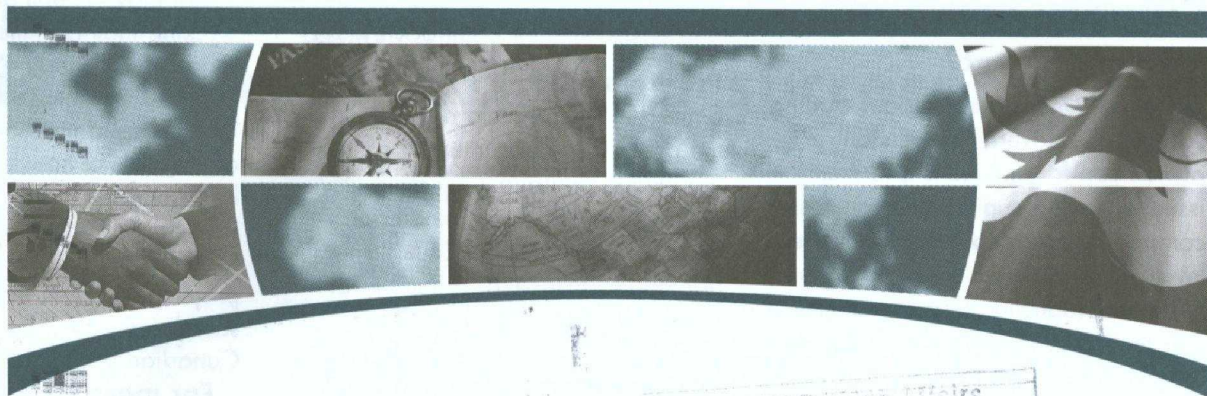


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CanadaExpo

## Calgary company buys emission-reduction credits

The first Canadian company to buy foreign emission-reduction credits under the Kyoto Protocol is making national headlines.

On August 25, TransAlta Corporation of Calgary announced its purchase of credits based on 1.75 million tonnes of emission reductions from Chilean hog producer Agrosuper.

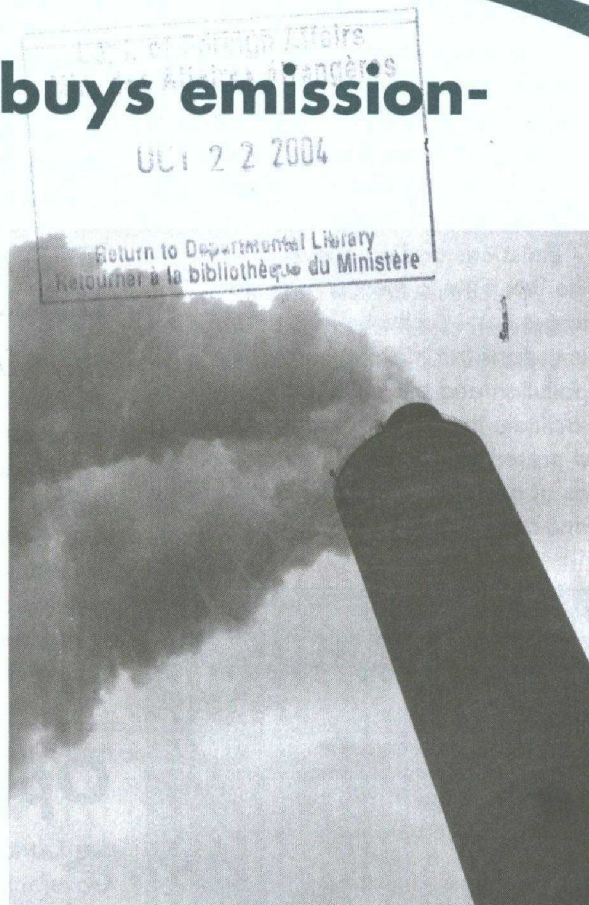
The transaction represents the first Canadian purchase of credits under the Clean Development Mechanism, one of the market mechanisms defined by the Kyoto Protocol—an international agreement designed to reduce greenhouse gases that cause global warming.

Agrosuper, which has reduced its own greenhouse emissions through sustainable environmental practices, is able to trade its reductions to companies willing to pay for the emission credits.

### What is emissions trading?

Emissions trading is a market-based system designed to address air pollutants, such as greenhouse gas

*continued on page 2 — Calgary company*



Vol. 22, No. 16  
October 1, 2004

## U.S. wireless event attracts the world

**NEW ORLEANS, LOUISIANA** — March 14-16, 2005 — International Trade Canada is organizing a Canadian pavilion at **CTIA Wireless 2005**. This global event draws visitors from a variety of industries and from more than 80 countries, and serves all aspects of the industry for wireless service providers, users, developers, buyers and manufacturers.

Other national pavilions exhibiting this year include Korea, France, Finland, China and Britain. Major multinationals already exhibiting are

Microsoft, Ericsson, Motorola, Audivox, Intel, NTT DoMoCo, Nokia, Siemens, Sony Ericsson, America OnLine, Alcatel, Samsung, Qualcomm and Hewlett Packard, to name a few.

"This major international trade event is where the world shops for wireless, Internet and mobile technology," says Pat Fera, Trade Commissioner at International Trade Canada. Running concurrently with CTIA Wireless are the Mobile Entertainment

*continued on page 2 — U.S. wireless event*

## Calgary company

— continued from page 1

emissions. Under an emissions trading scheme, the government sets an overall cap for emissions and then issues a limited number of permits to companies consistent with the desired level of emissions.

To meet reduction targets, companies may choose one of the following: reduce emissions from their own operations, purchase permits from another company that has an excess amount, or purchase credits from a domestic or international project (such as the Clean Development Mechanism, or CDM).

Emissions trading allows companies the flexibility to meet a reduction target cost-effectively. In general, emissions trading puts a price on pollution and allows the market to facilitate the best approach to meeting a prescribed target. This approach, as opposed to traditional command-and-control regulations, is more

desirable from both an economic and environmental point of view.

### Progress made

Since 1990, TransAlta has reduced the greenhouse gas intensity of its worldwide operations by more than 10% while increasing generation capacity by more than 85%. In addition to TransAlta, a number of Canadian companies have been working on developing CDM projects in developing countries. TransAlta's, however, is one of the first Canadian-led projects to have its methodology accepted by the United Nations. This is a crucial step towards the final approval and registration of the project.

The Government of Canada is anticipating that this milestone will encourage other Canadian firms to follow suit in taking advantage of the international market-based mechanisms. The deal is an example of how brokerage firms and large emitters can work together to participate in the Kyoto Mechanisms. CO2e.com, the brokerage firm for this project, has been instrumental in securing the deal between the Canadian and Chilean companies.

**For more information**, contact Louise Côté, Program Manager, Climate Change and Energy Division, Foreign Affairs Canada, e-mail: [louise.cote@international.gc.ca](mailto:louise.cote@international.gc.ca), Web site: [www.international.gc.ca/cdm-ji](http://www.international.gc.ca/cdm-ji).

## U.S. wireless event — continued from page 1

Expo (music, games and streaming video), the Tower Summit (wireless infrastructure) and an unwired home displaying the latest technologies in that industry segment. "All together, this event will present tremendous networking opportunities for the Canadian wireless community," adds Fera.

**For more information** on the Canadian pavilion, possible conference

speaking opportunities, a Canada reception and matchmaking programs with companies in other national pavilions, contact Pat Fera, International Trade Canada, tel.: (613) 944-9475, e-mail: [pat.fera@international.gc.ca](mailto:pat.fera@international.gc.ca), or Charlene Wheatley, International Trade Canada, tel.: (613) 944-8823, e-mail: [charlene.wheatley@international.gc.ca](mailto:charlene.wheatley@international.gc.ca).

## Opportunities in Sri Lanka

**SRI LANKA** — As part of its Energy for Rural Economic Development Project, the Government of Sri Lanka is seeking proposals from consultants for the design and implementation of renewable energy electrification systems.

The project aims to: provide electricity access to 100,000 households through solar home systems and independent min-grids fed by micro hydros, wind and biomass generators; electrify 1,000 small and medium rural enterprises through renewable energy resources; and add 85 megawatts capacity through grid-connected renewable energy power plants.

The Development Finance Corporation of Ceylon (DFCC) will be managing the project on behalf of the Government of Sri Lanka, with the assistance of the World Bank and the Global Environment Facility. **The closing date for proposals is December 31, 2004.**

**For more information**, contact the DFCC, tel.: (011-94-11) 244-2442, fax: (011-94-11) 244-0376, e-mail: [info@dfccb.com](mailto:info@dfccb.com), Web site: [www.energyservices.lk](http://www.energyservices.lk), or Shyama Suraweera, Commercial Assistant, Canadian High Commission in Sri Lanka, fax: (011-94-1) 68-70-49, e-mail: [shyama.suraweera@international.gc.ca](mailto:shyama.suraweera@international.gc.ca), quoting case number 040219-00826.

Editorial team: Yen Le  
Michael Mancini  
Jean-Philippe Dumas

Subscriptions  
Telephone: (613) 992-7114  
Fax: (613) 992-5791  
E-mail: [canad.export@international.gc.ca](mailto:canad.export@international.gc.ca)  
Web site: [www.canadexport.gc.ca](http://www.canadexport.gc.ca)

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For more information, contact the International Trade Canada's Communications Service Division, 125 Sussex Street, Ottawa, Ontario K1A 0S5, Canada. Telephone: (613) 992-7114, Fax: (613) 992-5791, E-mail: [canad.export@international.gc.ca](mailto:canad.export@international.gc.ca)

CanadExport

## Russia's pharmaceutical market: What is the prescription for success?

The Russian market for pharmaceuticals is expanding rapidly and offers good prospects for Canadian exporters of drugs, retail medical devices and food supplements. However, like with most successful exporters, a relationship with one of the country's major distribution companies is recommended.

### Market overview

According to RMBC, a consulting and market research company specializing in the pharmaceutical market, the Russian market for pharmaceuticals was valued at \$5.8 billion in 2003, 70% of which came from imported drugs.

The market grew 19% in 2003 and annual growth is expected to continue around at least 10% per year for the next five years, driven by rising incomes and consumer spending, increased government funding for drugs through a new health insurance system (government purchases currently account for only about 30% of the market), and increased efficiency in domestic distribution.

The top drugs by sales in Russia, aside from the usual pain killers, antibiotics and vitamins, include medicines for heart and blood conditions, diabetes and liver problems. Viagra, of course, is also one of the top sellers. Western European and U.S.-based multinationals such as Aventis, Novartis and Pfizer have the highest sales in Russia, although Eastern European companies which mainly produce generic medicines, such as Hungary's Gedeon Richter and Slovakia's KRKA, are also among the top ten.

Russia's domestic drug manufacturing sector—made up of about 350 companies—remains fragmented, under-capitalized and focused on the production of generics. The variable

quality of Russian medicines is also a major issue for the industry, and the government plans to impose internationally accepted "good manufacturing practices" (GMP) by 2005 after encouraging adherence to them since 2000.

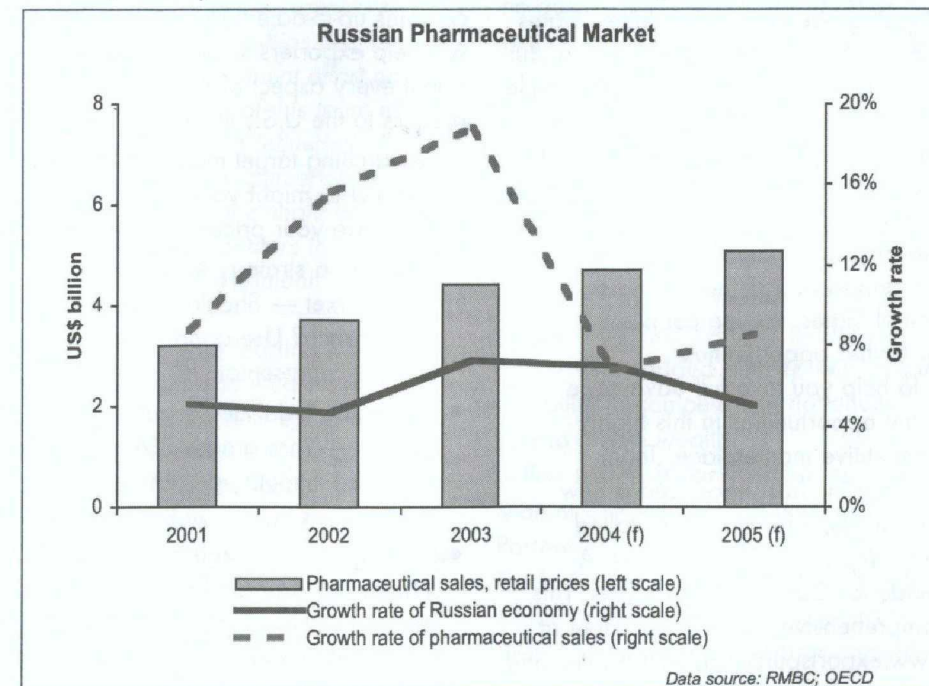
### Navigating a complex market

According to Steven Goodinson, Trade Commissioner with the Canadian Embassy in Moscow, "Interested Canadian exporters can get contacts for some of the top five distributors, such as Apteka Holding ([www.ahold.ru](http://www.ahold.ru)), Protek ([www.protek.ru](http://www.protek.ru)) and SIA International ([www.siamed.ru](http://www.siamed.ru)), from the Commercial Section of the Canadian Embassy in Moscow. These companies are able to offer national distribution chains, modern warehousing facilities and assistance with administrative issues. They also carry an increasingly wide range of non-drug goods which can be sold to their pharmacy and hospital clients, such as cosmetics, food supplements and medical devices," he says.

Registering new products is the most time-consuming aspect of exporting drugs to Russia and can take up to two years, although other products such as food supplements take considerably less time. "The regulatory system is complex, non-transparent and does not conform to Western practices," says the trade commissioner. "So Canadian exporters are advised to seek the advice of a distributor to navigate this registration process, or to contract a specialized consultant."

Exporters are also advised to be prepared to invest time and money to develop and implement a marketing plan for the Russian market. "Distributors, with their focus on volumes and efficiency, will not usually do this, and although the market is growing, it is highly competitive," adds Goodinson.

**For more information**, contact Steven Goodinson, Canadian Embassy in Moscow, e-mail: [steven.goodinson@international.gc.ca](mailto:steven.goodinson@international.gc.ca).

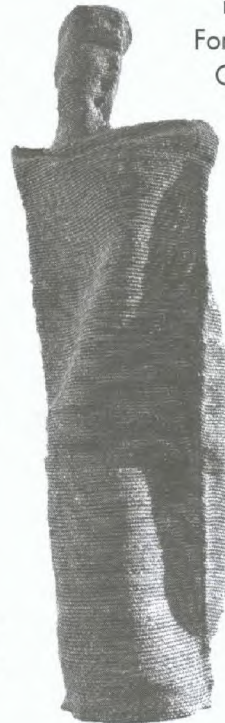


## Attention artists U.S. art show set to go

Chicago, Illinois — November 6-9, 2004 — The Canadian Consulate General in Chicago invites Canadian artists and gallery owners to join the New Exporters to Border States mission and the **Sculpture, Objects & Functional Art Show (SOFA)**—one of the most renowned shows for high-end glass, ceramic, wood, metal, fibre and sculpture in the U.S.

This mission is for Canadian artists or gallery owners who would like to start exporting, or expand their exports, to the U.S. market. Artists and owners can get additional market information to make a decision on market entry strategies, and hear from industry experts in a focused educational forum.

The trade mission will include an educational session with industry experts, admission to the SOFA show, and networking opportunities with art collectors from the most important craft and design galleries in the U.S.



The educational seminar will cover topics such as industry trends, customs and regulations, working with art galleries, selling to museum gift shops, designing agreements, and working with local representatives, buyers and agents.

For the networking reception, the Canadian Consulate General in Chicago and the Mint Museum of Craft and Design will bring together mission participants, Canadian gallery exhibitors at SOFA and the Mint Museum's Founders Circle members—a select group of collectors from the U.S.

Attendance is based on a screened first-come, first-served basis. **For more information**, contact Ann F. Rosen, Business Development Officer, Canadian Consulate General in Chicago, tel.: (312) 616-1860, fax: (312) 616-1878, e-mail: chcgo-td@international.gc.ca, Web sites: [www.chicago.gc.ca](http://www.chicago.gc.ca) or [www.sofaexpo.com](http://www.sofaexpo.com). ✪

*Spirit Within (2004), a sculpture by Dawn MacNutt, is made of copper wire and seagrass, woven on loom. (63" high, Browngrotta Arts, Wilton, Connecticut)*

## Exporting stateside: A guide to success

Doing business in the United States can be a complex undertaking. But with a market of over 291 million people and trade exceeding \$1.8 billion a day with Canada, it's one well worth exploring. It may be the perfect destination for exporters considering their first export venture; or, for companies already exporting to the United States, the logical place to look for further opportunities.

To help you take full advantage of the opportunities in this highly competitive marketplace, Team Canada Inc has introduced a new on-line guide for exporters called *Exporting to the United States: A Guide for Canadian Businesses*. This comprehensive guide is available at [www.exportsource.ca/unitedstates](http://www.exportsource.ca/unitedstates) and

contains up-to-date information that will help exporters answer questions about every aspect of the export process to the U.S., including:

- Researching target markets — Where in the U.S. might your goods sell best? Are your prices competitive?
- Selecting a strategy for entering your market — Should you open a U.S. branch? Use a manufacturer's or sales representative?
- Managing legal and regulatory issues — What are NAFTA rules of origin? Should you obtain a U.S. patent?
- Dealing with export financing — Where can you get financial assistance? How do you check a U.S. buyer's credit?

- Traveling to the U.S. — What are NAFTA entry classifications? Must you declare business samples at U.S. Customs?

- Coping with border security and customs — How do you comply with U.S. border security demands? Do you need a U.S. customs broker?

That's just a sample of the information this guide offers exporters. Along with all this, it includes dozens of links to Canadian and U.S. Web sites with the most current information on a vast range of export topics. New and experienced exporters can use this guide for information, tips and resources needed for success in the U.S. market. ✪

## Foreign direct investment: An instrument of wealth creation and growth

Nations around the world are increasingly competing against each other to attract the global investments that support economic growth and fund economic transformation.

The competition for foreign direct investment (FDI) is intense and success is increasingly determined by the ability of a country to develop and implement a range of policies, regulations and standards that create a superior business and investment climate.

### Taking centre stage

FDI has played a major role in shaping the Canadian economy and has contributed greatly to the nation's prosperity. In 2002, Canada's share of global FDI stock (3.1%) exceeded its share of world GDP (2.3%). In fact, FDI accounted for 30.4% of Canada's GDP, more than any other G-7 economy except the United Kingdom (40.8%).

Recent research shows that foreign-controlled firms contribute some 45% of the investment in manufacturing plants and equipment each year, modernizing Canada's capital equipment and driving productivity improvements with the latest technologies. Foreign investors account for 34% of Canada's research and development expenditures.

Canada is one of the most open trading nations in the world and foreign investment and trade go hand in hand. Foreign-controlled firms are much more trade-oriented than their domestic counterparts and their ratios of both imports to sales and exports to sales are higher than domestic companies. In spite of their relatively small number, foreign controlled firms are responsible for a little more than half of Canada's total imports and a little less than half of total exports.

But FDI brings more than capital to the Canadian economy. It accelerates

productivity growth. It also brings the latest technology embedded in machinery and production processes, marketing and management expertise, as well as access to export markets through established distribution networks. FDI contributes to increased domestic competition, a major driver of innovation in a knowledge-based economy. Attracting and retaining increasing amounts of FDI into this country is essential to meeting the goals established by Canada's Innovation Strategy, and to the achievement of sufficient economic growth that generates the wealth to fund Canada's social agenda.



*As the focal point of investment within the Government of Canada, International Trade Canada's Investment Partnerships Branch coordinates the investment effort across government. As part of this team effort, the branch tries to influence and monitor investors' perceptions of Canada's investment climate and those of our major competitors for foreign direct investment.*

Globalization is leading transnational companies to locate strategic investments in each of the three major continental markets—Asia, Europe and North America. Given the size and wealth of its market, North America is a magnet for transnational investors. However, geography has positioned Canada in direct competition with the U.S. for such



investments. Proximity, lower costs, and NAFTA make Canada a competitive alternative for North American-bound investment from Europe and Asia, as well as for U.S. domestic investors.

Foreign and domestic investors alike use the same criteria to assess investment locations. Access to a large and dynamic market ranks at the top. The availability of multi-lingual skilled labour, competitive costs, efficient transportation, quality of life and communication infrastructure are other important determinants.

For knowledge-intensive industries, other criteria such as progressive intellectual property regimes, research and development infrastructure, and sophisticated capital markets are also critical. Governments play an active role in developing the policies, programs and services influencing the quality and availability of these factors which shape the competitiveness of a country's investment climate and its relative attractiveness to investors.

### Looking to the future

Over the next decade, Canada's success in attracting strategic investment and reinvestment to increase productivity, and to focus industry on higher value-added activity, will shape its ability to compete internationally and to create wealth.

**For more information**, contact Marcel Gaumont, Investment Partnerships Branch, International Trade Canada, tel.: (613) 941-9268, e-mail: [gaumont.marcel@ic.gc.ca](mailto:gaumont.marcel@ic.gc.ca), Web site: [www.investincanada.gc.ca](http://www.investincanada.gc.ca). ✪

## Construct Canada 2004

### International focus at Canada's largest construction show

**TORONTO** — November 30 - December 3, 2004 — International trade and business opportunities for Canadian construction services, building products and technologies will be a major focus of the 16<sup>th</sup> annual **Construct Canada 2004**.

This event is held concurrently with **HomeBuilder & Renovator Expo, PM Expo, Concrete Canada, and DesignTrends**. With over 21,000 attendees and 1,000 exhibits, the five shows will feature the latest in new Canadian products and technologies used for the design, construction, operation, retrofit and renovation of all types of buildings. The exhibits will cover 49 different categories of products and services.

As part of Construct Canada, Team Canada Inc partners have organized an international business program.

The program at Construct Canada is a coordinated effort on the part of Canada Mortgage and Housing Corporation (CMHC) International, the Canadian Trade Commissioner Service of International Trade Canada, Ontario Exports Inc., and the Canadian Construction Association.

#### International Business Program

##### November 30: Tours of projects in the Toronto market

The morning tour will provide international visitors and Canadian trade commissioners with a first-hand look at examples of residential site planning, construction practices, materials and technologies used by home builders in

the Toronto market. The afternoon tour will see some of Toronto's most innovative and exciting projects being undertaken by internationally renowned architects.

##### December 1: Presentations, luncheon and networking session

This session provides an overview of Team Canada Inc trade programs, services and resources offered by the federal and provincial government as well as Crown corporations to assist Canadian firms in exporting their products and services. Discussions will include advice on how a Canadian company can effectively use Internet resources such as the Virtual Trade Commissioner, Export Source and Strategis to research foreign markets and to promote their company abroad.

##### Canadian energy-efficient building systems

This seminar is designed especially for visitors to Canada and will be delivered by technical experts from CMHC. The presentation will include information on durability, structural integrity, fire safety, energy efficient building envelopes, design flexibility and occupant comfort and health.

##### U.K. construction market

Consider diversifying your international construction or building materials business to the United Kingdom. The U.K. has a common language and common business practices, and has become a top destination for Canadian exporting companies. This session will

outline the U.K. residential and commercial construction markets and will highlight opportunities in those markets.

##### Networking luncheon

This luncheon will provide an opportunity to meet and network with international visitors and foreign companies in the construction and building products sector. Admission to the luncheon for international visitors is included in the registration fee. Canadian firms and executives can purchase individual tickets.

##### International networking session

This afternoon session will feature Canadian architects, contractors, engineers, manufacturers and suppliers who can meet with International delegates and members of the Canadian Trade Commissioner Service from key foreign markets to discuss export opportunities in their respective markets.

##### December 2 and 3: Visit exhibits

These two days will be devoted to touring the 1,000 exhibits at the show, as well as visiting the CMHC innovative technology showcase and the hands-on demonstrations on the exhibit floor.

An international business centre will be open at Construct Canada to facilitate ongoing contact between Canadian firms and trade commissioners or international visitors to discuss potential business and trade opportunities.

**For more information**, or to register for the International Business Program, contact Evelyn Silverstone, tel.: (416) 512-1215, ext. 229, e-mail: [evelyn@yorkcom.to](mailto:evelyn@yorkcom.to) Web site: [www.constructcanada.com](http://www.constructcanada.com)

## German organic food fair serves it up

**NUREMBERG, GERMANY** — February 24-27, 2005 — Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors should consider exhibiting in the Canadian pavilion at **BIOFACH**, the world's largest organic trade fair with some 29,500 buyers.

Agriculture and Agri-Food Canada will organize and manage the Canadian pavilion. Exhibitors will benefit from quality services that include pavilion

management, a business centre, meeting room, on-site storage, a lounge, bar and kitchen facilities.

And expect heavy traffic at the Canadian pavilion, which will be ideally located next to the 'country of the year' to maximize visibility. New this year is a free space in the Organic Garden, which will also be used to highlight products. In addition to the pavilion, the Canada Information Centre will be staffed by experienced trade profes-

sionals who will provide on-site market intelligence and trade promotion support and will direct qualified buyers to Canadian products and services.

**For more information**, and to join the Canadian pavilion, contact Brian Bonner, International Affairs Officer, Agriculture and Agri-Food Canada, tel.: (613) 759-7642, fax: (613) 759-7506, e-mail: [bonnerb@agr.gc.ca](mailto:bonnerb@agr.gc.ca), Web site: [www.atn-riac.gc.ca/biofach](http://www.atn-riac.gc.ca/biofach). ★

## Arab Health fair leads the way

**DUBAI, UNITED ARAB EMIRATES** — February 12-15, 2005 — For the fifth consecutive year, the Canadian Consulate in Dubai will organize a Canadian pavilion at the Persian Gulf region's largest and most important health trade show, **Arab Health Exhibition and Congress 2005**.

The exhibition showcases the newest state-of-the-art products and technology in health care, including international health services, surgery, biotechnology, dental health, radiology, laboratory equipment, pharmaceuticals, rehabilitation, telehealth and pathology.

In 2004, the exhibition attracted some 25,000 visitors, mainly from countries in the Gulf region such as Saudi Arabia, Kuwait, Oman, Bahrain, Qatar and Iran, as well as from the Commonwealth of Independent States, Africa, Europe, the Indian subcontinent and other parts of the world. The last event attracted about 1,500 exhibitors and 26 international pavilions from 50 countries.

For 30 years, Arab Health has led the way in health care exhibitions and conferences throughout the Gulf and Middle East regions. It is the ideal forum for Canadian companies to

demonstrate the latest products and technology in one of the world's fastest-growing health care markets.

The market for health care products, services and expertise is strong throughout the Gulf region. The United Arab Emirates (U.A.E.) government alone is planning to double its hospital bed capacity over the next decade. In addition, the Dubai Healthcare City, another massive health industry project that will serve the whole U.A.E., represents a major opportunity for Canadian health care expertise.

This exhibition and conference is a unique platform for overseas manufacturers to establish a foothold in this affluent region and to develop existing business.

**For more information**, contact Fouad Soueid, Senior Commercial Officer, Canadian Consulate in Dubai, e-mail: [fouad.soueid@international.gc.ca](mailto:fouad.soueid@international.gc.ca), or Venky Rao, Arab Health Exhibition and Conference Organizers' Representative, tel.: (905) 896-7815, e-mail: [arabhealth@rogers.com](mailto:arabhealth@rogers.com), or Al Hinton, Ontario Exports Inc., tel.: (416) 325-6792, e-mail: [al.hinton@edt.gov.on.ca](mailto:al.hinton@edt.gov.on.ca), Web site: [www.arabhealthonline.com](http://www.arabhealthonline.com). ★

## Middle East graphics show set to expand

**DUBAI, UNITED ARAB EMIRATES** — February 1-3, 2005 — **Sign & Graphic Imaging Middle East** is the international exhibition for the signage and digital industry. This fair is set to further expand its profile to include labelling and marking technologies, films, point of sale/purchase advertising, photo imaging, logo design, packaging and media advertising.

Opportunities in the Middle East are immense and the retail sector is becoming more competitive every year. Last year's edition attracted some 145 exhibitors from 24 countries and witnessed a record-breaking turnout of 6,203 industry professionals.

By exhibiting at this show, Canadian companies can target a vast range of commercial segments like retail, real estate, project development, architectural specifiers, advertising consultants, graphic designers, brand consultants and architects.

**For more information**, contact Venky Rao, e-mail: [venkyrao@rogers.com](mailto:venkyrao@rogers.com), tel.: (905) 896-7815, Web site: [www.signmiddleeast.com](http://www.signmiddleeast.com). ★

**AGRICULTURE, FOOD & BEVERAGES**

**HANOI, VIETNAM** — December 1-3, 2004 — **Vietstock 2004 Expo & Forum** is Vietnam's first major international feed and livestock event, and will be held concurrently with the Asian Livestock Industry Seminar. **For more information**, contact Dang Anh Thu, Commercial Officer, Canadian Embassy in Hanoi, tel.: (011-84-4) 734-5033, fax: (011-84-4) 734-5049, e-mail: dang-anh.thu@international.gc.ca.

**TOKYO, JAPAN** — March 8-March 11, 2005 — **Foodex Japan** is the largest food and beverage exhibition in Asia, and the third largest in the world. For the next Foodex, Agriculture and Agri-Food Canada, in collaboration with International Trade Canada, will organize the Canadian presence. **For more information**, contact the Japan Management Association, tel.: (011-81-3) 3434-1377/3453, fax: (011-81-3) 3434-8076, e-mail: foodex@convention.jma.or.jp, Web site: www.jma.or.jp/FOODEX.

**ARTS & CULTURAL INDUSTRIES**

**TAMWORTH, AUSTRALIA** — January 14-23, 2005 — **Tamworth Country Music Festival** is Australia's biggest and most significant country music gathering. **For more information**, contact Sharon Pinney, Canadian Embassy in Australia, e-mail: sharon.pinney@international.gc.ca, Web site: www.countryragepage.com/tamworth2005.htm.

**AUTOMOTIVE**

**PARMA, ITALY** — February 18-20, 2005 — **Transpotec** is an international exhibition focused on industrial and commercial vehicles, including trucks, tanks, trailers, and special vehicles, components and accessories. **For more information**, contact Joanne Smith, Business Development Officer, Canadian Embassy in Rome, tel.: (011-39) 0644-59-83-357, fax: (011-39) 0644-59-83-754, e-mail: Itat-td@international.gc.ca, Web site: www.transpotecshow.it.

**BUILDING PRODUCTS**

**RIYADH, SAUDI ARABIA** — February 20-24, 2005 — **Saudi Luminex 2005** is an international lighting equipment show. The Saudi construction boom has created huge demand for lighting equipment and fixtures in residential, office, hotel,

industrial and street lighting. **For more information**, contact Exhibition Centre, tel.: (011-966-1) 454-1448, fax: (011-966-1) 454-4846, e-mail: esales@recexpo.com, Web site: www.recexpo.com.

**CHEMICALS**

**TEL AVIV, ISRAEL** — February 1-3, 2005 — **BioAnaliza** is an international laboratory equipment, biotechnology, analytical and diagnostic technologies exhibition and trade fair. **For more information**, contact Mona Mansour Ashkar, Business Development Officer, Canadian Embassy in Israel, tel.: (011-972-3) 636-3357, fax: (011-972-3) 636-3385, e-mail: taviv-td@international.gc.ca, Web site: www.stier.co.il/SG\_ENG/Analiza/main\_ana.htm.

**ENVIRONMENTAL INDUSTRIES**

**NEW DELHI, INDIA** — February 9-12, 2005 — **Aqua India & Environment 2005** is India's premier environmental technology trade fair. **For more information**, contact Rekha Sethi, Confederation of Indian Industry, tel.: (011-91-124) 501-4060-67, fax: (011-91-124) 501-4080, e-mail: rekha.sethi@ciionline.org, Web sites: www.ietfindia.com/2005/index.htm or www.ietfindia.com/2005/factsheets/aqua\_overseas.pdf.

**ICT**

**MEXICO CITY, MEXICO** — February 8-11, 2005 — **ExpoComm 2005**, an international telecommunications, wireless, and broadband technology exhibition and conference, will include a Canadian business mission. **For more information**, contact Beth Harrington, e-mail: harrington@ejkrause.com, or Guillermo Larios, Canadian Embassy in Mexico, e-mail: guillermo.larios@international.gc.ca.

**OIL & GAS**

**VERACRUZ AND CAMPECHE, MEXICO** — February 2005 — The Atlantic Canada Opportunities Agency is sponsoring a Canadian business mission to **Eexitop 2005**, the most important petroleum industry event in Mexico. **For more information**, contact Rick Savone, Canadian Embassy in Mexico, e-mail: rick.savone@international.gc.ca. \*

**Enquiries Service**

International Trade Canada's and Foreign Affairs Canada'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**; or Web site: **www.dfait-maeci.gc.ca**.

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