

Shedding light on SAD sufferers in Norway

October proved to be an exciting month for Alberta-based **The Litebook Company** as it successfully launched its Litebook® in Scandinavia. The company's products use light therapy to assist those with Seasonal Affective Disorder (SAD), and can also benefit those with the winter blues as well as jet-lag sufferers. The company has sold its products in 29 countries, and can now add Norway to that list, thanks to its efforts and the support of the Canadian government.

The Litebook® was developed by company CEO and President Larry Pederson, a lifelong SAD sufferer. "I had been frustrated with the status quo light box, which was effective, but so inconvenient that I often wouldn't use it, and then I would suffer," Pederson explained. He discovered a new technology from Japan, which is smaller, longer lasting and more effective in treating depression. He created a compact, portable delivery system, which he dubbed the Litebook®, which many find effective when used for only 15 to 20 minutes per day.



At the signing of The Litebook Company's first sale in Norway, from left: Shirley Wolff Serafini, Canada's Ambassador to Norway; Stein Ove Gordener, Valida AS; Erin Wilkinson, ITC Edmonton; Cecilia Kleven, Vitus Apotek; and Larry Pederson, The Litebook Company

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Vol. 22, No. 1
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Supplement
Canadian Trade
Review
(see insert)

New market research tools for exporters

Canadian exporters and international trade professionals now have access to the world's largest trade database, providing powerful new tools for facilitating strategic market research and trade development.

Developed by the International Trade Centre in Geneva, a United Nations agency, **TradeMap** is an on-line database of trade statistics that provides

detailed export and import profiles and trends in a user-friendly format for more than 5,300 products in 200 countries and territories.

TradeMap can be used to analyse markets, select priority countries for export diversification, review the performance of competing countries and assess opportunities for product diversification by identifying existing and potential trade between countries.

continued on page 7 — Market research tools

EDC export trends and tips

Open the door to new opportunities in the U.S.

Knowing your neighbour is the first step to taking advantage of exporting to the United States, by far the most popular export destination for Canadian small businesses.

After a rocky ride for the past couple of years, the U.S. economy is showing signs of recovery. Astute businesses armed with their entrepreneurial spirit and a well thought-out export strategy should consider initiating or expanding their export activity into the U.S.

To begin, develop or review your export plan identifying existing and potential buyers, target markets, and new competitive factors or forces—

everything from pricing to insurance and after-sales service requirements.

The first rule of thumb is: Exporter beware. Many Canadian exporters have learned the hard way that in spite of its geographic proximity and linguistic and cultural similarities, the U.S. market, and selling into it, is not just like the domestic market.

One pitfall is the sheer size of the U.S. market. Exporters often find that bigger opportunities evolve out of smaller markets. Try focusing on a particular region—such as the West, Midwest, South or Northeast—by attending regional or specialized trade shows, where you can get closer to potential customers. You might also consider soliciting the services of sales agents with experience in the part of the market you're targeting.

Of course, a big attraction of the U.S. market is that it has 10 times Canada's population. But that could also mean getting an order 10 times bigger than you have ever delivered. Ensure you have the financial and production capacity in place to service the market you are after—or know how to get it on time—before you commit to "supersizing" your shipments.

American and Canadian laws can be significantly different, which can also cause difficulties. For example, you may need to be aware of U.S. federal and state tax liabilities or tariff classifications under NAFTA. Early advice from a knowledgeable lawyer, accountant or export consultant could save you money down the line.

To be competitive today, you often have to sell on credit. Your biggest risk in this case is not getting paid. U.S. bankruptcies have increased 20% year-over-year for the past two years, affecting companies in all industry sectors, including many marquee

names. Be prudent and check your buyer's credit history prior to extending favourable payment terms. And remember, even a single loss can have a big impact on your business.

Insuring your hard-won sales (accounts receivable insurance) can be an important part of your exporting strategy. It can also help you get more working capital from your bank and enhance your competitiveness by allowing you to offer better payment terms to your buyers. A growing number of companies are recognizing this and using accounts receivable insurance to make them more confident and competitive in the U.S.

By doing some homework, setting realistic goals and using the right tools, there is good opportunity to grow your export business in the U.S.

For a free copy of Export Development Canada's (EDC) booklet *Doing Business with the United States: A guide for Canadian Exporters*, go to www.edc.ca/USrisk.

EDC helps Canadian businesses expand their sales internationally and ensures they get paid for them. A Crown corporation, EDC provides trade finance and credit insurance services for its Canadian clients, 90% of whom are small and medium-sized enterprises.

For more information, contact EDC, tel.: **1 866 297-1255**, Web site: www.edc.ca/smallbusiness.

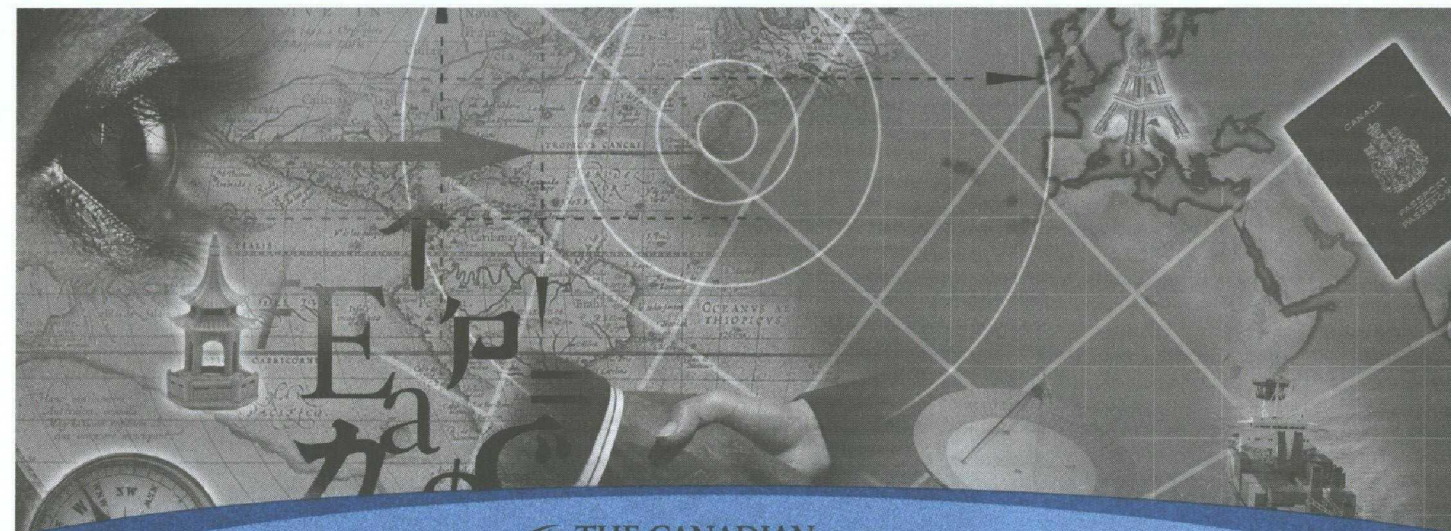
Export USA Calendar

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/can-am/export.



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GLOBE Trade Fair and Conference

World marketplace for environmental innovation

www.globe2004.com

VANCOUVER — March 31-April 2, 2004 — **GLOBE 2004** is the eighth event in a series of trade fairs and conferences on the business of the environment. This event brings together business leaders, policy makers and solutions providers to discuss current trends and showcase technology solutions to the world's environmental problems.

Over 400 leading technology companies from around the world will present a wide range of environmental solutions including alternate energy sources, air quality management, fuel cell technologies, green building products and technologies, industrial and solid waste management, and recycling.

With representatives from over 70 countries expected to attend from Asia, Europe, Latin America, the Middle East and Africa, GLOBE 2004 provides an exceptional opportunity for export-ready Canadian companies in the environmental field looking to reach international markets.

The Globe 2004 Conference covers three major themes:

- **Corporate Sustainability**
Information on the trends, systems and tools that are driving competitiveness to the next level under tough social, shareholder, consumer and accountability standards;
- **Energy and Climate Change**
A comprehensive update on emerging priorities, creative solutions, and new technologies; and
- **Building Better Cities**
Leading planners, architects, urban design specialists and municipal leaders share how they are incorporating sustainability principles in the design and construction of buildings, transportation systems, and energy and water systems.

The Export Café at Globe 2004

The Canadian Trade Commissioner Service is once again hosting an Export Café at GLOBE 2004. The

Export Café provides Canadian exporters with access to over 50 Canadian trade commissioners stationed around the world. Companies looking to export for the first time or enter new markets will have the opportunity to meet trade commissioners in small group or one-on-one discussions to discuss international business opportunities.

For more information on the Export Café or to register, contact Suzanne Drisdelle, Trade Commissioner, DFAIT, tel.: **(613) 996-1758**, e-mail: suzanne.drisdelle@dfait-maeci.gc.ca.

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CanadExport

Biotech partnering event gets Canada noticed

Last November in Frankfurt, Germany, a Canadian delegation of biotech companies attended **BioEurope 2003**—an international biotechnology, pharmaceutical and financial sector partnering event and conference. Canada's objective was to promote technology and venture financing partnerships between Canadian and German biotech companies, strengthen the bilateral science and technology relationship, and brand Canada's image as an international leader in biotechnology.

The Canadian presence at BioEurope was organized by the Department of Foreign Affairs and International Trade's (DFAIT) Science and Technology Division, the Canadian Embassy in Germany and Industry Canada. The conference brought together some 1200 participants from around the world—large enough to attract major international biotech, venture capital and pharmaceutical companies, yet small enough to organize effective partnering meetings.

The partnering event attracted more than 70 participants including 17 Canadian biotech and venture capital

companies. With more than 64 one-on-one pre-arranged meetings, the two-hour event was a success. German companies ranging from small and medium-sized enterprises to multi-nationals such as Boehringer Ingelheim and Bayer were present.



At the Canadian pavilion at BioEurope 2003 were, from left: Sonja Basjmeleh, Canadian Embassy in Germany; Kathrine Howard and Hélène Forest, both of Industry Canada; and Henry Yau, DFAIT.

Positive feedback

"The partnering event with Canadian biotech companies was a fantastic idea and should be repeated on a regular basis," said Andrea Heyne,

CEO of German biotechnology company Medimod GmbH. Canadian participants were also positive: Bill McGinnis, President and CEO of London-based **Diabetogen Biosciences**, thought the event was "very effective," and Bob Seeman, CEO of Toronto-based **Clera**, said the event was "very efficient and productive."

Also, the Canadian pavilion at the conference attracted a steady stream of visitors, many of whom inquired about Canadian biotechnology companies and how to find the right partners, and numerous German biotech participants expressed an interest in attending events to meet more Canadian partners.

For more information, contact Henry Yau, Senior Advisor, Technology Development, DFAIT, tel.: **(613) 995-6634**, e-mail: henry.yau@dfait-maeci.gc.ca, Dr. Steffen Preusser, Technology Officer, Canadian Embassy in Germany, tel.: **(011-49-30) 20312-0**, fax: **(011-49-30) 20312-115**, e-mail: steffen.preusser@dfait-maeci.gc.ca, Web site: www.canada.de ✪

SAD sufferers in Norway — continued from page 1

When Pederson arrived in Norway in mid-October, Erin Wilkinson of the International Trade Centre in Edmonton had arranged company visits to potential buyers, as well as a television interview and a short presentation at the Ambassador's residence. Pederson also signed a deal securing the initial test order with Vitus Apotek, Norway's largest pharmacy chain.

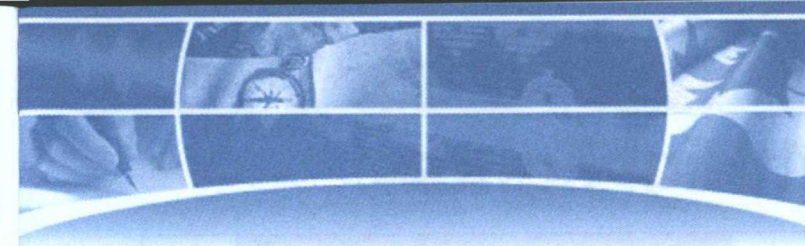
Pederson acknowledges the contributions and partnerships of the Program for Export Market Development,

Western Diversification's International Trade Personnel Program and the National Research Council's Industrial Research Assistance Program. He is also working with the Federal Drug Administration in the U.S., and NASA is also evaluating the Litebook® for use by astronauts in the space shuttle program and on the international space station.

Pederson adds that continued support from the staff at the International Trade Centre and Canadian

embassies is critical to the product's future in the global marketplace.

For more information, contact Rick Stephenson, Counsellor (Commercial) and Consul, Canadian Embassy in Norway, tel.: **(011-47-22) 99-53-30**, fax: **(011-47-22) 99-53-01**, e-mail: rick.stephenson@dfait-maeci.gc.ca, Web sites: www.canada.no, www.canada-norway.com, www.canadaeuropa.gc.ca, or <http://infoexport.gc.ca/no> ✪



Canadian Trade Review

A Quarterly Review of Canada's Trade Performance
 Third Quarter 2003

This quarterly review reports on Canada's economic growth in the third quarter of 2003, and highlights our trade and investment performance in key sectors and markets.

Canadian Economy Rebounds in Third Quarter

Despite the August blackout, which curtailed production in Canada's economic heartland for part of the month, real gross domestic product (GDP) expanded by 1.1%¹ in the third quarter—reversing the 0.7% decline in the previous quarter. Thus, with the exception of the second quarter, the Canadian economy has expanded over the past eight quarters. South of the border, preliminary estimates indicate that U.S. GDP increased 8.2% in the third quarter after registering 3.3% growth in the second quarter.

Business investment and consumer spending continued to support economic growth. Business investment was up 3.1%, marking the third straight quarterly gain and the largest in 15 quarters. Strong consumer spending, particularly on housing, furnishings and motor vehicles, outstripped income increases, lowering consumer savings and reducing the savings rate.

On the other hand, a sharp drawdown in business inventories limited growth in the quarter. Stocks of motor vehicles declined as dealers provided incentives to clear out last year's models. In addition, the forestry industry sold from inventory to meet demand from the continued boom in home construction in both Canada and the United States. However, farm inventories increased as grain crops, fresh from the fields, were being stored. At the same time, livestock inventories ballooned due to the limited access of cattle and beef products to the U.S. market.

Continued strengthening of the Canadian dollar hampered growth in the export sector. Exports expanded by only 0.3% in the quarter, assisted by higher services exports. Goods exports would have been even lower if not for exports of energy and forest products, which benefited from price increases. Imports of goods and services were down 7.3%. As a result, the current account balance improved in the third quarter.

¹ To make quarterly data comparable to annual data, the quarterly figures for trade in goods and services are adjusted for seasonality and are expressed at annual rates by raising them four times (i.e. seasonally adjusted annual rates, or saar). All figures, with the exception of investment figures, are expressed on a saar basis unless otherwise noted.

Table 1: Canada's Economic and Trade Indicators

Percent Change at Annual Rates Third Quarter 2003 over Second Quarter 2003	
Real GDP (annualized)	1.1
Employment (quarterly increase, level)	14,000
Rate of Unemployment (quarterly average)	7.9
Consumer Price Index (third quarter 2003 over third quarter 2002)	
All Items	2.1
Core (excludes food and energy)	1.7
Canadian \$ in U.S. Funds (average for quarter, level)	0.7248
Exports of Goods and Services (annualized, current dollars)	0.3
Imports of Goods and Services (annualized, current dollars)	-7.3

Source: Statistics Canada

Job creation continued, although the net quarterly increase was only some 14,000 jobs. Despite the overall gains in employment, the average unemployment rate for the quarter increased to 7.9% from 7.7% the previous quarter.

Inflation continued to decline, falling to 2.1% from 2.8%. Core inflation was also reduced in the quarter—from 2.2% to 1.7%.

The Canadian dollar was up 1.25% against the American dollar, considerably less than the 8.0% increase registered in the second quarter. The average value of the loonie for the quarter was 72.48 U.S. cents.

Prepared by the Trade and Economic Analysis Division (EET)

Trade and Investment Highlights

Goods Exports and Imports Decline

Canadian exports expanded by a modest 0.3% in the third quarter (Figure 1). A 1.3% slide in merchandise exports was more than offset by a 12.9% increase in services exports.

Imports of goods and services fell by 7.3%, reflecting a 9.4% decline in commodity imports, combined with a 4.3% increase in services imports.

Increased forestry and energy prices supported expanded exports in these sectors in the third quarter (Figure 2). Exports of agricultural products also increased, but from very depressed levels in the previous quarter, when exports had been severely hampered by the discovery of mad cow disease in a single cow in Alberta. Elsewhere, declines in Canada's three leading export sectors limited quarter-over-quarter export growth. Exports of machinery and equipment were down \$2.1 billion or 9.1%; those of automotive products were down \$1.3 billion or 5.8%; and industrial goods exports were down \$0.3 billion or 1.9%.

Merchandise imports declined by \$8.4 billion or 9.4% in the third quarter. Substantive declines in imports of automotive products (down \$6.4 billion or 29.1%) and industrial goods (down \$2.0 billion or 11.8%) together with slowing imports of agricultural products (down \$0.8 billion or 13.5%) and consumer goods (down \$0.7 billion or 5.6%) were only partially offset by expanded imports of energy (up \$0.8 billion or 17.8%) and machinery and equipment (up \$0.3 billion or 1.3%).

Merchandise exports to the U.S. fell modestly, by 1.2% or \$1.0 billion. All major markets, with the exception of Other (Non-OECD) Countries, also experienced declines in goods exports.

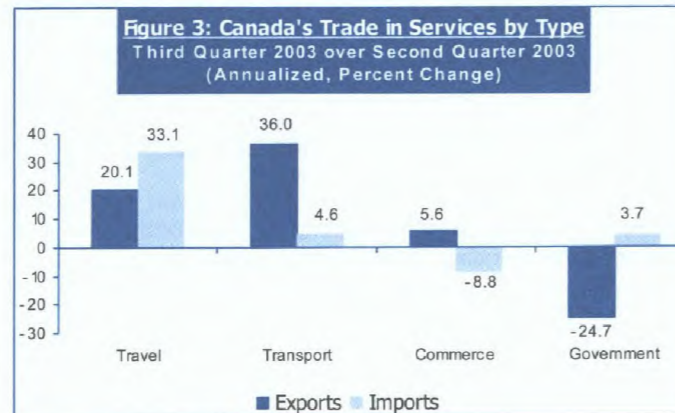
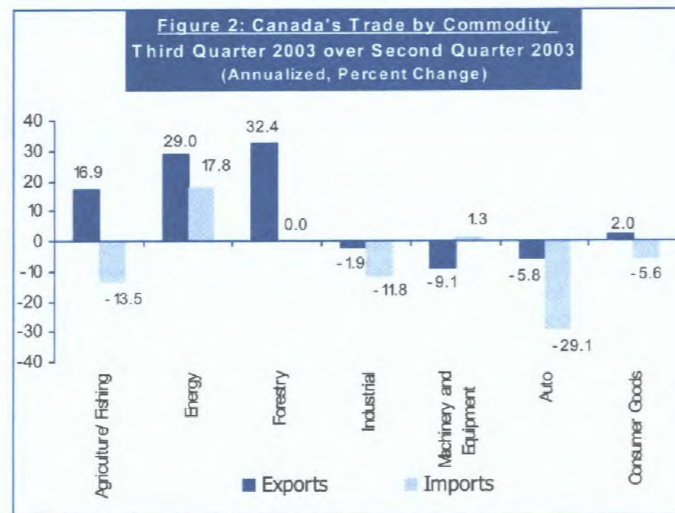
Merchandise imports from the U.S. fell substantially, down 9.6% or \$6.0 billion on an annualized basis. Commodity imports from all other major markets—with the exception of the European Union (EU)—also declined.

With goods imports declining more than goods exports, the merchandise trade surplus expanded \$7.0 billion in the quarter, to \$61.9 billion. A \$5.0 billion increase in the merchandise trade surplus with the U.S., an improvement of \$1.6 billion in the surplus with Japan, and a \$3.2 billion reduction in the trade deficit with Other Countries was only partially offset by the \$2.5 billion enlargement of the trade deficit with the EU.

Services Exports and Imports Expand

Services exports increased by 12.9% in the third quarter (Figure 3). All subsectors, with the exception of government services, expanded. Services exports to the U.S. dominated the increase, in particular increased travel to Canada by Americans following this sector's recovery from the SARS outbreak. Exports of transport services also grew—by 36.0% or \$732 million. Commercial services, up 5.6% or \$416 million, expanded to all major markets.

Services imports advanced \$708 million or 4.3%. Increased travel by Canadians in the quarter pushed travel services imports up \$1.3 billion or 33.1%. Transport services imports also increased slightly, but imports of commercial services declined by \$776 million or 8.8%. Government services imports remained stable. Overall, the services trade deficit narrowed to \$10.9 billion on an annualized basis from \$11.9 billion in the previous quarter.



Source for figures 1-3: Statistics Canada

Outward Investment Exceeds Inward Flows

Flows of Canadian direct investment abroad (CDIA) were \$4.9 billion in the third quarter of 2003—down from \$13.6 billion in the third quarter of 2002. Declines were particularly pronounced in the finance & insurance and machinery & transport sectors. Regionally, the declines were concentrated in the EU (down \$5.6 billion), Other OECD Countries (down \$2.7 billion) and Non-OECD Countries (down \$1.9 billion). On the other hand, flows of CDIA into the U.S. were higher than during

the same quarter last year, when Canada registered a net repatriation of earlier investment into the United States.

Foreign direct investment (FDI) flows into Canada amounted to \$2.0 billion in the third quarter of 2003—down from \$2.6 billion in the same quarter a year earlier. Most of the decrease in FDI flows occurred in the finance & insurance (down \$1.9 billion) and energy (down \$0.3 billion) sectors, while FDI to other industries increased by \$1.7 billion. The reductions stemmed primarily from declines in FDI from the EU (down \$216 million), from Other OECD Countries (down \$138 million), and from Non-OECD

Countries (down \$139 million). Overall, then, outward flows of investment exceeded inward flows by \$2.9 billion, compared with a net inflow of \$11.0 billion in the same quarter the previous year.

Canada's Official International Reserves Remain Unchanged

Official reserves of assets remained unchanged in the third quarter of 2003, compared with a \$1.9 billion reduction during the same quarter in 2002.

China

The composition of the Chinese economy and the role of trade

From 1985 to 2002, China's economy boomed (Table 1). As a consequence, nominal GDP per capita increased from 855 yuan in 1985 to 7,972 yuan in 2002.¹ The contribution of agriculture to GDP declined from 28.4% in 1985 to 14.5% in 2002, largely due to the growing significance of the industrial sector (up 8.6 percentage points to 51.7%) and services (up 5.2 points to almost 34%).

Exports and imports have played an increasingly important role in China's economy. In 1985, China's imports of goods and services, as a percentage of GDP, exceeded its exports by 4.1%. However, by 1990 the country had established a positive external trade balance. In 2002, net exports of goods and services accounted for 2.5% of Chinese GDP.

A major player

The use of net export figures hides the fact that both exports and imports have experienced exceptionally high levels of growth over 1985-2002. During this period, China established itself as a major player in international trade (Table 2). In 1985, China accounted for 1.4% of world goods exports and 2.1% of world goods imports and was running a merchandise trade deficit of US\$15.2 billion. Over the next five years, goods exports increased at an annual average rate of 17.8%, while goods imports expanded by an average of 4.8%, turning the merchandise trade balance into a surplus position. The strong growth in goods exports and imports continued through the 1990s. Nowadays, China accounts for 5.1% of world goods exports and 4.4% of goods

Table 1: China's economy

	1985	1990	1995	2000	2001	2002
GDP (bn yuan at current market prices)	896.4	1,854.8	5,847.8	8,944.2	9,593.3	10,239.8
Annual GDP growth, current prices	n.a.	9.7%	25.1%	9.0%	7.3%	6.7%
<i>Per capita GDP, at current yuan prices</i>	855	1,634	4,854	7,084	7,543	7,972
<i>Structure of Output % of GDP at current prices</i>						
Agriculture	28.4	27.0	20.5	16.4	15.2	14.5
Industry	43.1	41.6	48.8	50.2	51.1	51.7
Services	28.5	31.3	30.7	33.4	33.6	33.7
<i>Structure of Demand % of GDP at current prices</i>						
Private consumption	51.2	49.1	46.1	48.0	47.9	47.1
Government consumption	13.2	12.1	11.4	13.1	13.6	13.5
Gross domestic capital formation	37.8	34.7	40.8	36.3	39.0	41.0
Net exports of goods and services	-4.1	2.7	1.7	2.5	2.3	2.5

Source: Asian Development Bank (ADB), Key Indicators of Developing Asian and Pacific Countries

Table 2: Merchandise trade, mn U.S. dollars

	1985	1990	1995	2000	2001*	2002*
Goods exports, fob	27,350	62,091	148,780	249,203	266,098	325,565
average annual growth, %	n.a.	17.8%	19.1%	10.9%	6.8%	22.3%
share of world exports, %	1.4%	1.8%	2.9%	3.9%	4.3%	5.1%
Imports, cif	42,253	53,345	132,084	225,094	243,553	295,203
average annual growth, %	n.a.	4.8%	19.9%	11.3%	8.2%	21.2%
share of world imports, %	2.1%	1.5%	2.5%	3.4%	3.8%	4.4%
Trade balance (goods)**	-15,151	8,950	16,792	24,099	23,131	30,271
<i>Commercial Services Trade, mn U.S. dollars</i>						
Exports	2,925	5,748	18,430	30,146	32,901	37,315
average annual growth, %	n.a.	14.5%	26.2%	10.3%	9.1%	13.4%
share of world exports, %	0.8%	0.7%	1.5%	2.0%	2.2%	2.4%
Imports	2,261	4,113	24,635	35,858	39,032	44,204
average annual growth, %	n.a.	12.7%	43.0%	7.8%	8.9%	13.2%
share of world imports, %	0.6%	0.5%	2.1%	2.5%	2.7%	2.9%
Balance (commercial services)	664	1,635	-6,205	-5,712	-6,131	-6,889

* Annual growth rates for these years

** With adjustment for cif/fob evaluations, based on IMF data

Sources: World Trade Organization (WTO) Trade database and International Monetary Fund (IMF) Direction of Trade statistics

1 Reliable time series of real GDP (i.e. GDP corrected for price increases) are hard to establish for China due to weaknesses in the country's national accounts system.

exports increased 7.5 percentage points to 9.6% over 1990-2002, with particularly rapid expansion from 2000 to 2002. Moreover, 73% of Japan's export growth in the first eight months of 2003 has been attributed to exports to China.³ A similar pattern emerges for exports by Australia, Malaysia and Singapore.

Exports to China accounted for 1.2% of U.S. exports in 1990; China's share rose to 2.0% in 1995 and reached 3.2% in 2002. Germany is the only Western European country that saw shipments to China exceed 2% of total exports in 2002. Shipments to China accounted for 1.0% of Canadian exports in 1990, 1.2% in 1995, and then 1.0% again in 2002.

Similarly, imports from China play a dominant role in overall imports into Hong Kong, with China's share rising from 36.8% in 1990 to 44.3% in 2002. Imports from China into Japan and Korea also saw rapid increases. China's share of imports into Japan increased from 5.1% in 1990 to 18.3% in 2002, while for Korea the share expanded from 5.5% in 1995 to 11.4% in 2002.

In the U.S., the share of imports from China expanded from 3.2% in 1990 to 8.6% in 2000 and 11.1% in 2002. As with exports to China, imports from China have played an increasingly important role in Australia, Malaysia, Singapore and Russia.

Among Western European countries, China is more prominent as a source of imports than as a destination for exports. In 2002, China's share of total imports reached 5.1% in the Netherlands, 4.0% in Germany, 3.2% in Italy, 3.1% in the U.K. and 2.5% in France. In Canada, the share of imports from China increased over time from 1.0% in 1990 to 4.6% in 2002. In fact, China moved ahead of Japan last year to become the second most important source of Canada's imports.

Table 5: Geographic distribution of Chinese merchandise exports

Regional Distribution									
Year	Asia	North & Central America					Africa	Oceania	Rest of the World
		Western Europe	Central America	Middle East	South America	South America			
1990	68.8%	10.3%	10.2%	2.3%	0.4%	1.9%	0.9%	5.3%	
2002	43.4%	15.6%	32.1%	2.2%	1.1%	1.4%	2.0%	2.3%	
Major country destinations of exports; sorted on year 2002 levels									
Mn US\$	1985	1990	1995	2000	2001	2002			
1. United States	2,336	5,314	24,744	52,162	54,359	108,225			
% of goods exports	8.5%	8.5%	16.6%	20.9%	20.4%	29.1%			
2. Hong Kong, China	7,148	27,163	36,004	44,520	46,547	58,662			
% of goods exports	26.2%	43.3%	24.2%	17.9%	17.5%	15.8%			
3. Japan	6,091	9,210	28,466	41,654	44,958	53,058			
% of goods exports	22.3%	14.7%	19.1%	16.7%	16.9%	14.3%			
4. Germany	746	2,062	5,672	9,278	9,754	14,360			
% of goods exports	2.7%	3.3%	3.8%	3.7%	3.7%	3.9%			
5. Korea, Rep. of	0	433	6,688	11,293	12,521	14,015			
% of goods exports	0.0%	0.7%	4.5%	4.5%	4.7%	3.8%			
6. Netherlands	327	943	3,233	6,687	7,282	9,482			
% of goods exports	1.2%	1.5%	2.2%	2.7%	2.7%	2.6%			
7. United Kingdom	358	664	2,791	6,310	6,780	9,254			
% of goods exports	1.3%	1.1%	1.9%	2.5%	2.5%	2.5%			
8. Singapore	2,063	2,016	3,500	5,761	5,792	7,686			
% of goods exports	7.5%	3.2%	2.3%	2.3%	2.2%	2.1%			
9. France	228	654	1,844	3,715	3,699	6,115			
% of goods exports	0.8%	1.0%	1.2%	1.5%	1.4%	1.6%			
10. Italy	294	873	2,067	3,802	3,993	5,973			
% of goods exports	1.1%	1.4%	1.4%	1.5%	1.5%	1.6%			
Sum of top 10 countries	19,591	49,330	115,009	185,182	195,684	286,829			
% of goods exports	71.7%	78.6%	77.2%	74.3%	73.5%	77.2%			
Canada	233	443	1,533	3,158	3,350	4,305			
% of goods exports	0.9%	0.7%	1.0%	1.3%	1.3%	1.2%			
Other countries	7,505	12,987	32,413	60,855	67,107	80,289			
% of goods exports	27.5%	20.7%	21.8%	24.4%	25.2%	21.6%			
TOTAL	27,329	62,760	148,955	249,195	266,140	371,423			
% of goods exports	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

Sources: Asian Development Bank (ADB), Key Indicators of Developing Asian and Pacific Countries and International Monetary Fund

An export juggernaut

China has indisputably made its entry onto the world scene as an economic entity to be reckoned with. The rapid growth in China's economy and the accompanying trade expansion has greatly raised its profile, not only in the Asia-Pacific region, but also in the world at large. China's appetite for imports and investments was a key factor that assisted other Asian economies in recovering from the crisis of 1997-98. On the downside, the closer integration

between China and the other economies in the region leaves Asia more exposed to a slowdown in the Chinese economy.

Data for October 2003 show continued expansion of Chinese trade, with exports (at US\$40.9 billion) 37% higher than during the same month a year earlier. It remains uncertain how much of world exports China will end up capturing, and which countries will be pushed aside in the process.

Table 6: Geographic distribution of Chinese merchandise imports

Regional Distribution									
Year	Asia	North & Central America					Africa	Oceania	Rest of the World
		Western Europe	Central America	Middle East	South America	South America			
1990	52.7%	18.1%	16.0%	0.9%	2.0%	0.7%	2.8%	6.9%	
2002	57.7%	14.3%	11.1%	3.3%	2.3%	1.7%	2.2%	7.5%	
Major source countries for imports; sorted on year 2002 levels									
Mn US\$	1985	1990	1995	2000	2001	2002			
1. Japan	15,178	7,656	29,007	41,512	42,797	46,573			
% of goods imports	35.7%	14.2%	21.9%	18.4%	17.6%	17.0%			
2. United States	5,199	6,591	16,123	22,375	26,220	25,506			
% of goods imports	12.2%	12.2%	12.2%	9.9%	10.8%	9.3%			
3. Korea, Rep. of	0	236	10,288	23,207	23,389	25,194			
% of goods imports	0.0%	0.4%	7.8%	10.3%	9.6%	9.2%			
4. Hong Kong, China	4,762	14,565	8,599	9,429	9,423	24,415			
% of goods imports	11.2%	27.1%	6.5%	4.2%	3.9%	8.9%			
5. Germany	2,447	2,980	8,035	10,409	13,772	15,204			
% of goods imports	5.8%	5.5%	6.1%	4.6%	5.7%	5.5%			
6. Russia	n.a.	n.a.	3,799	5,770	7,959	8,259			
% of goods imports	n.a.	n.a.	2.9%	2.6%	3.3%	3.0%			
7. Singapore	241	849	3,398	5,060	5,143	7,224			
% of goods imports	0.6%	1.6%	2.6%	2.2%	2.1%	2.6%			
8. Malaysia	198	852	2,065	5,480	6,205	7,241			
% of goods imports	0.5%	1.6%	1.6%	2.4%	2.5%	2.6%			
9. Australia	1,124	1,361	2,585	5,024	5,426	5,287			
% of goods imports	2.6%	2.5%	2.0%	2.2%	2.2%	1.9%			
10. France	718	1,674	2,649	3,951	4,106	4,101			
% of goods imports	1.7%	3.1%	2.0%	1.8%	1.7%	1.5%			
Sum of top 10 countries	29,867	36,765	86,547	132,217	144,441	169,004			
% of goods imports	70.3%	68.3%	65.5%	58.7%	59.3%	61.6%			
Canada	1,150	1,484	2,681	3,751	4,030	3,627			
% of goods imports	2.7%	2.8%	2.0%	1.7%	1.7%	1.3%			
Other countries	11,463	15,561	42,934	89,128	95,143	101,713			
% of goods imports	27.0%	28.9%	32.5%	39.6%	39.1%	37.1%			
TOTAL	42,480	53,809	132,163	225,096	243,613	274,344			
% of goods imports	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%			

Sources: Asian Development Bank (ADB), Key Indicators of Developing Asian and Pacific Countries and International Monetary Fund (IMF) Direction of Trade statistics

Table 7: Geographic distribution of the Chinese balance of merchandise trade

Regional Distribution								
Mn US\$	Asia	Western Europe	North & Central America	Middle East	South America	Africa	Oceania	Rest of the World
Year								
1990	14,606	-3,260	-2,202	948	-819	800	-935	-393
2002	-29,037	8,574	71,739	-2,579	-3,208	-428	17	-14,715
Major partner countries; sorted on year 2002 level of trade balance								
Mn US\$			1985	1990	1995	2000	2001	2002
WORLD			-15,151	8,950	16,792	24,099	23,131	30,271
Hong Kong, China			2,386	12,598	27,405	35,091	37,079	47,695
United States			-2,863	-1,277	8,621	29,787	28,174	42,812
Netherlands			53	543	2,415	5,451	5,837	7,497
United Kingdom			-396	-720	819	2,718	3,262	4,722
Italy			-608	-214	-1,049	724	221	508
Singapore			1,823	1,166	102	702	652	-86
France			-490	-1,020	-804	-237	-537	-211
Australia			-941	-893	-958	-1,595	-1,856	-1,263
Malaysia			-12	-482	-784	-2,915	-2,982	-4,320
Russia			n.a.	n.a.	-2,125	-3,537	-5,244	-4,884
Japan			-9,087	1,555	-541	142	2,268	-5,006
Germany			-1,702	-918	-2,363	-1,131	-3,935	-5,052
Korea, Rep. of			0	196	-3,600	-11,915	-10,869	-11,179
Canada			-917	-1,041	-1,148	-593	-680	677

Note: These trade balances are based on trade data reported by China and may not correspond with trade balances derived from trade data reported by China's trading partners.
Sources: Asian Development Bank (ADB), Key Indicators of Developing Asian and Pacific Countries and International Monetary Fund (IMF) Direction of Trade statistics

Table 8: The importance of trade with China for major trading partners**Exports to China as a share of the respective country's total world exports**

Country ranking based on the share of exports to China in 2002

	1985	1990	1995	2000	2001	2002
1. Hong Kong	26.0%	24.8%	33.3%	34.5%	36.9%	39.3%
2. Korea, Rep. of	0.0%	0.0%	7.0%	10.7%	12.1%	14.7%
3. Japan	7.1%	2.1%	5.0%	6.3%	7.7%	9.6%
4. Australia	3.8%	2.5%	4.3%	5.7%	6.2%	6.9%
5. Russia	n.a.	n.a.	4.4%	5.1%	4.9%	6.3%
6. Malaysia	1.0%	2.1%	2.6%	3.1%	4.3%	5.6%
7. Singapore	1.5%	1.5%	2.3%	3.9%	4.4%	5.5%
8. United States	1.8%	1.2%	2.0%	2.1%	2.6%	3.2%
9. Germany	1.2%	0.6%	1.5%	1.6%	1.9%	2.2%
10. Italy	1.0%	0.6%	1.2%	0.9%	1.2%	1.5%
11. France	0.8%	0.6%	0.9%	1.0%	1.0%	1.1%
12. United Kingdom	0.5%	0.4%	0.5%	0.8%	0.9%	0.8%
13. Netherlands	0.4%	0.1%	0.5%	0.4%	0.5%	0.6%
Canada	1.0%	1.0%	1.2%	0.9%	1.0%	1.0%

Imports from China as a share of the respective country's total world imports

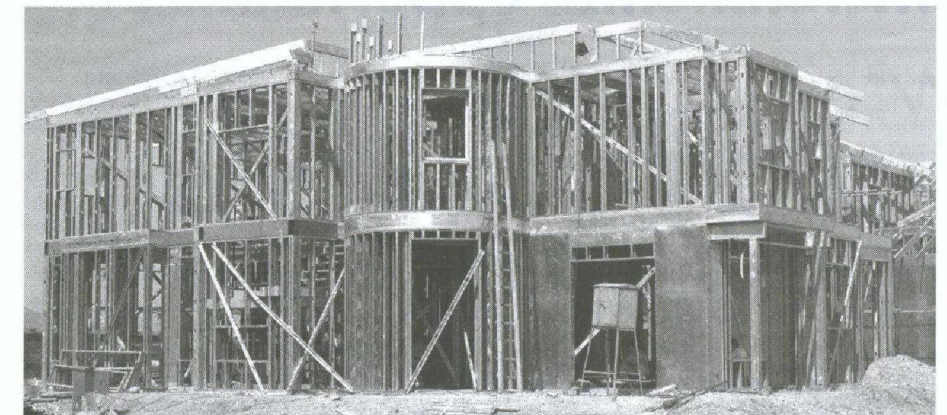
Country ranking based on the share of imports from China in 2002

	1985	1990	1995	2000	2001	2002
1. Hong Kong	25.5%	36.8%	36.2%	43.0%	43.4%	44.3%
2. Japan	5.0%	5.1%	10.7%	14.5%	16.6%	18.3%
3. Korea, Rep. of	0.0%	0.0%	5.5%	8.0%	9.4%	11.4%
4. United States	1.2%	3.2%	6.3%	8.6%	9.3%	11.1%
5. Australia	1.2%	2.7%	5.0%	7.8%	8.8%	10.1%
6. Malaysia	2.0%	1.9%	2.2%	3.9%	5.2%	7.7%
7. Singapore	8.6%	3.4%	3.2%	5.3%	6.2%	7.6%
8. Russia	n.a.	n.a.	1.9%	2.8%	4.4%	5.2%
9. Netherlands	0.3%	0.6%	1.4%	3.6%	4.5%	5.1%
10. Germany	0.5%	1.4%	2.5%	3.4%	3.6%	4.0%
11. Italy	0.7%	1.0%	1.9%	2.7%	2.9%	3.2%
12. United Kingdom	0.4%	0.5%	1.2%	2.2%	2.7%	3.1%
13. France	0.5%	0.9%	1.8%	2.3%	2.3%	2.5%
Canada	0.4%	1.0%	2.1%	3.2%	3.7%	4.6%

Source: International Monetary Fund (IMF) Direction of Trade statistics

Davey International Inc. builds in China

Housing companies looking to expand outside North America generally find China a very lucrative market. However, at the same time, a lack of infrastructure in China and a different way of doing business can be a barrier to success. **Davey International Inc.**, with the help of Canada Mortgage and Housing Corporation (CMHC) and Canada's missions in China, has managed to firmly establish itself in this burgeoning, yet complex, market.



Davey International's lightweight steel frame technology used in the construction of North American-style luxury homes north of Beijing

Davey, an Ontario-based manufacturer of pre-engineered metal building systems, recently signed a contract with Napa Valley Real Estate Development Co. of China to design and supply 50 homes. The project, occupying 700,000 square metres and situated 40 kilometres north of Beijing, features North American-style luxury homes ranging from 250 to 450 square metres. Phase I of the four-phase project consists of 120 homes to be completed by the end of 2003. The project will have some 1,000 homes upon its completion in spring of 2005.

The LSF system

A typical steel frame consists of wall studs, floor joists and roof trusses. The lightweight steel frame (LSF) system is a versatile and durable building product that offers a multitude of cost and structural advantages. The LSF system facilitates shorter building times, reduces loads on foundations and has high resistance to natural calamities such as fire, earthquakes and hurricanes.

At the same time, the system requires no treatment for termites or organic hazards and, because steel is a very stable material, the steel-framed walls remain straight

regardless of contact with moisture. In addition, the LSF system eliminates the need for heavy construction equipment and is easy to assemble. Steel construction has environmental advantages as well; it is 100% recyclable and offers outstanding thermal and energy efficiency.

Davey's journey through China

Established in 1956, Davey has been a pioneer in providing Canadian pre-engineered metal building systems to the Chinese market. Over the past decade, Davey has completed projects across China in cities such as Beijing, Chongqing, Foshan, Nanjing, Shanghai, Tianjin and Wuhan.

Davey has received help from CMHC International in the Chinese market. In September 2002, CMHC helped Davey to secure a contract valued at \$1.5 million to design, supply and build three high-end, single, two-storey LSF homes for Du Hu Real Estate Development Co. Ltd. Located in Shanghai, each of the homes is over 500 square metres and, due to the central location and high-end clientele, can rent for some \$15,000 monthly.

Davey was also a member of CMHC's November 2002 China Mission, when Napa Valley Real

Estate Development Co. made its first contact with Davey's Elaine Yu, Vice-President, International Marketing and Business Development, at CMHC's LSF presentation. Jorge Malisani, CMHC's Trade Consultant for China, notes that "an in-depth knowledge of Canadian industries, combined with a strong relationship with the top Chinese developers and good understanding of their needs, makes CMHC International the ideal partner to penetrate the Chinese market."

Albert Chan, Executive Vice-President at Davey, adds: "Our company is very excited about this project in Beijing. We truly appreciate the effort and support provided by CMHC International, the Canadian Consulate General in Shanghai and the Canadian Embassy in Beijing in making this project possible."

The increasing worldwide popularity of the LSF system is one of the reasons for Davey's success, not to mention its ability to build lasting business relationships. According to Napa Valley Real Estate Development Co., "We are a firm believer in the LSF system. All 1,000 homes will be built in steel framing."

For more information on Davey International Inc., go to www.davey.com.cn.

Chile's aquaculture boom yields environmental opportunities

With its 4000-kilometre stretch of coastline and abundant ocean resources, Chile has one of the largest aquaculture industries in the world. This sector has experienced extremely strong and steady growth for nearly two decades. However, the increasing number of aquaculture facilities in Chile is having a negative impact on the environment, as technologies have not yet been adapted to effectively treat aquaculture effluent and waste products. With Canada's world-renown expertise in environment equipment and services, Canadian companies are well-suited to capitalize on such opportunities.

Market overview

Chile's economy is among the most stable and dynamic in Latin America. From 1986 to 2002, the Chilean economy grew at an average annual rate of 6.3%—the highest in all of Latin America. With a GDP of \$111.5 billion and 15 million people in 2002, Chile had Latin America's highest-ever GDP per capita: \$6600.

In 1997, Chile and Canada signed a free trade agreement. As a result, Canadian companies are exempt from paying Chile's 8% duty rate. With the best credit rating in Latin America and low corruption rates, Chile is an ideal market for Canadian firms looking to invest in South America.

Opportunities

Canadian technological expertise in environmental equipment and services is highly regarded throughout the world. However, Canada is perceived to be a new player in the

supply of environmental equipment and services for the Chilean aquaculture industry.

The top six environmental opportunities for Canadian companies in the aquaculture industry in Chile are: water circulation (water pumps and filters); commercial water tanks; wastewater treatment technologies; environmentally friendly paints and cleaning agents (for cages and tanks); energy-efficient generators

production and processing phases; new and alternative sources of raw feed materials, particularly pigmentation ingredients; new techniques to control fish and shellfish growth and sexual maturation; and new aquaculture equipment and management systems including polyculture techniques, cages and pens, water filtration and circulation systems, and software.

Chilean market preparation

A long-term commitment, a local presence and representation by a locally based agent are vital to a Canadian company's success in the Chilean market. Such factors have a direct influence on the ability to acquire customers in this highly competitive market. Canadian firms should consider bidding with the assistance of a local agent in order to ensure that all procurement procedures are followed. Low prices, well-established distribution networks and effective marketing are also critical success factors in this market.

The Government of Canada has several programs to help

Canadian firms gain a competitive advantage in international markets. For instance, Export Development Canada offers export financing and insurance to Canadian exporters. Exporters may also find financial and other assistance through the Department of Foreign Affairs and International Trade's **Program for Export Market Development**.

For the complete sector profile, go to www.infoexport.gc.ca. For more information, contact Margot Edwards or Renée Plouffe, Trade Commissioners with the Canadian Embassy in Chile, tel.: (011-56-2) 362-9660, fax: (011-56-2) 362-9664, e-mail: margot.edwards@dfait-maeci.gc.ca or renee.plouffe@dfait-maeci.gc.ca, Web site: www.santiago.gc.ca *

and fuel cells; and consulting services for environmental impact assessment studies, planning and quality control.

Also, the Canadian Institute of Biotechnology and Industry Canada commissioned a study of the aquaculture and fisheries industry in Chile to identify key areas of concern in the industry, and to pinpoint areas where new technologies can be successfully applied. The report identified several major problem areas in the Chilean aquaculture sector where solutions are urgently needed, including: the introduction of new diagnostics, vaccines and antibacterial treatments to maintain fish health; advanced systems to treat and manage the waste and effluents produced during the aquaculture

Aqua Sur 2004

PUERTO MONTT, CHILE — March 22-27, 2004 — Over 200 exhibiting companies will be present at **Aqua Sur 2004**, the most important aquaculture exhibition in the Southern Hemisphere.

For more information, contact Viviana Rios, tel.: (011-56-2) 756-5400, fax: (011-56-2) 756-5450, e-mail: vrrios@aqua.cl, Web site: www.aqua-sur.cl.

Partnerships to attract foreign investment

The Department of Foreign Affairs and International Trade and Industry Canada will contribute almost \$900,000 to regional and community economic development organizations to benefit municipalities and help them attract foreign investment to their regions.

Under the Program for Export Market Development - Investment (PEMD-I), the following municipalities and surrounding regions will receive contributions ranging from \$57,250 to \$250,000 to implement economic development projects: Saint John and Fredericton, New Brunswick; Quebec City, Quebec; Ottawa, Ontario; Moose Jaw, Saskatchewan; Leduc, Alberta; and

municipalities on Vancouver Island, British Columbia.

PEMD-I was set up in 1998 to help Canadian communities better prepare themselves to receive investments and attract foreign investors. Funded by the Department of Foreign Affairs and International Trade and managed by Investment Partnerships Canada, the Program supports non-profit organizations and public-private partnerships operating at a regional or municipal level. It funds up to 50% of costs tied to eligible activities aimed at attracting foreign investment.

For more information on PEMD-I, go to www.dfait-maeci.gc.ca/pemd *

Market research tools

— continued from page 1

As a trading nation, this strategic market intelligence is vital to Canada's exporting companies and trade professionals. That is why Team Canada Inc (TCI)—Canada's most comprehensive source of export information—has undertaken to make this resource available in Canada through a partnership with the International Trade Centre, an agency of the United Nations Conference on Trade and Development (UNCTAD) and the World Trade Organization (WTO). To register with TradeMap Canada, go to www.exportsource.ca/trademap_e.cfm.

By presenting data from either a product or country perspective, TradeMap provides answers that help gauge the effectiveness of national and sectoral trade performance and identifies priority products and markets for trade development.

A Canadian firm, for example, can examine the importing markets for its product, including the rate of import growth in each market, the average price paid by each country, and the tariffs and regulations that apply.

The information contained in TradeMap is based on the world's largest database of trade statistics, COMTRADE, maintained by the United Nations Statistics Division. COMTRADE covers more than 90% of world trade.

The International Trade Centre UNCTAD/WTO has also developed country profiles that benchmark national and sectoral trade performance and competitiveness. For more information, go to the agency's Web site at www.intracen.org, or contact Louis Doyle, tel.: (613) 954-2390, e-mail: doyle.louis@exportsource.ca *

Presentation tips for exporters

Planning to pitch your product or service abroad? The following presentation tips will help you effectively communicate your ideas to a foreign audience:

- Learn about the local history, culture and business environment prior to creating your presentation;
- Obtain information about the audience in advance and create your presentation based on who will be attending;
- Rehearse and record your presentation using visual media in order to critique and improve your delivery;
- Seek assistance and feedback from individuals who have experience with the culture and communication styles of your target audience;
- Arrive early on the day of your presentation and introduce yourself to audience members;
- Review your objectives to ensure they are appropriate for the audience;
- Analyse your presentation from the audience's perspective and focus on the benefits (i.e. what is in it for them?); and
- Be prepared to state your presentation's main theme or message in a single, clear and concise sentence.

This information is drawn from the Team Canada Inc guide *Speaking Globally: A Guide to Effective International Presentations*, which is available on-line at www.exportsource.ca/presentations.

For more information on exporting your products or services, call the toll-free Export Information Service at 1 888 811-1119 or go to www.exportsource.ca *

Trade events calendar

AEROSPACE & DEFENCE

ATLANTA, GEORGIA — April 20-22, 2004 — **MRO 2004** is the trade show and exhibition for the maintenance, repair and overhaul (MRO) industry, and the Canadian pavilion is an ideal place to market Canadian MRO services to the international community. **For more information**, contact Sheryl Crowhurst, Economist, Industry Canada, tel.: **(613) 957-8775**, fax: **(613) 952-8088**, e-mail: **crowhurst.sheryl@ic.gc.ca**.

AGRICULTURE

THEOBAL, ARGENTINA — March 3-6, 2004 — **EXPOCHACRA** is a regional fair focusing on agricultural machinery. **For more information**, contact Josefina Moresco, Expochacra, tel.: **(011-54-11) 4328-5886**, ext. 115, e-mail: **jmoresco@expochacra.com**, Web site: **www.expochacra.com**, or contact Mario Gariépy, Canadian Embassy in Buenos Aires, e-mail: **mario.gariepy@dfait-maeci.gc.ca**.

BUILDING PRODUCTS

BIRMINGHAM, UNITED KINGDOM — April 25-29, 2004 — **Interbuild 2004** is the world's largest exhibition for the building and construction industry. **For more information**, contact Derek Complin, UNILINK, tel.: **(613) 549-0404**, fax: **(613) 549-2528**, e-mail: **dc@unilinkfairs.com**, Web site: **www.unilinkfairs.com/cp/interbuild04**.

JAKARTA, INDONESIA — April 21-24, 2004 — **Woodworking and Forestry Indonesia**, a wood-working machinery, timber processing and forestry exhibition, and **Pulp and Paper Indonesia**, a pulp and paper products, machinery, equipment and supplies fair, will be held concurrently. **For more information**, contact Immanuel Hasada Purba, Commercial Officer, Canadian Embassy in Indonesia, tel.: **(011-62-021) 2550-7800**, fax: **(011-62-021) 2550-7812**, e-mail: **immanuel-hasada.purba@dfait-maeci.gc.ca**, Web site: **www.pamerindo.com/2004/wwf04exh.htm**.

CONSUMER PRODUCTS

HANOI, VIETNAM — April 20-22, 2004 — Be part of the **2004 Vietnam Textile and Garment Industry Expo**. **For more information**, contact the Canadian Embassy in Vietnam, tel.: **(011-84-4) 734-5000**, fax: **(011-84-4) 734-5049**, e-mail: **hanoi-td@dfait-maeci.gc.ca**, Web site: **www.cpexhibition.com**.

ICT

HANNOVER, GERMANY — March 18-24, 2004 — **CeBIT Hannover 2004**, which attracted over 550,000 visitors in 2003, is the world's leading event for information technology, telecommunications, software and services. **For more information**, contact Cliff Singleton, Commercial Officer, Canadian Consulate in Munich, tel.: **(011-49-89) 2199-5717**, fax: **(011-49-89) 2199-5757**, e-mail: **cliff.singleton@dfait-maeci.gc.ca**.

OIL & GAS

ABUJA, NIGERIA — March 17-19, 2004 — **Offshore West Africa 2004**, focussed on offshore production around the Gulf of Guinea, brings together decision makers from one of the world's fastest growing petroleum producing regions. **For more information**, contact Brennen Young, Trade Commissioner, DFAIT, tel.: **(613) 944-6575**, fax: **(613) 944-7437**, e-mail: **brennen.young@dfait-maeci.gc.ca**, Web site: **owa04.events.pennnet.com**.

DAMASCUS, SYRIA — April 5-8, 2004 — The Canadian Embassy in Damascus will sponsor a Canadian pavilion at **SyrOil**, a key exhibition for petroleum industry decision makers in the region. **For more information**, contact Tracy Reynolds, Counsellor (Commercial), Canadian Embassy in Damascus: e-mail: **tracy.reynolds@dfait-maeci.gc.ca**, Web site: **www.syroil.com**.

PLASTICS

BUENOS AIRES, ARGENTINA — March 22-26, 2004 — **Argenplas 2004**, which will feature a Canadian pavilion, is a major international plastics exhibition and serves as a gateway to the South American market. **For more information**, contact Dennis Shanley, Senior Industry Officer, Industry Canada, tel.: **(613) 954-3247**, fax: **(613) 952-8988**, e-mail: **shanley.dennis@ic.gc.ca**, Web site: **www.argenplas.com.ar/index.htm** ✪

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**.

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