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Department of Foreign Affairs  
and International Trade

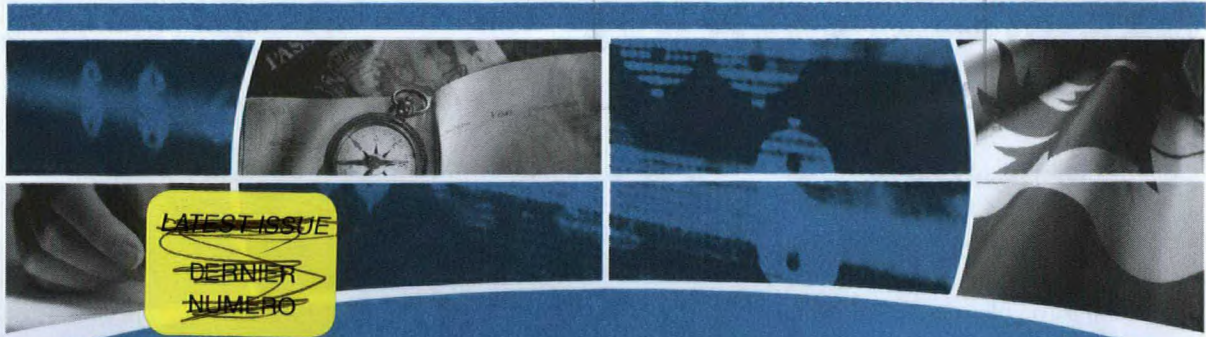
Ministère des Affaires étrangères  
et du Commerce international

Dept. of Foreign Affairs  
Min. des Affaires étrangères

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Canada

# CanadaExpo



## In this issue

- 3 Ask for Visit Information
- 4 Aerospace mission to Japan set to fly  
Doing business in China
- 5 Artists' marketing guide to the U.S.
- 6 CCC export primer: Contracts
- 7 UK renewable energy market opportunities
- 8 Trade fairs and missions/Cultural events calendar

Success in the making

## Sub-Saharan Africa trade mission program

**A**s reported in the previous issue, International Trade Minister Pierre Pettigrew will be leading a **trade mission to South Africa, Nigeria and Senegal from November 15 to 26, 2002**. This article gives a brief outline of the program in each country and offers an example of a successful Canadian company in the African market.

### Mission program

The mission will focus on trade and investment opportunities for Canadian companies and advancing Canadian

trade policy objectives. In each city, the program will include:

- General and sectoral seminars given by regional experts and briefings by Canada's trade commissioners outlining the commercial trends. They will explain the business environment, opportunities and challenges of operating in the region.
- Networking hospitality events designed to allow Canadians to meet local business and government representatives as well as other Canadians living and doing business in Africa.

*continued on page 2 — Mission*

Vol. 20, No. 17  
October 15, 2002

Supplement  
**CANADA EXPORT AWARDS  
2002**  
(see insert)

## Canada-France Cooperation Agreement signed



From left to right: Jean Saint-Jacques, Minister-Counsellor, and Ian McLean, Plenipotentiary Minister, Canadian Embassy in Paris; Ariane Obolensky, President of the Executive Board of the BDPME; Jean-Charles Roher, Minister-Counsellor, French Embassy in Ottawa; Dominique André, Deputy Director, BDPME; and Jean-Yves Dionne, Counsellor (Investments), Canadian Embassy in Paris

*see story on page 2 — Cooperation*

## Mission to Africa — continued from page 1

- Face-to-face briefings with Canada's regional trade commissioners to discuss specific interests related to the African market.
- Special attention will be paid to the financing needs of Canadian companies wanting to do business in Africa.
- Canadian trade commissioners from across Africa will meet the mission in Dakar to discuss business opportunities in their markets and meet individually with delegates.

### Success story

Here is one example of a successful Canadian company in the African market. Many other examples can be found on the following Web site: [www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca)

**Positron Public Safety Systems Inc.**, Montreal, Quebec—In Montreal you dial 9-1-1. In Cape Town you dial 1-0-7. But behind the different emergency numbers lies the same Canadian expertise.

In 2000, Positron Public Safety Systems Inc., together with the Cape Metropolitan Council, launched an Emergency Call Centre in Cape Town—the first South African city to introduce the 1-0-7 emergency number. Since then, the South African government has been working toward ensuring access to public safety providers, and ensuring that these providers respond in an efficient and effective way.

The Centre has been well received because of its excellent service as well as its commitment to skills training

and development, and recruitment of previously disadvantaged persons.

Positron has high praise for Canada's Trade Commissioner Service (TCS) around the world. "Canadian embassies have consistently provided us with outstanding support," says José-Luis Menghini, President of the company's International Development Division. "I always advise our people abroad to seek guidance from TCS at the local embassy or consulate in order to verify critical information and solve problems in diverse areas such as establishing the reliability of potential partners, legal issues, pitfalls and hidden operating costs."

**For more information** on the mission, contact the Team Canada Division, DFAIT, tel.: **(613) 944-2520**, fax: **(613) 996-3406**, e-mail: [team-equipecanada@msn.com](mailto:team-equipecanada@msn.com) Web site: [www.tcm-mec.gc.ca](http://www.tcm-mec.gc.ca) \*

## Cooperation Agreement

— continued from page 1

*In September 2002, Canada and France signed a Cooperation Agreement—the latest in a series of bilateral initiatives to promote the establishment of Canadian businesses in France and French investment in Canada (France is Canada's third largest investor, with more than \$23 billion in investments).*

The Agreement, signed with the French Banque de Développement des Petites et Moyennes Entreprises (BDPME) (Business Development Bank for Small and Medium-sized Enterprises), gives Canada access to a network of about 40 BDPME banking centres throughout France. Moreover, it raises the profile of the Trade and Economic Division of the Canadian Embassy in Paris among French SMEs, thus enabling the Embassy to target its investment promotion program more effectively.

The signing of the Agreement was the highlight of the *Journée du Canada*, organized by the Centre Français de Commerce Extérieur and France's Senate. The theme for the day was "Canada's discreet prosperity: Gateway to the Americas." As part of this highly successful day (according to many potential French investors), more than 170 stakeholders from Canadian and French industry, business services, chambers of commerce, as well as French and Canadian government officials learned about Canada's solid economic performance and the attractiveness of Canada to foreign investors.

**For more information**, contact the Trade Division at the Canadian Embassy in Paris, e-mail: [paris-td@dfait-maeci.gc.ca](mailto:paris-td@dfait-maeci.gc.ca) Web site: [www.amb-canada.fr](http://www.amb-canada.fr) \*

Editor-in-Chief:  
**Suzanne Lalonde-Gaëtan**  
Managing Editor: **Louis Kovacs**  
Editor: **Michael Mancini**  
Layout: **Yen Le**  
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Telephone: **(613) 992-7114**  
Fax: **(613) 992-5791**  
E-mail: [canad.export@dfait-maeci.gc.ca](mailto:canad.export@dfait-maeci.gc.ca)  
Web site:  
[www.infoexport.gc.ca/canadexport](http://www.infoexport.gc.ca/canadexport)

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CanadExport

THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

Access our market studies and our network of professionals at

[www.infoexport.gc.ca](http://www.infoexport.gc.ca)

*With more than 500 trade professionals in 140 cities around the world, the Canadian Trade Commissioner Service has helped thousands of companies succeed at doing business abroad. What follows is the fourth in a series of descriptions of the core services of the Trade Commissioner Service — available to you, the Canadian trader.*

## Travelling abroad to meet new buyers? Ask for Visit Information

**F**or any company developing a new foreign market, there is just no substitute for personal contact. The Trade Commissioner Service highly recommends personal visits to the territory—not just one visit, but several—as the best method of cementing the business relationships so crucial to a company's success in international trade. You will find that all the phone calls, faxes, letters, and e-mail messages in the world will not have the power of a single handshake.

They will also provide lists of recommended local services, such as: hotels; business support services; interpreters and translators and local transport providers.

### Will post officers make reservations for me?

No, nor will they prepare itineraries, act as tour guides, or provide logistical support. Although rooms and meeting spaces are not available at the post for meetings between you and your business contacts in the region, the Trade Commissioner can direct you to reputable local service providers so that you can make your own arrangements.

### What information will post officers require of me?

When you contact the Trade Commissioner at post, you should provide clear responses to the following questions:

- When do you plan to visit the market?
- Have you considered adapting your product or service literature and business cards to the market?

### When is a good time to visit?

A large part of **Visit Information** is advice from post officers on the timing of your visit. They will let you know, for example, whether the proposed travel dates coincide with any local event or occasion that might affect the availability of accommodations or of the people you want to meet.

### What else can I expect from Visit Information?

Post officers will give practical tips and guidance on local customs, successful business practices and



Do you need a visa to enter your target market? Will you have to get vaccinations before going to the territory? Answers to these and many other kinds of questions about business travel abroad are easy to obtain right here at home, through Consular Services of the Department of Foreign Affairs and International Trade (DFAIT).

To receive the latest news and alerts for your destination, visit the DFAIT website at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca).

Consular Services posts publications on safe travel and in-depth travel reports for over 220 destinations worldwide.



Published by the Trade Commissioner Service Marketing Division (TCW)

## Aerospace trade mission to Japan

**T**he Canadian aerospace industry will descend upon **Tokyo** from **February 16 to 21, 2003**, in a **trade mission** led by the Department of Foreign Affairs and International Trade (DFAIT), in collaboration with the Aerospace Industries Association of Canada (AIAC) and Industry Canada.



This mission, announced at the recent general meeting of the AIAC in Ottawa, will take advantage of the growing number of partnerships between Canadian and Japanese companies in the aerospace sector. At the same time, the mission will help Canadian companies develop opportunities in Japan's \$12 billion aerospace industry.

### Opportunities take flight

In February of 2002, a large Japanese delegation visited Canada led by the

Japanese Ministry of Economy, Trade and Industry and the Society of Japanese Aerospace Companies. The delegation included over two dozen leading Japanese aerospace manufacturers. The Japanese left deeply impressed by the quality and quantity of Canadian aerospace firms.

Following this mission, the Japanese expressed a strong interest in exploring the possibility of further collaboration with the Canadian industry, a message that has been repeated

both in Japan and at the recent **Farnborough Air Show** in the United Kingdom.

When Canadian aerospace firms visit Japan next February, they will have the opportunity to network with, and present their capabilities to, a Japanese aerospace audience consisting of representatives from both government and industry. They will also have the opportunity to visit a number of aerospace facilities throughout Japan where they will be able to further investigate the potential for future partnerships.

**For more information** on the trade mission, contact David Moroz, Trade Commissioner, Japan Division, DFAIT, tel.: **(613) 996-2974**, e-mail: **david.moroz@dfait-maeci.gc.ca** Web site: **www.dfait-maeci.gc.ca/ni-ka** ✪

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

### Doing business in China

## SUPPORTING CANADA'S EXPORTERS

If you are expanding your business into China, look to the **Canada China Business Council (CCBC)**, the **Hong Kong-Canada Business Association (HKCBA)**, and the **Canadian Chamber of Commerce in Hong Kong (CCCHK)**. They're there to help.

### Canada China Business Council

The CCBC is a private sector, membership-based organization that has worked with Canadian and Chinese companies for the past 25 years to increase trade and investment between our two countries. With experienced staff in two offices in Canada (Toronto and Vancouver) and five offices in China (Beijing, Chengdu, Qingdao, Shanghai, and Shenzhen), the CCBC is well equipped to assist Canadian companies in developing their strategies for the Chinese market.

Companies interested in learning more about the CCBC and the benefits of

membership should contact Kai Xing, Senior Director of Business Development, CCBC, e-mail: **ccbc@ccbc.com** Web site: **www.ccbc.com**



### Hong Kong-Canada Business Association

The HKCBA was formed to promote commercial and economic activities between Canada and Hong

Kong and throughout the Asia Pacific region. The HKCBA is the largest bilateral trade association in Canada and operates in 8 cities across the country: Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal and Halifax.

**For more information**, contact the HKCBA, tel.: **(416) 368-8277**, fax: **(416) 368-4321**, e-mail: **national@hkcba.com** Web site: **www.hkcba.ca**

### Canadian Chamber of Commerce in Hong Kong

The CCCHK promotes the interests of its members and conveys their views to decision-makers in industry and in government in Hong Kong, Canada and China. Accordingly, its efforts are directed at maintaining and continually improving a working environment that fosters commerce, facilitates learning and better enables members to exchange ideas and express their concerns.

**For more information**, contact the CCCHK, tel.: **(011-852) 2110-8700**, fax: **(011-852) 2110-8701**, e-mail: **canada@cancham.org** Web site: **www.cancham.org** ✪

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

October 2002

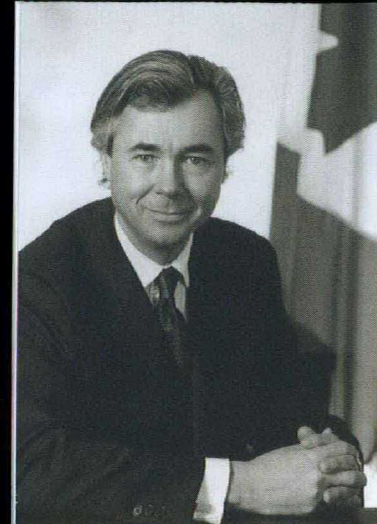
THE CANADIAN  
TRADE COMMISSIONER  
SERVICE

## Canada Export Awards

2002



# Winners of Canada Export Awards 2002



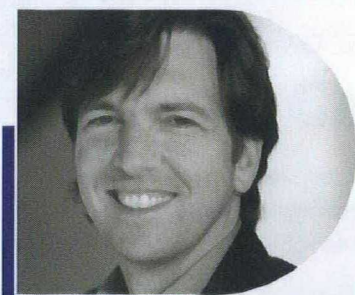
**O**n behalf of the Government of Canada, I am very pleased to present the Canada Export Awards for the year 2002 to ten Canadian companies whose outstanding achievements have helped ensure Canada's continued global leadership in trade. Big and small, these companies are international ambassadors, presenting Canada as a nation of ideas, innovation and excellence. They are a symbol of our success abroad and contribute significantly to the health of our economy. These leading

exporters generate jobs and prosperity, thus strengthening the economy not only of their own communities but also of the entire country. I extend my congratulations to the management and dedicated staff of all the winning companies. I salute these winners for their hard work and inspiration to all Canadians.

**Pierre S. Pettigrew, Minister for International Trade**

## DECODE Entertainment Inc.

- Toronto, Ontario
- Neil Court, Partner
- **Smaller Exporter Achievement Award**

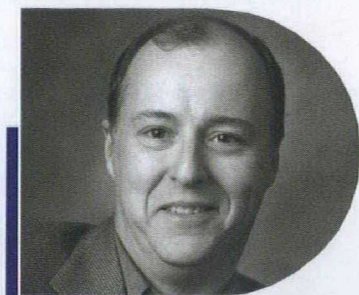


**D**ECODE Entertainment is among the world's most innovative and successful production companies in entertainment for children and youth. Home to some of Canada's top talent, DECODE develops, produces and distributes internationally recognizable television series such as "Angela Anaconda" and "The Zack Files", as well as interactive Web projects. The company's award-winning offerings are currently seen in more than 40 countries worldwide.

[www.decode.tv](http://www.decode.tv)

## Fincentric Corporation

- Richmond, British Columbia
- Mike Cardiff, President and CEO
- **Lifetime Achievement Award**

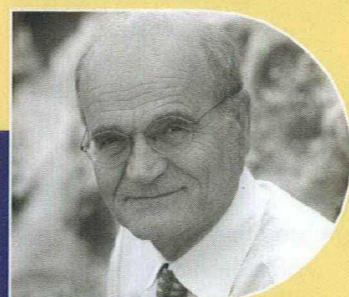


**F**incentric Corporation is a global provider of banking and wealth management technology. Established in 1984, this pioneering company recognized the importance of wealth management to the financial industry early on and is now a leader, providing Web-enabled software solutions to approximately 300 customers in financial institutions worldwide. The company's strategic alliances have helped it to penetrate markets in the U.S., South Africa and Asia.

[www.fincentric.com](http://www.fincentric.com)

## ZENON Environmental Inc.

- Oakville, Ontario
- Andrew Benedek, Chairman and CEO
- **Exporter of the Year**

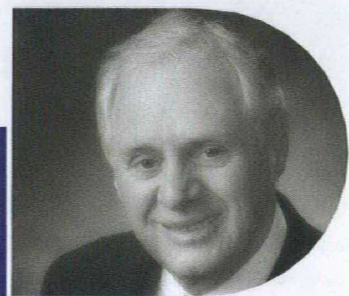


**Z**ENON Environmental Inc. is winning over environmentalists and investors alike with its advanced membrane products that improve the safety and quality of water. Zenon specializes in a chemical-free water treatment method known as membrane filtration. In the last three years, ZENON has penetrated emerging markets in Asia, Australia and Eastern Europe, establishing thousands of installations in over 30 countries, while helping to safeguard the world's water supply.

[www.zenonenv.com](http://www.zenonenv.com)

## General Motors Defense

- London, Ontario
- William Pettipas, Executive Director



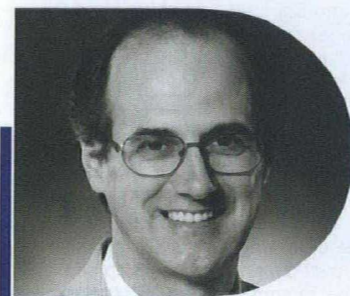
**G**eneral Motors (GM) Defense is one of the world's leading light-armoured vehicle

manufacturers, serving some of the most demanding military customers in the world. With \$4 billion in export contracts in 2001 and a landmark deal with the U.S. army, GM Defense has emerged as an exporting powerhouse. The new \$6-billion joint venture to produce armoured vehicles made in Canada for the U.S. army is the largest in company history.

[www.gm-defense.com](http://www.gm-defense.com)

## H. Fontaine Ltd.

- Magog, Quebec
- André Fontaine, Executive President

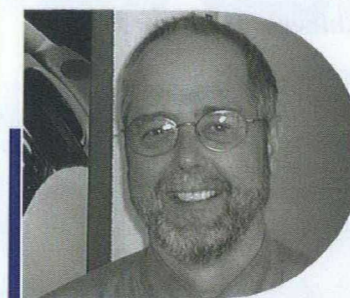


**W**ith offices around the globe, H. Fontaine has emerged as a leader in effective water management. This family-run company designs and manufactures water control gates used by hydroelectric power and waste water treatment plants. World-class environmental know-how and innovation have fuelled H. Fontaine's strong international showing. From the Arabian Peninsula to Latin America, exports to foreign markets account for 80 percent of the company's total sales.

[www.hfontaine.com](http://www.hfontaine.com)

## Lacent Technologies Inc.

- Edmonton, Alberta
- Ron Gilbertson, President and CEO



**L**acent Technologies is an advanced manufacturing company on the cutting edge. This enterprising company develops and manufactures sophisticated high-speed laser cutting systems for textiles and other materials used in the automotive and industrial textile industries. In six short years, Lacent has grown from a small technology start-up to a global exporter, with customers that include suppliers to Honda and Levi Strauss.

[www.lacent.com/Lacent\\_Main.htm](http://www.lacent.com/Lacent_Main.htm)

## Lotek Wireless Inc.

- St. John's, Newfoundland and Labrador
- Jim Lotimer, President
- **Innovation and Technology Achievement Award**



**L**otek Wireless is a leading innovator in the design and manufacture of fish and wildlife monitoring systems. Whether it's tracking elephants in Africa or penguins in Antarctica, this pioneering technology company has made its mark exporting monitoring systems that use state-of-the-art electronics designed to operate under challenging conditions. A combination of technical competency and R&D spending have resulted in strong sales in 38 countries worldwide.

[www.lotek.com](http://www.lotek.com)

## NSI Global Inc.

- Pointe-Claire, Quebec
- David Ben-David, President and CEO
- **Challenging Markets Achievement Award**



**I**n business since 1990, NSI Global is an established name in the broadband telecommunications business. NSI Global is now gaining ground in the rapidly expanding remote asset management sector. This technology enables companies to monitor industrial facilities and equipment, such as oil wellheads and trucks. NSI Global has won major clients, such as China's Ministry of Railways and PetroChina, and it experienced dramatic sales growth of 200 percent in export revenues in 2001.

[www.nsiglobalinc.com](http://www.nsiglobalinc.com)

**SMART Technologies Inc.**

- Calgary, Alberta
- Nancy Knowlton, President, COO and Co-Founder

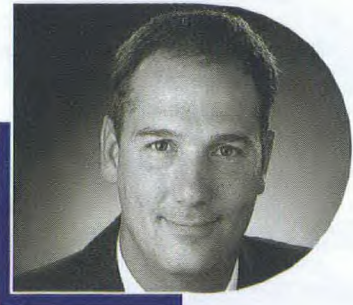


**S**MART Technologies is an international market leader in developing products that help people meet, teach, train and present—whether they are in the same room or in remote locations. This innovative technology company introduced its first interactive whiteboard, the SMART Board™, in 1991. Strategic alliances and R&D investments have enabled SMART to sell its products to companies, governments and educators spanning the globe.

[www.smarttech.com](http://www.smarttech.com)

**Spielo**

- Moncton, New Brunswick
- John Manship, CEO
- **Job Creation Achievement Award**



**I**n only 12 years, gaming product manufacturer Spielo has grown from a small Maritime company to an industry leader in the competitive, high-stakes gaming industry. Spielo designs, manufactures and operates high-technology gaming products that are setting the standard for innovation. Spielo's award-winning line of video lottery terminals is capturing major contracts worldwide, most recently in the Netherlands and the U.S.

[www.spielo.com](http://www.spielo.com)

**NATIONAL POST** National Post is committed to providing stories and information Canadians need in order to compete and win "across the street and around the world." It is understood that every Canadian business that succeeds in the global marketplace not only inspires other Canadians but enhances our collective prosperity. National Post is proud to sponsor the Job Creation Achievement Award.

**Sun Life Financial** Sun Life Financial is a leading international financial services organization providing a diverse range of wealth accumulation, protection products and services to individuals and businesses. Operating in key markets worldwide including Canada, the United States, the United Kingdom, Hong Kong, the Philippines, Japan, Indonesia, India, China and Bermuda, we understand the challenges facing exporters. We are pleased to sponsor the Challenging Markets Achievement Award.

**WD** Proud sponsor **Western Economic Diversification Canada (WD)** is the federal government's economic department in the west, working through partnerships for innovation, entrepreneurship and sustainable communities. WD has the honour of presenting the Lifetime Achievement Award, and has the satisfaction of seeing our program participants among the nominees.

**PORT VANCOUVER** The **Port of Vancouver** is Canada's largest and busiest deep-sea port and ranks number one in North America for foreign export tonnage. The Vancouver Port Authority has developed a team of experienced Port representatives located in key Asian and North American markets to help customers explore market potential and develop trade opportunities in some of the world's most dynamic trade regions. The Vancouver Port Authority is proud to be a corporate sponsor of the Canada Export Awards.

Export Award winners, have relied on EDC to help them grow globally. As Canadians reach for new heights, EDC offers them trade finance and risk management services that make it easier for Canadians to sell abroad and for foreigners to "buy Canadian."

**RBC Global Services**, as a part of RBC Financial Group, recognizes that innovation and technology are the fuel that drives today's global export business. For over a century we have provided trade finance services, working alongside industry leaders and those companies that push beyond their boundaries and challenge convention. RBC Global Services is honoured to support the Canada Export Awards with the Innovation and Technology Achievement Award.

**Canadian Manufacturers & Exporters (CME)** is pleased to recognize export champions and be a sponsor of the Canada Export Awards. As Canada's leading business network, CME successfully represents the interests of Canadian business and keeps members on the competitive edge of world-class manufacturing and trade. CME members represent 75 percent of Canada's manufacturing output and 90 percent of exports.

**EDC** Exportation et développement Canada Export Development Canada is the sponsor of the Smaller Exporter Achievement Award, salutes Canada's export champions. For over half a century, Canadian companies of all sizes, including many Canada

For more information about the 2002 Canada Export Award Winners and an application form for the 20th anniversary, 2003 Canada Export Awards, visit: [www.infoexport.gc.ca/awards-prix](http://www.infoexport.gc.ca/awards-prix)

Trade secrets

# Marketing guide for artists exporting to the U.S.

**T**his publication, commissioned by the Department of Foreign Affairs and International Trade's (DFAIT) Arts and Cultural Industries Promotion Division, is meant to assist Canadian makers of high-end, one-of-a-kind contemporary crafts who wish to sell at the wholesale level in the U.S. whether they are seasoned exporters or are looking at the American market for the first time.

specific to the fine contemporary craft industry.

The chapters on exporting provide guidance to artists on such topics as how to convert prices for the U.S. market, how to classify goods and fill out U.S. Customs paperwork, and how to get artists' work back into Canada. Also included are U.S. immigration issues Canadian artists must consider, as well as relevant Web sites and other references. A list

additional comments. Armed with this information, artists can do the homework needed to identify the right galleries and professionally pursue these leads.

This guide is available to Canadians only. Copies can be ordered by contacting DFAIT's Enquiries Service, tel.: **1-800-267-8376** or **(613) 944-4000**.

**For more information**, contact Dana Boyle, Business Development Officer, Canadian Consulate General in Minneapolis, tel.: **(612) 332-7486, ext. 3358**, e-mail: [dana.boyle@dfait-maeci.gc.ca](mailto:dana.boyle@dfait-maeci.gc.ca)

The Canadian Craft Federation, the provincial craft councils and various trade and economic development-oriented organizations who assist Canadian artists of fine contemporary craft, make up a secondary audience.



Garland coffee table by Peter Fleming, courtesy of the Ontario Crafts Council

**Getting connected** This hands-on guide, authored largely by glass artist and educator Lou Lynn of British Columbia, provides practical marketing advice. Included are tips on how to promote oneself as a professional artist abroad and advice on working with American galleries. A separate chapter deals with additional marketing channels such as shows, museums, the Internet and professional associations—all

of Canadian government officers at the Embassy and consulates in the U.S. offers Canadian artists key points of contact for additional market intelligence and individual assistance.

**Know who's who** Perhaps most valuable of all are the detailed profiles of over 140 commercial galleries in the U.S., representing the top venues in the nation for selling fine contemporary craft. This information is useful for the export-oriented Canadian maker of high-end, one-of-a-kind contemporary crafts and cannot be found elsewhere. Not only are all of the galleries profiled willing to carry work from Canada, over 25% of them currently represent Canadians. Many of these galleries expressed an interest in carrying the work of additional Canadian fine contemporary artists.

Each profile includes the name of the gallery director, a Web address so that artists can take a virtual tour, information on the gallery's focus, a sense of who they currently represent, submission procedures, terms and

## Military technology showcase WEST 2003

**SAN DIEGO, CALIFORNIA** — January 14-16, 2003 — Join the Armed Forces Communications Electronics Association's (AFCEA) **WEST 2003 Annual Conference and Expo** which attracts the military's most qualified technology professionals.

The Canadian Consulate will cost share exhibit space for Canadian companies and co-host the networking reception with AFCEA San Diego. AFCEA International is a premier non-profit association representing professionals in communications, electronics, intelligence and information systems.

**For more information**, contact Jeffrey Gray, Business Development Officer, Canadian Consulate General, Los Angeles, tel.: **(213) 346-2752**, Web site: [www.west2003.org/](http://www.west2003.org/)

### Export USA Calendar

**For information** about:

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

Visit the Export USA Calendar at: [www.dfait-maeci.gc.ca/nebs/menu-en.asp](http://www.dfait-maeci.gc.ca/nebs/menu-en.asp)

## An export primer: The three Cs

# Focus on contracts

**Y**ou've worked hard to establish your credibility in the eyes of a foreign buyer. You've gone to great lengths to assure the customer's confidence in you. Now you're ready to negotiate the contract. What should you look for? How do you make sure the terms and conditions are conducive to delivering the best possible product or service? This article, the last in our series on the three Cs, offers some answers to these tough questions.

The Canadian Commercial Corporation (CCC) has helped Canadian companies negotiate contracts with buyers in over 100 countries. CCC officers have seen what works—and what doesn't. Here are some tips:

### Cover your costs

When negotiating an export contract, work out a payment schedule that covers your material costs before products are shipped; if complications arise after the fact, you'll at least have recovered your expenses. This may not sound like positive thinking, but a healthy dose of realism goes a long way toward being prepared. Of course, getting a buyer to make a majority payment in advance of delivery can take some creative thinking.

For example, CCC once worked with a computer manufacturer whose customer wanted to conduct acceptance tests after product delivery. Such a situation holds a great deal of risk due to the shipping costs involved, and due to the supplier's lack of control over the testing. So instead, the firm flew the buyer to

Canada and gained all the necessary approvals here.

### Stay on top of details

When negotiating a contract, don't just concentrate on the deliverables. Think about the process. Good project management keeps you out of losses. Don't get into contracts with unclear terms and don't leave issues unaddressed.

For example, sometimes a company may feel there's no need to build first-article approval into a contract when the goods to be produced are the same as those the firm traditionally produces. But dealing with buyers abroad can be complicated so building in milestones and approval stages will spare you unexpected headaches.

### Exercise your dollar sense

The period for some contracts may be many months—even years. In that time, the currency in which you're being paid can rise or fall in value, resulting in an unexpected gain or unwanted loss.

Contractually, you have some options: you can specify the value of the currency as it was on a certain date, or you can purchase a currency future which guarantees a favourable rate of exchange. It is important to be aware that some countries' currencies are unsecured. To avoid that risk, CCC usually advises exporters to negotiate contracts in an alternative currency, one acceptable both to buyer and seller, such as U.S. or Canadian dollars.

So is there one golden rule for successful contracting? Don't over-extend yourself. Some companies are uneasy about taking risks; they'll shy away from a contract if it looks like trouble.

But the golden promise of a sale can sometimes lure an exporter into treacherous territory. Be honest with yourself; can you deliver what the contract demands? Are the terms right for you? If not, you could lose the sale and your business. You may need to look for another opportunity—they are out there.

And of course, CCC will always be there to help.

**To learn more** about how you can put the power of Canada behind your export sales, contact CCC at **1-800-748-8191**, or visit [www.ccc.ca](http://www.ccc.ca) \*

## Put the power of Canada behind your export sales



The **Canadian Commercial Corporation (CCC)** is Canada's export contracting agency. CCC specializes in sales to foreign governments and provides special access to the U.S. defence and aerospace markets. Canadian exporters can gain greater access to government and other markets through CCC's contracting expertise and unique government-backed guarantee of contract performance.

CCC provides export contracting services that often result in the waiving of performance bonds, advanced payment arrangements and generally better project terms. CCC can provide access to commercial sources of pre-shipment export financing. When requested, CCC acts as prime contractor for appropriate government-to-government arrangements.

**For more information**, contact CCC, tel.: **(613) 996-0034**, toll-free in Canada: **(1-800) 748-8191**, fax: **(613) 995-2121**, Web site: [www.ccc.ca](http://www.ccc.ca)

## Canada's watershed of opportunity

# UK renewable energies market to expand

**T**he United Kingdom (UK) government has recently set ambitious targets for renewable energies to provide 10% of UK electricity by 2010. Since renewables only currently provide 2.8% of UK electricity (total annual consumption 350,000 GWh), this implies an expected 250% market growth over the next decade.

In support of these targets, the UK government has also introduced a number of new regulations. These include obligations on UK electricity supply companies to supply set percentages from renewable sources, and new fiscal measures which penalise fossil-fuel consumption while promoting renewables.

The UK government has also recently announced over £250 million (\$550 million) in extra funds to support renewables R&D, pilot and demonstration projects, as well as marketing and dissemination to increase renewables in the UK marketplace.

These initiatives should lead to a considerable expansion of the UK renewables market, and therefore bring strong UK-market opportunities for Canadian companies working in these sectors.

### UK opportunities

Canada is a world leader in the production of renewable energy, with renewables providing 17% of Canada's primary energy supply and 62% of electricity generation—primarily as a result of large-scale hydro. Canada's expertise, and the comparatively low percentage of UK

electricity coming from renewables, means there could be many potential opportunities for Canadian companies.

Opportunities in the UK are likely to be greatest in biomass (both for primary energy and for transportation fuels), offshore wind, small-scale hydro and photovoltaics. Once fuel cell, and to a lesser extent wave/tidal technologies, have developed to the mass-production stage, considerable UK market opportunity awaits.

## EUROPE

The UK market has become increasingly open to foreign suppliers, particularly since the privatization of many public services. Purchasers in the UK are looking for products and services that meet their needs at costs that satisfy their shareholders.

### Market-entry strategies

Canadian companies with particular component products, technologies or services—especially those which have direct application in new or ongoing renewables projects in the UK on which future projects might be based—could consider a number of possible UK entry strategies, from working directly with one of the UK's major power generator companies or distributor/supply companies, to forming a consortium of companies in the UK to promote and develop a particular project.

Market-entry strategies are likely to prove crucial, particularly since many of the renewable technologies are in demonstration to early-commercial stages globally. Several leading Canadian

renewables companies have already found good reception for their technologies in the UK, and indeed this may result in their early commercial-stage projects being UK-based.

Given the early commercialization stage of renewables technology, opportunities in the UK market may depend less on traditional buyer-seller arrangements than on finding UK partners to pursue commercialization with. The British pound has been very strong in recent years and this makes Canadian imports good value for money, even after import duties are taken into consideration.

Some of the major advantages for Canadian companies conducting business in the UK are commonalities in business practices, similar legal systems, respect for contracts, and a common language. A long history of trade and investment has facilitated close business ties between Canada and the UK, and the renewable energies sector could lead the way.

The contact details for all the major UK power generating, distributor and supplier companies can be found in the Key Contacts section of the Department of Foreign Affairs and International Trade's *Renewable Energies Market in the UK* report. In addition, the relevant UK trade association for the particular renewables area in question would also be an excellent starting-point for seeking suitable consortium members. Details of UK renewables trade associations are also given in the Key Contacts section. The report is available on-line at [www.infoexport.gc.ca/ie-en/MarketProspect.jsp?cid=114&oid=36#592](http://www.infoexport.gc.ca/ie-en/MarketProspect.jsp?cid=114&oid=36#592)

**For more information**, contact Simon Smith, Commercial Officer, Canadian High Commission, UK, tel.: **(011-44-20) 7258-6658**, fax: **(011-44-20) 7258-6384**, e-mail: [simon.smith@dfait-maeci.gc.ca](mailto:simon.smith@dfait-maeci.gc.ca) Web site: [www.dfait-maeci.gc.ca/london](http://www.dfait-maeci.gc.ca/london) \*

## Cultural events calendar 2003

### BOOK PUBLISHING

**LONDON, UK** — March 16-18, 2003 — **London Book Fair** ([www.lbf-virtual.com/page.cfm/NewSection=Yes](http://www.lbf-virtual.com/page.cfm/NewSection=Yes))

**BOLOGNA** — April 2-5, 2003 — **Bologna Children's Book Fair** ([www.bolognafiere.it/BookFair](http://www.bolognafiere.it/BookFair))

**TURIN** — May 15-19, 2003 — **Turin Book Fair** ([www.fieralibro.it](http://www.fieralibro.it))

**LOS ANGELES** — May 28-June 1, 2003 — **BookExpo America** ([www.bookexpoamerica.com](http://www.bookexpoamerica.com))

**TORONTO** — June 6-9, 2003 — **BookExpo Canada** ([www.reedexpo.ca/bookexpo/](http://www.reedexpo.ca/bookexpo/))

**FRANKFURT** — October 9-14, 2003 — **Frankfurt Book Fair** ([www.frankfurt-book-fair.com](http://www.frankfurt-book-fair.com))

### CONTEMPORARY CRAFTS

**SAN DIEGO** — March 12-15, 2003 — **National Council on Education for the Ceramic Arts** ([www.nceca.net](http://www.nceca.net))

**NEW YORK** — May-June 2003 — **SOFA New York** ([www.sofaexpo.com](http://www.sofaexpo.com))

**SEATTLE** — June 10-15, 2003 — **Glass Art Society** ([www.glassart.org](http://www.glassart.org))

### FILM, VIDEO, TELEVISION AND BROADCASTING

**NEW ORLEANS** — January 20-23, 2003 — **National Association of**

### TV Programming Executives Conference ([www.natpe.org](http://www.natpe.org))

**BERLIN** — February 6-16, 2003 — **Berlinale**, Berlin's International Film Festival ([www.berlinale.de](http://www.berlinale.de))

**SANTA MONICA** — February 19-26, 2003 — **American Film Market** ([www.afma.com](http://www.afma.com))

**CANNES** — March 22-28, 2003 — **MIP TV** and **MIPDOC**, International Television Program Market ([www.miptv.com](http://www.miptv.com))

**TORONTO** — April 25-May 4, 2003 — **Hot Docs Canadian International Documentary Festival** ([www.hotdocs.ca](http://www.hotdocs.ca))

**CANNES** — May 2003 — **Cannes Film Festival** ([www.festival-cannes.fr](http://www.festival-cannes.fr)) \*

## Export to the Middle East and North Africa!

Trade seminars will soon be underway to showcase trade opportunities in the rapidly expanding Middle East and North Africa markets. The events will feature important keynote speakers, regional specialists and sector-focused sessions. Participants will have the opportunity to meet one-on-one with senior trade commissioners from the area. Details will be provided in future editions of *CanadExport*.

### Save these dates!

**MONTREAL** — November 28, 2002

**TORONTO** — December 2, 2002

**WINNIPEG** — December 4, 2002

**CALGARY** — December 5, 2002

**For more information**, contact Mona Bieber, Middle East Division, DFAIT, e-mail: [mona.bieber@dfait-maeci.gc.ca](mailto:mona.bieber@dfait-maeci.gc.ca) \*

## International Symposium on Alcohol Fuels

**PHUKET, THAILAND** — November 12-15, 2002 — The **International Symposium on Alcohol Fuels (ISAF XIV)** will focus on fuel and vehicle technologies, environmental and economic impact and sustainable alcohol fuel markets. This important event will mark a new era in alcohol's development and implementation as an automotive fuel.

**For more information**, contact Surin Thanalertkul, Commercial Officer, Canadian Embassy in Thailand, tel.: **(011-662) 636-0560, ext. 3356**, fax: **(011-662) 636-0568**, e-mail: [surin.thanalertkul@dfait-maeci.gc.ca](mailto:surin.thanalertkul@dfait-maeci.gc.ca) Web site: [www.bangkok.gc.ca](http://www.bangkok.gc.ca) or contact **ISAF XIV** (Thailand), Web site: [www.mtec.or.th/isafxiv](http://www.mtec.or.th/isafxiv) e-mail: [conference@mtec.or.th](mailto:conference@mtec.or.th) \*

## 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: **(613) 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 Web site at [www.dfait-maeci.gc.ca](http://www.dfait-maeci.gc.ca)

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