

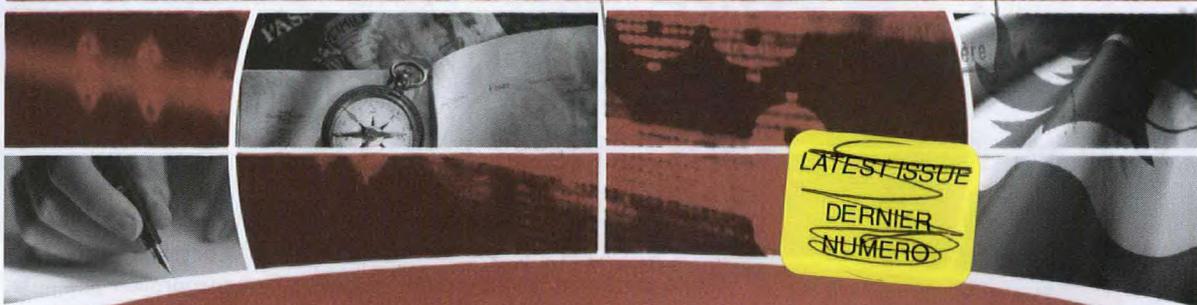
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Department of Foreign Affairs
and International Trade

Ministère des Affaires étrangères
et du Commerce international

Dept. of Foreign Affairs
Min. des Affaires étrangères
FEB 17 2003

Canada



CanadaExpo

Canadian diamonds sparkle in Belgium

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On January 9, 2003, International Trade Minister Pierre Pettigrew visited Belgium to promote Canada's world-renowned diamonds to our fourth-ranking export market in Europe.

The meeting with the Diamond High Council (HRD) in Antwerp—the hub of the world's diamond market—provided an opportunity to strengthen Canada's relationship with Belgium's most influential diamond organization. In addition, the meeting allowed Minister Pettigrew to meet with the two Diavik project partners, Aber and Rio Tinto, who have invested \$1.3 billion in Canada's second diamond mine in the Northwest Territories. The Diavik

project should create 450 mining jobs, with the first diamonds from the new mine expected to arrive in Antwerp in May 2003.

continued on page 5 — Canadian



Minister Pettigrew (right), with Christopher Ryder, Managing Director of the BHP-Billiton Diamonds' Antwerp sales office, examines a sample of Canadian diamonds.

Vol. 21, No. 3
February 17, 2003

CANDU: Success in China

On January 5, 2003, the Qinshan Phase III (Unit 1) 728 kWe CANDU nuclear reactor was accepted into commercial service by its Chinese owner, the Third Qinshan Nuclear Power Corporation (TQNPC). The reactor's early completion and entry into commercial service represents the culmination of an 8-year

marketing and construction effort by Atomic Energy of Canada Limited (AECL), the Canadian government and its commercial partners.

The \$4 billion project is the largest Canadian infrastructure venture ever undertaken in Asia. Prime Minister

continued on page 6 — CANDU

Supplement
**CHILE — ECONOMIC POWERHOUSE
IN SOUTH AMERICA**
(see insert)

The needle in the haystack

Finding good export opportunities with CCC

The international government procurement market is valued at US\$5 trillion and more and more opportunities associated with this market are disseminated through electronic postings or "feeds", such as FedBizOps in the United States, and Tenders Electronic Daily (TED) in the European union. However, searching through these potentially valuable sources can be daunting, especially for a small or medium-sized business.

Enter SourceCAN—an e-marketplace developed in a public-private sector partnership including Industry Canada (IC), Canadian Commercial Corporation (CCC) and HyperNet. Everyday, this free online service links Canadian suppliers of goods and services to thousands of procurement opportunities from both domestic and foreign corporations and governments.

Within SourceCAN, CCC focuses on the operation of the export market, particularly in opportunity assessment and filtering, bid matching, and advising on bid responses. First, CCC acquires access to the international opportunity feeds, saving Canadian companies time and money. CCC then scans the content of the opportunity announcements and filters out those opportunities for which Canadian companies are precluded from participating in or those that would likely be deemed non-competitive. Viable opportunities are posted to the SourceCAN Web site (www.sourcecan.com), Merx (www.merx.com), PODS (www.pods.net) and e-mailed to registered users based on their bid matching profile, ensuring that only the most relevant opportunities are forwarded to companies.

CCC there to help

Once a company decides to respond to an opportunity, CCC can assist in understanding the procurement process, in obtaining bid documents and in giving guidance to users to enhance their bid responses. Again, at no cost to the user.

"Companies are finding that the filtered electronic opportunity feeds are a convenient and powerful value-added tool and are winning new

Put the power of Canada behind your export sales



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

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

export business through SourceCAN," said Ron Linton, Manager, Bid Matching Service, CCC.

Qualified companies responding to opportunities can augment their bid proposals with the CCC advantage. As a Crown corporation mandated to facilitate international trade, particularly in government markets, CCC builds confidence in Canadian exports by giving them the credibility of a government-backed performance guarantee that opens doors and leads to contracts with improved terms. Normally, CCC acts as a prime contractor, signing a contract with the foreign buyer and a matching contract with the exporter. CCC also helps exporters to increase their pre-shipment working capital from commercial sources, and offers a range of procurement, pre-contract, contract advisory and post-contract services on a fee-for-service basis.

continued on page 5 — Opportunities

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

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www.infoexport.gc.ca

THE CANADIAN
TRADE COMMISSIONER
SERVICE

One year of progress

Improving the Canada-U.S. border

At their most recent meeting in Washington on December 6, 2002, Deputy Prime Minister John Manley and Governor Tom Ridge released a status report to mark one year of progress on the **Smart Border Action Plan**.

The report confirmed that Canada and the United States are on track in the implementation of action plan items and in bringing steady improvement to the security of our shared border. While much work remains to be done, both governments have already achieved substantial progress on several key action plan initiatives.

Facilitating low-risk, cross-border traffic

The Free and Secure Trade (FAST) program is one of the cornerstones of the Smart Border Action Plan. It is an important step towards streamlining requirements for customs clearance while improving the level of security of cross-border commercial traffic. FAST is a harmonized commercial process offered to pre-approved importers, carriers and registered drivers. Shipments will be cleared into either country with greater speed and certainty, thereby reducing costs.

Canada and the United States are now offering FAST's expedited customs clearance processes at the following major border crossings: Windsor-Detroit, Sarnia-Port Huron, Fort Erie-Buffalo, Douglas-Blaine, Queenston-Lewiston, and Lacolle-Champlain.

New pilot project at Canadian airports

As of January 2003, Canada Customs and Revenue Agency (CCRA) began to implement a pilot project using iris recognition technology at Pearson International Airport and Vancouver

International Airport to speed up customs and immigration clearance for air travellers returning to Canada, all the while improving security.

This is how it works: the CANPASS-Air program will allow pre-approved travellers to clear customs by simply looking into a camera that recognizes the iris as proof of identity. Limiting the amount of interaction with pre-approved CANPASS-Air travellers will allow Canadian officials to focus on people they don't know. The program will be expanded to operate jointly with the United States so that this technology can be used for travellers crossing U.S. customs as well. This joint program will be piloted at Macdonald-Cartier Airport in Ottawa and Dorval Airport in Montreal in late 2003.

Improved border infrastructure

Efficient and secure infrastructure are key priorities of the Smart Border Action Plan. Canada and the United States have already committed funds to upgrade border infrastructure. Under Canada's new Border Infrastructure Fund, \$600 million will be provided over

five years for physical and technological improvements at key border crossings.

In September 2002, the governments of Canada and Ontario announced that they would commit \$300 million over the next five years as part of a joint investment to upgrade existing infrastructure at Windsor-Detroit border crossings. As part of the Smart Border Action Plan, new funding has also been allocated for the construction of dedicated lanes for commercial and passenger vehicles at the border between British Columbia and Washington State and to improve highway and border infrastructure at the Lacolle-Champlain border crossing between Quebec and New York State.

For more information about the FAST program, go to www.ccradrc.gc.ca/fast or e-mail CCRA at fast-expres@ccra-adrc.gc.ca

For information on the CANPASS-Air program, call 1-800-842-7647. For the latest news on the *Smart Border Action Plan*, contact DFAIT's United States Relations Division, tel.: (613) 944-7960, Web site: www.can-am.gc.ca (click on "Border Cooperation").

Women's Apparel Rep Locator Trade Mission

CHICAGO, ILLINOIS — March 22-25, 2003 — If your Canadian woman's wear company is looking to enter the U.S. market, the Canadian Consulate General in Chicago would like to invite you to attend the **Women's Apparel Rep Locator Trade Mission**.

This event will combine an educational session with industry experts, and a shared booth for participating companies at **StyleMax**—a women's apparel industry event—and gain access to hundreds of local reps participating in the show.

The **deadline** for applications is **March 4, 2003**, on a first-come, first-served basis. For more information, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: (312) 327-3624, e-mail: ann.rosen@dfait-maeci.gc.ca or go to www.dfait-maeci.gc.ca/chicago or www.mmart.com

March 2003

CHILE

Economic Powerhouse in South America

Chile is a relatively small country but it has begun to make its mark in international trade. It ranked 20th on the World Economic Forum's 2002 Growth Competitiveness Index—higher than any other Latin American country and some European countries, including Spain, Ireland and France. A recent poll by the Vancouver-based Fraser Institute of 27 large and 121 mid-sized mining companies ranked Chile as the most attractive destination for investing, both in terms of its mining potential and its political stability. In a region struggling with significant economic and political challenges, Chile is achieving good results, with GDP growth in 2002 estimated at close to 2%.

Canadian companies have shown a consistently high level of interest in Chile. Since the implementation of the Canada-Chile Free Trade Agreement in 1997, two-way trade has increased by 26%. Furthermore, between 1997 and 2001 Canadian exports have seen increases in diverse sectors such as kraft paper and paperboard (close to 1,500%), and electrical and telecommunications equipment (over 40%). Why? Chile has a business culture similar to North America's, good infrastructure, an educated work force, sophisticated consumers who are very well disposed to North American products, and an open, transparent market. It is considered by Transparency International to be the least corrupt

country in Latin America, and globally it places just behind the United States and ahead of Germany.

With sound economic and institutional foundations, Chile is a cost-effective, open market from which to do trade, not only in Latin America but around the world. In its bid to open markets to Chilean products, in 2002 Chile concluded negotiations of free trade agreements with the European Union, the United States and South Korea. The last agreement signalled Chile's intention to start focusing on Asia.

In recent years, Canadian services, technology and products have been in demand in Chile, in traditional resource-based industries as well as the high-tech field. Methanex has invested significantly in Chile and its product, methanol, has now become one of the country's major exports. Quebecor recently won a \$40 million contract for the production of telephone directories for Chile and Argentina. Sales have grown significantly of Canadian products such as those made from iron and steel (with sales from January to October 2002 up more than 40% over 2001 figures), furniture and bedding (up more than 100%), and perfumes and cosmetics (up almost 71%). In biotechnology, agriculture and agri-food, education, urban development, pulp and paper, and forestry, there are opportunities for investment and, increasingly, for marketing Canadian knowledge.

QUICK STATISTICS

GDP (2001): \$107 billion
(US\$70.3 billion)

Annual
GDP growth: 5.9% (1990-2001)
2.8% (2001)
1.9%* (2002)

Inflation (2002): 2.8%*

Central bank rate: 2.75%

Literacy rate: 95%

Canada-Chile total trade:
\$1.23 billion

* estimated

Success Stories

Cameo Crafts International of Montreal recently signed an investment agreement with **Marinetti Packaging**, a Chilean printing company, to supply state-of-the-art labels to Chilean wine producers for their wines intended for export. Under the agreement, the partners together will invest a total of \$14 million (US\$9.2 million) by the end of 2007. They hope to capture 30% to 35% of the local market, achieving approximately \$22.8 million (US\$15 million) in yearly sales. Future plans call for expansion of labelling services to other wine-producing countries in the region, such as Argentina.



Cameo Crafts decided to enter into a partnership to take advantage of the successful growth in the international demand for Chilean wines. Recent Chilean agreements with the European Union, South Korea and the United States will bring further opportunities for the industry and thus for Cameo Crafts in Chile. The wine industry is expected to continue to see annual double-digit growth in the next five years. Cameo Crafts will profit from that growth and will contribute to the continued success of the industry through its quality packaging, drawing on technology and expertise that previously did not exist in Chile.

Foraction Chili S.A. was established in 2000 by Canadian partners **Davidson Industries** (now part of **Tembec**), **Cascades, GLV** and the **Fédération des travailleurs et travailleuses du Québec** pension fund, with help from the Chilean government's regional investment program. Starting with an investment of \$30.7 million, the joint venture set up a sawmill and remanufacturing plant in the city of Curanilahue, 90 kilometres from Concepción. Locally the project has created 300 permanent direct jobs and 600 indirect jobs.



The fully automated state-of-the-art sawmill is designed to manufacture 250,000 cubic metres of sawn radiata pine per

year. The sawn product is then kiln-dried and undergoes further processing into fingerjointed and edge-glued products, to be used mainly in the wooden doors and windows industry. Of the output, 90% is exported back to North America (mainly the United States) as well as to some Asian countries. Davidson is responsible for marketing the plant's production and managing daily operations.

Methanex Corporation of Vancouver is the world's largest producer and marketer of methanol. Its Chile-based Latin America Operations covers all of South America, plus Mexico and South Africa. Methanex has approximately 250 employees in Chile; its manufacturing facilities are located in the south of the country at Cabo Negro, close to Punta Arenas on the Strait of Magellan, in the heart of Chile's petroleum- and gas-producing region. The annual production capacity is currently 3 million tonnes, most of which is exported. The total investment has exceeded \$1.5 billion (US\$1 billion). Last November Methanex announced plans to expand the Chilean facility, with a further investment of approximately \$420 million (US\$275 million).

As a key reason for investing in Chile, Methanex cites the shared views of Canadian and Chilean managers, particularly on the favourable conditions for foreign investment in Chile and successful operation of the existing plants. As a reflection of this, in

addition to overseeing its Latin America Operations, the firm's top executive in Chile also oversees the manufacturing operation of all Methanex plants around the world.



Responsible Care is the umbrella under which Methanex manages issues related to environment, health, safety, community awareness and involvement, and emergency preparedness. This ethic also guides decision making on corporate development objectives, and reflects the company's commitment to its employees. In recognition of its employee focus, in 2000 Methanex received the Carlos Vial Espantoso Award, honouring the firm in Chile that has best practices in labour relations.

Nortel Networks is a global industry leader and innovator, supplying its service provider and enterprise customers with communications technology and infrastructure to enable value-added IP data, voice and multimedia services spanning wireless networks, wireline networks, enterprise networks and optical networks.

Nortel Networks has been doing business in Chile for over 20 years, and established local offices in 1996. In the wireless arena Nortel Networks has deployed a nationwide network for BellSouth Chile, and it completed Latin America's first wireless next-generation call on a commercial 1X network with Smartcom PCS. Nortel Networks is also one of the top providers of high-performance optical Internet solutions in Chile, and much of the Internet traffic (particularly in the metro region around Santiago) rides across its technology.



With the increasing access and penetration of computers and the Internet in Chile, Nortel Networks is well placed to capitalize on this trend and has won several optical contracts

with an array of pan-regional providers, including Impsat and Emergia.

In a world market that has slowed its investment in telecommunications products, Nortel Networks has continued to secure opportunities in Chile. In 2002 the company won further contracts with its local wireless customers to expand and upgrade their networks, and it continues to provide next-generation infrastructures to service providers such as VTR (United Globalcom) and enterprise customers such as Cotelco.

A seasoned exporter since the early 1990s, **President's Choice International** is gaining a wide following among Chile's growing middle class, which is coming to appreciate private labels. The company has been working on a test market strategy in Chile since January 2002 and has had excellent results. Today D&S, Chile's largest food retailer, imports more than 200 different Loblaw's products under the President's Choice and No Name brands.

For Chilean customers this means access to a range of top-quality food products, and for Canadians living in Chile it has been heaven being able to purchase their favourite products far



from home. The Canada-Chile Free Trade Agreement has been instrumental in the company's success in Chile's highly competitive market, with advantages ranging from simplified documentation to reduced tariffs on exports. President's Choice International may consider using Chile as a launching pad for exports to Argentina in future when the economic situation becomes stable.

Based in Kamloops, British Columbia, the **University College of the Cariboo** (UCC) has conducted training and education activities in Chile since 1996. It started by developing training programs for the Compañía Minera Zaldivar in Antofagasta, in mobile hydraulics, automotive/mechanical, heavy-duty electrical and millwright knowledge. It then identified three key areas for potential collaboration: tourism, mining/forestry and information technology (IT).

In 2002 UCC signed agreements with the Universidad Técnica Federico Santa María in Valparaíso for cooperation in tourism development and information technology and transfer, and with the Universidad de Santiago de Chile for faculty and student exchanges. It is now negotiating with a leading technical institute in Santiago for IT curriculum and teaching methodology transfer. Three Chilean students have attended UCC's Kamloops campus, and the university hopes to expand student recruitment.



UCC has joined the Sustainable Cities Initiative in Valparaíso and Viña del Mar to open up opportunities in tourism product and human resource development and information technology. UCC has also partnered with Canadian private-sector firms to create opportunities for micro-enterprise development training for Chilean entrepreneurs.

Under a community tourism development project in the Patagonia region, UCC will work with Chilean partners to assess tourism opportunities and infrastructure shortfalls, develop training programs, and create ways and means to develop infrastructure needs.

The Sustainable Cities Initiative (SCI) builds relationships between its members (Canadian companies, universities and NGOs) and their Chilean counterparts to undertake projects that enhance the quality of life of the city's inhabitants. For more information, contact Shawna Greenberg at Industry Canada, tel.: (613) 941-1342, e-mail: greenberg.shawna@ic.gc.ca, or visit the SCI Web site (see p. 4).

Good corporate citizenship an asset in Chile

In many countries businesses have long played a philanthropic role in their communities because they thought it was the right thing to do. In Chile, Canadian companies are showing that such practices also benefit their business operations. This is the finding of a recent study on the social impact of Canadian investment in Chile.¹ For the study, 50 of the largest Canadian companies operating in the country were surveyed. With investments totalling over \$9 billion (US\$6 billion), they help make Canada the third-largest investor in Chile.

An example is Placer Dome, which has an interest in the Mantos de Oro silver-gold mine in northern Chile. The firm has made significant investments in community education at all levels. Through the University of Atacama (the area's principal

university), it helped create the Centro de Formación Técnica Benjamin Teplizky, which offers training in mining technology. Also providing support were other mining companies, as well as the Canadian and Chilean governments. The centre came into being thanks mainly to Placer Dome's efforts to gain backing for the project. It will bring much-needed skilled workers to the entire industry.

Since the merger of Quebecor (one of the largest printing firms in the world) and Impresa Antartica (one of Chile's best-known printing firms), the new Chilean operation has placed a strong emphasis on increasing the level of confidence and skills of its work force as well as family members. In March 2003, two employees from Quebecor World Chile S.A. will begin a two-year graphic design study program, in a new initiative that includes significant support from the Chilean Ministry of Education. They will follow a kind of co-op program, continuing to work with the company while they study. For family members, courses have covered such varied topics as aesthetics, cooking, and household electrical, gas and water systems. The company is committed to making sure that all its employees and their families have as broad an education and as wide a skill base as possible. The aim is to increase their capacity while working at Quebecor and also to make them more marketable should they leave the company.

¹ "The Canadian Way: The social impact of Canadian investment in Chile," by Peter E. Larson for the Canadian-Chilean Chamber of Commerce (www.chile-canada-chamber.cl), December 2002. The study will be officially published by the Chamber in June-July 2003.

Canadian accumulated investment in Chile (US\$ millions)



Source: Foreign Investment Committee, Chile, October 2002

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E-mail: santiago.commerce@dfait-maeci.gc.ca
Internet: <http://www.dfait-maeci.gc.ca/chile>

Useful Web sites

In Canada

Canadian trade information
<http://www.exportsource.gc.ca>

Canadian International Development Agency, Industrial Cooperation Program (CIDA-INC) assistance to exporters
<http://www.acdi-cida.gc.ca/inc>

Export Development Canada assistance to exporters
<http://edc.ca>

Department of Foreign Affairs and International Trade, International Business Development site
http://www.dfait-maeci.gc.ca/trade/intl_bus_dev-en.asp

Industry Canada, business information site
<http://www.strategis.gc.ca>

Industry Canada, Sustainable Cities Initiative
<http://sci.ic.gc.ca>

In Chile

Government of Chile
<http://www.gobiernodechile.cl>
(Spanish only)

Canadian-Chilean Chamber of Commerce
<http://www.chile-canada-chamber.cl>
(Spanish only)

Chile Foreign Investment Committee
<http://www.foreigninvestment.cl>
(English)

Chilean Economic Development Agency (CORFO)
<http://www.corfo.cl>
(Spanish/English)

A show that grows bigger every year

Natural/Organic Products Europe

LONDON, UNITED KINGDOM — April 6-7, 2003 — **Natural Products Europe** is by far the United Kingdom's (U.K.) largest trade show of its kind. Over 4,000 buyers from 54 countries visited the show in 2002, from health food stores, supermarkets, pharmacies, specialist stores, caterers and distributors. In 2003, **Natural Products Europe and Organic Products Europe**—a new trade show aimed specifically at the organic products sector—will share the Grand Hall at Olympia to create one huge event.

One-third of all U.K. independent retailers visit the show each year, representing close to 90% of the total turnover in the trade. Major players such as Fresh & Wild, Planet Organic and GNC always send a full complement of buyers. Visitors in 2002 included companies such as Sainsbury's, Tesco, Asda, Safeway, Marks and Spencer, Boots and Holland & Barrett. Buyers from Harrods, Harvey Nichols, Fortnum & Mason and other presti-

gious stores are also regulars at the show.

"The show is growing every year, with a more professional approach, bigger and better stands, and a high level of inspiration," says show director Chris Down. "You only have to listen to exhibitors and visitors at the show

EUROPE

to understand the extraordinary passion, drive and dedication within the natural and organic products industry, which is clearly stronger than ever." With the U.K. industry predicted to grow to a staggering £3.5 billion over the next three years, there has never been a better time to exhibit.

The Canadian pavilion at last year's show proved to be very effective for exhibiting companies.

"The show helped in creating contacts in the U.K., and for providing a good profile for our company and product which was otherwise limited at our distributor's stand owing to their limited

space and concentration on other products," explained an exhibiting company with the Canadian pavilion. "We had the opportunity to familiarise many health food retailers with our brand. We generated 70 qualified leads and took eight orders from retailers during the show."

Once again, the Canadian High Commission in London is organising a Canadian pavilion. **For more information** on exhibiting at this year's show, contact Ros Burridge, Canadian High Commission in London, tel.: **(011-44-20) 7258-6652**, e-mail: ros.burridge@dfait-maeci.gc.ca Web site: www.naturalproducts.dreamstation.com or contact Chris Down, Show Director, or Beverley Rees, Exhibition Sales Executive, both of Full Moon Communications, tel.: **(011-44-0) 1903-817305**, e-mail: info@naturalproducts.co.uk *

Canadian diamonds — continued from page 1

Minister Pettigrew also met with the Managing Director of BHP-Billiton's Antwerp sales office. BHP owns Ekati, another Canadian mine, also located in the Northwest Territories. The company exported \$553 million in Canadian diamonds to Antwerp in 2001, which is comparable to the value of its annual exports since the mine opened in 1998. The opening of Diavik should double this figure, raising Canadian diamond exports to over \$1 billion annually.

The HRD reports that half of the world's diamond exploration budgets

are currently invested in Canada. Minister Pettigrew congratulated the HRD for supporting the development of certification systems for diamond exports from several African countries.

For information on opportunities in Belgium, contact Jean Bourassa, Senior Counsellor, Western Europe Division, DFAIT, tel.: **(613) 996-7544**, e-mail: jean.bourassa@dfait-maeci.gc.ca or Paul Desbiens, Senior Trade Commissioner, Canadian Embassy in Brussels, tel.: **(011-32-2) 741-0620**, e-mail: paul.desbiens@dfait-maeci.gc.ca *

Opportunities

— continued from page 2

CCC is committed to working with SourceCAN to improve this unique set of services. For example, CCC is expanding the SourceCAN e-marketplace with additional filtered, international procurement feeds as well as improving the tools used to filter and match opportunities. CCC is also working with DFAIT, IC, Export Development Canada (EDC) and other agencies such as Team Canada Inc. to bring together services Canadian exporters find most useful.

Interested in finding out more about CCC's e-marketplace services and SourceCAN? Visit the CCC Web site at www.ccc.ca *

St. Lawrence Textiles expands in Japan Baby's Own® takes off

St. Lawrence Textiles, of Hawkesbury, Ontario, is a long established, export-oriented and privately owned manufacturer of apparel for newborn to two-year old babies and adult activewear. Approximately five years ago, senior company officials decided to explore the Japanese market and appointed an agent on an exclusive basis, Mockingbird Trading Co., to introduce the firm's products to Japan's style-conscious, upscale and discrimi-

nating young families. Initially, Baby's Own®—its well-known infant wear brand—met with limited success.

However, Mockingbird's owner, Rika Muratsubaki, ably assisted by a member of the Commercial Division at the Canadian Embassy in Tokyo, expanded St. Lawrence Textiles' clientele. Her extensive connections, initially on the Tokyo market and subsequently in the larger centres, helped the Baby's Own® brand gain recognition in Japan as a quality,

contemporary line of comfortable infant clothing.

St. Lawrence devised ways to offer the Japanese market all-year availability of supply and prompt delivery upon reorder, as well as innovative and parent-friendly styling. For example, the Baby's Own® Wraparound® is underwear that has become very popular because of its unique and practical design. Their latest innovation, the Sock-foot Sleeper™ (patent pending) has form-fitting knitted stretch socks sewn on, keeping a baby's tiny feet warm at all times. The sleeper also has non-skid soles to prevent babies from sliding, and they can be worn with footwear. The success of these and other Baby's Own® products helped Mockingbird and St. Lawrence gain a solid foothold in the Japanese market.

continued on page 8 — Baby's



Le Canada au Japon
Canada in Japan

CANDU: Success in China

— continued from page 1

Jean Chrétien himself visited the reactor construction site in 2001 and played a vital role in 1996 witnessing the contract signing.

The next reactor, CANDU's Qinshan Phase III (Unit 2), is scheduled to enter commercial service in November 2003. The two reactors will generate electricity for the economically dynamic East China market, dominated by China's premier commercial city, Shanghai.

Speaking at the opening ceremony, Li Dingfan, President of the China National Nuclear Corporation, emphasized his "personal satisfaction with the project and commitment to continued cooperation with Canada."

A "Team Canada" effort

As the project leader, AECL led an international team to construct the reactors including Canadian, Chinese, Japanese, and American companies. On the Canadian front,

the Department of Foreign Affairs and International Trade and Natural Resources Canada were at the forefront of the "Team Canada" marketing effort led by the Prime Minister going back to 1994.



A view of Qinshan III Unit 2 and Unit 1 (background)

The Qinshan CANDU operation is not only the most successful major foreign infrastructure development project in China, but the CANDU (Unit 1) was constructed ahead of

schedule in less than 54 months—an international record for the first CANDU unit built in any country. The project was also managed efficiently and with high safety standards thanks to innovative planning and construction technologies.

Future opportunities

To meet the future energy demands of the world's fastest growing economy, China has ambitious nuclear power development plans. The successful and early completion of Qinshan Phase III (Unit 1) gives AECL and the Canadian nuclear industry a significant commercial advantage for future sales in China and throughout Asia.

For more information, contact Neil Clegg, Deputy Consul General and Senior Trade Commissioner, Canadian Consulate General in Shanghai, tel.: (011-86-21) 6279-8402, fax: (011-86-21) 6279-8401, e-mail: neil.clegg@dfait-maeci.gc.ca

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Roadmap to China and Hong Kong".)



The Canadian Trade Commissioner Service (TCS) continues to listen to its clients. Here are some highlights from the 2002 Client Survey, our third survey. For more information on our services or for more results about our surveys, visit us at www.infoexport.gc.ca.

Summary of findings for services delivered during the 2001 calendar year

- Over 1,500 telephone interviews completed with randomly selected clients across Canada
- Interviews with business clients and partner-clients from across the country about some of the more than 15,000 services received around the world
- Very high response rate, 79%, for the third time
- Overall, 79% were satisfied with the service, statistically the same result as in the previous two surveys
- 76% of business clients are SMEs with total sales less than \$25 million annually

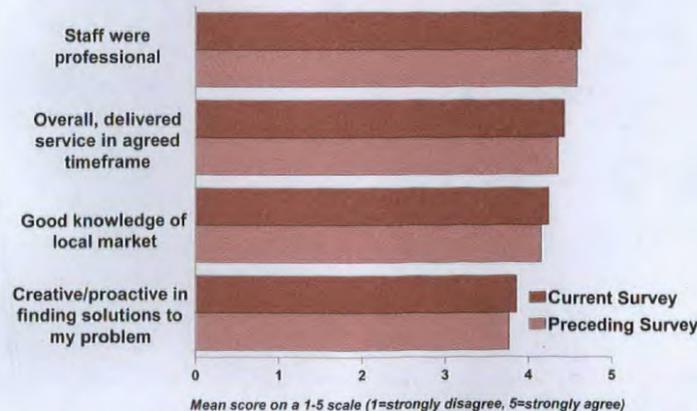
What matters most to clients?

Attributes valued the most centre around 4 key categories: *professional service, responsiveness, providing value-added benefits, and TCS's contribution to client results*

How did we do?

High performance areas: professionalism, responsiveness, knowledge of local market, saving time and money, and helping make better business decisions

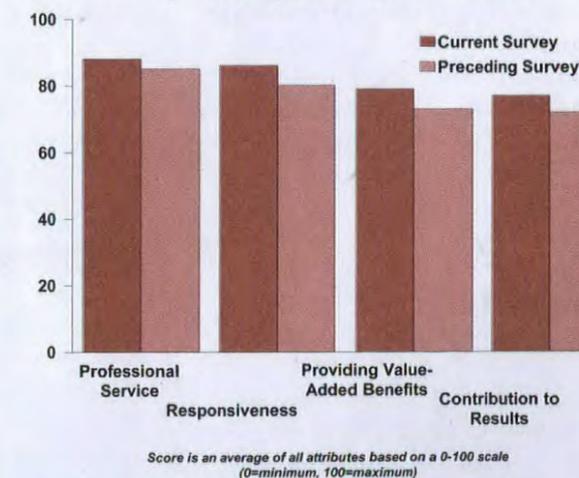
Main areas for future improvement: being more creative/proactive in finding solutions, giving more consistent service, contributing to competitiveness, and helping overcome red-tape



Are we improving?

TCS improved on all categories valued by clients

Greatest improvement: responsiveness and providing value-added benefits



What counts for clients? We are continuing to improve by:

- Calling on our managers to concentrate on what clients value most to maintain high satisfaction levels
- Improving consistency by making our staff more accountable for service quality
- Making it a priority to improve communications with clients about when and how to access our services
- Sending training teams to our offices abroad to improve service delivery in certain regions
- Discussing client feedback at a meeting of all our managers worldwide in November 2002
- Personalizing service even more by launching the Virtual Trade Commissioner on the Internet to offer individual Web pages to regular clients

We always welcome comments and suggestions and invite you to speak to one of our officers by calling our toll-free feedback line in Canada at 1-888-306-9991.

Trade events calendar

AGRICULTURE, FOOD AND BEVERAGES

NEW DELHI, INDIA — September 2003 — **IFE India 2003** is the second annual international food, drink and hospitality exhibition. **For more information**, contact Ram Gupta, Senior Advisor (Trade), Canadian High Commission in India, tel.: **(011-91-11) 2687-6500**, fax: **(011-91-11) 2687-5387/6579**, e-mail: **ram.gupta@dfait-maeci.gc.ca** or Anita Verma, Project Manager, ITE Group, fax: **(011-91-11) 2631-9416/9574**, e-mail: **iteindia@vsnl.in**

FRANKFURT, GERMANY — November 18-20, 2003 — Agriculture and Agri-Food Canada is organizing a Canadian pavilion at **Food Ingredients Europe 2003**, one of the two largest food ingredient shows in the world. **For more information**, contact Michael Price, Agriculture and Agri-Food Canada, tel.: **(613) 759-7509**, fax: **(613) 759-7480**, e-mail: **pricewm@agr.gc.ca** Web site: **www.fi-events.com**

CANADA ON A WORLD SCALE

Canada is second to the U.S. in connectedness rankings and in PCs per capita.

For more on Canada's competitiveness, visit the Web site at:

<http://investincanada.gc.ca>

ENVIRONMENTAL INDUSTRIES

PUERTO MONTE, CHILE — March 19-22, 2003 — **AQUASUR 2003** is an international aquaculture trade show. **For more information**, contact Francesca Massa (organizer), tel.: **(011-56-2) 756-5404**, e-mail: **fmassa@aqua.cl** or Alisha O'Hanlon, Commercial Officer, Canadian Embassy in Santiago, tel.: **(011-56-2) 362-9660 ext. 3360**, e-mail: **alisha.ohanlon@dfait-maeci.gc.ca**

SERVICE INDUSTRIES

JEDDAH, SAUDI ARABIA and **MUSCAT, OMAN** — March 25-28 and April 14-16, 2003 — The **Middle East Education and Training Exhibition (MEETE)** in Jeddah, and the **Gulf Higher Education Exhibition (GHEDEX)** in Muscat, are two events that attract many foreign universities to market themselves and recruit students. **For more information**, contact Carl Pilon, Trade Commissioner, Canadian Embassy in Saudi Arabia, tel.: **(011-866-1) 488-2288**, fax: **(011-966-1) 488-**

0137, e-mail: **carl.pilon@dfait-maeci.gc.ca** Web sites: **www.acexpos.com** (MEETE, Jeddah) and **www.oite.com** (GHEDEX, Muscat) ★

Mining in Australia

SYDNEY, AUSTRALIA — September 9-12, 2003 — The **Asia Pacific International Mining Exhibition (AIMEX)**, held in Australia since the 1970s, is the world's 3rd largest mining event, attracting 15,000 key mining industry professionals. Be sure to book early as space is limited. **For more information**, contact Francis L. Bourqui, Director, International Market Development, Canadian Association of Mining Equipment and Services for Export, tel.: **(905) 513-0046 ext.303**, fax: **(905) 513-1834**, e-mail: **bourqui@camese.org** Web site: **www.camese.org** or **www.aimex.reedexhibitions.com.au/** ★
(For the unabridged version, see **www.infoexport.gc.ca/canadexport** and click on "Trade fairs and missions".)

Baby's Own®

— continued from page 6

The company's quality products may be found on the shelves of high-end department stores and baby boutiques across Canada.

For more information, contact Joy Vicente, Trade Commissioner, DFAIT, tel.: **(613) 995-1678**, e-mail: **joy.**

vicente@dfait-maeci.gc.ca or Ruriko Koike, Commercial Officer, Canadian Embassy in Tokyo, tel.: **(011-81-3) 5412-3396**, e-mail: **ruriko.koike@dfait-maeci.gc.ca** Web site: **www.infoexport.gc.ca/ie-en/OfficeSelection.jsp?cid=515** ★

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

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