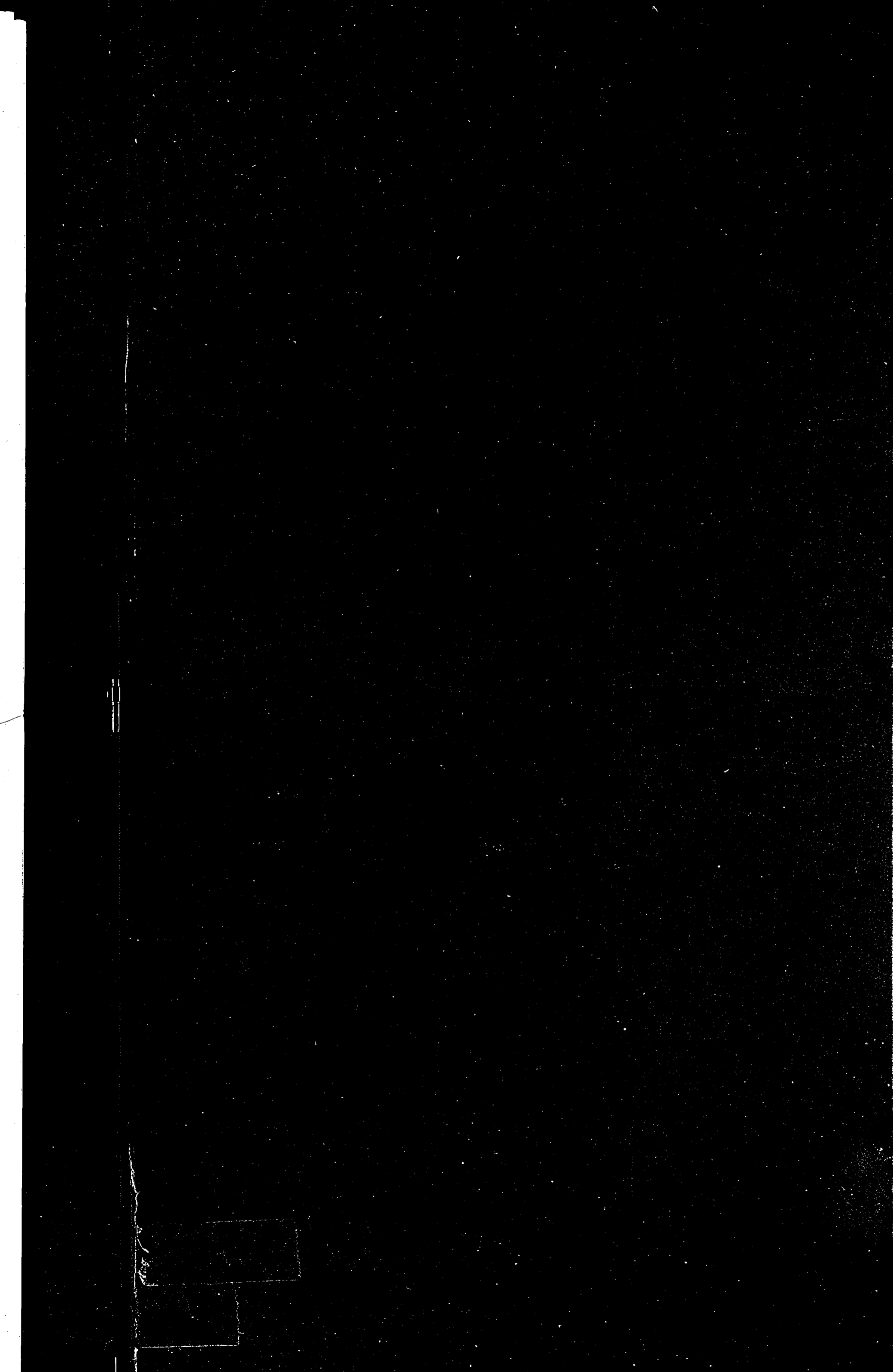
To build on the success of Prime Minister Chrétien's Team Canada trade missions, I have led smaller, focussed missions to some of Asia Pacific's emerging regional markets.

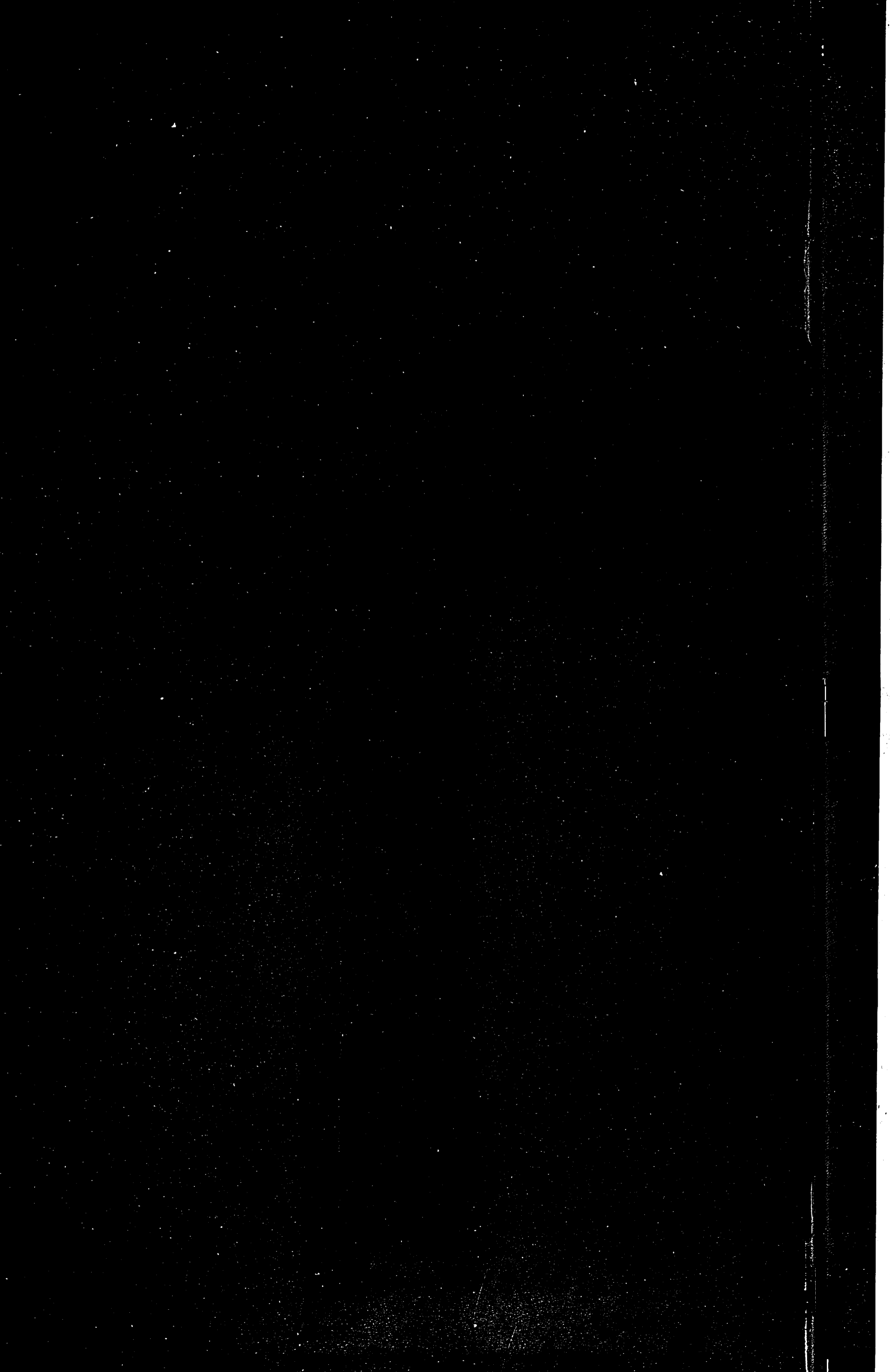
Last March, I led a Canadian trade mission to the interior of China, and in May of 1996, I brought over 40 Canadian companies to China's coastal region. Economic growth rates in these

regions are surpassing the national average. Per capita income is advancing by about 10 per cent a year. Ambitious modernization projects in real estate, transportation and the environment match up very well with Canadian areas of strength. I have also led trade missions to India and Pakistan, where we also made the effort to travel outside the major centres. What has become increasingly evident is that if we do not pay attention to the various regional markets throughout Asia Pacific, we will exclude ourselves from important opportunities.

**Q: What are your hopes for Canada's Year of Asia Pacific?**

I hope that Canada's Year of Asia Pacific will spread throughout the entire country the sort of enthusiasm you feel on a Team Canada trade mission. For me, one of the most exciting aspects of these missions is watching federal and provincial politicians, CEO's, young entrepreneurs, and small business people exchanging business cards and getting to know each other. Each has their own reasons for being on the mission, but there is also a sense that we are accomplishing something together. I hope that, through CYAP, we engage our youth, Asian Canadians, and small businesses in a similar spirit of cooperation to realize Canada's full potential as a Pacific nation.





# CYAP Forum ACAP

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

CANADA'S YEAR OF ASIA PACIFIC

## Semaine de l'APEC consacrée aux PME à Ottawa



Photos : Conseil national de recherches du Canada, Industrie Canada et Université d'Ottawa

Même si le Canada est une nation commerçante qui connaît beaucoup de succès, il reste que 100 compagnies comptent à elles seules pour plus de la moitié des exportations du pays. Et, fait remarquable, seulement 10 p. 100 des petites et moyennes entreprises (PME) — le secteur le plus dynamique de l'économie canadienne — profitent de la mondialisation et vendent leurs produits et services à l'étranger.

Cette année, le Canada préside l'APEC (Coopération économique Asie-Pacifique). Un des événements spéciaux se déroulant dans le cadre de sa présidence est la Semaine de l'APEC consacrée aux PME qui a lieu à Ottawa du 15 au 19 septembre. Plus de 1 000 hommes et femmes d'affaires et fonctionnaires des économies membres de l'APEC y prendront part. La Semaine offrira aux petites entreprises l'occasion sans précédent de créer des liens et d'explorer la possibilité d'exporter dans la région qui connaît la plus forte croissance au monde.

Sous le thème « Améliorer les occasions d'affaires pour les PME », la Semaine offre une occasion exceptionnelle d'accroître les échanges commerciaux dans la région de l'Asie-Pacifique. Les événements au programme permettront aux compagnies de mettre en vitrine leurs entreprises et d'établir des liens avec certains des chefs d'entreprise et des dirigeants politiques les plus influents de la bordure du Pacifique. Ce sera, pour les PME prêtes à exporter ou celles qui envisagent de le faire, un « guichet unique » où trouver de l'information sur le financement et les marchés et où établir d'importants contacts commerciaux et gouvernementaux.

L'APEC est un mécanisme intergouvernemental régional qui a pour mission de faciliter, accélérer et simplifier le commerce et l'investissement. Parmi ses membres figurent les plus importants partenaires commerciaux du Canada au G-7 — les États-Unis et le Japon, des marchés établis comme Singapour et Hong Kong et des marchés émergents comme la Chine. Avec des dépenses de

### Parmi les événements à surveiller

**La réunion ministérielle (18-19 septembre) :** Les ministres chargés des PME se réuniront pour discuter d'initiatives et de politiques définies par les PME comme très importantes pour assurer leur croissance. Le financement, l'accès aux marchés, la technologie, les ressources humaines et l'accès à l'information sont au nombre des domaines prioritaires.

**Le Forum d'affaires (17-18 septembre) :** Plus de 100 conférenciers, invités à 25 sessions et ateliers, traiteront de sujets importants pour les PME comme l'accès aux marchés et les stratégies de partenariat, les stratégies financières et d'investissement, l'investissement dans le développement de compétences en affaires et l'innovation technologique. M. Terry Matthews de Newbridge et M. Michael Cowpland de Corel sont deux des principaux conférenciers.

**Une exposition (17-18 septembre) :** Quelque 175 stands mettront en vedette certaines des compagnies les plus novatrices et les plus compétitives de la région de l'APEC. Des programmes ont été prévus avant l'exposition à l'intention des acheteurs internationaux, des partenaires possibles et des exposants.

**Visites de sites (12, 15, 16, 19 septembre) :** Les délégations de l'APEC visiteront des installations de différentes régions du Canada pour se familiariser avec les technologies, produits et services canadiens de secteurs de pointe présentant de l'intérêt pour l'Asie-Pacifique.

**Séminaire à l'intention des jeunes entrepreneurs (15 septembre) :** Parrainé par la Banque de développement du Canada, ce séminaire donnera l'occasion aux leaders du milieu des affaires de demain de faire des recommandations aux décideurs clés d'aujourd'hui.

consommation qui augmentent à un rythme trois fois supérieur à celui de l'Amérique du Nord, les membres asiatiques de l'APEC ont une classe moyenne qui grandit plus rapidement que partout ailleurs au monde.

La Semaine des PME devrait générer des retombées économiques locales de 11,5 millions de dollars et créer des liens de commerce et d'investissement encore plus solides entre le Canada et l'Asie-Pacifique. Elle fera également ressortir les avantages que recèle la région d'Ottawa-Carleton et de l'Outaouais comme endroit tout indiqué où faire des affaires.

## La SEE aide les entreprises à exporter en Asie-Pacifique et dans le reste du monde

Quelle que soit la taille de l'entreprise, exporter sur les marchés de l'Asie-Pacifique peut constituer un défi considérable. Pour les petites et moyennes entreprises en particulier, l'investissement initial, en temps et en argent, peut leur interdire certains marchés. La Société pour l'expansion des exportations (SEE), par ses études de marché, ses options innovatrices de financement, son expérience collective et son réseau de contacts, donne aux exportateurs un accès et une connaissance plus grands de ces marchés uniques.

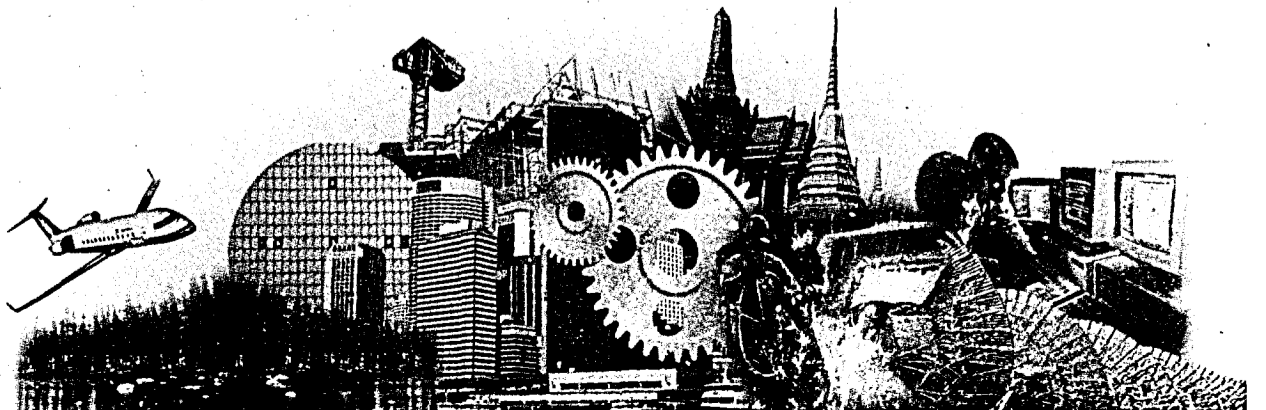
La SEE a participé activement aux réunions ministérielles de l'APEC sur le commerce, l'environnement et l'énergie tenues au Canada en 1997 et elle a commandité la réunion ministérielle et le forum d'affaires de l'APEC sur les PME afin d'aider à fournir des occasions aux exportateurs canadiens. De plus, la SEE collabore avec les organismes de crédit à l'exportation au soutien des PME exportatrices ainsi qu'au développement des infrastructures dans l'ensemble des économies de l'APEC.

### Qu'est-ce que la SEE?

Depuis plus de 50 ans, la SEE aide des entreprises canadiennes de toutes les tailles à relever, gérer et atténuer les défis auxquels elles sont confrontées dans leurs efforts pour exploiter les possibilités qu'offrent les marchés mondiaux. Organisme de crédit à l'exportation officiel du Canada, la SEE est une institution financièrement autonome dont le mandat est de renforcer la compétitivité internationale des

exportateurs et investisseurs canadiens dans plus de 200 pays en mettant à leur service certaines des compétences les plus grandes au Canada aujourd'hui en matière de financement du commerce extérieur.

L'an dernier, les entreprises canadiennes ont conclu des ventes de plus de 22 milliards de dollars d'affaires sur les marchés mondiaux en partenariat avec la SEE. Plus de 85 p. 100 des clients de la SEE sont des PME.



## Qu'offre la SEE?

La SEE offre aux exportateurs canadiens et à leurs acheteurs différents produits et services, y compris de l'assurance-crédit à l'exportation, du financement, des garanties et des cautions.

Les services d'assurance de la SEE protègent les exportateurs contre diverses pertes associées aux risques commerciaux et politiques. La Société offre notamment :

- de l'assurance-crédit à court et à moyen terme;
- de l'assurance et des garanties liées à la soumission et à la bonne fin;
- un appui en matière de cautionnement;
- de l'assurance-équipement (risque politique);
- de l'assurance-investissement à l'étranger.

Les services de gestion des risques de la SEE peuvent assurer une entreprise jusqu'à concurrence de 90 p. 100 de ses pertes en cas de défaut de paiement d'un acheteur étranger. Cette protection aide les entreprises à s'implanter sur de nouveaux marchés sans mettre en péril leur santé financière. Les créances à l'étranger assurées par la SEE peuvent aussi servir de garantie pour obtenir des lignes de crédit bancaires.

## Le financement de la SEE : un univers de différence

Comme les acheteurs étrangers recherchent souvent du financement lorsqu'ils font un achat, la SEE peut leur consentir des prêts pour qu'ils puissent acheter des biens d'équipement et des services canadiens. Ce service augmente l'avantage concurrentiel des exportateurs canadiens et réduit d'autant leur risque.

Les services de financement de la SEE permettent aux exportateurs canadiens d'offrir à leurs clients des montages de financement souples à moyen ou à long terme, entre autres :

- des lignes de crédit établies avec des banques ou organismes dans le monde entier
- des protocoles;
- des achats de billets à ordre;
- des prêts directs à l'acheteur;
- du financement préexpédition à long terme;
- du crédit-bail adossé;
- des montages en financement.

## Services aux PME exportatrices

La SEE aide les PME entreprises à accroître leurs exportations en s'appuyant notamment sur les experts et les instruments suivants :

**Équipe des services financiers aux PME :** L'équipe coordonne toutes les initiatives de la SEE à l'intention des PME qui exportent des biens d'équipement et des services. Elle met l'accent sur la simplification des procédures administratives, l'élaboration de nouveaux produits, l'établissement de partenariats et la recherche de solutions pour cet important secteur de l'économie canadienne.

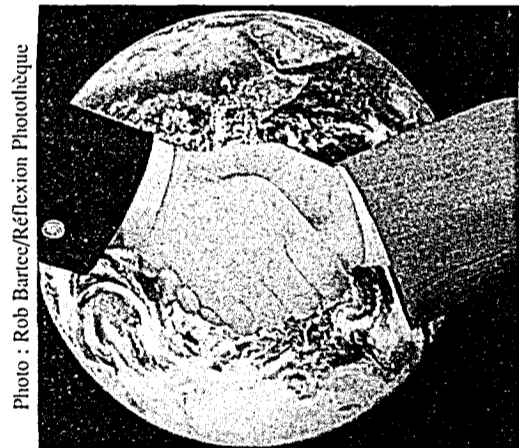


Photo : Rob Barthe/Réflexion Photothèque

**Équipe des exportateurs en essor :** Créée en 1995, cette équipe s'emploie exclusivement à aider les exportateurs de plus petite taille à gérer les risques liés à l'exportation. Les entreprises peuvent joindre un membre de l'équipe en composant le 1-800-850-9626 du lundi au vendredi, de 9 h à 17 h, heure locale. Elles ont ainsi accès à un interlocuteur qui connaît bien les besoins des petits exportateurs et qui peut mettre des polices d'assurance en place sur-le-champ et approuver des ventes de millions de dollars à des acheteurs étrangers.

**Assurance-crédit :** Cette assurance couvre les créances des PME et leur permet de libérer leur fonds de roulement et d'accroître leurs marges de crédit bancaires et les cautions qui leur sont consenties.

**Cautions :** L'acheteur exige souvent que l'exportateur lui fournisse une sûreté pour garantir l'exécution du contrat, l'achèvement des travaux ou la livraison des marchandises. Cette sûreté prend habituellement la forme d'une caution émise au nom de l'exportateur par une société de cautionnement.

**Approbation du crédit des acheteurs :** Une vente dépend souvent de la capacité de l'exportateur à répondre rapidement à une demande de crédit de l'acheteur. Le Service de la vérification et de l'analyse du crédit de la SEE se sert de divers outils novateurs, faisant appel entre autres aux technologies de l'information, pour fournir en temps opportun les approbations de crédit dont les clients ont besoin.

**Financement à l'exportation :** Les entreprises qui exportent des biens d'équipement, ou dont les ventes sont habituellement assorties de durées de crédit plus longues, peuvent utiliser les solutions variées de financement que la SEE peut offrir à leurs acheteurs pour décrocher des contrats.

**Garantie générale sur les créances (MARG) :** Ce programme, né de la collaboration entre la SEE et diverses institutions financières canadiennes, aide les exportateurs à accroître leurs marges de crédit, du fait qu'ils peuvent offrir leurs créances à l'étranger à leurs banques comme sûretés.

**Accord-cadre de garantie pour les petits exportateurs :** Il s'agit d'un accord de partage des risques en vertu duquel la SEE garantit jusqu'à 75 p. 100 des prêts accordés par des banques canadiennes à des tiers étrangers, afin qu'ils puissent payer comptant les biens d'équipement et les services que leur vendent des PME canadiennes.

**Northstar Trade Finance Inc. :** En partenariat avec la SEE, Northstar aide les PME canadiennes à être plus concurrentielles en accordant des prêts de 100 000 \$ à 3 millions de dollars, principalement à des acheteurs de biens d'équipement et de services. L'assurance de la SEE protège Northstar contre les risques de non paiement par l'acheteur.

### POUR EN SAVOIR PLUS

Il est possible d'obtenir de plus amples renseignements sur la SEE par téléphone : 1-888-332-3320, télécopieur : (613) 598-6697, courrier électronique : [export@edc4.edc.ca](mailto:export@edc4.edc.ca), par la poste : SEE, 151, rue O'Connor, Ottawa (Canada), K1A 1K3 ou sur le site Web de la SEE : <http://www.edc.ca>



### Faits et chiffres de la SEE pour 1996

- Nombre de clients : 2 965 (2 520 étaient des PME)
- Volume d'activités : 22 milliards de dollars canadiens
- La SEE a appuyé des exportations dans 200 pays



**M<sup>me</sup> June Domokos, vice-présidente de la SEE pour l'Asie, l'Afrique et le Moyen-Orient, discute des façons dont la SEE peut aider les entreprises canadiennes qui veulent exploiter les possibilités offertes par le marché de l'Asie-Pacifique.**

*Quel rôle la SEE joue-t-elle en tant que l'un des principaux commanditaires de l'APEC cette année?*

Cette commandite a donné à la SEE et à certains de ses clients accès à un grand nombre de ministres et de dirigeants d'entreprise en Asie-Pacifique. C'est une excellente occasion d'établir de nouveaux contacts et de discuter des grandes préoccupations des exportateurs canadiens avec certaines des personnes les plus influentes et les mieux informées de la région.

La participation de la SEE aux réunions ministérielles de l'APEC sur le commerce, l'environnement, les transports et l'énergie tenues au Canada, et son rôle important dans la réunion ministérielle prochaine sur les PME et la rencontre des dirigeants lui donneront en outre plus de visibilité sur la scène internationale et feront mieux connaître ses politiques et ses pratiques.

Enfin, la SEE est un intervenant clé dans les discussions de l'APEC qui font appel à la coordination entre les organismes de crédit à l'exportation. Par son entremise, le Canada joue un rôle de premier plan dans la concertation de ces organismes pour appuyer les PME en leur offrant des formes structurées de financement et d'assurance.

*Quelles mesures la SEE prend-elle pour soutenir les entreprises canadiennes qui exportent en Asie-Pacifique?*

La SEE aide ces entreprises de trois façons principales. Premièrement, notre expertise sur les divers marchés leur permet de bien cibler leur approche. Pour encore mieux connaître ces marchés et consolider notre réseau de contacts, nous avons entrepris cette année des visites étendues en Asie-Pacifique, dont une visite de six semaines en Chine au printemps et à l'automne. Cet automne également, nous ferons une visite semblable en Inde et au Brésil. Ces visites nous aident à promouvoir des initiatives canadiennes spécifiques puisque nous avons sur place une personne qui peut répondre aux questions des

exportateurs et rencontrer des représentants des compagnies canadiennes sur les marchés en cause pour mieux cerner ce que font ces compagnies et se familiariser avec leurs opérations à l'étranger. Deuxièmement, la SEE se positionne pour être à la fine pointe de l'innovation en ce qui a trait aux besoins de financement et d'assurance de la région de l'Asie-Pacifique. Nous adaptons et nous modifions continuellement nos programmes en Asie. Par exemple, nous avons fait des progrès cruciaux dans le domaine du financement avec recours limité. Nous avons pris part au premier financement du genre pour un projet de pâtes et papiers en Indonésie, et nous participons à plusieurs projets de ce type dans le secteur des télécommunications en Asie pour la première fois. Le travail de la SEE dans ce domaine est aujourd'hui reconnu à l'échelle internationale.

Troisièmement, la SEE continue d'explorer des façons de soutenir les PME qui exportent en Asie-Pacifique. Par exemple, nous avons récemment mis sur pied l'Équipe des services financiers aux PME pour répondre aux besoins particuliers de ces entreprises. L'Équipe trouve des façons pratiques et simples de réunir du financement dans des environnements qui présentent un défi. La SEE met au point de nouveaux accords de prêt sous forme abrégée et des systèmes plus efficaces d'achats de billets à ordre. Nous les modifions pour satisfaire aux exigences de la loi dans les différents marchés.

*Quels sont les principaux défis que doivent relever les exportateurs sur les marchés de l'Asie-Pacifique, et quels défis doit surmonter la SEE pour les appuyer?*

Le plus grand défi vient du rythme continu et rapide du changement en Asie-Pacifique. Du côté positif, il faut signaler que les cadres législatifs et réglementaires sont en constante progression, ce qui suppose bien entendu de se tenir au fait des changements. Dans bon nombre de pays d'Asie-Pacifique, il subsiste des écarts entre ce qui est exigé pour monter du financement et le cadre réglementaire et juridique en place, particulièrement dans des marchés émergents comme le Viet-Nam. Monter du financement dans un tel contexte est un défi.

La rapide évolution des marchés financiers de l'Asie-Pacifique constitue un autre défi. Les pays de la région ont de plus en plus d'accès aux marchés financiers, ce qui entraîne une très vive concurrence pour les organismes de crédit à l'exportation. Du point de vue de l'entreprise canadienne, la SEE offre l'avantage de mettre l'accent sur la bonification des retombées au Canada et du contenu canadien assortis aux différents projets.

*Qu'est-ce que les exportateurs canadiens devraient garder à l'esprit lorsqu'ils exportent en Asie-Pacifique?*

Ils doivent comprendre qu'il y a des différences importantes entre exporter en Asie-Pacifique et, par exemple, aux États-Unis en termes

de culture, de pratiques commerciales et de ce qui compte. Ils doivent aussi se rappeler que les défis varient considérablement d'un pays à l'autre dans cette région. Il faut connaître le marché particulier qu'on vise.

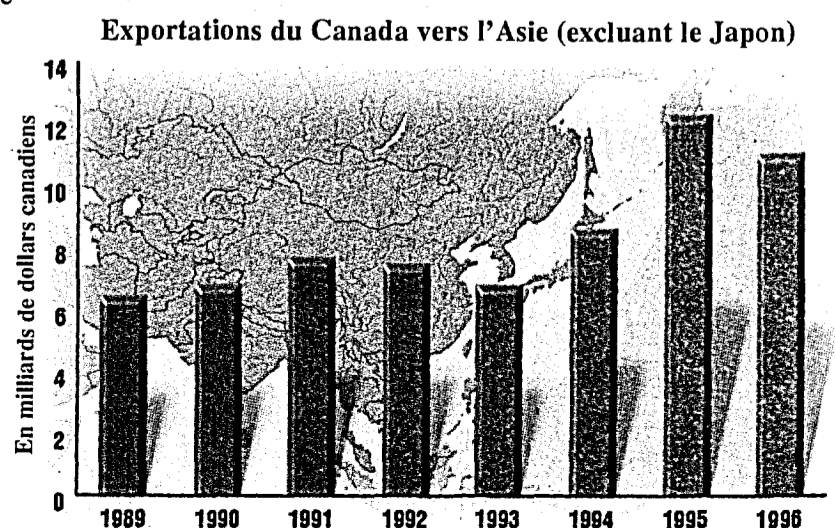
Ainsi, dans certains marchés, une fois qu'on a signé un protocole d'entente, cela signifie qu'on devrait commencer à investir et à exploiter le projet. Dans d'autres, la signature d'un protocole d'entente ne fait que confirmer la tenue d'une rencontre d'affaires.

Les exportateurs canadiens devraient faire appel aux diverses organisations qui peuvent les aider, comme la SEE, les ambassades du Canada à l'étranger et leur centre local de commerce international. De plus, ce peut être un excellent investissement que de recourir à un agent ou un partenaire qui se trouve sur place, non seulement pour bénéficier de leur contacts mais aussi de leur expérience de la culture et des pratiques commerciales locales. Les exportateurs doivent s'engager sur le long terme et avoir la capacité voulue pour soutenir l'effort. Ils doivent aussi s'assurer de modifier leur produit ou service en fonction des besoins particuliers d'un marché donné. Il ne faut pas supposer qu'on vend de la même façon aux Philippines et Viet-Nam.

Plusieurs options s'offrent à l'entreprise qui fait ses premières armes sur les marchés de l'Asie-Pacifique — elle peut participer à des projets de la Banque mondiale ou de la Banque asiatique de développement, ou encore de l'Agence canadienne de développement international. Ces projets peuvent aider les exportateurs à établir dans un pays des contacts qui lui permettront par la suite d'y réaliser des ventes ou d'y établir des coentreprises.

*Quelques dernières réflexions sur l'exportation dans la région de l'Asie-Pacifique?*

À long terme, il y a certainement des débouchés en Asie-Pacifique. J'encourage toutes les entreprises canadiennes, peu importe leur taille, à commencer à se positionner en Asie — c'est l'endroit où il nous faut être durant le prochain millénaire. Pour réussir, il est essentiel de trouver sa niche et de travailler à partir de cette base.



## La SEE commande le Forum d'affaires sur les PME

La SEE est l'un des principaux commanditaires du Forum d'affaires et de l'Exposition de l'APEC sur les PME — une des nombreuses initiatives de la SEE visant à aider les petits exportateurs.

Se déroulant du 17 au 18 septembre à Ottawa, le Forum d'affaires comportera des séminaires et des ateliers sur des questions de politique publique qui concernent les PME évoluant sur les marchés internationaux.

M. John Hutchison, vice-président de la SEE responsable de l'Équipe des exportateurs en essor, animera une session clé du Forum ayant pour thème « *Comment réduire au minimum les risques financiers pour pouvoir exporter avec confiance* ». Les participants à cette session, le 18 septembre de 10 h 30 à midi, passeront en revue les risques de crédit associés à l'exportation. Feront partie du panel des représentants de Bancomext — l'organisme public de crédit à l'exportation (OCE) du Mexique; de l'EFIC (Export Finance Insurance Corporation) — l'OCE de l'Australie; et de Industrial Combustion Equipment Manufacturing Inc., une PME exportatrice (et cliente de la SEE) qui a l'expérience de la vente sur les marchés de l'APEC.

La session :

- passera en revue les risques de crédit associés à l'exportation;
- examinera comment l'assurance-crédit, le financement accordé aux acheteurs étrangers et les cautions permettent aux compagnies de réduire au minimum les risques et d'exporter avec confiance;
- esquissera des stratégies de paiement efficaces.



Extraits de l'allocation de l'honorable Sergio Marchi, ministre canadien du Commerce international, à l'occasion du déjeuner organisé par Northstar Trade Finance.

« Quand on pense que la plupart des nouveaux emplois créés au Canada le sont par les petites entreprises, il faut de toute évidence aider ces dernières à explorer en plus grand nombre de nouveaux marchés. Nous devons transformer notre culture commerciale pour tirer profit des possibilités de la gamme complète des types d'entreprises canadiennes. [...] C'est la raison pour laquelle il nous faut absolument munir les petites et moyennes entreprises des outils nécessaires à leur réussite, des outils qui les aideront à implanter leurs entreprises sur de nouveaux marchés sans compromettre leurs résultats financiers. [...] Nous devons continuer à travailler ensemble pour parvenir à notre objectif qui est de doubler le nombre d'exportateurs actifs d'ici l'an 2000. Nous pouvons de toute évidence faire davantage et mieux, et, cela, je m'y engage. »

## Les efforts des OCE signalent des initiatives positives de politique de la part de l'APEC

La SEE fait partie d'un groupe de travail d'organismes de crédit à l'exportation (OCE) de l'APEC formé plus tôt cette année pour appuyer les PME exportatrices et le développement des infrastructures dans les économies de l'APEC.

Les membres du groupe se réuniront à Ottawa les 15 et 16 septembre pour examiner les questions clés qui concernent leurs petits clients commerciaux, y compris la familiarité avec les produits et les services, la coopération avec les prêteurs commerciaux et le manque de cohérence dans les pratiques de prêt aux PME exportatrices. Ils se pencheront aussi sur le problème de la paperasserie, les délais administratifs, la nécessité de conseils et de formation en permanence et les difficultés particulières des exportateurs de services.

Le groupe présentera à la réunion ministérielle de l'APEC sur les PME, qui se tiendra à Ottawa les 17 et 18 septembre, un rapport renfermant des initiatives conjointes qui réduiraient ces problèmes et permettraient de mieux aider les PME clientes.

« Les PME exportatrices sont au centre de chaque base de clients, note M. John Hutchison, vice-président de la SEE responsable de l'Équipe des exportateurs en essor. Trouver des moyens de mieux appuyer ce segment clé de la clientèle est une priorité pour les OCE. »

### Catalyseurs de projets d'infrastructure

Selon les estimations, les besoins d'infrastructure dans les économies de l'APEC pourraient totaliser jusqu'à 2 billions de dollars durant les 10 prochaines années. Les prêteurs, les investisseurs et les assureurs voudront tous avoir une part du gâteau. De l'avis de nombre d'experts, pour attirer du capital, il est essentiel de s'assurer que les projets sont financièrement viables.

« Les OCE ont clairement un rôle à jouer à ce niveau, indique M. Eric Siegel, premier vice-président des Services financiers à moyen et à long terme à la SEE. Nous pouvons mettre à contribution nos compétences en évaluation et en gestion des risques et agir comme catalyseurs afin de diriger les capitaux privés vers les projets d'infrastructure. »

La SEE a travaillé activement avec d'autres OCE de l'APEC à redéfinir leur rôle dans le domaine du financement de l'infrastructure. Elle est maintenant impatiente de participer à des montages de partage des risques avec d'autres OCE de l'APEC. Quatorze des 18 économies de l'APEC ont de tels organismes.

« Nous envisageons déjà des projets qui pourront exiger des montages de partage des risques avec divers OCE de l'APEC, signale M. John Balint, vice-président au Financement des projets à la SEE. Au bout du compte, ce sont les contrats signés qui font la différence tant pour les exportateurs canadiens que pour les besoins globaux de développement de l'infrastructure des économies de l'APEC. »



Canada 1997

## Aider les PME à percer sur les marchés de l'Asie-Pacifique

Joe Ng Engineering Limited offre des services d'ingénierie aux secteurs publics et privés à travers le monde depuis 1980. Quoique la compagnie ait connu du succès en Chine entre autres, son président, M. Joe Ng, est le premier à reconnaître que l'exportation vers l'Asie-Pacifique peut représenter un véritable défi.

« Pour vendre en Asie-Pacifique, il faut beaucoup de planification et d'organisation et se constituer une liste de contacts d'affaires clés », dit M. Ng.

Toutefois, pour Joe Ng Ltd., comme pour beaucoup d'autres PME, exporter en Asie-Pacifique comporte aussi des récompenses. « Établir une relation avec des acheteurs asiatiques peut prendre un certain temps mais, une fois la relation établie, elle durera probablement longtemps. »

M. Ng indique que sa compagnie a été très active sur les marchés asiatiques grâce, en partie, aux services de financement et d'assurance offerts par la SEE. Depuis 1987, elle a en effet aidé la compagnie à réduire au minimum les imprévus financiers liés à l'exportation dans cette région.

« La SEE est la seule institution financière capable de fournir à nos clients du financement à long terme à

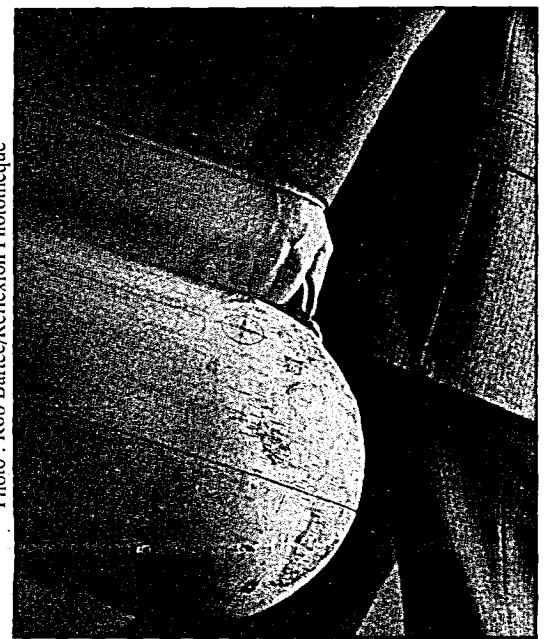


Photo : Rob Barteck/Reflexion Photothèque

des taux concurrentiels, d'ajouter M. Ng. De plus, sa vaste gamme de services d'assurance nous protège si nous ne sommes pas payés. »

Joe Ng Engineering est une des 75 000 PME canadiennes qui exportent. Quelque 2 500 d'entre elles sont des clientes de la SEE, dont 267 qui exportent en Asie.

« Il est dans notre intérêt national d'encourager un plus grand nombre de PME à exporter et à se développer, surtout parce qu'elles sont la clé de la création d'emplois, indique M. Kurt Rufelds, directeur de l'Équipe des exportateurs en essor à la SEE. En fait, des 22 milliards de dollars dont ont bénéficié les clients de la SEE en 1996, 3,8 milliards sont appuyés des PME.

M. Rufelds note que l'Asie-Pacifique peut être un marché important pour les PME, ajoutant toutefois que la vente peut s'y révéler un formidable défi. « Bon nombre de petits exportateurs croient qu'ils ne peuvent tout simplement pas absorber les coûts initiaux nécessaires pour s'implanter sur ce marché. Pourtant, nous voyons tous les jours même les entreprises les plus petites exporter en Asie, que ce soit de petit ou de gros volumes ».

« Nous encourageons les PME à cibler le marché de l'Asie-Pacifique, mais elles doivent se trouver une niche sans trop disperser leurs efforts, note M<sup>me</sup> June Domokos, vice-présidente de la SEE pour l'Asie, l'Afrique et le Moyen-Orient. Il faut beaucoup de temps et de persévérance pour exporter vers cette partie du monde. Comme vous devez vous rendre sur place plusieurs fois avant de conclure la vente, l'investissement initial n'est pas négligeable. Mais les PME qui peuvent y trouver leur niche connaîtront le succès. »

L'Équipe des exportateurs en essor de la SEE facilite l'accès des petits exportateurs au marché de l'Asie-Pacifique. « Il n'y a pas d'entreprise trop petite pour exporter, et il n'y a pas d'exportateur trop petit pour la SEE, dit M. Rufelds. Nous voulons fournir tout le soutien possible aux PME. »



# L'Asie-Pacifique : des débouchés prometteurs mais aussi des défis

Des entreprises canadiennes ont recours au pragmatisme, à la patience et à la prudence pour exploiter l'énorme potentiel que recèle la région de l'Asie-Pacifique. L'appui financier de la SEE est capital à cet égard.

Avec de la préparation et de la persévérance, les exportateurs et les investisseurs canadiens peuvent surmonter divers risques économiques et obstacles culturels et tirer parti des immenses possibilités qu'offre la région de l'Asie-Pacifique. Les ventes canadiennes dans cette partie du globe ont dépassé 24 milliards de dollars en 1996.

D'après une récente étude menée par la Fondation Asie-Pacifique du Canada, les exportateurs canadiens ont réalisé des progrès considérables dans la région, mais il reste encore beaucoup de possibilités. Le pouvoir d'achat combiné de l'Asie surpasse de loin celui des États-Unis, principal marché d'exportation pour le Canada.

Toutefois, la tâche est infiniment plus complexe. Il ne s'agit pas simplement d'apparier le savoir-faire canadien et les occasions qu'offrent les économies en mutation de l'Asie Pacifique et leur énorme bassin de population.

La déréglementation, la décentralisation et la privatisation des marchés ont ouvert des débouchés, mais elles ont aussi considérablement accru le risque pour les exportateurs canadiens qui font des affaires dans la région.

Selon M<sup>me</sup> June Domokos, vice-présidente de la SEE pour l'Asie, l'Afrique et le Moyen-Orient, « les exportateurs qui réussissent retiennent comme principaux facteurs de succès le recours à des représentants clés de la communauté asiatique au Canada, un choix avisé de partenaires locaux, la persévérance et la volonté de s'adapter aux coutumes et aux pratiques commerciales locales. »

Parmi les pays qui présentent à la fois des possibilités et des difficultés figurent la Chine, l'Indonésie, les Philippines, la Thaïlande, la Malaisie et la Corée du Sud. La Thaïlande, la Malaisie et la Corée du Sud constituent ensemble un marché de 165 millions de consommateurs et absorbent chaque année pour plus de 3,9 milliards de dollars d'exportations canadiennes.

Les besoins de ces trois pays correspondent aux capacités du Canada dans des secteurs où celui-ci est un leader mondial, par exemple les télécommunications et les technologies de

l'information, les transports, les services financiers, la protection de l'environnement, l'énergie et les ressources naturelles, l'agroalimentaire, la construction, l'éducation et les industries culturelles.

## Thaïlande

La Thaïlande, pays de 57 millions d'habitants, représente un excellent marché potentiel pour les entreprises canadiennes. Le gouvernement thaïlandais mise beaucoup sur l'éducation et la formation de la main-d'oeuvre, afin d'être en mesure de répondre aux exigences des nouvelles industries de haute technologie à valeur ajoutée, par lesquelles passera la croissance économique future. Le gouvernement cherche également à diversifier le commerce et à améliorer les transports urbains et les télécommunications tout en améliorant la qualité



de vie de la population et en réduisant la pollution.

## Malaisie

Avec 20 millions d'habitants, la Malaisie a de solides assises économiques et un système politique stable et fait preuve d'un engagement à long terme à l'égard de ses stratégies économiques. Le niveau d'instruction y est aussi plus élevé, et les ressources naturelles plus abondantes que chez ses voisins. Le gouvernement encourage le secteur privé par le biais de projets tel le « Multimedia Super Corridor », la hausse des importations et la croissance continue, ce qui fait du pays un marché d'exportation intéressant.

## Corée du Sud

En Corée du Sud, les secteurs des technologies de l'information et des télécommunications sont deux importantes sources de débouchés. En 1995, les importations dans ces deux secteurs ont dépassé 13,9 milliards de dollars américains, un chiffre qui pourrait bien doubler d'ici à l'an 2000.

Le pays, qui effectue actuellement d'énormes investissements dans des projets d'infrastructure, est à la recherche de fournisseurs d'équipements et de technologies de pointe pour améliorer sa compétitivité sur les marchés mondiaux.

## Un rôle pour la SEE

S'il y a de grandes possibilités dans ces trois pays pour les exportateurs canadiens, il y a aussi des obstacles majeurs. La Thaïlande révisé actuellement ses politiques économiques afin d'améliorer ses résultats commerciaux et contrecarrer des éléments tels l'affaiblissement de la monnaie et le ralentissement économique.

« La SEE, souligne M<sup>me</sup> June Domokos, intervient maintenant beaucoup plus tôt dans le processus pour aider les exportateurs à faire de la planification à long terme, à évaluer les possibilités d'investissement et à obtenir des renseignements commerciaux. »

De plus, le personnel de la SEE étudie de nouvelles structures de financement, car dans les économies en mutation, les garanties offertes par les banques d'État ne suffisent parfois pas. Des solutions novatrices, telles que le financement en consortium avec d'autres organismes ainsi qu'avec des banques commerciales et de développement, aident à étaler le risque. Comme l'investissement est souvent déterminant lorsqu'une entreprise veut s'implanter dans les marchés de l'Asie-Pacifique, l'assurance-investissement à l'étranger de la SEE est de plus en plus populaire comme outil de protection contre des risques comme le transfert et l'expropriation.

Afin d'offrir un meilleur service en ce qui a trait à l'assurance à court et à moyen terme, la SEE a augmenté sa capacité d'évaluation des risques inhérents aux projets et aux entreprises et a réussi à répartir ces derniers en ayant recours à la réassurance et à l'assurance parallèle.

Comme l'indique M. Keith Milloy, souscripteur en chef des assurances à court terme à la SEE, « la Société prévoit que le nombre de demandes d'assurance pour l'Asie-Pacifique augmentera encore au fur et à mesure que les acheteurs demanderont, et obtiendront de nos concurrents internationaux, des modalités de paiement plus libérales. »

Photo : Conseil national de recherches du Canada

## DÉBOUCHÉS

## DÉFIS

## La Chine : vendre au rythme fulgurant du changement

Les exportateurs et les investisseurs canadiens qui ont su surmonter les difficultés et exploiter les débouchés qu'offre ce pays ont saisi l'importance de bien connaître le marché et de s'y engager à long terme. La SEE est un partenaire indispensable pour bon nombre de ces entreprises.

### Fiche synoptique

Population :	1,2 milliard (1996)
PIB par habitant :	569 \$US (1996)
Croissance du PIB :	9,8 p. 100 (est. 1996)
Inflation :	6 p. 100 (1996)
Exportations canadiennes :	2,7 milliards de \$ (1996)

### Analyse de la SEE

**À court terme :** Bonnes perspectives d'exportation dans l'ensemble; nouveaux engagements possibles.

**À moyen et à long terme :** Bonnes perspectives d'exportation; nouveaux engagements possibles, sous réserve de la ligne directrice s'appliquant aux risques.

**Assurance-investissement à l'étranger :** Nouveaux engagements possibles.

### Débouchés

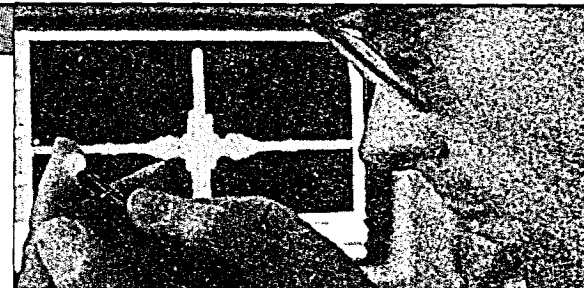
Technologies de pointe, agriculture, produits alimentaires, services commerciaux et éducatifs, construction, produits de consommation, industries culturelles, environnement, finances, foresterie, soins de santé, mines, pétrole et gaz, électricité et transports.

### Personnes-ressources

Conseil commercial Canada-Chine.  
M. David Mulrone, directeur exécutif  
Tél. : (416) 954-3800  
Télé. : (416) 954-3806  
Ambassade du Canada à Beijing  
Section commerciale/économique  
Tél. : (011-86-10) 532-3536  
Télé. : (011-86-10) 532-4072

### ACDI-PCI

M. David Keithlin, gestionnaire de programme  
Tél. : (819) 997-0568, Télé. : (819) 953-5024



### MAECI

Direction de la Chine (PRC)  
M. Ian Burchett, directeur adjoint  
Tél. : (613) 992-7359  
Télé. : (613) 943-1068

### SEE

Communiquer avec l'équipe sectorielle compétente par l'entremise du bureau régional de la SEE le plus proche, en composant le 1-888-332-3320, ou appeler l'un des directeurs régionaux de la SEE pour la Chine : M. Mark Bolger au (613) 598-2508 ou M. Marvin Hough au (613) 598-2895, ou encore visiter le site Web de la SEE : <http://www.edc.ca>

## L'Indonésie à la croisée des chemins

Avec une population de 200 millions d'habitants (qui classe le pays au quatrième rang mondial à ce chapitre) et une croissance soutenue du PIB proche des 8 p. 100 depuis deux ans, l'Indonésie représente pour les entreprises canadiennes un marché très prometteur.

### Fiche synoptique

Population : 200 millions (1996)  
 PIB par habitant : 1 013 \$US (1996)  
 Croissance du PIB : 7,8 p. 100 (est. 1996)  
 Inflation : 6,7 p. 100 (est. 1996)  
 Exportations canadiennes: 946,3 millions de \$ (1996)

### Analyse de la SEE

À court terme : Bonnes perspectives d'exportation; nouveaux engagements possibles.

À moyen et à long terme : Bonnes perspectives; nouveaux engagements possibles, sous réserve de la ligne directrice s'appliquant aux risques.

Assurance-investissement à l'étranger : Nouveaux engagements possibles.

### Débouchés

Principalement dans l'industrie des transports (deux nouveaux réseaux de transport en commun à Jakarta, un programme d'expansion du réseau routier et une forte demande pour des biens et services liés au développement des infrastructures portuaires, aéroportuaires et ferroviaires), mais aussi dans les secteurs suivants : électricité, pâtes et papier, mines (découverte récente de gisements d'or et de cuivre), récupération de pétrole (dans une moindre mesure), télécommunications et environnement (à long terme).

### Personnes-ressources

Ambassade du Canada en Indonésie  
 Conseillère commerciale : M<sup>me</sup> Marta Moszczenska  
 Tél. : (011-62-21) 525-0709  
 Téléc. : (011-62-21) 571-2251

MAECI  
 Mme Georgina Wainwright Kemdirim (Indonésie)  
 Tél. : (613) 992-0959  
 Téléc. : (613) 944-1604

ACDI-PCI  
 M. Jean-René Beaulieu, gestionnaire de programme  
 Tél. : (819) 997-0565  
 Téléc. : (819) 953-5024

SEE  
 Communiquer avec l'équipe sectorielle compétente par l'entremise du bureau régional de la SEE le plus proche, en composant le 1-888-332-3320, ou appeler l'un des directeurs régionaux de la SEE pour l'Indonésie : M. Todd Atherton au (613) 598-2720 ou M. Robert Simmons au (613) 598-3022, ou encore visiter le site Web de la SEE : <http://www.edc.ca>

Chambre de commerce Canada-Indonésie  
 M. Sutara, président  
 Tél. : (011-61-21) 310-6407 (Jakarta)  
 Téléc. : (011-62-21) 390-8863

Conseil commercial Canada-Indonésie  
 M. Peter Dawes  
 Tél. : (416) 366-8490  
 Téléc. : (416) 947-1534



Photo : Conseil national de recherche Canada

## Le commerce avec les Philippines : une approche à long terme

Cet archipel de 7 000 îles mérite un examen attentif des perspectives d'exportation et d'investissement qu'il offre — à condition de s'y implanter pour longtemps.

### Fiche synoptique

Population : 69,8 millions (1996)  
 PIB par habitant : 1 089 \$US (1996)  
 Croissance du PIB : 6,8 p. 100 (est. 1996)  
 Inflation : 8,4 p. 100 (est. 1996)  
 Exportations canadiennes : 262,8 millions de \$ (1996)

### Analyse de la SEE

À court terme : Perspectives d'exportation satisfaisantes; nouveaux engagements possibles.

À moyen et à long terme : Bonnes perspectives d'exportation; nouveaux engagements possibles, sous réserve de la ligne directrice s'appliquant aux risques.

Assurance-investissement à l'étranger : Nouveaux engagements possibles.

### Débouchés

Télécommunications, électricité et énergie, transports, ingénierie et technologie de pointe.

### Personnes-ressources

Ambassade du Canada aux Philippines  
 Conseillère commerciale : M<sup>me</sup> Judy St. George  
 Tél. : (011-63-2) 843-9003/9004  
 Téléc. : (011-63-2) 843-9005

ACDI-PCI  
 M. David Keithlin, gestionnaire de programme  
 Tél. : (819) 997-0568  
 Téléc. : (819) 953-5024

MAECI  
 M. Khawar Nasim (PSE)  
 Tél. : (613) 995-7659, Téléc. : (613) 944-1604

SEE  
 Communiquer avec l'équipe sectorielle compétente par l'entremise du bureau régional de la SEE le plus proche, en composant le 1-888-332-3320, ou appeler l'un des directeurs régionaux de la SEE pour les Philippines : M. Todd Atherton au (613) 598-2720 ou M. Robert Simmons au (613) 598-3022, ou encore visiter le site Web de la SEE: <http://www.edc.ca>

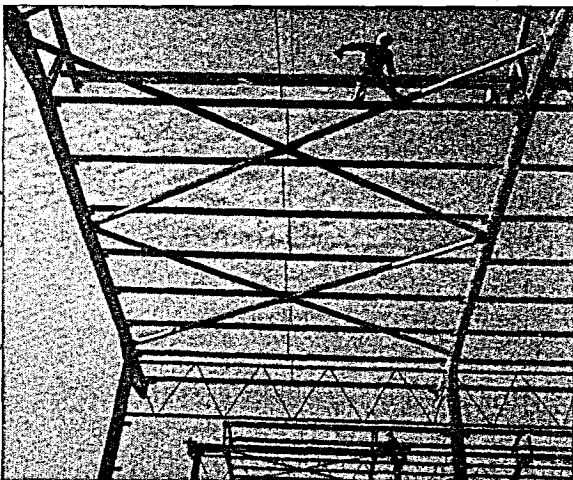


Photo : Ng Chee Kong/Les yeux sur l'Asie

### Le Réseau des femmes chefs d'entreprise se branche sur la réunion de l'APEC sur les PME

À la veille de la réunion ministérielle de l'APEC sur les PME, des femmes de partout en Asie-Pacifique se retrouveront à Ottawa-Hull, du 13 au 16 septembre, pour convenir de conseils pratiques à prodiguer aux dirigeants de l'APEC sur les façons d'aider les femmes entrepreneures de la région.

Le Réseau des femmes chefs d'entreprise de l'APEC regroupe près de 200 expertes du monde des affaires, des gouvernements, des universités et des organisations non gouvernementales dans les 18 économies membres de l'APEC. La réunion sera coprésidée par M<sup>me</sup> Huguette Labelle, présidente de l'Agence canadienne de développement international, M<sup>me</sup> Andrina Lever, ex-présidente des Femmes entrepreneures du Canada, et M<sup>me</sup> Lorna Marsden, présidente de l'Université York.

Les femmes apportent une contribution vitale aux économies de la région de l'Asie-Pacifique. Elles sont propriétaires ou exploitantes du tiers



des entreprises au Canada et, bientôt, elles représenteront la moitié des entrepreneurs en Asie du Sud-Est. Malgré ces chiffres, les femmes éprouvent encore de la difficulté à avoir accès à du crédit et à de l'information sur l'exportation, ainsi qu'à acquérir des biens en leur nom propre. Elles doivent vaincre l'isolement dans des domaines non traditionnels comme les sciences, la technologie et les métiers techniques et composer avec la discrimination fondée sur le sexe dans les domaines de l'éducation et de la formation.

Grand promoteur de l'égalité des sexes à l'échelle mondiale, le Canada est fier d'accueillir cet événement.

### Timbre commémoratif de l'Année canadienne de l'Asie-Pacifique

La Société canadienne des postes a récemment fait une livraison plutôt spéciale : la mise en circulation d'un timbre commémoratif à l'occasion de l'Année canadienne de l'Asie-Pacifique (ACAP). Le lancement a eu lieu simultanément à Vancouver et à Edmonton le 25 août.

Conçu par M. Ken Fung du Ken Joo Creative Group de Vancouver, le timbre montre en arrière-plan un collage symbolisant plusieurs des liens qui unissent les économies de l'Asie-Pacifique — depuis les ressources naturelles et l'environnement jusqu'aux communications et à la technologie. Ces sujets seront discutés durant les réunions qui se tiendront un peu partout au Canada cette année pour promouvoir le commerce et l'investissement dans la région de l'Asie-Pacifique.

Le timbre arbore aussi le logo officiel de l'ACAP, qui est l'oeuvre de M<sup>me</sup> Amy Ho, étudiante de première année inscrite au programme de design visuel et graphique du Kwantlen University College de Richmond (Colombie-Britannique). Choisi parmi un grand nombre d'envois, le design de M<sup>me</sup> Ho intègre la feuille d'érable, l'étendue d'eau entre le Canada et l'Asie et la grue, symbole de paix et de longévité associé à l'Asie.

La cérémonie de dévoilement à Vancouver a eu lieu durant le quatrième Congrès mondial des entrepreneurs chinois, devant des milliers de personnes et en présence du secrétaire d'État (Asie-Pacifique), M. Raymond Chan, du président du conseil d'administration de la Société canadienne des postes, M. André Ouellet, du premier ministre de la Colombie-Britannique, M. Glen Clark et de l'ambassadeur de l'ACAP, M. John Bell.

Le nouveau timbre a aussi été dévoilé durant une réception offerte par la ville d'Edmonton. On a également procédé au lancement d'une enveloppe spéciale soulignant le 50<sup>e</sup> anniversaire de la découverte de pétrole au Canada. Le ministre des Ressources naturelles, M. Ralph Goodale et la ministre de la Justice, M<sup>me</sup> Anne McLellan ont participé à l'événement.

Surveillez l'arrivée de ce timbre coloré de l'ACAP à votre succursale postale et utilisez-le pour affranchir votre courrier. Aidez à répandre la bonne nouvelle au sujet de l'Année canadienne de l'Asie-Pacifique.



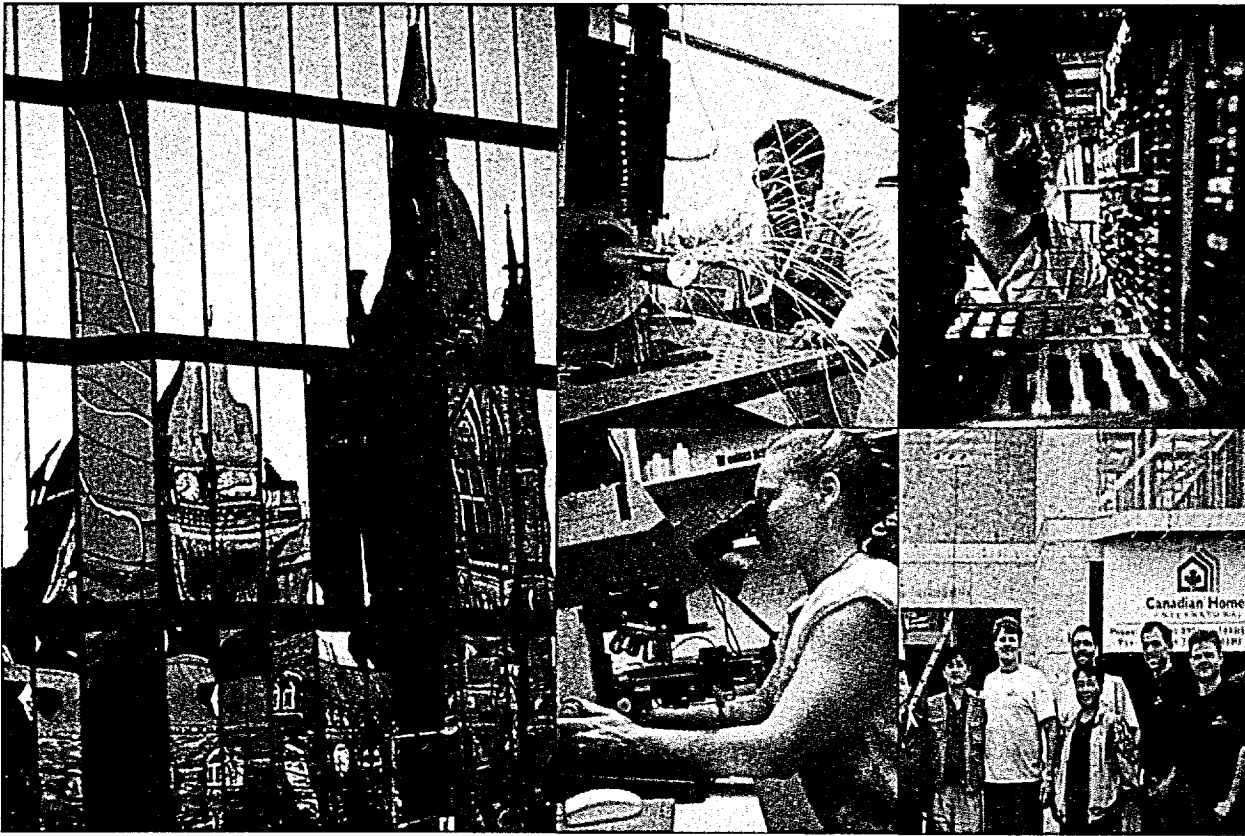


# CYAP Forum ACAP

CANADA'S YEAR OF ASIA PACIFIC

L'ANNÉE CANADIENNE DE L'ASIE-PACIFIQUE

## APEC Small and Medium-Sized Enterprise Week in Ottawa



Photos from National Research Council Canada, Industry Canada and the University of Ottawa

Everyone knows that Canada is a highly successful trading nation. But what many people are not aware of is that a mere 100 companies account for over half of this country's total exports. Remarkably, only 10 per cent of small and medium-sized enterprises (SMEs), the most dynamic sector of Canada's economy, are taking advantage of globalization and selling their goods and services abroad.

A particular highlight of Canada's year as chair of the Asia Pacific Economic Cooperation (APEC) forum is APEC SME Week in Ottawa from September 15 to 19. The event will draw over 1 000 business people and government officials from APEC economies, enabling small businesses to make contacts and explore exporting opportunities to the fastest-growing region in the world.

Under the theme "Improving Trade Opportunities for SMEs," APEC SME Week offers an unprecedented opportunity to expand trade in the Asia-Pacific region. Events will give companies a chance to showcase their businesses and to network with some of the most influential business and political leaders in the Pacific Rim. It will be a one-stop opportunity for export-ready SMEs, or those considering exporting, to acquire information on financing and markets as well as to make the business and government contacts necessary for such an undertaking.

APEC is a regional intergovernmental forum dedicated to making trade and investment easier, faster and simpler. Members range from Canada's most important G-7 trading partners, the United States and Japan, to established markets like Singapore and Hong Kong and emerging ones such as China. With consumer

### Events taking place during APEC SME Week

**The Ministerial Meeting (September 18-19):** Ministers responsible for SMEs will meet to discuss initiatives and policies in areas that have been identified by SMEs as crucial to continued growth. Priority areas include access to financing, markets, technology, human resources and information:

**The Business Forum (September 17-18):** Over 100 expert speakers in 25 sessions and workshops will cover topics of importance to SMEs such as: market access and partnership strategies, finance and investment strategies, investment in business skills development and technology innovation. Keynote speakers include Terry Matthews of Newbridge as well as Michael Cowpland of Corel Corporation.

**An Exposition (September 17-18):** 175 exhibits will showcase some of the most innovative and competitive companies from across the APEC region. There will be pre-event programs for international buyers, potential partners and exhibitors.

**Site Visits (September 12, 15, 16, 19):** APEC delegations will visit selected facilities across Canada to view Canadian technologies, products and services in leading-edge sectors of interest in Asia Pacific.

**Young Entrepreneurs Seminar (September 15):** Sponsored by the Business Development Bank of Canada, this seminar will be an opportunity for tomorrow's business leaders to make recommendations to today's key decision-makers.

spending rising at three times the rate in North America, Asian members of APEC also have the world's fastest-growing middle class.

APEC SME Week is expected to generate \$11.5 million in local economic activity and create stronger trade and investment linkages between Canada and Asia Pacific. It will also highlight the advantages of Ottawa-Carleton and the Outaouais as an excellent place to do business.

## EDC Helps Exporters Sell to Asia Pacific and Around the World

Exporting to the Asia-Pacific can be a daunting prospect for businesses of all sizes. For small and medium-sized enterprises (SMEs), in particular, the investment of time and money required up front can put a market out of reach. The Export Development Corporation (EDC), through its market research, innovative financing options, collective experience and network of contacts, provides exporters with enhanced access and understanding of these unique markets.

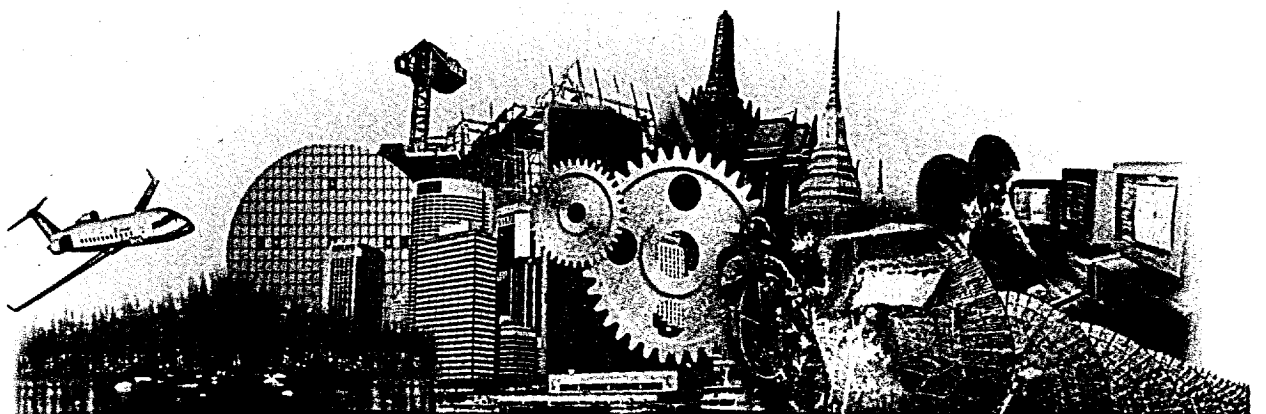
EDC has been actively involved in the APEC Trade, Environment and Energy Ministers' Meetings held in Canada in 1997 and has sponsored the APEC SME Ministerial and Business Forum to help give Canadian exporters opportunities. As well, EDC's work with APEC export credit agencies is supporting small and medium-sized exporters as well as infrastructure development throughout the region.

### What is EDC?

For more than 50 years, EDC has helped Canadian companies of all sizes meet, manage and mitigate the challenges they face when doing business outside of Canada so they can seize global opportunities. As Canada's official export credit agency, EDC is a self-sustaining financial institution that strengthens the global competitiveness of Canadian exporters and

investors in more than 200 countries by offering some of the most sophisticated trade finance skills available in Canada today.

Last year, Canadian companies did more than \$22 billion worth of business in world markets with EDC as their partner. More than 85 per cent of EDC's customers are small and medium-sized companies.



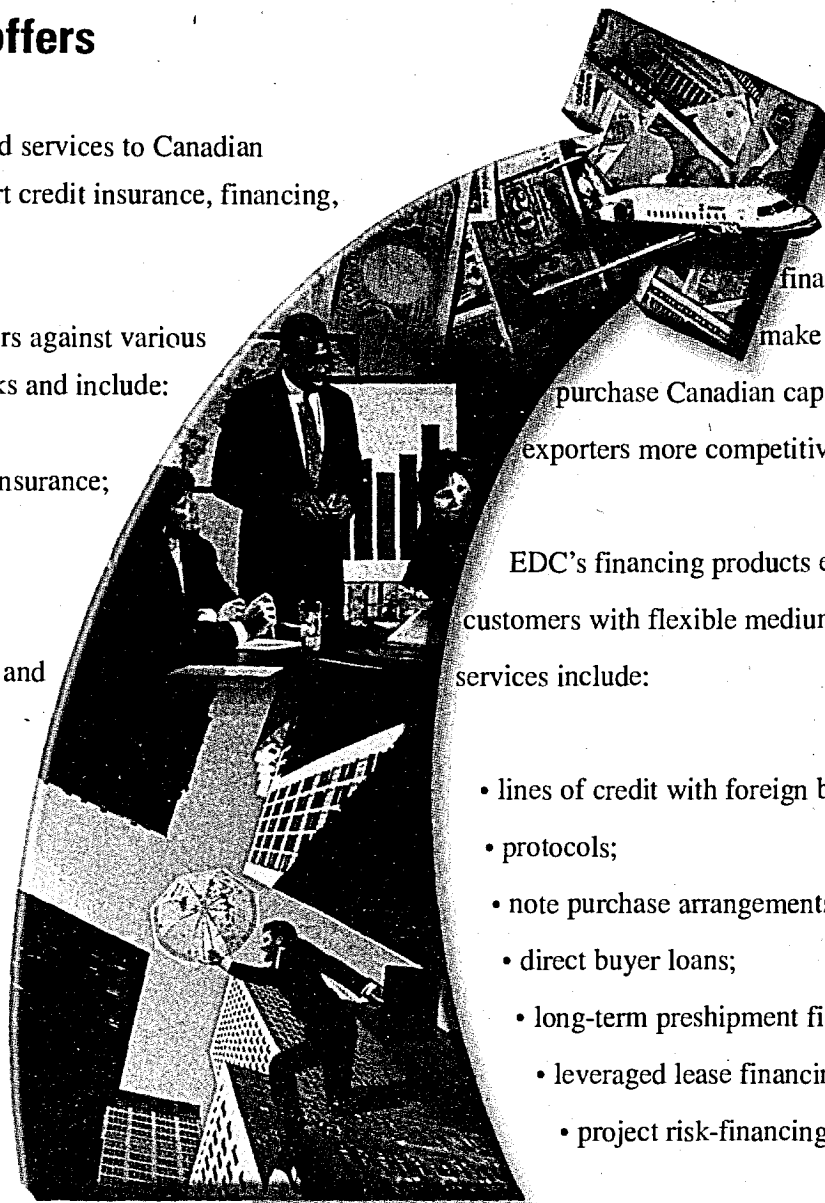
## What EDC offers

EDC provides a number of products and services to Canadian exporters and their buyers including export credit insurance, financing, guarantees and bonds.

EDC insurance services protect exporters against various losses due to commercial and political risks and include:

- short-term and medium-term credit insurance;
- bid/performance-related insurance and guarantees;
- surety bond support;
- equipment (political risk) insurance; and
- foreign investment insurance.

Through its risk management services, EDC can cover a company against 90 per cent of losses if its foreign buyer doesn't pay. This helps a business expand into new markets without jeopardizing its bottom line. EDC-insured export receivables can also be taken to the bank and used against a line of credit.



## Financing a world of difference

Because a foreign buyer often looks for financing as part of an export transaction, EDC can make loans to foreign buyers so that they can purchase Canadian capital goods and services, making Canadian exporters more competitive and reducing their risks.

EDC's financing products enable Canadian exporters to provide their customers with flexible medium-or long-term financing. These services include:

- lines of credit with foreign banks or agencies worldwide;
- protocols;
- note purchase arrangements;
- direct buyer loans;
- long-term preshipment financing;
- leveraged lease financing; and
- project risk-financing packages.

## EDC services for small and medium-sized exporters

EDC is helping small and medium-sized enterprises (SMEs) develop the export component of their businesses using the following experts and tools:

• **The SME Financial Services Team:** Responsible for co-ordinating all EDC initiatives aimed at SME capital goods and services exporters, this team focuses on streamlining administrative procedures, developing products, building partnerships and trouble shooting for this important segment of the Canadian economy.

• **Emerging Exporters Team:** Created in 1995 to focus exclusively on helping smaller exporters manage risks associated with exporting, this team consists of small-business specialists who can put insurance coverage in place on the spot and approve million-dollar sales to foreign buyers. Exporters can access a team member by calling 1 800-850-9626 Monday to Friday, from 9 a.m. to 5 p.m.

• **Credit insurance:** Provides accounts receivable protection and the ability to free up working capital and increase capacity on bank lines of credit and surety lines.

• **Bonding programs:** International buyers often require an exporter to post security that guarantees both the exporter's performance as well as completion of the work or delivery of the goods. This security is usually offered through a surety bond issued on behalf of the exporter by a surety company.

• **Buyer credit approvals:** Frequently, a sale hinges on an exporter's ability to respond quickly to a buyer's request for credit. EDC's Credit Surveillance and Analysis Department uses various innovative information technology and other tools to help meet customers' needs for timely credit approvals.

• **Export financing:** Capital goods exporters and companies that typically sell on longer credit terms can benefit from a range of EDC's buyer financing solutions that can help close deals.

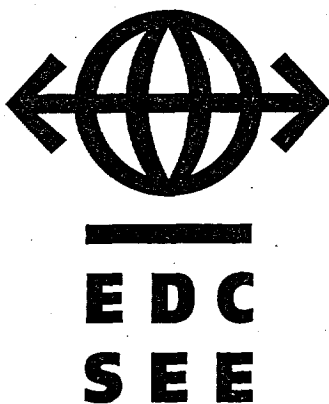
• **Master Accounts Receivable Guarantee (MARG) program:** Through a co-operative working relationship between EDC and various Canadian financial institutions, MARG helps exporters increase their lines of credit by leveraging their foreign accounts receivable as bank security.

• **Smaller Exporters' Guarantee Framework:** A risk-sharing arrangement whereby EDC guarantees up to 75 per cent of the loans made by Canadian banks to foreign parties so that they can pay cash for Canadian SMEs' exports of capital goods and services.

• **Northstar Trade Finance Inc.:** Through a partnership with EDC, Northstar helps Canada's SMEs boost their competitive edge by providing loans ranging from \$100 000 to \$3 million, principally to buyers of capital goods or services. EDC insurance protects Northstar against buyer non-payment.

### TO FIND OUT MORE

For more information about EDC,  
call 1-888-332-3320., fax: (613) 598-6697  
E-mail: [export@edc4.edc.ca](mailto:export@edc4.edc.ca)  
or mail to  
EDC  
151 O'Connor Street  
Ottawa, Canada  
K1A 1K3  
Or visit EDC's Web site at:  
<http://www.edc.ca>



### EDC 1996 facts and figures

- Number of customers: 2 965 (2 520 were SMEs)
- Business volume: C\$22 billion
- EDC supports exports to 200 countries worldwide

# EDC Sponsors APEC, Helps Exporters Make Inroads into Asia Pacific



**June Domokos, EDC's vice-president, Asia, Africa & Middle East, discusses EDC's role in helping Canadian companies tap into the Asia Pacific marketplace.**

*What role is EDC playing as a major sponsor of APEC this year?*

Sponsorship has provided EDC and some of our customers with access to a large number of ministers and senior business people from Asia Pacific. This provides a perfect venue for making new business contacts and addressing the key concerns of Canadian exporters with some of the most influential and knowledgeable people in the region.

EDC's participation in the 1997 APEC Trade, Environment, Transportation and Energy ministerials held in Canada, as well as its important role in the upcoming APEC SME Ministerial and Leaders' Meeting, will also raise EDC's profile on the international stage and promote a greater understanding of its policies and practices.

Finally, EDC is a key player in APEC discussions that involve co-operation among export credit agencies. Canada, through EDC, is playing a leading role in drawing together export credit agencies in support of small business and in support of structured financing and insurance.

*What measures is EDC taking to support Canadian exporters selling to Asia Pacific?*

EDC is taking three key steps to support this group of Canadian exporters. First, we provide country expertise that assists Canadian companies in successfully approaching Asia Pacific countries. To add depth to our knowledge of these markets and to build our contact network, we launched extended market visits to Asia Pacific this year, including a six-week visit to China in the spring. This fall, we are also launching extended visits to China as well as to India and Brazil. These visits are helping us advance specific Canadian initiatives by having personnel on-site to address exporters' questions. Also, meeting with

Canadian company representatives based in the markets allows us to better understand what they are doing and to get to know their foreign operations.

The second step EDC is taking is to position itself on the leading edge of innovation in the financing and insurance requirements of the Asia Pacific region. We are continually adapting and modifying our programs in Asia. For example, we've made key advances in the area of limited recourse financing. We were involved in the first limited recourse financing transaction for a pulp and paper project in Indonesia and are also involved in several limited recourse financing structures being done in the telecommunications sector in Asia for the first time. EDC has gained international recognition for its work in this area.

EDC's third step is to continue exploring ways of supporting SMEs exporting to Asia Pacific. For instance, we recently created the SME Financial Services team to handle their specific requirements. The team develops expedient, streamlined ways of putting together financing in challenging environments. EDC is developing new, short-form loan agreements and more efficient ways of doing note purchases. We are modifying them to meet the legal requirements of various markets.

*What are the main challenges exporters face in selling to Asia Pacific, and the challenges EDC faces in supporting exporters?*

The biggest challenge is the continuous and fast pace of change in Asia Pacific. While it is positive that the legal and regulatory environments of this area are constantly evolving, one must nevertheless keep abreast of all these developments. In many Asia Pacific countries, there are still shortfalls between what is required in structuring financing and the existing legal and regulatory base, particularly in emerging markets such as Vietnam. Structuring our financing within that type of business environment is a challenge.

Another challenge are the fast-developing capital markets in Asia Pacific. Countries in this region are quickly gaining enormous access to capital market funds, which means intense financial competition for export credit agencies. From a Canadian company perspective, EDC offers the advantage of focusing on increasing the Canadian benefits and Canadian content of a given project.

*What points should Canadian exporters keep in mind when exporting to Asia Pacific?*

Canadian companies should be aware that there are significant differences between exporting to Asia Pacific and, say, to the

United States, in terms of culture, business practices and what's meaningful in the market. Canadian exporters should also keep in mind that exporting challenges vary considerably from country to country in the Asia Pacific region. You must have knowledge specific to the particular Asia Pacific market you are dealing with.

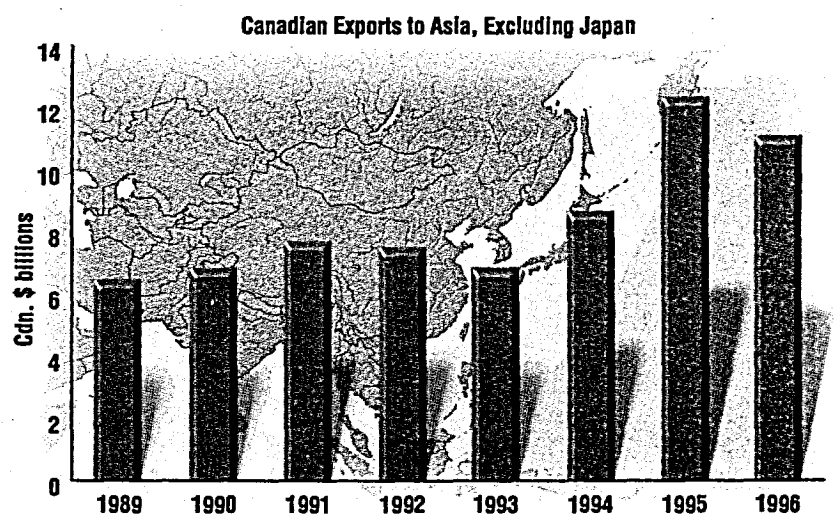
For example, in some Asia Pacific markets, once you've signed a Memorandum of Understanding (MOU), it means you should proceed to start investing and developing the project opportunity. In other Asia Pacific markets, a signed MOU is simply an indication that you've had a business meeting.

Canadian exporters should take advantage of the various organizations that can help them, such as EDC, Canadian missions abroad and local International Trade Centres. The use of an agent or partner in a foreign market can also be an excellent investment, not just for contacts but also for their experience in dealing with local cultural and business practices. It takes time to learn these skills, and exporters need to have staying power. Also, they must ensure that the product or service they're selling is modified to meet the particular needs of a market. One cannot assume that selling in the Philippines will be exactly the same as selling in Vietnam.

There are many options for companies taking a first step into Asia Pacific markets — they can work through World Bank or Asian Development Bank projects or look into possibilities through the Canadian International Development Agency. These projects help exporters build contacts within a country that can lead to future sales or joint ventures.

*Any final thoughts on selling to Asia Pacific?*

The long-term market in Asia Pacific is certainly there. I encourage all Canadian companies, regardless of size, to start making inroads into Asia — it's the place we need to be in the next millennium. Finding your niche and building around it is essential to success.



## EDC Sponsors SME Business Forum

EDC is a major sponsor of the APEC SME (Small and Medium-sized Enterprises) Business Forum & Exposition — one of EDC's numerous initiatives aimed at supporting smaller exporters.

Running September 17-18 in Ottawa, the SME Business Forum features seminars and workshops on public policy issues that are relevant to SMEs operating in the international arena.

EDC's Vice-President, Emerging Exporters Team, John Hutchison, will moderate a key session at the Business Forum entitled *How to Minimize Your Financial Risk to Export with Confidence*. The session, which runs September 18 from 10:30 a.m. to noon, reviews the credit risks associated with exporting. Panel representatives include Bancomext — Mexico's official export credit agency (ECA); EFIC (Export Finance Insurance Corporation) — Australia's ECA; and Industrial Combustion Equipment Manufacturing Inc. (ICE), a SME exporter (and EDC customer) experienced in selling to APEC markets.

The session will:

- review the credit risks associated with exporting;
- explore how credit insurance, foreign buyer financing and bonding enable companies to minimize risks and export with confidence; and
- outline effective payment strategies.



*Excerpts from an address by the Honourable Sergio Marchi, Canadian Minister for International Trade, on the Occasion of the Northstar Trade Finance Luncheon.*

"When you consider that most new jobs in Canada are created by smaller businesses, it is clear that we need to get more of them exploring new markets... We need to transform our trading culture to harness the potential of the full spectrum of Canadian enterprises... That is why it is critical that we provide small and medium-sized companies with the tools that they need to succeed — the tools that will help them expand their business into new markets without jeopardizing their bottom line... We must continue to work together — to help reach our goal of doubling the number of active exporters by the year 2000. It is clear that we can do more and do it better, and this is something I am committed to achieving."

## ECAs' Efforts Signal Positive APEC Policy Initiatives

EDC is part of a working group of APEC export credit agencies (ECAs) formed earlier this year to support small and medium-sized enterprises (SMEs), and infrastructure development in APEC economies.

The working group will convene in Ottawa September 15-16, to explore key issues affecting their smaller business customers. These include awareness of services and products, co-operation with commercial lenders and inconsistencies in lending practices to SME exporters. Paper burden, turnaround time, the need for ongoing advice and training, and the special difficulties of services exporters will also be addressed.

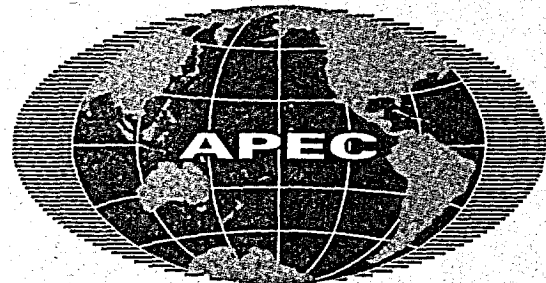
The group will deliver a report to the APEC SME Ministers' Meeting taking place in Ottawa, September 17-18, on joint actions that could help resolve these issues and increase support to SME customers.

"SME exporters are the backbone of each customer base," says John Hutchison, vice president, EDC's Emerging Exporters Team. "Finding ways to better support this key customer segment is a priority of ECAs."

### Catalysts for Infrastructure Projects

Estimates show that infrastructure requirements in APEC economies could be as high as \$2 trillion over the next decade. Lenders, investors and insurers all want a piece of that action. The key to attracting private capital, say many experts, is ensuring projects are financially sound.

"There's clearly a role here for export credit agencies (ECAs)," says Eric Siegel, senior vice-president of EDC's Medium-and-Long-Term Financial Services. "We can apply our risk assessment and risk management expertise and act as catalysts who leverage private capital flows into infrastructure projects."



Canada 1997

EDC has been actively working with other APEC ECAs to redefine their role in the area of infrastructure finance. EDC is now eager to pursue risk-sharing arrangements with ECA counterparts in APEC economies. A total of 14 of the 18 APEC economies have ECAs.

"We are already contemplating projects which may require risk-sharing arrangements with various APEC region ECAs," reports EDC's Vice-President of Project Finance, John Balint. "At the end of the day, it's signed deals that make a difference to both Canadian exporters and the overall infrastructure development needs of APEC economies."

## Helping Smaller Exporters Access Asia Pacific

Joe Ng Engineering Limited has been providing professional engineering services to both public and private sectors around the world since 1980. While the company has been successful in China, among other markets, President Joe Ng is the first to admit that exporting to Asia Pacific can be challenging.

"Selling to Asia Pacific requires a good deal of planning, organization and developing key business contacts," says Mr. Ng.

However, for Joe Ng Ltd., as for many other SMEs, exporting to Asia Pacific also has its rewards. "It may take a while to establish a relationship with Asian buyers," says Mr. Ng, "but once you have, your relationship will probably last a long time."

Mr. Ng says his company has been very active in the Asian market thanks, in part, to EDC's financing and insurance services. Since 1987, EDC has helped the company minimize any financial surprises in exporting to this region.

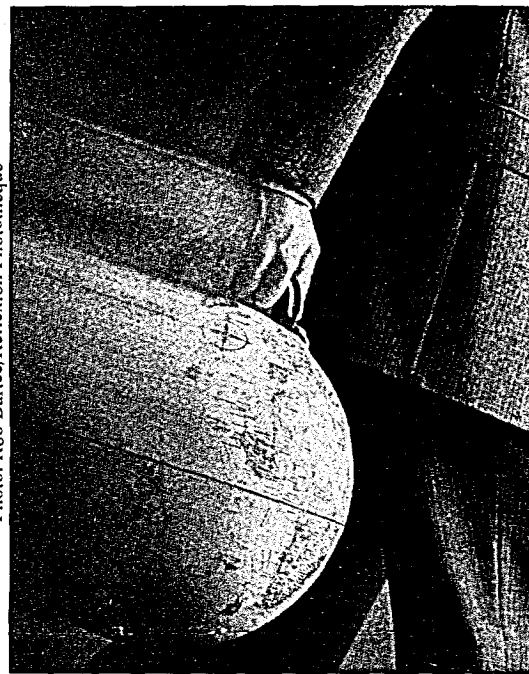


Photo: Rob Barthe/Réflexion Photothèque

"EDC is the only financial institution that can provide our customers with long-term financing at competitive rates," says Mr. Ng. "Also, its full range of insurance services protects us if we aren't paid."

Joe Ng Engineering is one of some 75 000 Canadian SMEs that export. Of those companies, some 2 500 are EDC customers, including 267 that export to Asia.

"It is in our national interest to encourage more SMEs to export and grow, not least because they are leading the way in job creation," says Kurt Rufelds, director, EDC's Emerging Exporters Team. "Indeed, of the \$22 billion in support EDC provided to customers in 1996, \$3.8 billion was directed at SMEs."

Mr. Rufelds notes that Asia Pacific can be an important market for SMEs. He also points out that selling to this region can be a daunting challenge. "A lot of smaller exporters believe they simply can't afford the upfront costs to enter this market," he says. "However, we see even the smallest businesses exporting to Asia every day of the week — both small and large amounts."

"We encourage SMEs to target the Asia Pacific marketplace, but they must find niches, without spreading themselves too thin," says June Domokos, EDC's Vice-President, Asia, Africa & Middle East. "It takes a lot of time and staying power to export to this part of the world — you have to visit the market several times before you can make the sale, so that takes quite an investment upfront. But SMEs that can find their niche there can achieve success."

EDC's Emerging Exporters Team is working with smaller exporters to help them access the Asia Pacific market. "There is no company too small to export, and there is no exporter too small for EDC," says Mr. Rufelds. "We're here to support SMEs in any way we can."

# Asia Pacific: Promising Opportunities amidst the Challenges

Canadian companies are using pragmatism, patience and caution to unlock the huge potential of the Asia-Pacific region. EDC's financial support is playing a pivotal role.

Preparation and long-term commitment are helping Canadian exporters and investors overcome a variety of economic risks and cultural challenges, in order to seize significant opportunities in the Asia-Pacific region. Canadian exports to Asia Pacific exceeded \$24 billion in 1996.

A recent study conducted by the Asia Pacific Foundation of Canada says that while the progress achieved by Canadian exporters selling to this region is considerable, there is room for growth. The combined purchasing power of Asia far surpasses that of the United States, Canada's primary export market.

Nevertheless, the task is infinitely more complex than simply matching Canadian expertise with the opportunities offered by Asia Pacific's evolving economies and large populations.

While deregulation, decentralization and privatization in Asia Pacific markets have unleashed a wealth of opportunities, they have also increased risk for Canadian exporters to this region.

EDC's Vice-President, Asia, Africa & Middle East, June Domokos, says, "Successful exporters have found that key representatives from the Asian community in Canada, carefully selected local partners, a long-term commitment and a willingness to adapt to local business customs and practices are key success factors."

Among the countries that present both opportunities and challenges are China, Indonesia, the Philippines, Thailand, Malaysia and South Korea. Together, Thailand, Malaysia and South Korea offer a market of 165 million consumers and account for more than \$3.9 billion a year in Canadian exports.

The requirements of these three countries match sectors in which Canada is a world leader. Such areas include telecommunications and information technologies, transportation, financial services, environmental protection, energy and natural resources, agri-food, construction, education and cultural industries.

## Thailand

Thailand has a population of 57 million people and has excellent market potential for Canadian firms. The Thai government is focused on education and work force training, to ensure it has the capacity to meet the demands of the new high-technology, value-added industries for future economic growth. The Thai government is also focused on

South Korea. In 1995, total imports in this sector exceeded US\$13.9 billion. This figure could well double by the year 2000.

The country is undertaking huge investments in infrastructure and is seeking sources for sophisticated equipment and technology to improve its competitive position in the global marketplace.

## A role for EDC

While these three countries hold significant promise as markets for Canadian exporters, they also pose significant challenges. For instance, Thailand is reworking its economic policies to improve trade performance and deal with issues such as currency weakness and economic slowdown.

"To support exporters, EDC is becoming involved much earlier in the exporting

process to help companies with long-range planning, investment opportunities and market intelligence," says Domokos.

In addition, EDC has been looking at new types of financing structures, because in evolving economies, guarantees by government-owned banks are sometimes not feasible. Creative solutions such as loan syndicates with other agencies and with development and commercial banks are helping to reduce the risk to any one party.

Since investment is often key to gaining a foothold in the Asia Pacific market, EDC's foreign investment insurance is becoming an increasingly popular option against risks such as transfer and expropriation.

In order to provide better service for short- and medium-term insurance, EDC has increased its ability to assess project and company risks and has successfully reduced the risk to any one party by using re-insurance and parallel insuring.

According to Keith Milloy, EDC's chief underwriter, Short Term Insurance, the Corporation expects that requests for insurance coverage for the Asia-Pacific region will increase further according to buyers' demand and as international competition allows for more liberal payment terms.

# OPPORTUNITIES



# CHALLENGES

diversifying trade and improving urban transportation and telecommunications, while improving the quality of life and reducing pollution.

## Malaysia

With its population of 20 million, Malaysia boasts a strong economic base, stable political system and long-term commitment to economic strategies. Malaysia also has higher education levels and a greater share of resources than its neighbours. The Malaysian government's encouragement of the private sector through projects such as the proposed Multimedia Super Corridor, as well as the country's increasing imports and continuing growth, make it an attractive export market.

## South Korea

Information technology and telecommunications are two significant sources of opportunity for Canadian companies in

## Exporting to China: Selling at the Light Speed of Change

Canadian exporters and investors that successfully tackle the challenges and seize the opportunities in China have learned to use knowledge and long-term commitment as a balancing pole. EDC is a vital partner for many of these companies.

### China at a glance:

Population:	1.2 billion (1996)
GDP per capita:	US\$569 (1996)
GDP growth:	9.8 per cent (1996 estimate)
Inflation:	6 per cent (1996)
Canadian exports:	\$2.7 billion (1996)

### EDC's export analysis:

Short term—Generally good.  
Open without restrictions.

Medium/long term — Good. Open subject to an overall exposure guideline.

Foreign Investment Insurance — Open.

### Opportunities

Opportunities exist in advanced technology, agriculture, food products, business and educational services, construction, consumer products, cultural industries, environment, financial, forestry, health care, mining, oil and gas, power and transport.

### Who to contact:

Canada-China Business Council (CCBC)  
Mr. David Mulrone, Executive Director  
Tel.: (416) 954-3800  
Fax: (416) 954-3806

Canadian Embassy, Beijing  
Commercial/Economic Section  
Tel.: (011-86-10) 532-3536  
Fax: (011-86-10) 532-4072

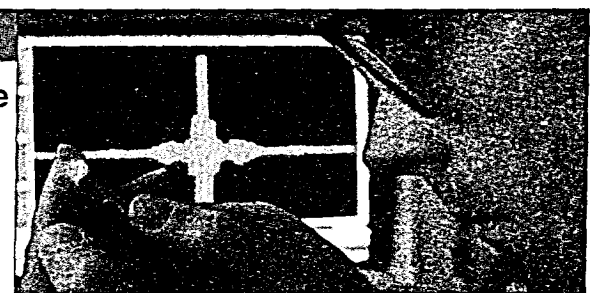


Photo: National Research Council Canada

CIDA (INC)  
Mr. David Keithlin, Program Manager  
Tel.: (819) 997-0568  
Fax: (819) 953-5024

DFAIT, China Division (PRC)  
Mr. Ian Burchett, Deputy Director  
Tel.: (613) 992-7359  
Fax: (613) 943-1068

### EDC

You may reach your applicable business team contact via the EDC regional office nearest you by calling 1-888-332-3320, or by contacting an EDC regional manager for China: Mark Bolger, tel.: (613) 598-2508 or Marvin Hough, tel.: (613) 598-2895 or visit EDC's Web site at <http://www.edc.ca>

## Indonesia: Arriving at a Crossroads

With a population of 200 million (the fourth largest in the world) and a buoyant GDP growth that has been closing in on 8 per cent for the past two years, Indonesia holds significant promise for Canadian companies.

### Indonesia at a glance:

Population:	200 million (1996)
GDP per capita:	US\$1 013 (1996)
GDP growth:	7.8 per cent (1996 estimate)
Inflation:	6.7 per cent (1996 estimate)
Canadian exports:	\$946.3 million (1996)

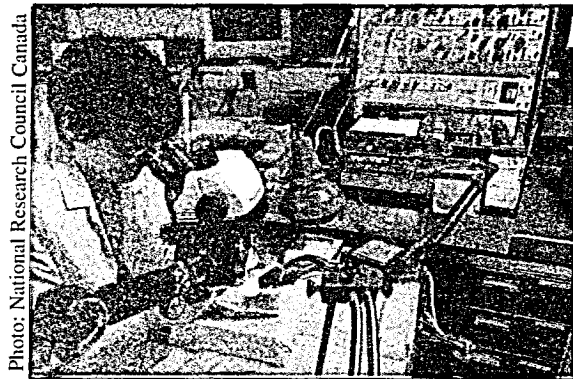


Photo: National Research Council Canada

### EDC's export analysis:

Short term — Good. Open without restrictions.

Medium/long term— Good.  
Open, subject to an overall country guideline.

Foreign Investment Insurance— Open.

### Opportunities:

Two new mass transit systems in Jakarta, a road expansion program and a high demand for goods and services related to port, airport and railway development make transportation a key focus. Other opportunities exist in power, pulp and paper, mining (due to recent gold and copper discoveries), oil recovery (to a lesser degree), telecommunications and the environment (in the long term).

### Who to contact:

Canadian Embassy in Indonesia  
Ms. Marta Moszczenska  
Commercial Counsellor  
Tel.: (011-62-21) 525-0709  
Fax: (011-62-21) 571-2251

### DFAIT

Ms. Georgina Wainwright Kemdirim, Indonesia  
Desk Manager  
Tel.: (613) 992-0959  
Fax: (613) 944-1604

### CIDA (INC)

Mr. Jean-René Beaulieu, Program Manager  
Tel.: (819) 997-0565  
Fax: (819) 953-5024

### EDC

You may reach your applicable business team contact via the EDC regional office nearest you by calling 1-888-332-3320, or by contacting an EDC regional manager for Indonesia:  
Todd Atherton, tel.: (613) 598-2720 or  
Robert Simmons, tel.: (613) 598-302 or visit  
EDC's Web site at <http://www.edc.ca>

### Indonesia-Canada Chamber of Commerce

Mr. Sutara, Chairman  
Tel.: (011-61-21) 310-6407 (Jakarta)  
Fax: (011-62-21) 390-8863

### Canada-Indonesia Business Council

Mr. Peter Dawes  
Tel.: (416) 366-8490  
Fax: (416) 947-1534

## Trading with the Philippines: A Long-Term Approach

The archipelago of 7 000 islands called the Philippines is worth a long second look for export and investment opportunities— provided one is committed for the long haul.

### The Philippines at a glance:

Population:	69.8 million (1996)
GDP per capita:	US\$1,089 (1996)
GDP growth:	6.8 per cent (1996 estimate)
Inflation:	8.4 per cent (1996 estimate)
Canadian exports :	\$262.8 million (1996)

### EDC's export analysis:

Short term — Satisfactory. Open without restrictions.

Medium/long term — Good.  
Open subject to an overall exposure guideline.

Foreign Investment Insurance — Open.

### Opportunities:

Telecommunications, power and energy, transportation, engineering and high technology.

### Who to contact:

Canadian Embassy in the Philippines  
Ms. Judy St. George  
Commercial Counsellor  
Tel.: (011-63-2) 843-9003/9004  
Fax: (011-63-2) 843-9005

### CIDA

Mr. David Keithlin  
Program Manager  
Tel.: (819) 997-0568 Fax: (819) 953-5024

### DFAIT

Mr. Khawar Nasim (PSE)  
Tel.: (613) 995-7659  
Fax: (613) 944-1604

### EDC

You may reach your applicable business team contact via the EDC regional office nearest you by calling 1-888-332-3320, or by contacting an EDC regional manager for the Philippines:  
Todd Atherton, tel.: (613) 598-2720 or  
Robert Simmons, tel.: (613) 598-3022 or visit  
EDC's Web site at <http://www.edc.ca>

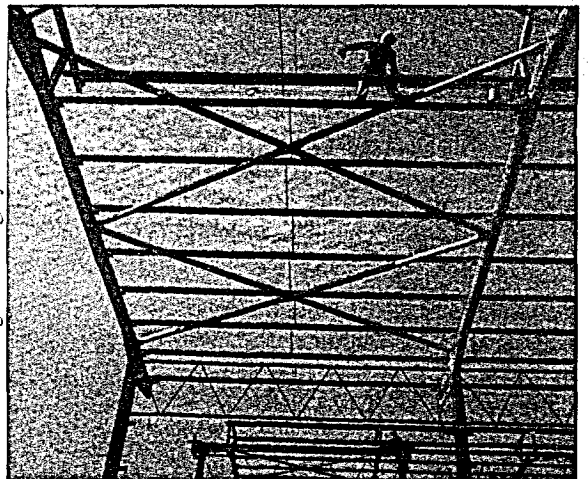


Photo: Ng Chee Kong/Eyes on Ascan

## Women Leaders' Network plugs into APEC SMEs

On the eve of the meeting of APEC Ministers responsible for small and medium-sized enterprises (SMEs), women from across the Asia Pacific are gathering in Ottawa-Hull, September 13-16, to develop practical advice for APEC leaders on how to help women entrepreneurs throughout the region.

The APEC Women Leaders' Network brings together nearly 200 women experts from business, government, academia and non-governmental organizations from the 18 APEC economies. The meeting will be co-chaired by Huguette Labelle, President, Canadian International Development Agency; Andrina Lever, Past President, Women Entrepreneurs of Canada; and Dr. Lorna Marsden, President, York University.

Women are vital contributors to the economies of the Asia Pacific region. They own and/or



operate one third of all companies in Canada and will soon constitute half of all entrepreneurs in Southeast Asia. Despite these numbers, women still experience difficulties in accessing finances and export information as well as acquiring assets in their own names. In many cases, they have not had equal access to opportunities in fields such as science, technology and technical trades, often due to gender gaps in education and training.

As a strong proponent of global gender equality, Canada is proud to be hosting this event.

## Canada Post Delivers Canada Year of Asia Pacific Commemorative Stamp

Canada Post Corporation recently made a unique special delivery: the release of a 45 cent commemorative stamp to recognize Canada's Year of Asia Pacific (CYAP). The unveiling occurred simultaneously in Vancouver and Edmonton on August 25.

The stamp, designed by Ken Fung of Vancouver's Ken Koo Creative Group, features a dream-like collage in the background symbolizing many of the areas that link APEC economies — from natural resources and the environment to communications and technology. These topics will be discussed at meetings across Canada this year to promote trade and investment in the Asia Pacific region.

The stamp also features CYAP's official logo, designed by Amy Ho, a first-year student in the Graphic and Visual Design program at Kwantlen University College in Richmond B.C. Selected among many entries, Ms. Ho's design has integrated the Canadian maple leaf, the body of water between Canada and Asia and the crane — a symbol of peace and longevity associated with Asia.

The stamp unveiling ceremony in Vancouver took place at the 4th World Chinese Entrepreneurs Convention in front of thousands of people. On hand were Secretary of State (Asia-Pacific) Raymond Chan, the Chairman of the Board of Directors for Canada Post Corporation André Ouellet, B.C. Premier Glen Clark and CYAP Ambassador John Bell.

The new stamp was also unveiled at a reception hosted by the city of Edmonton. A special envelope marking the 50th anniversary of oil discovery in Canada was also launched. Natural Resources Minister Ralph Goodale and Justice Minister Anne McLellan attended the event.

Watch for this colourful CYAP stamp at a postal outlet near you and be sure to use it on your mail. Help spread the word about Canada's Year of Asia Pacific.





