

DOCS
CA1
EA
C16
ENG
v. 20
February
15, 2002
Copy 1

CanadaExport



IN THIS ISSUE

- 2 Business opportunities
- 3,12 Contracts awarded in Ivory Coast, Brunei, Tunisia, Thailand
- 4 The educational training and software market in the Netherlands
- 6 U.S. Connection: Team Canada Atlantic trade mission to New York
- 7 CCC: Canada's export contracting specialists
- 8 Finland's aerospace and defence sector
- 9 Health and beauty shows in Japan
- 10 Hong Kong's nutraceuticals market
ITU Telecom Asia 2002
- 13 Canada Export Awards
Networking seminars
- 14 Trade Fairs
- 15 Upcoming trade shows and conferences

Vol. 20, No. 3 –
February 15, 2002

**CENTRAL EUROPE
SUPPLEMENT**
(See insert)

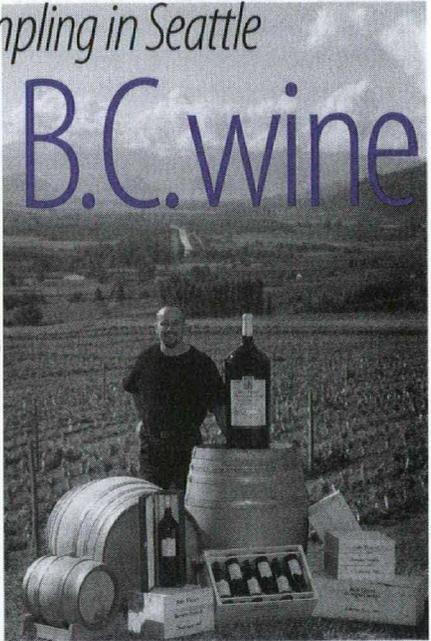


"Taste of Canada" wine sampling in Seattle

Cheers for B.C. wine in the U.S.

When you talk to Olivier Combret of **Domaine Combret Estate Winery** about marketing his award-winning wine, you sense his patience and his devotion to the winemaking craft. In fact, the long and tender process of making fine wine is a metaphor for how French-born Combret laid down roots in Canada in 1992 at the age of twenty-one, and was invited, a decade later, by the Canadian Consulate General in Seattle to become a part of the "Taste of Canada".

You could say that winemaking is in Combret's blood. As the scion of a



Olivier Combret, the proud owner of Domaine Combret Estate Winery in B.C.'s Okanagan Valley.

family that has been making fine wine for ten generations in France, his decision to study enology (the science of winemaking) and establish his own winery must have come as no surprise.

Continued on page 6 – B.C. wine

Canada at EUROSATORY 2002

PARIS, FRANCE — June 17-21, 2002 — **EUROSATORY 2002**, the International Exhibition for Land and Land-air Defence, will take place shortly in Paris, and once again Canada will be front and centre with its 200 m² national pavilion accommodating about 10 companies, including SNC Défense Simunition, Soucy, Scepter, Defence Research Establishment Valcartier (DREV), Pivotal Power (KB Electronics), Canadian NBC Alliance

and the Canadian Commercial Corporation (CCC).

Since 1992, this biennial exhibition has been a global focal point for all modern armed forces equipment designers and industrial stakeholders. Today, the international gathering boasts close to 900 exhibitors from 38 countries and 40,000 trade visitors from 126 nations. SMEs, representing about 70% of exhibitors, have the

Continued on page 9 – EUROSATORY



Department of Foreign Affairs and International Trade

Ministère des Affaires étrangères et du Commerce international

Canada

IBOC: Trade leads

UKRAINE — Boilers and Water Treatment Plant — As part of the Kyiv District Heating Improvement Project, JSC Kyivenergo invites sealed bids (contract no. KE/023) for the supply, installation and commissioning of boilers (200 gal/hr), a water treatment plant and stack for CT-1, as well as associated training services. The contract will be divided into three lots. Cost of bid documents (non-refundable): US\$300 plus 20% VAT. Bid security: US\$100,000 (Lot 1); US\$30,000 (Lot 2); US\$20,000 (Lot 3). Closing date: **April 9, 2002**. For bid documents, contact Vladimir Montiev, Deputy Project Manager, JSC Kyivenergo, 4 Kurganivska Street, Room 302, 01014 Kyiv, Ukraine, tel.: (011-380-44) 221-4202, fax: (011-380-44) 221-4709. Contact George Grushchenko, Senior Commercial Officer, Canadian Embassy, Kyiv, fax: (011-380-44) 464-1133, e-mail: george.grushchenko@dfait-maeci.gc.ca

quoting case no. **011228-05788**. (Notice received from the Canadian Embassy in Kyiv.)

ZAMBIA — Forklifts, Electrical Generator and Water Treatment Plant — The Zambia National Tender Board invites sealed bids (bid no. TB/ORD/073/01-299) for the supply and delivery of forklift trucks and attachments, an electrical standby generator and a water treatment plant, as part of the reconstruction and privatization of Mpulungu Harbour. Closing date: **March 15, 2002**. Bid documents may be obtained from the Tender Board Web site at: www.tenderboard.gov.zm Bid security: minimum 2% of the bid price. For more information, contact Director General, Zambia National Tender Board, 13th Floor, Kulima Tower, Katunjila Rd., PO Box 31009, Lusaka, Zambia, tel.: (011-260-1) 22 86 33, fax: (011-260-1) 22 05 77. Contact Benoit Gauthier, Second Secretary and Vice-Consul, Canadian High Commission, Lusaka, fax: (011-260-1) 25 41 76, e-mail: benoit.gauthier@dfait-maeci.gc.ca quoting case no. **020107-00044**. (Notice received from the Canadian High Commission in Lusaka.)

INDIA — Spreader — Neyveli Lignite Corporation Limited invites sealed bids (tender no. 0018-D/MI/Cont. Mines/ 01, Dt 26.12.2001) for the design, manufacture, supply, assembly, commissioning and testing of one spreader (capacity 11,000 t/hr). Minimum bidder qualifications: demonstrated experience manufacturing durable spreaders (minimum capacity 5,500 m³/hr, capable of handling hard, abrasive, sand stone and sticky clay, minimum two-year operating life); adequate financial and manufacturing resources; ability to perform the contract within specified time frame; established quality assurance systems; success with projects of similar magnitude. Bidders who do not meet

these requirements remain eligible providing that they can prove that the contracted work will be carried out in collaboration with firms that meet the requirements. Cost of bid documents (available until February 20, 2002): US\$450. Bid guarantee: US\$80,000. Submit original bid document plus seven copies. Closing date: **March 18, 2002**. For bid documents, contact General Manager, Neyveli Lignite Corporation Ltd., Corporate Office, PO Neyveli 607 801, Cuddalore District, Tamil Nadu, India, tel.: (011-91-41) 425-2215/0, fax: (011-91-41) 425-2645. Contact Alka Malik, Trade Assistant, Canadian High Commission, New Delhi, fax: (011-91-11) 687-5387, e-mail: alka.malik@dfait-maeci.gc.ca quoting case no. **020110-00123**. (Notice received from the Canadian High Commission in New Delhi.)

IBOC trade opportunities — find out more at www.iboc.gc.ca *

Editor-in-Chief: Suzanne Lalonde-Gaëtan
Managing Editor: Louis Kovacs
Editor: Julia Gualtieri

Layout: Yen Le

Circulation: 70,000

Telephone: (613) 992-7114

Fax: (613) 992-5791

E-mail: canad.export@dfait-maeci.gc.ca

Internet:

www.infoexport.gc.ca/canadexport

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from CanadExport.

CanadExport is published twice monthly, in English and French, by the Department of Foreign Affairs and International Trade (DFAIT), Communications Services Division (BCS).

CanadExport is available in Canada to interested exporters and business-oriented people. For a print subscription, call (613) 996-2225. For an e-mail subscription, check the CanadExport Internet site above.

For address changes and cancellations, simply send your mailing label. Allow four to six weeks.

Mail to:

CanadExport (BCS)
Department of Foreign Affairs
and International Trade,
125 Sussex Drive, Ottawa K1A 0G2.

ISSN 0823-3330

CanadExport

Training trainers in international trade

Successful WFTA launch in Africa

The World Federation of Trading House Associations (WFTA), a Montreal-based international non-government organization, has seen demand for its international trade expertise snowball in Africa, following the launch of an initial training cycle in international trade last November in Abidjan, Ivory Coast.



WFTA mission to Abidjan last August (from left to right): Lassaâd Ben Hassine, Director, Training, WFTA; Fanta Menet, Coordinator, Training, APEX-CI; Assoumou N'Goran, Director, Export promotion, APEX-CI; and Karl Miville-de Chêne, Director General, WFTA and AMCEQ.

The train-the-trainers project in international trade is a WFTA initiative, with technical support from the Québec Association of Export Trading Houses (AMCEQ) and funding from the Canadian International Development Agency (CIDA). The project's overall objective is to develop human resources in international trade. The

WFTA, in cooperation with the Association pour la Promotion des Exportations de la Côte d'Ivoire [Ivory Coast export promotion association] (APEX-CI), trained 36 Ivorian trainers during a mission in Abidjan last August.

Now equipped with educational media and hands-on training techniques, these Ivorian trainers will be giving the first training cycle organized by APEX-CI.

Their mandate is to train people to become experts in international trade, enabling them to contribute more effectively to developing and diversifying the exports and imports of Ivorian private-sector companies. In fact, the project's 30 or so modules will increase knowledge in several subject areas: export marketing strategy development, prospecting, market studies and information technologies and their international trade applications.

The initial training cycle, in which 32 Ivorians are enrolled, will be completed this month, but APEX-CI is already preparing a second cycle for next month.

The WFTA is organizing the same project for Tunisia (CEPEX), and talks are currently underway with Algeria, Cameroon and Burkina Faso.

For more information, contact Lassaâd Ben Hassine, Director, Training, WFTA, tel.: (514) 286-1042, fax: (514) 848-9986, e-mail: benhassine@wfta.org Web site: www.wfta.org *

"Royal" welcome in Brunei

On January 12, the Royal Bank of Canada Global Private Banking division (www.rbcprivatebanking.com) became the first bank to be granted approval by the Brunei Ministry of Finance to operate in Bandar Seri Begawan's new Brunei International Financial Centre. The new RBC branch, which is expected to open early this year, will employ local staff.

RBC has a presence in Brunei already, through its Singapore office which is actively involved in the management of the Islamic funds of the Islamic Bank of Brunei.

Neil Reeder, Canada's High Commissioner in Brunei Darussalam — who provided considerable support to RBC's efforts over the past few years, including introducing the bank to key local contacts — expressed his delight that Canada's largest financial institution, and one of the world's largest offshore banks, is the first bank to be granted an operating licence in the new centre.

"I am confident that the opening of a Royal Bank of Canada branch in Brunei will lead to increased cooperation between Canada and Brunei in the financial services sector, and more bilateral investment between our two countries," Reeder stated. *



THE CANADIAN
TRADE COMMISSIONER
SERVICE

Showcase your business abroad!

Over 30,000 companies are registered members of WIN. Are you? WIN is a commercially confidential database of Canadian exporters and their capabilities. WIN is used by trade commissioners in Canada and abroad to help members to succeed in international markets. To become a registered member of WIN, call 1-888-811-1119. Or go to www.infoexport.gc.ca and register on line.

WIN
EXPORTS

NETHERLANDS

With a team of 500 business professionals in 140 cities around the world, the **Trade Commissioner Service** has the market knowledge you need to succeed in your target market. Our Market Research Centre and our offices abroad have prepared over 600 market studies available for free on our Web site. These studies will help you identify foreign business opportunities and learn more about your target market.

This is an overview of the market. For a more in-depth study of this market and for other studies, visit our Web site. When you are prepared to do business abroad, you can use our Web site to get in touch with our offices around the world and request personalized services electronically.
www.infoexport.gc.ca



The Educational Training and Software Market

In the 1990s, government cutbacks caused the Dutch educational system to take a technological backseat to its European counterparts. Today, government support for the integration of technology and education is a high priority. This shift has spurred demand for educational training and software in the Netherlands and created opportunities for Canadian suppliers.

Market Overview

To improve the quality of education, the Dutch government implemented "Investing in Progress", an action plan to integrate information and communication technology (ICT) into education. The objectives of the plan include the creation of a national educational network — *KennisNet*, teacher training, and the development of educational software for the national curriculum. The plan, funded to 2010, will eventually result in a ratio of

one computer to every 10 school-children; the ratio in teacher training establishments will be one computer to every three students; and ICT will become a standard part of the primary school arithmetic and language teaching curriculums.

The plan also calls for the decentralization of the central government's power, which will allow schools to decide on investments in hardware, training and software. In 1999, the government began to grant structural compensation on a per student or participant basis in schools for information technology (IT) training. The funds are to be used at the institution's discretion for IT-related training and equipment. Funding also includes \$12 million per year to be allocated for the development of IT learnware.

Market Access

Few Canadian educational software developers have penetrated the Dutch market. However, an upcoming bilateral agreement between Industry Canada and the Netherlands Ministry of Education includes an educational software exchange project that will create opportunities for Canadian suppliers of innovative learnware. Paving the way to this market is a Memorandum of Understanding signed by Canada and the Netherlands in the Fall of 2001.

Opportunities

Opportunities exist for Canadian content and software developers to partner with Dutch companies on government-funded initiatives. Dutch students generally have an excellent command of English and French by the age of 18. As a result, Canadian software producers may sell their products to schools and students without major adaptations.

At the primary level, a shortage of suitable educational software has created demand for programs that promote basic learning. Elementary schools prefer software packages closely related to the curriculum. The educational software currently available to elementary schools is used for mathematics, language and geography. Schools prefer to buy new software for these subjects, while the upper grades are more interested in software developed for English, history and science.

At the secondary level, schools prefer software closely related to the curriculum and the textbooks used. Most teachers look for software that



Over 600 market reports
in 25 sectors available at:

www.infoexport.gc.ca

supports all aspects of the teaching and learning process.

See Potential?

To learn more about this market, please read *The Educational Training and Software Market in the Netherlands*, prepared by the Market Research Centre of the Trade Commissioner Service. This report and hundreds of others are available on-line at

www.infoexport.gc.ca

HELPING YOU LEARN FROM EXPERIENCE. OURS.

THE CANADIAN TRADE COMMISSIONER SERVICE

- Market Prospect
- Local Company Information
- Face-to-face Briefing
- Key Contacts Search
- Visit Information
- Troubleshooting

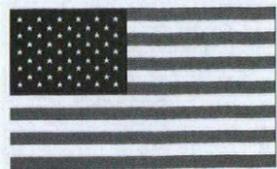
See insert for your Service and Capital Projects Industries' contacts in Europe.

www.infoexport.gc.ca

Could this be your market?
Complete report at
www.infoexport.gc.ca

The Educational Training and Software Market

Access our market studies



The U.S. Connection

The U.S. Connection is produced in co-operation with the U.S. Business Development Division of DFAIT's North America Bureau. For information about articles on this page, fax (613) 944-9119 or e-mail commerce@dfait-maeci.gc.ca. For all other export enquiries, call the Team Canada Inc Export Info Service toll-free at 1-888-811-1119.

B.C. wine in the U.S.

—Continued from page 1

To everything, a season

"After graduation, I combed the world searching for the ideal location to grow grapes," recalls Combret. "Finally, I found the perfect spot in B.C.'s Okanagan Valley, minutes from the U.S. border — and a huge potential market."

It took a year for Combret to design and build Domaine Combret Estate Winery (www.combretwine.com) and in 1994, the 6-employee winery took top honours for its 1993 Riesling at a competition in Bordeaux, France. And each year thereafter, the Estate has won awards at France's prestigious "Chardonnay of the World".

"It's sort of the 'World Cup' of wine," jokes Combret. "I like to think our success there has contributed to Canada's international reputation as a producer of fine wine."

A "Taste of Canada"

While his Estate was producing ultra-premium wine, Combret was patiently exploring the market south of the border with the help of Doug McCracken,

a Business Development Officer at the Canadian Consulate General in Seattle.

"I thought the wine lovers at the Enological Society of the Pacific Northwest could help us out," explains McCracken. "I was sure it wouldn't take too much tasting to convert them into evangelists for B.C. wine!" So, on behalf of Agriculture and Agri-Food Canada and the Canadian Consulate General in Seattle, he sent out invitations to B.C. wineries to join a "Taste of Canada," part of the Society's January 9 program highlighting Canadian wines.

Everything worked out just as McCracken had planned. Wine from Domaine Combret Estate Winery, Gehringer Brothers Estate Winery, Gray Monk Estate Winery, Hester Creek Estate Winery, Mission Hill Family Estate, Saturna Island Winery, Summerhill Estate Winery, and Tinhorn Creek Vineyards was the toast of the evening for the sell-out crowd of over 250 wine lovers.

"We'll definitely host something like Taste of Canada again," says McCracken, *Continued on page 9 — B.C. wine*

International wine agreement

On December 18, 2001, Canadian wine producers moved one step closer to having their wine on even more tables in Australia, Chile, New Zealand and the United States, following the signing in Toronto of the **Mutual Acceptance Agreement of Oenological Practices** by Canada's Minister of Agriculture and Agri-Food, Lyle Vanclief.

The agreement signed between these countries, collectively known as the New World Wine Producers (NWWP), will facilitate the international trade in wine through the mutual acceptance of each country's wine-making regulations.

"Canadian wine producers have worked very hard over the past decade to build an international reputation, which has put Canada on the map as a quality wine-producing nation," said Vanclief.

Both Minister Vanclief and International Trade Minister Pierre Pettigrew expressed hope that the agreement will soon be adopted by all wine-producing and importing countries.

For more information, contact Julie McGihon, Agriculture and Agri-Food Canada, tel.: (613) 759-1763, e-mail: mcgihonj@em.agr.ca *
(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection!")

EXPLORE MARKET OPPORTUNITIES IN NEW YORK CITY

Team Canada Atlantic's next trade mission will be going to New York City — the largest urban centre in the U.S. — in three months.

To register for the May mission, or for additional information, contact the appropriate representative for your province, or the Team Canada Atlantic Secretariat at teamcanadaatlantic@acoa-apeca.gc.ca, or call (902) 566-7488. *

Check the **Business Section of the Canada-U.S. Relations Web site** at www.can-am.gc.ca ... for valuable information on doing business in and with the United States.

Canadian Commercial Corporation Put the power of Canada behind your exports

Quality, performance and cutting-edge innovation all drive demand for Canadian products and services worldwide. Global buyers know that Canadian-made solutions offer outstanding value. The challenges and uncertainties involved in managing international purchases can seem prohibitive, however. Searching out qualified Canadian suppliers, cutting through regulations, managing contracts and getting top performance can be overwhelming. But experienced international buyers get the answers and support they need to manage Canadian purchases through the Canadian Commercial Corporation (CCC) — Canada's export contracting specialists.

Canada's export contracting specialists

CCC brings sophisticated contract management skills and global expertise to the table. Potential buyers who team up with CCC gain an experienced partner capable of structuring effective contracts and handling all aspects of contract management. When the deal is finalized CCC can offer your buyer a unique government-backed guarantee to assure contract performance.

CCC's specialized knowledge is particularly valuable in helping your buyer put together complex deals in sectors where Canadian companies are at their innovative best. Our export professionals have experience building deals to deliver state-of-the-art aerospace and defence products, advanced environmental technologies, major infrastructure design and construction projects, leading-edge information and communications products, and sophisticated energy and natural resources solutions.

Teaming up with CCC

When your potential customer works with CCC to buy products and services from Canada, we can facilitate their purchase in one of two ways:

- as a prime contractor, we sign contracts on behalf of Canadian suppliers, guaranteeing the contract's full and satisfactory completion.
- as a procurement agent, we work with foreign buyers to help them access quality Canadian goods and services from suppliers and manage their purchases in Canada;

A world of experience

CCC is Canada's defence and aerospace contracting specialist. Currently, CCC is the 19th-largest supplier to the United States Department of Defense (DoD). Canadian sales to the DoD are governed by the Canada/U.S. Defence Production Sharing Arrangement (DPSA) — an agreement CCC has been responsible for maintaining since 1956. The Corporation also manages major Canadian procurement agreements with the U.S. National Aeronautics and Space Administration (NASA). Canadian companies selling goods or services valued over US\$100,000 to the U.S. DoD must sell through CCC.

CCC specializes in sales to foreign governments. To date we've participated in purchases with many of the world's leading international organizations, including the United Nations. We've developed successful contracts for projects funded by international financial institutions such as the World Bank, backed by our highly skilled team of contracting specialists.

CCC acts as an international prime contractor

CCC offers specialized sales and contracting strategies for your buyers

worldwide, particularly those engaged in procurement on behalf of all levels of government. When we assume the role of prime contractor, we offer your buyers invaluable contract support by:

- assessing managerial, financial and technical capabilities of suppliers;
- ensuring that the price to the buyer is competitive;
- structuring and negotiating contracts;
- guaranteeing contract performance;
- providing full contract monitoring and administration, including mediating, auditing and close-out.

As prime contractor, CCC takes charge of performance, monitoring each phase of the export transaction to ensure that the contract terms and conditions are met. This service vastly simplifies the process of administering contracts for suppliers and buyers alike.

Better deal-building from start to finish

CCC's export professionals have the know-how and experience to build better deals. From contract lawyers and negotiators to financial specialists and contract managers, our specialists

Continued on page 12 — CCC

SHAPING TRADE SOLUTIONS FOR OUR EXPORTERS



Canadian Commercial Corporation

The Canadian Commercial Corporation (CCC) is an export sales agency of the Government of Canada providing special access to the U.S. defence and aerospace markets and specializing in sales to foreign governments.

Canadian exporters can gain greater access to government and other markets, as well as a competitive advantage, through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC can facilitate export sales that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms.

When requested, CCC acts as prime contractor for government-to-government transactions and provides access to pre-shipment export financing from commercial sources.

For more information, contact CCC, tel.: (613) 996-0034, toll-free in Canada: (800) 748-8191, fax: (613) 947-3903, Web site: www.ccc.ca

Finland's defence budget for 2001 was \$1.54 billion, the fourth-highest military expenditure in the European Union. In 2002, the Finnish government is proposing to raise the proportion of defence spending from 4.51% of the state budget to 4.87%.

Calling on Canadian expertise

Finland — aerospace and defence sector

Market overview

Procurement of matériel accounts for 30% of military spending, and 85% of matériel is imported. Government programs are underway to develop Finland's domestic military industry and reduce its imports of matériel to 50%.

During the 1990's, the Air Force was upgraded with the addition of new F-16 C/D fighters and the associated weapons systems. The first decade of the new millennium will be reserved for the refurbishment of the Navy and the Army.

The Navy 2000 programme, worth \$1.7 billion, calls for new craft and weapons systems. The new fleet will comprise two missile Fast Attack Crafts (FACs) and four combat hovercraft.

The development of Army Rapid Deployment Forces, worth \$500 million, will entail new transport helicopters, ground transport vehicles and associated weapons systems. In September 2001, Finland, Norway and Sweden made a joint decision to purchase NH-90 transport helicopters from NH-Industries. Finland will buy 20 helicopters, which will be delivered between 2004-2008. The first two will be assembled at the NH-Industries plant, and the remainder at Finnish Patria Finavitec in Jämsä.

A decision to purchase combat helicopters is expected in 2004.

In 2000, the overall Finnish market for aircraft and parts was valued at approximately \$972 million. Imports accounted for \$746 million, or 75% of

the Finnish aerospace market. Local production facilities generated \$380 million worth of aircraft and parts, of which \$154 million was exported.

Major players

Finland's national airline, Finnair, dominates the civilian market for aircraft

and parts. In 2000, Finnair operated 96% of the domestic flights and 61% of international flights.

Finnair's major suppliers of aircraft engines and parts are Pratt & Whitney (UK), CFM International, Boeing, Pratt & Whitney (Canada) (www.pwc.ca) and General Electric. Airbus will likely move into the top-five category following Finnair's recent purchase of four Airbus aircraft. Canada's CAE (www.cae.com) is the major supplier of flight simulators.

EUROPE

Patria Finavitec (of Patria Industries, the Finnish technology and defence group) is Finland's sole aircraft manufacturer. It operates in three business areas: overhaul of helicopters and military aircraft, including airframe, power plant and systems, through its subsidiary Patria Finavicom; design and manufacture of aircraft and spacecraft structures; design, manufacture and development of electronics and software.

There is a Canadian connection here: Patria works in cooperation with Norwegian Helicopterservice, which is owned by Canada's CHC Helicopter Corporation (www.chc.ca). EADS (European Aeronautic and Defence and Space Company), Europe's largest aerospace and defence company,

purchased 26.8% of Patria's shares in 2000, which will likely open up new business for Patria.

Opportunities

In 2000, Finland was home to 1,088 civil aircraft: 64 airliners, 82 helicopters, 372 gliders and 570 other types of air planes. Major Finnish flight operators have recently upgraded their aircraft, or ordered new planes, in order to standardize their fleets and reduce the cost of maintenance, crews and training. For this reason, and because of the current global instabilities, there are no immediate opportunities to export airliners. Demand continues, however, for small aircraft, such as air taxis, air ambulances and service planes.

The NH-90 helicopter purchases will necessitate the formation of joint-ventures with other Nordic countries and will require domestically produced tactical add-on systems for defence, simulation and training.

Due to the relatively small size of the Finnish aerospace market, Patria needs export markets to sustain its products' profitability. Patria values joint ventures with Canadian companies with expertise in marketing and distribution, no doubt because of the kinship felt by Canada and Finland as a result of sharing a similar climate and terrain, and comparable industry standards.

Useful Web sites

- Ministry of Defence (Matériel Procurement): www.vn.fi/plm/emater.htm
 - The Finnish Defence Forces: www.mil.fi
 - Civil Aviation Administration Finland: www.ilmailulaitos.com/english/
 - Patria Industries: www.patria.fi
 - Finnair: www.finnair.com
 - Customs: www.tulli.fi
 - Instrumentointi Oy: www.insta.fi
- For more information, contact Seppo Vihersaari, Business Development Officer, Canadian Embassy, Helsinki, tel.: (011-358-9) 171 141, fax: (011-358-9) 601 060, e-mail: seppo.vihersaari@dfait-maeci.gc.ca Web site: www.canada.fi

THE CANADIAN
TRADE COMMISSIONER
SERVICE *Serving Canadian Business Abroad*

Serving the
*Service and Capital
Projects Industries*
in *Europe*

Access us at www.infoexport.gc.ca

Netherlands

Florian Riahi
Commercial Officer
Canadian Embassy
The Hague, Netherlands
T: (011-31-70) 311-1600
F: (011-31-70) 311-1682

Belgium

Bart Roefmans
Commercial Officer
Canadian Embassy
Brussels, Belgium
T: (011-32-2) 741-0625
F: (011-32-2) 741-0606

Bulgaria

Ivailo Savov
Commercial Officer
Consulate of Canada
Sofia, Bulgaria
T: (011-359-2) 943-37-04
F: (011-359-2) 946-19-13

Germany

Claudia Seeber
Commercial Officer
Canadian Embassy
Berlin, Germany
T: (011-49-30) 20312-0
F: (011-49-30) 20312-115

Hungary

Krisztina Molnar
Commercial Officer
Canadian Embassy
Budapest, Hungary
T: (011-36-1) 392-3360
F: (011-36-1) 392-3395

Italy

Paola Molteni
Commercial Officer
Consulate General of Canada
Milan, Italy
T: (011-39-02) 6758-1
F: (011-39-02) 6758-3900



CanadaExport

Europe

only to the regional market, but also expansion in the region and, often and Southern Europe. Because of is a gateway to Russia, the Baltic former Soviet Union.

vn to Canadian exporters, so ou to make export or investment er — in a region that is stable, ig for EU accession, and has dly approaching those of Western re already been the target of Team ns, and Canadian companies have w successful in the region. Sectors include agri-food, automotive, erials, environment, health care, cation technology.

SLOVAKIA	SLOVENIA
5.4	2.0
19.2	18.1
3.4	3.6
2.0	0.2
12.7	9.9
9.0	35.0

ink for Reconstruction and Development

Canada

Finland's defence budget for was \$1.54 billion, the fourth highest military expenditure in the European Union. In 2002, the Finnish government is proposing to raise the proportion of defence spending from 4.51% of the state budget to 4.87%.

Calling on Canadian exporters...

Finland - and defence

Market overview

Procurement of matériel accounts for 30% of military spending, and 85% of matériel is imported. Government programs are underway to develop Finland's domestic military industry and reduce its imports of matériel to...

During the 1990's, the Air Force was upgraded with the addition of new C/D fighters and the associated weapon systems. The first decade of the new millennium will be reserved for the refurbishment of the Navy and the Army.

The Navy 2000 programme, worth \$1.7 billion, calls for new craft and weapons systems. The new fleet will comprise two missile Fast Attack Corvettes (FACs) and four combat hovercrafts.

The development of Army Rapid Deployment Forces, worth \$500 million, will entail new transport helicopter ground transport vehicles and associated weapons systems. In September 2001, Finland, Norway and Sweden reached a joint decision to purchase NH-90 transport helicopters from NH-Industrie. Finland will buy 20 helicopters, which will be delivered between 2004-2006. The first two will be assembled at the Finnish Patria Finavitec in Jämsä. A decision to purchase combat helicopters is expected in 2004.

In 2000, the overall Finnish market for aircraft and parts was valued at approximately \$972 million. Imports accounted for \$746 million, or 75%

Serving the Service and Capital Projects Industries in Europe

Access us at www.infoexport.gc.ca

Poland

Joanne Lemay
Trade Commissioner
Canadian Embassy
Warsaw, Poland
T: (011-48-22) 584-3352
F: (011-48-22) 584-3195

Romania

Claude Charland
Trade Commissioner
Canadian Embassy
Bucharest, Romania
T: (011-401) 307-5093
F: (011-401) 307-5015

Spain

Amaya Jauregui
Commercial Officer
Canadian Embassy
Madrid, Spain
T: (011-34) 91-423-32-29
F: (011-34) 91-423-32-52

Turkey

François Lasalle
Trade Commissioner
Canadian Embassy
Ankara, Turkey
T: (011-90-312) 459-9278
F: (011-90-312) 459-9365

United Kingdom

George Edwards
Commercial Officer
Canadian High Commission
London, United Kingdom
T: (011-44-20) 7258-6680
F: (011-44-20) 7258-6384

Central Europe

AN UNDERDEVELOPED MARKET JUST WAITING FOR YOU

This supplement highlights a vibrant, aggressive, forward-looking region that is full of opportunities for Canadian companies, exporters and investors. Poland, Hungary, the Czech Republic and Slovakia, the "Visegrád Four (V4)," form the core of Central Europe, and this market of 65-million people is getting ready to join the 375-million-strong European Union (EU) as early as 2004. The governments of this region are working very hard to co-ordinate domestic policies with those of the EU, thereby putting in place, or improving, an already very promising business and investment climate for foreign companies.

In addition to the V4 countries, our embassies in Prague, Budapest and Warsaw cover several other markets (Slovenia, Croatia, Bosnia-Herzegovina, Belarus) and work together to boost Canadian trade and investment in the region. These and other nearby regional markets will enable you to reach nearly 100-million consumers. One of the chief motivations for Canadian exporters or investors to do business in Central

Europe is to have access not only to the regional market, but also to use it as a base for further expansion in the region and, often onwards to Western, Northern and Southern Europe. Because of its strategic location, the region is a gateway to Russia, the Baltic States, and the republics of the former Soviet Union.

Central Europe is not well-known to Canadian exporters, so this supplement should help you to make export or investment decisions in an informed manner — in a region that is stable, democratic, advanced, preparing for EU accession, and has business practices that are rapidly approaching those of Western Europe. These V4 countries have already been the target of Team Canada trade-promotion missions, and Canadian companies have already led the way and are now successful in the region. Sectors of opportunity outlined below include agri-food, automotive, construction and building materials, environment, health care, and information and communication technology.

CENTRAL EUROPE AT A GLANCE

	POLAND	HUNGARY	CZECH REPUBLIC	SLOVAKIA	SLOVENIA
Population (millions)	38.6	10.0	10.3	5.4	2.0
GDP ¹ - 2000 (US\$)	157.7	45.5	50.8	19.2	18.1
Real GDP Growth ² (2002) (%)	3.8	2.7	4.1	3.4	3.6
FDI ³ - 2000 (US\$ billions)	9.3	1.9	4.5	2.0	0.2
Imports - All Sources 2000 ² (US\$ billions)	41.4	27.5	32.2	12.7	9.9
Canadian Exports ¹ - Jan-Nov 2001 (C\$ millions)	128.0	38.0	48.0	9.0	35.0

Sources:

- 1 Actual
- 2 The Economist Intelligence Unit, forecast
- 3 Foreign Direct Investment: European Bank for Reconstruction and Development

For more information, contact:

Pierre Boucley, Trade Desk

(Poland, Hungary, Czech Republic, Slovakia, Slovenia)
Department of Foreign Affairs and International Trade, Baltic/Central
European and Eastern Mediterranean Countries Division,
125 Sussex Drive, Ottawa, Ontario, K1A 0G2
Tel.: (613) 992-1449
Fax: (613) 995-8756
E-mail: pierre.boucley@dfait-maeci.gc.ca
Web Site: <http://www.infoexport.gc.ca>

or contact the Senior Trade Commissioners in the region:

Michael Wooff, Senior Trade Commissioner

Canadian Embassy, Ul. Jana Matejki 1/5, 00-481 Warsaw, Poland
Tel.: (011-48-22) 584-3360
Fax: (011-48-22) 584-3195
E-mail: wsaw-td@dfait-maeci.gc.ca
Web Site: <http://www.dfait-maeci.gc.ca/warsaw/>

Larry Duffield, Senior Trade Commissioner

Zugligeti ut 51-53, 1121 Budapest, Hungary
Tel.: (011-36-1) 392-3360
Fax: (011-36-1) 392-3395
E-mail: bpest-td@dfait-maeci.gc.ca
Web Site: <http://www.infoexport.gc.ca/hu/>

Georges Lemieux, Senior Trade Commissioner

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6, Czech Republic
Tel.: (011-420-2) 7210-1800
Fax: (011-420-2) 7210-1894
E-mail: prgue@dfait-maeci.gc.ca
Web Site: <http://www.dfait-maeci.gc.ca/prague>

**CENTRAL EUROPE — THE V4
MARKETS AS A SPRINGBOARD**

Targeting the V4 region, and perhaps using an individual country as a springboard to distribute products and services to surrounding markets, is a wise choice. Indeed, Poland, Hungary, the Czech Republic and Slovakia all actively promote their strategic location as an access point to third markets, whether in Eastern Europe, the Balkans or the EU. This is particularly the case with the Czech Republic and Slovakia, with their privileged access to Germany and Austria respectively. The benefits of the V4 markets' location increase, when lower production and labour costs, a highly trained workforce and investment incentives are considered.

AGRI-FOOD

POLAND

With almost 39-million consumers, Poland provides access to the very large markets of Eastern Europe. Its own market offers opportunities in primary agricultural products such as grains (mainly durum wheat, barley and corn), animal fodder, pork and poultry meat (including offal), fish and seafood, oils, fruits and nuts; and processed foods such as specialty and novelty foods, ethnic foods, frozen/precooked products and ready meals, snacks, fish and seafood products, healthy foods and selected food ingredients. Opportunities exist for investment in the Polish food-processing industry (e.g. in the meat, vegetable, fruit, dairy, bakery and beverage industries). Major Canadian companies active in Poland include McCain Foods, CSP Foods, Connors Brothers, Hybrid Turkey, Jamesway Incubator, Cuddy Farms, Shaver Poultry and Semex.

Market-access Considerations

There are major constraints and challenges to entering the Polish market, given the strong competition from EU countries; the preferential import tariffs for EU and Central European Free Trade Agreement (CEFTA) countries; the changing regulatory environment as local regulations are harmonized with the EU; the interim protectionism measures introduced on a basis of socio-political conditions; the insufficient presence of Canadian

exporters and products; and the lack of knowledge of Canadian products and technologies in the Polish marketplace, and the Canadian lack of recognition of opportunities offered by the Polish market.

Major Competition

Major competition in the agri-food sector comes from Europe, particularly Germany, France, Spain, Holland, Denmark and Italy, as well as from the United States and China.

Other Information Sources

ExportSource: <http://www.exportsource.gc.ca>

Foreign Agricultural Markets Monitoring Unit: <http://www.fapa.com.pl/fammu>

Governments on the WWW—Poland: <http://www.gksoft.com/govt/en/pl.html>

For more information, contact:

Hanna Mroz, Business Development Officer

Canadian Embassy, Trade Division, ul. Matejki 1/5, 00-481
Warsaw, Poland
Tel.: (48-22) 584-3354
Fax: (48-22) 584-3195
E-mail: wsaw-td@dfait-maeci.gc.ca
Web Site: <http://www.infoexport.gc.ca/pl>

HUNGARY

Persistence, patience and presence have brought success for the animal genetics and meat sectors in this market, as illustrated by the following examples.

In the late 1980s, Semex Alliances, Guelph, discovered a niche market for high-quality bovine genetics and established a joint venture with Mezohegyes Allami Menesbirtok Rt., placing four high-performing bulls from Canada in South Hungary and investing some capital, lab equipment and technology. Now with 12 employees, Semex's Gene Bank Co. Ltd. has 60 producing bulls and covers about 13% of the local bovine genetics market. They are also reaching the Serb, Macedonian, German and Belgian markets, with additional sales expected from Slovenia and Croatia.

By the mid-1990s, Rio Alto Ranch International, owned by three Alberta companies, started to supply high-quality beef genetics in Western Hungary with four purebred Red Angus bulls, three Canadian Red Angus cows and 78 Hungarian Spotted heifers purchased locally; the herd now has over 500 heads, and this is expected to rise.

Canada Pork International (CPI) of Ottawa secured business for Canadian meat exporters in the early 1990s. Given the capacities of Hungary's meat-processing plants and the lack of competitive local pork supplies, Canadian meat exports rose to 9,600 tonnes per annum by 1998. This included pork head, boneless "picnic" shoulder, belly and beef tripe. The main market for the finished product was Russia, and, with the collapse of the Russian economy in August 1998, Hungarian exports there dropped dramatically, resulting in a sharp decline of Canadian pork exports to Hungary. However, the meat market appears to be recovering slowly, with estimated Canadian export for 2001 in the range of 800-850 tonnes. Canadian meat exporters have also generated interest in Croatia. The country's number one meat processor, Gavrilovic, (Zagreb), has recently purchased pork from one CPI member. The Croatian meat-market demand is approximately 15,000 tonnes per annum for pork and 10,000 tonnes per annum for beef. For three years, Pickseed Canada Inc., Lindsay, Ontario, has planted their various forage seed varieties on adaptation trails, since the uncultivated pastures and grazing lands of Croatia have been scheduled for an upgrade to accommodate the introduction of beef cattle to their economy.

For more information, contact:

Bela Gyonyor, Commercial Officer

Canadian Embassy, Zugligeti ut 51-53, 1121 Budapest, Hungary
Tel.: (36-1) 392-3353
Fax: (36-1) 392-3395
E-mail: bela.gyonyor@dfait-maeci.gc.ca
Web Site: <http://www.kanada.hu>

CZECH REPUBLIC

While the Czech Republic has always been self-sufficient in agricultural products, seasonal shortages of certain commodities and unavailability of certain specialty products, have resulted in imports of about 25% of agri-food products. Agri-food imports to total Czech imports was 5% in 2000. Most significant imports that year were fruit, vegetable and nuts (14%), various edible preparations (9%), pet food (9%), tobacco and tobacco products (6%), and cereal products (5%). According to Czech statistics, Czech imports of agri-food products from Canada reached C\$17.4 million in 2000 or 12% of all Czech imports from Canada. The most successful Canadian commodities were lentils and beans (C\$6 million), cat and dog food (C\$3.6 million) and edible preparations (C\$3.5 million). Certain high-quality Canadian agri-food products can be competitive, such as dairy cattle (Holstein heifers and bulls, embryos and semen), beef cattle (Simmental, Hereford, Aberdeen-Angus, Charolais—live cattle or semen), breeding swine (Landrace, Duroc and Yorkshire), pulses (especially lentils and beans), soybeans, saltwater fish and fish products, pet food, and pork or poultry meat (if health certificates are renegotiated). Some Canadian companies already have successful joint ventures in Holstein genetics; and one joint-venture beef cattle farm has already supplied 72 farms with Aberdeen Angus (there are now 3,400 Angus cows, nearly all originating in Canada). There are also opportunities for unique specialty food products, liquors, juice concentrates, wild rice or rice mixes, smoked salmon or other fish products, if these commodities are price-competitive, especially with European or Asian suppliers.



Market-access Considerations

Shipping costs can make imported goods uncompetitive, and Canadian exporters have to compete with EU suppliers that are flooding the Czech market with subsidized products. Also, the harmonization of Czech legislation with EU standards is making the access of products from non-EU countries more difficult. For example, products containing genetically modified organisms must be labelled, and all imported products must comply with Czech food-safety regulations. Products of animal origin are subject to certification, and the State Veterinary Authority has specific requirements for importing poultry, beef, pork, horse meat and fish products. At present, poultry, pork and red meats are not eligible for export from Canada due to strict import conditions. Thus, the best market-entry approach for food products is to find a local importer/distributor that is already established in the large retail chains, since retailers usually do not like to import directly. A local agent, experienced in dealing with local authorities and promoting products, is always an advantage.

SEMEX ALLIANCE

This largest co-operatively owned livestock genetics company in the world has been exporting bovine semen to Central and Eastern Europe for many years. Semex Alliance has partnerships in over 60 countries, including the Czech Republic and Slovakia. During the last decade, Semex established joint ventures with the Slovak company, Insemas, and the Czech firm, Gensemex, which now represent Semex Alliance exclusively. In 2000, Insemas, with its own distribution network of 24 centres, captured a 35% share of the Slovak beef genetics market, and, with more than 350 Slovak customers, the company exported to neighbouring countries. Gensemex, established in 1997, also imports and distributes Canadian genetics. Its 24% share of the Czech market exists despite strong local and foreign competition. Both companies are involved in the Semex testing programme of young bulls. Since 1989, Semex has been working closely with its distributor in Hungary, Genbank, which now covers 11% of the Hungarian market.

Major Competition

EU countries are now the biggest source of Czech agri-food imports, accounting for 53% of the total, followed by CEFTA countries at 23%. The major partners of the Czech Republic come from Germany, Slovakia, Poland, Austria, Netherlands, Italy, Spain and Hungary. There are about 40 food hypermarkets, and it is expected that there will be as many as 100 within a few years. All large retail chains are foreign-owned, with U.K., Dutch, German, French, Belgian and Austrian owners (Tesco, Ahold, Globus, Kaufland, Carrefour, Delvita and Julius Meinl), which naturally may give preference to suppliers of their respective countries.

Other Information Sources

Ministry of Agriculture: <http://www.mze.cz>
Ministry of Industry and Trade: <http://www.mpo.cz>
Czech Agricultural and Food Inspection: <http://www.czpi.cz>
Central Control and Testing Institute of Agriculture: <http://www.ukuz.cz>
Czech Agrarian Chamber: <http://www.agrocr.cz>
Economic Chamber of the Czech Republic: <http://www.hkcr.cz>
Czech Trade Register: <http://www.justice.cz>
Czech Customs Office, Czech Customs Tariff: <http://www.cs.mfcr.cz>
Czech Statistical Office: <http://www.czso.cz>

For more information, contact:

Ilona Boldova, Commercial Officer

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6,
Czech Republic
Tel.: (420-2) 7210-1864
Fax: (420-2) 7210-1894
E-mail: ilona.boldova@dfait-maeci.gc.ca
Web Site: <http://www.dfait-maeci.gc.ca/prague>

SLOVAKIA

The Slovak food industry has considerable requirement for technology transfer. Dairies chiefly focus on the improvement of the quality and assortment of cheeses and sour-milk products; meat producers like the innovative vacuum-packaged meat products and the increased shelf-life of their products; starch producers focus on starch sweeteners; breweries modernize by installing cylindrical-conical tanks to maintain predictable levels of quality; flour milling businesses concentrate on the production of semi-fine flour, bread and dark-flour pastry, and products with lowered egg content; the freezing industry specializes in new products from vegetables and vegetable mixtures, as well as fruit processing for children and babies; and oil producers chiefly focus on new technologies of pressing without extraction. **Livestock genetic materials** are needed to maintain cattle specialization for either dairy or beef. The 26,000 heads of specialized breeds must increase to 50,000 by 2005. This provides an opportunity to sell mostly insemination doses (but less embryos) for breeds such as Simmental, Charolais, and Red or Black Angus. Similar opportunities exist for dairy breeds such as Holstein. A rising deficit in pork has forced the government to subsidize the expansion of pig farming, so genetics of high-yielding pig breeds are needed in Slovakia. **Special crops** such as pulses, lentils and beans are needed. There is a recent boom in the use of **soybean seed, meal and equipment**. Facilities are being built to produce soya products both for human and animal purposes. Transportation costs of soybean meal from Canada might be prohibitive, thus import of soybean seed

and local growing is more attractive to local farmers. Field machinery, food processing and animal-feed milling equipment are also needed. Demand for high-quality Canadian **final food products** is expected to grow as a result of an increasing number of food-chain stores and hypermarkets. Most Canadian food products are imported through European importers rather than directly and have to face very strong competition from either EU countries or from local branches of the world's major food companies.

Market-access Considerations

A local partner is absolutely essential to provide vital insight into local business practices, market characteristics and strategies, as well as legal, financial and import procedures.

Major Competition

EU countries and the United States are the major competitors.

Other Information Sources

Slovak Ministry of Agriculture: <http://www.mpsr.sk>
Research Institute of Agricultural and Food Economy: <http://www.vuepp.sk>

For more information, contact:

Milan Harustiak, Commercial Officer

Canadian Embassy, Misikova 28/D, 811 06 Bratislava, Slovak Republic
Tel.: (421-2) 5244-2175
Fax: (421-2) 5249-9995
E-mail: harustiak@canemb.sk
Web Site: <http://www.dfait-maeci.gc.ca/prague>

ENVIRONMENT

POLAND

Opportunities exist in **water and wastewater** with small wastewater-treatment systems by municipalities in rural areas; and sewage-sludge treatment; in **solid waste** with collection, sorting and recycling of municipal waste; composting and biomass technologies to process municipal waste; and hazardous waste handling and disposal; and in **renewable/alternative sources of energy** such as bio-fuel; waste-to-energy/heat technologies; hydro power plants; and wind energy.

Market-access Considerations

Canadian companies should know that the City of Katowice in Poland has been selected as the only pilot site in Europe for Industry Canada's Sustainable Cities Initiative (SCI). A team of government departments, agencies, non-governmental organizations and the private sector is trying to identify areas of co-operation with a focus on issues essential for urban sustainable development: clean water, waste management, clean energy, transportation and urban planning. They should also be aware that EU- and CEFTA-member countries have lower custom tariff rates, and that, when dealing with municipalities (which is often the case for water and wastewater-management projects), contracts are only awarded through public tenders organized in accordance with the *Public Procurement Act*, which can be a bureaucratic and time-consuming process.

Major Competitors

About 1,000 local firms supply equipment and provide environmental protection services. Their particular expertise is in air- and water-pollution control. However, foreign activity in Poland is highest in the water and wastewater subsectors, followed by waste management and air-pollution control. German, U.S., Austrian, French, Dutch and Scandinavian environmental companies have been most active in Poland. Unfortunately, Canadian companies remain underrepresented in this market relative to their capacities. The major Canadian companies active in Poland are Zenon Environmental (water purification), ADI (water purification), Dry Bio-filters (small wastewater-treatment facilities), ESI Ecosystem (small hydro power plants), Merol Power Corp. (hydro power plant) and ABC Power and Boiler (medical-waste treatment).

Other Information Sources

Poland's Ministry of Environment: <http://www.mos.gov.pl>
National Fund for Environment and Water Management: <http://www.fundusz.pl> (Polish only)
Chief Inspectorate for Environmental Protection: <http://www.pios.gov.pl> (Polish only)
Institute of Meteorology and Water Management: <http://www.imgw.pl>
UNEP/Global Resource Information Database: <http://www.gridw.pl>
European Environment Agency: <http://www.eea.eu.int>
World Bank: <http://www.worldbank.org>

For more information, contact:

Ewa Gawron-Dobroczyńska, Business Development Officer

Canadian Embassy, Trade Division, ul. Matejki 1/5, 00-481
Warsaw, Poland

Tel.: (48-22) 584-3353

Fax: (48-22) 584-3195

E-mail: wsaw-td@dfait-maeci.gc.ca

Web Site: <http://www.infoexport.gc.ca/pl>

CZECH REPUBLIC

Eleven years ago, the Ministry of Environment was established to prepare and implement policies to correct many of the mistakes of the past and to provide a healthier environment for Czech citizens. By 1995, **environmental protection policies** were adopted and implemented. These have brought tangible results, such as a large reduction in pollutant emissions, and improvements in air and water quality. These policies were largely based on the effective use of regulatory instruments, accompanied by incentives and sizeable investment. The Czech Republic also uses a system of environment impact assessment that applies to a broad range of projects. Emissions and discharges from polluting installations must now satisfy national standards, and a strong environmental inspection is in place to improve and enforce compliance with national laws. The quality of public information has also greatly improved: economic and environmental data are now easily accessible, environmental reports are published regularly, and international environmental norms and standards are increasingly being used.

In general, large **environmental investments** were approved in the mid-1990s and went ahead mostly in air-pollution abatement, water-pollution abatement and clean-up of contaminated soils. As a result, expenditures on environmental protection have risen

CORINEX

Corinex Global Corp's Canadian office, based in Vancouver, opened its European office in 1998 in Bratislava, capital of Slovakia, due to its strategic location in the region, easy access to other neighbouring markets and low costs. All sales and marketing activities in Europe are planned and co-ordinated from there. Corinex currently offers complete connectivity solutions based on wireless and power-line connections. The Vancouver office focusses on sales and manufacturing, while the Slovak office is responsible for software, R&D and support. Corinex Bratislava employs about 150 people in two facilities. In a consortium with Compaq, Corinex won a tender from Slovak Gas worth over C\$26 million for the supply of a CIS and the building of a call centre. Corinex will deliver CIS-system technologies to replace old technologies that do not meet EU criteria. Like many Canadian investors in the region, Corinex is considering expansion to the Czech Republic, Poland and Hungary, and is exploring other ventures in Austria, Germany and Russia. For more information, contact: <http://www.corinex.com>

IMAX THEATRES IN POLAND

IMAX, the wide-screen cinematographic film-projection system—an original Canadian idea still headquartered in Toronto—was started in the late 1960s after film experiments at Expo67 in Montreal. There are now over 200 IMAX theatres operating in 25 countries. The first Polish IMAX theatre opened at the Sadyba shopping centre in Warsaw in 2000, an operation that also involves Panasonic and the builder/owner of the facility, Israel-based IT International Theatres. Given this success, the developer opened a second IMAX theatre in Krakow in December 2001.

steadily, reaching 3% of GDP today. Most expenditures are financed by the private sector with some limited support from the state. A large part of the total went toward controlling air-pollution from power stations. The overall level of environmental expenditure is not likely to decrease in the future, given the new requirements related to EU legislation—the new environmental laws conforming to EU legislation are now in force.

However, in spite of recent improvements, there still exist continuing high emissions of carbon dioxide; a large portion of the population being exposed to extensive noise from transport; some larger cities and Prague wards being in the category of "slightly polluted air" according to the International Air Quality Index; almost 5,000 municipalities (with 100 to 10,000 people) not having plans for sewer and wastewater-treatment facilities; approximately one third of the total length of monitored water courses (especially smaller streams) remaining in the category of "highly" and "very highly" polluted water; 25.4% of the population still living in houses that are not connected to public sewers; and land-filling remaining as the most common means of waste disposal.

The following areas all offer **opportunities** for Canadian exporters and service firms: energy efficiency, disposal of hazardous waste, waste management, alternative energy sources reduction of carbon dioxide emissions and renewal of ecological systems.

Other Information Sources

Ministry of Environment: <http://www.env.cz>

For more information, contact:

Jitka Hoskova, Commercial Officer

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6,
Czech Republic

Tel.: (420-2) 7210-1800

Fax: (420-2) 7210-1894

E-mail: jitka.hoskova@dfait-maeci.gc.ca

Web Site: <http://www.dfait-maeci.gc.ca/prague>

INFORMATION AND COMMUNICATION TECHNOLOGY

POLAND

The **information technology (IT) market** was worth US\$2.7 billion in 2000, constituting 1.7% of Poland's GDP. Its strongest segment was hardware (almost 43%), then services (over 36%) and software (almost 21%). Despite the general economic slowdown, the Polish IT market is still expected to grow, mainly due to the further development of the Internet and e-business, the necessity to update equipment, and the need to adjust the country's standards to the EU and the North Atlantic Treaty Organization (NATO). Polish companies constitute the majority of the large players on the market (the largest being Prokom, Tech Data, Optimus and Techmex), although foreign/international firms have been well-established here for many years (HP, IBM and Compaq having the strongest positions). Main IT customers include banking, finance and insurance sectors, transportation and communications, manufacturing industry, government and administration, and the retail sector.

The **telecommunications market**, which was worth about US\$8.38 billion in 2000, has the following structure: operators services (67%), installation and integration services (almost 14%), distribution/sales (almost 10%) and telecommunications equipment manufacturing (over 9%). The national telecommunications Telekomunikacja Polska S.A. is still the major player (almost 95% of the market), although several alternative operators continue to compete. The most successful are three cellular operators with 7.5 million subscribers at the end of 2000 (a dynamic growth of 83%). The number of mobile phones may reach the number of fixed lines within a year. With 10.8 million lines, Poland reached a density of 28 lines per 100 inhabitants by the end of 2000 (on average, 34 lines in the cities and 17 lines in rural areas). The telecommunications market will grow and further evolve as demonopolization and deregulation continue (monopoly on international calls will be lifted as of 2003), and a difficult international situation will result in takeovers/mergers and sometimes bankruptcies, changing the core group of players. Also, the worldwide trend of blurring the line between information and telecommunications industries will affect Poland.

Opportunities exist in Internet and intranet, e-commerce solutions, broadband, multimedia, education/entertainment, integration services, telecommunications operations, UMTS, new telecommunications value-added services and cable TV.

Major Competition

Canadian companies present in the market include Nortel Networks, Teleglobe, Mitel, Corel, Cognos, Hummingbird, Consultronics, EXFO, JDS Uniphase, Eicon, QNX and Vive Synergies, with others just penetrating the market (e.g. NSI, Harris and Positron). Most competition comes from Lucent Technologies, Siemens, Alcatel, Ericsson, Nokia, Motorola, France Telecom, Deutsche Telecom, British Telecom, TeleDanmark, Telia, AirTouch Communications, MediaOne Intl., DeTeMobil, UPC, Compaq, Vobis, Dell, HP, IBM, ICL, Oracle, Microsoft, Unisys, Intel, Cisco, SAP, Sun Microsystems, NCR, 3Com and NEC.

For more information, contact:

Hanna Mroz, Business Development Officer

Canadian Embassy, Trade Division, ul. Matejki 1/5, 00-481
Warsaw, Poland

Tel.: (48-22) 584-3354

Fax: (48-22) 584-3195

E-mail: wsaw-td@dfait-maeci.gc.ca

Web Site: <http://www.infoexport.gc.ca/pl>

HUNGARY

The size of the IT market was US\$1.3 billion in 2000, the highest per capita amount in Central Europe. It grew by 6.7% in 2000, and has a projected growth rate of 8.9% for 2001 and 10% to 11.5% for 2002-2004. Significant investment continues in the government, financial services and telecommunications sectors. The manufacturing of telecommunications devices, transmission-technology devices, consumer electronics, electronic parts and components is an important growth sector. Component parts for electronics and electrical machinery-production industries was one of the largest commodity grouping of Canadian exports in 1999. However, a large proportion of these products are imported into Hungary by multinational manufacturing companies for use in production of products for export to other markets. Therefore, direct sales to the market represent only a small part of the overall market. Both

electronic components, mainly slated for future high-tech factories, and 'smart cards' show potential. Major consumers of electronic and electrical components are GE Lighting, Flextronics Intl. and IBM Hungary. Competition, which is intensive, includes established trading relationships between the multinationals and their home country industry.

Telecommunications services present opportunities despite the recent downturn in the global market and the weaker-than-expected results from Hungary's providers in 2000. Growth is expected from the liberalization of Hungary's telecommunications services and the new market-entry potential that could result from the recent *Unified Communications Act*. Also, **mobile, data and Internet telephony** could offer significant opportunities. This market is expected to reach US\$2.3 billion in 2001, an 11% increase over 2000. Fixed-line telephony represented 52% and mobile communications 40% of total market share in 2000. Currently 15 to 20 providers dominate the market. However, even with new companies entering the market in 2002 after the liberalization, only three major groups of companies are expected to be present in the market in four to five years.

INVESTMENT STUDY (HUNGARY AND SLOVENIA)

The Canadian Embassy in Budapest is conducting an investment study to discover how much Canadians have invested in Hungary. We would like to hear from any Canadian companies with local investment.

To learn more, contact:

Larry Duffield, Commercial Counsellor

Tel.: (36-1) 392-3360

Fax: (36-1) 392-3395

E-mail: larry.duffield@dfait-maeci.gc.ca

Mobile telephony is the fast-growing subsector. The number of subscribers totalled 3.8 million in June 2001 and was expected to reach 4.5 million by the end of 2001. With a penetration rate of 38%, mobile telephone subscriptions equal fixed-line users. There are three mobile service providers: Westel Telecommunications (Westel Mobile Communications and Westel Radiotelefon), Pannon and Vodafone. There is one active paging firm, Eurohivo, but this is a limited market segment. Although dominant Hungarian telephone operator MATAV, local telephone operators and mobile phone companies are the primary providers, public-switched data-transmission services are not regulated by concessions. Therefore, several alternative providers are providing those services. The largest of these are Pantel, Novacom, GTS and Antenna Hungaria. The Communications Authority held one auction for five blocks of the 3.5 Gigahertz (GHz) frequency in June 2001, and another

for parts of the 26 GHz frequency will start within a year. MATAV, Pantel, AnTetra (a subsidiary of Antenna Hungaria) and GTS each won a block of nationwide frequency. An auction of third-generation mobile UMTS concessions will also be held. According to law, satellite services fall under free competition. However, all companies providing satellite telecommunications services must obtain a licence. VSAT providers are MATAV Sat-Net (500 terminals), Hungaro DigiTel (950), BankNet (780) and GTS Hungary (1000+terminals in Hungary and surrounding countries). In 1999, the *Telecommunications Law* was modified to allow the use of the Internet for telephony. Currently MATAV, Pantel, Novacom and two GSM service providers offer Voice-over Internet provider service.

The **Internet** market lags behind the general economic development. The number of paying Internet dial-up subscribers amounted to only 235,000 in 2000, and this number reached only about 258,000 in June 2001. These numbers are low for a 10-million population. The lack of access to personal computers, the minimal access to personal capital and credit, and the lack of understanding of the benefits of the Internet restrict growth. Therefore, Internet service providers will continue to focus on service in and around Budapest and specifically on business-to-business (B2B) customers. ISP service to household consumers will continue to lag behind B2B connections for some time. However, the future presents potential to investors, just like the emergence of e-commerce, which will grow rapidly, once credit and capital are readily available to the nation through existing financial institutions. Given EU accession, the expected influx of multinational corporations will generate a need for increased accessibility to the Internet and better infrastructure for e-commerce.

Major Shows: <http://www.hungexpo.hu>

INFO 2002: Budapest international trade fair for ICT – April 23-27, 2002

COMPFAIR 2002: international computer, IT and telecommunications exhibition – October/November, 2002

For more information, contact:

Krisztina Molnar, Commercial Officer

Canadian Embassy, Zugligeti ut 51-53, 1121 Budapest, Hungary

Tel.: (36-1) 392-3360/3502

Fax: (36-1) 392-3395

E-mail: krisztina.molnar@dfait-maeci.gc.ca

Web Site: <http://www.kanada.hu>

CZECH REPUBLIC

The Czech Republic has an exemplary high-quality **information and communication technology (ICT)** market in Central Europe with a high share of software and IT services. The country retains the highest ratio of ICT spending to GDP in the region at 2.9%, as well as the highest penetration of mobile phones. ICT spending levels, as a percentage of GDP, are already comparable to those of most Western European countries. ICT spending per capita reached US\$151 in 1999. Expenditures in ICT are among the highest in the region, and the value of the market reached US\$1.56 billion in 1999 (US\$1.47 billion in 1998), marking a year-to-year growth of just under 7%. A still more respectable 12% growth rate is expected in 2000, as ICT spending is projected to reach US\$1.75 billion. While much of this growth is derived from greater spending on software and services, a moderate recovery can be expected on the hardware market. ICT hardware continues to represent the chief ICT investment, despite the growing focus on solution development among users. In 1999, basic hardware accounted for 47% of overall ICT expenditures, followed by ICT services (37.9%) and software (15%). The share of software and services as a percentage of overall spending continues to expand. The Czech Republic is leading the Eastern European **telecommunications market**. The GPRS technology has entered the Czech market, and the tender for UMTS licences went out in the autumn of 2001. The mobile phone penetration reached 40% in 2000, along with 25% penetration in Hungary and Slovakia, and 16% in Poland. The country's youngest third mobile operator, Cesky mobil, owned by the Canadian company TIW, has noted an excellent beginning. Future expansions of the ICT market depend on the rise in the number of companies implementing packaged application solutions; the Internet

CELESTICA

Celestica is one of the world's largest companies providing electronic manufacturing services (EMS) to original equipment manufacturers (OEMs). Toronto-based Celestica acquired a small German-owned plant in the Czech Republic in April 1999, then immediately constructed a new building, a green-field investment project in Rajecko near Brno, which opened in September 2000. In July 2001, Celestica acquired from Sagem a mobile phone factory located in Kladno, near Prague. Now, Celestica makes a variety of electronic parts and finished products to supply leading OEMs from the telecommunications and IT industry on a worldwide basis. Celestica has so far invested close to US\$100 million in new production facilities and equipment. Most went to technology and equipment for the plants. Celestica now employs over 2,500 people in the Czech Republic. This strategic position is an ideal location to produce and distribute parts in other European countries, and local technical expertise and investment incentives have also been enticing. Celestica is now concentrating production from other countries in the Czech Republic. For more information, contact: <http://www.celestica.com>

boom; the expansion of e-business and its infrastructure; the trend to share resources through networking; the growing demand for ICT services; and the investment in upgrading the telecommunications and data communication infrastructure.

Further growth of the Czech telecommunications market is expected, and the predicted value of the market in 2004 is US\$3.27 billion. By 2001, the fixed-line market expanded to US\$1.52 billion, and mobile services expanded to US\$1.75 billion. There should be a liberalization of the fixed-line market during the 2001-2003 period; privatization of Cesky Telecom and Ceske radiokomunikace; a growing number of alternative operators; and a tender for UMTS licences.

THE EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT IN POLAND

The EBRD plans to invest some 600-million Euros a year in Poland, over the next few years, in partnership with central and local authorities, as well as private companies and state-owned enterprises. One of its priorities will be infrastructure investments, where there is an obvious need for improvement. For example, the road system will have to be upgraded to EU-level standards, and work will continue well after Poland's accession to the EU. Similar opportunities exist in the environment, energy and water-distribution sectors.

Major Competition

Major competitors are from Germany, the Netherlands, France, the United Kingdom, Scandinavia and the United States: in **telecommunications** - KPN Royal Dutch Telecom, RWE Telliance, TeleDanmark, GTS (Global TeleSystem), Atlantic West, TIW, C-Mobil, Nokia, Ericksson and Siemens; in **Internet** - Telecom Austria, Nextra, Star One, Tiscali and TeleDanmark; and in **ICT hardware and software** - Libra, Vikomt, AT Computers, Microsoft, Novell, Linux, SAP, Minerva, Oracle, Intentionia, Navision Software, GEAC and Celestica.

Other Information Sources

Czech and Moravia Electrical and Electronic Association:
<http://www.electroindustry.cz>

INVEX, largest ICT fair in Central Europe: <http://www.invox.cz>

For more information, contact:

Martina Taxova, Commercial Officer

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6, Czech Republic

Tel.: (420-2) 7210-1800

Fax: (420-2) 7210-1894

E-mail: martina.taxova@dfait-maeci.gc.ca

Web Site: <http://www.dfait-maeci.gc.ca/prague>

SLOVAKIA

Slovakia retains a high ratio of IT spending to GDP and a high ratio of penetration of mobile phones. IT spending levels, as a percentage of GDP, are comparable to those of some Western European countries. IT spending per capita reached US\$130 in 2000. The value of the IT market reached US\$800 million in 2000, resulting in a year-to-year growth of 16%. For **voice/data transfer**, fixed-line penetration is at a 30% level. Following Deutsche Telekom's 2000 acquisition of Slovak Telecom (ST), British Telecom and the Irish group E-Tel, operations at the beginning of 2001 focussed on data transfer and Internet services. Also, since ST introduced B-ISDN lines in 2000, the number of users is growing quickly. In preparation for the end of Slovak Telecom's fixed-line monopoly at the end of 2002, the state is setting up a new telecommunications company, Energotel, to provide competition to ST. Using up-to-date optical cables already in place along oil/gas pipelines, Energotel is expected to be sold later to a strategic investor. The state also recently sold three operating licences for 26 GHz Fixed Wireless Access (FWA)/point-to-multipoint, a service that provides high-speed data transfer for telecommunications and Internet as a radio-based alternative to fixed-line networks. Licence holders for 26 GHz are Callino, GiTyCom Slovakia (<http://www.gity.sk>) and Nextra. Tenders for FWA 3.5 GHz frequency were called in 2001.

As to **Internet, e-commerce, hardware and software**, over 156,000 personal computers were sold in 2000, an 18% increase, along with 8,100 notebooks, 2,600 servers and 88,000 printers. 24% of Slovaks use Internet, and the number of Internet users doubles every year. The main barriers to its usage are relatively high ISP and telecommunications fees. It is expected that, with the end of the ST monopoly on local telephone connections by the end of 2002, increased competition will create a price-cutting effect and will boost Internet penetration. The major Internet providers are ST, Nextra, Euroweb, Slovanet, Sanet and Eurotel. E-commerce in Slovakia is not experiencing a fast growth, as lower Internet penetration and weak income levels depress the demand for online consumer transactions. E-commerce transactions accrued only US\$3 million this year. Far more promising are electronic finance and B2B applications. Internet banking is already well-established and is used by 50% of Internet users. B2B is quickly growing, adopted by a number of Western firms that have entered the region, together with strong local companies.

For **mobile telephony**, the GSM 900/1800 MHz mobile telecommunications sector is broad with 1.3-million mobile phones in Slovakia (with 5-million people). At the end of 2001, there was a 30% penetration. There are two mobile network operators in the

CANADA TRADE DAYS

A convenient and cost-efficient way of obtaining exposure to Central European markets is through the Canada Trade Days held by Canadian embassies. Canadian companies interested in doing business in this territory are welcome to participate in future Canada Trade Days to be held:

... in **Hungary, Slovenia, Croatia and Bosnia-Herzegovina**
The Embassy of Canada in Hungary is holding five Canada Trade Days from September 2001 to March 2002 in Hungary, Slovenia, Bosnia-Herzegovina and Croatia to encourage local importers, distributors and manufacturers to learn about Canadian businesses and to allow Canadians to identify local market prospects. Visitors, invited in co-operation with the local chambers of commerce, learn about Canadian products and services. In Budapest and Zagreb, more than 40 Canadian companies were represented, and 100 local contacts were made. For more information, contact:

Kristina Molnar, Commercial Officer

Canadian Embassy, Zugligeti ut 51-53, 1121 Budapest, Hungary

Tel.: (36-1) 392-3360/3502

Fax: (36-1) 392-3395

E-mail: kristina.molnar@dfait-maeci.gc.ca

Web Site: <http://www.kanada.hu>

... in **the Czech Republic and Slovakia**
To broaden its contacts and provide information on Canadian companies to smaller industrial centres, the Canadian Embassy in Prague started its Canada Trade Days in March 2001. Companies in these centres are looking for partners and sourcing, but are not familiar with Canadian capabilities. In co-operation with regional chambers of commerce, Canada Trade Days were held in Jihlava, Ostrava and Zlin in the Czech Republic, and in Banska Bystrica and Kosice in Slovakia. More are being planned for 2002. For more information, contact:

Georges Lemieux, Commercial Counsellor

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6, Czech Republic

Tel.: (420-2) 7210-1800

Fax: (420-2) 7210-1894

E-mail: georges.lemieux@dfait-maeci.gc.ca

Web Site: <http://www.dfait-maeci.gc.ca/prague>

market: Globtel (57%) and Eurotel (43%). The tender for UMTS licences is planned for 2002. IT hardware continues to represent the chief IT investment. In 2000, basic hardware accounted for 54% of IT expenditures, followed by IT services (31%) and software (15%). The share of software and services as a percentage of overall spending is expanding.

Opportunities

The IT market will expand through investment in upgrading the telecommunications and data communication infrastructure and preparation of foreign investors for liberalization of the fixed-line market at the end of 2002. The import market is estimated in 2001 at US\$120 million for parts/equipment for line telephony, US\$50 million for parts for radio transmission, US\$130 million for transmission equipment that incorporates reception equipment for radiotelephony and US\$12 million for insulated optical fibre cables. With Energotel's privatization, Canadian companies can either privatize or supply the buyer. Winners of FWA licences (26 GHz) will be investing substantially to build their FWA networks, so

Canadian companies could supply equipment and technology. Canadian investors can also participate in a tender called for sale of licences for FWA 3.5GHz. As well, there will be an expansion of the Internet infrastructure. B2B opportunities will increase, since many companies will be supplying packaged application solutions, and there will be a trend to share resources through networking. Banks will also have to upgrade their retail networks and electronic finance technologies.

Major Competition

The major competitors are the United States, Germany, France, the United Kingdom and Scandinavia.

Other Information Sources

Major ICT Trade Fair in Slovakia COFAX: <http://www.cofax.sk>

Slovak Telecommunications Authority: <http://www.teleoff.gov.sk>

Ministry of Transport and Telecommunications: <http://www.telecom.gov.sk>

Slovak E-commerce Association: <http://www.saec.sk>

CONSTRUCTION AND BUILDING MATERIALS

POLAND

Poland is Canada's largest construction and building materials' market in Central and Eastern Europe after Russia. More than 90% of construction enterprises are in the private sector. With its 39-million population and unsatisfied demand in **residential housing** (with a shortfall of at least 1.5-million housing units), Poland attracts many EU firms. In **residential construction**, traditional brick housing or houses from cement blocks or steel frame might sell better than wood frame. There is also a growing demand for new **industrial plants and warehousing**, as well as **sports and recreational facilities**. Construction of big shopping malls and cinema multiplexes is booming. Water parks grow in popularity in major cities and at Baltic sea resorts. Energy retrofitting of concrete high-rise apartment blocks is very trendy with styrofoam being preferred for thermal insulation. There is a demand for **steel fire-resistant and burglar-proof doors and fire-resistant plywood**. Local builders also ask for high-quality **wooden flooring planks, windows and doors**.

For more information, contact:

Milan Harustiak, Commercial Officer

Canadian Embassy, Misikova 28/D, 811 06 Bratislava, Slovak Republic

Tel.: (421-2) 5244-2175

Fax: (421-2) 5249-9995

E-mail: harustiak@canemb.sk

Web Site: <http://www.dfait-maeci.gc.ca/prague>

BOMBARDIER IN POLAND

Bombardier Transportation employs 1,350 people in Katowice, Lodz, Warsaw and Wroclaw. It manufactures electrical locomotives, freight bogies, signalling equipment and converters. Customers include the Polish National Railways, city transport authorities and foreign customers from Belgium, the Czech Republic, Germany, Lithuania and Sweden. Recently, Bombardier was awarded a contract from the transport authority of Lodz for the design and production of 15 "CityRunner" street tram-type vehicles, valued at 17-million Euros. The first vehicle was delivered in December 2001.

Market-access Considerations

Patience and having a local partner are the keys to successful market-entry. Product certification and building-code standards are challenging, and residential housing projects require proper pricing. A good ballpark figure for Warsaw, for example, is US\$700 per square metre of unfurnished surface. Also, there are no mortgage insurance plans such as exist in Canada. However, many Polish construction workers have gained experience in Western Europe, so they are well-qualified. To have a good idea of the construction and building-materials market, one should visit the BUDMA annual trade show (<http://www.mtp.com.pl/en>), usually held in January in Poznan.

Major Competition

The Polish imported building products market is dominated by Germany (28%), then Italy, Belgium and the United States. Poland does not have a developed building-products distribution system, but some retail chains (like Praktiker or OBI) already have a strong

HYDRO POWER PLANT ON THE Odra RIVER

The Canadian company ESI Ecosystem Ltd. has just started building a small hydro power plant on the Odra river in Poland. On December 7, Ambassador Donald McLennan participated in the ground-breaking ceremony on the construction of the first – of 12 – low-head hydro power plants. This project is realized by the Polish-Canadian joint venture EGO-Odra Sp. z o.o. with the Polish partner, Pumped Storage Power Plants, and the Montréal-based ESI Ecosystem Ltd. The first power plant cost about US\$4 million, and the Canadian hydro-generating equipment will be worth about C\$2 million. This project has been initiated under the umbrella of the MoU on Environmental Co-operation signed between Industry Canada/Environment Canada and Poland's Ministry of the Environment, and will qualify as a Joint Implementation Project aimed at climate-change mitigation in a manner consistent with the Kyoto Protocol (reduction of carbon dioxide emissions). For more information, contact:

Wojciech Matuszek, President

EGO-Odra Sp. z o.o., ul. Panska 73, 00-834 Warsaw, Poland

Tel.: (48-22) 433-1140

Fax: (48-22) 433-1221

E-mail: wojciech.matuszek@elsp.com.pl or

Adalbert Goraczko, President

ESI Ecosystem Ltd., 4700 rue de La Savane, Suite 211, Montréal, Québec H4P 1T7

Tel.: (514) 341-1325

Fax: (514) 738-3646

E-mail: esiltld@generation.net

Web Site: <http://www.esiltld.ca>

presence. Among foreign housing-construction companies, German, Austrian and Scandinavian firms dominate. Wood-frame housing is used mostly by Swedish, U.S. and Canadian companies. There is a growing number of Polish companies that are patenting their own wood-frame or steel-frame technologies and successfully competing in price with foreign companies.

Other Information Sources

Sectoral news, tender announcements and links for Poland:

<http://www.budinfo.pl> (Polish only)

Industry Canada: <http://strategis.gc.ca>

For more information, contact:

Arkadiusz Wysocki, Business Development Officer

Canadian Embassy, Trade Division, ul. Matejki 1/5, 00-481 Warsaw, Poland

Tel.: (48-22) 584-3355

Fax: (48-22) 584-3195

E-mail: arkadiusz.wysocki@dfait-maeci.gc.ca

Web Site: <http://www.infoexport.gc.ca/pl>

CZECH REPUBLIC

Czech construction output continues to grow quickly. In 2001, an 11% year-on-year growth was attributed to the 15.8% growth of transportation investments and development projects. Companies involved in infrastructure and engineering projects

were primarily responsible for the growth, as were construction companies. The amount of exported construction work had a 30.5% growth between March 2000 and March 2001, due to a large number of infrastructure projects, especially railway projects and city bypasses. The influx of foreign investors went up, reaching a height of US\$5.1 billion in 1999. Over 25% (US\$1.6 billion) was invested in construction of new shopping centres, supermarket chains and hypermarkets. This influx of foreign direct investment should continue in 2002. To deal with the housing shortage, the government is supporting the housing sector by offering incentives to encourage investment in housing construction such as the Housing Fund, which offers financial support programmes to municipalities. Building societies, mortgage loans, interest-free loans, and repair and reconstruction of old panel blocks are of the highest importance. Moreover, banks in 2001 offered an affordable mortgage loan at 4.5%.

The **key growth sectors** are construction of supermarket chains and commercial centres, construction of family homes, reconstruction and renovation of older panel block houses, and wooden building materials.

Market-access Considerations

A local partner is absolutely essential to provide insight into Czech business practices, market characteristics and strategies, as well as legal, financial and import procedures. Canadian investment has mostly been present through the Four Seasons Group, which opened a hotel in February 2001, and TrizecHahn (TriGranit), which completed shopping/multicomplex centres in Slovakia and the Czech Republic.

Major Competition

Major construction companies include Skanska (which bought IPS), Stavby silnic a zeleznic (SSZ), Metrostav, ZS Brno and Vodni stavby Bohemia (VSB). Market capitalization of these companies represents over 50% of the construction-industry market.

Other Information Sources

Czech Invest Agency: <http://www.czechinvest.org>

Czech Trade Agency: <http://www.czechtrade.cz>

Ministry of Industry and Trade: <http://www.mpostav.cz>

ABF – Foundation for Architecture and Construction Development:

<http://www.abf.cz>

IKAS – information office for construction: E-mail: ikas@ikas-praha.cz

For more information, contact:

Jitka Hoskova, Commercial Officer

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6, Czech Republic

Tel.: (420-2) 7210-1800

Fax: (420-2) 7210-1894

E-mail: jitka.hoskova@dfait-maeci.gc.ca

Web Site: <http://www.dfait-maeci.gc.ca/prague>

SLOVAKIA

For 2001, the total volume of construction is estimated at C\$3.5 to C\$3.7 billion. New construction can be broken down into non-residential non-industrial (36%), civil engineering (28%), non-residential industrial (18%), residential (15%) and hydraulic engineering (3%). Slovakia has exports of masonry and concrete materials of C\$2 billion per year (mortars and fibre-cement products, building ceramics, glow-resistant materials and silicate prefabricated elements). Imports of construction materials amount to C\$1.4 billion per year (bricks, building ceramics, stone, fixtures and wood products). From Canada, it is mostly roofing materials, waterproofing materials, and fire prevention and security installations. Non-residential and industrial buildings use construction techniques and materials that are similar to Canada's, but, for family homes, the Slovaks prefer masonry homes or houses built from silicate prefabricates, which are less expensive than imported Canadian-style prefabricated or wood-frame homes. This is why the latter account for only 3% of the import market—pricing of Canadian prefabricated homes, higher overseas transportation costs and lack of local workers skilled in these techniques appear to be prohibitive. Canadian exporters are more successful if they import some parts and materials for prefabricated homes and thus benefit from less expensive local labour, materials and transportation costs.

With a shortage of 150,000 to 200,000 housing units, the government, along with the private banks, developed subsidized building savings, subsidized mortgages and loans for individuals, as well as direct subsidies for municipalities through the State Housing Development Fund. Since most new construction will be concrete apartments, worth C\$600 million to C\$1 billion, Canada has some progressive and cost-competitive technologies to offer. There are also some opportunities for the export of materials and joint ventures for single-family homes as well.

Infrastructure construction is apparent, since, in 2001,

Slovakia spent C\$320 million, 31% more than in 2000, on construction of four-lane highways, tunnels and bridges. Also, the rebuilding of the European Railroad corridor through Slovakia (from Bratislava to the Polish border) was begun for C\$55 million, with C\$23 million being spent in 2001. These projects created many smaller projects that were planned and financed by municipalities. However, no major construction activities in other areas such as airports, dams and transit pipelines are planned for 2002.

While non-residential and industrial building is almost completely stopped due to budget restrictions, the picture for **industrial construction** is more optimistic. The volume of foreign investment into Slovakia has grown rapidly since 1999, and many new greenfield or brownfield projects have been started, while new ones are planned. Companies that plan to build new plants or expand existing ones include Volkswagen, Whirlpool, Siemens and U.S. Steel. Newly set-up industrial parks offer many incentives to smaller foreign investors for their production facilities. Slovakia is going through a building boom of new large supermarkets and shopping centres by large international shopping chains (such as Tesco, Carrefour, Billa and Metro). Thus, Canadian companies can export construction technologies for industrial/commercial buildings, materials and specialized installations such as fire-prevention and security systems.

Major Competition

The biggest construction companies, based on 2000 net revenues, are Hydrostav, Doprastav, Vahostav, Inzinierske stavby – Kosice, ZIPP and Sibamac. Currently, 26% of companies have more than 500 workers, while 38% have more than 20.

Other Information Sources

SARIO - Slovak Agency for Foreign Investment: <http://www.sario.sk>

Ministry of Construction and Regional Development: <http://www.build.gov.sk>

Association of Construction Companies-Slovakia: <http://www.zsps.sk>

For more information, contact:

Milan Harustiak, Commercial Officer

Canadian Embassy, Misikova 28/D, 811 06 Bratislava, Slovak Republic

Tel.: (421-2) 5244-2175

Fax: (421-2) 5249-9995

E-mail: harustiak@canemb.sk

Web Site: <http://www.dfait-maeci.gc.ca/prague>

AUTOMOTIVE INDUSTRY

HUNGARY

The automotive industry, including motor-vehicle manufacturing and automotive parts' manufacturing, offers excellent opportunities. In 2000, the manufacturing sector accounted for 77% of gross industrial production, 57% of domestic sales and 94% of industrial exports. Output in this sector increased 18% in 2000. Due to the arrival of multinational companies in the car and automotive parts' industries and their large-scale investments in plants and equipment, there has been a rapid development of the automotive industry to serve the European market, especially in vehicle electrical parts. Major companies, including Visteon, General Motors/Opel, Audi, Suzuki and Lear Automotive have made large investments for auto assembly and/or component manufacture. Ontario-based Linamar Corp., which entered the market through majority acquisition of a Hungarian company, Mezogep, has been operating for a number of years, and, more recently, Westcast Industries Inc. from Brantford, Ontario, made a greenfield investment and established a company in Hungary, Weslin Ltd., through a joint venture with Linamar, to manufacture iron exhaust manifolds and related iron castings for the European automotive market.

Hungary offered these manufacturers important advantages, including a skilled and relatively low-waged labour pool; an ever-increasing automotive supplier and vendor network; a stable economy; and a highly advantageous location. These companies are expanding operations and manufacturing, and seeking to use more Hungarian components. Hungary has targeted increased investment in this sector as a primary goal. To capitalize on this

RENAISSANCE EASTERN EUROPE PROGRAMME

Canadian firms thinking of investing or participating in capital projects in Central and Eastern Europe can avail themselves of Renaissance Eastern Europe, a CIDA (Canadian International Development Agency) grant programme that helps reduce the cost and risks of doing business in the region. CIDA provides up to 50% of eligible expenses for firms wishing to undertake a viability study, when deciding whether to invest (maximum contribution: C\$100,000); and up to 50% of the cost of training local staff, once a firm has decided to invest (maximum contribution: C\$250,000). Eligible expenses include travel expenses, salaries and professional fees. For more information, contact:

Marco Domaschio, Programme Manager
Renaissance Eastern Europe, CIDA
200 prom. du Portage, Hull, Quebec K1A 0G4
Tel.: (819) 997-7159
Fax: (819) 994-1208
E-mail: marco_domaschio@acdi-cida.gc.ca
Web Site: <http://www.acdi-cida.gc.ca/REE>

potential, an Automotive Parts' Manufacturers' Association mission is planned for Central Europe for Spring 2002. Any Canadian companies interested in doing business in this sector are welcome to participate.

Major Shows: <http://www.hungexpo.hu>

Budapest Motor Show—international trade fair for automotive industry
March 21-24, 2002

SPEDEXPO—trade fair for transportation and trucks
June 12-14, 2002

Automobil 2002-Autotechnics
Budapest international exhibition for automotive industry
October 2-6, 2002

For more information, contact:

Krisztina Molnar, Commercial Officer

Canadian Embassy, Zugligeti ut 51-53, 1121 Budapest, Hungary

Tel.: (36-1) 392-3360/3502

Fax: (36-1) 392-3395

E-mail: krisztina.molnar@dfait-maeci.gc.ca

Web Site: <http://www.kanada.hu>

CZECH REPUBLIC

Almost two fifths of the top 100 European automotive component suppliers have manufacturing or assembly operations in the Czech Republic, because the largest volume car producer is in the region. There are excellent logistics and connectivity with Europe's motorway network, and a successful track record of successful R&D and quality production has been established. In total, around 120 foreign-owned automotive component firms are now operational and are increasingly visible in the country's revitalized industrial structure. Škoda Auto, part of the Volkswagen Group, is the largest Czech industrial enterprise and produces nearly 10% of all Czech exports. Czech-based automotive suppliers are geographically close to important car manufacturers in Germany, Poland, Slovakia and Hungary, but also supply markets like France and Spain on a near-to-just-in-time basis. Czech-based suppliers are exporting to Ford, VW, Audi, Mercedes, BMW, Opel, Volvo, Seat, Mitsubishi, Toyota, Jaguar, Chrysler, Suzuki, Honda, Nissan, PSA, Renault, Fiat, Saab and the MCC/Smart production line. Incoming investors are now eligible for a range of incentives depending on the size and economic impact of the investment. The Czech Republic has the third-largest car-production capacity in the region, after Russia and Poland.

The Czech truck and commercial vehicle sector is also undergoing reorganization. Avia, a light truck manufacturer, is majority-owned by Daewoo. Karosa, the country's former monopoly bus manufacturer, was purchased by RVI (Renault) and is now part of the Iris Group, Renault's joint venture with Iveco (Fiat). The roster of investors with activities in the automotive sector includes the following first-tier suppliers with multiple production subsidiaries (some of which are held via joint ventures): Bosch (4), Continental (4), Hayes-Lemmerz (3), Hella (3), Invensys (3), Johnson Controls (4), Magna International (2), Mannesmann (3), Saint-Gobain (2), Siemens (6), TRW (5) and Woco (3).

Czech R&D skills are well-recognized by other foreign investors. Multinationals, including Motorola, Rockwell, Honeywell, Boeing, Vitatronic (a subsidiary of Medtronic), Visteon, Arrow International and Thermo King, have research centres in the Czech Republic, or contract Czech firms to do fundamental research or software development.

Automotive Aftermarket Study of Poland

The Canadian Embassy in Warsaw has recently commissioned a market study available at the following Web address:

<http://www.dfait-maeci.gc.ca/warsaw/>

For more information, contact:

Martina Taxova, Commercial Officer

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6,
Czech Republic

Tel.: (420-2) 7210-1800

Fax: (420-2) 7210-1894

E-mail: martina.taxova@dfait-maeci.gc.ca

Web Site: <http://www.dfait-maeci.gc.ca/prague>

YOUR CONTACTS IN HUNGARY, SLOVENIA, CROATIA, BOSNIA-HERZEGOVINA

For Trade matters, these countries are covered by the Canadian Embassy in Budapest. For information on certain sectors or help from the commercial section on how to: determine the best market for your products and services; develop an effective export strategy; identify key contacts; provide local company information; and comply with legal and regulatory issues, visit us at: <http://www.kanada.hu> or contact:

The Canadian Embassy in Hungary
Larry Duffield, Senior Trade Commissioner
Zugligeti ut 51-53
1121 Budapest, Hungary
Tel.: (36-1) 392-3360
Fax: (36-1) 392-3395
E-mail: bpest-td@dfait-maeci.gc.ca

The Canadian Embassy in Croatia
Synthia Dodig, Commercial Officer
Prilaz Gjüre Dezelica 4
10000 Zagreb, Croatia
Tel.: (385-1) 4881-212
Fax: (385-1) 4881-230
E-mail: synthia.dodig@dfait-maeci.gc.ca

PHARMACEUTICALS/HEALTH CARE

CZECH REPUBLIC

Since 1990, many international companies have started doing business in the Czech Republic. Although the Czech company Leciva (11% share of local market) and Slovafarma, of neighbouring Slovakia, still play the most important roles on the pharmaceuticals market, the position of large international firms is constantly rising: U.S. IVAX owns Galena, Ferring entered into Leciva, VUAB was privatized by ICN Pharmaceuticals, and Lachema obtained a strategic partner from Croatia, Pliva.

Medical equipment is produced by 40 domestic manufacturers that remain competitive in sterilizing equipment, dental X-ray equipment, health-care beds, surgical and dental instruments, surgical and gynecological beds, or bone implants, infusion and transfusion sets, catheters, surgical sewing materials and gloves. However, the market is open to any imported products and equipment that are more sophisticated or less expensive. There are regular large imports of syringes, needles, catheters

and electrical diagnosing equipment. Although 80% of X-ray equipment and irradiators in Czech medical facilities are domestic products, these products are imported now and will continue to be, given the reduced domestic production of X-ray equipment.

Imports of **pharmaceuticals** have grown, since the liberalization of international trade. In 1999, imports were valued at C\$1 billion. The pharmaceutical industry mainly manufactures generic medicines. Patent-protected medicines, whose producers are multinational pharmaceutical companies from the EU, Japan and the United States, are imported, and these imports are expected to grow. The most successful Canadian companies are Apotex and Institut Rosell-Lallemand Inc. **Vitamins, minerals, natural products and food supplements** are imported from Canada's Swiss Natural Sources, Profitness and Trophic. Long-term requirements make the medical-equipment sector promising for both domestic and foreign manufacturers. Imports are still slightly

CAFÉ SELENA: MAKING IT IN POLAND, ONE CUP AT A TIME

After establishing a leading market share in the Czech Republic, Café Selena entered the Polish market on January 1, 2001, with significant investment, state-of-the-art coffee equipment, an impressive variety of high-quality coffee blends, 20 years of experience in the business and the support of the A.L. Van Houtte group in Canada. "The hardest part was establishing the company and seeking all necessary permits and certifications to do business. The paperwork process is extremely time-consuming and needlessly bureaucratic: the amount of red tape involved can be overwhelming at times. That's why it is always important to stay focussed on getting the job done to tap this rapidly growing market of 40 million. Without any doubt, the rewards of doing business in this country are worth it," says Mark Zicha, who adds, "I found it especially useful to have someone defending our interests in Poland. For example, when the Polish Hygiene Authority was threatening to deny certification for our Canadian chocolate product, the Canadian Embassy offered us assistance immediately and gathered information that clarified the situation both for us and for the authorities to whom the Embassy made representations." Also, by taking advantage of the hotel rates negotiated by the Embassy in Warsaw, Mark saved \$2,000 in one year. Canadian businesspeople can access these rates through the Embassy's Web site under Visit information. For more information, contact:

Mark Zicha, General Manager Café Selena

Tel.: (48-22) 334-5471

Fax: (48-22) 334-5470

E-mail: zicha@selena.cz

Web Site: <http://www.europe-selena.com>

growing. In 2000, imports reached C\$335 million. Medical, surgery and stomatological tools represent about 55% of all imports, followed by orthopedic devices (26%), and X-ray machines and other devices using radiation (12%). The most successful Canadian equipment supplier is Nordion.

Market-access Considerations

All pharmaceutical products must go through a registration procedure before being sold, and all drugs having marketing authorization are subject to price control, under the so-called maximum price system. There are plans to deregulate the prices of OTC drugs and to replace the system of maximum prices by reference pricing within the next two years. A local partner is essential, and many international companies have started joint-venture companies with a domestic partner. The most common method of distribution for foreign companies is to use the services of large-scale distributors that often have the advantage of established business relationships and distribution networks. Distributors help exporters tailor their marketing strategies and products to the needs and preferences of the local market, and they negotiate with the state administration. Also, local agents can help foreign companies to overcome cultural and linguistic barriers, and they can navigate local business customs and standards. Often, local agents have established contacts in the Slovak Republic also.

Major Competition

Drugs are primarily imported from Western Europe. Swiss company Novartis holds third rank among the largest dealers (after the local companies, Leciva and Slovak Slovakofarma), followed by Sanofi-Synthelabo, the Slovenian pharmaceutical firm KRKA, Bristol Myers Squibb, Schering, Jansen Cilag, HoechstMarion Roussel and Roche. Other important international firms are Knoll, Pharmacia, Upjohn, Lek, Merck, Apotex and Bayer.

The largest imports in medical equipment are from Germany (16%) and the United States (17%). The most significant suppliers of X-rays, imaging systems, CT and sonographs are Toshiba (U.S.), Philips (U.S.) and Olympus (Japan), followed by Fisher imaging corporation (U.S.) and AFT imaging corporation (U.S.). Medical, surgical and stomatological tools are mainly imported from Philips (U.S.). The most significant importer from Germany is Siemens, which produces X-rays, vacuum systems and mammography devices.

Other Information Sources

Confederation of Industry of the Czech Republic: <http://www.spcr.cz>

Czech largest medical fair: <http://www.bvv.cz/mefa>

Medical Information: <http://www.medicub.cz>

Medical Information: <http://www.medical.cz>

Database of suppliers of medical equipment: <http://www.medicainfo.cz>

For more information, contact:

Ilona Boldova, Commercial Officer

Canadian Embassy, Mickiewiczova 6, 125 33 Prague 6,
Czech Republic

Tel.: (420-2) 7210-1864

Fax: (420-2) 7210-1894

E-mail: ilona.boldova@dfait-maeci.gc.ca

Web Site: <http://www.dfait-maeci.gc.ca/prague>

BELL HELICOPTER TEXTRON

Bell Helicopter Textron, the world's leading producer of rotary-wing aircraft, has been very active in the Czech aerospace market since the early 1990s. Bell found that strong local representation was required to interact closely with its Commercial Helicopter Division, located in Mirabel, north of Montreal. From 1990 to 2000, Bell Helicopter produced in Canada and delivered four model 412 HP and five model 206 helicopters. Primary clients are the Czech Police and Alfa Helicopter Co. Recently, these sales were increased by a model 412 EP. Bell is also in the process of delivering an additional model 427 to Alfa, which will be used for emergency medical services. Should the Czech Police open a tender for new helicopters in 2002, Bell Textron is ready to offer eight new machines. Bell's commitment to the commercial market is indicated by ongoing development and support provided by its Canadian headquarters. Implementing advanced technology through precise Canadian engineering and high-quality manufacturing has placed Bell among the foreign leaders in the aerospace market. Also, strong representation, a key to success for all foreign companies, ensured solid sales.

THE EUROPEAN ADVANTAGE

subject to equipment spending cuts. In fact, over the past five years, imports of Canadian goods have dropped in value from an average of FF10 million (about C\$14 million) to less than FF3 million (C\$4.20 million).

However, the new Internet portal of France's Délégation générale pour

Manufacture and assembly of a portion of this equipment in Canada has led to export cooperation and marketing agreements, which in turn have produced industrial spin-offs for Canadian companies totalling more than FF100 million (C\$140 million) since 1993.

EUROSATORY 2002

l'armement (DGA) [www.ixarm.com] now provides suppliers with practical information; eventually it will post French requirements and calls for tenders, and give the option of submitting unsolicited proposals. Currently, cooperative European defence programs, such as the A400M military transport or the Meteor missile program, could provide Canadian manufacturers with new aerospace subcontracting opportunities for tenders to be evaluated by those responsible for OCCAR, the new European arms procurement agency in charge of these programs.

Also noteworthy are Canada-France industrial development programs focusing on the production of Eryx anti-bunker/anti-tank missiles, 105-mm artillery systems and ammunition, and SICF command and information systems, with which the Canadian and French armed forces will be equipped from now on, in addition to the bullet-proof helmets soon to be worn by the Canadian infantry.

For more information on this sector, contact:

- Guy Ladequis, Commercial Officer (Aeronautics and Defence), Canadian Embassy in France, tel.: (011-33-1) 44.43.23.59, fax: (011-33-1) 44.43.29.98
- Charles Hall, Industry Canada, tel.: (613) 952-2433, fax: (613) 998-6703
- Anne Healey, CDIA, tel.: (613) 235-5337, fax: (613) 235-0784, e-mail: cdia@cyberus.ca

For more information on EUROSATORY 2002, consult the exhibition organizers' Web site: www.eurosatory.com

To register for the Canada Pavilion at EUROSATORY 2002, contact:

- Elisabeth Veauvy-Charron, Promosalons Canada-Montreal, tel.: (514) 861-5668, fax: (514) 861-7926, e-mail: infofr@promosalons.com
- Alison Cousland, Promosalons Canada-Toronto, tel.: (416) 929-2562, fax: (416) 929-2564, e-mail: acousland@promosalons.com



THE CANADIAN
TRADE COMMISSIONER
SERVICE

Doing business abroad?

You've researched and selected your target market. Now you need a list of qualified contacts, such as potential buyers, distributors and consultants. That's a *Key Contacts Search*. And we can provide it.

We are 500 trade professionals in more than 130 cities around the world, and we can provide you with a list of qualified contacts.

We're the next logical step. We're the Canadian Trade Commissioner Service. We serve Canadian business abroad. Visit us at www.infoexport.gc.ca

Department of Foreign Affairs and International Trade / Ministère des Affaires étrangères et du Commerce international

Canada

market in the U.S.

and quality expectations of the U.S. consumer. I think Canadian wine makers are finally ready to be introduced to American importers, distributors and retailers."

Combret offers these final words: "We use the French term 'terroir' to describe the combination of characteristics that make up a wine's unique identity: consider careful marketing

and patience as the finishing touches to this priceless mix."

For more information, contact Olivier Combret, Owner, Domaine Combret Estate Winery, tel.: (250) 498-6966, toll Free: 1-866-TERROIR, fax: (250) 498-8879, e-mail: info@combretwine.com Web site: www.combretwine.com

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection!")

CAFÉ SELENA: MAKING IT IN POLAND, ONE CUP AT A TIME

After establishing a leading market share in the Czech Republic, Café Selena entered the Polish market on January 1, 2001, with significant investment, state-of-the-art coffee equipment, an impressive variety of high-quality coffee blends, 20 years of experience in the business and the support of the A.L. Van Houtte group in Canada. "The hardest part was establishing the company and seeking all necessary permits and certifications to do business. The paperwork process is extremely time-consuming and needlessly bureaucratic: the amount of red tape involved can be overwhelming at times. That's why it is always important to stay focussed on getting the job done to tap this rapidly growing market of 40 million. Without any doubt, the rewards of doing business in this country are worth it," says Mark Zicha, who adds, "I found it especially useful to have someone defending our interests in Poland. For example, when the Polish Hygiene Authority was threatening to deny certification for our Canadian chocolate product, the Canadian Embassy offered us assistance immediately and gathered information that clarified the situation both for us and for the authorities to whom the Embassy made representations." Also, by taking advantage of the hotel rates negotiated by the Embassy in Warsaw, Mark saved \$2,000 in one year. Canadian businesspeople can access these rates through the Embassy's Web site under Visit information. For more information, contact:

Mark Zicha, General Manager Café Selena

Tel.: (48-22) 334-5471

Fax: (48-22) 334-5470

E-mail: zicha@selena.cz

Web Site: <http://www.europe-selena.com>

growing. In 2000, imports reached C\$335 million. Medical, surgery and stomatological tools represent about 55% of all imports, followed by orthopedic devices (26%), and X-ray machines and other devices using radiation (12%). The most successful Canadian equipment supplier is Nordion.

Market-access Considerations

All pharmaceutical products must go through a registration procedure before being sold, and all drugs having marketing authorization are subject to price control, under the so-called maximum price system. There are plans to deregulate the prices of OTC drugs and to replace the system of maximum prices by reference pricing within the next two years. A local partner is essential, and many international companies have started joint-venture companies with a domestic partner. The most common method of distribution for foreign companies is to use the services of large-scale distributors that often have the advantage of established business relationships and distribution networks. Distributors help exporters tailor their marketing strategies and products to the needs and preferences of the local market, and they negotiate with the state administration. Also, local agents can help foreign companies to overcome cultural and linguistic barriers, and they can navigate local business customs and standards. Often, local agents have established contacts in the Slovak Republic also.

Major Companies

Drugs are primarily Novartis holds the local companies, L Sanofi-Synthelabo Bristol Myers Squibb Roussel and Roche Pharmacia, Upjohn

The largest import and the United States X-rays, imaging systems Philips (U.S.) and corporation (U.S.) surgical and stomatological (U.S.). The most successful which produces X-

Other Information

Confederation of Industries Czech largest medical Medical Information: I Medical Information: I Database of suppliers

For more information

Ilna Boldova, C

Canadian Embassy Czech Republic

Tel.: (420-2) 72

Fax: (420-2) 72

E-mail: ilna.b

Web Site: <http://>

BELL HELICOPTER TEXTRON

Bell Helicopter Textron, the world's leading producer in the Czech aerospace market since the early 1990s, was required to interact closely with its Commercial of Montreal. From 1990 to 2000, Bell Helicopter produced 412 HP and five model 206 helicopters. Primary distributor. Recently, these sales were increased by a model 400 additional model 427 to Alfa, which will be used by Czech Police open a tender for new helicopters in the market. Bell's commitment to the commercial and support provided by its Canadian headquarters and precise Canadian engineering and high-quality products leaders in the aerospace market. Also, strong representation companies, ensured solid sales.



THE CANADIAN
TRADE COMMISSIONER
SERVICE

24 hours a day

You're serious about exporting. You've researched and selected your target market. So what's the next logical step? We are. Our Website gives you access to 500 trade professionals in more than 130 cities around the world with the sectoral and market expertise you need to succeed. You will also access country-specific information. Sector-specific information. Web links. And our personalized services. We're the next logical step. We're the Canadian Trade Commissioner Service. We serve Canadian business abroad.

www.infoexport.gc.ca

Department of Foreign Affairs and International Trade / Ministère des Affaires étrangères et du Commerce international

Canada

THE EUROPEAN ADVANTAGE

—Continued from page 1

opportunity to network with 450 journalists and 500 political and military decision makers from the 113 official delegations, making contacts instrumental to their expansion.

Trade Team Canada, including representatives from Industry Canada, the Canadian Defence Industries Association (CDIA) and the Commercial Division of the Canadian Embassy in France, will once again organize and staff a booth at the event, highlighting the expertise of Canadian defence industries and specialized SMEs looking for business opportunities in this market.

A range of Canadian goods and services will be on display, including training ammunition, industrial rubber tracks for armoured vehicles, special containers, nuclear/biological/chemical decontamination processes and services, thermogenerators and interactive whiteboards.

Canadian participants will also have a chance to expand their network of international contacts and strengthen their trade interests at an official partnership event, to which 300 European buyers and decision makers will be invited.

Canada and the French armament market

Even though arms purchases by France now amount to almost FF4 billion (approximately C\$5.60 billion) each year, direct imports of Canadian defence matériel by the French market have so far been minimal and

subject to equipment spending cuts. In fact, over the past five years, imports of Canadian goods have dropped in value from an average of FF10 million (about C\$14 million) to less than FF3 million (C\$4.20 million).

However, the new Internet portal of France's Délégation générale pour

Manufacture and assembly of a portion of this equipment in Canada has led to export cooperation and marketing agreements, which in turn have produced industrial spin-offs for Canadian companies totalling more than FF100 million (C\$140 million) since 1993.

EUROSATORY 2002

l'armement (DGA) [www.ixarm.com] now provides suppliers with practical information; eventually it will post French requirements and calls for tenders, and give the option of submitting unsolicited proposals. Currently, cooperative European defence programs, such as the A400M military transport or the Meteor missile program, could provide Canadian manufacturers with new aerospace subcontracting opportunities for tenders to be evaluated by those responsible for OCCAR, the new European arms procurement agency in charge of these programs.

Also noteworthy are Canada-France industrial development programs focusing on the production of Eryx anti-bunker/anti-tank missiles, 105-mm artillery systems and ammunition, and SICF command and information systems, with which the Canadian and French armed forces will be equipped from now on, in addition to the bullet-proof helmets soon to be worn by the Canadian infantry.

For more information on this sector, contact:

- Guy Ladequis, Commercial Officer (Aeronautics and Defence), Canadian Embassy in France, tel.: (011-33-1) 44.43.23.59, fax: (011-33-1) 44.43.29.98
- Charles Hall, Industry Canada, tel.: (613) 952-2433, fax: (613) 998-6703
- Anne Healey, CDIA, tel.: (613) 235-5337, fax: (613) 235-0784, e-mail: cdia@cyberus.ca

For more information on EUROSATORY 2002, consult the exhibition organizers' Web site: www.eurosatory.com

To register for the Canada Pavilion at EUROSATORY 2002, contact:

- Elisabeth Veauvy-Charron, Promosalons Canada-Montreal, tel.: (514) 861-5668, fax: (514) 861-7926, e-mail: infofr@promosalons.com
- Alison Cousland, Promosalons Canada-Toronto, tel.: (416) 929-2562, fax: (416) 929-2564, e-mail: acousland@promosalons.com

B.C. wine finding a market in the U.S.

—Continued from page 6

"but timing is everything. Now that consumer demand is building for Canadian wine, we can concentrate on the trade side of things. Up until now, U.S. retailers weren't sure that Canadian wine makers could keep their customers supplied. But I believe that, in most cases, Canadian operations have grown to a point where they can satisfy that demand, as well as the price

and quality expectations of the U.S. consumer. I think Canadian wine makers are finally ready to be introduced to American importers, distributors and retailers."

Combret offers these final words: "We use the French term 'terroir' to describe the combination of characteristics that make up a wine's unique identity: consider careful marketing

and patience as the finishing touches to this priceless mix."

For more information, contact Olivier Combret, Owner, Domaine Combret Estate Winery, tel.: (250) 498-6966, toll Free: 1-866-TERROIR, fax: (250) 498-8879, e-mail: info@combretwine.com Web site: www.combretwine.com

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection")

Falling hemlines may have signalled economic decline in the past, but in modern Japan, a slide in the economy is marked by a rise in demand for health products and cosmetics. Tokyo's "Big Sight" International Exhibition Centre is the venue for three leading international trade shows in the fields of beauty products and health ingredients and additives.

Standards were introduced for cosmetics. Products that are manufactured in accordance with the new regulations no longer need prior approval. Both deregulation and the introduction of new regulations are creating exciting new business opportunities for international cosmetic manufacturers by making it easier for them to enter the Japanese market.

Health and beauty shows in Japan

Beauty World Japan 2002 — May 20-22, 2002 (www.mesago-messefrankfurt.com/beautyworld/) — It is Japan's largest international exhibition for the cosmetics and beauty industries. In 2000, Japan imported cosmetics worth US\$855 million, an increase of 4.4%. Japan's US\$11.3-billion cosmetic market is the world's second-largest.

Beauty World Japan 2001 featured over 400 exhibitors from 18 countries and attracted close to 40,000 visitors from around the world. This year's show will be bigger than ever, and has been expanded to include hair care products, consumer cosmetics, fragrances and toiletry goods. Exhibitor work-



Health food counter in Japan

Despite the slowing economy in Japan, interest in cosmetic products is rising. Imports of cosmetics are expected to climb rapidly with the recent deregulation of the industry. For example, in order to attract customers, major retailers have begun to purchase innovative cosmetic products directly from overseas manufacturers.

In April 2001, import regulations that conform to international stan-

dards were introduced for cosmetics. Products that are manufactured in accordance with the new regulations no longer need prior approval. Both deregulation and the introduction of new regulations are creating exciting new business opportunities for international cosmetic manufacturers by making it easier for them to enter the Japanese market.

shops and educational seminars are planned as well. **Beauty World Japan 2002** will be the place where beauty and health products from Japan and the rest of the world converge.

For information about financial assistance for exhibitors, contact the Program for Export Market Development (PEMD), tel.: 1-888-811-1119, Web site: www.infoexport.gc.ca/programs-e.asp

For more information, contact James Kim, Trade Commissioner, Japan Division, DFAIT, tel.: (613) 996-2974, fax: (613) 944-2397, e-mail: james.kim@dfait-maeci.gc.ca

International Food Ingredients and Additives Exhibition — May 15-17, 2002 — Agriculture and Agri-Food Canada and the Department of Foreign Affairs and International Trade (DFAIT) are organizing Canadian participation at **ifia Japan 2002** (www.ejkrause.com/ifiajapan/about.html), Asia's leading event for the food ingredients and additives industry. The show's popularity has been steadily growing: the past two events were sold out.

Last year's show was attended by 22,000 engineers, technologists, managers and other professionals, and featured exhibits by over 200 companies.

To reflect the growing Japanese preference for new tastes and diets, **ifia Japan 2002** will feature such themes as Health Foods, Functional Ingredients, and Food Waste and Recycling. A world-class educational program is also planned — featuring presentations by the world's leading specialists — which will not only attract qualified buyers and technologists but will provide a valuable educational experience for all participants.

Health Ingredients Japan — **October 9-11, 2002** — Japan is now the world's third-largest market for food ingredients such as bioactive ingredients, functional foods, organic foods and nutraceuticals, and the annual **Health Ingredients Japan (HIJ)** show is a leading exhibition for the industry. HIJ, which is a part of the **International Foods Design Show**, attracted 300 exhibitors from 17 countries and 42,379 visitors last year.

Financial assistance may be available to cover half of exhibit costs, up to a maximum of \$5,000.

For more information, contact Mike Price, Agriculture and Agri-Food Canada, tel.: (613) 759-7509, fax: (613) 759-7480, e-mail: pricewm@em.agr.ca



Nutraceuticals, a growing market

HONG KONG — March 14-17, 2002 — Attend the first **International Conference for the Modernization of Chinese Medicine** (www.icc.com.hk/ICMCM) and find out more about the lucrative supplements and nutraceuticals market, worth \$420 million each year, and growing.

As Hong Kong's population ages, slimming aids, immune system enhancements, and hair growth products are becoming increasingly popular.

Companies from Hong Kong, mainland China and other Asian countries will be participating, making the conference an ideal venue for exploring

market opportunities in the Asia-Pacific region.

For more information about exhibiting, contact DP Expos Services Inc., tel.: (514) 944-8471, fax: (514) 876-4217, e-mail: info@dpexpos.com Web: www.dpexpos.com

For more information about market opportunities, contact Houston Wong, Commercial Officer (Agriculture and Agri-Food), Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7434, fax: (011-852) 2847-7441, e-mail: houston.wong@dfait-maeci.gc.ca

ITU TELECOM ASIA 2002

HONG KONG — December 2-7, 2002 — Trade Team Canada is recruiting now for the **27th ITU Telecom Asia 2002** (www.itu.int/ASIA2002), Asia's top international trade event for the world's telecommunications industry, and this year's key export market opportunity.

Hosted by the Government of the People's Republic of China, **ITU Telecom Asia 2002** will take place in Hong Kong's Convention and Exhibition Centre.

ITU Telecom events promote international telecommunications as a prime driver for global economic activity, and Telecom Asia was established to help international suppliers gain market share in the world's fastest-growing telecommunications market. For details about the success of **Telecom Asia 2000**, visit the ITU Web site at www.itu.int/ASIA2002 and click on "2000 Statistics".

This year's exhibitors at Trade Team Canada's pavilion will receive the following programs and services:

- fully managed group participation in a high-profile, prime location;
- special travel and accommodation package;
- consolidated shipment of exhibit material to the site;

- government-organized trade program;
- core Trade Commissioner Services for eligible participants;
- funding (for qualified companies) under the Program for Export Market Development (PEMD) (www.infoexport.gc.ca/pemd/menu-e.asp).

The deadline to register is **February 28, 2002.**

- For more information**, contact:
- UNILINK (pavilion organizer), tel.: (613) 549-0404, fax: (613) 549-2528, e-mail: dc@unilinkfairs.com
 - Brian Wong, Canadian Consulate General, Hong Kong, tel.: (011-852) 2847-7414, e-mail: brian.wong@dfait-maeci.gc.ca
 - Marcel Belec, China Division, DFAIT, tel.: (613) 995-6962, e-mail: marcel.belec@dfait-maeci.gc.ca
 - Dale Forbes, Industry Canada, tel.: (613) 990-9092, e-mail: forbes.dale@ic.gc.ca
 - Eric Barker, Industry Canada, tel.: (604) 666-1407, e-mail: barker.eric@ic.gc.ca
 - Debbie Kemp, Communications Research Centre, tel.: (613) 998-4287, e-mail: debbie.kemp@crc.ca

China's WTO accession

Information sessions for exporters

The Department of Foreign Affairs and International Trade (DFAIT) is organizing a series of cross-Canada information sessions about commercial opportunities for Canadian exporters arising from China's accession to the World Trade Organization (WTO).

Canada's Ambassador to China, Joseph Caron, will be delivering presentations about China's WTO accession on February 15 in Toronto, on February 21 in Montreal, and on February 25 in Vancouver.

DFAIT's China Division is also announcing the release of the **China and Hong Kong Trade Action Plan for 2002**. Exporters will find the document an excellent tool to help them identify the opportunities and challenges in the Chinese market. It will be available on the Division's Web site (after March 1, 2002) at: www.chinahktradeactionplan.ca

For more information about doing business in China, or for session schedules, contact DFAIT's China Division, tel.: (613) 996-0905, e-mail: pcm@dfait-meaci.gc.ca



Nexus Consulting Group inc. in Tunisia

It has now been six months since **Nexus Consulting Group inc.** of Sillery, Quebec, providers of international business expertise and assistance, opened the doors of its Tunisian branch, an initiative that has already resulted in an increased number of partnership requests on both sides.

At the inauguration, which was also attended by Tunisian government and industry officials, Jacques Simard, Canada's Ambassador to Tunisia, stressed the willingness of stakeholders from both countries to increase trade and cultural exchanges. He added that Tunisia continues to be one of Canada's preferred partners in Africa, citing the opening of the Nexus Consulting Group inc. branch as a concrete example.

Created in early 1999, Nexus Consulting Group inc. provides services to Canadian companies, both in Quebec and elsewhere, seeking new business

opportunities mainly in Africa, Latin America and some Middle Eastern and Western European countries. These services include all business solutions needed for a project abroad, from identifying an opportunity to implementing the project.



Slim Saïdani, President of Nexus Consulting Group inc. (right), applauds the inauguration of his firm's branch in Tunis last September. On the left is Claude Pelletier, one of his project managers, and in the middle is Jacques Simard, Canada's Ambassador to Tunisia.

For more information, contact Nexus Consulting Group inc., in Canada: tel.: (418) 683-0999, toll free: 1 877 307-0999, fax: (418) 683-2268, Web site: www.groupe-nexus.qc.ca e-mail: info@groupe-nexus.qc.ca in Tunisia: tel.: (011-216-71) 951-408, fax: (011-216-71) 951-369.

Companies wishing to do business in Tunisia can contact André Landry, Desk Officer, DFAIT, tel.: (613) 944-8288, fax: (613) 944-7431, e-mail: andre.landry@dfait-maeci.gc.ca or André Potvin, Commercial Counsellor, Canadian Embassy in Tunisia, tel.: (011-216) 71-796-577, fax: (011-216) 71-792-371, e-mail: andre.potvin@dfait-maeci.gc.ca ✪

Bell Helicopter Textron in Thailand

Bell Helicopter Textron Canada (BHTC) (www.bellhelicopter.textron.com) and the Royal Thai Air Force (RTAF) have signed an agreement worth

\$40 million for the purchase of two Bell 412EP helicopters.

The helicopters, which will be used for the safe, reliable and efficient transport of Very Very Important Persons (VVIP), will be manufactured in Mirabel, Quebec and delivered later this year.

The Canadian Embassy and Bell Helicopter worked closely to bring this project to fruition. Andrew McAlister, Canada's Ambassador to Thailand, witnessed the signing of the agreement on December 28 by

Commander-in-Chief ACM Pong Maneesilpa of the RTAF and E. James Wilson from Bell Helicopter Asia at the RTAF Headquarters in Bangkok.

The RTAF has been operating Bell 412's for the last 15 years, and the 412EP — the latest version of this model — is an advanced and well-established helicopter with a proven safety record, exceptional reliability and renowned product support. ✪



Signing ceremony in Bangkok: RTAF Commander-in-Chief ACM Pong Maneesilpa (left) shaking hands with E. James Wilson, Bell Helicopter Asia. Looking on: Sean Brady, President, Pac Rim International and Andrew McAlister, Canada's Ambassador to Thailand (far right).

CCC — Continued from page 7

supply hands-on support to ensure that every purchase buyers make meets their needs and expectations.

For more information on CCC's services, visit our Web site at www.ccc.ca or contact our Market Opportunities Development Office at (613) 992-3082. ✪

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "Export Sales and Contracting")

Apply now for the 2002 Canada Export Awards

"Being named Canada's 2000 Exporter of the Year was really a high point. We made sure all of our distributors and partners knew about it — because it speaks of their and our success."

Nancy Knowlton, Chief Operating Officer, SMART Technologies, Calgary, Alberta (Chatelaine, October 2001)

The Canada Export Awards celebrate the success of Canada's export companies. On October 7, 2002, International Trade Minister Pierre Pettigrew will present **Canada Export Awards** to a selected number of firms, chosen by a panel of prominent business people from across Canada. Canadian companies that receive these awards are acclaimed for increasing their export sales, for introducing new products and services abroad or for penetrating new markets.

Finalists and winners of the Awards make a remarkable contribution to

Canada's growth, creating jobs for Canadians and contributing to economic and social progress here and abroad.

The recipients of the awards will use the Canada Export Award logo in their advertising and promotional materials for three years following receipt of the award (previous winners have found that using the logo brings them added recognition in Canada and abroad). Winners will also receive media training and a 60-second video on their company produced for the awards ceremony to be held in conjunction with the annual convention

of Canadian Manufacturers & Exporters in October in Vancouver, B.C.

To participate in the program, companies that have been exporting for at least three years may apply by going to www.infoexport.gc.ca/awards-prix We encourage firms to submit their applications by e-mail. Those who do not have access to the Internet, can contact Lucille Latrémouille-Dyett, Canada Export Awards Officer, DFAIT, tel.: (613) 944-2395.

The deadline for applications is **March 31, 2002.** ✪

Canada Day in the Inland Northwest

SPOKANE, WASHINGTON — May 10, 2002 — **Canada Day in the Inland Northwest** is a business and cultural exchange program organized by Committee Canada, an arm of the International Trade Alliance, and a

number of Canadian economic development organizations. The program pairs extensive educational seminars with the opportunity to network and meet potential business partners from Canada and the United States.

This day-long event will provide attendees with an opportunity to speak with experts on a number of U.S.-Canada trade issues. Panel members will discuss a broad range of practical and technical business topics, including finding distributors, border security issues, venture capital and joint venture issues, banking relationships and market success potential.

Prior to the event, a special reception will be held on May 9 featuring Canadian wine and beer, which will be an excellent opportunity to network in an informal atmosphere, and to get to know international businesses from both sides of the border.

For more information, contact Rod Johnson, Consul and Senior Trade Commissioner, Canadian Consulate General, Seattle, tel.: (206) 770-4075, fax: (206) 443-9735, e-mail: rod.johnson@dfait-maeci.gc.ca Web site: www.canada-seattle.org or International Trade Alliance, tel.: (509) 459-4123. ✪

Export Alliance Construction

MONTREAL — March 4-5, 2002 — **Export Alliance Construction** (www.wtcmontreal.com/exportalliance) is an international networking event for Quebec businesses and professionals in the construction sector. Workshops and seminars will enable participants to establish links and explore business opportunities with potential buyers in the United States, Central America and South America, as well as reinforce their exporting knowledge. Export Alliance Construction is

sponsored by the World Trade Centre Montréal, the Quebec Ministry of Industry and Trade and la Société d'habitation du Québec; Industry Canada and the Canada Mortgage and Housing Corporation are also partners for this event.

For more information, contact Julie Bourgoin, Adviser, World Trade Centre Montréal, tel.: (514) 849-1385 or 1-877-590-4040 (toll-free in Canada), fax: (514) 849-3813, e-mail: jbourgoin@wtcmontreal.com ✪

Interstroiexpo 2002

ST. PETERSBURG, RUSSIA — April 23-25, 2002 — Canadian companies are invited to participate in a market development mission to Northwest Russia, the highlight of which is a major international building conference and trade show known as **Interstroiexpo 2002**.

The conference and trade show will include exhibitions on construction design, windows, doors, roofs, heating, ventilation and air conditioning (HVAC), and the Russian building industry.

The organizers of **Interstroiexpo 2002** have dedicated one day to Canada and Canadian construction products and technologies — Maple Leaf Day. This will give Canadian participants a unique opportunity to present their products/services to hundreds of Russian companies that are looking for suppliers or partners. This is also a chance to meet business and administrative representatives from all regions of Northwest Russia and former CIS countries.

St. Petersburg is the centre of North-west Russia and the second largest city in the Russian Federation. It holds a leading position in economic development, especially in the construction sector. With the city preparing to celebrate its 300th anniversary, over 100 construction projects are planned for 2003.

For more information, contact Margarita Sandal, Commercial Officer, e-mail: margarita.sandal@dfait-maeci.gc.ca or Andrei Galaev, Commercial Officer, e-mail: andrei.galaev@dfait-maeci.gc.ca Canadian Consulate General, St. Petersburg, tel.: (011-7-812) 325-8448, fax: (011-7-812) 325-8393 Web site: www.infoexport.gc.ca/ru ✪

Change in dates

CAIRO, EGYPT — June 3-5, 2002 — **Edxpo 2002** — Please note the new dates for the Middle East Education, Training and Development Exhibition and Conference, which have been changed from April 16-19, 2002. (See the December 17, 2001, issue and *CanadExport on-line* for details.)

Farnborough International 2002

FARNBOROUGH, ENGLAND — July 22-28, 2002 — Plan now for your participation in **Farnborough International 2002 (FI2002)**, the premier international aerospace event. At **FI2000**, orders in excess of \$50 billion were announced and more than 1,280 exhibitors, 170,000 business visitors and official representatives from 56 countries attended. Despite the current economic slowdown, participation remains an important way to

establish and maintain contacts in the global aerospace market and to obtain information on new programs.

A Canadian Pavilion is being organized under the auspices of the Aerospace Industries Association of Canada (AIAC). Although much of the exhibit space has already been reserved, opportunities still exist for firms interested in renting a panel display. Trade Team Canada—Aerospace and Defence, a partnership between industry and government, will organize a market information and intelligence program for the event.

For more information or to register, contact Sandra Sutcliffe, Aerospace Industries Association of Canada, tel.: (613) 760-4553, e-mail: sandra.sutcliffe@aiac.ca or Peter McLachlan, Trade Team Canada Secretariat, tel.: (613) 954-3328, e-mail: mclachlan.peter@ic.gc.ca

Meet us at Globe 2002



THE CANADIAN
TRADE COMMISSIONER
SERVICE

VANCOUVER, B.C. — March 13-15, 2002 — Over 50 members of the Canadian Trade Commissioner Service from missions abroad will be attending **Globe 2002** (www.globe2002.com), one of six premier international environmental trade shows, at the Vancouver Convention and Exhibition Centre. Many of the trade commissioners will be accompanied by a delegation of foreign buyers, and will be available to meet Canadian companies and exhibitors during the **Export Café** one-on-one meetings on March 13 and March 14 from 1:00 p.m. to 4:30 p.m.

Register on-line at www.infoexport.gc.ca/cafe or drop by the Trade Commissioner Service booth at the Canada Pavilion to learn about export opportunities around the world.

For more information, contact Jeffrey Tracey at (613) 996-1758 or globe2002@dfait-maeci.gc.ca

Access our environmental industries market reports and network of professionals at www.infoexport.gc.ca

For information on renting exhibit space, contact Derek Staines, EAS Exhibition Service, tel.: (905) 837-5095, e-mail: derek@easexhibitions.com

For information on Farnborough and market contacts in the United Kingdom, contact Sylvia Cesaratto, First Secretary, Canadian High Commission, London, tel.: (011-44-20) 7258-6600, e-mail: sylvia.cesaratto@dfait-maeci.gc.ca ✪

Upcoming trade shows and conferences

For the full calendar of events, see *CanadExport on-line* at www.infoexport.gc.ca/canadexport and click on "Trade Fairs and Missions" or visit www.dfait-maeci.gc.ca/arts

BOSTON, MASSACHUSETTS — April 7-9, 2002 — The **Northeast Foodservice & Lodging Exposition & Conference** is New England's largest showcase of food service equipment, products and services. Attending will be top decision makers from all food service sectors: restaurants, education, health care, correctional institutions, catering, retail, distributors, manufacturers and more. For more info: www.northeastfoodservice.com or food@divcom.com or www.divbusiness.com

KUALA LUMPUR, MALAYSIA — April 8-11, 2002 — The **Defence Services Asia Exhibition and Conference (DSA)** will feature the most sophisticated hardware and electronic equipment for defence and law enforcement and will attract decision makers, manufacturers and service providers from around the world. The Canadian High Commission will provide market prospect assessments and identification of key contacts. For more info: www.dsa2002.com or exhibitions@dial.pipex.com or Aryeh Stegenga, Canadian High Commission, Kuala Lumpur, aryeh.stegenga@dfait-maeci.gc.ca

LONDON, U.K. — April 9-11, 2002 — **In-Cosmetics** has become the leading international exhibition for suppliers and manufacturers of raw materials and ingredients for cosmetics, toiletries and personal care, and draws chemists, scientists, R&D managers, buyers and marketing personnel. For more info: www.in-cosmetics.com

SINGAPORE — April 9-12, 2002 — Agriculture and Agri-Food Canada (AAFC), in cooperation with the Canadian High Commission in Singapore, invite you to join the Canada Pavilion at the **Food & Hotel Asia Show 2002**. For more info and market opportunities: <http://ats.agr.ca/events/fhasingapore/welcome-e.htm> or Maria Lo, AAFC

(613) 759-7729, lom@em.agr.ca or Gordon Richardson, Canadian High Commission, Singapore, gordon.richardson@dfait-maeci.gc.ca

DUBAI, UNITED ARAB EMIRATES — April 9-12, 2002 — The **Gulf Education and Training Exhibition** focuses on student recruitment, academic/corporate/individual training and human resources development, plus educational equipment and supplies. Participants include representatives from academia, government and the private sector. In 2001 the event drew over 20,000 visitors. Once again in 2002, a Canadian Pavilion is planned. For more info: www.gulfeducation.com or general@ice-ltd.demon.co.uk or Margaret Hogan, Canadian Embassy, Abu Dhabi, margaret.hogan@dfait-maeci.gc.ca

BOLOGNA, ITALY — April 10-13, 2002 — The **Bologna Children's Book Fair**

HANNOVER, GERMANY — April 15-20, 2002 — **Hannover Messe** is the premier showcase for leading-edge industrial technology. The world's biggest industrial fair, it is the umbrella for seven individual trade shows: **Factory Automation, MicroTechnology, CeMAT, SurfaceTechnology, Energy, SubconTechnology, and Research and Technology**. Expected to attend are some 7,200 exhibitors from 60 nations and 260,000 trade professionals from all over the world. For more info: www.hannovermesse.de/intro_channel_e.html or Leslie T. Reissner, Canadian Embassy, Berlin, leslie.reissner@dfait-maeci.gc.ca or www.kanada-info.de

BRUSSELS, BELGIUM — April 20-24, 2002 — **AUTOTECHNICA Benelux 2002** is the 11th International Automotive Trade Show for spare parts, accessories, tools, garage and bodywork equipment. In 2000, some 325 exhibitors drew close to 40,000 visitors.

For more info: info@autotechnica.be or www.autotechnica.be or Paul Desbiens, Canadian Embassy, Brussels, paul.desbiens@dfait-maeci.gc.ca or www.infoexport.gc.ca/be

BRUSSELS, BELGIUM — April 23-25, 2002 — The **European Seafood Exposition (ESE)** is the world's most prestigious seafood event representing every seafood category. Running concurrently with ESE is **Seafood Processing Europe**, Europe's only comprehensive seafood processing exhibition. For more info: food@divcom.com or www.euroseafood.com or www.europrocessing.com or Paul Desbiens, Canadian Embassy, Brussels: paul.desbiens@dfait-maeci.gc.ca or www.infoexport.gc.ca/be

TORONTO, ONTARIO — May 3-5, 2002 — The **Canadian International Automotive Show** — the largest automotive aftermarket trade show in Canada — is expected to draw more than 20,000 automotive aftermarketers representing every level of the distribution chain and every sector of the industry. For more info, or to register: Kristina Cluff, AIA Canada, tel.: (613) 728-5821 ext. 230, kristina@aia-canada.com or www.aia-canada.com

MELBOURNE, AUSTRALIA — May 7-9, 2002 — **TCF International, Giftware International, and Homeware & Furnishing International** is three shows in one: the **International Textile, Clothing, Footwear & Fashion Accessory Exhibition**; the **Australian International Giftware Exhibition**; and the **International Homeware & Furnishing Exhibition**. For more info: Sharon Lethbridge, slethbridge@ausexhibit.com.au or www.ausexhibit.com.au

BRUSSELS, BELGIUM — May 14-16, 2002 — **Telecom cTy** (formerly TM@B) is a leading marketplace for information and communications technology solutions. In 2001, over 15,000 visitors were attracted by the more than 300 exhibitors, including both multinationals and SMEs. For more info:

Continued on page 16 — Upcoming

IFInet is your Internet gateway to procurement business funded by international financial institutions (IFIs) and UN agencies.
www.infoexport.gc.ca/ifinet/menu-e.asp

Upcoming trade shows and conferences

— Continued from page 15

info@tmab.be or **www.tmab.be** or Paul Desbiens, Canadian Embassy, Brussels, **paul.desbiens@dfait-maeci.gc.ca** or **www.infoexport.gc.ca/be**

LIMA, PERU — May 14-17, 2002 — The 5th International Gold Symposium and Trade Show, **Peru Gold**, is an excellent opportunity for Canadian firms engaged in gold exploration, mining feasibility studies, extraction and processing. CAMESE is again organizing a Canada Pavilion as well as networking sessions and site visits. **For more info** or **to register** for the Canada Pavilion: CAMESE, (905) 513-0046, **minesupply@camese.org** or **www.camese.org**

TOKYO, JAPAN — May 15-17, 2002 — **International Food Ingredients and Additives Exhibition** — October 9-11, 2002 — **Health Ingredients Japan**

TEL AVIV, ISRAEL — May 20-22, 2002 — The do-it-yourself (DIY) industry will be showcased at **DIY 2002**, the largest DIY exhibition ever. The over 300 exhibitors from around the world will present the very latest equipment and products to buyers from leading DIY retailers and distributors. There will also be a conference exploring DIY industry trends and achievements. **For more info**: Leora Elkies, **leora@fairs.co.il** or **www.israel-trade-fairs.com/2000** or Suzanne Szukits, Canadian Embassy, Tel Aviv,

suzanne.szukits@dfait-maeci.gc.ca or **www.dfait-maeci.gc.ca/telaviv**

MONTREAL, QUEBEC — May 23, 24, and 25, 2002 — The **Montreal International Interior Design Show (SIDIM)** is Quebec's largest professional design show and showcases companies involved in the design, manufacture, distribution and retail sale of products and services for office, commercial, residential and institutional interior design. **For more info**: H  l  ne Guinois, **h.guinois@sidim.com**

BRUNEI DARUSSALAM — May 27-30, 2002 — **GASEX 2002**, the 7th Gas Information Exchange Conference and Exhibition, will have the theme "Powering Sustainable Growth." The conference will feature presentations and discussion of the current concerns facing the industry. The **GASEX 2002** exhibition will showcase the latest trends, technology and industry innovations. **For more info**: Mew Yee Yap, Canadian High Commission, Brunei Darussalam, **mewyee.yap@dfait-maeci.gc.ca** or **www.gasex2002.com** **To register**: **michael@bruneibay.net**

MELBOURNE, AUSTRALIA — June 2-5, 2002 — **Designbuild** is the premier Australian showcase for the construction and design industries. Formerly called **Interbuild Australia**, the exhibition is the only forum in Australia where designers, builders, architects,

developers, engineers and merchants all meet, and attracts a trade-only audience of 17,000 buyers and specifiers. **For more info**: **designbuild@ausexhibit.com.au** or **www.designbuildexpo.com.au** or Kevin Skauge, Canadian Consulate General, Sydney, **kevin.skauge@dfait-maeci.gc.ca**

BIRMINGHAM, U.K. — June 9-11, 2002 — The **European Ethnic Food Show** is the number one ethnic food show in Europe. The 2001 show attracted 300 exhibitors showcasing authentic food and beverages and equipment for the hospitality trade. Nearly 9,000 buyers attended from the catering, retail and wholesale sectors. **For more info**: Ian Thomson, Canadian High Commission, London, **ian.thomson@dfait-maeci.gc.ca**

CAIRO, EGYPT — June 17-19, 2002 — At the **Healthcare Middle East 2002 Exhibition and Conference** exhibitors from around the world will present their products and services, including pharmaceuticals, medical equipment, healthcare support, IT solutions and training. Running simultaneously, the **Beauty and Fitness 2002 Exhibition** will introduce the latest products and innovations in cosmetology, nutrition, sports and fitness. **For more info**: **info@trade-links.org** or **www.trade-links.org** or Magdy Ghazal, Canadian Embassy, Cairo, **magdy.ghazal@dfait-maeci.gc.ca**

FARMVILLE, VIRGINIA — June 22-23, 2002 — The **2002 Arts Business Institute** *

Enquiries Service

DFAIT's Enquiries Service provides counselling, publications, and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **944-4000**) or by fax at **(613) 996-9709**; by calling the Enquiries Service FaxLink (from a fax machine) at **(613) 944-4500**; or by accessing the DFAIT Internet site at **www.dfait-maeci.gc.ca**

Return requested
if undeliverable:
CanadExport
c/o MDS
2750 Sheffield Road, Bay 1
Ottawa, ON K1B 3V9

Canada Post
Agreement Number 40064047