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CANADEXPORT

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January 15, 1991

RSVP: Canadian Frozen Vegetables Are Invited to Dinner the World Over

Canada could take greater advantage of markets for frozen vegetables all

over the world. That is one of the findings of a study by the Centre français du commerce extérieur (CFCE).

On the basis of data presented in the 1988 study entitled *Le Marché des Légumes Surgelés dans le Monde*, it is clear that the frozen vegetable market available to Canada is far from being confined to the United States. The most revealing aspect of the study is that Canada is named as a frozen vegetable exporter, but only to Japan and the United States. And yet, as the study notes, the European Economic Community (EEC) is the leading market for frozen vegetable imports in the world. In 1985 and 1986, the EEC imported 500,000 tonnes of frozen vegetables. The leading importing countries were the former West Germany, France and the UK. Japan ranked a close second after West Germany, importing more than 140,000 tonnes in 1986. The main frozen vegetables produced in Canada were listed as follows: peas, sweet corn, green beans, carrots, Brussels sprouts, cauliflower, broccoli, wax beans, and other vegetables. It should be noted that potatoes were excluded from the study.

The markets for each of these frozen vegetables were described as follows:

Peas - The leading importer was Italy (31,441 tonnes in 1987), followed by West Germany (20,303 tonnes), Spain (17,836 tonnes), United Kingdom (8,019 tonnes), Belgium (5,169 tonnes), and

"...the frozen vegetable market available to Canada is far from being confined to the United States."

France (4,977 tonnes). France imported exclusively from the Belgium-Luxembourg Economic Union and the Netherlands. Other importing countries were Ireland, Denmark, Greece, Portugal, Norway, Sweden, and Austria.

Corn - The leading importer was Japan (29,301 tonnes in 1986), which received a total of 109 tonnes from Canada. France followed next, importing 2,051 tonnes in 1987. (Israel, the United States, Spain and Austria accounted for 63%, 9%, 7% and 2% respectively of France's imports.)

Beans - The leading importer in 1987 was the United Kingdom (16,142 tonnes), followed by West Germany (15,019 tonnes), France (12,203 tonnes), Belgium (6,833 tonnes), the Netherlands (5,952 tonnes), and other countries such as Italy, Ireland, Denmark, Greece, Spain, Norway, Sweden, and Austria. (The Belgium-Luxembourg Economic Union and Morocco supplied 63% and 28% respectively of France's imports.)

Carrots - The leading importer

was the United Kingdom (8,375 tonnes in 1987), followed by France (7,313 tonnes), and Austria (2,027 tonnes).

(The Belgium-Luxembourg Economic Union and Denmark supplied 74% and 14% respectively of France's imports.)

Brussels sprouts - The leading importers were France (6,703 tonnes in 1987), the Netherlands (1,507 tonnes), Belgium (1,351 tonnes), and Austria (751 tonnes). (The Belgium-Luxembourg Economic Union and the Netherlands accounted for 94% and 4% respectively of France's imports.)

Cauliflower - In 1987, the value of US imports of cauliflower totalled \$15 million. France imported 15,342 tonnes, and the United Kingdom 413 tonnes. (The Belgium-Luxembourg Economic Union and Spain accounted for 79% and 17% respectively of France's imports.)

Broccoli - US imports amounted to \$50 million in 1987. Sweden imported 1,972 tonnes in 1986, and Austria 527 tonnes in 1987.

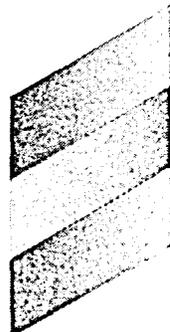
Other vegetables - US imports totalled \$41 million in 1987. West Germany imported 125,219 tonnes, France 40,028 tonnes, Japan 35,748 tonnes in 1986, the Netherlands 29,000 tonnes in 1987, the United Kingdom 28,678 tonnes, Belgium 19,129 tonnes, Denmark 13,264 tonnes. (The Belgium-Luxembourg Economic Union, West Germany, the Netherlands, and Spain supplied 51%, 17%, 8% and 7% respectively of France's imports.) Other importing countries were Ireland, Greece, Spain, Por-

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External Affairs and
International Trade Canada



Canada

Canadian Building Products Export Council Proposed: Input Solicited to Assess the Industry's Needs

A joint Industry, Science & Technology Canada (ISTC) and External Affairs and International Trade Canada (EAITC) study has been announced to examine the building industry's requirements for export promotion assistance.

The study will assess — by means of a questionnaire to be sent to building materials manufacturers throughout Canada — the value and perceived need industry places on a Canadian Building Products Export Council.

Canada has considerable strength in the manufacture of building materials and is recognized internationally for its wood frame residential construction system. The Canadian government and private-sector organizations have successfully promoted the adoption of wood frame construction techniques in offshore markets for more than 30 years.

Adoption of wood frame systems has had significant impact on wood products exports in Europe and Asia. However, exports of finished building materials, including windows and doors, cabinetry, floorings, manufactured housing and other structural, finishing and hardware products, have lagged behind commodity exports.

In an effort to address this imbalance and assist the building

products manufacturing industry in promoting its products in export markets, the creation of an Export Council is being proposed.

The announced study will look at the respective costs and benefits involved, define the Export Council's mission and goals, specify its method of operation and promotional activities, identify sources of financing and propose a five-year financial plan.

As markets become globalized, it is perceived Canadian building products manufacturers will have to increasingly become export-oriented in order to remain efficient and competitive in pursuing new economic opportunities.

In view of the increasing international competitiveness of the building products market, domestic manufacturers may require co-ordinated initiatives among themselves and public sector support for such efforts.

Future growth in employment, balance of payments earnings and productivity gains in the building materials industry could well depend on increasing the Canadian value-added to wood frame housing and building products exports.

With the pace of international market developments in Europe, the Pacific Rim, the U.S. and with

trade liberalization resulting from the current General Agreement on Tariffs and Trade (GATT) negotiations, the time to establish a Canadian Building Products Export Council may have arrived.

Canadian building products manufacturers wishing to receive a copy of the questionnaire or more information on its scope and intent should contact Murray Hardie, Senior Commerce Officer, Resource Processing Industries Branch, ISTC, Ottawa. Tel.: (613) 954-3037. Fax: (613) 954-3209. Or contact John Lang, Deputy Director, Resources and Chemicals Division (TAR), EAITC. Tel.: (613) 996-3436. Fax: (613) 995-8384.

Frozen Vegetables —

Continued from page 1

tugal, Norway, Sweden, Finland, Switzerland, and Austria. The study also mentioned Australia and Thailand as countries that import frozen vegetables.

The study also showed frozen vegetable consumption trends in various countries. For example, in Italy and Spain, demand blossomed later than in other countries, but frozen vegetables now account for up to 40% of the market there for all frozen products. Despite market fluctuations, sales of fast-frozen vegetables should stabilize in the years ahead. The countries covered by the study included the 12 members of the EEC, eight other European countries outside the EEC, and nine countries outside Europe.

For any information on the study — which is not available from EAITC/Info Export — or to order a copy, contact the Librairie du commerce international, 10, av. d'Iéna, Paris 16^e BP 438-75233, Paris, CEDEX 05. Tél.: (1) 45.05.34.60. Telex: LICOMIN 206 811 F.

For more information on frozen vegetable exports, contact Suzanne Lalonde at EAITC's Agri-Food Division (TAA). Tel.: (613) 996-3597. Fax: (613) 995-8384.

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,

Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Import Permits Eliminated, Duties Lowered as Mexico's Tourism Industry is Liberalized

"Canadian exporters have not taken full advantage of Mexico's liberalization policies to promote their products more aggressively in Mexico."

This message, in *Market Study on Tourism, Hotel and Restaurant Equipment in Mexico*, a study prepared by the Canadian Embassy in Mexico City, clearly indicates that Canadian exporters are missing out on a market that, potentially, is worth millions of dollars.

To take the bull by the horn, the guide advises that: "Canadian exporters should participate in trade shows staged in Mexico and consider the possibility of joint ventures and/or licensing agreements as potential tools to penetrate the Mexican market."

The advice also applies to consulting services firms, especially those engaged in design, quality control and new product introduction.

That being said, the 'trade liberalization process' means that:

- import permits are eliminated on all but 325 of the total 11,960 tariff items on the recently adopted Harmonized System;
- official import prices are no longer applicable;
- the maximum import duty has been lowered from a maximum 100 per cent to 20 per cent;

All of this bodes well for Canadian exporters to Mexico's tourism, hotel and restaurant equipment and services market — "one of the government's highest priorities and a huge revenue-generating industry that constantly grows larger."

That growth is good for Canada, a country which, traditionally, has had a very strong trading relationship with Mexico.

In 1989 total trade between Mexico and Canada was Cdn \$2.3 billion: Cdn \$306 million in the sale of goods and services to Mexico; Cdn \$1.7 in imports

from Mexico.

According to Mexican figures, in 1989, 1.9 per cent of Mexico's imports came from Canada, while 1.3 per cent of its exports were to Canada. This makes Canada Mexico's fifth largest exporter and sixth largest importer.

On the hotel and restaurant equipment and supplies side, Mexico's total consumption in 1989 was valued at \$131.7 million, a 17 per cent increase over purchases of the previous year—a result of Mexico's trade liberalization policies.

The total demand of hotel and restaurant equipment and supplies is expected to grow 8 per cent annually between 1990-1992—as a result of major investments in the tourism sector.

"Imports will continue to grow at a faster pace than domestic production due to the relative ease with which foreign products can now be imported, their superior quality and competitiveness compared to local products in the area of high technology and novelty products."

Industry estimates indicate that total investment in hotel and restaurant equipment during the next five years will need to be in the order of \$800 million. This is based on 10,000 hotel rooms being constructed annually to reach the target set by the present administration of having 50,000 more rooms by 1995.

According to this source, each hotel room of the high class categories (Four Stars and up) has an average building cost of \$63,600 — of which 35 per cent is for room furnishings and supplies.

According to Mexican statistics, Canada's import market share of hotel and restaurant equipment has increased from 1.2 per cent in 1988 to 2.2 per cent in 1989. Canadian exports have steadily increased from \$1.8 million in 1987 to \$2.9 million in 1989.

The best prospects for foreign-made equipment include: hotel china, ceramic tableware, cutlery, icemaking machines, coffee and tea makers, dishwashers, vending machines, scales, food processing equipment for bakery, meats, fruits and vegetables, mixers, bakery ovens, microwave ovens, sanitary fixtures, tableware sets, lead crystal glasses, bed and table linens of synthetic fibres, towels, blankets and comforters, carpeting for hotels, kitchen articles, stainless steel kitchen furniture, wood bedroom furniture, window and wall air conditioner units, commercial refrigerators and freezers, water purifiers, toasters, gas-cooking equipment, washing machines, vacuum cleaners, software for hotel and restaurant management and telecommunications equipment.

Mexico accounts for 2.1 per cent of total world tourist income and ranks ninth in the world as a tourist destination. In 1991, Mexico expects to receive more than 7.5 million visitors, generating an income of \$3.6 billion.

The country's hotel industry is ranked eighth worldwide in number of rooms. It presently consists of 7,971 registered hotels and motels, offering 321,975 rooms. The industry, fully supported by the Mexican government, is expected to grow by 3 per cent to 4 per cent annually in the next four years.

"The administration of President Salinas has defined tourism as the most promissory source of economic growth and has established a five-year target to almost duplicate the number of tourists to 10 million a year by 1994 with a total income of \$5 billion."

The hotels offering the greatest export opportunities to foreign suppliers are those in Special Class, Grand Tourism, Five and Four Star categories. These are the ones that cater to interna-

Continued on page 4—Mexico

Good Prospects Continue for Canadian Fish Product Exports to Switzerland

This is the first — following the success of the ongoing UK articles — in a series of sector profiles on Switzerland. A future issue of CanadExport will profile Switzerland's wood and wood products sector.

Market Facts

When it comes to fish and seafood, Switzerland depends largely on imports — with Canada being among the leading suppliers.

In 1989 the country imported 47,626 tons of fish and seafood, valued at Cdn\$459 million. Of that amount, Cdn\$41 million (9.0 per cent of Swiss purchases abroad) was sourced from Canada.

Good prospects continue to exist for Canadian Pacific and Atlantic frozen salmon, both wild and farmed. Indeed, 60 per cent of the salmon used by Swiss smoke houses comes from Canada.

A traditional market also exists for frozen perch fillets, 62 per cent of which come from Canada, and there is a growing market — Canada's market share is 23 per cent — for fresh perch fillets.

Though the Swiss market for lobster is relatively small, it is expanding, with an average of 71 tonnes or 33 per cent of imports coming from Canada. Good export opportunities also exist for Canadian frozen cod, frozen and canned shrimp, and canned salmon.

Market Access

Most fish species are imported duty-free by licensed importers whose products are subject to a veterinary control. Shipments must also be accompanied by a public health certificate. **Shipments not accompanied by this certificate are returned.** The Swiss importer is responsible for informing the Canadian exporter about the prevailing import regulations and formalities.

Trade Promotion Events

Major Swiss importers regularly visit such international trade fairs as SIAL in Paris, France and ANUGA, in Cologne, Germany. In November, 1991, the Canadian Embassy in Basel will again participate — with an information booth — in IGEHO, the International Exhibition for Industrial and Institutional Catering, Hotels and Restaurants.

Information Sources

Swiss Foreign Trade Statistics
Swiss Fish Importers

Government

Swiss Veterinary Office
Schwarzenburgstrasse 161
CH-3097 Liebefeld/Berne
Tel.: 31/59 81 11
Fax: 31/59 85 22

For further information, contact

Werner Naef, Commercial Officer, Canadian Embassy, Kirchenfeldstrasse 88, CH-3005 Berne/Switzerland. Tel.: 31/44 63 81. Fax: 31/44 73 15.

Venezuela Eases Its Agricultural Import Policy

Venezuela has abolished all import prohibitions in agriculture.

In addition, all import licensing requirements have been eliminated — with the exception of those for wheat, corn, sugar, milk, animal feed and oilseeds.

Imports of goods such as fish (including salmon, cod and lobster), apples and most prepared foodstuffs, are no longer required to submit to Venezuelan licensing requirements.

Canada exported over \$150 million worth of goods to Venezuela in 1989 — one third of it in agricultural products — and that in spite of the import prohibitions and licensing requirements which have now been removed.

Another boost for Canadian agricultural exporters is the soon-to-be-signed Joint Agriculture Committee (JAC) Agreement with Venezuela, that will provide new visibility for Canadian agricultural expertise through a series of technical seminars in the Venezuelan market, as well as aid in the development of vital market intelligence.

With a population of 18.5 million and a 5.7 percent economic growth rate in 1989, Venezuela offers good opportunities for exporters — it imported close to US \$10.9 billion worth of goods last year, 13.5 percent of it in the form of food imports.

For more information on the Venezuelan market opportunities, contact Jeremy Pallant at EAITC's South America and Mexico Trade Division (LST). Tel.: (613) 995-8804. Fax: (613) 996-0677.

Mexico's Tourism Industry — Continued from page 3

tional and wealthy local tourists. They also are the ones with the largest turnover in supplies and the largest buyers of new equipment.

The new Law to Promote Mexican Investment and to Regulate Foreign Investment — enacted May 1989 — eliminates much cumbersome red tape and makes it much easier to set up a new company in Mexico. It also allows foreign investment of up to 100 per cent in tourism, as opposed to the previous 49 per cent.

To achieve Mexico's 1994 goals — some of which include 50,000 additional hotel rooms and 100,000 additional beds — will require a total investment of \$4.5 billion.

It's a market Canadian companies might find it worth their while to pursue.

For information on this aspect of Canadian trade possibilities with Mexico, contact Gil Rishchynski, South America and Mexico Trade Division (LST), EAITC. Tel.: (613) 996-5548. Fax: (613) 996-0677.

European Standards Harmonization

In order to assure access to the European Single Market, Canadian firms should carefully consider the following check-list.

They must:

- keep track of new European technical regulations;
- assess risks and benefits of European standards to their sector;
- undertake to influence the standards setting process to reflect their interests;
- consider the adoption of a registered Quality Assurance Program; and
- push for reciprocal testing arrangements at both the political and industry level.

This advice was just part of the information made available to 150 members of the Canadian business community at the first in a series of seminars on standards and Europe 1992 held last month in Toronto.

The seminar was addressed by Roger Brockway, a member the European Commission Testing and Certification Division.

"A standard is an agreement between people to facilitate trade, to enable people to speak the same language," says Brockway.

The European Community (EC) with its twelve Member States and nine major language groups has to deal with this complex legacy if it wishes to harmonize standards and remove technical barriers to trade at both the intra-EC and extra-EC levels.

These technical barriers consist of three types: technical regulations governing health, safety and the environment; standards, both mandatory and voluntary; and testing and certification.

Technical Regulations

Attempts to harmonize the different Member States' health, safety and environmental regulations proceeded extremely slowly up until the Commission adopted its New Approach, says Brockway.

Under the New Approach, the Commission issues a directive for

a specific product group outlining the minimum essential requirements that products must meet in order to circulate freely in the EC.

Brockway says that at the moment there are directives in the pipeline or already on-stream for: safety of toys, simple pressure vessels, construction products, electromagnetic compatibility, machine safety, personal protective equipment, non-automatic weighing machines, active implantable medical devices, gas appliances and telecom terminals.

Roger Hill, president, Hill Sloan Associates Inc., stressed the importance of Canadian firms checking to see if their products are affected by the new technical directives, assessing the risks and benefits and influencing the standards setting process in their favour whenever possible.

Mandatory and Voluntary Standards

Under the New Approach, the European legislators do not spell out the exact technical requirements necessary to satisfy the directive. They merely list the essential requirements.

The European standards bodies CEN (European Committee on Standardization), CENELEC (European Committee on Electrotechnical Standardization) and ETSI (European Telecommunications Standards Institute) produce solutions which will be recognized as meeting those requirements, says Brockway.

In an effort to harmonize voluntary industrial standards, the Commission's Green Paper on standards is also proposing a single European standards council which would bring European industry together at a European level, says Brockway.

He says this would replace the current system where voluntary standards are worked out at a national level and then there is bargaining at the European level.

Canada already has an umbrella standards organization which attempts to co-ordinate voluntary and mandatory standards: the Standards Council of Canada (SCC).

Diane C. Thompson, manager, information division, SCC, explains that, while non-EC countries cannot participate directly in the technical committees of CEN and CENELEC, the SCC can help Canadian business obtain draft European standards for review, provide input into these drafts, purchase published European standards and obtain information on European standards, technical regulations and certification procedures.

Testing and Certification

Brockway acknowledges that the area of testing and certification is the most complex and confused area of the three technical barriers to trade with Europe. He says the European Organization for Testing and Certification (EOTC) will be created to harmonize both mandatory and voluntary procedures.

He expects the EC Commission to have a mandate by mid-1991 to begin discussions with Canada leading to bilateral mutual recognition of testing and certification procedures.

The two elements which would have to be taken into account in such government-to-government negotiations are:

- 1) The commission must be convinced that the non-EC procedures are at least as technically competent as their own.
- 2) A basic balance of interests — there must be an equal treatment of European interests in that sector when they attempt to enter the third country.

In the area of testing for compliance to the mandatory essential requirements, the Commission has established a modular approach whereby increasingly stringent

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The UK Remains a Major Market for Canada's Processed Foods

Market Facts

In 1988, the retail value of food products sold in the UK was £35 billion.

Much more so than in Canada, food retailers exercise a strong influence over food manufacturers. Five super-market groups (Tesco, Sainsbury, ASDA, Argyl/Safeway and Gateway) account for 60% of all UK food sales. Because of this concentration these companies are able to control and influence new product development and introduce a growing proportion of own-label goods from manufacturers.

Most imported food products are sold and distributed by agents or brokers, who are responsible for all aspects of marketing and merchandising as well as for arranging the importation of the product. It is generally not advisable for companies to deal directly with supermarket chains. Being on the spot, UK agents/brokers are well placed to deal with any problems which may occur and are used to dealing with supermarket buyers.

Retailers have recognised that consumers are becoming more conscious of the need to improve the quality and wholesomeness of what they eat and favour the use of fewer additives and flavourings. Two of the largest food retailers (Tesco and Sainsburys) print nutritional information on many of their products.

Chilled food, which is perceived as being fresh and natural, has become increasingly popular in the

last five years. In 1989, the market for all chilled foods was worth £4.5 billion.

In 1987, 44% of homes owned microwaves, 47% owned fridge/freezers and 38% owned a separate freezer. Household expenditure on food accounted for 13.3% of gross household income.

Canadian Imports

The most successful Canadian food products in the UK are honey, maple syrup, canned fruit, cheddar cheese and sweet corn.

Trade Promotion Events

The International Food and Drink Exhibition (IFE) is held every two years in London. It is the largest UK food show and Canada participates regularly with a Federal stand.

Sources of Information

Commercial/Economic Division
Canadian High Commission
1 Grosvenor Square, London,
England W1X 0AB
Tel: 071-629 9492; Fax: 071-409 1473
Tlx: 261592 CDALDN G

Food and Drink Federation
6 Catherine Street, London
WC2B 5JJ

British Frozen Food Federation
Honey Pot Lane, Colsterworth
Grantham, Lincolnshire
NG33 5LX

The Delicatessen and Fine Foods
Association, 6 The Broadway,
Thatcham, Berkshire

British Association of Canned and
Preserved Food Importers and Dis-
tributors, 15-16 Dufferin Street
London EC1Y 8PD

Space Still Available in Latin America, Caribbean Shows

Panama City/San Juan — Limited space still is available in Latin America and Caribbean trade fairs in which Canadian companies may participate at stands sponsored by External Affairs and International Trade Canada (EAITC).

EXPOCOMER'91 — Canada will be participating for the sixth consecutive year in this exhibition which will be held in Panama City, March 6 to 19.

The international trade fair attracts food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products suppliers, telecom., medical/health care companies.

The **19th Annual Food and Foodservices Equipment Trade Show**, at which Canada also will be participating for the sixth time, is being held April 13 to 15 in San Juan, Puerto Rico.

Geared primarily to Puerto Rico — which generates sales in excess of \$4.5 billion annually, 85 per cent of which represents imported goods — the show also attracts potential buyers and agents from throughout the Caribbean.

For further information on **EXPOCOMER'91** or on the **19th Annual Food and Foodservices Equipment Trade Show**, contact Jon Dundon, EAITC's, Latin America and Caribbean Branch, Fairs and Missions (LCTF). Tel.: (613) 996-6921. Fax: (613) 996-0677.

Europe 1992 Standards Harmonization — *Continued from page 5*

criteria are applied depending on the product group.

Satisfaction of the essential requirements leads to the affixing of a "CE" mark which allows the product free circulation throughout the EC.

John Kean, president, Canadian Standards Association, emphasizes the growing importance of the International Organization for

Standardization (ISO)'s 9000 series of Quality Assurance for firms wishing to satisfy the European testing and certification requirements.

For more information on Europe 1992 and dates for up-coming seminars on the European standards process, contact External Affairs and International Trade Canada (EAITC)'s European

Community Economic and Trade Relations Division (REM). Tel.: (613) 996-2727. Fax: (613) 995-1277.

For more information about European standards, contact the Standards Council of Canada, Information Division, 350 Sparks Street, Ottawa K1P 6N7. Tel.: (613) 238-3222 or Toll Free: 1-800-267-8220. Fax: (613) 995-4564.

Conair Aviation Limited, Abbotsford, has been awarded a US \$997,000 contract for the supply of spares kits for the C-130 aircraft modular aerial spray system of the U.S. Air Force.

Exodus Holstein, Hickson, and John M. Walker Farms Ltd., Aylmer, have sold Holstein breeding cattle to the Mexican dairy farm Maria Estela Espada I. de Munoz. The Export Development Corporation (EDC) is lending up to US \$313,000 to the buyer, allocated under a US \$15 million line of credit with Banco Nacional de Comercio Exterior.

Fujima International Inc., Brampton, has been awarded a contract for the supply of automotive stamping dies to First Automotive Works Corporation, Changchun, China. EDC is lending up to US \$5.3 million to China in support of the transaction.

GN Corporations, Calgary, has sold quick coupling fittings and connections for rubber hose to be used in the transportation and distribution of oil to the Mexican company Petroléos Mexicanos (PEMEX). The EDC is allocating US \$66,385 under its US \$10 million line of credit with PEMEX in support of the sale.

Hawker Siddeley Canada Inc., Orenda Division, Mississauga, has been awarded two contracts totalling US \$3.2 million for the manufacture and supply of jet engine components to the U.S. Air Force.

Industrial Combustion and Equipment Ltd., Dorval, has been awarded a contract for the sale of furnace supplies to the Mexican steel manufacturing company Deacero S.A. de C.V. EDC will provide a US \$707,300 loan in support of the transaction.

L'Eau Claire Systems (Canada) Inc., Montreal; **Barber Industries Ltd.**, Calgary; and **GACO Systems Ltd.**, Brantford, have

been awarded contracts for the supply of equipment for the Takula oil field project off the coast of Angola. EDC is lending up to US \$2.8 million to the buyer, Cabinda Gulf Oil Co. Ltd., who is constructing three platforms in the Cabinda enclave.

Lockheed Canada Inc., Ottawa, has been awarded four contracts totalling \$4.2 million for the supply of spare parts for the PIVADS Vulcan Air Defense System of the U.S. Army.

MacDonald Dettwiler Technologies Ltd., Richmond (B.C.) has been awarded a contract by the Indonesian National Institute of Aeronautics and space to upgrade a ground satellite system. EDC will lend up to US \$24.9 million to the Republic of Indonesia in support of the deal.

Mobile Data International, Richmond, has been awarded a US \$5.6 million contract by Deutsche Bundespost Telekom to provide Germany's first wireless data public network.

Northern Telecom Canada Ltd. (NTCL), Mississauga, will provide equipment and engineering services for the completion of a cellular phone system contract in Mexico City. EDC is lending up to US \$16.8 million in support of the transaction. The buyer is Industrias Unidas, S.A. NTCL will also supply a cellular mobile radio system to the Barbados Telephone Company Limited (BARTEL). The transaction is financed up to US \$1.7 million under a US \$13 million line of credit between the EDC and BARTEL.

Northern Telecom International Ltd. has been awarded a contract for the supply of telephone equipment to Algeria. The EDC is lending up to \$528,000 to the buyer.

Prévost Car Inc., Sainte-Claire, has sold three inter-city Mirage coaches to its subsidiary BAT Finance Inc. of Lyndhurst, New Jersey. The coaches will be leased to Deluxe Express Services Inc., Oakland, California. EDC is lending up to US \$650,000 to the buyer, allocated under the US \$5 million line of credit established with BAT Finance Inc. in June 1990.

Sangamo Electricity Division of Schlumberger Canada Limited, Toronto, will supply polyphase meters to the Mexican government agency responsible for electrical power distribution,

Comision Federal de Electricidad (CFE). It is the Sangamo's third sale to CFE. The EDC will lend up to US \$427,180 to the buyer.

Schultz International Limited, Vancouver, working through a consortium, has been awarded a \$425,000 contract by the Electricity Generating Authority of Thailand to study the possible effects of acid rain in Northern Thailand.

Sparton of Canada Ltd., London, has been awarded a \$1.9 million contract for the manufacture and supply, to the U.S. Navy, of bathythermograph transmitter sets and launcher containers for underwater detection of submarines.

Spectrocan Engineering Inc., Ottawa, has been awarded a \$13 million contract for the supply of radio frequency management and monitoring system to the Malaysian Department of Telecommunications. The contract also covers training both in Malaysia and Canada.

Westinghouse Canada Inc., Hamilton, will supply 25 network protectors and parts to the Mexican Comision Federal de Electricidad (CFE). EDC is lending US \$500,000 to the buyer, allocated under a US \$15 million line of credit with CFE.

BUSINESS AGENDA

Toronto — January 27-29 — Mode Accessories International Expo '91 — A trade show for the fashion accessories industry. Contact Alice Chee or Ann Dutchburn, Two Plus One Group Inc. Tel.: (416) 977-7688. Fax: (416) 977-7065.

Montreal — January 28-February 1 — EXFOR '91: The world's largest annual pulp and paper equipment show, sponsored by the Canadian Pulp and Paper Association (CPPA). Contact Wayne Novak or Louise Roy, CPPA. Tel.: (514) 866-6621. Fax: (514) 866-3035.

Halifax — January 31 — Seminar: Trade Shows Made Profitable. Contact Mary-Ann Everett, ISTC. Tel.: (902) 426-7259.

Halifax — February 3-5 — Atlantic Crafts Trade Show. Contact Peter Giffin, Show Manager, Atlantic Crafts Trade Associa-

tion. Tel.: (902) 424-4212. Fax: (902) 424-5739.

Ottawa — February 4-5; **Toronto** — February 11-12, March 18-19 and April 17-18 — Make Your Breakthrough in Business Planning. Geared towards executives involved in planning, this seminar will show the participants the importance of a good business plan — and how to develop a plan that works. To register (the fee is \$895 + GST), contact Janice White, Centre for Executive Development, Toronto. Tel.: (416) 594-9250; fax: (416) 364-2875.

Vancouver — February 6-10 — Vancouver International Boat Show. Contact Jim Carslake, The Sportsmen's Shows. Tel.: (604) 291-6651. Fax: (604) 291-0412.

Halifax — February 8-10 — Maritime Woodworking World Show. Contact Ellen Engel, CDI Productions. Tel.: (603) 536-3768.

Fax: (603) 536-1233.

Toronto — February 11 — Australia and New Zealand - Strategic Partners in the Pacific. This one-day business development seminar, sponsored by the Ontario Ministry of Industry, Trade and Technology, will highlight the potential that exists in this region — Ontario's eighth largest export market. Individual meetings with representatives from the New Zealand Trade Development Board, Austrade, EAITC and the Canadian Manufacturers' Association are scheduled for the afternoon. To attend, contact Valerie Fountain, Asia Pacific Branch, MITT, Toronto. Tel.: (416) 965-2617. Fax: (416) 963-1526.

Ottawa — February 11-12 — Canadian Shipbuilding & Offshore Exhibition (CSOE '91). Organized in conjunction with the 43rd Annual Technical Conference of the Canadian Maritime Industries Association (CMIA). Contact Joy MacPherson, Director, CMIA. Tel.: (613) 232-7127. Fax: (613) 232-2490.

Vancouver — February 13; **Abbotsford** — February 14 — Trade Shows Made Profitable. How to improve the return on investment in trade shows is the theme of this one-day seminar. Sales managers and their staff will learn how to prepare, participate in, evaluate and follow-up on the opportunities provided by trade shows. For more information, contact Rick Stephenson, International Trade Centre, Vancouver. Tel.: (604) 666-1443. Fax: (604) 666-8330.

Toronto — February 14-24 — Toronto International Auto Show. Contact Tom Tonks, Toronto Auto Dealers' Association. Tel.: (416) 940-2800. Fax: (416) 940-2804.

PUBLICATIONS

Shipping Documents and Customs Regulations for Selling to Mexico is designed for the exporter who is new to this market area. Under five main headings, the brochure — which includes a list of customs brokers, bonding companies, freight forwarders and warehousing contacts — details the basic documents required for freight shipments to Mexico. They include: commercial invoice, packing list, bills of lading, special certificates and import permits. For further information or to obtain a copy of the guide, contact Gil Rishchynski, South America Trade Division (LST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 996-0677.

USA FACTS 1991: An International Business Comparison is a pocket-sized reference book which places the American business environment into an international perspective. Using colour charts and graphics, *USA Facts* provides useful and comparative data on a wide range of subject such as: gross state products, foreign investment, labour productivity, regional comparisons, technology, climates and population and quality of life indicators. Copies can be obtained by contacting: Propectus Publications Limited, 55 Murray Street, Suite 315, Ottawa, Ontario, K1N 5M3. Telephone: (613) 236-8504. Fax: (613) 237-7666.

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OTTAWA

CANADEXPORT

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February 1, 1991

Environmental Expertise Needed in Thailand

The Study on Environmental and Safety Protection Equipment, prepared for the Canadian Embassy in Bangkok, Thailand indicates there are opportunities for Canadian investors.

The country, while in a "period of unparalleled economic development and industrialization", has not managed to keep abreast of its environmental and safety needs.

Environmental Situation

- Air quality is poor because vehicles congest city streets — there are more than 3 million motor vehicles in Thailand — and because of industrial pollution — the country has more than 90,000 factories, many operating well below internationally recognized emission standards.

- Forest areas are being depleted and virtually destroyed because of illegal cutting of trees, clearing the land for agricultural purposes, the building of dams, and fires that are caused primarily by man.

- Sewerage treatment facilities, particularly in large, industrialized cities, are lacking.

- Sea, river, inland and freshwater is becoming more polluted because of rapid development in industry and agriculture, the establishment of densely populated communities, and the use of chemicals and pesticides in agriculture.

- Waste disposal is a problem, being done either by composting through fertilizer fermentation plants or through open dumping. In Bangkok alone, there are four such plants with a combined capacity of 1,280 tons per day. Since these plants were built more than 10 years ago, their operating performances are much lower than their nominal capacities.

- Noise pollution adds to the chaos. At present, there are noise emis-

sion standards for vehicles and in the workplace, but no community standards in general.

The Opportunities

Forest: Reforestation in denuded areas is an urgent priority and could be introduced by Canadian investors as a turn key project or as a joint venture. Canadians could also introduce plantations of specific woods or plants (e.g. eucalyptus for pulp and paper industry, teak and hardwood for the furniture industry, wood chips for export). Canadian expertise is ur-

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gently required for the survival of the country's mangrove.

Water: Clean water supply, waste water and sewerage systems are required, particularly in the rapidly growing communities in large cities. Consultants and waste water treatment plants are needed both for the cities and the newly established private industrial estates. Turn key projects for small-scale waste water treatment facilities will be needed for high rise buildings. A future law will make it compulsory for such buildings and major complexes to have these facilities built in.

Solid Waste: The problem is "severe" only in the larger cities at

the moment but composting plants and incinerators — likely supplied on a turn key basis — will be needed as the population expands and as tourist resorts grow. Good opportunities also lie in the supply of garbage trucks and an integrated system of garbage collection and decomposition.

Air and Noise: As vehicles, particularly in Bangkok, are the major polluters, new bus engines utilizing natural gas are a necessity. A "nugget" for Canadian investors is the electric train for Bangkok's sky train project which is likely to have spin-offs for other contractors. On the consumer goods side, Canadians should "act quickly" to supply air purifiers for both home and office use.

Safety Protection

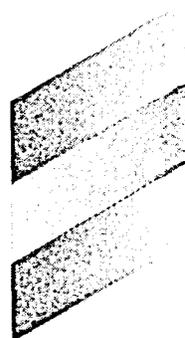
Generally, the Thai public and industry have to be educated on the need for and use of safety measures. But it is evident that there is a large market for fire fighting equipment, from extension ladder fire trucks to small fire extinguishers. Fire alarm systems are required at industrial sites, factories and in high rises.

In a country where motorcycles — often overcrowded — are the major means of transportation, safety helmets are becoming increasingly necessary.

For more information on trade opportunities in Thailand, contact A. McBride, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0959. Fax: (613) 996-4309.

See story page 5

External Affairs and
International Trade Canada



Canada

A NEW LOOK AT EXPORTING

Should You Be Afraid To Export?

Some 15 years ago, as an enthusiastic and zealous young trade commissioner, I felt that it was my mission to convince fellow Canadian entrepreneurs to export at any cost.

In the countries where my work took me, I saw only openings and business opportunities. My colleagues were similarly motivated. The market was guided by supply, and a business would have had to be run very poorly in order to fail.

In 1991, the mission of the trade commissioner has expanded to reflect completely different trade conditions. No longer is it a question of pushing businesses to export at any cost; rather, it is one of preparing them to face far more sophisticated markets — guided by an increasingly demanding supply scenario.

Buyers must now have everything “made to measure” — and on their conditions. They can now choose from among a host of suppliers in fierce competition with one another. Quite often, these suppliers must combine their offers of services or products with competitive financing.

Having read that *CanadExport's* objective was to supply Canadians active in international trade with the information they needed to make enlightened decisions, Michael St. Clair, Vice-President of Associated Marketing Consultants, wrote that this

was “helping those who did not need it, as witnessed by the very fact that they were already active on the international markets. *CanadExport* should be there to assist potential exporters.”

Mr. St. Clair was completely right. We needed to redefine what we were attempting to do.

But what does it mean to assist potential exporters in today's world?

No longer must we encourage them to plunge in feet first, but to prepare, to examine, to analyze, to weigh the pros and cons, and to obtain specialized advice from experienced people who know what they are talking about.

If the first commandment of the export-ready entrepreneur is still to find a need and then meet it, then there are many steps involved in reaching this stage. As well, a certain number of legitimate fears must be overcome.

Exporting involves risk. It also brings a great deal of satisfaction.

An entrepreneur is, from the outset, one who has taken risks to develop a business in Canada. This does not mean that he or she is ready to take the risks involved in conquering the international market. Thus it is important to know one's level of tolerance for risk before investing in the exporting adventure.

The possibilities of error and financial loss are many. But if the spirit of enterprise is inciting you to undertake this adventure, having realistically considered the prospects, you are in for one of the most gratifying periods of your life. *CanadExport's* objective still is to help you make the decisions involved in exporting activities.

René-François Désamoré
Editor-in-Chief

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,

Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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BRITAIN — An importer of **hobby goods** wishes to obtain agency agreements from Canadian suppliers to the UK of **radio-controlled model aircraft kits** (made of balsa wood and both engine- and ducted fan-powered); **radio-controlled model helicopter kits** (engine-powered); and **accessories and parts** for these kits. Contact Gordon McClenaghan, McClenaghan Import and Export Agent Manufacturer's Representative, 18 Gregg Gardens, Bellaghy, Co. Londonderry BT45-8JU, Northern Ireland.

BRITAIN — A trading agency wishes to import **used fridges, freezers and secondhand clothing** (mostly light summerwear for use in Africa). Also being sought are **used tires** (measurements: 175 x 14; 185 x 14; 165 x 15; 155 x 15; and 165 x 13). Contact Emeka Kemjika, Director, One World Trading Agency, 25 Parkway, Liverpool, Merseyside, England.

BRAZIL — A major producer of **leather and plastic luggage**, with 25 to 30 per cent of the market share and with 1989 sales totalling US\$35 million, is interested in forming an **industrial cooperation agreement** with Canadian firms. The licensing or joint venture agreement would be to assist the company in improving its high quality plastic laminate production process and increase its sales to the automotive market. The agreement could also cover laminate quality testing techniques and processes to reduce the costs of manufacturing luggage. Contact Bill Denning, CPCS Technologies Ltd., 740 Notre-Dame Street West, Suite 760, Montreal H3C3X6. Tel.: (514) 875-1023. Fax: (514) 875-1023. Telex: 055-60147. (CPCS Technologies Ltd., with the financial support of the Canadian International Development Agency (CIDA), is engaged in a three-year program to foster industrial coop-

eration agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State of Parana—BADEP).

BRAZIL — Currently manufacturing mobile CB steel whip antennae and related parts for VHF and UHF television antennae, a company here seeks to enter an **industrial cooperation agreement** aimed at improving **VHF and UHF antenna design** for

household use and also at improving the method of **machining steel whip antennae for mobile CB radios** (automobiles). Contact CPCS Technologies as in Brazil notice above.

BRAZIL — A designer and manufacturer of small diesel-powered water pumps wishes to enter an **industrial cooperation agreement** to cover the development of **high-pressure portable pumps for cleaning agricultural equipment and to improve the efficiency of pump design**. Contact CPCS Technologies Ltd. as in Brazil notice above.

HUNGARY — An International Bank for Reconstruction and Development tender, with a bid closing date of April 16, 1991 and costing a non-refundable US\$200 (payable to OKGT-AGEL, Budapest Bank, account no. BB 210-60315, Budapest, Szakasits ARPAD U 57, H-1115), has been issued for work on a **gas desulphurizing facility** in this country. Foreign suppliers will **deliver the equipment, complete the assembly, and commission the complete plant**. As well, **staff training** will be done at the suppliers' facilities. Contact Mr. Zsolt Vida, Import Manager, OKGT-AGEL (Hungarian Petroleum Trust Procurement Office), Budapest, Schonherz ZU 18, H-1117. Fax: 011-(361) 166-7760/

186-8443. Telex: (61) 22-5123/4762. Tel.: 011-(361) 166-4552.

SINGAPORE — Being sought by a company here are **building materials, hardware, fasteners and special computer peripherals**. Contact Ng Chan Wah, Director/Manager, Gromark Pte Ltd., 35 Tannery Road #05-04, Ruby Industrial Complex, Singapore 1334. Tel.: 747-0350. Fax: 745-9514.

SINGAPORE — An electronics company wishes to import **cables, connectors and computer-related products**. Contact Jason

Leow, Product Manager, B & Lee Electronics Pte Ltd., 4 New Industrial Road #06-01, Mainland Industrial Building, Singapore 1953. Tel.: 288-2725. Fax: 284-4914.

SINGAPORE — **Medical disposable products** are being sought by V. Gupta, Director, Continental Medical Supply Pte Ltd., 1 North Bridge Road #20-01, High Street Centre, Singapore 0617. Tel.: 337-3062. Fax: 337-4154.

SINGAPORE — A chemicals company wishes to import **chemicals, dry chemicals and related products**. Contact Natalie Tay, Manager, Stansolv Chemical Pte Ltd., 176 Gul Circle, Singapore 2262. Tel.: 861-1108. Fax: 861-1556.

SINGAPORE — Being sought by a hardware company are **fire fighting equipment, cigarette filters and cellulose acetate tows**. Contact Elsie Quek, Executive Officer, Sealand Hardware Pte Ltd., 17 Kallang Junction, Hart House, Singapore 1233. Tel.: 291-4288. Fax: 296-8180.

SINGAPORE — **Marine safety and fire fighting equipment** are being sought by Stephen Tan, Administrative Manager, Straits Marine Co. Pte Ltd., 30 Jalan Kilang Barat, Kewalram House, Singapore 0315. Tel.: 278-9011. Fax: 272-6687.

Booklet on How to Compete Under Free Trade

Produced by the Canadian Manufacturers' Association (CMA), *Competing Under Free Trade* could offer Canadian business people some guidance on how to take stock of their competitive strengths and weaknesses to meet the important trade challenges of globalization and the FTA.

The pocket-style business guide—a basic primer on the subject—is aimed primarily at managers of Canadian small and medium-size manufacturing companies that may not be aware of the variety of existing information and services related to competing under free trade.

The introductory section explains why it is important for businesses to examine the international competitive factors affecting their industries. It also includes a skill-testing "free trade quiz".

This is followed by three comprehensive sections, under the headings: "A Road Map to Free Trade for Canadian Manufacturers", "Where to Go for Help", and "Free Trade and the North American Marketplace: A Strategic Approach".

The "Road Map" section summarizes, in non-technical language, the most important relevant provisions of the FTA for Canadian manufacturers.

For example, aspects of particular interest to Canadian manufacturers range from the FTA tariff reductions, rules of origin and special customs duty programs to the provisions concerning temporary entry for business persons, government procurement and investment.

The "Road Map" section contains a general description of each aspect. But if the answers are not found here, the reader is directed to the appropriate source in the "Where to Go for Help" section—it includes a comprehensive listing of numerous contacts and sources of information.

The "Strategic Approach" section deals with how to develop and re-evaluate your long-term business plans in order to improve your company's competitiveness in light of the FTA and other ongoing changes in global markets.

Although detailing how to prepare a strategic plan goes beyond the scope of this booklet, it does, however, describe the important strategic issues that you should be thinking about.

It also contains a tear-off card that can be returned to the CMA for further assistance.

In producing this booklet, the CMA has drawn on the experiences of some of its members who have thought through the implications of free trade and formu-

lated appropriate business strategies. From these practical experiences, it has compiled check lists that, hopefully, other business managers can apply in identifying both the perils and opportunities that their companies are facing or will face.

It is this straightforward, common sense, step-by-step approach that makes the booklet—prepared by the CMA with the assistance of Industry, Science and Technology Canada (ISTC)—such a valuable tool.

Competing Under Free Trade is available from The Canadian Manufacturers' Association, Suite 1400, One Yonge St., Toronto M5E 1J9. Tel.: (416) 363-7261. Fax: (416) 363-3779.

B.C. Loan Guarantee Program Enhances Export Sales

Sixteen British Columbia companies have generated more than \$52 million worth of export sales through loans of only \$8.2 million. That's a pretty good return.

That's what was accomplished through the Export Loan Guarantee Program of the British Columbia Trade Development Corporation (B.C. Trade—a Crown Corporation) after being in operation for only little more than a year.

The program, which made its first offering in September 1989, guarantees up to 85 per cent of a loan to a maximum of \$2.5 million. It is designed to give "viable exporting companies" help with financing.

Guarantees can also be given on letters of credit in support of bid or performance bonds—allowing some companies to bid on contracts that previously were impossible without assured credit, even though the company may have been an excellent candidate for the job.

International Business Minister Elwood Veitch, Chairman of B.C. Trade, says the Crown Corporation is "helping companies that have a confirmed order for export to get the working capital to fill the order."

By helping companies with confirmed orders, the program makes it realistic for new exporters, or infrequent exporters, to solicit foreign business.

"The program has helped companies make sales of communications systems to the UK, diesel generators to Venezuela, log homes to Japan, and a wide variety of goods and services to countries around the globe," says Veitch.

As well, it is estimated that over 400 jobs have been created or protected by the program.

For further information on B.C. Trade's Export Loan Guarantee Program, contact Trevor Gibbs. Tel.: (604) 844-1906. Fax: (604) 844-1925.

The Netherlands

A Multidimensional Market

Whether it is distribution in support of European distributors, an independently-operated sales base, or the headquarters of a vast European organization, the Netherlands offers good prospects.

Geographic location, a highly developed physical distribution system, a long trading experience, language capabilities and specific tax advantages are factors making it an attractive area for Canadian exporters and manufacturers currently selling in the European Community (EC), or for firms interested in introducing products or services. Simply put, the Netherlands should be seen as more than a market only—it is a focal point of distribution in Europe available to exporters working with a local agent with access to nearby markets; it could serve as a convenient location for Canadian companies with their own sales base and for manufacturers interested in setting up an assembly or manufacturing operation whether or not on a joint-venture basis with a Dutch company.

The Country

Population: 15 million

Total imports: CAN\$ 123.5 billion

Total exports: CAN\$ 127.7 billion

Total imports from Canada: CAN\$ 1.5 billion

Total exports to Canada: CAN\$ 822 million

The miniature size of the country—it fits 240 times in Canada—belies its economic importance. Traditionally a nation of fishermen, farmers and traders, the Netherlands has developed into a highly industrialized nation boasting a few top-league multinationals which span all continents.

The relative success of the Dutch economy may be attributed to the business community's entrepreneurial spirit, inherent international orientation and strong sense of the need for efficiency.

The Economy

The Dutch economy has fared well in recent years with 1989 emerging as the best year of the eighties. Real GDP growth at 4.1 per cent was the highest in 13 years, reflecting increased economic activity, greater consumer expenditure, and expanding foreign trade. With a good economic performance last year, the short-term outlook for 1991 is positive.

The Dutch marketplace is endowed with a high degree of productivity per worker (the highest in Europe), a favorable competitive position and healthy surpluses on the balance of payments.

The Netherlands furthermore has strong economic ties with its neighbor Germany, whose buoyant economy—the locomotive of Europe—presents ready markets for Dutch products and good returns on investment.

Trading Nation

More so perhaps than any other European country, Holland has relied for centuries on trading as a major source of income. An important part of economic activity is based on the importation of basic materials sold abroad after conversion (animal feeds for dairy and meat) or processing (crude oil, non-ferrous ores), while many products are produced or manufactured mainly for export markets (flowers, vegetables, fertilizers, ships, aircraft, trucks).

If trading is a characteristic of the Netherlands, so is transport—Rotterdam, the world's largest seaport, is connected with the heartland of Europe by the river Rhine, allowing inexpensive transport by inland barges.

Canadian Exports

In 1989, Canadian exports to the Netherlands climbed to a record \$1.5 billion, making the Dutch market the largest in Europe after the U.K. and Germany—this fig-

ure includes all consignments routed from Canadian to Dutch ports, although the final destination of the goods may be elsewhere.

On the other hand, Canadian products are brought in through neighboring countries (Belgium, Germany, U.K.). For example, lumber and other forest products unloaded in Antwerp often are included in Dutch statistics as imports from Belgium.

Primary and semi-manufactured products still constitute the big-ticket items on the list of Canadian exports to the Netherlands, although sales of secondary products, especially high-tech, show a healthy growth pattern. Items such as computers and business machines, scientific, medical, measuring and control, laboratory and communications equipment and electronics expanded significantly in the 1985-1989 period.

Canada will probably remain a supplier of basic materials to the Netherlands in the years to come. Prospects look good for continued expansion of metals, minerals and forest products; agriculture and food sales are expected to improve when agreement has been reached in the GATT negotiations to relax the protective barriers under the Common Agricultural Policy of the European Community.

It will be a challenge for Canadian high-tech manufacturers to maintain the upward trend in exports to the Netherlands. Present conditions and the short-term outlook appear positive enough to gain momentum. As the box on the next page shows, a number of items are believed to have a potential in the Netherlands.

High-Tech Opportunities

While a significant percentage of Canadian exports to the Netherlands are commodities, an increasing proportion of exports are manufactured end products, in-

Continued on page 6

Continued from page 5

cluding computers and office equipment, machinery, and a variety of high-tech equipment.

Telecommunications: This sector offers excellent potential for outside suppliers, especially in view of the relaxation of national monopolies and the Single European Act which will open up the whole European market.

In the Netherlands, the restructuring process has already begun with the deregulation of the PTT's monopoly of the customer premise equipment market. By 1992, procurement of central office switch gear and transmission systems will be liberalized, conforming to the same rules on open procurement as all other public bodies. Manufacturers exporting customer premise equipment to Europe can base their designs on uniform telecom standards.

There have already been many Canadian successes in telecommunications in the Netherlands: Northern Telecom (SL-1 digital PABXs, high-quality telephone handsets, with prospects for sales of its Data Packet Network (X25) switch; Gandalf sales to PTT and the private sector; and other Canadian companies (voice mail equipment, facsimile switching equipment, and taxi dispatch systems); while others are aggressively pursuing opportunities in data acquisition and control systems.

Computer Hardware and Software: The total Dutch market for computer hardware, software and services in 1989 was estimated at \$9 to \$11 billion. Software sales represented nearly half that amount, and are expected to increase more rapidly than those for hardware.

In the area of computer hardware, as in other markets, the larger mini-computers are being replaced by increasingly powerful

PCs. Many Dutch companies now work with a multiplicity of either stand-alone or network PCs. There are good opportunities for PC-related hardware, mainly peripherals, particularly in relation to the increasing degree of overlap between computers and data processing equipment.

The market for IBM-compatible PCs is well represented and therefore quite competitive. Sales of laptops are less strong in the Neth-

which publishes its military requirements and awarded contracts with a value of one million ECUs or more in regular bulletins.

The Dutch Ministry of Defence screens or prequalifies its potential bidders, and requests certain information about a company before it will be registered as a potential supplier. A company's reputation, financial status, and capabilities are usually verified, and enquiries may be made about past performance.

To register, a Canadian company must send a request to an Issuing Branch, at the following address: Ministry of Defence, Directorate-General of Material, DMLB/MVG/IEPG/Focal Point, Attn: Th J. de Grood, P.O. Box 20701, 2500 ES the Hague, Netherlands.

Projects or anticipated supply requirements of interest to Canadian companies include: local telecom networks (LTN) for the airforce, simulators, TACAN project, remote-piloted vehicles, sonars, minesweeper systems, NBC equipment, communications masts, small

arms and ammunition, gas masks, as well as a variety of related components and electronic equipment.

Environment: The Netherlands is the most densely-populated country in the world, with a high level of environmental awareness. The Dutch spend 1.34 per cent of GNP on environmental protection, compared to 0.7 per cent in the U.S., and it is expected that Dutch industry will have to double its wastewater, sewage and soil treatment technology.

The size of the market has been estimated at \$1.2 billion, covering equipment for water treatment, air treatment, noise reduction, soil treatment, chemical waste and non-chemical waste treatment. The total market including services (e.g. collection, processing) is estimated at \$4.9 billion.

The relative strength for the local

Canadian Export Opportunities

- Fisheries products
- Wood products, incl. lumber
- Equipment, systems and components for offshore exploration and production
- Automotive products (mainly aftermarket)
- Systems and components for aircraft
- Avionics and ground support equipment
- Office equipment
- Computer hardware and software
- Medical instruments and equipment
- Electronic components and test equipment
- Telecommunications equipment
- Datacom systems
- Safety and security products and equipment
- Pollution control systems and equipment
- Do-it-yourself products
- Sporting goods
- High-quality giftware

erlands, perhaps because of the high degree of "personal" PC ownership. Hardware sales have seen a decreasing growth rate in recent years, although the computing sector as a whole (including software) is still enjoying growth of 6 per cent a year.

Most software on the Dutch market is imported, mainly from the U.S., although the domestic industry is growing. Use of UNIX is growing rapidly, which augurs well for overseas suppliers of UNIX-based hardware and software products. Market opportunities also exist in specialized technical software (e.g. graphics and CAD/CAM, desktop publishing, expert systems).

Defence: In terms of major projects in this sector, the Netherlands is a member of the Independent European Group (IEPG)

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Continued from page 6

industry means that there is a good "pool" of quality companies which can provide excellent partners for Canadian companies wishing to service the Dutch and/or other markets. On the other hand, the market is already well supplied with equipment/technology and services: only overseas suppliers of innovative technology should expect to find good market opportunities.

Solid waste treatment, recycling and manure treatment are areas of concern for the coming years and could represent interesting areas of opportunity for Canadian suppliers of relevant equipment or expertise.

Electronics: The Netherlands has some 425 firms in the electrical/electronics industry, including the major player Philips, as well as subsidiaries of well-known multinational manufacturers such as Siemens, AEG, Texas Instruments, Foxboro. The industry focuses more on finished electronics products and sub-assemblies than on components.

In view of recent cut-backs in Philips manufacturing activity and to a smaller extent cut-backs by others, it is questionable whether great market opportunities exist for components within the short term.

On the other hand, the Netherlands' stronger base in manufacturing telecom equipment, high-value electro-medical equipment, some office equipment and military electronics may create opportunities for specialized components manufacturers.

Machinery-Equipment: Canadian exports to the Netherlands of machinery, equipment and components for secondary industries are fairly minimal.

There should be opportunities for suppliers of special purpose machinery, tools and hardware not generally available from other traditional sources such as printing and related equipment, packaging machinery, industrial pumps, high precision, and industrial cleaning equipment.

Automotive Parts: Continued efforts by Canadian manufacturers of automotive parts and components may eventually result in some sales, although the apparent market is limited to one automaker (Volvo) and one truck manufacturer (DAF). There are, however, a large number of importers of aftermarket equipment, parts and systems.

Oil Exploration: Land-based oil exploration and production in the Netherlands is minor, but spot

PRIT and other pan-European technology programs. Biotechnology is an area where active cooperation is being pursued through a pilot project.

Advanced industrial materials and the environment appear to be the most suitable areas for further cooperation. As well, there are possibilities for joint projects in telecommunications, language and image processing, new production systems, transportation and logistics systems.

EAITC-Led Missions

EAITC is planning to organize two trade missions with the Netherlands. In June, Dutch lumber and DIY buyers are to visit B.C., Quebec, Ontario and the Atlantic Provinces. In November, a Canadian environmental mission — waste processing equipment and

solid waste recycling—is slated to travel to **Ecotech '91** in Utrecht, the Netherlands and also to Vienna.

For details on these missions, contact Patrice Veilleux at EAITC (see contact list on next page).

Doing Business in the Netherlands

The Dutch are organized; equally, they like others to be organized.

Canadians have the advantage of enjoying a special image that goes back to the Second World War and the massive Dutch emigration to Canada thereafter. This special bilateral relationship and the wide-spread use of English as a second language generally helps to make the Canadian business visitor quickly feel at home.

Canadian exporters in the Dutch market will find that they are taken seriously if they present their products well and communicate with a minimum of turnaround.

It should be remembered that because the Netherlands is an

Marketplace '91

Canadian high-tech companies interested in reaffirming their presence in the Benelux (Belgium, Netherlands and Luxembourg) can participate in an External Affairs and International Trade Canada (EAITC)-organized event in the Netherlands.

Canada/Benelux Marketplace '91, to be held in Amsterdam April 24-25, will give 40 participating Canadian companies a chance to talk one-on-one with prospective Dutch and other European partners during EAITC pre-arranged appointments.

For more information on Marketplace '91—similar events held in the U.K. in 1989 and 1990 were highly successful—contact David Shearer, Information Technologies and Electronics Division (TDE), EAITC. Tel.: (613) 996-1635. Fax: (613) 996-9265.

sales of components and systems should be possible. In contrast, the Dutch offshore industry is highly developed in terms of construction and services. Any Canadian firm supplying to the offshore industry should consider the Netherlands as a potential outlet.

Technology Cooperation: Dutch capability in high-tech industries, which are usually well-integrated with the 300 plus firms as well as universities and institutes which undertake research and development, make the Netherlands an important partner for joint technology cooperation as well as a source of technology.

The Netherlands also maintains a strong role in EUREKA, ES-

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internationally oriented market, competition is fierce. Prospective local buyers must be given sufficient information if they are to decide whether or not to pursue the offer. Follow-up may be required in many instances (time pressures and business absence are common here too) and is a recommended practice - credibility follows consistency.

Quotations may be done in Canadian or U.S. \$; and either F.O.B. Canadian (air) port or C.I.F. Dutch (air) port and it is usually appreciated to ask the prospective buyers for their preference.

It is quite reasonable to arrange for an L/C for initial shipments with more relaxed payment conditions when sufficient mutual trust has developed. Newly imported products are often promoted by importers or agents through local trade fairs—participation in these is a good way to identify agents.

Interested local prospects will in most cases demand exclusive representation, which should be given serious consideration as the market as a rule is too small for more than one representative. Many distributors in the Netherlands have access to neighboring markets and may be interested in covering a larger area than the Netherlands alone. Depending on their representational arrangements in those markets, Canadian exporters should consider such requests and, if possible, examine them on their merits.

Europe 1992

The direct consequences of the removal of remaining barriers are cost reduction and improved access to all markets of the EC. At the same time, one large European market will mean fiercer competition from sources both within and beyond the EC. This in turn may lead to a downward pressure on prices and subsequently lower profit margins.

Many medium and large companies are in the process of consolidating their positions through mergers, take-overs and joint

ventures in anticipation of Europe 1992. For smaller companies not operating on an EC-wide level, the implications may be limited, but greater efficiency and strategy adjustment, where necessary, are the key words for all businesses.

In the Netherlands, the business community is actively preparing for Europe 92. More than ever the country promotes itself as the focal distribution point of Europe, with ambitious projects being discussed or carried out to expand and improve the infrastructure in the surface and air transport sector.

More Than a Market

The accelerated development of large trading blocs in the industrialized world may require a different approach to the traditional way of exporting.

When the Single European Market is in place, the Netherlands will be a region rather than a nation with borders; the Dutch trade and industry will likewise divide the EC into marketing areas according to individual strategies—or may already have done so.

Canadian exporters already selling to the Netherlands and other EC countries should take a hard look at their present representational or distribution arrangements. Should these be maintained as they are? Would it help to save costs and thereby enhance competitiveness by creating some sort of presence - directly or by working with one or more EC firms? Is there a need to reinforce the identity of the product or product range? These are but a few questions that may emerge in considering the possible effects of the Single Market.

Overall Advice

For companies new to the market, it is important to: make sure that you have a good product—the higher the quality in terms of design, finish and durability, the better your chances for success, particularly if you conduct business in a manner the Dutch appreciate. Above all, purpose, patience and perseverance are prerequisites for positive results.

EDC Supports Exports

A variety of financing, guarantee, and insurance services in support of Canadian exports to the Netherlands is available from the Export Development Corporation (EDC).

Over the past five years, EDC has provided short-term insurance in support of approximately CAN\$117 million-worth of Canadian exports to the Netherlands, and has provided approximately \$329 million in commercial financing support for exports of capital goods and services to the country.

EDC financing covers up to 85 per cent of the value of Canadian exports. In addition to standard buyer and supplier credit facilities, EDC can custom-tailor a variety of commercial financing geared to borrower preferences, including debt financing into domestic and foreign leases, credit enhancement, guarantee of debt securities, interest rate capping, and multiple currency loans.

Canadian exporters can obtain protection against losses due to non-payment by foreign buyers. To learn how EDC can help you make the most of your export opportunities in the Netherlands, contact one of the EDC regional offices: Vancouver, Winnipeg, Calgary, Toronto, Ottawa, London, Montreal and Halifax.

Useful Contacts

Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), EAITC. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Canadian Embassy, P.O. Box 30820, 2500 GV the Hague, Netherlands. Tel: 011-31-70-361-4111. Fax: 011-31-70-356-1111

Canada-Netherlands Chamber of Commerce

Montreal—Tel.: (514) 288-4466
Fax: (514) 288-9183

Toronto—Tel.: (416) 366-8035
Fax: (416) 366-0335

Vancouver—Tel.: (604) 688-5017
Fax: (604) 684-7194

Halifax—Tel.: (902) 421-1779
Fax: (902) 423-2438.

Good Environmental Market in Europe

Air pollution control equipment such as catalytic converters for automobiles, water pollution abatement techniques using membrane technology, noise reduction technology and Green services, like environmental auditing, are among the markets that will expand as Europe implements its new environmental policies. These are the findings of recently published reports, including a joint External Affairs and International Trade Canada (EAITC)-Industry Science and Technology Canada (ISTC) directory, *Canada... A World Leader in Environmental Products and Services*, and a major study by DRI/McGraw-Hill, *Green Europe: Economic Implications and Business Opportunities*.

The Market

The European Community (EC) environmental protection market has been valued at over \$64 billion. That market is also important as it will provide the springboard into the Eastern European environmental market and the major capital investment projects expected in that region. Canadian environmental companies with an established presence in Western Europe will be ideally situated to service the new markets in Eastern Europe.

Germany is by far the largest environmental protection market (estimated at over \$22 billion) in Europe and the most technologically advanced.

"We are already beginning to see competition in Germany," says Peter W. Smith, Vice President, Marketing and Sales, Solarchem Environmental Systems, a Richmond, Ontario-based firm that builds the latest in toxic and hazardous waste clean-up equipment.

In Europe, environmental market growth is directly influenced by government regulations. The Europe 1992 program has made a strong legislative commitment to

protection of the environment. Directives relating to water quality standards, air quality, noise pollution, waste disposal and toxic and dangerous materials have been either proposed by the European Commission or have already been adopted by the European Parliament.

Implications for European Industry

According to the DRI/McGraw-Hill study, the overall winners will be sectors producing capital goods.

expanding markets for some of its products. The paper and printing sector will initially benefit from substitution away from light metal packaging, and later suffer from decreased demand for consumer goods.

Implications for Canadian Industry

In order for the new European environmental legislation to produce business, it must be enforced. Ted Edgar, President, Can-Ross Environmental Services Ltd. — an Oakville-based company which manufactures hazardous waste containment and clean-up products — says that this will not happen overnight.

EAITC and ISTC in their joint report, *Canada... A World Leader in Environmental Products and Services*, identify over 250 Canadian firms offering environmental products and services.

Various reports have identified significant Canadian capabilities in water supply and

liquid and solid waste disposal, conservation, protection and environmental enhancement in the forest industries, fisheries management, mine development, pollution control, the development and processing of energy resources (coal, oil and gas, uranium, hydro power), the construction of transportation and transmission facilities (roads, railways, airports, transmission lines), and all manner of cold weather technology.

The "Europe in Transition" conference held in Toronto on Jan. 15, 1991, featured a workshop on the environment sector. EAITC will also be sponsoring the "Europe 1992 Environment Industries Seminar" in Vancouver, on February 26, 1991 and participating in the "Environment" seminar in Montreal, March 22-23, 1991.

For copies of *Canada... A World Leader in Environmental Products and Services*, contact: Info Export. Fax: (613) 996-9709, or call toll-free 1-800-267-8376. Ottawa area: 993-6435.

Europe 1992 Environmental Industries Seminar

Date: Tuesday, February 26, 1991

Place: S.F.U. Downtown Campus-Harbour Centre, Vancouver, B.C.

Registration Fee: \$60

Contact: Jacalin Crosfield

Tel: (604) 666-1440

Fax: (604) 666-8330

Growth in these sectors will initially be boosted by the investment in environmental protection.

Mechanical and electrical engineering will be among the biggest beneficiaries from increased environmental protection in Europe. Other winners are likely to include sectors upstream from the construction industry in the short and medium terms, and the transport services sectors, due to the development of environment services and the expansion of passenger transport services.

Those sectors that won't see a significant increase in demand for their products as a result of environmental protection legislation may, however, be faced with higher prices. They include most consumer goods sectors (food and beverages, textiles), and some intermediate goods sectors (rubber and plastics).

The chemical sector should experience a neutral effect. Although it supports almost one third of all additional costs of environmental protection, it will benefit from

Brunei's Telecommunications Market Open to Canada; Demand to Increase

All telecommunications equipment used in Brunei is imported, but very few Canadian companies are active in that market.

That's one finding contained in a recent sector study commissioned by the Canadian High Commission in Singapore.

Demand for Capital Equipment

The telecommunications market in Brunei is divided into two categories: capital equipment—government capital expenditure on large projects such as analogous and digital switching equipment—and terminal equipment—including telephone sets, cellular mobile telephone sets, pagers, private branch exchanges (PABX) and facsimile machines.

As the study points out, Brunei's 6th Development Plan (1991-1994) will continue to focus on expanding the basic telephone infrastructure—last year there were over 50,000 direct telephone lines, or 19 per 100 people—as well as the opening up of telephone sales to the private sector.

Cellular mobile radio operations began only last year, but there are plans to provide remote areas, where it is not economical to lay telephone cables, with cellular mobile radio communication.

Demand for mobile telephone sales is expected to increase with Brunei Telecom's relaxation of sales by the private sector—government predictions put at 10,000 the demand for cellular mobile telephones within the next four to seven years.

The base station for a country-wide paging system was to be in operation early this year, with plans to open the sale of subscriber pagers to private companies.

With the recent drop in demand for telex facilities, the number of facsimile subscribers has increased tremendously. Demand is expected to remain strong.

Brunei has two satellite earth

stations at Telesai, providing national and international direct telex and telephone facilities with access to 160 countries. Multi-million-dollar submarine cable projects linking the country with Singapore, Malaysia and the Philippines are scheduled to be completed by early next year.

Future Trends

Brunei will continue to focus on upgrading the local and international exchanges, procuring capital equipment and replacement parts, as well as enhancements for the system.

The recent installation of the packet switching network should open sales and service opportunities for more advanced communications services such as teleconferencing, electronic mail and videotex.

The government encourages private companies to tender for external and internal planning projects, and seeks consulting services in network development, technical training for operations and maintenance services.

International Competition

As stated, Brunei imports all of its telecommunications equipment—the leading suppliers of the 1982-89 market worth B\$167 million included Japan with B\$54 million (32 per cent), former West Germany with B\$40 million and the U.S with B\$39 million worth of sales.

During the same period, Canada sold only B\$6.9 million worth of telecommunications equipment, mainly mobile telephones—none sold by any of the other main competitors—and PABX.

Equipment sales by the three leading supplier countries included subscriber sets, PABX, data, radio/transmission, switching, CMTS, radio paging, cable, computer and rural radio.

Capital equipment contracts are awarded by Brunei Telecom to

leading suppliers with an international reputation and tried and tested systems—winning or tendering Canadian companies include SR Telecom Canada, Mitel, Alberta Government Telephone (AGT) and Northern Telecom.

Key Customers

In Brunei, 95 per cent of the country's telecommunications equipment is procured by the government—Ministry of Telecommunications, the Police Force and Brunei Shell Petroleum.

Private-sector buyers include residential and commercial users.

Telecommunications tender notices appear on Wednesdays in *Pelita Brunei*, the government newspaper. Equipment supplies such as pipes, cables and wires can be handled through local agents.

Government Regulations

There is no duty on imported equipment purchased by the government. An import duty of 20 per cent applies to all office equipment.

Brunei allows 100 per cent foreign ownership and encourages joint ventures with local companies. Local equity participation can be of considerable assistance when tendering for contracts with the government or Brunei Shell Petroleum.

More Information

Prepared by SRI International, *Sectoral Analysis - Brunei Telecommunications Industry* also offers a list of key Brunei business and government contacts as well as major importers of telecommunications equipment; and details on tax incentives and concessions.

For more information on the Brunei telecommunications market, contact the Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-7474. Fax: (613) 996-4309.

Mexico's Mining Code Modified: New Opportunities for Foreign Firms

On December 10, 1990, the Government of Mexico introduced major modifications to its mining code. These new regulations have altered the provisions of Article 27 of the Mexican Constitution, which deal with limitations to mining activity by foreigners.

The new laws are aimed at stimulating larger capital investments, new exploration activities, and diversification in Mexican mineral production, as well as the modernization of the domestic mining industry through transfer of technologies from abroad, and improving the financial structure of local mining enterprises.

Under the new legislation, foreign interests may, for the first time, own up to 100 per cent of a mining project, for a period of 12 years. The ownership period is counted from the moment ore processing begins at site, thereby including an additional three-to-four years for start-up of operations.

Formation of a joint venture company with Mexican partners prior to the termination of the 12-year ownership period would effectively guarantee concession renewal under current Mexican foreign investment guidelines.

New share issue provisions under Mexican law will allow the establishment of trust contracts to govern all mining transactions. Foreign investors may acquire shares in existing mining projects, as well as new ventures. Stock will also be placed for purchase through Mexican stockmarkets, in an effort to attract potential institutional investors.

The mining code modifications are an important step in the economic reform program being implemented by the Government of President Carlos Salinas de Gortari. It is hoped that, by opening up areas of economic activity (previously reserved for Mexican

firms only), new investment and technology will be attracted from abroad to assist in national development.

Canadian mining expertise is highly regarded in Mexico. Representatives of the Mexican Government are expected to participate in the March 1991 meeting in Toronto of the Prospectors and Developers Association of Canada, to provide additional information on sectoral reforms.

For further information on this new legislation, contact the South America and Mexico Trade Division (LST) of External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-8625. Fax: (613) 996-0677.

Mining companies interested in exploring the Mexican market can participate in an EAITC-sponsored show, the **Mexican Mining Congress Exposition** to be held in Acapulco next October.

For more information on this event, contact Carlos Munante (LCTF), Latin America and Caribbean Trade Development Bureau, EAITC. Tel.: (613) 996-2268. Fax: (613) 996-0677.

Canadian exporters in the mining industry also have a chance to give their products and capabilities worldwide publicity by listing themselves in a catalogue to be distributed throughout the world by EAITC.

The capability catalogue will be produced by the Canadian Association of Mining Equipment and Services for Export (CAMESE). For further details on the free listing, contact John Needham at CAMESE, Suite 903, 605 Consumers Rd., Willowdale, Ont. M2J 4V8. Tel.: (416) 498-0382. Fax: (416) 492-8711.

Czechoslovakia to Host First Sporting Goods Show

Prague — Canadian companies interested in promoting sporting goods in Czechoslovakia will have that opportunity March 31 to April 7, 1991 when this capital city hosts **SPORT-PRAGUE'91**, the country's first international show of sporting goods.

Being show-cased at the Prague Palace of Culture will be equipment relating to water sports (canoe, surfing, fishing) and winter sports (skis, toboggans, skates) and exercising (aerobics, gymnastics, weight lifting).

Other fields to be highlighted and that will require equipment and services include tennis, hockey, baseball, camping, skateboarding and bowling. Sports safety systems and sports equipment for the handicapped will also be on display.

Canadian companies interested in participating are asked to contact the show organizers directly **SPORT-PRAGUE'91**, TERINVEST, Palace of Culture, 5 Kvetna 1640/95, 140 09, Prague 4, Czechoslovakia. Fax: 499 494.

Information may also be obtained from Ilona Boldova, Commercial Officer, Canadian Embassy, Prague. Telex: (Destination code 66) 121061 (DMCN C). Fax: (011-42-2) 312 27 91.

The facsimile number for the Canadian Embassy in Prague, Czechoslovakia is 312 27 91.

The telephone number for the International Trade Centre in Moncton, New Brunswick is (506) 851-6452.

The International Trade Centre in St. John's, Newfoundland now has the following address: 215 Water Street, Suite 504, P.O. Box 8950, St. John's, Newfoundland A1B 3R9. Tel.: (709) 772-5511. Fax: (709) 772-2373. Telex: 016-4749.

Continued on page 12— **Contacts**

BUSINESS AGENDA

Calgary — February 4 — Sub-Andean Basin Hydrocarbon Seminar. This one-day seminar, featuring executives from the region's national oil companies, updates the situation and potential of the petroleum sector in the Sub-Andean Basin. Organized by Alberta Economic Development and Trade in cooperation with Petro-Canada International Assistance Corporation and EAITC. To register, contact Ms. Jean Stachniak, Latin America and Caribbean Sector, Economic Development and Trade. Tel.: (403) 427-4809. Fax: (403) 422-9127.

Ottawa — February 21; **Toronto** — March 7 — Trade Shows Made Profitable. How to improve the return on investment in trade shows is the theme of this \$85, one-day seminar. Sales managers and their staff will learn how to prepare, participate in, evaluate and follow-up on the opportunities provided by trade shows. Contact Barry Siskind, Toronto. Tel.: (416) 483-3836.

Toronto — February 27 — Valuing and Managing Diversity: New Tools for a New Reality. Designed for senior corporate decision-

makers and human resource executives, the conference will highlight the value of promoting diversity in the global workforce. Also planned for **Vancouver** on May 22, and **Montreal** on October 16. To register (fee is \$529.65), contact the Conference Administra-

Theme: International Agenda

International Trade Minister John C. Crosbie will be representing Canada at the **Davos Symposium**, an economic summit taking place in Switzerland from January 31 to February 3, 1991.

Minister Crosbie will also participate in the **Conference on North American Free Trade**, organized jointly by the Conference Board of Canada and its American counterpart, the Conference Board Inc. The event is scheduled for February 14-16, 1991, in Acapulco, Mexico.

tor, Canadian Corporate Market Development (CCMD) Inc., 3080 Yonge Street, Suite 5000, Toronto. M4N 3N1. Tel.: (416) 480-1644.

Fax: (416) 480-1646.

Montreal — February 28 — Seminar on The Uruguay Round: An Evaluation of the GATT Negotiations. Judicial experts, negotiators and business representatives will assess the results and consequences of the GATT negotiations. The half-day seminar will be followed by a luncheon discussion. Organized jointly by the International Economic Law Society of Canada, Canadian Council on International Law, Société Québécoise de droit international, Canadian Exporters' Association and Godin, Raymond, Harris, Thomas, Lawyers. To register, contact Mrs. Louise Ste-Marie. Tel.: (514) 954-3471. Fax: (514) 954-3451.

Contacts Update —

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Telephone and facsimile numbers in central Tokyo and parts of Mitaka City, Chofu City and Komae City have changed from seven to eight digits with the addition of the number 3 before existing numbers. If the number being called already is an 8-digit number starting with a 5, there is no change. Now the telephone number — hereshowing the international direct dial code, the country code and the area code — at the Canadian Embassy will be (011-81-3) 3408-2101. Facsimile numbers will be (011-81-3) 3470-7280 3479-5320.

Having provided information on trade opportunities, distribution facilities, investment, joint ventures and licensing sources in Scotland and Northern Ireland, the Glasgow Trade Office officially closed on October 1, 1990. Responsibility for the Glasgow Trade Office will now be handled by the Canadian High Commission in London. Tel.: (011-44-71) 629-9492. Fax: (011-44-71) 491-3968. Telex: (Destination code 51) 261592 (CDALDN G).

PUBLICATIONS

PC Globe 4.0, the "electronic" atlas and database for IBM (R)-compatible computers, is now available. The software package consists of a wide variety of socioeconomic and cultural data, maps, graphics, flags, national anthems, and more. Unified Germany is among the 190 countries profiled in version 4.0 (updated to November 1990). Copies may be obtained by contacting: Action Business Brokers, 965 Leovista Avenue, North Vancouver, B.C. V7R 1R4. Tel.: (604) 987-2861. Fax: (604) 987-9164. A free demo disk is available (specify size).

Economic Profile of the Commercial Fisheries Industry of New England examines the total economic impact of the industry on the region. It provides an overview of the industry's recent performance and examines participation in the fishing, processing and distribution industry sectors in terms of number of vessels, processing plants and employment. Canadian fish and seafood exporters may obtain copies by contacting Info Export. Fax: (613) 996-9709, or call toll-free 1-800-267-8376. Ottawa area: 993-6435.

Return requested
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125 Sussex Drive



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February 15, 1991

External Affairs and
International Trade Canada

March Conference Assesses Opportunities in Pacific Rim

Canada's premiere conference on doing business in the Pacific Rim will be held March 11 to 13, 1991 in Calgary, Alberta.

The **Seventh Pacific Rim Opportunities Conference (PROC VII)** centres around the theme of Canada's keeping pace with its international competitors in taking advantage of the trade and investment opportunities that exist in the region.

That region consists of such "dynamic markets" as Australia, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Taiwan and Thailand.

Senior business representatives from these markets and Canadian trade commissioners posted to the region will speak at the sessions. More importantly, they will be available — through scheduled private appointments — for one-on-one meetings with PROC VII registrants.

Conference sessions will feature detailed and indepth discussion on the factors that influence Canadian success in these markets.

Subjects to be covered include: the current dynamic of trade, investment and technology flows in the Pacific; how to successfully joint venture, transfer technology and export; accessing the markets;

the impact of cultural factors on doing business; the regulatory environment; Canadian and offshore sources of financing; and opportunities for contracts and sub-contracts in current and potential projects.

PROC VII is presented by the Pacific Basin Economic Council (PBECE), Canadian Committee, in cooperation with the Canadian Chamber of Commerce.

For additional programme and registration information, contact Dianne Caldbick or Carole Fortier, Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Trade in the Middle East after the Gulf Crisis

Canadian trade with the Middle East has grown quickly in recent years.

In 1989, exports of goods increased 40 per cent over 1988 and, when combined with estimates of exports in services, equalled \$1.6 billion.

These improvements in trade reflected the growing confidence of Canadian firms following the end of the Iraq-Iran war.

Iraq's invasion of Kuwait last August and the outbreak of renewed hostilities in the Middle East will undoubtedly have a

See story page 4

Communications, Informatics Firms Being Recruited for Show in Spain

Barcelona — Canadian computer and data processing companies have an opportunity to participate in the External Affairs and International Trade Canada (EAITC) National Stand at **Informat'91** being held here May 27 to June 1.

The annual event, at which Canada will be participating in a National Stand for the third year, features hardware/equipment, software/services, telecommunications, auxiliary informatics material and consulting services.

Last year, seven Canadian firms exhibited. They were among a total of 682 companies from 26 countries and reported projected sales in excess of \$3 million.

While the majority of the 68,295 professional visitors to the 1990 show was from Spain, there were also interested observers/purchasers from Andorra, Portugal, Hungary, Italy, Belgium and Germany.

Canadian exports to Spain, which currently has one of the strongest economies in Europe, are booming and, until 1992, Spain can provide an open door to the European Economic Community.

With the many new developments resulting from Spain's hosting the 1992 World Exhibition and Olympic Games, the country has designated communications and informatics a top priority.

In this regard, Spain plans to liberalize market access for cable and satellite TV, switching and PABX equipment, and modems.

Companies interested in participating in **Informat'91** or in seeking additional information may contact Wesley S. Rathwell, Trade Fairs and Missions, Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0893. Fax: (613) 995-6319.

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Canada

A NEW LOOK AT EXPORTING

Put Your Best Foot Forward!

Our readers responded with interest to the publication of business opportunities in Singapore, leading to more than 150 exchanges between firms in Canada and Singapore. Many Canadian firms submitted serious proposals; others were just on a fishing expedition.

One Canadian firm wrote to a Singapore businessman:

"We can provide you with the products you seek on a regular basis at a competitive price. We will ship you these products promptly upon receiving your order along with an irrevocable letter of credit covering the purchase price."

The Singapore businessman may be polite enough to reply, but he will not be very well informed about the Canadian firm, its products and its expertise.

This letter suggests a firm with a virtually non-existent product line that thinks it will find suitable suppliers to meet any need when the time comes.

By immediately insisting on an irrevocable letter of credit before even discussing business, the firm is telling the businessman, "You are too far away and too much of a stranger for us to trust you, no matter who you may be."

A reply to a business proposition should:

1. Introduce the replying firm and outline its operations, its location, how long it has been in business, and its achievements.
2. Introduce the products and services that the firm offers, providing detailed catalogues.
3. If possible, give an idea of the CIF (cost, insurance and freight) price and, at the very least, the

FOB (free on board) price.

4. Specify the terms of payment and any available financing.
5. Introduce the person signing the letter.

Everyone that I met on a recent trip to Asia stressed the importance of personal contact. Their decision to buy a product or service often is based mainly on the confidence that you have inspired in them. The decisive factor in the transaction will be people rather than products.

I advise representatives of firms planning a business trip to send a brief biography (a few paragraphs on the items that you wish to emphasize) to the people that they are going to meet, just as consultants provide their curricula vitae to market their services. Given the importance of personal relations in many parts of the world, the same approach will prove useful to those who supply products.

Firms advertising the products that they seek in the columns of *CanadExport* do not have an urgent need for these products. They often wish to complete a product line. They may be looking for alternatives to the products that they already represent. They may wish to see how competitive their present suppliers are.

Whatever their motives may be, I have seen the results of proper approaches that have led to the establishment of beneficial business relations for all kinds of reasons not obvious at first glance. Two Ontario manufacturers beat out their competitors in Singapore by supplying products that were more expensive but far more luxurious and filled the needs of a particular niche.

Initial contact with a prospective customer is very important. This contact is often in writing. Your letter must give the impression that you are a serious-minded professional and show that you genuinely wish to satisfy your customers. Your letter must arouse interest and answer any questions that a prospective customer in search of a product or service may have. If you write asking for explanations, you won't meet any of your potential customer's expectations.

René-François Désamoré
Editor-in-Chief

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,

Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Mail to : *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

ISSN 0823-3330

BRAZIL — With 1989 sales totaling US\$1.4 million, a designer and manufacturer of steel over-shot water wheels and small agricultural water pumps, is interested in forming an industrial cooperation agreement with Canadian firms with the aim of improving pump design efficiency, introducing wind-powered pumps to Brazil, and manufacturing low-pressure water turbines. Contact Bill Denning, Project Manager, CPCS

Technologies Ltd., 740 Notre-Dame Street West, Suite 760, Montreal H3C 3X6. Tel.: (514) 876-1915. Fax: (514) 875-1023. Telex: 055-60147. (CPCS Technologies Ltd., with the financial support of the Canadian International Development Agency (CIDA), is engaged in a three-year program to foster industrial cooperation agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State of Parana—BADEP).

BRAZIL — Established in 1977 and with 300 employees, a company engaged in pigment concentrates and specialized additives for the production of thermoplastics is interested in forming an industrial cooperation agreement that would provide technology for new polymeric blending (either raw materials or equipment). Contact CPCS Technologies Ltd. as in Brazil notice above.

BRITAIN — A marine services company wishes to become the UK representative of Canadian manufacturers of motorboats and sailboats. Contact Alan Jones, Director, Rigsound Marine Limited, 8 Hazel Road, Woolston, Southampton SO2 7GB. Tel.: 0703-441555. Fax: 0703 420466.

BRITAIN — A company here wishes to act as the U.K. agent, distributor or importer for Canadian firms that supply goods and services to institutions and homes for the elderly and in-

firm. Contact Graham Smith, Managing Director, Leslie Smith Limited, Unit GDI Fearnleys Mill, Dean Clough Industrial Park, Halifax, West Yorkshire. Tel.: 0422 355344. Fax: 0422 321395.

SINGAPORE — A firm, established in 1969, seeks to import electronic industrial products and systems. Contact Chua Woo, Divisional Manager, Marketing, Singapore Electronic & Engineer-

tact Khoo Sian Chua, Director/ Eric Khoo, Manager, Sian Chua Trading Company, No. 27 Robin Close, Singapore 1025. Tel.: 737-3331. Fax: 296-0380.

SINGAPORE — The latest in equipment and machinery relating to the dredging, tug boat, timber, mining, contracting and construction industries are being sought by G.A.D. Keet, Managing Director, Straits Engineers Contracting Pte Ltd., 17 Tuas Crescent, Jurong, Singapore 2263. Tel.:

862-1821. Fax: 861-4230.

SINGAPORE — A company here wishes to import polyethylene. Contact Mark Khoo, General Manager, Sucaco Singapore Pte Ltd., 10 Anson Road #15-03, International Plaza, Singapore 0207. Tel.: 222-6623. Fax: 221-1947.

SINGAPORE — A 36-year-old firm wishes to import starters, alternators, voltage regulators, gear parts, bearings and seals (replacement parts for American trucks and caterpillar tractors), and electrical parts (replacements for Delco Remy, Paris-Phone). Contact Y.S. Tan, Manager, Syndicate Agency Pte Ltd., 8 Foch Road, Singapore 0820. Tel.: 298-2660. Fax: 297-2031.

SINGAPORE — Computer-related high technology and electronic/electrical products are being sought by Terence Phua, Marketing Manager, Masterchips Marketing Pte Ltd., 38A, Jalan Pemimpin #07-03, Wisdom Industrial Building, Singapore 2057. Tel.: 258-2988. Fax: 258-8227.

TURKEY — A trading house requires 30,000 cubic metres of pulp wood/saw logs (Pinus Silvestra, Douglas Fir, West Beech) for use in pulp and chipboard manufacturing. Also required are 2,000 metric tonnes per month of scrap cardboard (CEPAC) for use in cardboard manufacturing. Contact Hasan Argun, Vehbi Lacin Co., Buyukdere Caddesi 21/5, Sisli, Istanbul, Turkey. Fax: 90-1-130-1461.1461.

Business Opportunities

ing Pte Ltd., 24 Ang Mo Kio Street 65, Industrial Park 3, Singapore 2056. Tel.: 481-8888. Fax: 481-4272.

SINGAPORE — A local trading company wishes to import pork products. Contact Chung Suan Lim, Manager, Xie Chun Trading Pte Ltd., Robinson Road, P.O. Box 2500, Singapore 9049. Tel.: 278-2488. Fax: 273-0149.

SINGAPORE — Industrial and consumer products are being sought by Thomas Quah, Managing Director, AVO M & E Engineering Pte Ltd., 240 MacPherson Road #07-01C, Siong Huat Building, Singapore 1334. Tel.: 743-0601. Fax: 747-1441.

SINGAPORE — Established in 1987, a company wishes to import scientific educational materials for schools, medical diagnostics and scientific equipment and supplies. Contact Patrick C. K. Yeo, Marketing Manager, Applied Biotech Pte Ltd., 100 Beach Road #17-02, Shaw Towers, Singapore 0718. Tel.: 293-7400. Fax: 298-3537.

SINGAPORE — Being sought for import are fresh exotic button mushrooms. Contact Dr. K.K. Tan, Managing Director, Everbloom Mushroom Pte Ltd., No. 9 Jeletar West, Farmway 5, Singapore 2879. Tel.: 482-1071. Fax: 482-1657.

SINGAPORE — A trading company, established here in 1974, wishes to import polypropylene (prime virgin MI 10 grade). Con-

Multi-Million \$ Canadian Rail Contract in L.A. Could Lead to Other Opportunities

Lavalin-owned UTDC from Kingston, Ontario, has just been awarded a \$51 million contract by the Los Angeles County Transportation Commission (LACTC) for the supply of 40 bi-level cars.

In addition to providing employment for 300 people at the Thunder Bay plant, the contract, signed January 23, could provide spinoff opportunities for numerous other Canadian companies.

Hot out of the starting gate, GM Canada already has begun negotiating for the supply of 17 diesel locomotives that could be worth another \$34 million.

Orders will be ringing not only with UTDC's regular suppliers, but opportunities could also open up for Canadians wanting to bid on related contracts including:

- railway stations;
- railbed reinforcing; and
- maintenance.

All these spinoff opportunities could further multiply if LACTC exercises its option to buy an additional 60 UTDC cars.

Other UTDC sale possibilities exist with North Santiago County (30 cars), Riverside County (28 cars) and Orange County (24 cars).

The bi-level cars, identical to those used by GO TRANSIT in Toronto, have proved popular for the last two years in Florida. Not only did UTDC sell 18 cars, but it is also operating the 67-mile West Palm Beach-Fort Lauderdale-Miami run for the Tri-County Commuter Rail Authority.

EAITC trade officials say, "This (L.A.) important contract puts UTDC in an advantageous position to expand its sales in the U.S. By the same occasion, it offers Canadian Public Transit supply manufacturers the possibility of becoming involved in the implementation and maintenance of a network that will be expanding for many years and will be linking L.A. to four

neighbouring counties"

For more information on the contract or related trade opportunities, contact Pierre Morin, United States Trade and Investment Development Division (UTI), EAITC.

Tel.: (613) 993-5149. Fax: (613) 990-9119 or contact directly Bernard Brandenburg, Canadian Consulate General, Los Angeles. Tel.: (213) 687-7432. Fax: (213) 620-8827.

Middle East Update — *Continued from page 1*

negative impact on trade.

While it is impossible to predict short- to medium- term prospects, opportunities will certainly exist after the end of hostilities.

Openings should emerge in telecommunications, oil and gas equipment and services, transportation, energy, agriculture, security-related products and housing.

Canadian companies with a strong tradition of doing business in the Middle East will be best positioned to maximise such opportunities since, in most cases, they have made a commitment for the long term — a prerequisite for success in the region.

Canadian exporters will be kept abreast of business leads in the region through innovative promotional activities to be undertaken by the Middle East Trade Development Division (GMT) of External Affairs and International Trade Canada (EAITC).

For up-to-date information on market conditions in the Middle East, call GMT. Tel.: (613) 993-7040. Fax: (613) 952-3904.

International Travel Advisory

EAITC advises Canadians not to travel to the following countries affected by the Gulf crisis: Saudi Arabia, Bahrain, Qatar, Kuwait, Iraq, Jordan, Yemen, Syria, eastern Turkey, Israel and Israeli-occupied territories, Algeria and Sudan.

EAITC also advises Canadians resident in or contemplating travel to the following countries of the possibility of civil unrest: Egypt, Iran, the United Arab Emirates,

Oman, Morocco, Tunisia, Pakistan, Libya, Mauritania and Bangladesh. Canadian residents in those countries should be registered with the local Canadian mission; travellers should contact EAITC before their departure.

For the Middle East, tel.: (613) 992-6316 (Ottawa area); 1-800-267-6788 (elsewhere in Canada).

For other destinations: (613) 996-4376.

Toll-Free Telephone Number

EAITC has established a toll-free telephone number (1-800-267-6788) for people in Canada wishing to enquire about Canadians living or travelling in the Middle East.

The 24-hour hotline will be operated by consular representatives who will be in touch with Canadian missions in the Middle East—it is therefore essential that Canadians residing or travelling in that region register with the nearest Canadian mission.

Contacts/Correction

The telephone number for information on **Marketplace '91** (*CanadExport*, Vol. 9, No. 2, Feb. 1/91 issue) is (613) 996-1918. Contact David Shearer, Information Technologies and Electronics Division (TDE), EAITC.

Telephone numbers for the Canadian Embassy in Moscow are: (011-7-095) 241-5882/241-5070/230-2136. Fax number is: (011-7-095) 241-4400.

Europe 1992: Financial Services

Liberalization of the European internal market in financial services is an important part of the Europe 1992 program. Two recent studies by External Affairs and International Trade Canada (EAITC) discuss the importance of European Community (EC) legislation in the financial services sector to the Europe Single Market initiative and its effects on Canadian financial institutions.

The financial services sector accounts for about three to four per cent of total EC employment. Liberalization in this sector facilitates the mergers, acquisitions and restructuring occurring throughout Europe as a result of the Europe 1992 initiative.

"Competition is intensifying in the EC," said J.R. LaBrosse, Director, Financial Institutions, Department of Finance. "Some observers have suggested that many European banks will disappear in the post-1992 environment, with perhaps 15 to 20 banks surviving. These observations are overestimates."

LaBrosse chaired the Interdepartmental Working Group whose financial services report is now available. There are 15 such groups initiated by EAITC as part of its Europe 1992 Challenge program. The groups have been reviewing regulatory developments which affect Canada. LaBrosse spoke at the recent "Europe in Transition" conference in Toronto.

The Second Banking Directive

The main EC directive in the field of financial services under the 1992 liberalization program is the Second Banking Directive. An EC directive sets compulsory objectives, but allows Member States to translate them into national legislation. The Second Banking Directive deals with the creation and implementation of a single EC banking licence. The directive has at its heart the principles of **national treatment and mu-**

tual recognition.

National treatment means, for example, that a French subsidiary of a British bank will be treated as a French bank.

Mutual recognition means that each EC Member State will recognize the licensing rules of the others and will apply its own operating rules on a non-discriminatory basis to branches of banks licensed by other EC states. This is the so-called "home country control" principle.

A French branch of a British Bank will be under British, not French, licensing rules; operating rules —concerning monetary regulations, liquidity, etc.— will be under French jurisdiction.

"The principle of home country control is acceptable as a basis for a level playing field only to the extent that the home country regimes do not differ too widely," said Julian Arkell. The consultant to British Invisibles, London, U.K., was speaking at the "Europe in Transition" conference.

The recognition for an essential minimum level of harmonization of regulations has also resulted in EC proposals for cooperation in the matters of consumer credit, money laundering, solvency, capital movements, capital requirements for bankers and brokers and insider trading.

The Second Banking Directive, Arkell said, is flanked by two directives on mutual funds and investment services; and minimum harmonization in prudential matters is covered by eight directives on banking, five on securities and three on capital movement.

"Subsidiaries of Canadian banks and insurance companies are free to establish themselves in any EC country, and once licensed, are accorded national treatment, and thereafter are treated in the same way as EC firms," said Arkell.

Reciprocity

The statement "and once licensed" raises the important issue

of reciprocity. Reciprocity is the principle which states that country A's access to country B's market is dependent on whether or not and to what extent country B has access to country A's market.

The initial draft of the Second Banking Directive raised concerns because of the definition of reciprocity it contained. The final version of the directive which became community law in December 1989 has alleviated a number of concerns, but not all of them.

The **Interdepartmental Working Group Report on Financial Services** states that some uncertainty remains as to how the EC will interpret the reciprocity article and that it is important for departments and industry to continue monitoring developments, maintain open lines of communication with the EC and attempt to influence the EC with respect to its implementation of the reciprocity article.

Strategies

Another report on financial services, commissioned as part of EAITC's **1992 Implications of a Single European Market** series, was released at the conference.

The report (written by Philippe Daude-Lagrave) says that the opportunity exists for banks and insurance companies to expand into the European market through such specialized financial services as the handling of mergers and acquisitions, funds management, natural resource financing, life insurance and pension products.

The report suggests that there is a huge potential for Canadian firms outside their traditional base of London, England where there are "450 foreign banks—some say for 450 different reasons."

The report acknowledges that despite excellent products, Canadian financial institutions have lost ground due to a lack of distribution networks. It suggests this can be compensated for through

Continued on page 6— Europe

Australia, New Zealand Focus of Workshops

Market access for Canadian exports to Australia and New Zealand is the subject of free, half-day (morning) sessions slated for Toronto (March 5) and Montreal (March 6).

Business persons requiring practical knowledge on access to these markets will get answers to such questions as: "Is your product entitled to preferential tariff entry?", "How do you calculate applicable sales tax?", "What products are prohibited?", and "What documentation do you need?"

A new publication, *Practical Aspects of Market Access* for Australia and New Zealand, will be distributed at the workshops.

Offered by External Affairs and International Trade Canada (EAITC), the workshops will be conducted by Ray Buciak of EAITC's Asia Pacific South Trade Development Division.

To register for the workshops or to obtain more information, contact: at the International Trade Centre in Toronto, Geoff Jones, tel.: (416) 973-5052, fax: (416) 973-8161; at the International Trade Centre in Montreal, Carol Conway, tel.: (514) 283-8793, fax: (514) 283-8794.

Europe 1992 —

Continued from page 5

Canadian expertise in direct marketing.

For more details on Europe 1992 and the financial services sector, consult EAITC's *1992 Implications of a Single European Market: Financial Services* report and the *Interdepartmental Working Group Report on Financial Services*. Both reports — they also cover the insurance industry — are available from Info Export (see box on page 8).

For information on Europe 1992, contact EAITC's European Community Trade and Economic Relations Division (REM). Tel.: (613) 996-2727. Fax: (613) 995-1277.

Canadian Companies Recruited for Trade Show in Bermuda

Hamilton — An External Affairs and International Trade Canada (EAITC) trade event — featuring Canadian companies exclusively — will be held April 8 to 10, 1991 in Hamilton, Bermuda, one of Canada's more important and growing markets in the Caribbean.

The **Canadian Solo Trade Show**, being held in a region in which 600,000 visitors spend US\$500 million a year, provides participants with an ideal market for tourist-related products and services and for consumer goods, including gifts and souvenirs.

Other sectors also offer opportunities, especially since Bermuda imports virtually everything that is used or sold on the island. (In 1989, Canada exported Cdn\$37 million worth of goods and services to Bermuda).

Overall, among the "best prospects" for Canadian exporters to Bermuda are:

- food (fresh/frozen pork, bacon, sausage, seafood, pasta, fruit juice concentrate, table potatoes, frozen vegetables);
- construction materials (lumber, plywood, fencing, structural steel, doors, paint, windows, electrical wire and fixtures);
- equipment and supplies (materials-handling equipment, motor vehicle parts, packaging equipment, air conditioning equipment, plumbing fixtures, telecommunications and computer software, pharmaceutical and medical supplies); and
- consumer goods (perfumes, toiletry, jewellery, phonograph records and tapes, sporting goods, books, magazines, men's, ladies and children's fashion wear, sail and power pleasure boats).

Companies participating in the **Canadian Solo Trade Show** will meet agents, distributors, end users and buyers — with a view to selling their finished goods and services. Other forms of successful marketing can also be established,

including joint venture and licensing agreements.

At the show held last year in Barbados, Canadian exhibitors reported sales of between \$4 million and \$5 million.

This up-coming event is likely to prove just as successful, with the exhibition being considered as "one of the best vehicles for penetrating this market."

Companies interested in participating — applications are accepted on a first come-first serve basis — should immediately contact Paul Schutte, Deputy Director, Trade Fairs and Missions (LCTF), Latin America and Caribbean Branch, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-0677.

Telecommunications Show Set for USSR

Moscow — Canada's leading manufacturing and services companies have an opportunity to participate June 5 to 10, 1991 in **Expo Comm'91** at which External Affairs and International Trade Canada (EAITC) will, for the first time, operate a National Stand.

The show will feature a full range of foreign technology and equipment, including telecommunications, hardware and services (e.g. telephone switching equipment), rural and northern communications, data transmission, satellite ground stations and pacing systems.

Canada's National Stand (No. 1101) will occupy 200 square metres of ground floor space in the USSR Exhibition Centre for Economic Achievements (VDNH).

Companies interested in **Expo Comm'91** should contact William J. Heslop, Trade Fairs and Missions Europe (RWTF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5263. Fax: (613) 995-6319.

Government's Efforts Earn Tourism Billions

Tourism is a \$25-billion-a-year industry in Canada, making it the country's third-largest single foreign exchange earner after motor vehicles and auto parts. In addition, it generates, annually, some \$11 billion in (tax) revenue for all levels of government in Canada.

Maintaining the tourism industry as a primary source of revenue has fallen mainly in the hands of two federal government departments which, since 1982, have shared in the delivery of Canada's tourism program abroad.

Tourism Canada establishes the strategies to be pursued, manages and funds the advertising and public relations programs and provides part of the promotional activities funding.

External Affairs and International Trade Canada (EAITC) manages and funds the network of 25 tourism offices abroad. In order of importance, they are: United States, United Kingdom, Japan, France, Germany, Hong Kong, Australia, The Netherlands, Mexico, South Korea and Taiwan. All other missions are engaged in tourism development work, but on a part-time basis only.

Tourism Outlook 1991

While the U.S. remains Canada's major source of tourism income, revenue from the U.S. and Canada's other four major sources — the U.K., Japan, France and Germany — is expected to decline in 1991. However, the U.S. still is a major target and programs have been or are being developed to win over this market.

Through the new **Meetings, Conventions and Incentive Travel (MC&IT) Strategy**, Tourism Canada, EAITC, and Customs Canada — as well as private business — are promoting Canada as the ideal venue in which to hold conventions, conferences and association meetings.

An additional incentive encourages U.S. business travellers to Canada to add a pleasure travel element to their trip. (In 1988,

foreign business travellers spent \$1.34 billion in Canada, accounting for almost 20 per cent of the total foreign exchange earnings generated by tourism).

As well, Canada Customs units have been set up in Toronto, Montreal and Vancouver to give U.S. trade exhibitors and conventioners easier access to Canada. Now exhibitors' entry to Canada can be approved at the same time their organizers are assembling the exhibit.

The Canadian government has 15 meetings' specialists in centres across the U.S. who, equipped with a broad knowledge and promotional tools, can plan the best convention ever. And at Canadian Consulates across the U.S., trade officers meet with convention organizers to provide detailed information on what Canada has to offer.

EAITC's highly successful **New Exporters to Border States (NEBS)** and **New Exporters to U.S. South (NEXUS)** programs will intensify their activities in 1991.

NEBS provides small- to medium-size companies with initial information on how to develop market strategies in U.S. border states; NEXUS helps Canadian entrepreneurs at U.S. border states to expand their presence into the southern American states.

Under the programs, tourism officials at Canadian trade offices in the U.S. will work with tourism associations and companies to promote Canada as a tourism destination.

All of this is supplemented by EAITC-sponsored events (**West Coast Canada Media Market Place, Los Angeles, April 30-May 2, 1991**; **Media Market Place, New York, March, 1992**; and **Familiarization Tours for the U.S. travel industry and media.**

Emerging Markets

For the first 11 months of 1990, the highest growth markets for tourists to Canada were, in order of percentage increase: Spain

(24.9%, 23,641 visitors); Venezuela (21.1%, 9,556 visitors); and South Korea (17.9%, 33,790 visitors).

Since last year, the Canadian government, through its **Emerging and Secondary Market Opportunities** program, is paying more attention to emerging markets. EAITC's trade missions in a number of these secondary markets have been asked to invest some of their time in the tourism development function. Some 44 projects are currently under way or are completed.

Two such emerging markets showing growth potential are South Korea and Taiwan.

Both recently opened up regulations for their citizens to travel abroad and both countries are presently leading the world in terms of GNP growth. With the additional air links they now have with Canada, a bright future for Canada's tourism industry is anticipated with these two markets.

Missions abroad, in addition to distributing the Tourism Industry Association of Canada's new promotion publication, will deliver a strong activities program based on Canadian participation in major Tourism trade fairs.

Among those currently lined up, each scheduled for November 1991, are: the **World Travel Market (WTM)** in London, England; **Atelier Canada**, Paris, France; the **Frankfurt Workshop**, Germany; and the **Reverse Rendez-Vous Canada**, Tokyo, Japan.

At these events, Canadian suppliers of tourism products and services meet with buyers of these commodities. Generally speaking, each mission is targeting high-yield and high-growth segments of their respective markets.

For further information, contact J. Normand Guérin, Deputy Director, Tourism Program, United States Trade and Tourism Development Division (UTO), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 998-8823. Fax: (613) 990-9119.

BUSINESS AGENDA

Calgary — March 11-13 — Seventh Pacific Rim Opportunities Conference (PROC VII). The theme of this conference on doing business in the Pacific Rim is Keeping Pace with the Competition: Meeting the Challenge of the Pacific. Contact Dianne Caldbick, Asia/Pacific Group, Canadian Chamber of Commerce. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Quebec — March 13-15 — The World of Informal Business: Underground or Parallel Economy. Laval University is organizing an international conference focusing on the impact of the informal sector on the world economy of today. More than thirty worldwide specialists will present their ideas on the different aspects of informal business; its present world situation, environment and future trends. To register (the fee is \$160), contact Rolando Arellano, Faculty of Business Administration, Laval University. Tel.: (418) 656-3225. Fax: (418) 656-2624.

Toronto — April 20-21 — Growing Naturally: The Canadian Health Food Association's (CHFA) Annual Spring Trade Show '91. This year's event, which will be held at the Skyline Airport Hotel, will include seminars on business and nutrition. To register, contact Nancy Ostrander, CHFA, Vancouver. Tel.: (604) 731-4664. Fax: (604) 734-6909.

Montreal — April 21-23 — Super Salon de l'Alimentation (SSA) International. One of the most important trade shows in Canada for the food distribution sector. Exhibited are both food and non-food products, food equipment and re-

lated services (decoration, transportation, merchandising, etc.). To register, contact Josée de Grandmont, SSA International. Tel.: (514) 745-0280. Fax: (514) 745-6093.

Hamilton — April 24-25 — The Automotive Parts Manufacturers' Association (APMA) Annual Conference and Exhibition. Forging

New Partnerships is the theme of this year's event, which is expected to be the largest ever with over 400 senior executives and related professionals from Canada and the U.S. in attendance. For more information, contact Jack B. Litton, Director of Operations, APMA. Tel.: (416) 366-9673. Fax: (416) 366-9685.

Publications

EAITC Publications

The following publications are available from Info Export (see the box at the bottom of the page to order).

New Releases

The report on the *Sea Fare International 1990* (#20TB) show — held February 7-9 in Long Beach California — now is available to Canadian fish and seafood exporters. The publication focusses primarily on special events, exhibits and products displayed at the show, but also provides an excellent overview of the seafood markets in California and the United States. *Sea Fare International* is the main seafood show serving 26 million consumers in the dynamic California market. Annexes to the publication include data on California's most sought after seafood products.

Still Available

- *Europe 1992: Standards, Trade and the Europe of 1992* (#12EE)
- *Canadian Exporter's Guide*

to ASEAN (#6CE)

- *How to Distribute Software in the USA* (#65UE)

Non-EAITC

Two Ontario Ministry of Industry, Trade and Technology reports were released at a recent conference on the New Europe. *Europe 1992 & the Ontario Environmental Protection Industry* and *Europe 1992 & the Ontario Aerospace Industry* can provide Ontario firms with a deeper understanding of the political and economic changes affecting the respective sectors. Each identifies existing and potential opportunities related to Europe's integration process and examines the varied market entry options available to Ontario firms taking up the challenge. To obtain copies of the reports, contact Eleonore Rupprecht, Ministry of Industry, Trade and Technology, Europe/Middle East/South Asia Branch, 900 Bay Street, Hearst Block, Queen's Park, Toronto, Ontario M7A 2E1. Fax: (416) 965-8852.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (i.e. 99AZ).

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External Affairs and
International Trade Canada

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Taiwan Offers Billion-Dollar Construction Plan

A Six-Year National Construction Plan for Taiwan, in which total investment will exceed US\$125 billion, could afford numerous opportunities for Canadian exporters of technology and expertise.

The projects include:

- railway construction (US \$16 billion);
- mass rapid transit systems (US\$10 billion);
- freeways (US\$26.6 billion);
- the expansion of airport facilities (US\$963 million);
- environmental protection (US\$6 billion);
- telecommunications (US\$4 billion);
- energy development, including thermal and hydro (US\$38 billion);
- expansion of the steel industry (US\$1.9 billion);
- expansion of the petrochemical industry (US\$762 million);
- water resources development, including utilization, drainage and flood control (US\$18 billion).

Canadian companies interested in sharing in some of these projects or seeking further information, may contact Andre LeBlanc, East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0897. Fax: (613) 996-4309; or Ted Lipman, Canadian Trade Office in Taipei (CTOT), 13th Floor, 365, Fu Hsing North Road, Taipei, Taiwan. Tel.: 886-2-713-7268. Fax: 886-2-712-7244.

The CTOT was opened in 1986 by the Canadian Chamber of Commerce to encourage and support two-way trade and investment between Taiwan and Canada.

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See pages 6-7

Mexico: Machine, Tool Market

The Mexican market for machine tools and metal working equipment is on the verge of an anticipated five-year growth trend. Being highly dependent on imported machinery and equipment, it is a market Canadian exporters should consider.

As well, the country's accession to the General Agreement on Tariffs and Trade (GATT) in 1986 is forcing Mexican industry to become more productive and internationally competitive. The acquisition of high-quality new technologies is essential to achieve this competitiveness.

The best sales prospects are for Canadian producers of: numerically-controlled machine tools, machining centers, lathes, milling machines, grinding machines, centering, honing, punching, shearing, bending and forming machines, jig and vertical boring machines, and horizontal drilling machines.

Equally good prospects are for: gear cutting and finishing machines, polishing and molding machines, copying machines, shaping machines, sawing machines, cutoff machines, arc welding machines, wire drawing machines, presses, cutting pliers, saws, wedges, knives, blades, special dies and tools, parts and

attachments.

While metal cutting machine tools (40 per cent of total imports) are the most important segment in dollar terms, the fastest-growing segment is expected to be metal forming equipment (32 per cent).

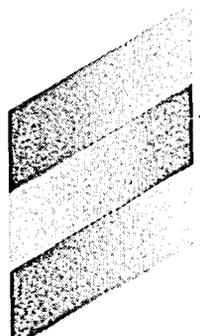
Helpful Hints

Tight domestic financing often forces Mexican buyers to be more concerned with financing a purchase than with the quality of the product being purchased. Where possible, Canadian companies should be prepared to offer financing alternatives.

Canadian suppliers should also participate in trade shows and try to establish a distributorship or representative arrangement as ways of getting into the Mexican market.

Canadian products are well accepted here, but our exporters could do even better through more aggressive marketing, maintaining an active presence, establishing a good track record, and offering competitively-priced products and follow-up service.

For further information on this market, contact Gil Rishchynski, Deputy Director, South America and Mexico Trade Division (LST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 996-0677.



Canada

A NEW LOOK AT EXPORTING

Trade Fairs are a Gold Mine

Of all the events in which Canadian exporters participate, few generate as much enthusiasm as trade fairs.

Trade fairs give exhibitors special access to potential buyers who are both motivated and ready to buy. Neither the exhibitor nor the visitor is there as a tourist. Visitors attend to make purchasing decisions, to negotiate, and to compare products. The exhibitor must meet a large number of customers hourly, must be systematic and must obtain information that can turn a "just interested" customer into a purchasing client.

Choose Carefully

The first step is choosing the right fair, prerequisites being that the company have clear exporting objectives and know its target market.

A company should obtain an audience profile from fair organizers. Such profiles are generally available and well-documented. They allow a company to select the fair whose audience is most likely looking for those products and services that the company has to offer.

Planning

Once the fair has been chosen, the participation must be carefully planned. This involves determining who will represent the company, the size of the booth (generally 50 square feet per salesperson is recommended) and how it will be arranged — being sure to show clearly the name of the company and what it does.

Staff

Booth personnel play a key role. They should have the sales techniques necessary to find the best potential customers, have specific responsibilities, and know their objectives.

As a general rule, a representative can see five to

ten customers per hour in four-hour stints. This demanding objective allows 10 seconds for introductions, 30 seconds to determine whether this is a potential customer, and five minutes to show the product and wrap up.

When finished, the booth attendant should have the customer's card and a follow-up commitment. The success of the entire operation can depend on the follow-up, which can be conducted either by yourself or by a local representative.

A Demanding Job

Staffing a booth is demanding, requiring conduct befitting a business office—no smoking, no eating, no careless talk. In business as elsewhere, the first impression — and you have only one opportunity to make a good one — is very important.

It is prudent to have a replacement after four hours, in case aggressiveness, a critical attitude, or fatigue cause you to be less than polite to your potential customer.

Advertising must precede participation in a fair. A good idea is to invite, by telephone, ten best potential customers. Rarely will they refuse the invitation to your booth. Personal letters, if they cannot be reached by phone, are also very useful, informing them of the company specials or new products and prices. Calculate your prices in the currency of the country and give the price as delivered (cost, insurance and freight included).

Follow-Up

The fair is over. It's time to pack up and return home. Now the real work begins, if you want to bear the fruit of your labors. It's time for a serious evaluation of your company's participation in the fair and — of crucial importance — follow-ups to the contacts (potential customers) made at the fair.

In this and subsequent issues, starting here with Europe, *CanadExport* will publish lists of trade fairs and missions in which EAITC will participate throughout the world. Contacts for further information are given with the lists. The International Trade Centre (ITC) in your region (see list, page 11) can also advise you on how to participate in EAITC-sponsored fairs. Video tapes detailing the above points on trade fairs can be viewed at the ITCs.

René-François Désamoré
Editor-in-Chief

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,
Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Opportunities in Brazil for Canadian Environmental Products and Services

"Every industry sector is affected by the environment and for most, it presents potential business opportunities."

This is just one of the findings contained in a report prepared by Peter H. Rosenberg, who took part in a Government of Canada-organized Quebec consultants and capital projects mission to Brazil a few months ago.

Mission members—including representatives from Quebec-based engineering and project management firms—all found the newly-liberalizing Brazil economy full of opportunities.

Major sectors identified as offering good prospects for Canadian technology and expertise included telecommunications, mining, forestry, agriculture, construction, transportation and environment.

According to the Rosenberg report, Brazil is just starting to take the initiative to develop an environment protection industry, but implementation is lacking and there is a long way to go.

This in turn will create attractive opportunities for firms offering a broad range of environment products and services.

Programs for environmental protection and preservation are being studied throughout Brazil, some with, others without, assistance from overseas. As the site of the June 1992 United Nations Conference on the Environment and Sustainable Development, Brazil is focusing considerable attention and resources on environmental issues.

The World Bank is planning several multi-million-dollar projects and has expressed an interest in, and is studying the possibility of, financing environment-related projects.

Several countries, including Germany, have committed hundreds of millions of dollars for environment projects in Brazil. Canada is also present but on a smaller scale—agreements have been signed between Environment

Canada and local Brazilian agencies for improvement of water quality, and Canada has sponsored training programs and visits of Brazilian specialists to Canada.

Opportunities were identified in all areas, including:

- environmental awareness and educational programs for the general public;

- consulting projects in:

- oil and gas, through the national petroleum company Petrobras or its petrochemical subsidiaries and gas distributors in several states;

- energy, through the government holding company Electrobras;

- forestry, through government agencies;

- remote sensing technologies through the space research centre INPE;

- transport, infrastructure feasibility study projects for railways;

- urban problems such as sewage disposal;

- port and harbor and river cleanup.

As the Brazilian multi-billion-dollar market develops, there will be opportunities for direct sales of products and services as well as other possibilities including licensing agreements, joint ventures, and transfers of technology.

The report concludes that the environment industry will undoubtedly be a hot market in the 1990s, creating knowledge-based high-technology jobs, giving rise to new opportunities for investment and international trade, generating new business prospects for small and large businesses.

The 12-day Brazilian market assessment mission—led by Montreal International Trade Centre's Trade Commissioner Irving Friedman—included DTI Telecom Inc., SSSI International Inc. (turnkey construction), and Canac International Inc. (transportation and telecom consultants), all from Montreal, as well as Lupien Rosenberg et Associés Inc. (environment), of Lachine, Quebec and Roche Ltée (engineering consultants), of Sainte-Foy, Quebec.

The mission was organized in consultation with the Association des ingénieurs-conseils du Québec.

For more information on the mission, contact Irving Friedman, Trade Commissioner, International Trade Centre, Montreal. Tel.: (514) 283-3249. Fax: (514) 283-8794.

For information on opportunities in Brazil contact Roman Hruby, South America Trade Development Division, EAITC. Tel.: (613) 996-4199. Fax: (613) 996-0677.

Royal Bank Opens Second Branch in Taiwan

Trade, treasury, investment, correspondent banking and private banking services will be provided by Royal Bank of Canada's new branch office in Kaohsiung, Taiwan. The bank's first Taiwan branch office, opened in Taipei in October, 1983, has also been enlarged to accommodate expanding business.

Taiwan's annual exports to Canada have risen from Cdn\$558 million in 1980 to an impressive Cdn\$2.3 billion in 1989. And Taiwan's imports of goods from

Canada has more than tripled in the same period, from Cdn\$252 million to Cdn\$882 million. Furthermore, Canada's trade with Taiwan is growing at an annual rate of 8 per cent.

For information on Royal's activities in Taiwan, contact Fred Billings, Toronto. Tel.: (416) 974-2805. Interested business persons may also contact directly Mark Bielarczyk, Royal Bank of Canada, 8/F Tun Hwa Financial Building, 214 Tun Hwa North Road, P.O. Box 81-775, Taipei 10484, Taiwan.

CanadExport: The Canada - Singapore Business Connection

The following was received from Denis Comeau, Counsellor (Commercial), Canadian High Commission, Singapore.

I was interested to read, in your December 3, 1990 issue (Vol. 8, No 20), a "Letter to the Editor" written by Mr. John Tesselaar of Scarborough, Ontario. For those who may not have read it, Mr. Tesselaar seemed puzzled by the fact that so many business opportunities listed in *CanadExport* were coming from Singapore. He wondered to what extent this was "practical for Canadian manufacturers".

All of us in the High Commission's commercial section were not entirely surprised by Mr. Tesselaar's comments and thought it might be worthwhile to provide a response from the "home front".

While Singapore is indeed at the other end of the globe, it has one the most vibrant and fastest-growing economies in Asia. As one of the so called 'Four Tigers' (along with Hong Kong, Taiwan and

Korea) Singapore has, over the course of the past decade, experienced double-digit growth. This small island city/state is slightly larger than the island of Montreal and has a population of 2.5 million people. Despite its small size, it is interesting to note that:

- Singapore registered GDP growth rates of 9.2 per cent and 8 per cent in 1989 and 1990 respectively.
- With ten times less people than Canada, Singapore's total world trade in 1989 (\$123 billion) was 41 per cent of Canada's trade with the rest of the world (\$300 billion).
- Singapore's productivity rate grew by 4.8 per cent in 1989. The productivity growth level for the first three quarters of 1990 stands at 3.7 per cent.
- Singapore has the largest container port in the world, is the third largest refining centre and has achieved economies of scale that have enabled it to become the world's largest pro-

ducer of disk drives.

• Canadian exports to Singapore for the first 10 months of 1990 (latest available statistics) reached \$343.5 million, up 55 per cent over the same period in 1989.

With this in mind, it is perhaps not so surprising that there has been a "flood" of business opportunities coming from Singapore. After reading Mr. Tesselaar's letter, we conducted a follow-up survey with the Singaporean firms that were listed in *CanadExport* to determine the "practicality" of running business opportunities from Singapore. While all the results are not in, we are happy to report the following:

• 12 Singaporean firms have confirmed signing agency/distribution arrangements with Canadian companies;

• 26 Singaporean firms are negotiating agency/distribution agreements with Canadian companies;

• 16 Singaporean firms have confirmed making sales to or purchases from Canadian companies;

• 23 Singaporean firms have informed us that they are negotiating sales to or making purchases from Canadian companies;

• Singaporean firms have confirmed entering into joint ventures with Canadian companies;

• 3 Singaporean firms have confirmed subcontracting arrangements with Canadian companies;

• A Singaporean firm has confirmed entering into a technology transfer agreement with a Canadian company;

• Singaporean companies are negotiating technology transfer agreements with Canadian companies;

• Singaporean companies are negotiating franchising rights with a Canadian franchiser.

The bottom line for us in Singapore—and for a good number of Canadian companies—is that *CanadExport* has been an extremely useful tool in facilitating business connections.

Business Opportunities

BRAZIL — A company wishes to enter an industrial cooperation agreement to develop new techniques (colour, suppleness, water resistance, quality control) in the semi-finished treatment of leather. The firm also is interested in expanding its two- to four-month training exchanges to include Canada. Contact Bill Denning, CPCS Technologies Ltd., 740 Notre-Dame Street West, Suite 760, Montreal H3C3X6. Tel.: (514) 876-1915. Fax: (514) 875-1023. Telex: 055-60147. (CPCS Technologies Ltd., with the financial support of the Canadian International Development Agency (CIDA), is engaged in a three-year program to foster industrial cooperation agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State

of Parana—BADEP).

BRITAIN — A wholesale company wishes to act as the sole agent for Canadian producers of beer, wine, spirits, soft drinks, food, toys, fancy goods and hardware. Contact Alan H. Rathmill, Gold Spot Ltd., Scotch Park Trading Estate, Forge Lane, Leeds, West Yorkshire LS12 2PY. Fax: (532) 310-126.

HUNGARY — A company here seeks investment capital to be used in processing livestock poultry into whole or cut product and in the production and marketing of filling made of poultry meat. Contact (quoting reference number 90.1. 0135 VG) Mr. Veress, INVEST-CENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-6396. Fax: (361) 118-3732.

Canada to Participate in North American Free Trade Negotiations

Canada will participate with the United States and Mexico in Free Trade Negotiations that will create one of the world's largest liberalized markets.

The three-country North American Free Trade Agreement is expected to foster sustained economic growth through expanded trade and investment, creating a market of 350 million people with a Gross Domestic Product of over \$7 trillion—even larger than the European Community.

Three major reasons have led Canada to enter the trilateral negotiations:

- to build on the gains made in the Canada-U.S. Free Trade Agreement, especially with respect to business investment — it is only by direct involvement that Canada can protect its interests and achieve the gains that result from liberalized trade;
- to gain an improved access for Canadian exports to Mexico, a burgeoning market of 85 million people;
- to benefit from trade liberalization—whether it is on a bilateral, regional or multilateral basis, trade liberalization means real benefits to trading nations such as Canada.

The Mexican and Canadian economies are complementary in a number of important sectors where Canadian expertise can meet Mexican needs, including:

- mining—Canada is an important and highly competitive supplier of mining operating skills, technology, and equipment;
- agriculture;
- telecommunications;
- transportation.

But to be successful in exporting in these and other sectors, Canada must have access that is at least equal to that of its major competitor, the U.S.

Although there is no intention to renegotiate the provisions of the Canada-U.S. Free Trade Agree-

ment, there may be issues of an exclusively bilateral nature for which bilateral arrangements may be most appropriate. In addition, the parties will also be free to pursue bilateral negotiations if a trilateral agreement does not prove possible.

Formal negotiations are expected to start this spring. As was the case during the Canada-U.S. negotiations, and again with the multilateral trade negotiations, the federal government will consult with the private sector, provincial governments, academics and other interested parties in formulating its position

in the negotiations.

To inform Canadians about the Mexico free trade talks, a brochure has been published by External Affairs and International Trade Canada (EAITC).

North American Free Trade—Securing Canada's Growth Through Trade covers such topics as "Canadian Opportunities in the Mexican Market", "The Benefits of North American Free Trade", "Can Canada Compete", and "How to Obtain Further Information".

To obtain a copy of the brochure, contact EAITC's Info Export (see box on page 12).

Countertrade: One Way to do Business in the USSR

Countertrade is one of several options that Canadian companies can pursue in doing business in the Soviet Union.

But it is a complex, frustrating, expensive and time-consuming process.

This is an "up-front" statement extracted from a presentation made at the annual meeting of the Canada/USSR Business Council, held in November in Toronto.

The presentation was based on research and interviews with more than 20 exporters, banks, trading houses and lawyers in Canada, the United States and Europe.

While countertrade is a difficult road to rewards, it nevertheless remains a viable option for committed Canadian firms. Businesses choosing the countertrade route, should keep the following points in mind:

- You must be committed to the long run. Soviets are leery of exporters with hit and run tactics.
- Be patient, persistent, imagina-

tive and expect delays and uncertainty.

- Work hard with your customer. Get a high priority designated to your sale so that hard currency can be assigned to it, thus eliminating the need to do countertrade.
- Choose your customer carefully—not just for his needs but for his export experience, internal clout, access to products and ability to secure an export license.

For further information on countertrade or for the extract, "Strategies for Countertrade in the Soviet Union", contact Mike Reshitnyk, Business and Transportation Services Division (TPS), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1862. Fax: (613) 996-1225. Telex: 053-3745.

For general information on doing business in the Soviet Union, contact USSR and Eastern Europe Trade Development Division (RBT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2858. Fax: (613) 995-1277.

1991-92 Europe Trade Fairs and Missions

Listed below — alphabetically by sector and in chronological order — are the 1991-92 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC)'s Trade Fairs and Missions Europe (RWTF) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own or under industry-initiated PEMD.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include Outgoing Sellers' Missions (SM) from Canada and Incoming Buyers' Missions (BM) from abroad.

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

Advanced Technology Products

- BIO-EXPO '91 — Paris, France — April 9-12, 1991 — Bio-tech equipment (CA).
- Flanders Technology International — Ghent, Belgium — April 22-28, 1991 — Technology transfer (CA).
- COMMUNICATIONS 91 — Birmingham, U.K. — April 23-26, 1991 — Communications and telecommunications (CA).
- Remote Sensing Mission from Finland — Canada — May 1991 — Remote sensing technology and equipment (BM).
- INFORMAT 91 — Barcelona, Spain — May 27-June 1, 1991 — Computer software (NS).
- MEDIIVILLE — Rennes, France — May 28-30, 1991 — Cable equipment (CA).
- Cable TV Mission from Western Europe to CABLEXPO — Ottawa, Ontario — June 3-6, 1991 — Cable products (BM).
- International Television Symposium and Technical Exhibition — Montreux, Switzerland — June 13-18, 1991 — Informatics and telecommunications related to the TV industry (IB).
- GEOTECHNIKA (Geo-Sciences & Technology) — Cologne, Germany — September 18-21, 1991 — Hi-tech products, systems and services (CA).
- Telecommunications Mission to Nordic Countries — September 23-27, 1991 — Telecommunications equipment (SM).
- Public Utilities Mission from Portugal — Canada — October 1991 — Info systems and management (BM).
- TELECOM '91 — Geneva, Switzerland — October 8-15, 1991 — Telecommunications products (SM).
- SYSTEMS — Munich, Germany — October 21-25,

1991 — Computers and communications equipment (CA).

- COMMUNICATIONS 91 — Istanbul, Turkey — October 30-November 3, 1991 — Communications and telecommunications equipment (CA).
- CEBIT92 — Hannover, Germany — March 1992 — Computers and communications (NS).

Agriculture, Food Products

- EQUITANA 91 (Horse Sports) — Essen, Germany — April 13-21, 1991 — Agri-food products, equipment and services (CA).
- IFE '91 (International Food & Drink Exhibition) — London, U.K. — April 28-May 2, 1991 — Food products (CA).
- UNGSKUET Agriculture Fair — Copenhagen, Denmark — June 26-29, 1991 — Agricultural products (IB).
- SIPRAL — Milan, Italy — September 1991 — Food and fish products (CA).
- ANUGA World Food Market — Cologne, Germany — October 12-17, 1991 — Agri-food products, equipment and services (NS).
- Buyers from Athens to Agribition — Regina, Saskatchewan — November 1991 (BM).
- ALIMENTARIA 92 — Barcelona, Spain — March 1992 — Food and fish products (CA).

Chemical and Petrochemical Products

- Plastics/Mold Mission from Paris to MOLDEXPO — Windsor, Ontario — October 7-10, 1991 — Composites (BM).

Construction

- BATIMAT 91 — Paris, France — November 12-19, 1991 — Construction materials (CA).
- International Hardware Fair — Cologne, Germany — March 1992 — Tools and do-it-yourself (NS).

Consumer Products and Services

- Bologna Children's Book Fair — Bologna, Italy — April 4-7, 1991 — Children's books (NS).
- FIBO — Essen, Germany — May 1991 — Fitness, body building equipment (CA).
- INTERZUM — Cologne, Germany — May 3-7, 1991 — Furniture products, interior furnishing, upholstery machinery (CA).
- Hardware/Houseware Home Improvement Mission — Toronto, Ontario — February 9-11, 1992 — Consumer products and services (BM).
- DOMOTECHNICA — Cologne, Germany — February 18-21, 1992 — Home appliances, household technology, kitchens and kitchenware (CA).
- ISPO (Spring) — Munich, Germany — March 1992 — Sporting goods equipment and clothing (NS).

Defence Programs, Products

- IDEA 91 Defence Equipment/Aviation Exhibition

— Ankara, Turkey — May 7-11, 1991 — Defence products (CA).

- Paris Air Show '91 — Paris, France — June 13-23, 1991 — Aircraft engines, components, avionics, aircraft and services (NS).

- Defence Mission to Madrid — Madrid, Spain — February 1992 — Defence manufacturers and equipment (SM).

Fisheries, Sea Products

- 51st International Fishing Fair — Ancona, Italy — May 23-26, 1991 — Fish products, fishing industry equipment (IB).

Forest Products

- Lumber & DIY Buyers from the Hague — Canada — June 1991 — Forestry products (BM).

- Secondary Wood Products Mission to Canada — B.C., Quebec — October 1991 — Manufactured wood products (BM).

- INTERBUILD — London, England — November 1991 — Building products (CA).

- BATIBOUW 92 — Brussels, Belgium — March 1992 — Building products (IB).

Industrial Machinery, Plants

- Environmental Technology 91 Mission — U.K., Germany — September 1991 — Environmental equipment (SM).

- IFEST 91 — Ghent, Belgium — October 22-25, 1991 — Advanced technology in environmental protection (IB).

- Environmental Mission to ECOTECH 91 and Austria — Netherlands, Austria — November 1991 — Waste processing equipment, solid waste recycling (SM).

Mining, Metals and Minerals

- Buyers from Athens to MINTEC 91 — Canada — September 1991 (BM).

Oil and Gas Products

- World Gas Exhibition 91 — Berlin, Germany — July 8-12, 1991 — Oil and gas equipment and services (CA).

- Canada/Norway Offshore Working Group — Canada — September 1991 — Oil and gas (BM).

- Offshore Europe 91 — Aberdeen, Scotland — September 3-6, 1991 — Oil and gas equipment (CA).

Transportation Systems

- Automotive Mission from Munich — Toronto, Ontario — June 1991 — Automotive parts (BM).

- UITP - Urban Transit Equipment Exhibition — Stockholm, Sweden — June 3-6, 1991 — Urban transit equipment (CA).

- IAA — Frankfurt, Germany — September 12-22, 1991 — Automotive equipment (CA).

- Automotive Trade Mission to GARAGEQUIP — Birmingham, U.K. — September 22-25, 1991 — Automotive products (SM).

- EQUIPAUTO — Paris, France — October 18-24,

1991 — Automotive products (CA).

Services Not Elsewhere Specified

- Nordic Mission to POLARTECH/Winter Cities — Montreal, Quebec — January 17, 1992 — Cold weather equipment, goods and services (BM).

- Salon de la Franchise — Paris, France — March 1992 — Services (CA).

General

- Porto International Trade Fair — Lisbon, Portugal — May 1991 — Consumer products and services, fisheries, advanced technology, construction, transportation (CA).

- 56th Thessalonika International Fair — Thessalonika, Greece — September 1991 — Multi-sector (IB).

USSR and Central and Eastern Europe Trade Fairs and Missions

Bulgaria

- SOFIA Technical Fair — Sofia — May 1991 — Hi-tech (IB).

Czechoslovakia

- Outgoing Telecom Mission — June 1991 (SM).

- Brno Engineering — Brno — September 1991 — Technical goods, capital equipment (NS).

- Incoming Telecom Mission — Canada — November 1991 (BM).

Hungary

- IFABO — Budapest — May 1991 — Office equipment, telecommunications, hi-tech (NS).

- Outgoing Telecommunications Mission — June 1991 (SM).

Poland

- POZNAN — Poznan — June 1991 — General industrial products (CA).

- Outgoing Telecommunications Mission — June or September 1991 (SM).

- POLAGRA — Poznan — October 1991 — Agriculture (CA).

Romania

- Outgoing Aviation/Transportation Mission — September 1991 (SM).

- TIB '91 — Bucharest — October 1991 — General industrial goods (NS).

USSR

- EXPO COMM — Moscow — May 1991 — Communications equipment, computers (NS).

- Outgoing Far East Mission — June 1991 — General industrial products (SM).

- STROYINDUSTRIA — Moscow — September 1991 — Building products, construction materials (NS).

Yugoslavia

- NOVISAD — Novisad — May 1991 — Agriculture (NS).

- ZAGREB — Zagreb — September 1991 — General industrial goods (NS).

Cable TV Industry In France Calls for Programs, Equipment, Consultants

By Peter Tanner

Third Secretary (Commercial),
Canadian Embassy, Paris.

Entry into the French cable TV market requires time, money, patience and resolve.

Eight years after a government-supported plan for providing the infrastructure (the laying of fibre-optic cables nationwide) for cable TV and other broad-band applications, only 350,000 households — out of more than three million with access to cable — chose to subscribe. That's a mere 2 per cent of the total number of households in the country.

But the situation appears to be improving. Cable subscription has more than doubled in the past year. It is predicted that, by 1995, subscribers will number 2.7 million, with 8 million households having access to the service.

To fulfill these forecasts — a strong cable TV network is a government priority — France will need equipment to establish the network, programs to attract customers, and marketing expertise to sell the service — all areas in which Canada excels.

The Industry Today

Each cable system in France has three partners:

- the cable operator (*cablo-opérateur*), responsible for the head-end of each cable network, the equipment on the customers' premises, and the content on the cable itself;
- the *cableur*, usually France Télécom, France's telephone company, responsible for the physical cable; and
- the controlling body, a municipal government agency.

Costing over \$30 per month, cable service is relatively expensive. It is not very well marketed; sev-

eral of the channels are available only in languages other than French; even those in French are unknown to viewers as they are not listed in most TV guides.

Now the push is on to overcome the penetration rate problem. The French are looking at marketing techniques used in other countries. Cable networks increasingly are offering a basic service complemented by options at a higher price and pay-per-view TV will become a reality with the introduction of Visiopass (an intelligent decoder/descrambler). And network channel capacity, now around 20 channels, will increase to 30 by 1992 and to 40 by 1994.

OPPORTUNITIES

Programming: *Cablo-opérateurs* are seeking specialized programming for niche markets (educational, ethnic, music, children's programs) and investing in new television channels to attract customers.

One operator, Générale des Eaux, has invested over \$20 million in such specialized services as Ciné-

Cinema, TV Sport, Planète, and Humour. More services will be created with other operators.

Canadian programming, not necessarily only French language, is also of interest. Dubbed programs are well accepted here. One large *cablo-opérateur*, La Lyonnaise des Communications, is planning to send a couple of its senior people to Canada on a program-hunting expedition this year. It has mentioned a strong interest in documentaries, in English (documentaries are relatively easy to translate) or French, that could be used when it establishes its educational channel.

One approach to breaking into this market was taken by Réseau des Sports, a Quebec-based sports network. It recently signed an agreement with TV Sport, its French counterpart, after initial contacts were made during an EAITC-sponsored French cable mission to Canada.

This contract sets up a framework for the exchange of programs between the two networks. Now the French can watch NHL hockey twice a week!

The cable networks are willing

Continued on page 9—Cable

Cable Show Brings Key Players Together

Rennes—To assist Canadian companies in their efforts to enter the French cable TV market, The Canadian Embassy, in conjunction with External Affairs and International Trade Canada (EAITC) and the Department of Communications, is planning a Canadian information booth at **Mediaville 1991**

Mediaville, to be held May 28-30, 1991, is an important conference which brings together all the key players in the cable industry: public authorities, elected officials, cable operators, those responsible for programming such as CNN, MTV, TV-Sport, etc. and equipment manufacturers. Mediaville 1990 attracted 2,000 participants and 50 exhibitors. An increase of 50 per cent over these figures is expected for this year's show.

A mission of representatives from six Canadian cable TV firms will accompany the Canadian Government contingent.

For further information on **Mediaville 1991**, contact Jim Kerr of EAITC's Information Technologies and Electronics Division (TDE). Tel.: (613) 995-7558. Fax: (613) 996-9265; or contact Patrick Julien, Department of Communications. Tel.: (613) 990-4211. Fax: (613) 958-8839.

Cable — *Continued from page 8*
to try programs that have limited general appeal, but that might have a strong niche market. NHL hockey is a good example. It is not well-known in France, but TV Sport is willing to give it a go to see if it develops a following.

The market for television program sales to the cable industry should see strong, steady growth over the next few years. Those interested in the market should contact Telefilm Canada as well as EAITC for more information (see box at right).

Networks/Equipment:

The next few years will be marked by heavy investment to establish the French cable networks. France Télécom is spending \$600 million per year establishing its infrastructure; the Générale des Eaux has earmarked a further \$100 million for its networks.

Despite the size of the market, potential equipment exporters must expect difficulties. Standards are different. Not only is the broadcast standard, SECAM, quite different from NTSC, thus affecting head-end equipment, but there is little use of the VHF band. Most of the cable distribution is done on the UHF band between 470MHz and 860MHz resulting in greater signal fading problems.

Electroline, a Canadian company that markets remotely addressable signal filters (to control clients' access to optional services), has a product eminently suited to the French marketplace with its abundance of apartment buildings. They have met the challenge and

modified the product by replacing the filter with one for the appropriate frequency range. This replacement component is manufactured in France. The product,

is currently a window of opportunity for selling equipment. Once the purchasing decisions are made, especially as the market saturates, the window will close.

Contacts

For a copy of a report on the Cable market in France prepared by the Embassy in Paris, or for more information on **Médiaville 1991**, contact EAITC (TDE) (613) 995-7558 or Communications Canada at (613) 990-4211. Fax: (613) 958-8839.

For information on marketing television programs in France, contact Telefilm Canada at (514) 283-6363.

therefore, has value added in France—an important consideration to many potential clients.

There is an awareness that Canada is very effective when it comes to installing cable systems. Cable installation costs in Canada are one-third what they are in France. This does not, however, mean that Canadians will not have to work hard to prove that they have something to offer. Companies will have to familiarize themselves with the political side of the cable industry as well as the technical side -- if they hope to have a chance. Canadian cable equipment companies are well advised to start talking to companies responsible for the cable systems in smaller French cities that have the flexibility to more rapidly integrate Canadian equipment into their installations.

With the rapid push to cable the country in the next few years, there

Marketing, Managing, Consulting:

On their visit to Canada in June 1990, representatives from the French cable industry showed great interest in Canadian marketing methods.

The idea of optional packages, the directed marketing to different segments of the population, the special rates for apartment buildings, the pricing of different services -- all were found to be very appealing. The visitors felt that Canadian experience had a great deal to offer France. However, France is establishing its network on a basis different from Canada's, with a different technical standard, different division of roles, and a very different political presence.

It is not clear that Canadian consultants or Canadian companies wishing to manage French cable firms will have an easy go of it. It should be noted that after several difficult years in France, Vidéotron, a large Canadian cable company, moved its European operations to England where it has been very successful.

Companies wishing to enter into the management of French cable companies perhaps have the most to offer in terms of experience, but may be faced with the most problems. Only those with a very strong Canadian base and with plenty of time and money to invest should consider such a move.

Thailand Hosts Electrical Exhibition This April

Bangkok—Canadian companies have an opportunity to participate in a proposed External Affairs and International Trade Canada (EAITC)-sponsored information booth at **ELENEX THAILAND'91**, being held in this capital city April 25 to 28.

The **Tai International Electrical and Electronic Engineering Exhibition** covers all

classes of electrical products, from materials used in factories, offices and hotels, to housing and infrastructure — all of which currently are experiencing a construction boom.

In a country whose economy is said to be growing at an annual rate of 10 per cent, the demand for electricity is increasing at a rate of 20 per cent annually. Indeed, the

Electricity Generating Authority of Thailand has an investment budget of US\$525 million over the next five years.

For more information on **ELENEX THAILAND'91**, contact A. McBride, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0959. Fax: (613) 996-4309.

Offshore Technology Conference: 1,200 Participants

Houston — Canadian companies involved in the offshore resources sector will not want to miss the **1991 Offshore Technology Conference (OTC'91)**, being held May 6-9 at this city's Astrodomain complex.

But they will have to act now if they want to join the 15 to 20 Canadian firms that are expected to participate in External Affairs and International Trade Canada (EAITC's) pavilion.

Canadian participants in **OTC'91** — an ideal venue to let the world see Canada's capabilities and services — will be among more than 1,200 of the world's foremost offshore manufacturing and services companies that will be showcasing their state-of-the-art technologies.

OTC '91, now in its 23rd year, is more than just a trade show. It is a major forum for the exchange of technical information vital to the exploration and development of ocean resources and the protection of the offshore environment. More than 30,000 delegates from around the world are expected to

attend discussions on political and economic trends which impact the industry.

Also on the agenda and featuring industry executives and government officials, are two special Management Sessions, "Future Directions in Offshore Technology - Deep Water and Frontier Areas" and "Offshore Safety - The Regulatory Environment". Seven "OTC Topical Luncheons" will offer registrants the opportunity to

learn details of other current offshore developments. The Honourable Jake Epp, Minister for Energy, Mines and Resources, is slated to address one of the gatherings.

For further information on participation in **OTC '91**, contact Pierre-Andre Rolland of EAITC's United States Trade and Tourism Development Division (UTO), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 991-9475. Fax: (613) 990-9119.

Atlanta Apparel Market Door to \$24-Billion Business

Atlanta — Canadian fashion designers and manufacturers are being encouraged to participate on an individual basis in the **Atlanta Apparel Mart "Autumn" Show** being held in this Georgia city April 11 to 17, 1991.

The encouragement is understandable: as far as apparel is concerned, the area covered by the Mart is the fastest-growing region

in the United States, with more than 24,000 apparel stores and annual retail sales in excess of \$24 billion.

That region, the Southeast U.S., includes Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia.

The "**Autumn**" Show, the largest market of the year, generally attracts more than 60,000 buyers and expectations are that Canadian manufacturers should fare well in promoting apparel for the fall and winter seasons.

At the October 1990 show, at which there was a Canadian Pavilion, 15 Canadian companies exhibited goods ranging from women's formal wear to readywear, sportswear and accessories. From business contacts made at the event, they anticipate 12-month sales in excess of US\$1.6 million.

For further information on the **Atlanta Apparel Mart "Autumn" Show**, contact Burke E. Darling, Canadian Consulate General, Suite 400, South Tower, One CNN Center, Atlanta, Georgia 30303-2705, U.S.A. Tel.: (404) 577-6810. Fax: (404) 524-5046.

Information also is available from Milton Crane, Atlanta Apparel Mart. Tel.: (404) 220-2828.

International Trade Fairs

A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate — but in which Canadian companies might be interested — take place internationally. Some which have crossed this desk include:

- **BAUTECHNIK'91** — April 18-23 — Markkleeberg (near Leipzig), Germany. Building materials machinery, construction machines, equipment and vehicles. For information, contact Munchener Messe-und Ausstellungen-gesellschaft GmbH, Messegelände, Postfach 12 10 09, W-8000 München 12. Telex: 5212086 ameg d. Fax: (89) 5107-172.

- **Fishtec'91** — April 25-28 —

Cuxhaven, Germany. The first fishery trade exhibition in the united Germany covers fisheries, the fish processing industry, aquaculture and sea environment protection. For information, contact Fachausstellungen Heckmann GmbH, Hannover/Bremen, Group Deutsche Messe AG, Hollerallee 23, 2800 Bremen 1. Fax: (0421) 349026.

- **EUROPHARMEX** — April 26-28, 1991 — Verona, Italy. International Pharmacy Exhibition, in a market valued in excess of \$18 million annually, is reserved for pharmacists, medical doctors and businessmen. For information, contact UTET Periodici Scientifici, Viale Tunisia 37-20124, Milan, Italy. Fax: 2-6598580.

Good Market in Switzerland for Process Control Equipment

Switzerland manufactures process control instruments and systems — yet 80 per cent of the country's components, instruments and computers are imported, primarily from Germany and the United States.

The country's strong interest in quality, automation, labour-saving devices (unemployment is 0.5%) and computer systems provides the ideal environment for the process control industry.

Switzerland's purchasing trends cover all sensing and data acquisition elements for practically all types of physical and analytical parameters, programmable controllers, process computers and peripheral equipment.

In 1989, the Swiss process control market was valued at an estimated \$375 million — excluding computers and peripheral equipment.

Electrical and electronic instruments account for 40 per cent of the market, followed by process computers (29%), non-electrical and non-electronic instruments (15%), and control valves (15%).

In the next five years, it is projected that capital intensive highly automated systems will grow in:

- process control computers and peripheral systems — by 82 per cent;
- electrical and electronic instruments — by 39 per cent;
- control valves — by 32 per cent; and
- non-electric and non-electronic instruments — by 25 per cent.

Trade Shows

- **Swiss Data, Basel:** Held every second year, this show features computers, peripheral equipment and software;
- **Computer, Lausanne:** This annual (April 23-26 this year) fair specializes in computers, peripherals and software;
- **Ineltec, Basel:** Alternating with Swiss Data every second year, this show (September 1-13 this year) covers electronic manufac-

turing equipment, instruments and controls;

- **IImac, Basel:** This fair, held every three years, features laboratory instruments and process controls for the pharmaceutical industry;

- **MicroTechnic, Zurich:** Held every two years, this show (October '91) is an international exhibition for production measurements and quality control; and

- **Swiss Tech, Basel:** This annual fair highlights sub-contracting, production techniques and industrial supplies.

For information, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Interested parties may also contact directly the Canadian Embassy, Commercial/Economic Division, 88 Kirchenfeldstrasse, 3005 Berne, Switzerland. Tel.: (31) 44 63 81. Fax: (31) 44 73 15. Telex: 911308 DMCN CH.

International Trade Centres

External Affairs and International Trade Canada and Industry, Science and Technology Canada have established International Trade Centres across Canada which provide a wide range of services to companies seeking export counselling.

Newfoundland
Tel.: (709) 772-5511
Fax: (709) 772-2373

Prince Edward Island
Tel.: (902) 566-7400
Fax: (902) 566-7540

Nova Scotia
Tel.: (902) 426-7540
Fax: (902) 426-2624

New Brunswick
Tel.: (506) 851-6452
Fax: (506) 851-6429

Quebec
Tel.: (514) 283-8185
Fax: (514) 283-8794

Ontario
Tel.: (416) 973-5053
Fax: (416) 973-8161

Manitoba
Tel.: (204) 983-8036
Fax: (204) 983-2187

Saskatchewan (Saskatoon)
Tel.: (306) 975-5925
Fax: (306) 975-5334

(Regina)
Tel.: (306) 780-6108
Fax: (306) 780-6679

Alberta (Edmonton)
Tel.: (403) 495-2944
Fax: (403) 495-4507

(Calgary)
Tel.: (403) 292-6660
Fax: (403) 292-4578

British Columbia
Tel.: (604) 666-0434
Fax: (604) 666-8330

InvestTech '91 Workshops Slated for Cities Across Canada

Investment and technology officers from 21 Canadian embassies and consulates abroad will offer their specialized knowledge and experience to Canadian business people across Canada from April 22 to May 3.

The consultations are part of **InvestTech '91**.

Subjects for discussion cover such areas as strategic partnering, licensing of product or process technology from abroad, greenfield and equity investment, transfers of know-how and joint venturing.

So if you are looking for new technology from Europe or Asia, or a strategic alliance with a company in the U.S. or elsewhere, knowledgeable advice gained from these workshops can help immeasurably.

The events — one-on-one meetings, and workshops/seminars on key business concerns and interests — will be held in St. John's (April 23), Halifax (April 24), Montreal (April 25), Quebec City (April 25), Toronto (April 29), Ottawa (April 22), Winnipeg (April 30), Regina (April 30), Saskatoon (May 1), Calgary (April 30) and Vancouver (May 2). Selected officers will also make scheduled visits in 29 other centres.

InvestTech '91 is co-sponsored by the Investment Development Program and the Technology Inflow Program of External Affairs and International Trade Canada (EAITC), with the cooperation of Industry Science and Technology Canada (ISTC), the National Research Council (NRC), and provincial governments.

For more information on registration in your area, contact EAITC's Info Export. Fax: (613) 996-9709. Tel. (toll free): 1-800-267-8376 (Ottawa area: 993-6435).

BUSINESS AGENDA

Winnipeg — March 20 — Seminar on Doing Business With Japan. Mizuyuki Kurata, a Japanese business expert currently on secondment as senior trade adviser with the Canadian Exporters' Association, will provide an insider's guide to the dynamic Japanese market. To participate, contact Kathleen Rudko, Industry, Trade and Tourism. Tel.: (204) 945-8214. Fax: (204) 957-1793; or Gail Ksonzyna, ITC, Winnipeg. Tel.: (204) 983-2594. Fax: (204) 983-2187.

Montreal — March 27 — Europe 1992: Standards Conference. This seminar, to be held at the Hotel Bonaventure, is co-sponsored by EAITC and Le ministère des Affaires internationales du Québec. For information, call (613) 996-8771.

Toronto — March 27 — Managing Innovation and Technology. This third annual conference, organized by the Conference Board of Canada, will help participants develop effective strategies for managing innovation and technology, to meet the challenge of international competition and technology transfers. Conference fee is \$565 for non-associates of the Conference Board; \$465 for associates. Contact The Conference Registrar, The Conference Board of Canada. Tel.: (613) 526-3280, ext. 240. Fax: (613) 526-4857.

Montreal — April 14-16 — Fifth Annual Joint Meeting of the Canada-Taiwan Business Association (CTBA). This year's event will provide an opportunity to meet representatives of Taiwanese and Canadian firms from all sectors,

especially high-tech industries. The theme of the meeting is Canada and Taiwan: Gateways for Trade and Investment Flow. Contact Elsie Lee, Canada-Taiwan Business Association, Ottawa. Tel.: (613) 238-4000. Fax.: (613) 238-7643.

Vancouver — April 22-23 — Asian Development - A Global Partnership. Preceding the Annual Meeting of the Asian Development Bank Board of Governors, this two-day business seminar will emphasize, among other topics, the role of private enterprise in development work. Plenary sessions, workshops and discussion groups will focus on key financial and development issues to be faced over the next ten years. Speakers will include government officials, international banking representatives, and heads of major corporations and international agencies.

Registration fee is \$475 (before March 15); \$575 (after March 15). To register, contact International Conference Services, Asian Development Business Seminar Society, Vancouver. Tel.: (604) 681-2153. Fax: (604) 681-1049.

St. John's/Halifax/Montreal/Quebec City/Toronto/Ottawa/Winnipeg/Regina/Saskatoon/Calgary/Vancouver — April 22-May 3 — InvestTech '91 (complete article on p.11). Investment and technology officers from 21 Canadian missions abroad will tour Canada this spring to share their expertise and know-how in such areas as strategic partnering, licensing of product or process technology from abroad, equity investment, transfers of know-how and joint venturing. For information on registration and dates, contact Info Export (see box at bottom of page).

Publications

EAITC Publications

The following publication is available from Info Export (see the box at the bottom of the page to order).

New Release

Extending the Network: The Science and Technology Mechanisms and Programs of External Affairs and International Trade Canada (#11TB) provides Canadian players in this field with current data on S & T including its increasing role as an international currency. The publication details the existing mecha-

nisms for facilitating trade in the sector (bilateral and multilateral co-operation relationships, Science and Technology Counsellors' Network, and the Technology Development Officers' Network). Canada's participation in international science programs is outlined and External Affairs and International Trade Canada support programs are described with examples to demonstrate their respective roles. A comprehensive list of contacts, at EAITC and abroad, is provided in the Appendix: The Science and Technology Officer Network.

Info Export

Info Export is a counselling and reference service for Canadian exporters.

Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435).

To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (i.e. 99AZ).

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External Affairs and
International Trade Canada

Business Visitors to Canada Can Obtain a Goods and Services Tax (GST) Rebate

Your foreign (non-resident) business associates will be interested to learn that they can get a rebate of the Goods and Services Tax (GST) that they pay on certain goods they purchase in Canada, provided that the goods are removed from Canada within 60 days

operators and travel organizers will deduct the GST that qualifies for a rebate from the price of the package so that the non-resident individual will get the benefit of the rebate at the time the package is purchased.

How to Claim

Claiming the GST rebate can be done by filling out the "Visitors Application for Rebate of Goods and Services Tax" and:

- taking the completed form to a participating Canadian Duty Free Shop for an immediate cash rebate of up to Cdn \$500 per day; or
- by mailing the form to Revenue Canada, Customs and Excise.

date the goods/accommodations were purchased to claim the GST rebate. Applications made by mail can be done only once every three months. Applications, in person, can be made at any time at participating Duty Free Shops. Visitors to Canada who make occasional purchases of goods for their businesses can file one GST Visitor Rebate application per month. Visitors to Canada who make regular business purchases cannot use the "Visitor Application for Rebate of Goods and Services Tax". They must use the "General Rebate Application" form available from Revenue Canada Customs and Excise offices.

Further Information

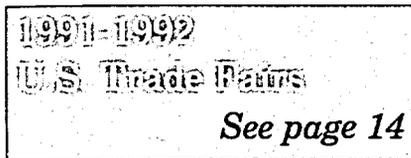
Details on rebates for non-residents are provided in the GST pamphlet *Rebate for Visitors*, which includes a rebate form. The pamphlet is available from all Canadian Consulates, Canadian Customs offices, most tourist information offices, participating Canadian Duty Free Shops, and retail outlets, or by writing to: Revenue Canada, Customs and Excise, Visitors' Rebate Program, Ottawa, Canada K1A 1J5.

Assistance is available by calling (toll-free): 1-800-66VISIT from anywhere in Canada; or (613) 991-3446. The telephone number for the hearing impaired is 1-800-465-5770 (in Canada).

Further information on the GST's effects on the business of Canadian exporters will be featured in upcoming issues of *CanadExport*.

Supplement: Belgium

See pages 7-10



of purchase. They may also claim a rebate for the GST paid on short-term accommodations.

The rebate claim must be for at least \$7 (that is, if the amount paid for goods and/or short-term accommodation in Canada was Cdn \$100 or more). The rebate can be accumulated over several visits.

A GST rebate cannot be claimed for such goods and services as dry cleaning and shoe repair; goods left in Canada; meals/restaurant charges; camping and trailer park fees; alcoholic beverages; tobacco products and automotive fuels.

Accommodations

Accommodations of less than one month per location, when purchased directly from hotels, motels or similar lodgings in Canada, qualify as services for which the GST is rebated. Note that the accommodation rebate is available to non-resident individuals or to the party that arranged and paid for the accommodation.

Non-resident individuals cannot claim an accommodation rebate when the accommodation is purchased outside Canada from a tour operator or travel organizer as part of an all-inclusive package. Tour

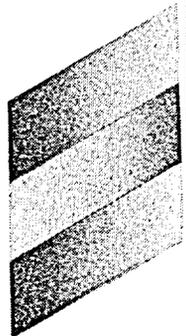
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The visitor must present or include original bills of sale or original itemized receipts. If the amount to be rebated exceeds \$500, the application must be mailed. Accommodation receipts should clearly show the number of nights of accommodation. All receipts are returned to the applicant and, in the case of applications made at a Canadian Duty Free Shop, are immediately returned.

Claim Period

Visitors have one year from the



Canada

A NEW LOOK AT EXPORTING

Exporting: Intuition Versus Strategy

A recent survey of several successful exporting companies has brought some interesting information to light.

Many companies tended to pursue a clear-cut strategy. Their approach to exporting was structured and was part of a carefully designed business plan.

Other companies, by contrast, were doing just as well without an exporting strategy. They got into exporting by chance: someone placed an unsolicited order, the owner or president discovered an opening for his company's products while vacationing abroad, or they just happened to reply to the right proposal in *CanadExport's* "Business Opportunities" column.

Intuition or Strategy

Is it best to operate by intuition, or should you have a carefully laid-out plan?

Since not everyone has the same power of intuition, I prefer to see intuitive feelings decided or confirmed on the basis of a clearly defined analysis and strategy.

Exporting by intuition alone is like buying lottery tickets: you might win; you might not. With a strategy and an action plan, the percentages are on your side.

A strategy is a formulation of plans to place an enterprise in a position where it can survive and prosper relative to its global competitors. Your plans must enable you to take advantage of market conditions.

A strategy is determined by the ultimate goal of the company. It depends on openings in the mar-

ket, the resources and capabilities of the company, management's values and goals, and its obligations to society — consider, for example, the effect of the local content requirement established by the CRTA.

Usually, a company's ultimate goal — using its expertise to manufacture a specific product or products — is to generate profits and bring a return to its shareholders. This ultimate goal is expressed in terms of objectives.

For example: A company may manufacture a watch for use by left-handed people in an attempt to capture an untapped or niche market in a specific dollar range. The external mechanisms would appear opposite to where they normally are found.

While the manufacturing here represents a technological challenge, evaluating the market — and the company's ability to capture it — is an analytical undertaking.

Many people believe they have all of their strategy in their head. But if they cannot put it down on paper, they fail the test of clarity. How will they be able to put a plan into practice if they are unable to express it in writing?

An easy way to evaluate the content of a strategy is to ask yourself some basic questions concerning methodology: Exactly what do I wish to do? How am I going to achieve my goal? What resources will I be using? At what stages will I measure the results? What criteria will I adopt?

The context in which a company is operating will enable it to establish its objectives. These objec-

tives require initiatives. The initiatives, in turn, must aim at measurable goals. Preparing a business strategy is a matter of long-term qualitative and quantitative planning. It involves a good deal of work — in other words, time must be set aside from the pressures of daily business. But you will find that the fresh insights and new perspectives gained through preparing a business strategy are well worth the effort.

René-François Désamoré
Editor-in-Chief

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,

Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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ISSN 0823-3330

BRAZIL — A company engaged in industrial ventilation, surface treatment and chemical pollution control seeks an **industrial cooperation agreement** to help improve the efficiency of its **environmental control designs**. Specific new product interest is **wood-drying kilns, including automatic controls**. Contact Bill Denning, Project Manager, CPCS Technologies Ltd., 740 Notre-Dame Street West, Suite 760, Montreal H3C 3X6. Tel.: (514) 876-1915. Fax: (514) 875-1023. Telex: 055-60147. (CPCS Technologies Ltd., with the financial support of the Canadian International Development Agency (CIDA), is engaged in a three-year program to foster industrial cooperation agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State of Parana—BADEP).

BRAZIL — With 1989 sales of US\$15.5 million (US\$2.4 million in exports), a company, established here in 1971 and with 500 employees, seeks **up-to-date technology for a broad range of human health products, specifically biotechnological, pharmaceutical and diagnostic test products**. Contact CPCS Technologies as in Brazil notice above.

HUNGARY — A firm here wishes to enter into a **joint venture** with a view to manufacturing **specialty designed and built electromotors (DC and asynchronous) and generators**. Contact (quoting reference number 90.1.0099 IE) Mrs. Ilyes, INVESTCENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-5044/228. Fax: (36-1) 118-3732.

HUNGARY — A commercial shareholding **cosmetics company** seeks to **join a chain of department stores** either through **joint venture** or through **selling shares**. Contact (quoting reference number 90.1.0111 IE)

same as first Hungary notice.

SINGAPORE — **Frame woods, sealant silicone and aluminum moldings for picture frames** are being sought by David Leong, Managing Director/Ms. Lina Foo, Manager, Mei-Ou Ya Trading Pte Ltd., No. 41 Defu Lane 6, Singapore 1953. Tel.: 287-3222. Fax: 289-2583.

SINGAPORE — Among the items being sought by a company here are **pool equipment and leisure products, prefab pools, gazebos, saunas, PVC valves/pipes and calcium hypochlorite**. Contact Lewis Koh, Director, Rock

Nelson Chang, Active Chemical Industry, 21 Cavan Road #03-00, Singapore 0820. Tel.: 294-4944. Fax: 298-0202.

SINGAPORE — **Computer-related accessories, peripherals and add-on products** are being sought by G.S. Ng, Managing Director, PET Computers Services(S) Pte Ltd., No. 9 Kallang Place #04-05/07, Kallang Basin Industrial Estate, Singapore 1233. Tel.: 296-3111/296-7222.

SINGAPORE — A company here seeks **high-value technology products (information technology, electronics, communications)** for the Asian market. Contact Peter Young Lai, Managing Director,

Alphatec Resources Pte Ltd., 4 Robinson Road #03-04, Commercial Union Building, Singapore 0104. Tel.: 225-5186/7. Fax: 225-1860.

SINGAPORE — An engineering firm wishes to import **materials handling products and trailer components**. Contact W.S. Tay, General Manager, Zenith Engineering Pte Ltd., 34 Joo Koon Circle, Singapore 2262. Tel.: 861-1100. Fax: 862-1948.

SINGAPORE — A technical services firm wishes to import **radar and related equipment; gyro compasses; satellite communications, radio communications and electronics equipment**. Contact Gerard Tham, Managing Director, Seanav Technical Services Pte Ltd., 3 Kallang Junction #04-00, Special Products Building, Singapore 1233. Tel.: 291-9526. Fax: 293-9433.

SINGAPORE — An oilfield services firm seeks **gate needle valves, butterfly and ball valves, gloves, related oilfield equipment and spares**. Contact N. Ramalingam, Managing Director, Raanko Oilfield Services Pte Ltd., Block 34 Whampoa West #01-19, Singapore 1233. Tel.: 295-0255. Fax: 294-8988.

Business Opportunities

Water Products Pte Ltd., 3027 Ubi Road 1 # 02-106, Singapore 1440. Tel.: 747-6066. Fax: 747-7518.

SINGAPORE — A trading company seeks to import **electro-optical and military ordnance equipment**. Contact Chan Seng Kee, General Manager, Taga Trading Pte Ltd., No. 27 Tuas Avenue 8, Singapore 2263. Tel.: 861-9149. Fax: 861-5644.

SINGAPORE — An engineering firm wishes to import **pneumatic products, mechanical handling equipment and machinery and tooling**. Contact Heo Yew Seng, Director, Skymech Automation and Engineering Pte Ltd., Block 1023 Woodlands Industrial, Park 'D' #03-06, Singapore 2573. Tel.: 368-9938. Fax: 344-7353.

SINGAPORE — Being sought by a trading company here are **oil fats, waxes, extracts, derivatives, organic chemicals, phosphoric acid and aluminum (including alloys)**. Contact Harish Soonderji, Managing Director, Agrind Trading(S) Pte Ltd., 100 Beach Road #15-05, Shaw Towers, Singapore 0718. Tel.: 296-2002. Fax: 291-2278.

SINGAPORE — **Industrial wiping paper** is being sought by

Taiwan Could Source from Canada

Canadian exporters have an opportunity to supply more than 200 assorted products to Taiwan, which is attempting to diversify its import sources.

This opportunity also could help Canada reduce its three-to-one trade deficit with Taiwan, says Ted Lipman, Deputy Director, Trade and Tourism, Canadian Trade Office (CTOT) in Taipei.

(CTOT is an office of the Canadian Chamber of Commerce, established in 1986 to encourage and support the increase of two-way trade and investment between Canada and Taiwan).

"It is rare to find Taiwan so forthcoming to promote imports, so this is an opportunity worth following up," Lipman says.

And there is a caveat. Lipman advises that, while the prospect is "exciting", exporters to Taiwan should understand that "market share is earned, not inherited. Any successes coming out of this exercise will be based on aggressive follow-up of enquiries, quality, price, etc."

The import diversification list is divided into four categories: machinery; industrial parts and accessories; raw materials; and consumer products — with each item having a product category (HS) code.

Copies of the list may be obtained from Info Export (see box bottom of page 16).

Companies interested in supplying these products to Taiwan will have their catalogues displayed in CTOT and China External Trade Development Council (CETRA) trade libraries for perusal by local enterprises. Be sure to quote the product category (HS) code.

Catalogues should be sent to Mr. C.T. Wu, Section 5, Second Department for Market Development, China External Trade Development Council (CETRA), 5th Floor, 333 Keelung Road, Section 1, Taipei, Taiwan, Republic of China.

Copies of correspondence also should be forwarded to Ted Lipman, Canadian Trade Office in Taipei; 13th Floor, 365, Fu Hsing North Road, Taipei 10483, Taiwan. Fax: 886-2-712-7244. Telex: 29484 CANTAI.

Canada-Taiwan Associate in Montreal

"Canada and Taiwan: Gateways for Trade and Investment Flow" is the theme this year of the Fifth Annual Joint Meeting of the Canada-Taiwan Business Association (CTBA), being held April 14 to 16 at Montreal's Bonaventure Hilton Hotel.

High-technology industries, manufacturing and investment, trade and services are the focal points of the meeting. But participants also will meet with senior representatives of Taiwanese and Canadian business firms — from all sectors — to discuss:

- opportunities for trade, services and joint ventures in Taiwan;
- Taiwan's US\$125 billion Six Year Infrastructure Plan that will require a vast array of foreign technology and expertise; and
- impediments and solutions to trade and investment.

Business and trade advice also will be offered by experts from the Canadian Trade Office in Taipei; the Export Development Corporation; External Affairs and International Trade Canada; and other government offices.

Two-way trade between Canada and Taiwan has increased from Cdn\$232 million in 1974 to Cdn\$3.23 billion in 1989 and many trade and investment opportunities continue to exist for Canadian companies that are willing to seriously explore this market.

For further information or to register, contact Elsie Lee or Denis Trottier, the Canada-Taiwan Business Association, Canadian Chamber of Commerce, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Contracts Awarded

The Ottawa firm of consulting engineers, **Howe International Ltd.**, has been awarded a \$4.9 million contract to provide an integrated port and base system for the Jurong Port in Singapore. The project involves computerization of the port and marine base operations.

Burnaby-based **P.M. Sulcs & Associates Ltd.**, will supply El Paso Natural Gas with software designed to control maintenance procedures and costing for its installations located throughout the southern United States.

LGL Group, Montreal, will help plan the reorganization of the administration and infrastructure of the City of Moscow. The SNC subsidiary recently signed a US \$4.3 million consulting contract to carry out the first phase (an 18-month study) of the project, which involves the privatization of housing, the establishment of a mortgage finance system, the implementation of municipal taxation, and the renewal of Moscow's municipal infrastructure. Partners working with LGL are Raymond, Chabot, Martin, Paré, Montreal, and McMillan Bull Casgrain, Ottawa.

The International Division of **Babcock & Wilcox**, Cambridge, will supply steam generators and heat exchanger components, valued at more than \$32 million, for the Wolsong II CANDU Nuclear Power Station in Korea. The Wolsong II, designed and manufactured by Atomic Energy of Canada Ltd., was purchased by the Korea Electric Power Corporation in December of last year.

Two Quebec engineering companies, **Le Groupe S.M.** of Sherbrooke, and **Dynamis Envirotech** of Longueuil, will carry out a pre-feasibility study for hazardous waste management in Mexico and Mexico City. The joint venture contract is worth \$1.3 million.

Major Airport Projects in Pacific Rim Could Give Canadian Exporters a Lift

Airport, infrastructure and other major projects are taking off around the Pacific Basin — affording Canadian companies potential business opportunities that will stretch throughout the 1990s.

But to take full advantage of such potential, Canadian firms must get in on the ground floor and maintain a high profile.

Some are already doing that — most recently through participation in APEX'91; others shouldn't hesitate to test the waters.

In addition to Hong Kong's massive US\$18 billion Port and Airport Development Strategy (PADS) — in which some Canadian companies already are involved, other projects planned or underway include:

- Construction of a new international airport in Macao;
- Construction of a new airport in southern China;
- Construction of an airport in Mongolia;
- Plans for a new airport in South Korea;
- Building Japan's Kansai Airport on an island near Osaka;
- Plans for two mass-transit railway projects in Thailand; and
- Infrastructure projects in Taiwan and Singapore.

Cornerstone of the PADS project is the construction of Chep Lap Kok airport for which the engineering consulting firm Marshall Macklin Monaghan Ltd. (MMM) of Markham, Ontario, in association with Wardley Capital Limited of Hong Kong, will serve as financial adviser on the airport planning phase.

Scheduled for completion in 1997, the airport alone will require the reclamation from the sea of enough land to cover almost 1,000 hectares. The state-of-the-art airport, open 24 hours a day, will have two runways capable of handling 80 million passengers and 4.4 million

tonnes of cargo per year.

Infrastructure required for PADS will include a five-fold expansion of the colony's container port (already the world's busiest); extensive transportation links (highways, freight/passenger rail lines, a road tunnel and suspension bridges); a new town to accommodate 150,000 people; and the development of light industrial zones.

To date, more than 50 companies, Canadian firms among them, from around the world have bid or expressed an interest in bidding on various PADS-related contracts. The complete project is scheduled for completion in 2006.

It was the PADS project in particular — and other regional projects previously mentioned — that brought 12 Canadian companies (four of whom participated as a result of a front-page article in the November 15 issue of *CanadExport*) to APEX'91, the **International Airport, Port & Transportation Development Exhibition** held January 24-27, 1991 in Hong Kong.

"APEX is not just a show about the Hong Kong airport," said Mr. C.S. Lee, project manager for the Hong Kong Trade Development Council, one of the show's organizers.

"This is a show about the infrastructure development in the Asia-Pacific region. The visitors came to show their expertise for projects all over the region."

That's pretty much what Canadian APEX participants did. In addition to serious inquiries relating to the Hong Kong project, a number of Canadian companies reported serious inquiries — and potential contracts — relating to projects in Macao, Mongolia and Singapore. Over a 12-month period, they anticipate sales in excess of \$15 million.

"We don't expect any Canadian

companies to walk away from APEX with signed contracts," Leslie Reissner, Assistant Trade Commissioner, Commission for Hong Kong, said prior to the opening of the show. "We see this as the beginning."

Another "beginning" and one which will help Canada maintain a high profile in the region will be **Festival Canada'91**, a series of Canadian activities planned for Hong Kong during the month of June. (These events will be published in future issues of *CanadExport*).

For further information on Hong Kong's airport/port development project — a Canadian trade commissioner has been assigned to PADS — contact Mr. Leslie Reissner, Commission for Canada, G.P.O. 11142, Hong Kong. Telex: (Destination code 802) 73391. Answerback: (73391 DOMCAHX). Fax: (011-852) 847-7441.

Information on PADS, other potential opportunities, APEX and possible future shows may be obtained from Dan Mrkich, East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6962. Fax: (613) 996-4309.

Information on the new address for the Commercial/Economic division of the Canadian Embassy in the Netherlands is 25 Parkstraat, 2514 JD, The Hague. The new fax number is (070) 356-2823.

The new address for the Commercial Office in Barcelona, Spain is Travessera de les Corts 265, ent 1a, 08014 Barcelona, Spain. Tel.: (34-3) 410 66 99. Fax: (34-3) 410 77 55.

The new address for Canada's Commercial Office in Barcelona, Spain is Travessera de les Corts 265, ent 1a, 08014 Barcelona, Spain. Tel.: (34-3) 410 66 99. Fax: (34-3) 410 77 55.

Computer Products Market in Switzerland

A number of factors make Switzerland a market worth exploring — especially for Canadian exporters of computer equipment, components and software:

- There is an absence in Switzerland of a major domestic manufacturing base for this sector which relies heavily on imports (\$3.6 billion in 1990);
- Market growth in this sector is projected at 4 per cent to 6 per cent;
- Labour-saving devices, automation and computer systems are much in demand;
- Switzerland's international and multilingual diversity, as well as its central location, make the country an excellent test market, acting as a springboard to the rest of Europe.

Today's Market

In 1990, it was estimated that businesses alone (excluding home and entertainment) used 400,000 PCs, compared to 15,000 in 1986. The annual growth rate has been impressive, with 1989 purchases of software and materials totalling \$4.5 billion.

A recent study showed that more than half of the PCs are used in small businesses with less than 20 employees. Of the businesses and industrial corporations, 92,000 are using PCs while 23,000 use either mainframes, microcomputers or PCs. The mainframe market has softened to about \$600 million annually.

Intelligent and graphic workstations and UNIX systems are in great demand for CAD/CAM/CIM/CAL/CE, as well as for the sophisticated business activities of the banking and insurance industries and international organizations located in Switzerland.

Over 85 per cent of equipment is purchased rather than leased and no one major company totally dominates the market. Distributors are the key to entering the Swiss market and most tend to be members of SWICO, the business equipment and computer associa-

tion located in Zurich, or SAP, a diverse high-tech organization also located in Zurich.

A grey market in equipment does exist; however, the market's major players operate their own network of franchised dealers or system houses.

Currently, imported computer equipment is supplied by Germany (23 per cent); the United States (19 per cent); the United Kingdom (13 per cent); and the Netherlands (12 per cent).

Quality and service remain the hallmarks of success in a market that is extremely competitive, especially for distributors.

Switzerland is a small (6.7 million people) competitive market in the centre of Europe. It does not have value added tax. It is not a member of the European Community (EC). It does, however, have tariff free trade with the EC and the European Free Trade Association (EFTA) countries.

Trade Shows

National, local and vendor-organized trade shows are held in Switzerland, among them being:

- **Swissdata, Basel** — A biannual computer show for science and industry, generally held in September.
- **BUFA, Basel** — A biannual computer, business equipment, furniture show alternating with **Swissdata**.
- **Computer, Lausanne** — An annual computer show focussing on Suisse romande.
- **Burexpo, Geneva** — An annual regional computer show.
- **Logic** — A series of regional shows held annually in St. Gallen, Bern, Zurich and Lugano.
- **Computer Graphics, Zurich** — An annual computer graphics show held in January.

For further information on Canadian opportunities in the Swiss computer equipment, components and software market or on the above trade shows, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Divi-

sion (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Interested parties may also contact directly the Canadian Embassy, Commercial/Economic Division, 88 Kirchenfeldstrasse, 3005 Berne, Switzerland. Tel.: (31) 44 63 81. Fax: (31) 44 73 15. Telex: 911308 DMCN CH.

Office Organization, Communications Show in Hungary

Budapest — Space is available for about 10 to 12 Canadian companies interested in exhibiting in External Affairs and International Trade Canada's national stand at **IFABO**, the **International Trade Fair for EDP, Office Organization and Communications Engineering**.

Being held May 7 to 10, 1991 in Hungary's capital, **IFABO** attracts international exhibitors of data and information processing equipment, EDP equipment, office furniture and machinery, mail processing systems, and telecommunications, printing, copying and microfiche technology.

Integrated with **IFABO** are **Datenbank 91**, an international trade fair for the electronic compilation of information — a survey of more than 4,000 databases worldwide will be conducted; and **Programma 91**, an international software trade fair that provides software solutions for all ranges of applications and computer systems — an important event for software manufacturers and their customers.

Companies interested in participating in **IFABO** should contact John Smiley, USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6359. Fax: (613) 995-1277.

Belgium

Your Partner in the Europe of 1992

Prepared by the Canadian Embassy in Brussels

Size can be deceptive.

Belgium is small, about half the size of Nova Scotia. But it is big — in terms of population (10 million people), commerce and industry.

The country's capital, Brussels, is the headquarters of the European Economic Community (EEC), a factor, but not the only one, that makes Belgium an important player in the international business world.

The country, centrally located, can be a door through which Canadian companies can gain access to the Single Market of 1992.

Data reveal that:

- Belgium exports 70 per cent of its Gross National Product, the highest ratio of all the industrialized countries;
- Three-quarters of the EEC's purchasing power lies within 350 km of Brussels;
- Belgium stands alongside France as Canada's fourth-largest market in Europe;
- The Belgian economy has experienced an average growth rate of 4 per cent over the past five years;
- It is one of the best situated countries to take advantage of the Single Market;
- It has the highest concentration of foreign investment in the world and, until quite recently, was Canada's third-ranking source of such investment, after the U.S. and England.

Sales Channel to Europe

Belgium's position in international trade is also completely disproportionate to its population. With 0.21 per cent of the world's people, Belgium is responsible for 3.2 per cent of its trade. It is the EEC's sixth-largest importer despite having only 3.1 per cent of the population of the EEC.

Belgium's trading position exhibits two fundamental characteristics that make it a most inter-

esting market for Canadian companies wishing to penetrate the Single Market of 1992.

First, Belgium is a veritable **microcosm of the Single Market** and, as such, is an incomparable test market, making it an unparalleled port of entry to the EEC.

The country's population, like Europe's, is a highly diversified and cosmopolitan one. It combines in the same territory the Germanic and Latin cultures represented by its Dutch-speaking (55%), German-speaking (5%) and French-speaking (40%) people.

It also has a very large number of foreigners employed by the institutions of the EEC, NATO, and some 850 international organizations. Belgium is home to thousands of multinational companies, many of which have chosen the country as the centre from which to coordinate their European activities. Belgians are polyglots by nature. Their purchasing power is among Europe's highest.

Belgians are very sensitive to quality and service and have long been exposed to products of the most diverse origins. Unlike many of their neighbours, they do not exhibit the nationalistic reflex of automatically favouring a national or European product over a foreign one.

The second characteristic is that its geographic location and its infrastructures make Belgium a veritable pan-European centre of distribution.

The reason it exports 70 per cent of its GNP is not only because it specializes in the processing of raw materials and re-exports them as finished and semi-finished products to Europe and elsewhere, but also because it is at the head of a formidable distribution network, radiating out into the rich surrounding markets, where 75 per cent of the EEC's purchasing power lies.

As well as having the continent's second-largest port, Belgium has a tremendously effective commercial infrastructure based on one of the continent's most dense and most efficient transportation and communications networks.

Assessing the Market

But selling to Belgium involves more than merely wishing to. The Belgian market is very sought after and is highly competitive; its buyers are generally loyal to their suppliers, many of whom have long been established there.

Success, nonetheless, is within the grasp of companies that market high-quality goods and services that have already given them a strong position on the North American market.

It is also within the grasp of companies that are willing and able to invest the time and money required to adapt their marketing approach to the requirements of the European market and to patiently demonstrate their seriousness and their determination.

It is possible to experience overnight success, but your approach to the Belgian market must be well-planned and sustained and will normally require a medium-term commitment.

A Tailor-Made Partner

Belgium has long been one of the most open European countries, and its economic policy is based on free enterprise and competition. The Belgium-Luxembourg Union was formed back in 1921. The formation of the Benelux, after World War II, was a prelude to the formation of the European Communities.

Thus free trade and international business have been the customary way of doing things in the first country after England to be industrialized.

It is still one of Europe's most

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industrialized countries, having gone through what has been called its third industrial revolution very successfully. It lies at the heart of the Single Market and has an ultra-modern transportation network and communications facilities; its economy, drawn by the powerful German 'locomotive' and the building of the Single Market, is based on services (65% of the GNP) and the processing of imported raw materials.

Belgium has a long tradition of welcoming foreign investors, whom it treats as its own. There are no limitations on foreign ownership of Belgian companies, and major tax incentives are provided for companies whose coordination activities are centralized in Belgium and those that invest in high technology.

New investors can expect to be received correctly by local industry and warmly by the banks and by the various levels of government and the public services. The same applies to labour, which is concerned more with job security

and remuneration than with the employer's nationality.

Finally, the new Belgian competition legislation, requiring economic partners to make compromises when Belgian competitiveness is jeopardized, offers companies located on its territory a measure of security against potentially unfavourable competitive situations.

Foreign Investment

This country has the world's highest level of foreign investment, with some 17,000 projects having been carried out since 1960. Over the past five years, there has been a massive shift of investments to Belgium by foreign companies wishing to position themselves for the Single Market.

These are mainly companies from non-EEC countries such as the United States (the source of 40% of recent foreign investment) and Japan, which have taken advantage of the favourable conditions offered by Belgium. Apart from a few notable exceptions (including Power Corporation, Bombardier, McCain, Cascades, DMR, CAST

and NORDION), too many Canadian companies have remained apart from this movement, traditionally preferring to focus more on the UK and France.

Canada, Belgium Similar

Nevertheless, there is considerable similarity between the industrial structures of Canada and Belgium. Both have a few large companies and a multitude of SMBs of comparable size, a small domestic market, and a heavy dependency on exports to the markets of their powerful neighbours.

Moreover, the obvious success of some on their regional markets and the equally obvious weakness of others on this same market indicate that Canada and Belgium share many of the same interests, have like industrial fabrics and a compatibility of trading cultures found nowhere else outside the EEC.

More than 40 Canadian companies have recognized this, and many others would do well to seriously consider Belgium in their European strategy. They may find some pleasant surprises.

Belgium: An Overview of Business Opportunities

Belgium, together with France, is Canada's fourth-largest export market in Europe. Belgian industry traditionally has specialised in the transformation of raw materials into semi-finished and finished products which it re-exports to neighbouring markets. Canadian exports to Belgium (\$1.2 billion) are composed mainly of raw materials such as metal ores (\$263m), woodpulp (\$209m), oilseeds (\$100m), wood (\$65m), cereals (\$44m), chemicals (\$17m) and fish (\$14 m). Belgium also imports semi-finished and finished goods from Canada such as industrial boilers (\$50m), paper (\$50m), transportation equipment (\$27m), synthetic fibers (\$29m) and tableware (\$20m).

The Belgian market offers a multitude of opportunities for increased trade in goods and services. Following are examples of a few sectors with potential for expanding Canada's trade relations with Belgium. These overviews are short and by no means complete. The sectors presented here cover only a partial range of market opportunities.

Forest Products : Belgium represents an important business environment for Canadian exporters of forest products not only because of the potential for direct imports but also for re-exports, mainly through Antwerp trading houses, to the Netherlands, Germany and other continental markets. Opportunities for growth in forest products exports to Belgium relate both to conditions of market access and to continuing promotional efforts, particularly for highly valued wood products. While pulp enters free of duty, newsprint and plywood face limited duty from EC import quotas. Dressed softwood lumber attracts a 4 per cent tariff and is subject to costly EC plant health requirements.

Canadian activities to promote timber frame construction (TFC) in Belgium and related sales of Canadian construction lumber have continued to show success. TFC now accounts for about 15 per cent of single family housing starts and sales continue to grow. Canada is second only to the USSR in supplying lumber to Belgium while Finland and the U.S. are

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also major competitors, the latter increasingly so for the TFC market. After having experienced a strong boom in residential construction (up 20 % in both 1988 and 1989), Belgium has been experiencing a slowdown during 1990 (3 % increase) in housing construction related to economic conditions throughout Western Europe. Longer term opportunities for sales of higher valued wood products are also significant. These include wood for joinery products, flooring, decorative panelling and siding, as examples.

Seafood : Belgians are great meat eaters; they also relish fresh fish, consuming annually more than 8.2 kilos per capita. Yet it is estimated that local fish products can satisfy only 35 per cent of the country's sea fish needs and five per cent of its shellfish requirements. Belgium is therefore definitely a net importer of fish and shellfish, mainly from neighbouring countries such as Denmark, the Netherlands, Great Britain, France, Norway and Iceland.

The Belgian seafood market is valued at some \$600 million a year, with a 3.5 per cent annual growth rate since 1986. Market share is based on product quality, availability and price. Products showing the greatest demand include plaice, cod, sole, shrimp, mussel, lobster, salmon, trout and herring. Two out of three Belgians still buy their fish from "traditional" local fish stores, but fish shelves at large supermarkets take an increasing bite of the market.

Telecommunications : The sector is undergoing a major reform whereby the current Regie (RTT) will be replaced by a type-approval body (IBT) and a state-owned telecom company (Belgacom). The latter will continue to enjoy a monopoly over basic services such as telephone, telegraph, fax, telex, packet switching, and the future ISDN but terminal equipment, "value-added" and information services will be supplied in competition with the private sector. As Belgium lags somewhat behind its neighbours, large investments will have to be made if the country is to regain its competitiveness in such a vital sector. Canadian telecommunications companies should be able to capitalize on these developments.

Informatics : Belgium is almost totally dependent upon foreign suppliers for its computer equipment needs. The market is dominated by American suppliers but there are more and more European and Asian suppliers. The most promising opportunities are in the market for minicomputers, workstation, DTP, LAN, laser printers, portable equipment and CAD/CAM. The standard software packages market is also dominated by US suppliers, while a fast growing number of local firms have

developed customized software applications. Total Belgian expenditures on computers are still relatively low (1.7% of GNP as compared with 2.4% for the Netherlands), but the demand for computer products and services is expected to increase. Internationally competitive and innovative Canadian firms, a few of which have already met with some success, should be able to capture a larger share of this market.

Industrial Machinery and Environmental Protection Equipment : With the sustained high level of industrial investment in Belgium over the last five years (20 % annual increase), the market for industrial machinery and equipment has reached Cdn \$10 billion with pretty much all types of industrial machinery being in demand. While the pace of industrial investment is slowing down, the demand is likely to remain fairly strong. Canadian manufacturers of world class industrial machinery and equipment would be well advised to cultivate this market.

Despite serious pollution problems, Belgian environmental laws and regulations have not yet reached the level of severity of European regulations. However, rising pressure from public opinion and political parties might force the central and regional governments to adopt tougher legislation.

The Ministry of Environment of Wallonia has already published a plan to tackle the solid waste problem while Flanders is in the process of setting up its own Environment Ministry.

If there was, until recently, no significant market for environmental protection equipment and no strong environmental industry in Belgium, the situation might change quickly as a result of tougher regulations which have been announced by all three regional governments.

Transport Equipment and Services : Ports facilities in Antwerp (already the second largest in Europe), Zeebrugge and Ghent are being expanded. New rail links including a TGV Paris-Brussels-Koln-Amsterdam link will be built. The Brussels airport, to which one of the largest and most efficient cargo terminals in the EC was recently added, is being expanded to accommodate twice as many passengers, putting it in a much better position to meet the rapidly increasing demand for airlinks to and from the capital of Europe. Rail and public transportation are well developed in Belgium and companies such as Bombardier, through its Belgian subsidiary BN, captured a large share of the market. Belgium is also host to a large number of car assembly plants whose total production is equivalent to 10 % of the production of the US. Most transportation sector needs are met by local and European suppliers but opportunities exist for internationally competitive

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Canadian suppliers of products such as automotive parts (after-market) and repair equipment, specialized port and airport equipment. Cooperation with the Belgian aerospace industry which is involved mainly in sub-contracts for Airbus Industries and Aerospa-tiale (and eventually the new European fighter aircraft), could also be explored as it might provide an opportunity to bid on components for large aerospace projects.

Services: This sector contributes to 65 per cent of GNP. With the outward looking nature of the Belgian economy and as 1992 approaches, Belgium is developing into a financial centre of major international importance. For example, half of banking activities are now related to other countries and Belgian banks have taken the lead in automation of international transactions. The stock market, financial services and the insurance market are also adapting quickly to the new European environment. Similarly, the already important activities of the ports of Antwerp, Zeebrugge and Ghent and of the Brussels air cargo terminal are expected to grow even bigger as Belgium confirms its position as a major international shipping and distribution centre for the EC market. Other areas such as franchising, specialized consultancy, engineering and construction services also offer interesting opportunities.

Tourism: Belgium has a population of some 10 million inhabitants who enjoy one of the highest income levels of the European Community. Belgians travel a lot, they are interested in active holidays, they are attracted by "adventure" products, outdoor life and good food. The Belgian tourist is considered as being individualist and avoids organized tours.

The Belgian market is a fertile ground for Canadian tourism products and local tour operators who have been promoting Canada have recently been reporting in-

creasing sales. Nationair, which now operates two regular direct flights per week to Montreal and SABENA, with its two weekly flights to Toronto and Montreal, also report high occupancy rates.

Canadian Participation at Trade Shows in Belgium

- Flanders Technology International — Ghent, April 22 - 29, 1991— high technology show.
- IFEST 91 — Ghent, October 22 - 25, 1991— environmental technology show.
- Batibouw 92 — Brussels, March 1992— wood and construction

materials.

For more information on trade opportunities in Belgium, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Or contact directly, Bruno Picard, Counsellor (Economic and Commercial Affairs), Canadian Embassy, 2, avenue de Tervuren, 1040 Brussels, Belgium. Tel.: (011-32-2) 735-6040. Fax: (011-32-2) 735-3383.

Canada's Consulate General in Berlin: A Doorway to the East German Market

After the reunification of Germany in October, Canada lost little time opening a Consulate General in Berlin.

The Trade Commissioner there is Michel Têtu, who closely monitors the markets of Greater Berlin and eastern Germany. While in Ottawa recently, Têtu, who is very familiar with Germany, having already had postings to Hamburg and Munich, discussed the outlets afforded by his territory.

The priority areas toward which public expenditures are directed by the provincial and municipal authorities include housing, public transportation, the environment (cleaning of contaminated sites) and electrical and telephone services. Têtu says these areas offer opportunities for Canadian suppliers of goods and, in the case of environmental problems, mainly services.

As for consumer goods, the large West German chains are in the process of extending their distribution networks to the eastern part of the country. Têtu feels that now is the time for Canadian companies that already have distributors in western Germany to extend their activities to the eastern part of the country.

Other opportunities for Canadian companies seeking a foot-

hold in the Common Market before 1992 arise from the fact that hundreds of companies are for sale in eastern Germany. In fact, the trustee in charge of selling these companies plans to organize a tour of symposiums in Canada in early May in cooperation with the Consulate General and the Canada-Germany Chamber of Commerce.

For information on these symposiums or on trade possibilities in either western or eastern Germany, contact EAITC's Alan Minz, Western Europe Trade, Investment and Technology Division (RWT), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3774. Fax: (613) 995-6319.

Or contact directly, Michel Têtu, Trade Commissioner, Consulate General of Canada, Berlin, Europa Centre, D-1000 Berlin 30, Germany. Tel.: (011-49-30) 261-11-61. Fax: (011-49-30) 262-9206.

Other contacts include the Canada-Germany Chamber of Commerce: 1010 Sherbrooke St. West, Room 1604, Montreal H3A 2R7, tel.: (514) 844-3051, fax: (514) 844-1473; 480 University Ave., Room 1410, Toronto, M5G 1V2, tel.: (416) 598-3355, fax: (416) 598-1840; 1330 Scotia Place, 10060 Jasper Ave., Edmonton T5J 3R8, tel.: (403) 420-6611, fax: (403) 420-6612.

Seminars on Indirect Marketing to Central, Eastern Europe and the Soviet Union

A series of international marketing seminars focusing on the Soviet Union and Central and Eastern Europe will be held next month in three Canadian cities—but with a different twist.

This evolving economic region will be analyzed from a new perspective, that of major Western trading partners—Finland, Germany, and Austria—countries that have specialized trading and investment knowledge about this market.

The seminars will examine the status of trade and investment, as well as the projected outlook at the level of the individual countries and individual companies.

There will be a discussion of

trading and financing, both the traditional and creative forms. Guest speakers will be drawn from industry or industry associations in Finland, Germany and Austria. There also will be opportunities for individual, private meetings following the seminars.

With an area covering over 23 million square kilometers, Central and Eastern Europe and the Soviet Union comprise more than 400 million consumers. While per capita income is low by Western standards (US \$3,000 to \$4,000 per capita), this vast region offers dramatic new trade and industrial development opportunities.

A brief glimpse of the evolving situation and the resulting op-

portunities indicates:

- traditional trading patterns are breaking down;
- the state monopoly on foreign trade and centralized planning are collapsing;
- currency reform is underway or under consideration;
- an entrepreneurial private sector is developing;
- foreign investors are being courted; and
- industrial conglomerates are being re-structured.

An effective transition to a market economy after 40 years of Communist doctrine is not simple; it takes time. Ironically, the most opportune time for business developments may be when risk and uncertainty are highest.

Although there is no adequate substitute for direct marketing, there is value in exploring a cooperative approach together with very experienced European trading partners.

These seminars—organized jointly by External Affairs and International Trade Canada (EAITC) and the Canadian Manufacturers Association—will offer Canadian companies interested in this huge evolving market a chance for such a cooperative approach.

The information seminars will be held Monday April 22 in Montreal; Wednesday, April 24 in Toronto; and Friday, April 26 in Calgary.

For more details on program, location, and registration, contact the office of the Canadian Manufacturers Association and the Quebec Manufacturers Association in the relevant city.

For more information about the planning of these seminars, contact Tom Marr at the USSR and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-6429. Fax: (613) 995-1277.

International Trade Fairs

A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate—but in which Canadian companies might be interested—take place internationally. Some which have crossed this desk include:

• **CONECO**—April 22-26—Bratislava, Czech and Slovak Federal Republic. 12th International Exhibition of Building Materials, Technology and Architecture. Contact INCHEBA Company Limited, Viedenska cesta 5, 852 51 Bratislava, Czechoslovakia. Telex: (66) 92255/92341. Fax: (011 427) 846 736/847 982.

• **SYMPOMECH**—April 22-26—Bratislava, Czech and Slovak Federal Republic. 12th International Exhibition and Symposium of Mini-Mechanization in Construction features machines, mechanized tools and equipment for finishing construction. Contact as per Bratislava show above.

• **Lifestyle'91**—May 29-June 1—Tokyo, Japan. Now in its fifth year, this trade fair incorporates the finest North American and European interior design products (tableware, glassware, artwork,

furniture) and luxury jewellery and giftware. Contact Canadian fair representative, UNILINK, 50 Weybridge Court, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

• **SIMMEX'91**—September 14-18—Katowice, Poland. International Trade Fair for Mining, Power Industry and Metallurgy. A biennial event in which more than 330 worldwide exhibitors display underground and surface mining machines, metallurgic machines, electric power machines and environmental protection equipment. Apply, by April 14, to Simmex, Poznan International Fair, ul. Glogowska 14, 60-734 Poznan, Poland. Fax: 66-58-27 TARGI PL. Telex: 413251 targ pl.

• **VITRUM'91**—September 18-21—Milan, Italy. Specialized international exhibition for flat, blended and hollow glass manufacturing, including machinery, processing equipment and finished products. Contact Secretariat, Vitrum'91, Via Petitti 16, 21049, Milan, Italy. Fax: 02/33003819. Telex: 331098 FAIMIL 1.

European Community Tariff Information Now Available in New Software Package

Thanks to a new software package, exporters now have access to a quick and easy method for finding the relevant tariff rate on any product being exported to the European Community (EC).

The European Community Tariff Database software package is essentially the EC's tariff book (TARIC) —all three volumes worth— condensed into a search program that now can be accessed by punching in the Harmonised System (HS) commodity code or simply a descriptive word.

Europe 1992 has been a product of the growing interdependence of national economies, and with this evolution has followed the need for market access information. For any firm interested in exporting its product abroad, the most common first question to ask has been: What tariff will my goods face?

Thanks to the software package—developed with the Electronic Data Dissemination Unit at Statistics Canada, for External Affairs and International Trade Canada (EAITC)'s European Community Trade and Economic Relations Division (REM)— exporters now have EC tariff rates at their fingertips.

Program Features

- fast;
- replaces over four cubic feet of costly paper reference material;
- focuses on information relevant to Canada;
- provides output in useful form for reference or incorporation into documents;
- instantly available—no on-line hook-up required;
- portable: the entire database

can be compressed into one 1.2 Mb diskette—English and French versions together occupy only 6.4 Mb of disk space.

The new tariff rate software package is part of REM's campaign to inform the Canadian business community of the implications of Europe 1992 in which will be created a 12-member-state Single European Market, free of internal barriers to trade.

The information contained within the database was obtained by EAITC directly from the Commission of the European Communities. The retrieval software is protected by copyright.

Decision Maker

The package is an experimental information product to help Canadian business make strategic decisions about entering the EC market. It should not be viewed as an authoritative method of classifying goods for customs purposes.

The tariff rate software package is available to the Canadian business community, free of charge. Contact EAITC's Info Export. Tel. (toll free): 1-800-267-8376. Fax: (613) 996-9709. For those firms without computer capabilities, contact your nearest International Trade Centre.

For comments or questions on the software, contact J.G. Stinson, Statistics Canada. Tel.: (613) 951-8211. For information on EC tariffs, contact Brent McGregor, European Community Trade and Economic Relations Division (REM), External Affairs and International Trade Canada. Tel.: (613) 995-8783. Fax: (613) 995-1277.

Brazil: Import Duties Drop

Brazil is a market worth looking into, having announced further reductions in its import duties in an effort to build a more efficient, competitive economy.

Although Brazil is currently going through a recession, there are still export opportunities in that country which imported some U.S. \$20 billion-worth of goods in 1990 alone—including approximately \$500 million from Canada.

Recent liberalization steps include opening the Brazilian market to foreign competition—in March 1990, most of the decades-old non-tariff barriers were eliminated and steps towards import liberalization were taken.

The gradual reduction of import duties—the plan is to reduce the average rate from the current 32.2 per cent, one of the highest in the world, to 14.2 per cent in 1994—is part of Brazil's "industrial competitiveness program".

This will allow sensitive Brazilian industrial sectors time to adjust to the new reality. During this transition period, some protection will be given to local industry—for example, the import duty on machinery and equipment would be higher than the average duty on spare parts and components, thereby giving some protection to local production for similar products while allowing local industry to acquire state-of-the-art technology. This may encourage foreign companies to enter into Brazilian joint venture agreements.

Gradual import duty reductions (given in per cent) between 1991 and 1994 include:

Capital goods: machinery and equipment, 30 to 20; numeric control equipment, 50 to 25; agriculture equipment, 25 to 20; wheel tractors, 40 to 20; agriculture tractors, 40 to 20; informatic equipment, 50 to 40; locomotives and wagons, 40 to 20.

Consumer goods: cars, trucks and motorcycles, 60 to 35; liquefi-

Continued on page 13—Brazil

Brazil Import Duties

Continued from page 12

ers, floor polishers, 55 to 20; toys, 85 to 20.

As prices for Brazilian-made products often exceed international prices, exporters may continue to retain competitive price advantages in many product areas.

In 1994, the highest import duty is expected to be 40 per cent to protect such still not consolidated industrial sectors as informatics, microelectronics and precision machinery. But as soon as even these sectors mature, the related import duties will also be reduced.

Companies making enquiries about product opportunities in Brazil are reminded to provide the following information to obtain a more thorough response:

1. Name and/or detailed description of the product.
2. Its harmonized system (HS) tariff classification number, if known (the first six digits only).
3. A brief description of the potential and main uses.
4. An indication of the traditional users and/or consumers.

For information on specific trade opportunities in Brazil, contact directly Pierre Pichette at the Canadian Consulate General in Sao Paulo (for South and Southeast Brazil where most of that country's industrial, commercial and financial centres are located), Caixa Postal 22002, 01499 Sao Paulo SP, Federative Republic of Brazil. Tel.: (011-55-11) 287-2122/287-2234/287-2601/287-2176. Fax: (011-55-11) 251-5057. Telex: (Destination code 38) 23230 (CCAN BR).

Or contact Fred Spoke at the Canadian Embassy in Brasilia (for Central, North and Northeast Brazil), Caixa Postal 07-0961, 70.410 Brasilia D.F., Federative Republic of Brazil. Tel.: (011-55-61) 223-7515. Fax: (011-55-61) 225-5233. Telex: (Destination code 38) 611296 (0611296 ECAN BR).

For general information on trade in Brazil, contact EAITC's Roman Hruby, South America and Mexico Trade Division (LST). Tel.: (613) 996-4199. Fax: (613) 996-0677.

Canada Export Award: How to Apply — Recognizing Excellence in Exporting —

Each year, Canada honours its top exporters, chosen by a panel of prominent business people, on the basis of demonstrated superior performance in the international marketplace.

The Award

The Canada Export Award — a plaque bearing the Award logo and a brief citation of the firm's accomplishments — are presented to the winners — small, medium and large companies representing a variety of sectors across Canada — at a gala ceremony held in October and presided over by the Minister for International Trade.

What It Can Do For You

Firms receiving an award are welcome to use the logo on their letterhead, advertisements and other promotional material for a period of up to three years after its presentation. National and local promotion will be given to firms receiving the award.

Award winners have reported that the recognition they have received through the award has been an important marketing tool, raising the company's profile at home, attracting new foreign customers, and giving a real boost to employee morale.

The Canada Export Award logo coupled with the firm's name reminds Canadians of the importance of trade — it accounts for three million Canadian jobs and generates nearly 30 per cent of the country's Gross National Product (GNP) — and identifies the firm displaying the logo as an outstanding export achiever.

Eligibility

Application for the Canada Export Award is open to all firms or divisions of firms resident in Canada, that have been exporting goods or services for three or more years.

This includes trading houses and banks, as well as transport, market research, packaging and promotion firms.

How the Winners Are Chosen

Selection is based on, but not limited to, the following criteria:

- the extent to which the firm (over its latest three fiscal years) has shown significant increases in its export sales;
- success in breaking into new markets;
- success in introducing export products into world markets.

Sponsor

The Canada Export Award is sponsored by External Affairs and International Trade Canada (EAITC) as part of its continuing role in promoting trade-related activities and informing Canadian exporters of the many programs and services available to them.

To obtain a Canada Export Award application — completed application forms must be returned by May 15 — send the coupon below to:

Canada Export Award Program, International Trade Centres and Export Education Division (TPO), External Affairs and International Trade Canada (EAITC), 125 Sussex Dr., Ottawa, Ont. K1A 0G2. Fax: (613) 996-8688. Telex: 053-3745. Or call toll free: 1-800-267-8376.

Name:

.....

Title:

.....

Company:

.....

Address:

.....

City, Province: Postal Code:

.....

1991-92 Calendar to U.S. Trade Shows and Missions

The United States is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.

One of the most effective ways to penetrate that huge and challenging market—or to expand sales—is to participate in trade shows and missions.

External Affairs and International Trade Canada (EAITC) is planning to participate in some 400 trade shows and missions in the U.S. during 1991-92.

Below is the first of a line-up of proposed events (chronological) planned in various industry sectors (listed alphabetically). (TBD = To be determined).

For details on the shows and missions listed or on conditions of participation, contact EAITC's United States Trade and Investment Development Division (UTI), or United States Trade and Tourism Development Division (UTO). Tel.: (613) 993-7343. Fax: (613) 990-9119.

Aerospace

- Outgoing Mission of Canadian Companies to Boeing — Seattle, Washington — April 1991-March 1992.
- Outgoing Mission of Canadian Companies to Prime Contractors — New York, New York and Atlanta, Georgia — May and October 1991.
- Incoming Buyers' Mission to Airshow Canada — Abbotsford, BC — August 7-10, 1991.
- Outgoing Mission of Canadian Companies to Prime Contractors — Dallas, Texas — August and November 1991.
- Outgoing Mission of Canadian Companies to Prime Contractors — Los Angeles, California — September 1991.

Agricultural Machinery, Equipment, Tools

- Incoming Buyers' Mission to Western Canadian Farm Progress Show — Regina, SK — June 20-22, 1991.
- Empire Farm Days — Seneca Falls, New York — August 6-8, 1991.
- Penn State Agriculture Progress Days — Rock Island, Pennsylvania — August 13-15, 1991.
- Husker Harvest Days Trade Show — Grand Island, Nebraska — September 10-12, 1991.
- NEXUS (New Exporters to U.S. South) Mission to the Farm Science Review Trade Show — Columbus, Ohio — September 17-19, 1991.
- FEMA/FEWA/AIMRA (Farm Equipment Manufacturers Association/Farm Equipment Wholesalers Association/Agricultural and Industrial Manufacturers Representatives Association) Mission to Dallas, Texas — November 3-7, 1991.
- Farm and Power Show — Minneapolis, Minnesota — December 5-7, 1991.
- North Dakota Agriculture Exposition — Minot, North Dakota — January 1992.
- Montana Agriculture Exposition — Great Falls,

Montana — January 1992.

- Incoming Buyers' Mission to International Farm Equipment Show — Toronto, ON — February 1992.
- California Farm Equipment Show — Tulare, California — February 11-13, 1992.
- NEXUS (New Exporters to U.S. South) — California Farm Equipment Show — Tulare, California — February 11-13, 1992.
- National Farm Machinery Show — Louisville, Kentucky — February 12-15, 1992.
- Triumph of Agriculture Exposition — Omaha, Nebraska — March 9-11, 1992.

Apparel and Footwear

- NEXUS (New Exporters to the U.S. South) Mission to Seattle, Washington — April 1991.
- Florida Children's Show — Miami, Florida — September 1991.
- NEXUS (New Exporters to the U.S. South) Mission for Children's Clothing — Los Angeles, California — November 1991.
- Canada Mode Trade Show — New York, New York — February 1992.
- Chicago Men's Show — Chicago, Illinois — TBD.
- Outgoing Mission of Canadian Companies — Washington, D.C. — TBD.
- Incoming Buyers' Mission from Minneapolis — TBD.
- Outgoing Mission of Canadian Companies — Women's Wear — Los Angeles, California — TBD.
- NEXUS — to Minnesota, Minneapolis — TBD.

Automotive Aftermarket

- Automotive Parts and Accessories Association Show '91 — Chicago, Illinois — October 7-10, 1991.
- Specialty Equipment Manufacturers Association Show — Las Vegas, Nevada — November 20-22, 1991.
- National Autobody Conference and Exposition '91 — Las Vegas, Nevada — December 1991.
- Mid-America Trucking Show '92 — Louisville, Kentucky — March 1992.

Building Materials, Related Products

- Southern California Construction Exposition — Los Angeles, California — April 24-26, 1991.
- Southern Arizona Home Builders Show — Tucson, Arizona — April 25-28, 1991.
- Metro New York Construction Exposition — New York, New York — June 1991.
- Pacific Coast Builders Show and NEXUS (New Exporters to the U.S. South) Mission — San Francisco, California — June 1991.
- Seminar — United States Standards Codes with Canadian Standards Association — Toronto, ON — June 1991.
- Florida Lumber and Building Materials — Orlando, Florida — September 1991.

- Building Industry Show — Los Angeles, California — October 1991.
- Seattle Solo Building Show — Seattle, Washington — October 1991.
- Kitchen and Bath Show — Los Angeles, California — December 1991.
- National Association of Home Builders — Las Vegas, Nevada — January 1992.
- NEXUS (New Exporters to the U.S. South) Mission to NAHB Show, Las Vegas, Nevada — January 1992.
- Northeast Construction Show — Boston, Massachusetts — March 1992.

Chemical, Petrochemical Products, Equipment

- Petrochemical Exposition — Houston, Texas — April 1991.
- Standards Seminars — Toronto, ON\Montreal, PQ\Vancouver, BC — May\July\September 1991.

Computer Hardware, Software

- Comdex Spring Show — Atlanta, Georgia — May 1991.
- The Accounting Show — New York, New York — May 1991.
- PCEXPO — New York, New York — June, 1991.
- Network Dallas Show — Dallas, Texas — September 1991.
- Informatics Show — New York, New York — September 1991.
- Interop Show — San José, California — September 1991.
- Rochester Computer Show — Rochester, New York — September 1991.
- Comdex Fall Show — Las Vegas, Nevada — October 1991.
- Unix Exposition — New York, New York — October 1991.
- Outgoing Software Mission of Canadian Companies — Boston, Massachusetts — April 1991-March 1992.

Consulting and Other Services

- International Intermodal Transportation EXPO 1991 — Atlanta, Georgia — May 1991.
- Mission of Environmental Services Suppliers — Boston, Massachusetts — May 1991.
- GIS (Geographic Information Services) Media Tour — Boston, Massachusetts — June 1991.
- NEXUS (New Exporters to the U.S. South) Mission on Environmental Services — Washington, D.C. — July 1991.
- NEXUS (New Exporters to the U.S. South) Mission on Architectural Services — San Francisco, California; Seattle, Washington — August 1991.
- NEXUS (New Exporters to the U.S. South) Mission for Geomatics Services — Los Angeles, California — August 1991.
- NEXUS (New Exporters to the U.S. South) Mission for Consulting Engineering Services — San Francisco, California — November 1991.
- Services Media Tour II — Boston, Massachusetts — December 1991.

Cultural Industries - Book Publishing

- ABA Show (American Booksellers Association) — New York, New York — June 1991.
- Regional Bookfairs — Various Locations — April 1991 — March 1992.

Cultural Industries - Film, Video

- Incoming Buyers' Missions from KERA Dallas, Texas — Toronto, ON; Ottawa, ON; Montreal, PQ — May, June and July 1991.

Defence Programs, Products, Related Equipment and Services

- AAAA (Army Aviation Association of America) Symposia and Exhibit — St. Louis, Missouri — April 10-14, 1991.
- SAMPE Show (Society of the Advancement of Material and Process Engineering) — San Diego, California — April 15-18, 1991.
- Incoming Sub-Contractors IV Mission — Montreal, PQ — April 18-20, 1991.
- Incoming Buyers' Mission from USAF/ALCs (US Air Force/Air Logistics Centres) — Western Canada — April 21-27, 1991.
- Outgoing Mission of Canadian Firms to Navy Avionics Centre — Indianapolis, Indiana — April 29, 1991.
- AFCEA Show (Armed Forces Communications and Electronics Association) — Washington, DC — June 4-6, 1991.
- International Cooperative Research and Development WPAFB (Wright Patterson Air Force Base) — Canada — June 1991.
- Outgoing Mission of Canadian Firms to AVSCOM/TRASCOM (US Army Aviation Systems Command/US Army Troop Support Command) — St. Louis, Missouri — June 1991.
- Incoming Mission — Aerospace/DGSC (Defence General Supply Centre); Western and Central Canada (Phase I); Central and Eastern Canada (Phase II) — June/October 1991.
- Mission from Warner Robins Air Force Base, Atlanta, Georgia to Canada — June 1991.
- Outgoing Mission of Canadian Defence Software Firms — Dallas, Texas — June 1991.
- Canada Day/CECOM (Communications Electronics Command) — Fort Monmouth, New Jersey and New York, New York — July 1991.
- USMC Show (United States Marine Corps) — Washington, DC — August 1991.
- Outgoing Mission of Canadian Firms for NBC (Nuclear, Biological, Chemical) — Washington, DC — August 1991.
- US Aerospace Primes from El Segundo, California to Airshow — Abbotsford, BC — August 1991.
- AOC Show (Association of Old Crows) — Washington, DC — September 1991.
- Incoming Hill AFB (Air Force Base) Mission from San Francisco, California — Canada — September 1991.

(Continued in next issue)

Publications

EAITC Publications

The following publication is available from Info Export (see the box at the bottom of the page to order).

New Release

Malaysian Sector Profile: Imported Food (#80CB), prepared by the Canadian High Commission, characterizes the Malaysian market and the niche opportunities that exist for Canadian exporters of high-quality, price-competitive foods. The country's food distribution system, major supermarkets and importers are also profiled.

The following publication can be obtained by contacting the Canadian Chamber of Commerce as indicated.

Exporting to the United States: A Canadian Business Guide provides assistance of particular relevance to small and medium-size businesses that are interested in gaining access to markets in the United States. In addition to enumerating key steps to successfully penetrating this market, the guide identifies pitfalls to avoid and gives information on the appropriate organizations and government departments that can provide further assistance. Prepared by the Canadian Chamber of Commerce, with the support of External Affairs and International Trade Canada and Industry, Science and Technology Canada, the guide is available at \$1 a copy from Keith Martin, Director, International Policy, Canadian Chamber of Commerce, 55 Metcalfe Street, Suite 1160, Ottawa K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643.

BUSINESS AGENDA

Montreal — April 25 — Symposium on Caribbean Investment Opportunities. Business executives active in the Caribbean will outline the opportunities that exist in their sectors. Also slated are one-on-one sessions with representatives from both government and the private sector, and case studies of three private-sector success stories. Organized by the Canadian Exporters' Association (CEA), EAITC, and the Canadian International Development Agency (CIDA). For more information, contact Sandy Baillieul or George Rogerson, CEA, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Charlottetown — April 26-28 — Atlantic Canada Fashion Workshop (ACFW). A two-day immersion workshop for business people active in the apparel and accessories industry. To register (the \$220 cost covers meals and accommodation), contact Irene Pigott. Tel.: (902) 368-8528. Fax: (902) 368-7087.

London — April 28-May 1 — Business Strategies for Competing in a Global Economy. Designed to help senior executives face the challenge of North American Free Trade and global competition, this three-day seminar features case studies with lectures on critical questions. Organized by the National Centre for Management Research and Development, University of Western Ontario. Participation fee is \$995 plus GST. Contact William Pursell, Administrative Director. Tel.: (519) 661-3307. Fax: (519) 661-3838.

Montreal — April 30 — Financing Exports: Let's Talk Risks. A workshop organized by the Export Development Corporation (EDC). Contact Marie-Josée Allaire, EDC, Montreal. Tel.: (514) 878-1881. Fax: (514) 878-9891.

Vancouver — Second part of May — How to Sell Non-defence Products to the U.S. Government is the subject of a one-day New Exporters to Border States (NEBS) mission to Seattle. Date to be confirmed. Contact Jacalin Crossfield, ITC, Vancouver. Tel.: (604) 666-1440. Fax: (604) 666-8330.

Vancouver — May 23-26 — Inter-Market '91. This international congress and trade show on east-west relations will explore the new business relationships expected to emerge from the restructuring of East European economies. Import-export matters will be discussed in a forum of world leaders in banking, industry, technology, marketing and tourism. The trade show, a venue for joint venture opportunities, will exhibit export products and tourism information. For more information, contact Inter-Market '91 Congress Ltd., Vancouver. Tel.: (604) 980-9972. Fax: (604) 980-7058.

Edmonton — June 4-6 — Inter-Can '91: 7th Biennial International Canadian Onshore and Offshore Petroleum Exhibition Show & Conference features the latest in petroleum and natural gas products, services and technology. Contact Bruce Day, Inter-Can '91, c/o Canadian Exhibition Management Inc., Edmonton. Tel.: (403) 469-2400. Fax: (403) 469-1398.

InfoExport

Info Export is a counselling and reference service for Canadian exporters.

Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435).

To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (i.e. 99AZ).

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CANADEXPORT

Vol.9, No. 6

April 2, 1991

Canada to Help Rebuild Kuwait

Now that trade sanctions against Kuwait have been lifted—they remain in effect against Iraq—the enormous task of reconstructing Kuwait's badly damaged infrastructure is underway.

External Affairs and International Trade Canada (EAITC) and the Canadian Commercial Corporation (CCC) have established special units to help Canadian businesses participate in the reconstruction effort.

EAITC's Task Force on Kuwait Reconstruction, working with the recently re-opened Canadian Embassy in Kuwait City, and the CCC's Kuwait Reconstruction Desk are on line to position Canadian suppliers where products and services are required.

The Private Sector Liaison Group on Kuwait Reconstruction will help coordinate Canada's participation in the reconstruction effort by maintaining a dialogue between Canadian suppliers and EAITC.

Kuwaiti Ministers have assured Minister for International Trade John C. Crosbie that as an active member of the Coalition which liberated Kuwait, Canada will be in a preferred position to participate in the reconstruction, estimated to cost between \$100 billion

and \$300 billion.

A broad range of essential services tops the list as early priorities: water, sanitation, electricity, communications, and the oil and gas industry. Further opportunities will also exist in the educational and medical sectors and in rebuilding the commercial and housing infrastructure.

Crosbie emphasized that previous experience in the Middle East will be a definite asset in pursuing potential contracts.

In a recent meeting with Kuwaiti officials, Crosbie was briefed on the Kuwaiti government's reconstruction plan and said Canadian firms possess much of the

Asian Development Bank

See Supplement pages 7-10

expertise that will be useful in helping the Kuwaitis rebuild. "Canadian companies can make a vital contribution to repair the damage inflicted on Kuwait," the Minister said. "Overall, the potential is enormous."

External Affairs Minister Joe Clark travelled to the Middle East from March 6-12 to discuss the situation in the region with a number of the countries concerned: Kuwait, Saudi Arabia, Jordan, Syria and Iran. He was accompanied by a delegation of Canadian firms that are established in the area and can play a role in Kuwait's reconstruction.

Clark used his meetings in Kuwait and Saudi Arabia to encourage his counterparts to look favourably on Canadian participation in reconstruction. He also met with the United States Army Corps of Engineers, responsible for the first phase of emergency recovery of basic services in Kuwait.

U.S Trade Fairs and Missions See pages 14-15

Also accompanying Clark were representatives of the Canadian Exporters' Association and the Canada-Arab Business Council, both of which will be working with EAITC to mount a series of cross-Canada seminars. The seminars (dates and locations to be announced) are intended to flag opportunities and position Canadian exporters to compete.

A series of incoming Kuwaiti business missions, as well as meetings with active prime contractors, are being planned.

Companies interested in participating in the reconstruction effort are invited to contact: Rick Railer, Task Force on Kuwait Reconstruction (TDT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-9265. Tel.: (613) 996-2298.

The CCC, which has assigned personnel to the Canadian Embassy in Kuwait City to assist in pursuing commercial opportunities, can also help. Contact: Kuwait Reconstruction Desk, Canadian Commercial Corporation, 50 O'Connor Street, Ottawa K1A 0S6. Tel.: (613) 996-0034. Fax: (613) 995-2121.

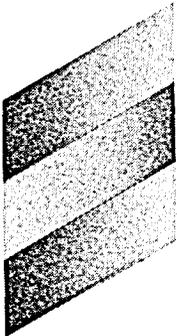
Canadians and Canadian companies whose property was lost, damaged or destroyed as a result of Iraq's invasion of Kuwait should submit details to the Canadian government on their potential claims against the Government of Iraq. Information should be sent quickly to: Economic and Trade Law Division (JLE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-2467. Affairs

Min. des Affaires extérieures
OTTAWA

APR 2 1991

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External Affairs and
International Trade Canada



Canada

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A NEW LOOK AT EXPORTING

The Development Banks

A Very Special Market

All told, the development banks (World, Inter-American, African, Caribbean and Asian) spend more than \$20 billion per year. A large percentage of this is spent on goods and services purchased by international tender calls. Canada is a member of the banks, entitling Canadian companies to bid on these tender calls.

This huge market is not artificial. It offers genuine opportunities — for those companies that are prepared to devote the required time, money and energy. It is a highly competitive market involving many companies from the developed countries (your main international competitors) and from the developing countries, which enjoy preferential treatment and encouragement from the banks.

How the Banks Operate

The development banks operate by tender calls, presenting both advantages and disadvantages. The system is very transparent. Your competitors will know the content of your proposal after — and sometimes before — the bids are opened. If your machine is equipped with a 53 HP motor when the tender specified 55 HP, they will see that your bid is rejected because you did not respond to the specific need. It is possible to exceed specifications (without additional cost) but it is recommended not to fall short of them, even if you supply explanations.

There is a certain type of expertise one must develop to successfully bid on development bank projects. Preparing a satisfactory bid requires a sound knowledge of the analytical criteria used by these banks. The criteria are available to the public.

Positioning

Businesses that are already positioned or estab-

lished in countries where the banks are planning projects are, of course, in an excellent position to win a share in these projects. Such companies, in the case of projects requiring services, can point to a proven record in the field.

Experience is an important selection criterion. In the case of goods and services, suppliers that already possess local service and follow-up networks have a marked advantage over those without local representation. However, lack of such representation does not necessarily exclude one from the market.

Personal contact is very important, and the confidence that you inspire will always be an unofficial selection criterion, even though not a part of the terms of reference.

If you are able — as few are — to master the difficult art of preparing a bid that meets all the terms of reference, you will emerge a winner.

Development Business, a United Nations publication, will keep you abreast of all the projects being examined by the banks. The remainder, as in all business, is a matter of experience and contacts.

It is very important to bear in mind that these are banks and not executing agencies. The banks lend money to agencies, which execute the projects. These agencies, which are generally public but in some cases private, are the ones that issue the tender calls and choose their partners. They are the ones that must be persuaded that your company is the best choice for the job.

The Asian Development Bank (see Supplement pages 7-10) serves at times as an executing agency. It does this primarily to provide technical assistance services, through the intermediary of a subcontractor. This is the only case where you can sell your services directly to the bank.

To learn more about the development banks, contact Valentina Rusedski, International Financial Services and Capital Projects Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-0705. Fax: (613) 943-1100.

René-François Désamoré
Editor-in-Chief

Mary Morris, a journalism student at Algonquin College, Ottawa, did the layout and desktop publishing of this issue.

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,
Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

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BRAZIL — With a 30 per cent share (Cdn\$100 million annually) of the domestic market, a manufacturer/installer of UHF and parabolic antennas, associated towers and connectors wishes to enter into an **industrial cooperation agreement, joint venture and/or licensing arrangement to improve quality control in the manufacture of the above items, particularly connectors.** Contact Bill Denning, Project Manager, CPCSTechnologies Ltd., 740 Notre-Dame Street West, Suite 760, Montreal H3C 3X6. Tel.: (514) 876-1915. Fax: (514) 875-1023. Telex: 055-60147. (CPCSTechnologies Ltd., with the financial support of the Canadian International Development

more than 300 people, performs a number of activities for foreign companies, including **carpentry, tin and specialized roof work; tiling, panelling and painting; and setting up water, gas, heating and electrical installations.** Contact (quoting reference number 90.1.0144 KU) same as in preceding Hungary notice. **HUNGARY** — An iron works firm seeks **capital and technology** for modernization and development in: **establishing complete process control systems in hot rolling mills; installing five stand tandem cold bands; installing vessel furnaces; supplying hot band breaking production line; and acquiring coil pipe manufacturing appara-**

Liatt Building, Singapore 0316. Tel.: 221-5255. Fax: 225-7838. **SINGAPORE** — **Non-destructive testing, screening, de-watering and related equipment for sewage, water treatment, mining, brewing and paper industries** are being sought by Alan Fields, Director, QED International S.A., 170 Upper Bukit Timah Road #12-03, Bukit Timah Shopping Centre, Singapore 2158. Tel.: 469-9866. Fax: 469-2632. **SINGAPORE** — A company here wishes to import **marine, industrial, sanitary, submersible and electrical pumps.** Also being sought are **outdoor power products** (2 and/or 4-stroke gasoline engines, air-cooled diesel engines, brush cutters, chain

Business Opportunities

Agency (CIDA), is engaged in a three-year program to foster industrial cooperation agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State of Parana — BADEP).

BRAZIL — Established in 1975 and with 1989 sales of US\$10 million, a leading **graphic, traffic and numeric controls company** is seeking **technology and/or funds to establish a new company with a foreign partner to manufacture industrial automation process control and/or data processing equipment.** Contact CPCSTechnologies Ltd. as in Brazil notice above.

HUNGARY — A company seeks **investment capital** to undertake construction of a **sports, entertainment complex and spa.** The project has been approved by municipal council. Contact (quoting reference number 90.1.0082 KU) Mrs. Kemendy, INVEST-CENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-5044/228. Fax: (361) 118-3732.

HUNGARY — A 33 year-old cooperative, profitably employing

tus. Contact (quoting reference number 90.1.0033 KC) Mr. Kilian. Tel.: (36-1) 118-3160. Contact same as in Hungary notice above.

SINGAPORE — An unspecified variety of **foodstuffs** is being sought by K.K. Ong, Managing Director, Genesis Consumer Products Pte Ltd., 133 Middle Road #05-01C, Guan Hua Building, Singapore 0718. Tel.: 336-6740/336-6749. Fax: 338-5601.

SINGAPORE — **Cement, clinker and steel** are required by Lee Ngok Meng, Managing Director, Polytex Enterprise Pte Ltd., 15 McCallum Street #06-01, Natwest Centre, Singapore 0106. Tel.: 223-3157. Fax: 221-3200.

SINGAPORE — A wide range of products is being sought by a company here. Included are: **building materials, electronic products** (semi-conductor, manufacturing, communications and building automation equipment); **medical and surgical products; textile parts and machinery; and process equipment** (boilers, humidifiers, dehumidifiers, heat pumps). Contact Charles C.S. Li, James Richards & Li Pte Ltd., 315 Outram Road #08-02, Tan Boon

saws, and accessories for lawnmowers). Contact Joseph C.H. Ong, Executive Director, Overseas Motors (Pte) Ltd., 201 Henderson Road #02-02/03, Henderson Industrial Park, Singapore 0315. Tel.: 274-3677. Fax: 273-2657/272-0039.

SINGAPORE — A company here wishes to import **frozen meat, frozen pork, dairy products and bakery supplies.** Contact Harry H.K. Chung, Managing Director, Harry Chung Co. Pte Ltd., Robinson Road, P.O. Box 2916, Singapore 9049. Tel.: 278-2488. Fax: 273-0149.

UNITED STATES — A Miami-based trading company wishes to source from Canadian exporters: **agricultural products** (livestock, genetic materials); **agri-food products** (grains, pulses, packaged foods); **fish products** (salted cod, etc.). These items will be exported to Brazil, Mexico and other Latin American markets. Contact Marco T. C. Marangoni, Executive Vice-President, BAUEN America Inc., 801 Brickell Avenue, Suite 949, Miami, Florida, U.S.A. Tel.: (305) 539-0640.

Exporting to France's Telecommunications Market Requires Determination, Hard Work

Prepared by the Canadian Embassy, Paris, France, this article provides information not only on the country's telecommunications sector; it offers exporters valuable tips on the best approaches that would help them to successfully enter this (and, by extension, other European telecommunications markets).

Overview

Articles about foreign telecommunications markets seem always to stress their size and growth — not to mention the new opportunities that come with liberalization. What most articles seem to ignore is that going after these markets requires hard work.

Certainly opportunities are multiplying: In the European Community (EC), the monopolistic control exercised by telephone administrations (TAs) is being greatly reduced; Canadian companies now have more opportunities to sell telephone terminals, PABXs, and mobile telecommunications equipment directly to consumers — without going through the TAs; and now that the TAs themselves must face competition, their buying decisions are based more on economic parameters (thereby reducing the disadvantage foreign manufacturers may have suffered).

Hard Work, Hard Questions

But nothing comes free. Opportunities are there only for those who have products that excel and who are prepared to expend a good deal of effort.

Many questions have to be answered before a product can be sold: What are the standards in the target country? What modifications are necessary so that the product can be certified? Who are potential corporate partners in this enterprise, either for distributing or for joint manufacturing agreements? Does the product fill a niche

market, or will it face severe competition from an existing, reasonably-priced alternative? Are you prepared to make a prospecting visit to the country — followed by regular visits as the product becomes established?

This article looks at each of these questions from a French viewpoint, but most of the points made are equally applicable for exporters of telecommunications equipment to any EC country.

The Realities

The Embassy here often receives faxes requesting telecom market and standards information. The fax, may state: "We have a window of opportunity, and we need the information by return fax". Other faxes may request preliminary information and announce a company's intention to start exporting to France in two months.

Such approaches are not valid!

In this field, technology moves quickly, but the setting up of a telecom export program to Europe is not something you jump into. It is not possible, given the realities that must be considered:

- European and national standards have to be analyzed (a multitude of national standards exist and will continue to exist);
- There are technical differences among telephone systems of various Member States of the EC;
- Products must often be redesigned to meet the standards;
- A complete dossier must be prepared and submitted for the type approval process (which takes at least 6 months).
- By law, French customs officials must block the import of any telecom product that is not type approved!

We at the Embassy are not working in the time frame of "return faxes" — but in terms of many months or even a year or two before the first product is sold.

The delay will be shorter if the

Canadian company works closely with an appropriate French partner whose ability to guide the product through the type approval process — especially if the product has value added in France — will speed the process.

Do Your Homework

Editor-in-Chief of *Canad-Export*, René-François Désamoré, in his series of articles on "A New Look at Exporting" said: "Exporters must use the resources of trade commissioners wisely and only after they have obtained all the information that is available to them in Canada."

Many of the questions posed above can be answered in Canada.

Start with standards. The first point of contact should be the Standards Council of Canada. The Council has access to AFNOR (French) standards as well as to those throughout Europe. The Canadian Embassy in Paris can also name Canadian or French companies that provide consulting and certification services for European standards.

Second, get some information on the telecom situation in France. Trade journals and OECD reports are good general sources of information. Reports on the French telecommunications market in general, and more focused reports on the mobile telephone, cable TV, and computer network markets, are available from External Affairs and International Trade Canada. (A company in the cellular telephone business asked us to "identify and detail any field trials" of cellular phones in France.)

If a company does not know that France is an advanced country which, like all wealthy western European countries, is years beyond the "field trial stage", it has no hope of even starting to approach the market.

Third, you will need to get in-

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France — *Continued from page 4*

formation on manufacturers and distributors to see who is doing what in France. Get the catalogues from last year's trade shows (addresses are in the reports mentioned previously). These have information on all the players — and will tell you precisely the target market of the show. (This is important as France has many shows in telecommunications, each with a different focus).

First Visit to France

While we will not repeat the information in *CanadExport's* "The Prospecting Visit" article of December 17 1990, we would like to suggest several things that should be done during your first visit to the territory — particularly if you come at the time a trade show in your sub-sector is being staged:

- You should arrange to talk to the trade commissioner responsible for telecommunications. He will update you on the current market and regulatory situation, talk about the roles of the various companies in the field, and give suggestions for approaching the type approval process.
- At the show, you will be able to measure up the competition, see what is being offered, notice if there are niche markets being ignored (that you could fill or if your product competes head-on with established products).
- You also will be able to gauge the technical sophistication of the market. Although France is at a technological level similar to that of Canada, there are differences — France is ahead in videotex and direct satellite to home broadcasting, and behind in cellular phones and cable TV).
- You will be able to talk to distributors or manufacturers of complementary products that you have contacted beforehand. Are your products complementary to their offerings? In a similar vein,

Continued on page 6 — France

The Market for Mobile Telecommunications in France

There is an explosive growth in the mobile cellular telephone industry in France, and indeed throughout Western Europe — yet at a recent business conference bringing together all the players in the cellular market, Canadian operating companies were noticeable by their absence.

One is left to wonder if Canadian operating companies are missing this opportune time to establish themselves on the other side of the Atlantic.

This was the puzzle confronting personnel at the Canadian Embassy in Paris who prepared this brief overview of that country's mobile telecommunications market.

The opportunities for Canadian companies are not limited to the provision of equipment: In the European Community (EC), each government is obliged to allocate at least one license to a service operator other than the country's telephone company.

EC regulations dictate that there must be competition between the service providers — just as there is, for example, in Ontario and Quebec between Bell Cellular and Cantel.

Eastern Europe also is seeking experienced partners to establish mobile networks that can be put in place more quickly than their hard-line systems can be refurbished.

The ground work for what will be the most important telecom market for the '90s will be firmly established in the next year. U.S. Bell Operating Companies with cellular experience, such as US West, Pacific Telesis, Bell South and Nynex are well established in partnerships or consortia with European firms — to meld local market and technical expertise with American experience. These arrangements are also necessitated by the regulations of many countries, such as France, that limit foreign participation in the operating companies.

Exporters should be advised, however, that the explosive growth in this industry masks underlying technical problems (many of which are being resolved).

There is a vast number of incompatible standards — a car phone in Germany cannot be used in Italy; one from France cannot be used anywhere outside the country.

The situation is compounded by the fact that their major network, France Telecom's Radiocom 2000, has restricted hand-shaking capability (i.e. it cannot accept new customers) and has reached the saturation point in major centres. A competitive service, run by the Société Française du Radiotéléphone, uses a modified version of the Scandinavian standard.

The situation is about to change dramatically. A Memorandum of Agreement has been signed by Europe's cellular service providers. This will introduce digital cellular telephone service based on the GSM (Group Speciale Mobile) standard, starting on a limited basis, in July 1991 (although several countries have stated that they may not be able to meet this deadline), with full implementation expected for 1992.

Twenty million cellular phones are expected to be sold by the end of the decade. GSM Telephones made for one country will be able to be sold and used throughout Europe.

France — *Continued from page 5*

would your distribution system in North America be useful for marketing their products? Will they be able to help you over the certification hurdle? Are exchanges of technological expertise in the offing?

France's Telecom Market

The French telecommunications market is going through rapid transformation, driven by consumer demand for new products (mobile telecommunications); by government programs (videotex and cable TV); by market liberalization (telephone terminal equipment); and by technological change (throughout the sector).

France puts much emphasis on establishing a comprehensive and efficient telecom infrastructure and is a world leader in many sub-sectors such as videotex and integrated services digital network (ISDN). With work, and appropriate products, it can be a market for Canadian firms.

For further information on standards, contact the Standards Council of Canada, 350 Sparks Street, Suite 1200, Ottawa, K1P 6N7. Tel.: (613) 238-3222. Fax: (613) 995-4564.

There also is an EC'92 report on *Telecom and Computer Products* that is available through InfoExport. (See box at bottom of page 16).

For further information on Canadian participation in European telecom trade shows and for sectoral reports on the French telecom area, contact Information Technologies and Electronics Division (TDE) EAITC's, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7558. Fax: (613) 996-9265.

An important guide for telecommunications exporters to France is *France Télécom: An Insider's Guide*, available for US\$25.00 from Telephony Books, Box 12401, Overland Park KS, 66212 USA. Tel.: (312) 922-2435. Fax: (312) 922-1408.

The Public Utilities Market in Singapore

According to a study prepared for the Canadian High Commission in Singapore, "there is tremendous room for growth" of Canadian public utilities equipment sales to that country.

This is one of the findings contained in *Sectoral Analysis-Singapore Public Utilities Industry* prepared last year by SRI International.

Despite Singapore's small domestic market, tremendous opportunities are still available for suppliers and contractors — Singapore's Public Utilities Board (PUB), the government body responsible for the supply of electricity, water and piped gas, has a S\$6.2 billion budget for the expansion and enhancement of electricity, water and piped gas over the ten-year period 1988-98.

Potential markets include:

- infrastructure for power generation, including power stations and substations;
- infrastructure for water reservoirs;
- equipment for natural gas distribution; and
- electricity, water and gas distribution equipment, including gas mains and service pipes.

With the continual upgrading of existing equipment, a potential also exists for more cost effective and efficient equipment and a replacement market for switchgears, generators, pipes and mains.

As Singapore is switching from fuel oil to natural gas, the country will require new types of high pressure distribution systems, including: polyethylene pipes, digging systems, SCADA (Supervision of Control and Data Acquisition) equipment for distribution control and process control.

With the expansion of its electricity system, Singapore will offer opportunities for contractors and suppliers of major equipment and process control equipment. In addition, the country will be looking for minicomputers in the areas of facilities and project management.

Singapore's main equipment supplier in 1988 was Japan, accounting for 33 per cent of the S\$4 billion worth of imports in that sector. Canada's Willowglen System Ltd. has not only provided the current SCADA system for gas distribution, but it also supplies the Ministry of Environment and the Housing Development Board with control systems for their sewerage system and lift maintenance.

Infrastructure and capital equipment contracts are open to foreign company bidding. The two basic ways of selling equipment for generation and distribution of electricity, water and piped gas are: direct sales through an appointed original equipment manufacturer, and sales through an agent.

As far as Singapore government regulations are concerned, imports of equipment used by the public utilities sector are free from customs duties. In addition, Singapore allows 100 per cent foreign ownership of companies in that country.

The study also gives a list of key industry and government contacts as well as a brief outline of tax incentives offered.

For more information on trade opportunities in Singapore, contact Louise Branch, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-5824. Fax: (613) 996-4309.

Canada Shares in AsDB Projects

The Asian Development Bank (AsDB) which, in 1989 funded over US \$3.6 billion in projects in developing Asian countries, is an important focus for Canadian companies, particularly those in the consulting and capital projects business.

Canada is one of a number of donors to the AsDB, but Canadian exporters' share in AsDB-funded contracts does not reflect the overall level of Canada's interest in this organization. (see table page 10). Traditionally, Canadian consulting firms have done reasonably well in winning contracts, although some improvement could be expected.

However, Canadian performance in capital project procurement, which represents some 90 per cent of Bank business, remains poor, largely reflecting the wider problem of the absence of Canadian manufacturers and construction firms in the markets of developing Asian countries.

Loans

Since the establishment of the Asian Development Bank in 1967,

Canadian suppliers, contractors and consultants have been awarded a total of US\$157.6 million worth of business from contracts financed through AsDB

loans to member governments. That figure represents a 1.06 per cent share of total AsDB lending.

associated with AsDB lending valued at US\$0.5 million, and 0.42 per cent share of equipment and

civil works valued at US\$8.5 million.

Canada's traditional performance in the area of consulting under loans is far better than its record in supplying equipment and civil works. This is actually the case worldwide in contracts funded by all the development banks.

Canada's \$50 million cumulative total represents a 6.0 per cent share of consultancy financed by AsDB loans.

Technical Assistance

Canada's record for grant-financed AsDB technical assistance — in which the contracts are awarded by the AsDB directly — is similar to its record with respect to consulting work financed under loans.

Over the years, Canada has retained a 5.6 per cent share of these technical

assistance contracts. The country lags behind only the U.K., the U.S., the Philippines, and Australia.

In 1989, Canada won nine tech-

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The Asian Development Bank: What It Is, What It Does

The Asian Development Bank (AsDB) is an international financial institution funded by its 47 member countries — 32 from the Asia-Pacific region and 15 from Europe and North America (including Canada).

The area served by the Bank is home to more than half the world's population.

The Bank's principal function is to use the resources at its disposal to:

- *make loans and equity investments for the economic and social advancement of its developing member countries;*
- *provide technical assistance to prepare and carry out development projects and programs and advisory services;*
- *promote investment of public and private capital for development;*
- *assist in coordinating development plans and policies of member countries; and*
- *cooperate with public international organizations and national entities concerned with the investment of development funds in the region.*

Bank lending has focussed on the public sector, reflecting the dominance of governments in promoting economic development. Bank-assisted investments have helped to build physical infrastructure — in agriculture and irrigation, power, and transport and communications — as well as social infrastructure, such as schools and health clinics. Together, these investments have laid the basis for the generally high rate of growth experienced in the region. This pattern should hold in the future.

With basic infrastructure largely in place, the nature of developing member countries (DMCs) requirements is gradually changing. The Bank's prospective assistance to the public sector is adapting to take changing DMC development needs into account.

These needs are reflected in a number of new priorities in the AsDB's lending program:

- *social infrastructure expansion, in particular in the health and education sectors;*
- *improved living standards among the poorest groups, particularly women, who should benefit to a greater degree from the opportunities and resources of Asian development;*
- *protection of the environment by integrating environmental considerations in the development of the Bank's lending program; and*
- *private sector support. The Bank will take a much more active role in helping to promote the private sector, directly and indirectly, in those countries whose governments wish to do so.*

By comparison, Australia has 1.34 percent, the U.K. .3.9 per cent and the U.S. 8.09 per cent.

In 1989, Canadian firms won a 0.75 per cent share of consulting

How Canadian Posts Can Help You

Continued from page 7

nical assistance contracts (both firms and individual consulting contracts) valued at US\$3.15 million representing a 5.6 per cent share by value of 1989 AsDB technical assistance contracts. In this regard, Canada ranked seventh, after Australia, France, New Zealand, the Philippines, the U.K. and the U.S.

The Role of Canada's Posts in Supporting Canadian Supply Initiatives

The Department of External Affairs and International Trade Canada (EAITC) maintains a resident Trade Commissioner in most of the countries eligible for assistance from the Asian Development Bank. For those countries, such as Nepal, where Canadian trade commissioners are not present, service is provided from neighbouring posts in the region.

On a responsive basis, these posts can provide interested Canadian equipment suppliers, construction contractors and consultants with project alerts and intelligence and identify and arrange meetings with relevant officials in the respective project executing agencies in the borrowing nations. Where joint ventures or associations with other foreign or domestic companies are advisable for specific tenders, the posts can suggest the names of appropriate firms to approach.

The Liaison Office at the Canadian Embassy in Manila, which covers the AsDB, provides project intelligence on a timely basis and identifies the appropriate project officers within the Bank. The post in Manila also passes project information to EAITC on a regular basis. Such information is disseminated to Canadian industry at large. To the extent possible, the post also tries to alert Canadian firms directly on upcoming projects.

The AsDB Liaison Office at the Embassy in Manila has established a good record over the years

in assisting Canadian consultants in making AsDB shortlists.

This has been accomplished by providing both general guidance in the drafting of letters of interest (carefully tailoring them to suit each project) and detailed information on the specific terms of reference. The post can also lend support to Canadian efforts by approaching project officers at AsDB.

Once a company is shortlisted, there is no evidence to suggest that continued Embassy "lobbying" is effective. In fact, it can be viewed as interference by project officers and therefore may be counterproductive.

To assist the AsDB Liaison Office in these endeavours, it is very

helpful if companies expressing interest in AsDB technical assistance assignments copy to the Embassy their correspondence with the Bank.

Canadian equipment suppliers have established a reasonably good track record on AsDB projects once they have been prequalified by the executing agencies. Unfortunately, relatively few companies manage this hurdle, rendering Canada's overall procurement record with the Bank somewhat weak. This largely reflects the paucity of Canadian manufacturers, construction firms and equipment packagers established in developing Asian markets.

AsDB to Hold First Board of Governors Meeting in Canada

The 1991 annual meeting of the Board of Governors of the Asian Development Bank (AsDB) will be the first such meeting ever held in North America. It will take place in Vancouver.

This gathering of more than 1,500 planning and finance officials — all of whom are involved in Asian development — will be hosted by Canada from April 24 to 26.

Also for the first time, the meeting will be preceded by a two-day (April 22-23) seminar which will provide a forum for discussion of the key financial and development issues to be faced over the next decade.

The theme of the seminar is "Asian Development - A Global Partnership". Topics will emphasize, from many points of view, the role of the private sector in development work.

Speakers and moderators will come from Asian, North American, and European countries, and will include ministers and other government officials, international banking representatives, senior officers of major corporations, and representatives of international agencies.

The seminar, with a wider range of participation than the AsDB meeting itself, is sponsored by the private sector and the governments of Canada and B.C. It is an opportunity for business people with interests in economic development in Asia and, more specifically, the work of the AsDB, to meet. It also affords Canadian companies the opportunity to showcase their expertise to their peers and to international visitors.

About 600 people are expected to attend the seminar. This figure includes participants from the Developing Member Countries who are being sponsored by the Canadian International Development Agency (CIDA) and other agencies. Other participants will include representatives of development agencies, aid groups, and academics.

For further details contact the Asian Development Business Seminar Society. Tel.: (604) 663-1991. Fax: (604) 663-3423. Write: 730-999 Canada Place, Vancouver, B.C., V6C 3E1.

Some AsDB Contracts Awarded to Canadian Firms and Organizations

Over the past year, several Canadian consultants and suppliers have been successful in bidding on contracts funded by the Asian Development Bank (AsDB).

Among these are the British Columbia firm **TM Thomson**, which was awarded a US\$550,000 AsDB technical assistance contract to carry out a study of estate crops development in critical watershed areas in Indonesia, and Alberta-based **Westronic Inc.**, which won a US\$400,000 contract to supply SCADA remote terminal units to the Philippines.

Other successful bidders:

- Ontario-based **Institute for International Development and Cooperation** won a US\$47,000 contract for teaching fellowships in the Philippines. Various contracts totalling US\$31,000 were awarded to Canadian consultants active in this field.
- **Chanrasoma/Fisheries and Oceans, Nova Scotia**, were awarded a US\$20,000 contract for fish nutrition research training in Sri Lanka.

- Ontario-based **Agrodev** won a US\$900,000 AsDB technical assistance contract for the management and development of fisheries and coastal resources in Papua, New Guinea.

- Quebec-based **Bureau d'études JPL** won a US\$30,000 technical assistance contract to carry out a sectoral study of the secondary education in Bangladesh.

- Another AsDB technical assistance contract, valued at US\$217,000, was awarded to an independent consultant, **Michael Murphy**, to provide institutional support for the Second Forestry Development Project in Laos.

- Several Alberta firms have been

- **The Toronto Group of Canada** was awarded a US\$41,000 contract to carry out a study of the micro-enterprise sector in the Philippines.

- The Alberta firm, **ND Lea International**, won a US\$521,000 consulting contract for the implementation of a road project in Indonesia.

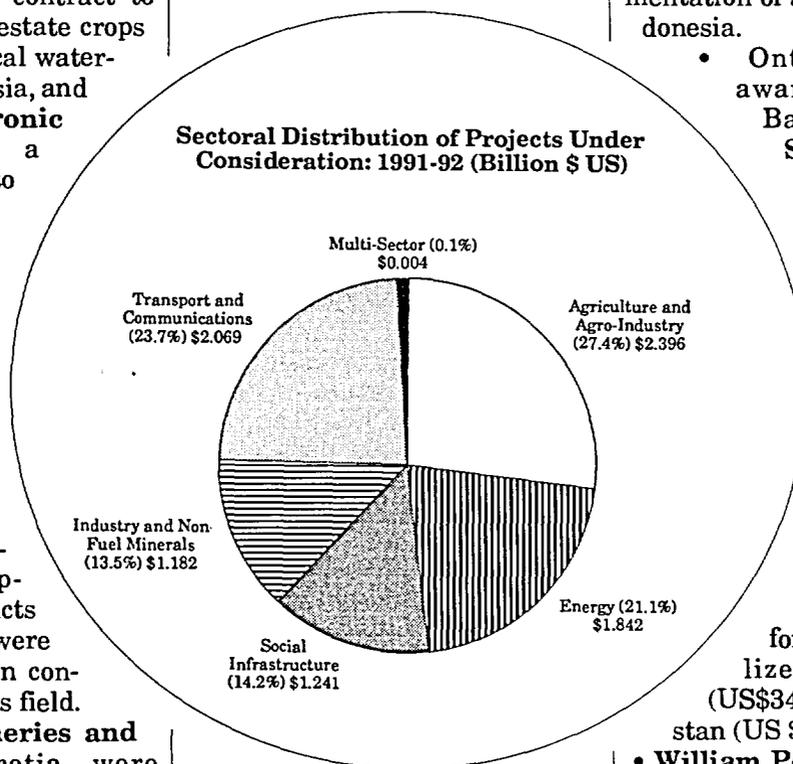
- Ontario companies awarded contracts in Bangladesh include **Scintrex** (US\$26,000 for the supply of magnetometers); **Renfrew Tape** (supplying pipe wrapping valued at US\$15,000); and **Bailey Controls** (providing spares valued at US\$13,000).

- **Canpotex** from Saskatchewan won two contracts for the supply of fertilizer to Sri Lanka (US\$341,000) and to Pakistan (US\$652,000).

- **William Perrin Inc.**, Ontario won a US\$16,000 contract for the supply of filter press machines to the Philippines.

- The Montreal engineering firm **Lavalin International** was awarded a US\$9 million contract to provide marine sciences consulting services in Indonesia.

- **Reid Collins and Associates**, British Columbia, won a US\$1.5 million AsDB technical assistance contract to establish a forestry sector master plan in Pakistan.



awarded AsDB contracts for projects in Pakistan, including **M/STop-Co Industries**, which won a US\$43,000 contract to supply well casing accessories and another US\$176,000 contract for gas development casing accessories; **AV Energy**, which sold oil and gas metering equipment valued at US\$36,000; and **Cardium Tool Services**, which won a US\$66,000 contract for gas development liner hangers.

EAITC Division the Contact Point for Canadian Firms Pursuing Projects Funded by Financial Institutions

The Canadian procurement record on projects funded by International Financial Institutions (IFIs) has been improving in recent years and Canadian exporters have enjoyed a reasonably high success rate—in terms of contracts they won versus contracts on which they bid.

However, there is considerable room for improvement—and substantial potential for greater success.

For Canadian exporters interested in pursuing multilateral business opportunities financed by the IFIs, the contact point at External Affairs and International Trade Canada (EAITC) is the International Financial Services and Capital Projects Division (TPF).

Through TPF, Canadian exporters and trade associations may access market data (Scan-a-bid), obtain a better understanding of the competition, and determine whether an IFI-funded market opportunity should be pursued. Information and advice is provided on available Canadian government-funded assistance programs and on methods that develop effective export marketing strategies.

This division is the focal point for

the Canadian Offices for Liaison with International Financial Institutions (OLIFIs) which promote the commercial interests of the Canadian private sector and government.

These offices are located in the Canadian Missions in the following cities:

- Washington, D.C. (covers World Bank and Inter-American Development Bank);
- Manila, Philippines (covers Asian Development Bank);
- Abidjan, Ivory Coast (covers African Development Bank);
- Bridgetown, Barbados (covers Caribbean Development Bank);
- New York, N.Y. (covers United Nations Agencies).

With the European Bank for Reconstruction and Development scheduled to start operating this month, consideration is being given to have an OLIFI in the Canadian High Commission in London.

In addition to services related to IFI business opportunities, TPF follows developments in export financing and in international markets for capital projects, and liaises with the Export Development Corporation (EDC), the Canadian Commercial Corporation (CCC),

and the Canadian International Development Agency (CIDA).

The International Financial Services and Capital Projects Division is here to assist Canadian exporters.

International Financing Data: A Business Guide to Export Financing and Other Financial Assistance, (Revision #8), may be obtained through TPF as can brochures and registration forms for the particular IFIs.

Contact International Financial Services and Capital Projects Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 995-7251. Fax: (613) 943-1100.

TPF Personnel

Roger Ferland, Director
Léo R. Leduc, Deputy Director, Capital Projects
V. Rusedski, Trade Commissioner, International Financing Institutions
Marie-Lucie Morin, Deputy Director, Export Finance
Roger Beare, Trade Commissioner, Export Finance and Investment
Donald MacLeod, Trade Commissioner, Export Finance.

AsDB: Canada's Annual Procurement of Projects (US\$ Millions)

Source: AsDB: Loan and Technical Statistics Yearbook 1989 (March 1990)

| | 1985 | | 1986 | | 1987 | | 1988 | | 1989 | |
|---|-------|------|-------|------|--------|-------|-------|------|-------|------|
| | Value | % | Value | % | Value | % | Value | % | Value | % |
| Goods, Related Services and Civil Works | 2.153 | 0.25 | 3.083 | 0.30 | 8.407 | 0.62 | 2.349 | 0.13 | 8.475 | 0.42 |
| Consulting Services | 2.152 | 4.06 | 1.753 | 2.31 | 6.927 | 12.19 | 3.798 | 4.32 | 0.511 | 0.75 |
| Total | 4.305 | 0.46 | 4.836 | 0.44 | 15.334 | 1.09 | 6.147 | 0.32 | 8.986 | 0.43 |

European Economic and Monetary Union: Major Impact Likely on Canada

European Economic and Monetary Union (EMU) is likely to have major implications for Canada's role in international policy formation.

That will be all the more the case as the European Community (EC) speaks with a progressively more unified voice on matters of global economic concern.

This stronger European presence represents a challenge for Canada and will require a forceful and active Canadian presence in international financial institutions and fora, such as the G-7.

The economic impact of EMU on Canada is difficult to predict and depends on whether EMU results in an increase in international trade or merely increases trade within the EC. The overall macroeconomic impact is expected to be slight yet positive.

These are the conclusions of the interdepartmental *Europe 1992 Working Group Report on European Economic and Monetary Union* which was released at the January 15 "Europe in Transition" Conference in Toronto.

The European Monetary System and the Delors Plan

The European Monetary System (EMS) was created in order to establish greater exchange rate stability among Community currencies. It attempted to do so through three main instruments: a system of fixed, but adjustable, exchange rates, the Exchange Rate Mechanism (ERM); the European Currency Unit (ECU); and several credit facilities.

European Commission President Jacques Delors chaired a committee which has suggested a three-stage plan for modifying the EMS and moving towards monetary union. The goals of his plan are:

- the complete convertibility of all currencies;

- the complete liberalization of capital markets and the full integration of financial markets; and
- the irrevocable fixing of exchange rates.

The Delors Committee also suggested that, while not necessary, the adoption of a single European currency was desirable.

Delors has suggested three stages for achieving these goals:

- 1) The first stage, which began on July 1, 1990, involves the virtual elimination of capital controls in the Community, closer co-ordination of macroeconomic policies among member states, and the eventual participation of all member states in the ERM.

- 2) The second stage, scheduled to begin on January 1, 1994, involves the creation of a European System of Central Banks (ESCB).

- 3) The third stage, when exchange rates will be irrevocably fixed — its scheduled start date will be finalized before the end of 1996 — is dependent on the achievement of a sufficient degree of economic convergence among the twelve Community economies.

The detailed framework for the Delors plan is to be worked out by an Intergovernmental Conference which convened in December 1990 and is expected to last until at least the fall of 1991.

At the March 1990 meeting of EC Member State Finance Ministers and Central Bank Governors, it was agreed that the new ESCB should conduct monetary policy free from political control. No decision has been reached on the German and Dutch demand that national central banks also be independent of their governments.

Since the Intergovernmental Conference began, it has become clear that there exists some differences in opinion with respect to the desirability of EMU and the extent to which the ESCB will be

free of political influence.

Effects of EMU on the European Community

The economic impact of EMU on the EC should have two main influences:

Moving to a common currency should reduce uncertainty and transaction costs; this should have a beneficial effect on the level of income and welfare. The European Commission estimates that economies of scale to be made strictly in terms of reductions in costs of multi-currency handling are in the order of 15 billion ECU on intra-EC trade alone.

Assuming that the ESCB's commitment to price stability and fiscal discipline is maintained, economic gains should also flow from the pursuit of anti-inflationary monetary and fiscal policies and the associated increase in macroeconomic stability.

Balanced against these gains are the potential costs associated with more difficult adjustment of economic shocks. However, over the long run, the combination of EMU and the Single Market Initiative should promote easier adjustment, as factor mobility and the degree of economic integration improve.

Effects of EMU on Canada

To the extent that EMU leads to efficiency gains and higher output in Europe, international trade can be expected to increase. It is through the trade channel that the most important economic impact of EMU on Canada will be felt.

From Canada's standpoint as a consumer, increased efficiency in Europe could lead to lower import prices. On the other hand, the extent to which greater European integration encourages Europeans to prefer European suppliers and

Continued on page 12-Effects

Bolivia's New Law Designed to Attract Foreign Investment

The Bolivian government's recently introduced New Law on Investments represents a "significant step" in the country's process of structural and liberalization reforms.

It also means that foreign and national investment is placed on an equal footing — the intent being to attract foreign investment to help the country raise the growth rate of its Gross National Product.

Among the many clauses within the new law, the following may be of interest to Canadian investors/exporters:

- Foreign investors are recognized to have the same rights, obligations and guarantees as local investors;
- Joint ventures among local and/or foreign companies are specifically recognized;
- Foreign investment guarantees will be backed by bilateral or multilateral instruments that Bolivia has agreed to or may agree to with other nations or international organizations;
- Free currency exchange is guaranteed;
- Private investment does not require either previous authorization or additional registry; and
- The freedom to import and export goods and services — excepting those determined to affect public health or state security — is guaranteed.

Two other laws — aimed at modernizing Bolivia and making the country a more attractive site for foreign investment — are expected to be passed in the near future. They deal with a revised mining code and a revised law on hydrocarbons. Both will be dealt with when the information is received.

For further information on this aspect of the Law of Investments or for information on trade opportunities in Bolivia, contact Georges Lemieux, EAITC, South America and Mexico Trade Division (LST), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 996-0677.

New EDC Lines of Credit

A US \$15 million line of credit, valid for two years, has been established between the Export Development Corporation (EDC) and the Central Bank of Trinidad and Tobago. The new credit facility will enable buyers of Canadian goods in the country to finance their imports for up to 85 per cent of the sale price.

EDC and the Canadian International Development Agency (CIDA) have established a joint US \$14 million credit facility for Oil India Limited, a state-owned company involved in the exploration, recovery and transportation of oil. Under the facility, EDC will finance 62 per cent of the sale price of goods and services, while CIDA will cover the remaining

portion through a contribution to the Indian government.

The EDC has established a number of credit facilities with various Mexican banks. The Crown corporation recently doubled its US \$ 15 million line of credit with Banco Nacional de Comercio Exterior, S.N.C. and renewed, for a period of two years, four existing lines of credit, two for \$10 million each, with Banco Nacional de Mexico, S.N.C., and Banca Serfin, S.N.C.; and two for \$5 million each, with Multibanco Comermex, S.N.C.; and Banco Internacional S.N.C. In addition, a line of credit worth US \$5 million has also been established with Banco del Atlantico, S.N.C.

Effects — Continued from page 11

markets, Canadian trade with the EC may be limited by EMU.

The creation of a single EC currency could also be expected to affect Canada's access to international capital markets to the extent that portfolios are re-balanced towards securities denominated in ECUs and away from securities denominated in Canadian dollars.

The political and economic effects of EMU will have to be closely monitored in order to determine which paths they are taking and to ensure that Canada takes an active role in making its interests known both in Brussels and within the G-7 exercise.

For more details on Europe 1992 and EMU, consult the interdepartmental *Europe 1992 Working Group Report on European Economic and Monetary Union*, available from Info Export. (see bottom of page 16 to order).

For more information on Europe 1992, contact EAITC's European Community Trade and Economic Relations Division (REM). Tel.: (613) 996-2727. Fax: (613) 995-1277.

Numbers to Note

The new fax number for the Canadian High Commission in Colombo, Sri Lanka is (94-1) 687049.

Following are the temporary address, telephone, telex and fax numbers for the new Consulate General in Kiev, USSR: Canadian Consulate General, c/o Zhowtneva Hotel, Room 808, Corpus 1, 5 Rosa Luxembourg Street, Kiev 22 252021, USSR. Tel.: 011-7-044-291-8978 (office); 011-7-044-291-8858 (Nestor Gayowsky, Consul General); 011-7-044-291-8903 (Ron Waugh, Administration). Telex: 131479 UYUTSU. Fax: 044-291-54-68.

Saskatchewan Farm Equipment Show Anticipates \$50 million in Export Sales

Regina — More than 500 exhibitors from around the world participate each year in what has come to be recognized internationally as "the largest semi-arid farming technology show in the world."

It's the **Western Canada Farm Progress Show**, being held in this Saskatchewan city June 19 to 22, 1991.

And, as it's likely to follow the success of the 1989 event, the results of which have just recently been tabulated, Canadian exhibitors can expect to record at least \$50 million in export sales.

Providing a special environment that assists in export sales development and the 'agent appointment' process, the **Farm Progress Show**, since its inception in 1978, is a high-tech 'shopping centre' of dryland farming equipment and know-how.

On display is virtually everything relating to the industry, from rock pickers, rod weeders, chisel plows, and tractors, to combines, farmstead equipment, tools and services.

In 1990, the show recorded its largest participation ever (184 international delegates) in its International Business Centre — a centralized area providing full services to enhance export opportunities.

Among other services, the International Business Centre arranges 'dating sessions' for information exchanges between trade delegates and manufacturers, and provides computerized listings of manufacturers and their products. Last year, delegates came from such diverse countries as Argentina, Australia, Bulgaria, China and Spain.

The **Western Canada Farm Progress Show** is supported by the federal government and the provincial governments of Saskatchewan, Alberta and Manitoba.

For further information, contact Tom Rogers (tel.: 306-975-4365) or Laura Diakiu (tel.: 306-975-4346) at the International Trade Centre at Industry, Science and Technology Canada, Saskatoon. Fax: (306) 975-5334.

The show organizers also may be contacted directly: Western Canada Farm Progress Show, P.O. Box 167, Exhibition Park, Regina, Saskatchewan S4P 2Z6. Tel.: (306) 781-9200. Fax: (306) 565-3443.

Canadians Could Build Sales at Paris Construction Show

Paris — Recruitment now is underway for Canadian companies to participate in *External Affairs and International Trade Canada (EAITC's) stand at Batimat'91* — one of the world's premier showcases for the construction industry.

Being held in France's capital from November 12 to 19, the 1991 event will mark Canada's twelfth participation in the show which features all types of building construction, structural housing components, and building accessories.

In 1989 — the show is held every two years — 11 Canadian companies exhibited at the Canada stand. Over a 12-month period, they recorded sales of \$10,350,000 and were among the more than 2,300 exhibitors from 42 countries.

For further information on **Batimat'91**, contact Wesley S. Rathwell, Trade Fairs and Missions (RWTF), Western Europe Trade and Investment Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0893. Fax: (613) 995-6319.

Trade Fairs, Exhibitions Slated for Algeria in 1991

Canadian companies may be interested in participating in the following 1991 Algeria-based trade fairs and exhibitions. The following is the list of events provided by the Commercial Division of the Canadian Embassy in Algiers:

- **27th International Fair of Algeria** — June 5-15;
- **International Electronic and Audio-Visual Exhibition** — September 1-7; and
- **International Informatics, Computerized Office and Communications Exhibition** — October 1-7.

Further information is available by contacting directly the Commercial Division, Canadian Embassy, Algiers, Algeria. Tel.: (011-213-2) 60.66.11. Fax: (011-213-2) 60.59.20. Telex: (Destination code 408) 66043. Answerback: (66043 CANAD DZ).

One-Stop Business Info in B.C.

British Columbia's centrally located Business Information Centre can help take the mystery out of exporting.

Through a network of economic development commissions, information centres, Chambers of Commerce, government agents and regional development liaison officers, the Vancouver Centre can help businesses in every corner of the province.

Operated by the B.C. Trade Development Corporation and the Ministry of Regional and Economic Development, the Business Info Centre has been recognized as a one-stop shop for business information.

For details on the services offered, contact the B.C. Business Information Centre, The Station, 601 West Cordova St., Vancouver. Tel.: 660-3900 or 731-2239 (within Greater Vancouver); or 1-800-665-2239 (outside the Lower Mainland).

1991-92 Calendar to U.S. Trade Shows and Missions

The United States is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.

One of the most effective ways to penetrate that huge and challenging market — or to expand sales — is to display products and services at trade shows.

External Affairs and International Trade Canada (EAITC) is planning to participate in some 400 trade shows and missions in the U.S. during 1991-92.

Below is the second of a line-up of proposed events (chronological) planned in various industry sectors (listed alphabetically). (TBD = To be determined).

For details on the shows and missions listed or on conditions of participation, contact EAITC's United States Trade and Investment Development Division (UTI), or United States Trade and Tourism Development Division (UTO). Tel.: (613) 993-7343. Fax: (613) 990-9119.

Defence Programs, Products, Related Equipment and Services

- Outgoing Mission of Vendors to Prime Contractors in Philadelphia — September 1991.
- ASO (Aviation Supply Office) to AIAC (Air Industries Association of Canada) Meeting — Halifax, NS — September 1991.
- CECOM (Communications Electronics Command) Mission to Canada — Canada — September 1991.
- Outgoing Mission of Canadian Electro-optics Firms to WRDC (Wright-Paterson Research Development Centre) — Dayton, Ohio — September 1991.
- Outgoing Mission of Canadian Simulation/Training Equipment Companies — Orlando, Florida — September 1991.
- Incoming Mission from NAC (Naval Avionics Centre) from Detroit, Michigan to Aerospace Industries Association of Canada (AIAC) Meeting — Halifax, NS — September 1991.
- Outgoing Mission to U.S. Air Force Logistics Centres in Dallas, Texas area — October 1991.
- Outgoing Mission of Canadian Defence Electronics Firms — Orlando, Florida — October 1991.
- Cold Weather '91 Show — Cold Weather Protective (Military) Clothing — Washington, DC — November 1991.
- Army Aviation Systems Command CASL (Competition Advocacy Shopping List) Symposia — St. Louis, Missouri — November 1991.
- SPCC (Ship Parts Control Centre) to Canadian Maritime Industries Association Meeting — Montreal, PQ — February 1992.
- Outgoing Mission of Canadian Defence Electronic Firms — Dallas, Texas — February 1992.
- Canadian Representatives to AIAA (Air Industries Association of America) Meeting — El Segundo, California — February 1992.
- Outgoing Mission of Canadian Firms to Army Aviation Systems Command — St. Louis, Missouri — February 1992.
- Outgoing Mission of Canadian Defence Aerospace

Firms to Prime Contractors — San Francisco, California — March 1992.

- SAS Show (Sea-Air-Space) — US Navy League — Washington, DC — March 1992.
- Outgoing Mission of Canadian Aerospace/Electronics Firms to ASD (Aerospace Systems Division) — Wright-Paterson Air Force Base — Dayton, Ohio — March 1992.

Electronic Components

- Mid West Electronics Show — Minneapolis, Minnesota — May 1991.
- Electro 91 Show — New York, New York — May 1991.
- Outgoing Buyers' Mission to San Francisco and Santa Clara Area — California — September 1991.
- Northcon Show — Seattle, Washington — October, 1991.

Environmental Equipment

- ETE '91 (Environmental Technology Exposition) — Chicago, Illinois — April 8-11, 1991.
- Waste Expo '91 — Washington, DC — April 10-12, 1991.
- Hazardous Materials Mission — Chicago, Illinois — April 15-17, 1991.
- HazMaCon '91 (Hazardous Materials Controls) — San Francisco, California — April 16-18, 1991.
- Boston Harbour Clean-Up Mission — Boston, Massachusetts — May 15-16, 1991.
- Recycling Technologies Mission — Chicago, Illinois — June 4-6, 1991.
- HazMat (Hazardous Materials) International — Atlantic City, New Jersey — June 12-14, 1991.
- Air & Waste Management Association — Vancouver, BC — June 16-21, 1991.
- AWWA '91 (American Water Works Association) — Philadelphia, Pennsylvania — June 23-27, 1991.
- DOD (Department of Defence) Sites Remediation Workshop — Washington, DC — July 10-11, 1991.
- Government Refuse Collection/Disposal Association Show — Cincinnati, Ohio — August 12-15, 1991.
- Water Pollution in Northern California Mission — San Francisco, California — September 1-2, 1991.
- Environment Workshop/Seminar — Boston, Massachusetts — September 12-13, 1991.
- Clean Air Mission — Pittsburgh, Pennsylvania — September 23-26, 1991.
- Environment Market Strategies Workshop/Seminar — Winnipeg, MAN — October 2-3, 1991.
- NEXUS (New Exporters to the U.S. South) Mission for Environmental Equipment — Atlanta, Georgia — October 2-3, 1991.
- Water Pollution Control Federation Show — Toronto, ON — October 6-10, 1991.
- Hazardous Materials Control Mission to Washington, DC — November 1-3, 1991.
- HazMat (Hazardous Material) West Show — Long

Beach, California — November 6-8, 1991.

•Trade/Technology Workshop — Pittsburgh, Pennsylvania — November 20-21, 1991.

•PetroSafe '92 Show — Houston, Texas — February 8-10, 1992.

•Canada-U.S. Environmental Technology Forum and Exposition — Miami, Florida — February 26-27, 1992.

•GLOBE '92 Mission — Vancouver, BC — March 12-16, 1992.

Fish, Shellfish, Other Seafood

•Seminars/Workshops on Under-utilized Species — Boston, Massachusetts — May/July/September 1991.

•Incoming Mission of Buyers from Georgia, Florida, and Tennessee — Quebec and New Brunswick — June 1991.

•Incoming Mission of Buyers from Florida, Tennessee, and Georgia — Atlantic Canada — July/August 1991.

•Outgoing Mission of Maritime Processors to visit Washington Area in order to become familiar with Distribution Centre — Washington, DC — September 1991.

•Solo Seafood Show — Atlanta, Georgia — November 1991.

•Anaheim Seafare Southwest Show — Anaheim, California — March 1992.

Forestry Equipment, Services

•Loggers Congress Equipment Expo Northeast — Syracuse, New York — May 17-18, 1991.

•Forest Products Machinery & Equipment Exposition — New Orleans, Louisiana — June 6-8, 1991.

•Forest Industries 1992 Machinery Show — Portland, Oregon — March 25-27, 1992.

Furniture

•Solo Show — Office/Institutional — Washington, DC — May 23-24, 1991.

•Incoming Buyers' Mission to the Montreal Residential Show — Montreal, PQ — June 16-18, 1991.

•Solo Show — Contract/Office Furniture — San Francisco, California — September 25, 1991.

•Incoming Buyers' Mission to IDEX Office/Contract Show — Toronto, ON — November 21-23, 1991.

•Incoming Buyers' Mission to the Toronto Residential Show — Toronto, ON — January 12-15, 1992.

•Solo Show — Residential/Design — Florida — TBD.

•Solo Show, Office/Residential — Dallas, Texas — TBD.

•Solo Show — Institutional/Healthcare — Minneapolis, Minnesota — TBD.

•NEXUS Missions to Permanent Marts of Areas of High Growth Potential — California/Atlanta, Georgia — TBD.

Giftware, Crafts

•Solo shows of Canadian arts, crafts and giftware —

Pittsburgh, Minneapolis, Washington, DC territory — May-Oct. 1991.

•NEXUS (New Exporters to the U.S. South) Missions to major trade shows/crafts buying areas — US Southwest, Los Angeles, Atlanta — May 1991-March 1992.

•Museum Buyers to BC Indian Arts/Crafts Show — Vancouver, BC — July 1991.

•Buyers Mission to Atlantic Crafts Trade Show — Halifax, NS — February 1992.

Government Non-Defence Procurement

•Federal Computer Conference — West Anaheim, California — April 1991.

•Veterans' Admin. Medical Technology — Chicago, Illinois — April 1991.

•Technical/Business Expo — Huntsville, Alabama — May 1991.

•General Services Admin. Sporting Goods Mission — Dallas, Texas — July 1991.

•FedMicro Show — Washington, DC — August 1991.

•Federal Computer Conference — Washington, DC — September 1991.

•Mission to the FAA — Washington, DC — November 1991.

•GSA/Firefighting Mission — Ft. Worth, Texas — December 1991.

•Strategic Partnering Seminar — Ottawa, ON — January 1992.

•ComNet'92 — Washington, DC — February 1992.

•Federal Office Systems Expo — Washington, DC — March 1992.

Hardware, Lawn & Garden Equipment

•National Hardware Show — Chicago, Illinois — August 11-14, 1991.

•Hardware Mission to Southern California — Los Angeles, California — November 1991.

•Canadian Hardware Show, Incoming Mission — Toronto, ON — February 1992.

•Outgoing Mission of Canadian Firms to National Home Centre Show — Chicago, Illinois — March 1992.

•National Home Centre Show — Chicago, Illinois — March 1992.

Heating Equipment, Commercial Refrigeration, Air Conditioning Equipment

•Air Conditioning, Heating Refrigeration Expo (ASHRAE) — Anaheim, California — January 1992.

Hospital, Medical Equipment, Services

•Mid-Atlantic Health Care Show — Atlantic City — May 1991.

•American Hospital Association — Anaheim, California — July 29-31, 1991.

•Mission to US Veterans Affairs Marketing Centre — Hines, Illinois — Nov. 28-30, 1991.

•National Home Health Care — Atlanta, Georgia — November 1991.

Continued in Next Issue

BUSINESS AGENDA

Montreal — April 9-10 — Sub-contractor's IV Exhibition. This special purpose trade show offers an opportunity for Canadian sub-contractors to display products to their U.S. and Canadian counterparts in the aerospace, electronics and defence industries. Contact Rose Bechamp, Project Coordinator, International Defense Programs, Aerospace and Marine Division (TDA), EAITC. Tel.: (613) 992-0746. Fax: (613) 996-9265.

Toronto — April 11-12 — Understanding Letters of Credit. This two-day course will explain the fundamentals of dealing with documentary credits, why they are used and how they work. Participants will also examine the various documents required for international transactions. Organized by the Canadian Manufacturers' Association (CMA). Course fee is \$686 (\$485 for CMA members). Contact Cheryl Hendrickse, CMA. Tel.: (416) 363-7261. Fax: (416) 363-3779.

Saint John — April 17 — Japan and New Brunswick: Trade Prospects in the Nineties. This one-day conference will explore, among other topics, the characteristics of business in Japan and Canada's trade effort. A panel will discuss various aspects of doing business in the Japanese market. Organized by the Canada-Japan Trade Council (CJTC) in cooperation with the New Brunswick Department of Commerce and Technology. Contact Martin Thornell, CJTC, Ottawa. Tel.: (613) 233-4047. Fax: (613) 233-2256.

Saskatoon — April 18-20 — Index '91. Exhibitors from both business and education will be partici-

pating in this annual exhibition, the theme of which is Leading the Way through Education in Industry. Seminars topics will include: How to Expand Beyond the Saskatchewan Market; Strategic Alliances/Partnering; and Licensing, Joint Venture, Technology Transfer and the Law. For information, contact Wendell Dent, General Manager, Western Canadian Industry Exhibition Association Inc., Saskatoon. Tel.: (306) 652-3644. Fax: (306) 653-7233.

St. John's — April 23-24 — Seafood Outlook '91. This international marketing conference, now in its third consecutive year, will discuss trends, markets and opportunities with international seafood buyers, trade officers from Canada's worldwide missions, and experts from both the private and public sector. Topics include Europe 1992 and Seafood; Fisheries Technology Development; and Cod in the World Marketplace. Contact Paul Rose, ITC, St. John's. Tel.: (709) 772-5511. Fax: (709) 772-2373.

Vancouver — April 24; **Calgary** (April 26); **Montreal** (April 30); **Toronto** (May 28) — Let's Talk Risks. Workshops on the risks involved in exporting. Organized by the Export Development Corporation (EDC). To participate — fee is \$75 — contact the EDC office in each city: Vancouver, tel.: (604) 666-6234, fax: (604) 666-9550; Calgary, tel.: (403) 294-0928, fax: (403) 294-1133; Montreal, tel.: (514) 283-3013, fax: (514) 878-9891; and Toronto, tel.: (416) 973-6211, fax: (416) 862-1267.

Brandon — May 10-11 — 60th Annual Convention of the Mani-

toba Chamber of Commerce. Contact Anne Doherty, ITC, Winnipeg. Tel.: (204) 942-2561. Fax: (204) 942-2227.

Toronto — June 3-5 — Fundamentals of Export Documentation and Foreign Collections. Geared towards persons responsible for the movement of goods across international boundaries, this three-day course will explain the various aspects of export documentation and methods of payment encountered in export transactions. Organized by the Canadian Manufacturers' Association (CMA). For information, contact Cheryl Hendrickse, CMA. Tel.: (416) 363-7261. Fax: (416) 363-3779.

Publications

EAITC Publications

The following publication is available from Info Export (see the box at the bottom of the page to order).

New Release

Exporting Motor Vehicles to Australia addresses frequent requests for information concerning the export of cars to Australia. The paper examines the major considerations that such an endeavour entails and covers such topics as duties, taxes and vehicle standards for entry into Australia. Prepared by External Affairs and International Trade Canada's Asia Pacific South Trade Development Division, the document is available through Info Export (Quote code 99CE).

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (i.e. 99AZ).

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External Affairs and
International Trade Canada

Canada-Colombia Trade Increases to \$320 Million

With a highly developed and entrepreneurial private sector that is keen to import necessary products and services from Canadian suppliers, Colombia has become Canada's fourth-largest trading partner in South America.

In 1990, two-way trade totalled more than \$320 million, with Canadian exports to Colombia exceeding \$188 million, an increase of 15 per cent over 1989.

Colombia is an important mar-

ket for Canadian commodities and manufactured products, with Canadian exports to the country including newsprint, wheat, pulses, chemicals, motor vehicles, petroleum products, raw materials, electrical motors and telecommunications equipment.

Reforms are expected to bring a 6 per cent real economic growth in five years. Optimism and a strong sense of confidence in the policies of the present government is widespread.

Including expansion of duty-free status from the current 7 per cent of imports to 32 per cent, it is estimated that the average consolidated tax (duty and surtax) will drop from the current level of 33.4 per cent to 14.6 per cent by the end of the economic opening process.

Other measures include the elimination of cargo preferences where a previous requirement to ship 50 per cent of imports by Colombian flag vessels no longer exists.

INSIDE

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Generally speaking, the "Apertura" program will allow Canadian companies to work in Colombia on a more equal footing with local companies and without the impediments to trade that existed before.

Canadian companies would be well advised to take advantage of this opening now as 'Apertura' will give rise to new commercial opportunities in such sectors as oil and gas, telecommunications, electronics, plastics, electrical equipment and transportation.

Financial Support
The Export Development Corporation (EDC) has been a keystone in Canada's success in the Colombian market. EDC project financing and lines of credit have supported Canadian sales of mining equipment, aircraft and industrial machinery to a wide range of public and private sector clients.

Financial Support

The Canadian Interna-

U.S Trade Fairs and Missions See pages 6-7

by the administration of President Cesar Gaviria.

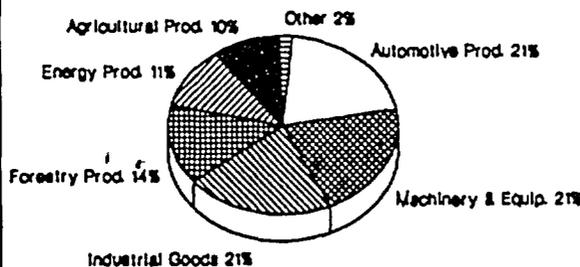
Reforms Aid Trade

In economic policy terms, Colombia in 1991 is no longer the same country it was a year ago.

Since the launch of an economic opening program "Apertura" in February 1990 to internationalize and modernize the economy, an avalanche of measures and institutional reforms at all levels has been implemented in the country.

Canada's success in the Colombian market should be assisted by these economic reforms — many of them being implemented

LATEST CANADIAN INTERNATIONAL TRADE FIGURES



Source: Statistics Canada

Canadian Exports, by Sector, January 1991

Continued on page 2—Columbia

Canada

MEXICAN TELECOM COMPANY TO EXPAND: Major Opportunities for Canadian Suppliers

Telefonos de Mexico (TELMEX), the recently privatized national telephone company in Mexico, has made public its plans to invest US\$ 7.2 billion over the next three years to accelerate the modernization of Mexico's telecommunications network.

Approximately 35 per cent of the planned investment will be in the form of procurement of equipment and specialized services from foreign sources of supply, with financing sought from banks and/or government financing agencies.

The major objectives of the investment program include:

- installation of 2.3 million new telephone lines, 100,000 new public telephones and procurement/construction of 13,600 km of fibre optic networks;
- extension of cellular services to an additional 50 cities and towns in Mexico, thereby expanding services by over 200,000 customers;
- provision of rural telephone service to 8,000 new communities;

- replacement of 470,000 non-digital telephone centrals with digital equipment.
- The opening of 33 new digital centres with 1,400 computerized operator positions.

TELMEX will also create a new "Instituto Nacional de Capacitacion e Investigacion Telefonica," with 13 training centres across the country to improve the technical skills of over 125,000 company employees. France Telecom and Southwest Bell of the USA, the new partners of TELMEX, will participate in this program.

Canada has a long tradition as a supplier of telephone equipment and services to the Mexican market. Canadian firms active in cellular telephone, rural systems, switching products and training services are already well represented in the market. Exports of telecom products to Mexico exceeded \$25 million in 1990, up over 100 per cent from the previous year.

External Affairs and International Trade Canada (EAITC) is organizing a mission of Canadian exporters to the COMEXPO telecommunications exhibition, which takes place in Guadalajara, Mexico from September 3 to 5. For further information on COMEXPO contact Paul Schutte, Caribbean and Central America Trade Development Division - Fairs and Missions (LCTF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-0677. Tel.: (613) 996-5358.

For further information on Mexico's telecommunications opportunities, contact Gil Rishchynski, South America and Mexico Trade Division (LST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8625. Fax: (613) 996-0677.

To obtain a copy of the *Market Study on Telecommunications Equipment and Systems in Mexico* (#30LE), contact Info Export (see box at the bottom of page 12).

COLUMBIA—Continued from page 1

tional Development Agency (CIDA), through its bilateral development assistance and indus-

trial cooperation programs, has also featured prominently in Canada's success in this market.

A number of key projects and joint ventures has been supported under these programs.

Now is the time for Canadian companies to visit Colombia and generate commercial ties.

For more information on trade opportunities in Colombia or on the implications of various reforms, contact Georges Lemieux, South America and Mexico Trade Development Division (LST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 996-0677.

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Editorial Assistants: Mark A. Leahy,

Mai Jüris

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Mary Morris, a journalism student at Algonquin College, Ottawa, did the layout and desktop publishing of this issue.

These business opportunities are provided with the understanding that, in most cases, the bona fides of the companies listed have not been verified by CanadExport.

AUSTRALIA/NEW ZEALAND

— A manufacturer's agent with 10 years of experience in developing and servicing the Australia-New Zealand building materials supply market with Canadian manufactured products seeks additional **building materials products** manufactured in Canada. Contact G.A. Eggert, GerAne Sales, 4694 Mountain Highway, North Vancouver, B.C. V7K 2K8. Tel.: (604) 986-4847. Fax: (604) 986-8325.

BRAZIL — A software and systems company which has been working with subway, railway, early warning and industrial systems wishes to enter into a **technological cooperation/exchange/in-**

vestment arrangement that would result in its rendering services abroad and in buying and adapting new technologies for use in the Brazilian market. Contact Bill Denning, Project Manager, CPCS Technologies Ltd., 740 Notre-Dame Street West, Suite 760, Montreal H3C 3X6. Tel.: (514) 876-1915. Fax: (514) 875-1023. Telex: 055-60147. (CPCS Technologies Ltd., with the financial support of the Canadian International Development Agency (CIDA), is engaged in a three-year program to foster industrial cooperation agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State of Parana—BADEP).

BRITAIN — A fully Canadian-owned subsidiary in England wishes to represent — in Britain and Europe — Canadian suppliers of **steel, aluminum, copper-nickel, other copper alloys, steel forgings and equipment for light rapid transit systems.** Contact Peter Fraser or Geoff Richey, H.J. Skelton (Canada)

Ltd., 165 Oxford Street East, London, Ontario N6A 1T4. Tel.: (519) 679-9180. Fax: (519) 679-0193. Telex: 064-7241.

BRITAIN — A computer-aided design and manufacturing company is offering its **tooling, production and general engineering capabilities** to Canadian manufacturers or sub-contractors wishing to use its U.K. services. Contact M.D. Prajapati, Sales Director, Nisan Engineering, Tithe Street, Leicester, England LE5 4BN. Tel.: (0533) 769198.

GREECE — Canadian companies interested in **providing goods and services** for the billion-dollar Athens metro system to be built by an important consortium lead by Siemens and Alstom, should contact the project office at

647-9505. Telex: 222792, Fax: 647-9504. Or the above contractors.

HUNGARY — A computer equipment, cable, printer, PC and keyboard manufacturing company seeks **foreign technology and capital** to improve its production and marketing. Contact (quoting reference number 90.1.0023 VM) Mr. Virag, INVESTCENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-6396. Fax: (361)118-3732.

SINGAPORE — **Fresh fruit and vegetables** are being sought by C.H. Tan, Managing Director, Ban Choon Marketing Pte Ltd., Blk 21 #01-142, Pasir Panjang Wholesale Centre, Singapore 0511. Tel.: 777 7333. Fax: 777-1400.

SINGAPORE — A company here wishes to import **industrial paper wiper and**

PVC strip curtain. Contact Daniel Toon, Sales Manager, Wah Keng Trade & Industry Pte Ltd., No. 21 Cavan #03-00, Singapore 0820. Tel.: 298-6111. Fax: 298-0202.

USSR — **Joint venture partners** are being sought for a number of projects being planned throughout the Soviet Union's 15 republics. The projects are: **building a factory to manufacture disposable medical syringes; delivering and installing equipment to manufacture tiles, ceramic tiles and sanitary ware; upgrading an Intourist hotel in Baku, the capital of Azerbaijan; building a four-star hotel for foreign tourists; modernizing two aluminum plants; building plant(s) to manufacture prefabricated housing; and manufacturing modern telecommunications equipment.** Contact Sevim Geraibeyli, President, Gerai International, P.O. Box 11076, Marina Del Rey 90295, California, U.S.A. Tel.: (213) 398-7428. Fax: (213) 391-5676.

Business Opportunities

the following address: Olympic Consortium, c/o Siemens S.A., P.O. Box 61011, Maroussi, 151 10 Athens, Greece. Attn.: Mr. K. Kontas, Project Manager. Tel.: 301-686-4111. Fax: 686-4299.

GREECE — The construction of a billion-dollar, 500 km 36" natural gas pipeline to run from the Bulgaro-Greek border to Athens may provide opportunities for **Canadian suppliers of goods and services.** The civil works of this turn-key project will be handled by Biokat Corporation, 4 Gravia and Granikou Street, Maroussi, 151 25 Athens. Tel.: 301-686-6700 Telex: 215271. Fax: 683-0454, attn.: Mr. George Constantinidis, President for the mechanical works, contact Zangas, c/o Zaroubejneftegas Stroi, Ministry of Oil and Gas Construction, Zhitnaja Street 14, 117 970 Moscow, USSR. Telex: 411979 STYK SU, attn.: Mr. Kopsishevsky. Interested firms should contact either the project owner: DEPA (Public Petroleum Corporation), 207 Messoghion Ave., Neo Psychico, Athens 115 27, Greece. Tel.: 301-

New U.S. Labelling Laws for Processed Food Exports

Exporters of processed foods to the United States will be subject to new nutritional labelling requirements.

The new laws are a result of the U.S. Nutritional Labeling and Education Act passed in November of 1990—the Act amends the U.S. Federal Food, Drug and Cosmetic Act and dictates that nutritional labelling will be required for almost all food products, including imports.

The legislation therefore will affect Canadian processed food exports to the United States. External Affairs and International Trade Canada (EAITC) is now investigating the potential effects.

Regulations pursuant to the legislation will be developed by the U.S. Food and Drug Administration (FDA) over the next year and industry will have to comply with all parts of the new regulations in early 1993.

It is important to note, however, that different aspects of the legislation are being phased in at different times over the next two years. Amendments occurring under the section dealing with in-

redients will be effective November 8, 1991.

This will require the declaration of the percentage of juice in fruit and vegetable juices, the listing of certified colours in foods and the ingredients in standardized foods. The FDA is currently drafting the regulations for these issues.

The FDA is also required to establish voluntary nutritional information guidelines for food retailers covering the 20 varieties of fresh fruits, vegetables and fish most frequently consumed.

If FDA determines that after 12 months retailers have not been in substantial compliance with the guidelines, it may set up a mandatory nutritional labelling program for such products.

The FDA does not have jurisdiction over meat and poultry products. So for the most part these products, which are regulated by the U.S. Department of Agriculture, are not affected by the legislation.

The Canada-U.S. Free Trade Agreement (FTA) established several technical working groups, which are supervised by EAITC,

to facilitate trade in agricultural, food and beverage goods. The Working Group on Packaging and Labelling is working toward equivalent requirements for matters such as nutrition labelling, ingredient listing or declaration and labelling terminology and definitions.

This working group is soliciting comments on the new U.S. legislation. Of particular interest is the potential impact of the new mandatory labelling requirements on Canadian food product exporters.

For information or to make comments, contact your association or contact directly Ms. K. Gourlie, Chairperson, Working Group on Packaging and Labelling, 16th Floor, Zone 8, Place du Portage, Phase I, 50 Victoria St., Hull, Quebec K1A 0C9. Tel.: (613) 953-3187. Fax.: (613) 953-2311.

Contracts Awarded

Canadian-made transit locomotives will power Southern California's growing metropolitan commuter rail system. The Los Angeles County Transit Commission recently purchased 17 F59PH locomotives, worth US \$2 million each, from London-based GM Canada. The order, which included options for 15 additional units, was worth more than \$60 million. Slated for delivery in 1992, the locomotives will be part of a 30-year, multi-billion dollar public transit initiative, aimed at resolving the area's enormous traffic problems and improving air quality.

A program launched by San Francisco Municipal Railway to replace its fleet of 40' trolley coaches promises good sales for New Flyer. Last September, the Winnipeg firm was awarded a \$22.8 million contract for 35 of its 60' articulated trolley coaches, and is hoping to replace all of the 345 40' units it sold to the railway in 1976.

Show on Hazardous Materials Management

Atlantic City — Space is limited, but qualified Canadian companies still have an opportunity to participate in the External Affairs and International Trade Canada-sponsored pavilion at HazMat'91.

The Hazardous Materials Management International Conference and Exhibition, being held June 12 to 14, is a showcase for products and services that are applicable to a broad range of industries, from general manufacturing to the chemicals sector.

Among the items to be displayed at this year's HazMat are spill containment/clean up, emergency response, and service/treatment disposal products and services; protective clothing; laboratories; water pollution control systems; and computer systems.

Last year at HazMat more than 440 companies exhibited their products and services to more than 10,000 attendees — industrial executives, managers, environmental engineers and government officials. The Canadian pavilion participants anticipated sales over a 12-month period to exceed \$5 million.

Canadian companies interested in being a part of HazMat'91 — this year's participant fee has increased to \$1,800 due to new cost recovery measures — should contact Jessie Inman or Donald Marsan, United States Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

Turkey: Europe - Middle East Trade Link

The following article was submitted by the Commercial Division, Canadian Embassy, Ankara, Turkey.

Mystique abounds — but Canadian companies need not be leery when it comes to doing business with Turkey.

Building on a decade of change, Turkey has been transformed from a predominantly agricultural community to an international exporter of manufactured goods. It is also a major tradelink between Europe and the Middle East.

And, for Canadian exporters, the business is there, be it in direct exports, technology exchanges, or joint ventures.

Five-Year Plan

Turkey's Five-Year Development Plan (1990-1994) will take the country into the forefront of producing and exporting nations.

Main points of the Plan call for an annual growth rate of 7 per cent, an annual increase in personal consumption expenditure of 7 per cent, annual exports of US\$22.5 billion, and annual imports of US\$23.6 billion.

To achieve these targets, the Turkish government has virtually abolished import tariffs and trade barriers and allows a free repatriation of profits in a positive step to encourage the import of foreign equipment, expertise and investment.

Export Opportunities

Canadian manufacturers provide a wide range of products needed in Turkey. In particular, there are numerous opportunities in such sectors as communications, environment, advanced technology, transport, defence, metals, power, energy, mining, oil and gas, education, healthcare, and construction.

Other areas worth exploring include: licensing or joint venture agreements in plastic composites and chemicals, heavy materials handling equipment, mining equipment, heating systems, environmental products and controls, agribusiness, industrial machin-

ery, tools and dies, vocational education and telecommunications.

The agriculturally self-sufficient country, with 57 million inhabitants, also has a fast-growing middle class consumer market which, in 1990 alone, attracted US\$1 billion in foreign investments.

In particular, sectors such as capital and consumer goods, raw materials and components show a rapid growth.

The Country

Located partly in Asia and partly in Europe, between the Black and Mediterranean Seas, Turkey has a thriving economy. The people are among the most honest in the world and anxious to make new business connections.

Although a Moslem country, its government operates on secular principles and, in fact, strongly leans in the direction of Europe — proof of which is its relationship with the North Atlantic Treaty Organization (NATO) and the European Community (EC).

Turkey's application for full membership in the European Community has encouraged producers to invest heavily in upgrading their finished output to meet European standards (enabling them to compete successfully in the European market).

Liberalization in the Eastern Bloc is offering new export opportunities to new markets in that direction.

Turkey also is strategically placed to play a major role in supplying goods and services to Iran, Saudi Arabia and Kuwait as they revive and rebuild their economies in the wake of the war.

Istanbul Trade Hub

Istanbul is Turkey's centre of industry, banking and commerce.

With a population of 8 million, Istanbul is Turkey's largest city and largest trading centre — being the source of 70 per cent of all imports and 35 per cent of all exports. It is the base for the vast

majority of Turkey's agents, importers and distributors.

The Chamber of Commerce has 110,000 member companies.

Subject to a planned US\$1 billion infrastructure development, Istanbul soon may be one of Europe's major international business centres. The city's massive telecommunications, hotel and services development program will, in itself, attract direct foreign investment.

Istanbul features a modern, well-equipped international airport linking the city with all other Turkish commercial centres and the rest of the world.

The city also is the site of Canada Fair, a bi-annual technology transfer and industrial cooperation fair organized jointly by the Canadian International Development Agency (CIDA) and the private company, Sirtec, of Montreal. Canada Fair'90 was such a success that plans are now underway to open a permanent office in Istanbul.

Export Support

Exporters to Turkey have access to various forms of financial support — from World Bank, the Export Development Corporation (EDC), the Canadian International Development Agency (CIDA), and the Program for Export Market Development (PEMD).

They can also rely on the expertise of the active staff in the commercial section of the Canadian Embassy in Ankara. These trade professionals are ready to assist you.

Why not contact them today, describing your business and interests. Among other forms of assistance, they will respond with a list of contacts and opportunities.

Contact the Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, Gaziosmanpasa, 06700 Ankara, Turkey. Tel.: (011-90-4) 136-1275. Fax: (011-90-4) 146-4437. Telex: (Destination code 607) 42369 (A/B 42369 DCAN TR).

1991-92 Calendar to U.S. Trade Shows and Missions

The United States is Canada's most important trading partner, with about 77 per cent of our exports going south of the border.

One of the most effective ways to penetrate that huge and challenging market — or to expand sales — is to display products and services at trade shows.

External Affairs and International Trade Canada (EAITC) is planning to participate in some 400 trade shows and missions in the U.S. during 1991-92.

Below is the third — and final — line-up of proposed events (chronological) planned in various industry sectors (listed alphabetically). (TBD = To be determined).

For details on the shows and missions listed or on conditions of participation, contact EAITC's United States Trade and Investment Development Division (UTI), or United States Trade and Tourism Development Division (UTO). Tel.: (613) 993-7343. Fax: (613) 990-9119.

Institutional Food Handling and Processing

- Incoming Buyers' Mission to HOSTEX '91 — Toronto, ON — April 21-24, 1991.
- Food Marketing Institute — Chicago, Illinois — May 5-8, 1991.
- National Restaurant Association Show — Chicago, Illinois — May 19-23, 1991.
- Florida Restaurant Association — Orlando, Florida — August 23-25, 1991.
- Michigan and Great Lakes Food Service Show — Lansing, Michigan — October 13-14, 1991.
- International Hotel, Motel and Restaurant Show — New York, New York — November 9-12, 1991.

Marine Harvesting and Processing Equipment

- Fish Expo and Canadian Industry Symposium/Reception — September 1991 — Seattle.

Marine Industries

- International Maritime Exposition — November 1991.
- Workboat Show — December 5-7, 1991 — New Orleans.

Materials Handling

- Puerto Rico Manufacturing Fair — April 1991 — San Juan.
- The Iron & Steel Exposition — September 1991 — Pittsburgh.
- Great Lakes Industrial Show — November 1991 — Cleveland.
- The National Materials Handling Show — March 1992 — Detroit.

Mining Equipment

- Gold Tech '91 — September 1991 — Reno.
- Minexpo International '92/NEXUS — February 17-18, 1992 — Las Vegas.
- Inventory of products and services — March 1992 — Ottawa.
- Minexpo International '92 — October 18-22,

1992 — Las Vegas.

Office Products

- Nexus to National Office Product Show — August 1991 — Atlanta.
- National Office Products Association Trade Show — August 1991 — Atlanta.

Oil & Gas

- Offshore Technology Conference — May 6-9, 1991 — Houston.
- Society of Petroleum Engineers — September 22-25, 1991 — Dallas.
- American Gas Conference — October 27-28, 1991 — San Diego.
- SPE — March 31-April 1, 1992 — Bakersfield.

Packaging Equipment

- National Industrial Fastener Show — May 1-2, 1991 — Columbus.
- Westpack'91 — September 10-12, 1991 — Anaheim.

Pharmaceuticals and Biotechnology

- Biotech Consultancy Services — April 1991-March 1992 — San Diego, Los Angeles, Santa Clara, Princeton, Boston, Detroit, Cleveland.
- American Society for Microbiology — May 5-9, 1991 — Dallas.
- IBEX — October 1991 — San Francisco.
- IBEX, NEXUS Mission — October 1991 — San Francisco.

Plastics

- National Plastics Expo — June 1991 — Chicago.

Pool and Spa

- National Spa & Pool Institute International Expo'91 — November 20-23, 1991 — Dallas.
- Directory of Spa & Pool Equipment for World Markets — March 1992 — Ottawa.

Production Equipment

- Fabtech'91 — October 14-17, 1991 — Rosemont.

Printing equipment

- National Stand at Print'91 Equipment Trade Show — September 1991 — Chicago.
- Graph-Expo Equipment Show — September 1992 — New York.

Pulp & Paper Equipment & Services

- Technical Association of the Pulp & Paper Industry — May 2-5, 1991 — Atlanta.
- Technical Association of the Pulp & Paper Industry — May 1994 — Atlanta.

Recreational Boats and Accessories

- IMTEC'91 — September 1991 — Chicago.
- Missions to IMTEC'91, NEXUS — September 1991 — Chicago.
- Miami International Boat Show — February 1992 — Miami.

- Toronto Boat Show, Incoming Buyers Mission — January 1992 — Toronto.
- Montreal Expo Nautique Incoming Buyers Mission — February 1992 -Montreal.
- Mission to Southern California Boat Show; NEXUS — February 1992 — Los Angeles, San Diego, San Francisco.

Security Equipment

- COPEX USA'91 — May 7-9, 1991 — Baltimore.
- ISC East'91 — August 27-29, 1991 — New York.
- ASIS — September 23-26, 1991 — Orlando.

Semi Processed, Processed Food & Beverages

- Premier In-Store Promotions (1 store) — Summer 1991 — Buffalo.
- Chef de Cuisine Demonstration for Fish and Food — End of June 1991 — Chicago.
- International Fancy Food — July 7-10, 1991 — New York.
- Solo Food Show — Fall 1991 — Buffalo.
- TOPS In-Store promotion (1 store) — Fall 1991 — Buffalo.
- Ohio Grocers Association Show — September 27-29, 1991 — Columbus.
- Solo Food Show — February 1992 — Seattle.
- International Fancy Food — March 8-10, 1992 — San Francisco.
- Arizona Retail Grocers Show — May 17-19, 1991 — Arizona.
- Michigan Grocers Association Show — September 15-18, 1991 — Grand-Traverse.
- Seminars across Canada on US Food Labelling regulations/Nutritional Requirements — November 1991-January 1992.

Sporting Goods and Clothing

- National Athletic Trainers Association — June 9-13, 1991 — New York.
- National Sporting Goods Association World Sports Expo 1991 — July 15-18, 1991 — Chicago.
- National Sporting Goods Association World Sports Expo'91/NEXUS — July 15-18, 1991 — Chicago.
- American Fishing & Tackle Manufacturers Association — August 7-10, 1991 — Anaheim.
- The Outdoor Retailer Expo West — August 12-14, 1991 — Reno.
- Action Sports Retailers — September 6-8, 1991 — Atlantic City.
- Interbike — October 1-3, 1991 — New Jersey.
- The National Sporting Goods Association Western Market 1991 — October 3-5, 1991.
- Action Sports Retailers — January 1992 — San Diego.
- Shooting Hunting Outdoor Trade (SHOT) Show & Conference — January 5-8, 1992 — New Orleans.
- The Super Show/NEXUS — February 19-23, 1992 — Atlanta.
- The Super Show 1992 — February 20-24, 1992 — Atlanta.
- Directory on Canadian Sporting Goods for World Markets — March 1992 — Ottawa.

- United Ski Industry of America Exposition — March 17-22, 1992 — Las Vegas.
- American Fishing & Tackle Manufacturers Association — April 1992 — Las Vegas.
- Outdoor Retailer Expo West'92 — August 1992 — Reno.
- National Sporting Goods Association World Sports Expo'92 — August 3-6, 1992 — Chicago.
- Interbike — October 1992 — New Jersey.
- National Sporting Goods Association Western Market — October 9-11, 1992 — Long Beach.
- United Ski of America Association — March 1993 — Las Vegas.

Telecommunications

- International Communications Association — June 1991 — Anaheim.
- Land Mobile — September 1991 — Atlanta.
- South East Telecommunications Association — October 1991 — Miami.
- Data '91 — December 1991 — Miami.
- Two incoming missions from Atlanta — One incoming mission each from Dallas, San Francisco, Boston and Chicago — TBD.
- Supercomm 1992 — June 1992 — Chicago.

Tourism

- 15 NEBS/NEXUS .
- Media Marketplace — March, 1992 — New York.
- Media Marketplace — April 30 - May 1, 1991 — Los Angeles.
- Experience Canada — May 8 - 9, 1991 — Dallas.
- Canada Showcase — June, 1991 — New York.
- Soft Outdoor Marketplace — February 1992 Boston.
- Bienvenue Québec Marketplace — October, 1991.
- Alberta Reverse Marketplace — October, 1991.
- Familiarization tours Manitoba.
- Familiarization tours New Brunswick, Nova Scotia, Prince Edward Island.
- Tourist Industry Association Canada — February 1992 — Saskatoon.

Toys and Games

- NEXUS Mission — September 1992 — Los Angeles.

Transmission and Distribution Equipment and Services

- Institute of Electrical and Electronic Engineers\Power Engineering Society — September 1991 — Dallas.
- T & D World Expo — 1992 — Indianapolis.

Urban Transit

- 1991 APTA Conference — Spring 1991 — Toronto.
- Missions to Canada of U.S. officials to view Canadian System — Ongoing.

Woodworking Machinery and Services

- International Woodworking Fair'92 — August 21-23, 1991 — Atlanta.
- Woodworking, Machinery & Furniture Supply Fair — August 27-29, 1991 — Anaheim.

The Netherlands

A \$1 Billion Sporting Goods Market

Canadian exporters looking for opportunities in sporting goods sales should take aim at the Netherlands market.

That advice comes from the Commercial Division of the Canadian Embassy in the Hague—it has identified a sporting goods market worth \$1.1 billion.

The Market

The breakdown of that market scoreboard (for 1989) is as follows:

- sports clothing and sports-type casual wear, \$365 million;
 - sporting articles and accessories, \$314 million;
 - sports footwear, \$225 million; and
 - camping goods, \$211 million.
- Of interest to Canadian exporters, the following scores (figures in \$ millions) of the leading sporting goods imported by the Netherlands in 1989 reveal that sports shoes topped the list, with ice skates coming in last:
- sports shoes, 72;
 - camping equipment, 35;
 - equipment for gymnastics, athletics and bodybuilding, 19;
 - ski equipment, including boots, 19;
 - boards for windsurfing, 10;
 - tennis racquets, 8.5;
 - golf equipment, 8;
 - roller skates, 3; and
 - ice skates (figure, speed, hockey), 1.8.

For 1990, the Dutch imports of sporting goods, including sportswear, sports footwear and camping equipment, is estimated to have reached close to \$450 million.

The following were the top ten sports, in order of importance, in the Netherlands (population of 15 million) in 1989: soccer, tennis, gymnastics, volleyball, swimming and water polo, skiing, speed skating and figure skating, field hockey, badminton and korfbal.

Foreign Suppliers

Major foreign suppliers to the Dutch market are countries of the

Far East—both through direct contracting with major Dutch buyers and indirectly through imports from European countries of brand goods and equipment made on specification in the Pacific Rim.

These European sources include Germany, France, Italy, Austria and Switzerland, while Czechoslovakia and Romania are the chief suppliers of low-priced skates.

It is expected that the Far East will continue to dominate the local Dutch supply scene as long as wages there remain substantially below those paid in developed countries.

But the overriding factor that determines purchase decisions with Dutch buyers can be summarized as follows: the best quality at the lowest price—although there is a willingness to pay more for prestigious world-class brand names, especially in the case of sportswear such as Nike, Lacoste, and L.A. Gear.

Distribution Channels

The best way to cover the Netherlands, according to the Canadian Embassy, is through an importer/distributor buying for his own account and working on an exclusive basis—a number of local importers have inroads in nearby markets such as Belgium, and parts of Germany.

An agent should provide a suitable representational base for sports clothing and sports-look apparel. Direct sales are a recommended option only if the number of retail outlets is limited due to the nature of the product. Otherwise, direct sales would not provide full market coverage and would be of interest only if major orders are involved.

Trade Shows

As local shows SPOVAK Spring (January) and SPOVAK Fall (September) are just that—very much local in nature, held in Utrecht—many Dutch agents, importers and

retailers visit such large international exhibitions as ISPO Spring and Fall in Munich, Germany. Canadian companies are encouraged to make themselves and their products known at such international trade shows.

Standards

Safety and legal standards applicable in North America generally are acceptable in the Netherlands. For specific information on European Community (EC) standards, contact the Standards Council of Canada, 350 Sparks St, Suite 1200, Ottawa, Ont. K1P 6N7. Tel.: (613) 238-3222. Fax: (613) 995-4564.

Import Duties

There are no restrictions on imports of sporting goods, sportswear and sports footwear into the Netherlands. Duties range from 14 per cent on sportswear and 20 per cent on sports shoes to 6 per cent on most sports articles and accessories.

The duties are payable ad valorem on the Canadian FOB cost plus the cost of freight and insurance. The local value-added tax (comparable to Canada's GST) currently stands at 18.5 per cent.

Language of Business

The Dutch widely use English as a second language, so there should be no problem in communicating with local agents and buyers. French is not commonly spoken except by firms doing business with French-speaking markets.

Contacts

For more information on the sporting goods market in the Netherlands, contact the Association of Sporting Goods Manufacturers and Wholesalers, P.O. Box 9230, 3506 GE Utrecht, Netherlands. Tel.: (0) 30-562611. Fax: (0) 30-562626.

Or contact F.W. Zechner, Commercial Officer, Commercial Division, Canadian Embassy, P.O. Box
Continued on page 10—Netherlands

Europe Policies Conducive to Increased Business

A booklet released by External Affairs and International Trade Canada (EAITC) provides Canadians who already have a basic knowledge of the 1992 Single Market initiative with insight into twelve major policy issues raised by recent developments.

Called *Canada-European Community: 1992 and Related Issues* (code # 35 EE), the booklet makes it clear that, while there are some diverging views with the European Community (EC), the Canadian government regards many of the policies being developed under the Single Market initiative as conducive to increased Canada-EC trade. Here is a review of the booklet's major conclusions.

National Treatment

It is the term used to denote a situation where a foreign subsidiary is given the same privileges as a domestic firm in the home market. Canada encourages the application of this principle across the full spectrum of EC 1992 initiatives.

Reciprocity

The term refers to the idea that foreign access to a country's market be linked to the accessibility of the foreign country's market to domestic firms. The Community has contemplated the use of "mirror image" reciprocity, i.e. foreign firms are granted exactly the same access to the domestic market as domestic firms have to the foreign country's market.

Canada, in part due to its federal system and the existence of provincial regulations, favors a form of reciprocity based on the idea of national treatment with "equivalent" market access. International pressure seems to have prevailed and the EC now refers to "comparable effective market access," which implies that firms will be granted equivalent access to each other's market.

Quantitative Restrictions (QR)

In developing a common import policy, the Commission may be under pressure to replace national QRs with EC-level protection. Automobiles serve as a good example. Canada encourages the removal of QRs at the national level and acknowledges that EC-wide restrictions are a second best to no restrictions at all.

Anti-Dumping Regulations

When a foreign exporter sells a good in a foreign market for less than the comparable price in its home market or at a price less than the cost of production plus reasonable profit, dumping is said to have occurred. The EC frequently imposes anti-dumping duties on foreign exporters. Canada has sought to establish a more rigorous GATT anti-dumping regime.

Rules of Origin

The manner in which the Community has recently applied its rules of origin suggests that the EC may

be changing the way it determines origin to a basis of the **most** substantial phase of production rather than the **last** substantial stage. Canada is concerned about the EC's rules of origin, as they are potentially discriminatory against Canadian goods.

Public Procurement

The EC has opened up Community-wide public procurement by public entities of goods falling within the sectors of transportation, energy, water, and telecommunications. The EC is prepared to consider extending this access to non-EC countries on a bilateral or multilateral basis, provided that EC companies have "comparable and effective" access to the foreign procurement market. This could present greater opportunities for Canadian firms.

Standards: Testing and Certification

Canada is concerned that unless mutual testing and certification agreements are concluded between the EC and Canada, Canadian exports to the Community could be curtailed by the development of new EC-wide product standards. Preliminary discussions have revealed that such agreements with Canada would be less problematic for the EC than they may be with others.

Intellectual Property Rights

There are proposals to create a Community Patent (CP) and a Community Trademark (CTM) whereby protection throughout the EC could be obtained by a single application. In an effort to encourage continued investment in research and innovation, the Community has adopted or proposed measures concerning the counterfeit of goods, the protection of computer chips, biotechnology patents and copyrights for computer software.

Company Law

The 1992 project includes proposed measures to regulate and harmonize provisions of company law, including measures to allow the creation of pan-European companies; and competition policy, which seeks to encourage mergers and takeovers while protecting competition. Canada recognizes that to date EC company law initiatives are taking place in a non-discriminatory manner.

Common Agricultural Policy (CAP)

While the CAP has sustained the development of Community agriculture, this policy has hampered Canadian export opportunities in agricultural products, both in the EC and in third country markets.

European Economic Area

Iceland, Finland, Norway, Sweden, Switzerland, Austria, Liechtenstein and the EC are engaged in ongoing negotiations on the creation of a European Economic Area (EEA) which would create a common market of over 370 million people. While Canada acknowledges that such a market would provide

Continued on page 10— Europe

Japan Market Surveys Available

External Affairs and International Trade Canada's Japan Trade Development Division (PNJ) continues to expand its extensive series of export opportunities market surveys.

Since the mid 1980s, the appreciation of the Yen, Japan's policy of stimulating domestic demand and the shift towards a more open import regime have significantly enhanced the competitiveness of Canadian goods in the Japanese market. Specific opportunities have emerged in areas previously closed to foreign suppliers.

The selection of product sectors for which studies are produced is determined through detailed analysis of Japanese import data. Three selection criteria are applied:

1. Real Japanese imports must have grown consecutively in 1986 and 1987;
2. The supplying countries must include those with comparative advantages similar to those of Canada; and
3. There must exist a production capacity in Canada.

The survey series has also ex-

panded to include broader analysis of Japan's main regional markets. Reports have been prepared to help Canadian firms move beyond the idea of the traditional Tokyo-only business trip. Other areas should not be overlooked; the Kansai/Osaka region alone accounts for one-fifth of Japan's economy and two per cent of the world's Gross National Product.

The following is a list of market surveys which are now available:

Atlantic Herring Roe (#60CE)
Bakery Mix (#61CB)
B.C. Salmon (#64CB)
Bottled Water (63CB)
Food & Beverage (#76CE)
Food Processing Equipment (#65CB)
Food Service (#66CE)
Fruit Juice (#67CB)
Marine Sports (#70CB)
Millwork (#71CB)
Mushrooms (89CB)
Osaka and the Kansai (#58CB)
Packaging Equipment (#69CB)
Peat Moss (#72CB)
Pet Food (73CB)
Processed Alfalfa & Hay (75CB)
Processed Meat (75CB)
Sea Urchin (#77CB)

Software ((#78CB)
Windows and Doors (#79CE)

Other studies now being undertaken include *Garage Equipment, Government Procurement, Laminated Products* and *Ocean Industry Equipment*. In the coming months, five additional regional studies are expected to be available: Fukuoka/Kyushu, Nagoya/Tokai, Sapporo/Hokkaido, Hiroshima/Chugoku and Sendai/Tohoku.

The series is produced in conjunction with the Japanese Export Trade Organization (JETRO) and has the support of the Japanese Ministry of International Trade and Industry (MITI).

To obtain a copy of these studies contact Info Export (see box at bottom of page 12).

For further information on doing business in Japan, contact Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8286. Tel.: (613) 995-1281.

Europe — Continued from page 9

more trade opportunities for Canadian firms, the EEA would improve access to the EC for EFTA countries, thereby increasing competition for Canadian firms in the fishery, forestry products and other sectors.

EC - Central and Eastern Europe Trading Agreements

Closer economic cooperation between the EC and Central and Eastern Europe will present many opportunities for Canadian business. But it could also result in increased competition in the forestry products. Canada encourages cooperative projects and investment in East European markets.

The EAITC booklet, which contains a list of other reports and sources of information on Europe 1992, is available from Info Export (see details in box at bottom of page 12).

For more information on Europe 1992, contact EAITC's European Community Trade and Economic Relations Division (REM). Tel.: (613) 996-2727. Fax: (613) 995-1277.

Netherlands — Continued from page 8

30820, 2500 GV The Hague, Netherlands. Tel.: (0) 70-361-4111. Fax: (0) 70 356-2823.

For more information on trade opportunities in the Netherlands, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 995-6440. Fax: (613) 995-6319.

Catalogue for Mining Industry Exporters

Canadian exporters in the mining industry have an opportunity to publicize their products and capabilities worldwide by listing them in a catalogue that will be distributed internationally by External Affairs and International Trade Canada. For further information on the free listing, contact John Needham, Canadian Association of Mining Equipment and Services for Export (CAMESE), Suite 903, 505 Consumers Road, Willowdale, Ontario M2J 4V8. Tel.: (416) 498-0382. Fax: (416) 492-8711.

EAITC's Fisheries Division (TAF)

The fisheries have always been in the mainstream of Canada's economic machine since day one of Confederation. Now, in this increasingly fast-paced global marketplace, keeping fish exports flowing has never been of greater importance.

Enter The Fisheries Division.

External Affairs and International Trade Canada (EAITC)'s Fisheries Division (TAF)'s mandate is to promote Canadian fish and seafood products to international markets. To this end, TAF's trade development and export market promotion specialists handle all types of fish products, including aquaculture and related services.

Through close collaboration with industry, trade associations, provinces, and other Federal Government departments, TAF keeps in touch with domestic developments.

These consultations provide a good sense of Canada's export capability and of the difficulties the industry is facing. As explains its Director Dick Ablett, "TAF is committed to helping industry solve its marketing problems. The key to this process is EAITC's planning system which sees the event schedule fall into place and allows the demand identified by the posts abroad to best be met."

Markets

During the period 1989-90, 28 Canadian Trade Offices at posts abroad identified the fish and seafood sector as a priority for export market development. The species and products found to be in greatest demand include: salmon, lobster, cod, roe, shrimp, crab, clams, herring, squid, redfish and hake.

As a result of these findings, TAF's strategy for the coming year focuses on four priorities for increased promotion:

- salmon;
- lobster;
- under-utilized species (i.e.

redfish, dogfish, monkfish and eel); and

- value-added products and higher value species.

Events

In the coming year, EAITC will sponsor or participate in approximately 50 trade events at which fish products will be promoted. The annual schedule of trade shows, missions, conferences etc. is determined with a view to maximizing the exposure of the industry's priority products.

Participation in events, as well as the distribution of the related reports, is promoted through the **WIN Exports** (World Information Network for Exports) database — a system by which, via computer, the Trade Commissioner Service abroad can have immediate access to the most current information on Canada's export capability. There are currently some 600 fish exporters registered in WIN.

Publications

To increase Canadian exporters' awareness of EAITC activities, TAF prepares and distributes a variety of reports on trade promotion activities. In the past two years, TAF has distributed 35 publications to Canadian seafood exporters.

Reports (publication # in brackets) on such events as *Sea Fare International* (20T) in Long Beach, California, *SeaFare SouthEast* (36T) in Orlando, Florida, and the *Seafood Outlook Conference* (26TE) in St. John's, Newfoundland provide a good picture of the outlook for Canadian fish product exports. They are an excellent starting point for your market reconnaissance.

Through the use of the posts' operational plans and market data, TAF also publishes a series of guides for the Canadian fishing industry, including: **Guidelines for Canadian Fish Exporters** on specific countries (18 are

planned in the coming year) and the *Annotated Fish Products Export Market Opportunities Guide* on specific product/species opportunities around the world.

This *Annotated Guide* not only details the products/species in demand throughout the world, but provides information on how to sell them as well.

A newly-released TAF publication contains a wealth of exclusive marketing data available from no other source. Entitled the *World Directory of Seafood Importers* (34TE), it lists all major seafood buyers identified by Canadian Trade Commissioners and Commercial Officers at more than 70 Trade Offices abroad. Maps, market profiles, lists of buyers and Trade Office contacts are included in each country chapter.

Getting in Touch

To obtain copies of the publications mentioned above, contact the International Trade Centre nearest your or contact Info Export (see Info Export box at bottom of page 12).

For further information on exporting fish products, contact External Affairs and International Trade Canada (EAITC)'s Fisheries Division (TAF), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1712. Fax: (613) 995-8384. Telex: 053374.

Numbers to Note

The new facsimile number for the Canadian Embassy in Jakarta, Indonesia is 571-2251.

Effective April 1, the new address of the International Trade Centre, Industry Science and Technology Canada in Saskatoon is The S.H. Cohen Bldg., 119-4th Ave. South, 4th Floor, Saskatoon, SK. S7K 5X2. Tel.: (306) 975-4400. Fax: (306) 975-5334.

BUSINESS AGENDA

Toronto — May 13-15 — Establishing and Managing a Company Standardization Program. Designed to help improve productivity and quality through the effective use of standards and standardization techniques, the course will allow participants to progress step-by-step through planning, implementation and managing a standardization program. Organized by Ohio-based Standards Engineering Society (SES), and customized for Canadian participants. To register — fee is US \$735 (US \$685 for members)— contact SES, P.O. Box 2307, Dayton, Ohio 45401-2307. Tel.: (513) 223-2410. Fax: (513) 223-6307.

Ottawa — May 15-16 — 1991 Annual CATA (Canadian Advanced Technology Association) Marketing and Business Development Conference. The conference will provide an opportunity to meet with international executives from both business and research and learn about the latest market trends and opportunities in the field of advanced technology. Conference topics include business planning and management risks; the Canada/US/Mexico Free Trade the Single European Market; Eastern Europe and the Asian Tigers. A special program has been arranged for companies interested in selling to the federal government or accessing government programs. To register — fee is \$455 for non-members \$345 for CATA members — contact the Canadian Advanced Technology Association, Ottawa. Tel.: (613) 236-6550. Fax: (613) 236-8189.

Toronto — May 21 — Doing Business in Hong Kong. This

Morning workshop will be organized by the Hong Kong-Canada Business Association (HKCBA). To

register, contact HKCBA. Tel.: (416) 366-2642. Fax: (416) 366-1569.

Publications

EAITC Publications

The following publication is available from Info Export (see the box at the bottom of the page to order).

New Release

Tourism Personnel Directory

External Affairs and International Trade Canada has published a revised directory of its personnel in the 25 tourism posts. The brochure provides a list of contacts, addresses, regions as well as information on the export development programs available to the Canadian tourism industry, such as the New Exporters to Border States (NEBS), the New Exporters to the U.S. South and the New Exporters to Overseas program (NEXOS).

Non-EAITC Publications

PC USA 2.0

For IBM (R) compatible computers, PC USA is a program that provides a broad database on all states in the USA, giving information helpful in assessing potential markets. Included for statistical analysis and easy comparison is data on each state's main manufactured goods, agricultural and energy products; government, economic, educational, crime, and vital statistics (i.e., persons per

physician, number of hospitals; and degree of urbanization. For information or to obtain copies, contact Action Business Brokers, 965 Leovista Avenue, North Vancouver, B.C. V7R 1R4. Tel.: (604) 987-2861. Fax: (604) 987-9164. A free demo disk is available (specify

Video on Competitiveness

The Canadian Chamber of Commerce has recently released a nine minute video geared toward small and medium size businesses, particularly manufacturers and their support service industries.

Called **Competitiveness: Challenge of the 90's**, the video takes a close look at business strategies the competition is using and presents a comparative check list against which Canadian companies can measure their own competitiveness.

The video is part of the Chamber's FOCUS 2000 Program designed to help Canadian small businesses be more competitive within a global market economy.

For a screening of the video—co-produced by the Canadian Chamber of Commerce and Industry, Science and Technology Canada (ISTC), contact the Canadian Chamber of Commerce, 55 Metcalfe St., Suite 1160, Ottawa Ont. K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643. Or contact your local chamber of commerce or board of trade.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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External Affairs and
International Trade Canada

New Canada-U.S. Tariff Eliminations

The Canada-U.S. Trade Commission has agreed to accelerate the elimination of certain tariffs between Canada and the United States —subject to final agreement by both governments.

The elimination, ahead of the schedule set out in the Canada-U.S. Free Trade Agreement (FTA), applies to approximately \$2 billion-worth of two-way trade. The package covers more than \$1.0 billion in Canadian exports to the U.S.

Over 250 tariff items will be affected, as well as more than 400 specific products. Elimina-

tion of these tariffs has widespread industry support in both countries and will facilitate an even greater flow of products across the border.

Accelerated tariff elimination will occur in a wide range of sectors, including agriculture, chemicals, machinery and transportation equipment. For Canadian exporters, benefits will include duty-free access to the U.S. market in a number of areas, such as (figures represent projected exports for 1990):

**Latin America,
Caribbean Trade Fairs,
Missions** See page 8

- plastic-making moulds (\$209 million);
- styrene (\$200 million);
- fresh or chilled beef (\$141 million);
- canola seed, oil and oil cakes (\$138 million);
- flaxseed (\$73 million);
- coated abrasives (\$60 million);

- and
- water-purifying machinery (\$43 million).

Bilateral tariffs on railway passenger coaches and their parts will be eliminated immediately. The

U.S. has also agreed to eliminate its tariffs on freight cars of Canadian origin.

Canadian manufacturers also will benefit from the elimination of Canadian duties on a range of products that are not made in Canada and are being imported from the United States for use in domestic manufacturing.

These actions are the result of close co-operation among the sectors involved and of extensive bilateral consultations with industry, labour, and provincial and state governments.

The Commission will remain open to any future requests for accelerated tariff reductions that enjoy broad industry support.

Following public review of the proposed tariff eliminations, and subject to final approval by the Canadian and U.S. governments, the tariff cuts will begin to go into effect July 1, 1991.

In Canada, the agreement will

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be implemented through Order-in-Council amendments to the Customs Tariff, following pre-publication in the *Canada Gazette* April 27 issue to allow interested parties a further 30-day opportunity to comment.

For further information on the accelerated tariff elimination, or to obtain the list of agreed items, contact the United States Tariffs and Market Access Division (UEA), External Affairs and International Trade Canada. Tel.: (613) 991-2056. Or contact the Tariffs Division, Department of Finance. Tel.: (613) 996-7099.

Canada Preferred Supplier to Cuba's Requirements

Canada is the preferred supplier to Cuba of many products which that country formerly procured from Eastern Europe.

Despite the island's present difficult hard currency situation, Cuban purchasers (empresas) are prepared to pay cash for **priority** items — provided prices are competitive.

Priority Items

Among such priority commodities are: used railway equipment, vehicle bearings, V-belts, injection pumps, spare parts and used trucks and buses.

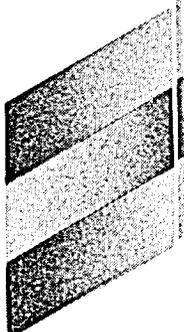
Other items (primarily for the pharmaceutical, food production and processing industries) range from lighting fixtures and detergents to photographic paper, fertilizers, and hardware supplies.

Manufactured goods, such as telephone cable, winding and coil wire, electronic motors, and equipment for the sugar industry are also high priorities.

Deciding Factors

Because of Canada's proximity to Cuba, lower freight costs can be advantageous to Canadian exporters. However, the landed price often is the deter-

Continued on page 2 - Cuba



Canada

A NEW LOOK AT EXPORTING

Calculating the Export Price

Calculating the export price of a product differs from calculating the domestic price of the same product. The export price brings into play your competitiveness on the international market and depends on the cost of production; the target market; and your competitors' price.

1. Production Cost

In calculating the export price, the production cost is the 'marginal cost' of manufacturing an export product: In other words, the additional costs that would not exist were the product not being produced for export. It excludes the cost incurred when the product is destined only for the Canadian market. Studies, advertising, promotion and administration — all have an effect on the export price.

Exporting is often expected to cover costs that are totally unrelated to it. Moreover, export production involves many costs that differ from those incurred on the domestic market. These include among others, customs duties and costs for marking, packaging, documentation, forwarding, export financing, insurance, labelling, transportation, loading and unloading.

2. The Market

You should be able to determine how much latitude you have in setting the export price by carefully analyzing supply and demand on the target market.

Local exchange rate regulations and methods of payment in the country can delay payment to you, thus causing additional expenditures.

The exchange risk will exist from the time the contract is signed until payment is made.

3. The Competition

What competitors are already on the target mar-

ket? What are their prices? What are their conditions of payment?

4. The Final Price

Before adding the export profit to the production cost, the exporter must answer numerous questions. Most of the costs can be determined accurately, but other potential — and fluctuating — costs (exchange risk, reaction of competition) are difficult to assess.

If you are charging a high price, you must be careful to justify it, emphasizing product quality, after-sale service, exclusiveness, your brand's reputation, credit facilities or security of supply. Assessing your competition will help you to choose the right approach.

If your price is low, you must also be careful because you will have little room to manoeuvre; a new competitor or an unexpected turn of events can put you in a difficult position. A low price can also be taken to mean that the product is of poor quality. Or, having set too low a price to gain a foothold on the market, you may find that a later attempt to raise the price will backfire.

As a rule, it is better to set a reasonable price rather than too low a price, and use the eventual margin to promote your product on the target market.

René-François Désamuré
Editor-in-Chief

Cuba - Continued from page 1

mining factor in the awarding of contracts.

Canadian exporters should also be aware that, in many areas, their principal competitors will be from Mexico and Latin America.

Canadian companies wishing to investigate further these attractive potential markets should forward several copies of their product information — together with a covering letter — to Canadian Em-

bassy, Commercial Division, P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7.

Further, detailed information also may be obtained from George Sibley, Caribbean and Central America Trade Development Division (LCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 996-0677.

Mary Morris, a journalism student at Algonquin College, Ottawa, did the layout and desktop publishing of this issue.

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Editor-in-chief:

René-François Désamuré

Managing Editor: Louis Kovacs

Editor: Don Wight

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRAZIL — A company engaged in the development and sale of business applications software for IBM AS400 seeks a **software development business partner** with whom it will consider entering an **industrial cooperation arrangement**. Contact Joan Shnier, CPCS Technologies Ltd., 215 Old Orchard Grove, Toronto, Ontario M5M 2E6. Tel.: (416) 485-3801. Fax: (416) 485-6207.

BRAZIL — A diversified agricultural cooperative seeks a **financial partner** for the development of a citrus plantation. The co-op also is interested in entering an **industrial cooperation arrangement** that would lead to 1) the setting up of an **experimental farm to develop expertise in frozen**

embryo implants and 2) improvements in the energy yield (from sawdust and wood waste) in an existing steam plant. Contact CPCS Technologies Ltd. as in Brazil notice above.

BRITAIN — A company that designs and manufactures unit and vehicle load conveyors seeks **technology (under a licensing arrangement) for the manufacturing of unit load materials and ancillary services**. Contact Harry Matthew Pollard, Marketing Director, PVH Handling Systems Limited, Redhills Road, Milton, Stoke-on-Trent, ST2 7ER England. Tel.: (0782) 537788. Fax: (0782) 542207. Telex: 36250 Cham Com Stoke.

CUBA — IMEXPAL, the Cuban state trading organization responsible for the country's lumber industry imports, is tendering for the supply of a **complete panel board finishing line**. Processing capacity must be 117 cubic meters of 19 mm thick panel board in 24 hours. Boards coming out of the press measure 1,590 mm by 3,180 mm; have a thickness of 11.5 mm

by 48 mm; and have a density of 400-750 kg/cubic meter. Payment is by irrevocable letter of credit. Interested suppliers may obtain additional information from Commercial Division, Canadian Embassy, Havana, Cuba P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7. Telex: 51-1586 (CAN CU).

HUNGARY — A small-scale cooperative seeks **foreign investment/partners** for work in **tool engineering** (the company has a patent for a casted, prefabricated die system); **manufacturing/mounting plastic spare parts**; and the **cleaning, standardizing and hydraulic testing of toxic waste**. Contact (quoting reference number 90.1.0032 KC) Mr. Kilian, INVESTCENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1951. Tel.: (36-1) 118-3160. Fax:

(361) 118-3732.

NETHERLANDS — A distributing company seeks **Canadian-made parts, components and equipment for high-pressure systems (ball valves, nipples, testing units)**. Contact L. Voogd, Vice-President, Sales, Hydroflex Hydraulics BV, P.O. Box 1548, 3260 Baoud Beijerland, Netherlands. Tel.: 011-31-1860-20777. Fax: 011-31-1860-16007.

SINGAPORE — **Laser discs** are being sought by Johnson Goh, Purchasing Manager, Capi Laser(S) Pte Ltd., 89 Short Street #03-09, Golden Wall Centre, Singapore 0718. Tel.: 338-6033. Fax: 339-8928/8929.

SINGAPORE — An engineering firm wishes to import **steel pipe couplings**. Contact Stephen S.H. Tan or Francis Lee, SJP Engineering Pte Ltd., 104 Boon Keng Road #05-06, Singapore 1233. Tel.: 296-8333. Fax: 298-1538.

SINGAPORE — A company here seeks **partners with design engineering capabilities**. They would be engaged in such onshore and offshore projects as: **refinery and petrol chemical plants;**

environmental control; carbon black plants; and carbon/non-carbon hydrocarbon plants. Contact Steven Lau, Sembawang Holdings Pte Ltd., 456 Alexandra Road #07-00, NOL Building, Singapore 0511. Tel.: 272-2211. Fax: 278-5755.

SINGAPORE — A services and supplies company wishes to import **water treatment products for the pharmaceutical, food and beverages industries**. Contact Randy Yang, Marketing Manager, Jelen Supplies & Services, 50 East Coast Road #02-20, Roxy Square, Singapore 1544. Tel.: 447-4267. Fax: 344-3206. Telex: RS 38295 JELEN.

SINGAPORE — **Innovative products** are being sought by a company that also wishes to import **disposable medical products, medical equipment, labels** (identification/bar coding), and static

eliminators (anti-static sprays, tapes). Contact Francis Wee, Manager, Business Development, Holland Asia Engineering Co. Pte Ltd., 116 Lavender Street #03-08, Singapore 1233. Tel.: 292-8911. Fax: 292-8411.

SINGAPORE — **Fashion-related accessories** are being sought by Richard Ng, Sole Proprietorship, Bo-Jangle Trading, 203B Henderson Road #11-11, Henderson Industrial Park, Singapore 0315. Tel.: 278-8177. Fax: 278-6402.

TURKEY — A trading firm is interested in importing **fine saw (pine) logs**. Contact Zeki Dogantan, Orma Orman Mamulleri Ltd., Caglayan Park Sokak #34, Sisli, Istanbul, Turkey. Fax: 90-1-141-1732.

USSR — A Montreal-based company, in a joint venture project approved by the Soviet government, seeks **investment capital for the development in the USSR of the cotton textile industry**. Contact Alexandre Finkel, Louisiana Developments Inc. Tel.: (514) 486-7701. Fax: (514) 486-8982.

Business Opportunities

Five Basic Strategies can Help Canadian Firms to Enter European Aerospace Market

By Andrew Griffin

Canadian aerospace firms can take advantage of the opportunities presented by Europe 1992 through five basic strategies:

- development of niche products;
- government sponsorship;
- the pursuit of strategic alliances with European companies;
- formation of consortia; and
- cooperation on R & D.

A panel of industry specialists discussed the various options at the "Europe in Transition" conference co-sponsored by External Affairs and International Trade Canada (EAITC) and Ontario's Ministry of Industry, Trade and Technology. A report commissioned by EAITC on Europe 1992 (transportation, aerospace and defence) will be released this month.

The European Market

The European aerospace market comprises fully one-third of the total global market and grew at a rate of 6.2 per cent during the 1978-1988 period. This compared with a growth rate of 4.6 per cent over the same period in the world's largest market, the United States.

In 1988 the U.S. aerospace industry had a total output of \$US 88,747 million; the European Community (EC) industry's output totalled \$US 46,781 million; and Canadian output stood at \$US 4,784 million.

Strong growth and increased competitiveness are expected due to the Single Market initiative, developments in Eastern Europe and Europe's increasingly global outlook. European aerospace exports doubled during the period 1981-1987.

Other inter-related factors contributing to the integration of the European aerospace industry include the development of pan-European technical and environmental standards; changes to public procurement practices, competition policy and company

law; deregulation of air transport; increased cooperation on R&D; and increased competitiveness through economies of scale.

Niche Products

At the "Europe in Transition" conference, Robert Wohl, President of the Regional Jet Division of Canadair, discussed his company's European strategy.

Ten years ago the regional jet market was non-existent. But between mid-1989 and mid-1990 regional jets registered 21 million boarding passengers, a 61 per cent increase over the previous twelve-month period.

Recognizing the distinctive nature of the European market early on, Canadair designed two versions of the aircraft: a North American model and a European model.

Wohl said the success of the Canadair regional jet in meeting the needs of the European market is illustrated by DLT's (a subsidiary of Lufthansa) increased order. The original order was six firm and six on option. It is now 13 firm and 12 on option. The first delivery will occur in 1992.

Government Sponsorship

European governments traditionally have taken an active part in the forging of cooperative links among various industry players. Canadian firms might consider working with the federal and/or provincial governments to develop greater industry cooperation, said Lorne Ellingson, a consultant with Ernst and Young.

Consortia

Many Canadian companies are too small to achieve the economies of scale necessary to compete with their European counterparts. William Reil President of the Aerospace Consortium, described how his consortium was formed in 1984 by five sub-suppliers on the basis of sharing management and costs equally.

Reil stressed the importance of

faith in one's partners to the success of a consortium. This type of organization permits member companies to raise their profile, lower their marketing costs, improve their competitiveness and access bigger projects.

Originally, the Aerospace Consortium focused on identifying suitable projects. Now its emphasis is on adapting itself to fit available projects.

Canadian Subsidiaries of European Companies

Jacques Battistella, Corporate Vice-President of Business Development for Aerospatiale, described the European aerospace industry as already global in scale and outlook.

This globalization was accomplished in three stages. First, national concentrations were created. Second, pan-European joint ventures led to trans-border concentrations. Finally, the third stage, global concentration, is well underway.

Battistella said Canada is unique because it provides access to the North American market but it is closer, culturally and psychologically, to Europe than is the United States.

Canada's membership in the European Space Agency, Canadair's status as Aerospatiale's major non-European partner, and the fact that Pratt and Whitney is Aerospatiale's main engine supplier for commuter aircraft all serve as examples of European-Canadian cooperation.

Research and Development

Ellingson outlined the European research and development program and suggested that Canadian companies investigate research and development projects with individual firms or umbrella programs as a means of achieving long-term market penetration.

For further details on research and development, on other issues mentioned in this article, or for

Continued on page 9—Aerospace

Diskette Being Prepared to Promote Export of Canadian Special Crops and Pulses

Canadian agri-food companies have an opportunity to promote themselves and their export-ready products and services to potential customers worldwide — and at no direct charge!

The Agri-Food Division (TAA) of External Affairs and International Trade Canada (EAITC) will profile appropriate companies in a new promotional diskette package — *Special Crops and Pulses for World Markets* — giving international buyers information on their products and services that are available for export.

The diskettes will be distributed through Canadian embassies and consulates, at major agri-food trade shows throughout the world, and to foreign brokers, food processors, and other product users.

To qualify for inclusion in this database directory, companies must be export-ready and list the produced-in-Canada product or service that is available for export. A two-to-three paragraph company profile is a vital part of the questionnaire (to obtain, see end of article).

The promotional diskettes operate on a keyword search basis, so it is essential to include relevant keywords in the profile (e.g. Eston Lentils, Oriental Mustard, Dark Red Kidney Beans).

The profile should include:

- **Company summary:** years in business, size of operation;
- **Product/Service summary:** description of both, with examples of users;
- **Marketing activity summary:** identifying current geographic markets being served, most successful markets and trade-related activities; and
- **Marketing priority summary:** identifying, in order of importance, the markets of interest.

Agri-Food Division

The Agri-Food Division (TAA) of External Affairs and International Trade Canada's Agri-Food, Fish, Resource and Consumer Products Bureau coordinates and organizes export promotion activities to assist Canadian companies in marketing their agricultural products and services internationally.

TAA's activities include organizing industry participation in international trade fairs; foreign market exploration missions; incoming buyers missions; sponsoring seminars and conferences; and producing market studies.

TAA's trade commissioners have global marketing expertise on a range of products including special crops, pulses and forages. They can provide counselling and assistance in identifying and assessing appropriate markets for Canadian agricultural products and services. To contact TAA, tel.: (613) 996-3644. Fax: (613) 995-8384. Telex: 053-3745. Answerback: EXTERNALF.

The *Special Crops and Pulses for World Markets* questionnaire — which must be returned within 10 days of receipt to the contact below — may be obtained from R. Keith Munro, Trade Commissioner, Primary Agriculture Products, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Telephone, fax and telex numbers as in above paragraph.

EAITC Examines the Role of Concessional Financing in Exporting

External Affairs and International Trade Canada (EAITC) has commissioned Bernier Management Consulting Inc. to conduct a strategic economic study on Canada Account concessional financing for Canadian exporters under Section 31 of the Export Development Corporation (EDC) Act.

EAITC's Export Financing Division wants to obtain as rigorous an analysis as possible of the exports that would be lost to Canada without concessional financing and the importance of these exports to the sectors that are the most frequent users of concessional financing.

The Department also seeks to determine:

- if the benefits of concessional financing outweigh the costs (to the Canadian economy and the Government of Canada);
- the developing country markets for which concessional financing will be critical to success during the next five years;
- the conditions that are likely to face Canadian exporters who might require concessional financing as a prerequisite for marketing success;
- the place of concessional financing in Canada's overall trade strategy; and
- the possible effect that the termination of concessional financing would have on Canadian exports.

The Export Development Corpo-

ration operates two accounts from which Canadian exports may be financed: the Corporate Account and the Canada Account. The latter handles transactions that the EDC would not otherwise accept, primarily because the risk is too high.

The Canada Account provides concessional and non-concessional financing. In 1989 and 1990, the reference levels for these two types of financing were \$185 million and \$100 million respectively. Applications for current financing have reached the available ceiling.

Concessional financing is offered by all the OECD (Organization for Economic Cooperation and Development) member countries, which

Continued on page 7 - EAITC

Finland's Sporting Goods Market is Concentrated

The following information was submitted by the Canadian Embassy, Helsinki, Finland, for publication in *CanadExport*.

Finland's sporting goods market is estimated at Cdn\$750 million per year, roughly equally shared between winter and summer sports.

In 1989, Finland imported Cdn\$90 million worth of sporting goods within the HS (Harmonized System) 9506 heading. In the same year, Finland's exports of sporting goods totalled Cdn\$67.

The largest single group of items imported in 1989 was skis (Cdn\$12 million), with the main suppliers being Austria (Cdn\$8 million) and France (Cdn\$1.5 million).

The largest group of products imported was exercise and gymnastic equipment (Cdn\$13 million), with the principal suppliers being Taiwan (Cdn\$2.6 million); Italy (Cdn\$2.3 million); Germany (Cdn\$2 million). Canada was fourth with Cdn\$1.4 million.

Including the just-mentioned Cdn\$1.4 million, Canada, in 1989, supplied a total of Cdn\$3.8 million worth of sporting goods to Finland. The largest Canadian product group was skates (Cdn\$1.7 million). The remaining Cdn\$0.7 million was classified as "other" and consisted of snowboards, swimming goggles, referee whistles and other small items.

Sporting Goods Trade

Finland's wholesale and retail trade of sporting goods is organized into five main chains — which is typical of the whole trading pattern in the country. These five chains control 90 per cent of the distribution of sporting goods.

The largest chains, in descending order, with per cent of market share in brackets, are:

Kesport Specialty Stores (33%); Intersport (23%); The S-Group (13%); TUKO Sportia (13%); The EKA Group (8%). All of these sell through department, specialty or other types of sporting goods outlets. The remaining 10 per cent of

the market consists of direct sales by manufacturers and importers to clubs, teams and other entities.

Business Procedures

Canadian manufacturers of sporting goods require a distributor in Finland in order to successfully have their products sold to the five main chains.

The chains do not import directly. The distributor takes orders from individual member stores and delivers the goods directly to them. The invoicing goes to the member stores' head office. Their head office pays the invoice and receives a discount and collects payment from the member stores later.

There are no safety standards applicable, as such, for sporting goods. Product liability law was enforced only a couple of years ago and the effects of the law are yet to be experienced in regard to sporting goods. Generally speaking, what is acceptable in Canada is acceptable in Finland.

The import duties for sporting goods from outside Europe are 6.2 per cent for skis, skates and hockey sticks. All others are charged 4 per cent. All imported sporting goods are charged 2.2 per cent or 1.5 per cent import equalization tax. A sales tax of 21.21 per cent is charged at point of import. There are no quotas on non-tariff barriers for sporting goods in Finland.

English is a common business language. Domestic languages are Finnish and Swedish — which should both be used in product labelling or consumer packaging. English can be used in promotional material and translations could be made in Finland if required.

Selection

The selection of sporting goods in each chain and individual store varies according to the environment in which they are located. (Cities with top league hockey teams spur sales of hockey equipment; rural towns are strong in cross country skis and poles).

Personal taste is the determining factor in the choice of product —

country of origin is not decisive. Price and quality must be proportionate to the intended use.

Supply

Traditionally, sporting goods have been supplied by local or domestic manufacturers. In the 1950s, import restrictions were liberalized, though domestic manufacturers had the edge.

The domestic industry, producing only small quantities, became unprofitable in the face of competition with imported goods. Thus, for example, production of skates in Finland was discontinued and opened up the market for Canadian competition.

Domestic industry continues to manufacture equipment for the popular sports: cross country skiing, ice hockey, track and field athletics.

Soccer boots and balls are imported as is equipment for tennis, golf and basketball. Running shoes and tracksuits are manufactured locally and are also imported.

Finnish sporting goods buyers frequently visit the major trade fairs in Europe: the ISPO trade fair in Munich is a must. There are no international trade fairs for sporting goods in Finland.

Assistance

The market for sporting goods in Finland is very concentrated and customers are few.

However, the Commercial Division of the Canadian Embassy in Helsinki can conduct more detailed market studies (than the one presented here) for any Canadian manufacturer of sporting goods.

Individual itineraries are easy to arrange for Canadian manufacturers of marketable products and the Embassy can arrange contacts with potential distributors.

For further information or assistance concerning this market, contact the Canadian Embassy, Commercial Division, Etelaesplanadi 25 B, P.O. Box 779, 00101 Helsinki. Tel.: 358-0-171141. Fax: 358-0-601060. Telex: 121363 dmcnh sf.

Australia Program Allows for Easier Access to Market

On March 12, 1991, the Australian Government announced a broad economic program designed to make Australia more competitive — in part, by reducing tariffs and taxes and by eliminating quotas.

Such moves, when they occur, will allow Canadian exporters easier market access into Australia.

Highlights of the economic statement include:

Tariff Rate Cuts

- general rates to be cut from 10 to 15 per cent in 1992 and then to 5 per cent by 1996;
- rates on automobiles to be reduced to 15 per cent by the year 2000;
- rates on textiles, clothing and footwear to be no greater than 25 per cent by the year 2000 (with quotas to be eliminated by March 1, 1993);
- G.S.P. (preferences) for Singapore, Taiwan, Hong Kong and South Korea will be phased out by July 1, 1992.

Tax Changes

- business inputs by manufacturers are to be sales tax exempt;
- luxury car tax to be reduced to 30 per cent;
- depreciation rates on capital goods to be revised;
- environmental expenditures to be fully deductible over ten years.

Offsets

Offset obligations are to be rendered more flexible. Details of this new policy have yet to be released.

For more information on Australia's trade liberalization, contact R. Buciak of External Affairs and International Trade Canada's Asia Pacific South Trade Development Division (PST), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Canada's Trade Facilitation Office

The Trade Facilitation Office Canada (TFOC) is designed to help developing countries become Canada's trade partners.

The Office's mandate is to provide practical assistance to these countries in promoting their exports to Canada — through increased sales to Canada, they will acquire more hard currency which, in turn, will let them buy Canadian goods and services.

Fully funded by the Canadian International Development Agency (CIDA) and established in 1980, the TFOC works closely with exporters in developing countries and with their diplomatic representatives accredited to Canada.

TFOC maintains a databank of importers and exporters (and their products). As well, detailed offers from client countries are circulated to the Canadian importers community through a quarterly bulletin *FLASH* — it also provides information on up-coming trade events in the developing countries.

Other areas in which TFOC is active include trade fair participation; trade missions to Canada; buying missions abroad; seminars on Canadian market opportunities; identifying sources of supply in developing countries; a film on the Canadian market; and market information papers.

Here are some of the more than 100 countries covered by the Office: Algeria, Bolivia, China, Congo, Egypt, India, Pakistan, Senegal, Singapore, Venezuela and Zambia.

For more information, contact the Trade Facilitation Office Canada, 56 Sparks St, Suite 500, Ottawa, Ontario K1P 5A9. Tel.: (613) 233-3925. Fax: (613) 233 7860. Telex: 053-3315 TRAFAL OTT.

Renewed EDC Credit Facilities with Israel

Canadian exporters of goods and services to Israel now have access to \$30 million worth of EDC credits. The Export Development Corporation recently renewed three \$10 million lines of credit with Bank Hapoalim B.M., Bank Leumi Le Israel and United Mizrahi Bank Ltd.

Through the EDC credit, a deal can be financed up to 85 per cent. The Canadian exporter receives payment for the transaction directly from the EDC, which subsequently collects the loan from

the buyer or borrower.

EDC is Canada's official export credit agency responsible for providing export credit insurance, loans, guarantees, and other financial services to promote Canadian export trade.

More information about the financing provided by EDC and its eligibility criteria can be obtained from EDC's regional offices in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

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have agreed that the financing must be a minimum (currently 35 per cent) grant; the balance usually is offered on consensus terms.

A complementary study, being prepared by EAITC, will analyze the trade objectives, concessional financing instruments, evaluation procedures, and the future intentions of eight countries that often compete with Canada in developing country markets.

The results of these studies are expected by the end of this month.

1991-92 Calendar to Trade Shows and Expositions in Latin America and the Caribbean

Latin America and the Caribbean are important destinations for Canadian products and services, with merchandise exports exceeding \$2.5 billion in 1990.

Within this region, Mexico, Brazil, Venezuela, Colombia, Chile, Cuba and Puerto Rico are Canada's most important trading partners, with good prospects for continued growth in exports during the 1990s.

Regional economic integration efforts—particularly the possibility of a trilateral trade agreement among Canada, the United States and Mexico—as well as steps towards further trade liberalization in the Southern Cone, Central America and Andean states, augur well for increased trade and investment activities in regional markets.

Canada is already beginning to see returns from recent economic reforms being implemented by regional governments.

Canadian exports to Chile, for example, increased by over 70 per cent during 1990, and the country has also become the second most important destination—after Brazil—for Canadian foreign investment, now exceeding US \$1 billion.

Increased trade and investment links with Venezuela, Colombia, Mexico, Brazil and Argentina, also hold promise for expanded Canadian trade interests in important Latin American markets.

Canadian firms—traditional suppliers of products and services necessary for development in the region—should continue to expand their participation in such sectors as agriculture and food products, energy, telecom, computers and computer software, transportation, oil and gas development, industrial equipment, and specialized engineering services.

Within External Affairs and International Trade Canada (EAITC), the Trade Promotion Program of the Latin America and Caribbean Trade Development Division is designed to support these export efforts, and to maximize sales opportunities in priority sectors for Canadian products and services.

Mexico, Canada's largest trading partner, will be a key focal point, with other sectoral activities to be undertaken in South America, Central America and Caribbean markets.

Among the major activities planned for 1991-92 are Canadian 'Pavilions' at the following trade shows (a close to 30 per cent increase over such Canadian participation in 1990-91).

For more information on the events—listed chronologically within sectors arranged alphabetically—contact Paul Schutte, at EAITC's Fairs and Missions, Latin America and Caribbean Branch (LGB). Tel.: (613) 995-5358. Fax: (613) 996-0677.

Aerospace

• Fidae 92 — Santiago, Chile — March 1992.

Agro-Industry — Livestock and Genetic Materials

• National Agricultural Exhibition — San Fernando, Trinidad/Tobago — June 1991.

• Agro Expo 91 — Bogota, Colombia — July 1991.

• Prado Agro 91 — Montevideo, Uruguay — August 1991.

• Expoiner 91 — Puerto Alegre, Brazil — August/September 1991.

• Expotiba 91 — Curitiba, Brazil — October 1991.

• Techno Agro 91 — Sao Paulo, Brazil — November 1991.

• Exposicion Latino Americana de La Industria Agropecuaria — Maracaibo, Venezuela — April 1992.

• Food/Food Services Expo 92 — San Juan, Puerto Rico — April 1992.

• International Dairy Breeds Expo — Buenos Aires, Argentina — April 1992.

Communications Equipment, Computer Peripherals and Software

• Com Expo Brazil 91 — Rio de Janeiro, Brazil — August 1991.

• Com Expo Venezuela 91 — Caracas, Venezuela — September 1991.

• Inforven 91 — Caracas, Venezuela — September 1991.

• Informatica 91 — Rio de Janeiro, Brazil — September 1991.

• Com Expo Guadalajara 91 — Guadalajara, Mexico — September 1991.

• Caribecom 91 — San Juan,

Puerto Rico — October 1991.

• Com Expo Mexico — Mexico City — March 1992.

Forest Harvesting Equipment and Services

• Expocorma 91 — Concepcion, Chile — November 1991.

Health Care Equipment/Services

• Salud Para Todos 92 — Havana, Cuba — April 1992.

Machine Tools/Industrial Equipment

• Maquinamex '91 — Mexico D.F., Mexico — June 18-21, 1991.

Mining Equipment/Services

• Exposibram '91 — Brasilia, Brazil — August 1991.

• Mexican Mining Congress — Acapulco, Mexico — October 16-19, 1991.

Petroleum Equipment/Services

• Society of Petroleum Engineers of Trinidad/Tobago Exposition — Port-of-Spain, Trinidad — June 26-28, 1991.

• World Petroleum Congress — Buenos Aires, Argentina — September 1991.

• Unitar 91 — Caracas, Venezuela — Date to be determined.

Plastics Manufacturing Equipment/Services

• Plast-Imagen 91 — Mexico D.F., Mexico — October 1991.

Tourism Industry and Equipment/Services

• Technotur '91 — Havana, Cuba — May 20-26, 1991.

General

• Fisa '91 — Santiago, Chile — October 30 - November 10, 1991.

• Havana International Fair — Havana, Cuba — November, 1991.

• Hardware/Houseware Show of the Caribbean — San Juan, Puerto Rico — February 1992.

• Canadian Trade Show — Monterrey, Mexico — March 1992.

• EXPO COMER '92 — Panama City, Panama — March 1992.

Aerospace

Continued from page 4

copies of *Europe 1992 and the Ontario Aerospace Industry*, firms may contact the Ontario Ministry of Industry and Technology. Tel.: (416) 965-9711.

For further information on Europe 1992, firms may contact the European Community Trade and Economic Relations Division (REM), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2727. Fax: (613) 995-1277.

Mr. Griffin is a Communications Consultant with EAITC's European Community Trade and Economic Relations Division.

The Time is Ripe to Enter Chile's Demanding Market

Canadian firms with the capability to supply machinery, technology and intermediate goods to Chile should act now.

The country, previously highly protective, is becoming more export-oriented, seeking services and systems that will improve its industrial efficiency and productivity, enabling it to be more export competitive.

Opportunities

Canadian companies stand a good chance of providing such systems and technology to help upgrade the following sectors:

- furniture and fixtures;
- paper and printing;
- non-metal minerals/chemical products (methanol, urea, fertilizers and chemicals oriented to mining and wood processing);
- garments; and
- foodstuffs related to agri-business, beef and dairy products.

Medium potential sectors are expected to be the beverage sector, domestic household appliances, transportation equipment and electric machinery, footwear and metal products.

Lower potential areas are ex-

Measures in Argentina, Uruguay could Benefit Canadian Exports

Economic measures, including modification of the Argentine Customs Tariff, may encourage Canadian producers to look more closely at Argentina as a market for their goods.

The same can be said for changes to import duties introduced recently in Uruguay.

Argentina

On April 1, 1991, Argentina's import duty rates on 11,734 items were modified. The result: Only three import duty rates (22 per cent, 11 per cent and duty-free) apply to goods being imported into the country.

Products covered by each tariff level are summarized here:

- A tariff of 22 per cent is levied on products with high value-added, such as, capital goods, apparel, acrylic products, seamless tubes, and autoparts.
- A tariff of 11 per cent is levied on intermediate products such as iron and steel, paper and tinfoil packaging, petrochemical materials (PVC, polyethylene), processed foodstuff (oil, milk products, flour, and canned goods).
- Goods which are duty-free include: capital goods not produced in Argentina; raw materials not found in Argentina; and locally produced raw materials with positive export trade balance (e.g. beef, cereals).

It should be noted that imports are also subject to the following supplementary charges: 3 per cent for statistics gathering; 0.5 per cent for export promotion; and 16 per cent Value Added Tax (VAT) which is also applicable to domestic products.

As well, and effective March 8, 1991, all specific duties were eliminated and replaced by ad valorem duties.

Some of the industries that may be affected by these changes include producers of iron ore, T.V. sets, toys, bearings, video recorders, denims, concrete, wood pulp, paper, petrochemicals, fuels, foodstuff and health care products.

Uruguay

On March 6, 1991, the President of Uruguay announced the temporary removal of import duties on machinery, technical equipment and some raw materials. This measure will be in force until June 30, 1992.

The Uruguayan Government considered this action necessary to assist local industry to re-equip so that it may better compete with increased Brazilian and Argentine competition.

For more information on these and other tariff or market access issues affecting Latin America and Caribbean countries, contact Tom Bearss, Latin America and Caribbean Branch, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 996-0677.

pected to be textiles other than garments, rubber, basic steel and non-ferrous basic industries and oil refining.

For further information on opportunities in Chile contact Denise

Jacques, South America and Mexico Trade Division (LST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 996-0677.

International Trade Fairs

A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate — but in which Canadian companies might be interested — take place internationally. Some which have crossed this desk include:

• **LIGNA Hannover** — May 8-14 — Hannover, Germany. A trade fair for the wood and forestry industries featuring the latest in machinery and equipment used to generate timber, lumber and other wood products. Contact Canadian representative Co-Mar Management Services, Inc., 366 Adelaide Street East, Suite 339, Toronto M5A 3X9. Fax: (416) 364-6557.

• **International Exhibition of Furniture, Decorative Lamps and Building Materials** — July 18-22 — Taipei, Taiwan. An international exhibition featuring all types of furniture (including recreational and outdoor) constructed of marble, leather, plastic, wood, bamboo, rattan, metal; lamps and lighting supplies for home, outdoor or business use; and decorative materials, including upholstery, draperies, curtains and carpets. Contact Chan Chao International Co., Ltd., 11F, No. 11, Nan-King East Road, Section 2, Taipei, Taiwan. Fax: 886-2-562-2700. Tel.: 886-2-523-0130.

• **National Horticultural Exhibition** — October 3-8 — Poznan, Poland. Open to international exhibitors and features primarily flowers, but also conifers, evergreen deciduous plants, vegetables, fruit, dried foods, herbs and nursery material. Apply, by May 3, to Poznan International Fair, ul. Glogowska 14, 60-734 Poznan, Poland. Fax: 66-58-27 TARGI PL. Telex: 413251 targ pl.

• **TAROPAK'91** — October 3-8 — Poznan, Poland. Biennial, the International Exhibition of Packaging, Storage and Handling features package-making machines and materials, design and packaging technologies. Apply, by May 3, to same address as in Poland notice above.

Tourism Trade Show In Cuba

Havana — Time is running out for companies interested in on-site participation, but Canadian firms wanting to explore the Cuban tourism market still have an opportunity to submit their product literature for distribution at the Canadian information booth at the **Tecnotur'91 Trade Show** being held here May 20-26.

Expanding its tourism facilities (30,000 new hotel rooms by the year 2,000), Cuba relies on a number of tourism-related imports (in excess of US\$500 million up to the year 2,000). More importantly, it looks to Canada as a logical supplier — not only of products and services but of expertise needed in hotel construction infrastructure.

It is expected that more than 150 foreign companies from as many as 25 countries will participate in **Tecnotur'91 Trade Show** which provides an opportunity to meet/follow-up with Cuban buyers, have direct discussions with them, and gauge the international competition.

Interested parties should send their product literature (40-50 copies) and/or samples to Commercial Division, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa K1N 8T7.

Further information concerning participation costs, etc. may be obtained from George Sibley, Caribbean and Central America Trade Development Division (LCT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 996-0677.

American Water Works Exposition Continues to Attract Canadians

Philadelphia — For the fifth consecutive year, External Affairs and International Trade Canada will participate — with a national pavilion and a trade information centre — in the **American Water Works Association Exposition and Conference (AWWA)** being held in this Pennsylvania city June 23 to 26, 1991.

Recruitment has already begun for this event — a showcase for companies that offer water treatment equipment, distribution equipment and systems, sewage control equipment, and fittings — but some space still is available for qualified companies.

Canada's annual participation in AWWA continues to raise this country's stature as an excellent supplier to the water supply industry. It also helps Canadian companies make sales.

At last year's AWWA, held in Cincinnati, 10 Canadian exhibitors — who were among the more than 400 participating companies — estimated 12-month sales of \$7,155,000. That show also attracted 11,000 professional visitors — water utilities officials, manufacturers representatives, consultants and government officials.

Products and services to be exhibited at AWWA'91 will fall into such categories as purification, pumping, chemical treatment, and transmission and distribution for the preservation of clean water supplies.

Companies interested in participating in AWWA'91 — the national stand fee has been increased to \$1,800, reflecting new cost recovery measures — should contact Jessie Inman or Donald Marsan, United States Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

Change in Policy Respecting the Certificate of Origin

Exporters no longer have to complete—in certain cases—field 3 of the Exporter's Certificate of Origin (ECO).

Revenue Canada, Customs and Excise, is advising exporters of a change in policy respecting field 3 of the Canada-United States Free Trade Agreement (FTA)'s Exporter's Certificate of Origin.

Field 3 of the Certificate identifies the consignee or importer of record for the goods being certified. The information shown in this field is used by the exporter and Customs to identify goods qualifying for beneficial treatment under the FTA.

As the complete name and address of the consignee or importer of record has already been mandatory in both Canada and the U.S. since implementation of the FTA on January 1, 1989, it has been recognized by the Customs administration of both countries that, in certain cases, completion of this field fulfills the requirements of field 3 as to the identity of the consignee or importer of record.

Accordingly, an ECO on which field 3 has been left blank will be accepted by Canada Customs.

However, it should be noted that the exporter is solely responsible for completion of the ECO and liable under the exporting country's domestic legislation for the certified eligibility for FTA treatment of the goods. The onus is on the exporter to ensure that the ECO is applicable only to goods which qualify for territorial origin.

Should the exporter prefer to restrict the applicability of the ECO to one or more consignees/importers, they must be identified in field 3. The ECO then would be applicable only to goods exported to a specific consignee/importer and the exporter's liability would be limited to the specific goods in question.

For further information, contact Laura J. Thornhill, Origin Determination Directorate, Customs Program Branch, Revenue Canada, Customs and Excise, Ottawa, Ontario K1A 0L5. Tel.: (613) 957-8701. Fax: (613) 954-2224.

Canada Disappointed by U.S. Decision to Grant Extraordinary Challenge in Pork Countervail Case

U.S. Trade Representative Carla Hills' March 29 decision to request the establishing of an Extraordinary Challenge Committee (ECC) has disappointed Canada.

The ECC is to review the January 22 ruling by a panel established under the Canada-U.S. Free Trade Agreement (FTA) dealing with the Canada-U.S. dispute over fresh, chilled and frozen pork.

Article 1904 of the FTA allows for an extraordinary challenge to a panel ruling only on grounds of gross misconduct, serious violations of a fundamental rule of procedure, or manifest excess of jurisdiction. In addition, the challenged action must have materially affected the panel's decision and threaten the integrity of the binational panel process.

According to Minister for International Trade John C. Crosbie, "In Canada's view, there are no grounds for an extraordinary challenge in this case."

The FTA panel unanimously ruled on January 22 that the finding by the U.S. International Trade Commission (ITC) that imports of

Canadian pork threaten to injure the American industry was not supported by substantial evidence. In compliance with that panel ruling, the ITC, on February 12, reversed its threat-of-injury finding. When implemented this would have resulted in the revocation of the countervailing duty order, a stop in the collection of further duties, and a refund to the Canadian pork industry of approximately \$17 million in duties already paid.

The U.S. National Pork Producers Council argued that the FTA panel had exceeded its jurisdiction. The Council's request for an Extraordinary Challenge Committee was then granted by the U.S. Trade Representative.

Further voicing his disappointment, Crosbie added: "In these circumstances, the decision by the United States to exercise its right to a challenge does not accord with the letter and spirit of the FTA. We have conveyed these views to the U.S. Administration and we will now be making the same arguments to the Extraordinary

Challenge Committee."

An Extraordinary Challenge Committee—to be established within 15 days of a request—comprises three members selected from a roster of five retired Canadian judges and five retired U.S. judges previously designated by the two governments. Canada and the United States each select one member and these two then select the third; if necessary, however, the third may be selected by lot.

Decisions of an Extraordinary Challenge Committee are binding.

The Committee may affirm the original panel decision, or vacate it, or remand it to the original panel for action not inconsistent with the Committee's decision. The Committee's decision should typically be rendered within 30 days of establishing the Committee.

Copies of public documents can be obtained from the Canada-U.S. Free Trade Agreement Binational Secretariat, Canadian Section, Royal Bank Centre, 90 Sparks St., Suite 705, Ottawa K1P 5B4. Tel.: (613) 992-9388. Fax: (613) 992-9392.

BUSINESS AGENDA

Saskatoon — June 3-8 — Waterscapes '91. An international conference and exposition on water management for the sustainable environment. Organized during Environment Week, this event will gather international executives, water specialists, scientists and consultants to discuss key environmental issues. The exposition will showcase innovations and market opportunities. Contact Murray Osborn, Waterscapes. Tel.: (306) 373-9089. Fax: (306) 373-3778.

Montreal/Toronto/Vancouver — June 6-14 — Joint Ventures and Technical Collaboration - Incoming Business Delegation from India to Montreal (June 6-7); Toronto (June 10-11); and Vancouver (June 13-14). Contact R.N. Banerjee, Canada-India Business Council (CIBC) Joint Venture Program. Tel.: (613) 233-6264. Fax: (613) 238-7643; or Patrice Dallaire, CIBC, Canadian Chamber of Commerce. Tel.: (613) 238-4000.

Calgary — June 14 — Alberta Aerospace Show. Contact Monika Burchardt, Alberta Aerospace Association. Tel.: (403) 453-6231. Fax: (403) 454-9474.

St. John's — June 18-20 — Offshore Newfoundland '91 - 7th International Onshore-Offshore Petroleum Exhibition and Conference. To register, contact Atlantic Expositions Ltd., Gander. Tel.: (709) 651-3315. Fax: (709) 256-4051.

Publications

EAITC Publications

The following publications are available from Info Export (see the box at the bottom of the page to order).

Europe 1992: Report of the Working Group on Standards, Testing and Certification (#29E) summarizes, for Canadian business interests, the implications of the European Community's policy on technical standards. The Working Group identifies the level of market access for Canada through analysis of existing and impending legislation affecting specific Canadian industries including: chemicals, environmental products, equipment and services, fisheries and food products, forest products, machinery and equipment, meat, minerals and metals, motor vehicles, pharmaceuticals and telecommunications equipment.

Report on the Japanese Market for Seasoned Herring Roe (Agitsuke Kazunoko) (32TB) provides information on opportunities for Canadian producers of east coast herring roe. The roe is processed and seasoned in Japan, becoming Agitsuke Kazunoko, a local delicacy for which demand is now high. The report, considering the various regional preferences and Japanese tastes, gives a good sense of how to approach the market.

Non-EAITC Publications

Agenda World: World-wide Edition is a quarterly publication providing information on over 2,500 international trade shows, conferences and exhibitions that highlight hundreds of products and services. The publication is divided into five sections (products/services, locations, keyword, events and organizers) to simplify the search specific subjects. Copies are \$50 per quarterly issue or \$175 for a yearly subscription and can be obtained from Agenda World, P.O. Box 82, St. Jerome, Quebec J7Z 5T7. Tel.: (514) 923-3572. Fax: (514) 426-8447. For single copies, please specify whether to send the current issue or wait for the July, October, January or April issue.

Numbers to Note

The new telephone number for the Canadian Embassy in Port-au-Prince, Haiti is (011-509-2) 3-2358.

Area code 613 residents wanting information on the GST rebate in relation to business visitors to Canada should call (613) 991-3346. One digit was incorrect in the March 15, 1991, Vol. 9, No. 5 issue of *CanadExport*.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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OTTAWA

CANADEXPORT

Vol.9, No. 9

May 15, 1991

Business Credit Reporting Services Offered by Some Trade Posts Abroad

Upon request, Trade Commissioners at some posts abroad will attempt to obtain — for Canadian firms — credit information on businesses in their territory through credit reporting agencies, banks, or other institutions.

Canadian companies will be invoiced either by the post for the full cost of the report or billed directly by the reporting agency. In many cases, credit information is available through the offices of Dun & Bradstreet (D&B) Canada. Those posts which refer companies to D&B Canada are indicated accordingly.

This summary is intended to act only as a guide to credit report services. After verifying if the service is available, exporters should contact the post in question directly for details on content and cost. Prices, listed in Canadian dollars, are approximate and subject to change.

Africa

The availability and quality of credit reports vary widely in Africa. Services of credit reporting agencies are available in a few countries; in others, banks may be in a position to provide credit data.

Countries in Africa offering services include:

Kenya: Available from local agency for \$30.00 per report.

Lesotho: Available from banks through post in South Africa.

Namibia: Available from an agency through post in South Africa.

Nigeria: Post conducts its own checks, free of charge, through a questionnaire, bank references, and information obtained from other missions in Lagos. A local agency is used for detailed reports.

Consult post for fees.

South Africa: Not offered due to trade embargo of South Africa.

Swaziland: Available from banks through post in South Africa.

Zaire: Available from local agency. Consult post for fees.

Zimbabwe: Usually available from banks at no cost. If necessary, D&B Zimbabwe can make reports available through D&B Canada. Payment should be made directly to D&B Canada.

No services are available in these African countries: Algeria, Cameroon, Cote d'Ivoire, Egypt, Ethiopia, Gabon, Ghana, Guinea, Morocco, Senegal, Tanzania, Tunisia, and Zambia.

Middle East

Credit report services are available in all Middle East countries except Iran. Information on services in Iraq and Kuwait is not currently available. Other countries in the region with services include:

Israel: Available from D&B (Israel). Consult post for fees.

Jordan: Available from local banks at no charge.

Saudi Arabia: Available from local agencies for \$120.00 per report.

Asia/Pacific

Some type of service is available for every country in the region. Companies requiring information from Australia, Bangladesh, India, Indonesia, Japan (Osaka services are available from a local agency; Tokyo services through D&B Canada), Malaysia, New Zealand, Pakistan, the Philippines, Singapore, Sri Lanka, and Thailand are referred to D&B Canada.

Other Asia/Pacific countries providing services include:

China (Beijing): Available from a local agency for \$90.00 per report. (Shanghai): Available from local banks.

Hong Kong: When available, reports are obtained free of charge from the Hong Kong and Shanghai Bank. In other cases, companies are referred to D&B Canada. Korea: Available from local agency for \$55.00 per report.

Taiwan: Available from local agency for \$130.00 per report.

Europe

All posts in Western Europe refer companies to D&B Canada. Services are not currently available in Eastern Europe and the USSR. The establishment of branches of commercial banks and offices of major accounting firms should lead, in time, to a basic capacity to provide credit information.

Latin America/Caribbean

In Central America and the Caribbean, credit reports are usually provided by banks free of charge. All posts in these areas have access to this type of service. In Mexico and South America, services are available through local D&B

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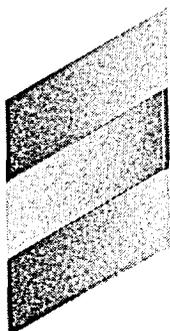
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External Affairs and
International Trade Canada



Canada

Mexico's Automotive Market Freer to Import Canadian Maintenance Equipment, Auto Parts

Mexico's automotive industry has undergone major changes during the past decade, driven by integration with the American market.

A 1989 policy on this industry, the "Development and Modernization for the Automobile Industry" decree, eliminated the constraint to include specific nationally produced parts and granted industry players complete freedom in decision-making.

Imports are now allowed in larger quantities. In fact, Mexico's trade liberalization has eliminated the official import price system and reduced the number of items requiring imports permits from 11,950 to 325, none of which correspond to the automotive industry.

Maintenance Equipment

As in the North American market, the rising cost of new automobiles is prompting Mexico's car owners to give greater priority to vehicle maintenance and repair. Also, demand continues to be driven by the trend of most shops and service agencies to modernize equipment in order to service recent car models.

The slackening of previous years' tight fiscal policies is now allowing the Mexican automotive industry to lessen its demand

backlog. For Canadian exporters, says a recent report on the automotive industry and automotive parts in Mexico, this is expected to result in increased demand for:

- scanners with adaptability for different types of cars;
- injection balancing equipment washers;
- scanners for computerized braking systems and automatic gearboxes;
- oscilloscopes with injection analyzers;
- time lamps with phasing systems;
- cylinder leak analyzers; and
- vacuum gauges and gasoline pump testers.

The increased sophistication of today's automobiles will fuel demand for innovations incorporating high technology advances not available in Mexico. Particularly, it will be necessary to import equipment related to the needs of automobiles which use fuel injection systems.

Auto Parts

In 1990, Mexico's import figures for auto parts were expected to show an increase of approximately 17 per cent for a total of \$2.6 billion.

Those products whose import growth has been greatest (in excess

of 500 per cent during the period 1986-1989) include:

- disc brakes;
- shaft ackles;
- wheels;
- clutches;
- bumper parts; and
- acoustic apparatus.

Those products for which a growth rate of between 100 and 500 was tallied are distributor parts, bushings, snobbers, brake drums, gear cases, universal joints, master cylinder brakes, lights, contact points, mufflers and bobbins.

While Mexico's import regime has come a long way toward eased market access, certain requirements must still be met to enter the market.

External Affairs and International Canada's Latin America and Caribbean Trade Division (LGT) can assist in providing guidance to exporters seeking to enter or expand their presence in this market.

For further information contact LGT's Gil Rishchynski. Tel.: (613) 996-8625. Fax: (613) 943-8808.

Credit - Continued from page 1
offices or similar agencies.

Latin America/Caribbean countries with services available from local banks at no cost are: Barbados; Costa Rica; Cuba; Dominican Republic; Guatemala; Guyana; Haiti; Jamaica; and Trinidad & Tobago.

Countries whose services are available from D&B and for which posts are consulted for fees are: Brazil (Brasilia and Sao Paulo); Colombia; and Venezuela.

Countries with services available through D&B, with costs per report in brackets, are: Argentina (\$35.00); Chile (\$50.00); Mexico \$65.00; and Peru (\$65.00).

United States

All posts in the U.S., including Puerto Rico, refer Canadian companies to D&B Canada.

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Telephone: (613) 996-2225

Fax: (613) 992-5791

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Knowing Regulations Improves Export of Agri-food to Mexico

Among those who are moving quickly to take advantage of the opportunities in Mexico are Canada's food and beverage exporters.

Canadian products from fresh and frozen pork, cookies and bottled water, to potatoes, beans and lentils, are demonstrating that Canadian agri-food products can compete and indeed thrive in the Mexican marketplace.

Prerequisites

To be in an even better position to address Mexican agri-food opportunities, Canadian companies should be aware of a number of Mexican regulations that govern the importation of such products:

- A company intending to export processed food products and/or beverages to Mexico must find — and legally appoint — a Mexican firm to act as its representative;
- This Mexican company, in turn, must then be registered with the Secretaria de Hacienda y Credito Publico (SHCP);
- The Mexican partner company must also register the proposed import product with the Secretaria de Salud (SSA);
- If the SSA is satisfied that the product complies with Mexican food safety laws, it will be issued an SSA registration number (for which there is a fee of US\$225.00).

Other Requirements

The following information must also be provided to obtain an SSA registration number:

- (1) A certificate issued by a Canadian (federal or provincial) Department of Health, stating that the product is being sold in Canada. This certificate must be written in Spanish, notarized and authenticated by one of the Mexican Consulates in Canada;
- (2) A Canadian Department of Health physio-chemical analysis of the product, in Spanish and authenticated;
- (3) A detailed technical description of the productive process used,

in Spanish and authenticated;

- (4) A description, in Spanish, of the primary (and any secondary) packaging/container materials, form, sealing and capacity; and
- (5) Copies of the product label and colour photographs of the product.

The SSA also requires that a small (approximately 1.5 inches by 1.5 inches or larger) label be affixed to each product.

This label, which must also be submitted to SSA to obtain an SSA registration number, must provide, in Spanish: the brand and generic names of the product; the SSA registration number; the importer's name and address and its SHCP taxation number; the exporter's name and address; the product's net content (in grams or litres); and the origin of product.

For further information, contact Gil Rishchynski, Deputy Director, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A0G2. Tel.: (613) 996-8625. Fax: (613) 943-8808.

Venezuela to Invest \$Billions in Computer, Automated Systems

Petroleos de Venezuela SA (PDVSA), the state-owned oil company, plans to invest US\$2 billion over the next five years to improve the oil industry's automated and computer systems and to upgrade its telecommunications equipment.

Currently, detailed information is sketchy, but it is anticipated that, of the US\$2 billion, US\$1.25 billion will be applied to the purchase of new equipment.

About 42 per cent of the total for new equipment will be assigned to the purchase of computer systems; 45 per cent to industrial automation; and the rest to

Continued on page 8 — Venezuela

Panama's Building Products Market

A recent *Market Study - Construction Materials Sector - Panama* reveals that many construction materials are produced in the country — but all from imported raw materials. And although the construction industry had been stagnant prior to the US intervention, the economy is again showing strong signs of recovery in the building trades.

Panama is an important international banking centre, where the US dollar is the national currency and the capital, Colon, is the second largest freeport in the world.

Canadian products are considered superior in quality but highly priced. However, increased aggressiveness and less rigidity in credit terms could increase the visibility of Canadian suppliers in the Panamanian marketplace.

These are some of the findings contained in this recent market study on building products in Panama. The study also provides information on the kinds of products most in demand now that the construction industry in that country has returned to normal.

Promotional practices are similar to those used in Canada and the US. Continued presence in the market is vital, including personal contact with customers and constant availability of promotional brochures. Local press, international building magazines and trade shows are also important marketing tools.

The study also profiles the main local players in the construction and building materials market and lists some of the main foreign suppliers to that market.

For more information on trade opportunities in Panama, or to obtain a copy of the study — produced for the Canadian Embassy in San Jose, Costa Rica — contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), EAITC. Tel.: (613) 995-8742. Fax: (613) 943-8808.

European Industrial Products Market Attractive to Canadian R&D Companies

By Andrew Griffin

Canadian firms in the large electrical equipment, oil and gas field equipment, mining and smelting equipment, pulp and paper equipment and environmental equipment industries should find many opportunities for growth and technology transfer in the European Community (EC).

These and other findings are detailed in a new External Affairs and International Trade Canada (EAITC) report *1992 Implications of a Single European Market: Industrial Products and Services*.

The ability of Canadian companies to take advantage of the changes taking place in Europe depends on the level of their European presence.

Multinationals, i.e. companies with subsidiaries in two or more EC member states, may find it easier to access European research and development (R&D) programs, but even small- or medium-size enterprises can creatively use strategic alliances and joint ventures with European firms to increase R&D and establish themselves in appropriate niches.

The Canadian Context

The industrial products sector in Canada is characterized by mainly small- and medium-size firms averaging 30 employees each.

In 1987, Canadian firms exported \$389 million in industrial products and services to the EC. The resource industry contributed 21.4 per cent of these exports.

The European Context

The EC is by far the world's largest producer of mechanical engineering products. This sub-sector's success is a result of the combination of microelectronics and highly efficient and precise mechanics.

In 1989, shipments were valued at \$297 billion.

Technological innovation is the secret to remaining competitive in the industrial products market. European firms are putting five per cent of their sales into R&D. By comparison, Canadian firms have been averaging an R&D investment rate of only one per cent.

Germany is the largest producer in both the mechanical and electrical/electronic equipment sub-sectors. The U.K. follows in second place but its production has shown a marked decline in the past three years.

Opportunities for Canadian Firms

According to the study, Canadian firms in the large electrical equipment sub-sector should investigate alliances with European firms in specific niches where technology is comparable.

The prime targets for alliances are firms nationally oriented or protected by the state.

The resource industries equipment sector, already active in trade, should consider reinforcing its international presence, particularly in the areas of oil and gas field equipment.

Due to the climate and geographical structure of Canada, Canadian firms have developed specialized products and have become international leaders in particular segments of this market.

Similarly, the Canadian mining equipment industry has developed leadership in high-technology geological exploration, reduced labour mining methods and high-efficiency smelting techniques. Where flexibility is more important than economy of scale, due to the custom-built nature of mining equipment, the strength of an in-

novative Canadian industry stands it in good stead for Europe 1992.

Canadian pulp and paper manufacturers have developed the technical expertise to compete in both domestic and overseas markets, keeping pace with international developments and investing in their own R&D programs.

Even though current exports go mostly to the United States, Canadian companies are well positioned to enter the EC — with such products as chemical pulping equipment, high-speed paper machines and pulp-drying machines.

In the environmental equipment area, the report notes that Canadian firms are technologically competitive on a world scale, and could find markets within the EC for specialized high-tech products and processes.

Canadian companies are particularly strong in water cleaning systems, advanced wastewater treatment and some air pollution control systems.

Information, Contact

For more details on Europe 1992 and the industrial products sector, consult *1992 Implications of a Single European Market: Industrial Products and Services*, which is available from Info Export. (See box bottom of page 8 to order.)

For more information on Europe 1992, contact the European Community Division (RWM), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2727. Fax: (613) 995-1277.

Mr. Griffin is a Communications Consultant with External Affairs and International Trade Canada's European Community Division.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRAZIL (ID72) — With annual sales averaging US\$60 million, a systems integration, design, assembly and components manufacturer wishes to enter an industrial cooperation agreement to pursue several areas of interest including: automatic/remote switching and loading equipment; energy conservation; micro-processor protective relays; gap monitoring devices; sectionalizers and re-closers. The company anticipates a much more competitive environment because Brazil is opening its market to more imports. Contact

Joan Shnier, CPCS Technologies Ltd., 215 Old Orchard Grove, Toronto, Ontario M5M 2E6. Tel.: (416) 485-3801. Fax: (416) 485-6207.

GREECE — Companies have an opportunity to supply goods and services to two companies that have been awarded a billion dollar contract for the construction of a 500km, 36-inch natural gas pipeline running from the Bulgarian-Greek border to Athens. Interested parties may contact the owner (Public Petroleum Corporation, 207 Messoghion Avenue, Neo Psychico, Athens 115 27 Greece. Tel.: 301-647-9505. Telex: 222792. Fax: 647-9504); the civil works contractor (Biokat Corporation, 4 Gravia and Granikou Streets, Maroussi, 151 25 Athens. Tel.: 301-686-6700. Telex: 215271. Fax: 683-0454. Att: George Constantinidis); or the mechanical works contractor (Zangas, c/o Zaroubefneftegas Stroi, Ministry of Oil and Gas Construction, Zhitnaja Street 14, 117 970 Moscow, USSR. Telex: 411979 STYK SU. Att: L Mr. Kopishevsky).

POLAND — A company seeks

investment capital and technology to undertake construction of dairy and meat processing facilities in eastern Poland. Contact Piotr Golabek, Golimpex, 2303 Eglinton Avenue East, Unit 617, Scarborough, Ontario M1K 2N6. Fax: (416) 755-3889.

POLAND — The Polish Post, Telegraph and Telephone (PPTT), possibly through European Investment Bank and World Bank funding, is issuing bid documents (costing 10,000,000PLZ) for a long distance digital overlay network project. The project calls for trunk exchanges, multiplex equipment, long distance microwave radio systems, and long distance fibre optic systems. Documents can be obtained

(returning to the same address by July 2, 1991) from PPTT, General Directorate, Room 12, 4th Floor, ul. Swietokrzyzaka 31/33, 00-950 Warszawa. Tel.: 27-50-37/27-82-88. Telex: 813710. Fax: 27-67-89.

SINGAPORE — A company here wishes to import, in good running condition, a used pulp mill with a production capacity of 500 tons per day. The same company seeks good reconditioned gang saws for use in its woodworking projects in Indonesia. Contact Robert Teo, Assistant General Manager, Kheng Siong Santosa Pte Ltd., 315 Outram Road #01-08, Tan Boon Liat Building, Singapore 0316. Tel.: 225-9133. Fax: 225-3040. Telex: RS 24771 SANTOSA.

YUGOSLAVIA — A company here requires investment capital for the construction of a business centre and apartments in Belgrade and for the construction of apartments on the south Adriatic coast. Contact Mr. Djordje Skocajic, ENJUB D.O.O. Beograd, Bulevar Lenjina 20/III, 11070 Novi Beograd, Yugoslavia. Tel.: 11/601-673. Fax: 11/600-747.

International Trade Fairs

A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate — but in which Canadian companies might be interested — take place internationally. Some which have crossed this desk include:

• **10th International Trade Fair and International Congress (LASER'91)** — June 10-14 — Munich, Germany. The largest and oldest international fair for innovative and applied opto-electronics of companies from 24 countries. Contact Munich Trade Fair Corporation, Congress Department/LASER Office. Fax: (089) 5107-180. Tel.: (089) 5107-495.

• **4th Gem Festa: The Fair at the Source** — Teofilo Otoni, Brazil — July 10-13. In the heart of Brazil's precious stones region, this fair is the meeting place for business persons involved in the production and marketing of gems: gem merchants, gem professionals and jewellers. Contact Nilso Farias Comercio e Empreendimentos MG Ltda., Rua Pio XI, 313 Bairro Ipiranga, 31170 Belo Horizonte MG. Fax: (031) 442-0386. Telex: 316074 NFCE BR.

• **International Ecological Fair (POLEKO)** — November 19-22 — Poznan, Poland. This exhibition features environmental protection equipment; waste-free technologies and biotechnologies; control and measurement apparatus for air, water, soil, and biological materials. Apply, by June 19, to Poznan International Fair, ul. Glogowska 14, 60-734 Poznan, Poland. Fax: 66-58-27 TARGI PL. Telex: 413251 targ pl.

• **International Art Fair (INTERART)** — November 28-December 2 — Poznan, Poland. Top-quality contemporary art on display includes painting, graphics, sculpture, tapestry, ceramics and applied art. Apply, by June 28, to same address as in Poland notice above.

Business Opportunities

Telecom Market in Honduras

The telecommunications market in Honduras is dominated by the state-owned HONDUTEL—it plans to install an additional 45,000 telephone lines by 1993 to the current close to 130,000 lines.

A new report, *Market Study - Telecommunications Sector - Honduras*, outlines the plans for new purchases and identifies the main importers and methods of doing business in that country.

A small private market is also developing and growing, especially for new high-tech equipment and services, the study reveals.

HONDUTEL's priorities over the next years include rural telecommunications, rural networks—plans to supply 90 communities of critical economic interest with improved access to the national network—and suburban networks—plans to supply ten towns with automatic exchanges.

Exporting to Honduras is typically done through appointed local agents who must also offer installation, maintenance, advisory and counselling services to their customers. The most important promotional method is constant market presence with a good representative and frequent visits to technical and policy people in HONDUTEL and the private-sector buyers.

Significant advantage can be derived from being first in the market with new products or technology.

For more information on trade opportunities in Honduras, or to obtain a copy of the market study—commissioned by the Canadian Embassy in San Jose, Costa Rica—contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), EAITC. Tel.: (613) 995-8742. Fax: (613) 943-8808.

Anti-dumping Laws Are Not Compatible in Principle With the FTA

According to a study, anti-dumping laws are not compatible in principle with the Free Trade Agreement (FTA). It concludes that "replacement of the anti-dumping laws between Canada and the United States is the economically logical and legal-ly feasible next step in the removal of the barriers to trade and investment now underway in the FTA.

The Committee on Canada-United States Relations (CCUSR) recently commissioned a major study on the possibility of replacing anti-dumping law in Canada and the U.S. by a substitute regime based on competition law.

This possibility is raised by the FTA itself which, in Article 1907, mandates the creation of a Working Group which is to "seek to develop a substitute system of rules

for dealing with unfair pricing" from the anti-dumping laws that currently apply.

The CCUSR is a joint committee founded in 1933 by the Canadian and U.S. Chambers of Commerce. Created to encourage communication between Canadian and U.S. business people on important bilateral policy issues, it monitors and evaluates public policy that affects trade and investment relations between the two countries and recommends policy positions to the two federal governments.

For further information or comments, or to obtain a copy of the executive summary of the study, contact the Canadian Chamber of Commerce, International Policy Group, 55 Metcalfe St., Suite 1160, Ottawa, Ont. K1P 6N4. Fax: (613) 238-7643.

France's Plastics Processing Show Gateway to Single European Market

Oyonnax—Canadian companies are invited to submit promotional literature and technical data for display at Canada's information booth at the **International Forum of Plastics Processing (FIP'91)** being held June 18 to 21 in this town situated in the Rhone-Alpes region of France.

An added bonus is that visiting Canadian executives who are searching for partners (agents, distributors, licensees) and technologies are also welcome to use Canada's information booth as their base at the fair.

A major meeting point for European plastics processors, the FIP fair introduces the latest in machinery, equipment, technology, materials and applications related to the plastics industry.

It also affords Canadian companies the opportunity to explore the feasibility of entering the soon-to-be-established Single European Market—with its potential 320 million consumers.

The 1989 FIP attracted more than 400 exhibitors. In addition to France, they came from such countries as Germany, Spain, Italy and Japan. The event also drew more than 20,000 professional visitors, including a number from Canada.

Canadian companies interested in participating in (or seeking more information on) FIP'91 may send their product literature directly to Michel P. Monet, Commercial Officer, Canadian Consulate, Immeuble Bonnel Part-Dieu, 74 rue de Bonnel, 69428 Lyon Cedex 03, France. Fax: (011-33) 78.62.09.36. Telex: (Destination code 42) 380003 (CANADA).

Interested parties may also contact Therese Gervais, Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Month-long Festival Promotes Canada in Hong Kong

Virtually the entire month of June will see Canada in the spotlight in Hong Kong.

Festival Canada 91 is a series of business, cultural, academic, sporting and social activities supporting the theme "Canada and Hong Kong: Friends Yesterday, Today and in the Future".

Festival Canada 91 aims to maintain Canada's high and positive profile in Hong Kong, where Canada has very much at stake — now and in the future.

All told, some 50 events are planned for **Festival Canada 91**, from tourism and industry and technology showcases to franchising and Asia-Canada, Asia-Pacific Foundation seminars and conferences.

Among the highlights are:

- **Savour Canada:** Month-long, in-store promotion throughout Hong Kong of Canadian foods;
- **Canada Environment Showcase** (Over the next several years, Hong Kong has budgeted for a major clean-up that could require Canadian expertise); and
- **Canadian Fashion:** In-store promotion and gala for Canadian designers and manufacturers.

Trade Events

Hong Kong imports virtually everything it consumes, both raw materials and finished goods. It is the thirteenth largest import market in the world (surpassed in Asia only by Japan) — and an important gateway to China and other Asia-Pacific markets.

In 1989, the colony's imports exceeded \$75 billion. Over the past few years, two-way trade between Canada and Hong Kong has been around the \$2-billion mark.

One Canadian approach to this thriving market is participation in trade fairs, one of which is **Hofex'91**, being held May 15-18.

The **4th Asian International Exhibition of Hotel & Catering Systems, Supplies, Equipment, Food and Drink** is a strong prelude to **Festival Canada 91** and will help to increase Canada's already strong exports to the

colony. (In 1990, Canada's total exports of foodstuffs to Hong Kong were approximately \$60 million).

The opportunities are significant: Hong Kong has an increasing need for restaurant food, beverage supplies and automation equipment for the food processing sector.

It's a highly competitive market, but Hong Kong importers have come to recognize that Canadian suppliers can be flexible and offer competitively-priced products that are properly labeled and packaged to suit local regulations and taste.

Another **Festival Canada 91** trade event (June 13-15) is **The 8th International Building Exhibition (IBEX'91)** at which, for the fifth time, Canadian suppliers of building equipment, material and expertise will have a chance to break into this sector, to demon-

strate their long-term commitment to the market and to evaluate the competition.

This year, because of the mega Hong Kong Port and Airport Development Strategy (PADS), participation at **IBEX'91** should prove extremely fruitful: PADS envisions the construction of a new international airport, container port facilities, road and rail transportation networks, and residential and light industrial zones.

Festival Canada 91 is a showcase of the federal government, the provinces and a wide range of sponsoring groups — associations, chambers, major Canadian corporations and Hong Kong businesses with interests in Canada.

For further information on **Festival Canada 91**, on Hong Kong-related trade shows, or on trade opportunities in Hong Kong, contact Dan Mrkich, East Asia Trade Division (PNC), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309.

Embassy in Tokyo Officially Opens

Demand by Canadian business persons for use of the facilities of the new Canadian Embassy (Canada Place) in Tokyo — to be officially opened June 1 by Prime Minister Brian Mulroney — is expected to be extremely high.

Canadian entrepreneurs supporting Canadian business interests in Japan, already have been using the facilities.

Place Canada is situated on 1.74 hectares (4.3 acres) of prime real estate which was purchased in 1932 and has been occupied since 1933 by Canada's chancery and residence.

The Embassy's main entry lobby on the mid-level fourth floor provides an ideal setting in central Tokyo for Canadian businesses to display and demonstrate products and services and to hold receptions and displays for invited guests and casual visitors.

An area of 725 m² (7,800 ft²) is available to promote Canadian industrial and commercial products, to stage cultural exhibitions and events, and to hold large or medium-scale receptions, lunches and dinners.

The reception area can accommodate 800 stand-up or 300 seated banquet guests. Facilities also include a 233-seat theatre, a 180 m² (2000 ft²) gallery, a research library and enquiry centre, a specially-designed show kitchen and a complete range of state-of-the-art communications links.

The exhibition and reception space will be available for events that will further Canada's trade, investment, cultural and tourism objectives in Japan.

To submit event proposals, or for information on the new Embassy, contact: Public Area Manager, Embassy of Canada, 7-3-38 Akasaka, Minato-ku, Tokyo 107, Japan.

For a brochure on the Embassy, contact Info Export as per box on the bottom of page 8.

BUSINESS AGENDA

Toronto — May 29 — Strategies for Success: A Satellite Conference for Growing Businesses, comprises 27 locations (in every Canadian province and territory) that, concurrently, will hold a conference and trade show while being linked to a central site by interactive satellite technology. The one-day event is designed to enhance the competitiveness of Canada's independent business community by giving the practical tools needed to address the challenges posed by growth in a globalized marketplace. For details, site locations and registration — the fee is \$95 — contact The Registrar, The Conference Board of Canada, Ottawa. Tel.: 1-800-267-0666 (Ottawa area: 526-3280). Fax: (613) 526-4857.

Gander — June 12 — New Opportunities Workshop. Focusing on industrial licensing, the workshop will address such topics as how to commercialize an invention and how to bring technology transfer out of the laboratory and into the

Venezuela —

Continued from page 3

telecommunications. Allocation of the remaining funds has not been specified.

The oil conglomerate's plans are to install a digital network linking all of its major facilities.

For more information, contact Bob Rutherford or Jeremy Pallant, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3877. Fax: (613) 943-8806.

business world. Tax incentive programs in the fields of science, research and development will also be discussed. Organized by Industry, Science and Technology Canada (ISTC) and co-sponsored by the National Research Council. For more information, contact K. Sorensen, ISTC. Tel.: (709) 772-4330. To register, contact Cynthia Dawe. Tel.: (709) 772-4866. Fax: (709) 772-5093.

Niagara-on-the-Lake — June 16-17 — Building for Success - Week-end conference organized by the Canada-US Business Association (CUSBA). Topics include growth markets, trade finance,

optimizing distribution channels and North American Free Trade. To register (participation fee is \$285), contact Patricia Ramoutar, CUSBA. Tel.: (416) 621-1507. Fax: (416) 620-5392.

Toronto — June 18 — Morning Workshop of the Hong Kong-Canada Business Association (HKCBA). Topic: Doing Business in Hong Kong. Contact the HKCBA, Toronto. Tel.: (416) 366-2642. Fax: (416) 366-1569.

Regina — June 19-22 — Western Canada Farm Progress Show. Contact Tom Rogers. Tel.: (306) 975-4365; or Laura Diakui. Tel.: (306) 975-4346, ITC, Saskatoon.

Publications

EAITC Publications

The following publications are available from Info Export (see the box at the bottom of the page to order).

Global Markets, Global Access: Canada's International Agri-Food Trade Network (30XA) describes Canada's agri-food capabilities; tells how EAITC's trade commissioner network can assist exporters; and lists the addresses, telex and fax numbers of selected agri-food posts abroad.

Canadian Exporters' Guide: Angola, Burundi, Congo, Rwanda, Zaire (10AA) describes — area, population, exports, imports, major industries, etc. — each of these African countries which, combined, have a population of approximately 57 million people.

The development of the countries' resources and infrastructures offer commercial opportunities for Canadian exporters of goods and services. Many projects, particularly in communications, forestry, agriculture, energy and training, are financed by the African Development Bank and the World Bank.

Update

The new street address for the Canadian Embassy in Damascus, Syria is Lot 12, Mezzah Autostrade, Damascus, Syria. The new postal address is P.O. Box 3394, Damascus, Syria. Tel.: (963-11) 236-841/892/870. Fax: (963-1) 228-034. Telex: 412422. Answerback: Canada SY412422.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Supplement

GERMANY

See story pages 6-7

CEA, CIDA to Hold Annual Consultations This Month

The Canadian Exporters' Association (CEA) will be holding the 8th Annual Consultations with CIDA on June 4 and 5, in Ottawa.

In addition to the plenary session on "Leveraging: New Initiatives for the 1990s", key topics for this year's program include:

- current partnership initiatives: private-sector report;
- rehabilitation: new prospects for development;
- multilateral institutions: new trends and development;
- decentralization and untying; and
- regional geographic workshops.

The geographic workshops will focus on the development of projects in the 1990s, detailing the priority sectors and private-sector participation, with a perspective on export financing in each region.

Keynote speakers at the Chateau Laurier Hotel event will be the Minister for External Relations and Minister of State (Indian Affairs and Northern Development) Monique Landry, and CIDA President Marcel Massé. CIDA will also be holding an open house at its headquarters in Hull.

For more information on the Consultations or to register, contact the Canadian Exporters' Association, 99 Bank St., Ottawa, Ont. K1P 6B9. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Strategic Alliances Key to Success in the New Europe

By Andrew Griffin

An arms-length trading relationship with Europe may not be the ideal strategy for Canadian firms wishing to realize the full benefits of the Single Market initiative, says *Moving into Europe*, a report prepared by the consulting firm Prospectus for External Affairs and International Trade Canada.

Fortunately, particularly for small- and medium-size Canadian firms that cannot afford a strategy of multiple acquisitions of existing European firms, there are strategic alliances.

Strategic alliances offer the possibility of establishing a presence in several of the European Community (EC) member states, thereby covering various segments of the EC market, for roughly the cost of a single acquisition.

Strategic Alliances: Types and Benefits

Strategic alliances may be through R&D consortia, joint ventures, licensing and/or cross-licensing agreements, cross-manufacturing agreements, co-marketing or joint production. The type of partnership defines the range of benefits.

Generally, a strategic alliance with a European firm may afford Canadian firms such benefits as:

- access to the European market of more than 320 million people without having to acquire a plant, invest in new production facilities, or establish representative offices;
- a deeper understanding of the European marketplace in terms of, among others, consumer preferences and the regulatory environment;

- a possible source of proprietary technology, technical expertise, high-level managerial skills, or the all-around business expertise needed to create and/or maintain a European presence;
- a possible source of capital needed to commercialize a new technology or product; and
- reducing risks to companies by permitting diversification.

As well, by allowing a partner to assume certain responsibilities, strategic alliances enable Canadian firms to maintain their focus on what they do best.

Alliance Considerations

Strategic alliances should be part of an overall corporate strategy that outlines the resources necessary to complete the strategy, which resources must be acquired, and whether these resources are best produced in-house, through solicitation of investors, through strategic alliances or via mergers and acquisitions.

Having decided that a strategic alliance is the route to take, the most important task will be selecting a suitable partner.

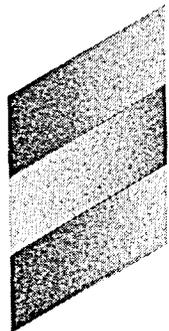
Developing selection criteria, selecting a partner, financing the

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External Affairs and
International Trade Canada



Canada

A NEW LOOK AT EXPORTING

Making Canada More Competitive

World Competitiveness Report 1990 states that Canada has slipped from fourth to fifth place among the member countries of the Organization for Economic Cooperation and Development (OECD).

These statistics are reported by Alan M. Rugman and Joseph R. D'Cruz of the University of Toronto in their study, *Fast Forward: Improving Canada's International Competitiveness**, commissioned by Kodak Canada.

Rugman and D'Cruz say Canadian business must make some changes to major elements in its traditional approach to strategy, particularly in:

- the use of tariffs to seek shelter within the domestic market as a means of protection from the forces of import competition;
- the search for subsidies to lower the costs of production below that for international competitors who do not have access to similar subsidies;
- the harvesting of profitable business activities through under investment: Once Canadian firms develop a strong competitive position, they tend to regard that part of their business as a "cash cow";
- the avoidance of external competition by not participating in export markets and foreign direct investment, because competitive conditions abroad are seen as too harsh and the barriers to entry into foreign markets too expensive.

The study points out that business must abandon its conservative attitude, be more outward-oriented and face the international competition in world markets. Otherwise business is destined to decline in the not too distant future.

To preserve its competitive position, business must acquire expert personnel (obtained through

training, employee participation in decision-making, quality control, etc.) and excellent products (achieved through quality enhancement programs, innovation, etc.).

Innovation is the essence of competitiveness, according to all the studies on the subject. The role of External Affairs and International Trade Canada (EAITC) is to assist and promote exporting which, over the long term, will lead to growth potential. This, in turn, will lead to job creation.

Among other endeavours, EAITC helps small- and medium-size businesses gain access to foreign markets that they often feel are beyond their reach. EAITC does this in a number of ways, including:

1. Through the trade commissioner network, collecting information on export opportunities and on the characteristics of foreign markets;
2. Making this information available to Canadian companies (by direct contact, through *CanadExport*, through the International Trade Centres, and through Info Export);
3. Helping Canadian companies to participate in international promotional activities (trade fairs, missions, prospecting, etc.); and
4. Familiarizing companies — through advice and assistance provided close at hand through the International Trade Centres — with procedures used in exporting.

Michael Wilson is now Minister of Industry, Science and Technology and Minister for International Trade, two departments that play a key role in making Canada more competitive.

The fact that they are now combined will enhance coordination between these two departments whose mandates are complementary in that one offers an extensive knowledge of Canadian industry and can orient it toward national industrial strategies, while the other offers international expertise, an ability to analyze the world markets and the global environment, and firm support for daily marketing activities.

René-François Désamoré
Editor-in-Chief

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Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Telephone: (613) 996-2225

Fax: (613) 992-5791

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRAZIL (ID78) — A metals fabrication company established in 1985 and with an average annual turnover of US\$4.5 million wishes to enter into an industrial co-operation agreement for the manufacture of passive communications devices, antennas and concrete pole extrusion. The firm also is interested in export joint ventures. Contact Joan Shnier CPCS Technologies Ltd., 215 Old Orchard Grove, Toronto, Ontario M5M 2E6. Tel.: (416) 485-3801. Fax: (416) 485-6207. (CPCS Technologies Ltd., with the financial support of CIDA, is engaged in a three-year program to foster cooperation agreements between Canadian and Brazilian companies. Its client is the State Development Bank of the State of Parma — BADEP).

CHINA, PEOPLE'S REPUBLIC of — A London, Ontario-based company has an opportunity to establish an automotive storage battery manufacturing facility in southern China where most of the products would be marketed. Experienced parties may wish to participate through technological cooperation, exchange or investment. Contact Thomas Wong, Lamko Tool & Mold Incorporated, 105 Towerline Place, London, Ontario N6E 2T3. Tel.: (519) 686-2643. Fax: (519) 686-6946. Telex: 064-5632.

CZECHOSLOVAKIA — A number of projects involving the modernization of existing industrial plants and further development of their manufacturing technology require joint venture partners and/or licensing agreements. The joint venture partners should be specialists in soft drink, spring water and bottling facilities; consumer and household plastics manufacturing; consumer electronics; telecommunications equipment manufactur-

ing; automotive parts assembly; and food production (flour mills, canneries). Contact Ross Hedvicek, Rosta Corporation, P.O. Box 31, Waterloo, Ontario N2J 3Z6. Tel.: (519) 884-7981/743-1914. Fax: (519) 745-6492.

HUNGARY — Closing date is July 3, 1991 to bid on the supply of optical fibre cable (project no. IBRD-H-05/2) and 140 MBPS optical line equipment and digital multiplexers (project no. IBRD-H-01) for the second telecommunications project of the Hungarian Post, Telegraph and Telephone. Bid documents, costing US

als as steel billets and pig iron. Contact Ms. Delores Lim, Purchasing Executive, Sarana Trading Co. Pte Ltd., 545 Orchard Road #12-09, Far East Shopping Centre, Singapore 0923. Tel.: 732-3838. Fax: 733-7139.

SINGAPORE — A company wishes to source electro-mechanical products (compressors, pumps) and machines and office equipment (laser printers, portable overhead projectors, copiers, printers). Contact Victor Lee, Singapore Precision Industries Pte Ltd., Industrial Products Division, 249 Jalan Boon Lay, Singapore 2261. Tel.: 268-9694/660-7568. Fax: 264-1875. Telex: RS

Business Opportunities

\$200 (for deposit to Elektroimpex, account 202-10782 at The Hungarian Credit Bank Ltd.) may be obtained from and forwarded to Elektroimpex, Protocol Dept., Budapest V, Nador utca 11, 1051. Tel.: (011-36-1) 132-9912. Fax: (011-36-1) 131-0526. Telex: 225771.

PAKISTAN — Used medical and hospital equipment (CATSCAN, Lithotripsy, Cathlab) are being sought for export to hospitals in Pakistan. Being sought for export by the same company are small, medium or large machinery, equipment and manufacturing plants. Contact Asaf Mirza, Mirza International Marketing Corporation, 1989 Des Roses, Carignan, Quebec J3L 5C7. Tel.: (514) 447-7000. Fax: (514) 447-4000.

SINGAPORE — Being sought for import are household wares, hotel and restaurant wares, inflight supplies, gifts and electrical appliances. Contact Peter Lek, Managing Director, Hiap Huat Pottery (Pte) Ltd., 70 Bendemeer Road #01-01, Hiap Huat House, Singapore 1233. Tel.: 292-2433. Fax: 297-2342.

SINGAPORE — A trading company wishes to import a variety of steel products — hot rolled steel coil, stainless steel coil, steel beams, aluzine coils. Also being sought are such raw materi-

38951 CIS.

SWITZERLAND — A local firm wishes to import and act as a representative/distributor of Canadian-made high-speed steel milling tools/cutters. The company estimates that the yearly needs of a medium-size metal-working company for milling cutters is Swiss Francs 250,000 and sees distribution of the Canadian product as a relatively easy task. Contact Werner Naef, Commercial Officer, Canadian Embassy, Kirchenfeldstrasse 88, CH-3005 Berne, Switzerland. Tel.: 031/446381. Fax: 031/447315. Telex: 911 308 DMCN CH.

YUGOSLAVIA (2540/4708) — Partners are being sought for the setting up of small mixed companies in such sectors as metal-working, ceramics, electronics, farming and services. Contact Yugoslav Chamber of Economy, Bureau for the Employment of Spare Production Capacities, Knez Mihailova 10/11, 11000 Belgrade, Yugoslavia. Tel.: (11) 634-999. Fax: (11) 622-543. Telex: 11 431 yupub yu.

YUGOSLAVIA (2540/4710) — A company here is interested in the acquisition of well-proven technology for the production of dairy health food products. Contact as in Yugoslavia notice above.

Europe '92 Means Alliances

Continued from page 1

undertaking and negotiating an agreement can take anywhere from 1,000 to 5,000 hours. Here, the report offers tips and an appendix listing possible sources of information and assistance.

Investment is now the driving force behind international trade and technological advancement. The Single Market initiative has sparked a wave of mergers and acquisitions by EC firms seeking economies of scale and by non-EC firms wishing to position themselves within the Single Market.

A complex web of strategic alliances is developing which has dramatically changed the corporate landscape in the EC.

The 1980s saw an enormous growth in all types of alliances, but especially in the number of "multi-functional" alliances: ones that include co-operation in R&D, production and marketing. (Through such an alliance, a Canadian firm can pursue its strength — R&D in anti-AIDS and anti-cancer drugs — while accessing a British firm's financial, marketing and technical expertise).

R&D alliances are promoted through a series of EC-developed programs, among them ESPRIT (European Strategic Program for Research and Development in Information Technology); RACE, a program that promotes strategic partnerships in telecommunications; and BRITE/EURAM (Basic Research in Industrial Technology for European Research in Advanced Materials).

Canadian firms may realize indirect benefits from the programs through some sort of strategic alliance with an EC partner.

EUREKA (not an EC program but heavily into R&D) has been assessed by Canadian firms. Most EUREKA projects focus on robotics, information technologies, environmental and biotechnologies as well as transportation, energy and laser projects.

Where to Locate

Competitiveness is determined largely by the capabilities, infrastructures and partnering opportunities of the regions in which Canadian firms choose to locate. Market proximity, availability of a quality workforce, technological excellence, stable operating costs and the quality of life are all factors which may play a part in the location decision.

Moving into Europe suggests four regions that could interest Canadians: Baden-Württemberg (Germany's high-tech state featuring the greatest concentration of research institutes in Europe); Lombardy (Italy's financial heartland); the Rhône-Alpes (France's excellent supplier network); and Catalonia (cheap labour force in Spain; Barcelona is also getting a \$4.7 billion boost for 1992 World Fair and Summer Olympics infrastructure).

Many Canadian firms in the service sector are also gravitating towards Milan, Paris, Brussels, London, Munich and Paris. Financial services companies have been focusing on Zurich, the city of Luxembourg and the London area.

Europe's aerospace, automobile, biotechnology, environmental, financial services, food and drink, and information technologies sectors are also singled out as sectors that hold particular promise for Canadian firm's wishing to expand their European presence through strategic alliances.

Moving into Europe should be available by mid-June from Info Export. To order, see box at bottom of page 12. Quote code #51EA.

For more information on Europe 1992, contact the European Community Division (RWM), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2727. Fax: (613) 995-1277.

Andrew Griffin is a Communications Consultant with EAITC's European Community Division.

Act Now to Bid on U.S. Contracts

Canadian companies have an opportunity to bid on U.S. federal government schedule contracts, similar to the "standing offers" of Supply and Services Canada.

Companies will have to scramble to meet the **before June 11, 1991** deadlines.

To start the ball rolling — late bids are NOT accepted — telephone the listed commodity centre and quote the schedule identification number for any of:

1. Products: **Instruments and Laboratory Equipment** — environmental analysis equipment; oceanographic, weather and water quality drafting and surveying equipment. Value: \$42 million over four years. **Contact:** Ms. Novalene Burns, GSA Office and Scientific Equipment Commodity Center, tel.: (703) 557-9406. **Schedule ID No: 66 II Q.**

2. Products: **Miscellaneous Furniture** — classroom, auditorium, seating. Value: \$30 million over five years. **Contact:** Dinell Cook, GSA Furniture Commodity Center, tel.: (703) 557-1288. **Schedule ID No: 71 III A.**

3. Products: **Household and Commercial Furnishings** — draperies and drapery hardware, coordinating bedspreads, cubicle curtains and hardware, venetian blinds, vertical blinds, window shades, measuring and installation. Value: \$100 million over five years. **Contact:** Bonnie Larrabee, GSA Furniture Commodity Center, tel.: (703) 557-1660. **Schedule ID No: 72 V.**

4. Products: **Industrial Furniture** — work benches, work tables, high-density storage cabinets. Value: \$135 million over three years. **Contact:** Sherrill Marlow, GSA Furniture Commodity Centre, tel.: (703) 557-5214. **Schedule ID No: 71 XIV B.**

For general information on U.S. federal government contracting, call the Canadian Embassy, Washington, D.C. Tel.: (202) 682-7746.

Handy New Guide

Business Travel and the FTA

A handy new guide has just been published on rules governing business travel between Canada and the U.S., as negotiated under the Free Trade Agreement (FTA).

Produced by External Affairs and International Trade Canada, the guide describes the four categories of business travellers who will find it easier to cross the Canada-U.S. border:

- business visitors;
- intra-company transferees;
- traders and investors; and
- professionals in certain fields.

The FTA affects only these four categories of temporary entrants—all other provisions of Canadian and U.S. immigration law remain in effect.

For each of the four categories, the guide defines who is eligible, what activities are covered, and how to apply.

In addition, it lists the professions included in the business travel

provisions of the FTA, and the minimum educational requirements or alternative credentials.

The FTA provides for annual Canada-U.S. consultations on a number of issues, including business travel. The list could be adjusted as a result of these consultations. (The list provided in the guide reflects the provisions in place as of February, 1991.)

Like all FTA provisions, business travel rules are based on the principle of reciprocity.

Contacts for further information on business travel to the U.S., listed in the guide, include ports of entry to the U.S., Preflight Inspection Stations and U.S. Immigration and Naturalization Service at major Canadian airports, the U.S. Embassy in Ottawa and U.S. Consulates General in Vancouver, Calgary, Toronto, Montreal, Quebec City and Halifax.

To obtain a copy of the guide, contact Info Export (see box at bottom of page 12).

Tourism Shows Modest Increase

Tourism—Canada's third most important industrial sector, with over \$6.2 billion in revenues last year—recorded a modest 0.7 per cent increase in 1990, with 15.3 million long-term visits to this country (see table below).

Visits from the U.S., accounting for over 80 per cent of visitors, were up by 0.7 per cent. On an annual basis, this level is considered as favorable given the weak state of the U.S. domestic travel and the economy.

Visits from other markets (overseas) increased by 0.6 per cent, a much slower rate than was the

case during the last few previous years—most likely due to events in Europe, the Gulf and elsewhere, weak economic conditions in some major markets as well as the strong Canadian dollar.

However, some overseas markets produced spectacular growths, led by Spain with 24,535 visitors, for a 23 per cent increase, followed by Venezuela (21 per cent), Thailand (17 per cent), and South Korea (16 per cent).

The largest market drops were recorded with Trinidad (-22 per cent), Colombia (-21 per cent) and Jamaica (-15 per cent).

How to Get into the U.S. Market

Free assistance is available to Canadian exporters wanting to set up a distribution centre, sales office or subsidiary to serve the U.S. market.

Advice and information is offered on site selection, prices, transportation and all other relevant issues.

The service is provided by a Toronto management consulting firm specializing in international business development that was recently appointed to represent the Tennessee Valley Industrial Development Association, in Canada.

The Tennessee Valley covers seven states and is within close proximity to 75 per cent of the U.S. consumer market.

For more information, contact Paulo Tardao, Fox Jones & Associates, 50 Prince Arthur Ave., Suite 107, Toronto, Ont. Tel.: (416) 928-0640. Fax: (416) 928-1003.

| CANADIAN TOURISM RECEIPTS* | | | | | | |
|----------------------------|-------------------|-------------------------|-------------------|-------------------------|--------------|-------------|
| COUNTRY | 1989 | | 1990 | | DIFFERENCE % | |
| | Visitors | Revenue (Million \$) | Visitors | Revenue (Million \$) | Visitors | Revenue |
| UNITED STATES | 12,184,000 | 3,589.9 | 12,267,000 | 3,614.3 | 0.68 | 0.68 |
| JAPAN | 387,000 | 296.5 | 412,500 | 316.1 | 6.58 | 6.61 |
| U.K. | 561,200 | 295.6 | 559,400 | 293.0 | -0.32 | -0.88 |
| GERMANY | 262,700 | 167.6 | 255,200 | 162.8 | -2.85 | -2.86 |
| FRANCE | 242,900 | 156.9 | 259,600 | 167.6 | 6.87 | 6.8 |
| HONG KONG | 117,900 | 101.5 | 125,100 | 107.6 | 6.1 | 6.0 |
| AUSTRALIA | 109,700 | 70.7 | 112,300 | 72.3 | 2.37 | 2.26 |
| NETHERLANDS | 87,500 | 45.9 | 87,000 | 45.6 | -0.57 | -0.65 |
| MEXICO | 63,200 | 44.0 | 63,900 | 44.4 | 1.1 | 0.9 |
| TAIWAN | 33,600 | 31.6 | 39,300 | 36.9 | 16.96 | 16.77 |
| KOREA | 30,600 | 23.2 | 35,500 | 26.9 | 16.0 | 15.9 |
| OTHERS | 1,030,700 | 713.9 | 1,041,000 | 721.0 | 0.99 | 0.99 |
| TOTAL | 15,111,000 | 5,530.0 | 15,257,800 | 6,254.0 | 0.97 | 13.0 |

* (Visitors spending more than 1 night in Canada; Revenue excludes international fare payments)

Germany: A Triple Winner for Canadian Exporters

The following article was submitted by Dennis Baker, Consul General, Canadian Consulate General, Duesseldorf, Germany.

Already a major member of the European Community, Germany has emerged as the undisputed largest and strongest country in what is the most important economic group in the world.

Now, managing the consequences of unification is the country's number one domestic preoccupation.

Germans in both the public and private sector have risen to the challenge. There is a high level of personal engagement and conviction that the task can be mastered, albeit over a period of several years.

In fact, unification is proving a major market for trade and industry.

Business Climate

Re-equipment and reconstruction requirements, not to mention years of pent up consumer demand, have created a boom for business.

In the public sector, the infrastructure needs alone — in what was the eastern sector — are staggering. Railroads, highways, telecommunications networks, and hospitals all require major overhauls and renewal. This will result not only in the creation of markets for German companies, but also for trading partners.

As an essential part of the program to establish a market economy, a special agency, the Treuhandanstalt, has been mandated to find investors to buy the former-state owned (eastern sector) companies. Only a few have so far been sold and some 6,000 remain on the books. The task, though given a high priority, has suffered considerable delays.

This is due to a number of factors. Probably the greatest impediment so far has been a lack of adequate information about the enterprises in particular and the general uncertainty about the

conditions which need to be met to take over an enterprise.

These factors, for example, could include, among others, insufficient financial information about the firms, questions of land ownership, extent of obligations to employ former workers, worries about limitless liabilities possible through yet undetected soil or ground water contamination.

In addition, Treuhandanstalt is not just a sort of registration agency where anybody can simply go and buy a company. Each case needs to be negotiated and the agency must be convinced of the bona fides of the prospective buyer. The agency is especially interested that prospective buyers are intending to invest in order to create a competitive company and that the buyers will keep as many of the former workers as makes economic sense (though major reductions in the size of work forces will be necessary to bring the enterprises into line with productivity in western factories.)

The Treuhandanstalt is addressing the information needs of prospective investors and soon will be in a more favourable position to better facilitate business decisions.

Foreign Investors

German officials stress that they would welcome foreign investors into the old German Democratic Republic (GDR). But they caution that an investor will need considerable financial and management resources to achieve success.

The enormous need to invest in new plant and machinery, as well as the intense involvement needed by senior management, should not be underestimated. This limits quite substantially the potential for Canadian firms but does not exclude them.

The Market

The first of the winning points for Canadians is the German market itself.

The unified country has a population of 78 million, an increase of 26 per cent over the former Federal Republic of Germany (FRG). This makes it the most populous land in the European Community, or about 25 per cent of the community in terms of population. It is also the strongest economically, without dispute the 'locomotive' of the European economy.

It is a largely open market, with Germany now the largest world trader and both a major importer and exporter. Canadians will find here a receptive market for a wide range of industrial and consumer products and services. In addition to Canada's traditional exports of basic products (such as pulp and paper, lumber, ores and metals), Canadians are selling an increasing proportion of finished and semi-finished goods and services.

Opportunities

On the industrial and commercial side, products such as automotive (OEM and after-market), telecommunications equipment, aero engines, sawmill machinery, packaging machinery, computer peripherals, labelling machinery, medical instruments, and marine equipment have found customers.

Consumer sales include such diverse products as gas barbecues, winter sports equipment, do-it-yourself building products and motor boats.

Despite severe problems of market access imposed by the European Community common agricultural policy, Canadian fish and food exports have shown interesting growth.

Services are also in demand, especially computer software

programs, to meet special needs. The market is competitive and quality conscious, but not one to deter any Canadian company interested in making a first step into Europe.

Access to the EC Market

The second winning point about Germany is access to the European Community.

Germany is not only a good initial entry point to the European market, it is also a barometer of whether or not a product can meet European standards. Some modification may be needed but, once the demands of the German market are met, then it will probably be accepted anywhere in the Community.

Even if Germany is perhaps not the first or most appropriate target European market for a particular product, it has a very attractive feature—international trade shows.

Trade Show Site

Germany is the home of trade shows and over recent years the various fair centres have developed a complete range of shows covering virtually every branch of trade and industry. Important centres include Hamburg, Hannover, Leipzig, Duesseldorf, Cologne, Frankfurt and Munich.

The fairs are truly international! Even though a lot of business is done with and by German firms, the main turnover is achieved in sales outside the German market! Canadian exhibitors typically record an average of only about one-third of their total sales to German customers.

The major shows are the recognized meeting place for most European firms and usually a large number of off shore companies. Canadian exhibitors who have participated are strong in their praise of this marketing vehicle.

Europe 1992

The end of 1992 is the date when the European Community will

achieve a single internal market. Internal borders will no longer exist and there will be 'largely' free movement of people, goods and services.

I say largely because a few internal problems will remain to be reconciled but not enough to prevent achievement of a functioning single market. At the moment, work continues at an intense pace to harmonize standards, recognize each others professional qualifica-

high, especially when one includes the generous social benefits that create non-wage costs to employers as high as 80 per cent of the actual salaries. As a result, manufacturers are interested in machinery, equipment or services to increase productivity and quality. Consumers are affluent and ready to pay for products which will improve the quality of their lives.

Gateway to Eastern Europe/USSR

Access to the markets of Eastern Europe and the Soviet Union is the third attraction of Germany.

Many large German manufactures and traders have well-established connections to markets in the East. These could be the most effective means for some Canadian firms to expand into the area.

There are, for example, opportunities for firms that can sub-contract on large capital projects where the German prime contractor can use the special equipment and/or expertise from Canada as well as financing to spread the risk of the project.

There are also numerous trading companies, many located in Hamburg, that have good trading net-

works and are looking for competitive new products to sell to this emerging market.

In particular, mid-sized Canadian companies, which may not be financially or corporately able to sell directly to Eastern Europe, should consider using a trader in Germany. Such a channel can often make economic sense as usually the trader has specialized interests and reaches targeted markets that would be too expensive to reach with a limited product range.

Again, this is very much a factor of the Canadian product, size of company, and marketing strategy. Some of them will find selling to a

Continued on page 10 — Germany

CONTACTS

Western Europe Trade, Investment and Technology Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613)-996-3774. Fax: (613) 995-6319.

Canadian Embassy, Friedrich Wilhelmstrasse 18, D-5300 Bonn 1, Germany. Fax: (011-49-228) 23 08 57. Telex: (Destination code 41) 886421 (DOMCA D).

Canadian Consulate General, Immermannstrasse 65D, 4000 Duesseldorf 1, Germany. Fax: (011-49-211) 35 91 65. Telex: (Destination code 41) 8587144 (DMCN D).

Canadian Consulate General, Tal 29, D-8000 Munich 2, Germany. Fax: (089) 22-85987. Telex: 5214139 (CAND D).

Consulate General of Canada, Berlin, Europa Centre, D-1000 Berlin 30, Germany. Fax: (030) 262-9206. Telex: 185-487 CANAD A.

tions, remove national preferences for public procurement, remove laws restricting establishment of businesses by non-nationals and generally provide a framework to enable a functioning internal market and not just a common external customs union. This move is viewed as a decisive major step towards European unity and political federation.

Selling to this market of over 320 million customers is something that every exporter must seriously examine, even if for most it means selecting some part of that market for concentration. Highly urbanized, industrialized and affluent, the community is open for products from Canada.

European wages are generally

Innovative Geotechnical Trade Show Slated for Germany

Cologne—A new combined trade fair and world congress for geoscience and technology will be staged in this famous German trade show city.

Areas to be covered by the September 18-21 **Geotechnica 1991** include remote sensing, surveying and mapping, photogrammetry, mining, geology, geophysics, cartography, climatology and geodesy.

Classical geotechnology will also be represented at this pioneering event by leading civil engineering organizations. In addition, consulting firms will have a very important presence, offering their know-how to local authorities and companies in a geotechnica "Consulting Centre".

Show organizers report strong interest—over 300 exhibitors and some 30,000 visitors are expected. Six Canadian companies have already signed up on the exhibitors' list.

External Affairs and International Trade Canada (EAITC) will participate with a core area stand that includes an information booth and a lounge and conference/workshop area where Canadian companies can do business.

Canadian expertise will also be represented at the International Congress—its theme is "Preservation of the Earth - Challenge to Science and Technology"—by six top scientists, making Canada second only to Germany in the number of papers to be presented.

Among the outstanding international presentations slated for **Geotechnica** is a special exhibition "International Co-ordination Activities in Environmental Research and Environment Management" incorporating such programs as UNESCO's "Man and the Biosphere" and the activities of the "Global Change" secretariat, all part of the U.N.'s "Harmonization of the Environmental Measurement" program.

Many of the exhibitors already registered are market leaders like Zeiss, Topcon, and IBM. Cooperation with the Alfred-Wegener Foundation and its 18 member societies, including newly opened Central and East European countries, will provide an excellent forum for meaningful dialogue and company interaction worldwide.

As a bonus, Canadian participants will have an excellent chance of gaining a foothold in the Single Europe 1992 market—with over 320 million consumers—scheduled to start up at the end of next year. This market in turn will gain even more importance with the opening up of Central and East European countries.

For more information on the show or details on how to participate, contact—by June 30—William Heslop, Trade Fairs and Missions Europe (RWTF), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-5263. Fax: (613) 995-6319. Or call Jerry Szymanowski, Information Technologies and Electronics Division (TDE), EAITC. Tel.: (613) 995-7572. Fax: (613) 996-9265.

Interested companies also can contact directly the Canadian exhibit coordinator, Edel Wichmann, Representative, Cologne International Trade Shows, 480 University Ave., Suite 1410, Toronto, Ont. M5G 1V2. Tel.: (416) 598-3343. Fax: (416) 598-1840.

Canadian Food at Japan Shows

Osaka—Canadian food companies are invited to participate in a number of food shows being held this September in Japan.

The main event, at which the Canadian Consulate General in Osaka will have an information booth adjacent to which Canadian food companies may exhibit, is the **4th Osaka International Hotel & Restaurant Show and the International Food & Beverage Exhibition**, being held here September 17 to 20.

Hoteres & Foodex Osaka 91 is being hosted in Japan's Kansai region—an attractive market with a high growth rate and a market that, once penetrated, can help food companies serve the whole nation.

"Exhibiting your products at this show," say its organizers, "provides a gateway to the Asian market." (At the spring Foodex show, held March 12 to 16, 1991 in Japan, more than \$15 million in new business was reported by 32 Canadian participants).

Hoteres & Foodex Osaka 91 affords participants the best opportunity to expand existing markets and to develop new ones.

On the **Foodex** side, exhibits run the gamut: from meat and dairy products; agricultural, grain and marine products and produce; to frozen and chilled foods; resort, canned and bottled foods; health foods and seasonings; and alcoholic and non-alcoholic beverages.

Hoteres exhibits include: institutional furniture; safety, security and emergency equipment; kitchen and food preparation equipment; dishes and tableware; and uniforms and sanitation equipment.

Prior to **Hoteres & Foodex Osaka 91**, interested companies will be invited to participate in a solo food show (September 10 and 11) in the new Canadian Embassy in Tokyo, following which there is a one-day (September 13) food show in Nagoya.

Interested food companies should contact Greg Bates, Japan Trade Development Division (PNJ), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8628. Fax: (613) 943-8286.

USSR Stages Construction Show

Moscow — Recruitment now is underway for qualified Canadian companies to participate in the External Affairs and International Trade Canada national stand at **Stroyindustria**, being held in the Soviet capital September 4 to 12, 1991.

An international construction technology and building materials exhibition, **Stroyindustria** is an ideal venue for Canadian companies to promote their equipment and expertise in areas where Soviet demand is growing.

Areas include such specialized building materials and construction technologies as cold-weather construction, insulation, concrete/cement materials, prefabricated structures, and heating/plumbing/air conditioning systems.

Best business prospects for Canadian exporters are deemed to be in hotel and office complex construction, natural resources development facilities, rehabilitation of existing buildings, and apartment/housing construction.

This government-initiated trade fair project requires that a participation fee be paid and that participants meet appropriate Program for Export Market Development (PEMD) criteria.

For further information, contact Therese Gervais, Trade Fairs and Missions Europe Trade Development Division (RWTF), External Affairs and International Trade

Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Ohio to Host Grocery Show

Columbus — Canada will have a national stand, capable of accommodating 18 to 25 exhibitors, at the **Ohio Grocer's Association Show** being held September 28-29 at the Columbus Convention Center.

The third-largest grocery industry event in the United States, the show attracts brokers, distributors, supermarket chain representatives, independents and specialty food retailers from six states.

The Canadian Consulate national stand is seeking Canadian seafood producers, wine and beverage companies, frozen and prepared food companies, and producers of gourmet products.

Other exhibitors being sought — exhibitor fee is \$320 — are companies that manufacture display equipment, supplies and service items — especially goods and services that have pro-environmental implications.

Contact Betsy Holm, Commercial Officer, Canadian Consulate, Suite 1008, 55 Public Square, Cleveland, Ohio 44113-1983. Tel.: (216) 771-0150. Fax: (216) 771-1688. Telex: 985364.

Engineering Fair in Czechoslovakia

Brno — Canadian companies have an opportunity — recruitment has begun — to promote their goods and services in new as well as in traditional market areas in Czechoslovakia.

The event — at which External Affairs and International Trade Canada will have a national stand — is the **Brno Engineering International Trade Fair**, being held September 11 to 18, 1991.

In addition to the traditional pulp and paper market in which Canada has been long active in Czechoslovakia, there are new market segments in which business prospects are deemed good for Canadian exporters.

Such areas include telecommunications, advanced technology, energy equipment, hotel refurbishing, environmental monitoring and control equipment, and consumer goods.

Being a government-initiated export trade promotion activity, participants in the **Brno Engineering International Trade Fair** are required to cost share expenses. They also must meet Program for Export Market Development (PEMD) criteria.

For further information, contact Therese Gervais, Trade Fairs and Missions Europe Trade Development Division (RWTF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

How to Win Contracts with Boeing

Persistence pays for Canadian suppliers wanting to win RFQs (request for quotations) — and eventually supply contracts — with the Boeing Commercial Airplane Group.

The largest subsidiary of The Boeing Company of Seattle, Washington, the Boeing Commercial Airplane Group is also its major procurer, with purchases of

about \$6 billion annually — and currently with a record back order for more than 1,840 jets valued in excess of \$97 billion.

This production rate will increase over the next months and a strong rise in sales is forecast to continue into the next century, according to *Selling to the Boeing Commercial Airplane Group* (#82UA), a report prepared by Arthur Fraser,

Canadian Consulate General, Seattle, Washington.

Sub-sectored in the report are such topics as: Boeing's requirements; opportunities for Canadian suppliers; how to win contracts; and tips on doing business with Boeing.

A copy of the report is available from Info Export. To order, see box at bottom of page 12.

EAITC Initiatives to Improve Canada's Export Services

Transportation services, if provided by Canadian companies, are the equivalent of export transactions, making them vitally important to Canada's overall international trade performance.

Given the importance of such services to a major trading nation (Canada's international commerce approximates 250 million tonnes annually, placing it among the top

15 countries in terms of cargo tonnage exported and imported), External Affairs and International Trade Canada's Business and Transportation Services Division (TPS) is taking initiatives, through 1991 and 1992, to promote and expand Canada's services exports, including shipping, logistics and maritime-related services.

One such initiative saw a Canadian group of transportation services providers participating at the International Expo in Atlanta, Georgia last month.

Another recent External Affairs and International Trade Canada initiative resulted in the report *Transportation and Distribution Services Mission to the Mediterranean Region* which provides a broad assessment of the business environment for the providers of shipping and distribution services and illustrates the broad range of products and commodities moving through the dynamic markets of Portugal, Spain, Italy, Yugoslavia and Turkey.

Canadian companies considering participating in future initiatives or having ideas that might lead to the expansion of Canada's services exports should register their interest with the Business and Transportation Services Division (TPS), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-1225, through which copies of the report may also be obtained.

Numbers to Note

The new facsimile number for the Canadian Embassy in Bucharest, Romania is 50-70-60.

The new facsimile number for the Canadian Embassy in Cairo, Egypt is (202) 356-3548.

Market Studies

Practical Aspects of Market Access: Australia and New Zealand are two separate reference works that provide concise and practical knowledge required by exporters interested in accessing these markets. Brief and, where warranted, extensive information (often with samples and directives for further information) can be found on numerous aspects of market access, including: Canadian and Australian requirements; documents; certificates of origin; bills of lading; customs regulations/tariffs; duties; quarantine; Canadian preferential rates; standards; labelling; packaging; classification; dumping; countervail; and import controls. Sources (in Canada, Australia and New Zealand) also are provided for persons wanting more detailed data on any aspect of exporting to these markets. Copies may be obtained from Ray Buciak, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Chile: Analysis of Various Industrial Sectors reports great possibilities for foreign investors, with the most promising sectors — all of which should require machinery and technology — being wood (furniture, lumber, cellulose and paper); chemicals (methanol, urea, fertilizer and products for use in mining and wood processing); clothing; and food (agri-food, beef and dairy products). The outlook is fair for beverages, household appliances, transportation equipment, electronic machinery, footwear and metallurgy. Investment possibilities also exist in frozen fruit and vegetables and packaging and canning technology. For a copy of the report, contact Mrs. Denise Jacques, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Germany —

Continued from page 7

German trader is the best way to share in new market opportunities that might not otherwise appear attractive.

Conclusion

No Canadian exporter can afford to ignore Europe and anyone thinking of Europe needs to reckon with Germany. Analysis of market opportunities can be summarized as:

1. Selling to the German market itself, the largest and most affluent in Western Europe.
2. Reaching other parts of the European Community through Germany and being able to profit from the single European market when it is achieved in 1993.
3. Selling to Eastern Europe and the Soviet Union via either prime capital project contractors or traders in Germany.

The trade service of the Federal Government is ready to assist through its offices in Ottawa, International Trade Centres across Canada, and the posts in Germany.

The posts offer marketing expertise and are ready to undertake introductions to suitable partners in Germany.

A modern, unified, vigorous Europe offers exciting prospects for Canadian business. We look forward to hearing from you soon!

Upcoming Conferences on Ocean Liner Shipping

This month's cross-Canada conferences on ocean liner shipping should be of interest to those involved in maritime transportation.

Entitled "The Future for Ocean Liner Shipping: Competition and Competitiveness 1991 and Beyond", the conferences have been arranged by the Canadian Shipper's Council, the Canadian Exporters' Association, Transport Canada and External Affairs and International Trade Canada.

The events will focus on key issues affecting the competitiveness of Canadian ports, exporters, importers and the liner shipping which services them and carries a large share of Canada's international offshore shipments.

Other topics include issues now impacting on the competitiveness of the Canadian transportation system and Canadian ports, as well as a look to the future and what shippers may expect.

Themes identified include:

- Cargo space shortages in important shipping trades.
- What does the future hold?
- What can you anticipate in price and service for ocean shipping?
- Should you use Canadian or American ports, and why?
- The significance and outlook for double stack trains.
- What are ocean liner conferences and should they continue to be exempted from Competition Law?

Following the morning discussions, there will be focus group meetings for exporters, importers and freight forwarders to get their views on shipping conferences and the future of the Shipping Conferences Exemption Act (SCEA).

This Act exempts liner shipping companies from the provisions of Canada's competition laws when setting prices and terms of carriage under certain conditions. SCEA is due to be reviewed next year as part of the requirements of the National Transportation Act.

Scheduled conferences include:

- Tuesday, June 4: Montreal
- Thursday, June 6: Halifax
- Tuesday, June 11: Toronto
- Wednesday, June 12: Calgary
- Thursday, June 13: Vancouver.

To register for these conferences, contact George Rogerson, The Canadian Shippers' Council, c/o The Canadian Exporters' Association, 99 Bank St., Suite 250, Ottawa, Ontario K1P 6B9. Tel.: (613) 238-8888. Fax: (613) 563-9218.

Trans-Atlantic Air Freight Profiled

A Profile of Airborne Trade on the North Atlantic has been released by External Affairs and International Trade Canada (EAITC).

Topics covered by the report of the trans-atlantic air freight industry include:

- the structure of the industry;
- services available to Canadian exporters;
- the regulatory institutions; and
- airport infrastructure.

In addition to current trading patterns, the report reviews the major industry trends and forecasts, and how they affect Canada-Europe airborne trade.

Canada's Free Trade Agreement with the U.S. and the European Community's Single Market will undoubtedly lead to large changes in traditional trading patterns between this country and Europe.

This is leading to a fundamental review of trading relationships on both sides of the Atlantic.

For more information or to obtain a copy of the study (limited quantities available), contact Lionel Alain Dupuis, Aviation Policy Advisor, Business and Transport Division (TPS), EAITC. Tel.: (613) 996-6434. Fax: (613) 996-1225.

New Fund Involves Private Sector in Third World

The Canadian International Development Agency (CIDA) has set up a new mechanism designed to provide the Canadian private sector with an opportunity to develop entrepreneurial ideas for promoting development in the third world.

Called the Private Sector Development Initiatives Fund (PSDFUND), the new program is expected to lead to more productive partnerships between the Canadian private sector and both CIDA and private sectors in developing countries.

Canadian executing agencies with long and outstanding relations with CIDA and recipient countries, as well as new participants, will have an opportunity to identify and formulate bilateral development projects.

Plans call for the establishment of the PSDFUND in up to 20 countries that hold long-range interest to the business community and in which Canada wishes to encourage greater private-sector participation in development.

But as a first step in setting up the new program, four PSDFUND projects are being planned: in Colombia, Morocco, Pakistan and Zimbabwe.

The four pilot projects will be funded with a \$5 million allocation to each of the four participating countries. However, CIDA will give preference to private-sector proposals in the \$1-million to \$2-million range.

The project cycle has four stages: 1) Invitation for proposals — The closing dates for receipt of PSDFUND proposals for the four countries are as follows:

- Colombia: June 14, 1991
- Zimbabwe: July 5, 1991
- Pakistan: July 19, 1991
- Morocco: August 2, 1991.

- 2) Proposal evaluation
- 3) Agreement

Continued on page 12— PSD

BUSINESS AGENDA

Montreal — June 4 — Travel & Transport Rendez-Vous. This all-industry conference and exhibition will bring together representatives from all sectors of the travel and transportation business. Topics to be addressed include the Electronic Data Interchange technology and the future of business travel. To register, contact the Montreal Board of Trade. Tel.: (514) 878-4651. Fax: (514) 878-2262.

Ottawa — June 6 — Forum for Industrial Participation. Spring meeting on the Management of Industrial Benefits. Contact Bob Brown. Tel.: (613) 733-0704.

Toronto — June 25-27 — VoicePower '91. This annual international Voice/Fax Processing Conference and Exposition features speakers who will focus on the business applications, end user benefits and future industry trends of voice/fax processing, including interactive voice response, audiotex/electronic publishing, speech technologies, and automatic call distribution. Registration fee (including pre-conference seminars) is \$895. Contact Susan Canzi, VoicePower Inc. Tel.: (416) 449-7229. Fax: (416) 449-8944.

PSD Fund —

Continued from page 11

4) Management plan and project implementation.

For more information on the PSDFUND, conditions of participation or how to submit proposals, contact Robert Fraser at CIDA's Business Cooperation Branch. Fax: (819) 953-5024.

Publications

EAITC Publications

The following publications are available from Info Export (see the box at the bottom of the page to order).

The Australian Market for Canadian Exporters: Logging Machinery (#20CE) and Sawmilling Equipment (#23CE) are two separate reports providing an overview of the Australian forestry sector and highlighting opportunities for Canadian suppliers of log harvesting, sawmilling and related equipment. Designed to help Canadian manufacturers analyze market conditions in these sectors, the reports also provide information on tariffs/duty rates, list potential distributors/agents/representatives, and recommend strategies new exporters should employ to successfully enter this market.

Non-EAITC Publications

The World Market for Equipment Using Solar Energy, aside from showing Canada is doing very little in the field also shows there is no lack of opportunities. The study, in addition to offering export strategies and country-by-country solar statistics reveals, among other things, that Burkina Faso offers a promising future, Senegal an interesting market, Iraq and Jamaica a potential market, Syria some interesting prospects, Guatemala a very open market, and Brazil, some real possibilities in very isolated regions such as Amazonia. To order a copy, write to La Librairie du Commerce In-

ternational, 10, av. d'Iéna, Paris 16e, BP 438-75233 Paris CEDEX 05. Tel.: (1) 45.05.34.60; Fax: (1) 43.36.47.98.

Solar energy market information is available from EAITC's Robert Brault (fax 613-996-9265) or from Ruth McKlusky of the Solar Energy Society of Canada (fax (613-236-5053).

A 200-page U.K. study on Africa predicts that, after two decades of economic decline, there are many turnaround opportunities, particularly among Africa's 3,000 government corporations, three-quarters of which are unprofitable.

Rethinking Corporate Strategy for Africa - Opportunities and Risks in a Fast-Changing Environment sees main opportunities in: education and training, tourism, healthcare and informatics, agriculture and agribusiness, "people" industries, basic infrastructural industries, the services sector, consumer activities, and repair/refurbishing activities.

Although privatization will take a considerable amount of time, the study points out that there will be tremendous opportunities for various key players, including consultants, merchant and commercial banks, private operators who can take on contracting-out activities and companies willing to enter into joint ventures or buy public enterprises outright.

To order a copy of the study (US \$500), contact Business International Corporation, 215 Park Ave. S., New York NY 10003 USA. Tel.: (212) 460-0600. Telex: 175567. Fax: (212) 995-8837.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Ottawa, Ont.
K1A 0G2



CANADEXPORT

Vol.9, No. 11

June 17, 1991

Canada Raises Profile in Japan

Canada is putting on the push in Japan. And little wonder!

In 1990, two-way trade between the countries totalled \$17.7 billion.

Now the intent is for Canada to get an even larger share of this burgeoning market, as the following developments indicate:

- Earlier this month, the new Canadian Embassy in Tokyo — with exceptional facilities available to Canadians doing business there — was opened officially by Prime Minister Brian Mulroney.

- This summer, a Canadian Consulate will be opened in Fukuoka, the "Gateway to Asia".

- Next summer, a Canadian Consulate will be opened in Nagoya, the centre of Japan's manufacturing heartland and an area with "excellent potential".

- Furthering the Canadian thrust in Japan will be the appointment of three honorary commercial representatives in Hiroshima, Sapporo and Sendai — all important regional markets.

INSIDE

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Trade Patterns

To appreciate this drive, it's helpful to understand the regions of Japan as well as strategies Canadian exporters can use to further penetrate a market of immense proportions.

Since the Plaza Accord of 1985, the Japanese market has undergone significant changes. The yen has appreciated, domestic demand has been stimulated and the country's import regime has become more open.

Equally significant, trade patterns are shifting to direct trade ties with Japan's regional markets and regionally-based companies (as opposed to those based primarily in Tokyo or Osaka) are aggressively pursuing tie-ups with their foreign counterparts.

Japan's regional markets as a whole have a Gross Domestic Product (GDP) in excess of US\$1,000 billion — an economy greater than each of the United Kingdom, France and Italy, not to mention Canada.

Regions/Advantages

There are, apart from the size of the markets themselves, several advantages to doing business in Japan's regions.

One important plus is contact with small- and medium-size businesses which often are overlooked or lost among the plethora of large corporations in Tokyo.

Regionally-based companies are increasingly international, which trade flows now are beginning to reflect: all over Japan, direct (as opposed to via-Tokyo or via-Osaka) trade is on the rise.

Since import penetration of product markets in the regions may not be as high as in the major centres, there is an enhanced potential for new products in the regions — where operating costs are low.

Japan's regional economies, traditionally based on agriculture, present opportunities for Canadians because Japan is the world's largest food importer and its inefficient agricultural and distribution systems and markets are undergoing liberalization.

Agricultural, food and fisheries industries in Japan are adapting

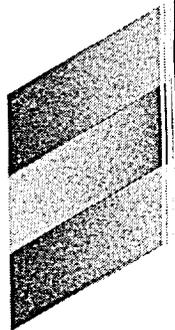
Continued on page 9— Japan

Wilson Leads Mission to Gulf



Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson recently led a trade mission of 40 Canadian business leaders to the Gulf States (see story page 3).

External Affairs and
International Trade Canada



Canada

Supports Free-Market System

New Bank to Transform Central, Eastern Europe

After 18 months of planning, much of it involving Canadian input, the inaugural meeting (April 15-17, 1991) of the Board of Governors launched the European Bank for Reconstruction and Development (EBRD) in London, England, the bank's headquarters.

Mandate

The EBRD has been mandated to facilitate the transformation of the centrally planned economies of Central and Eastern Europe into more liberal free-market systems and to support the development of the private sector in these countries.

Shareholders in the Bank, which has an initial subscribed capital of 10 billion European Currency Units (Cdn\$ 14 billion) are 41 countries and organizations. Canada, with 3.4 per cent of the shares, is the eighth-largest contributor, ensuring the country a seat on the Board of Directors.

Countries eligible for Bank funds are Bulgaria, the Czech and Slovak Federative Republic, Hungary, Poland, Romania, the USSR, and Yugoslavia.

Merchant Bank Aspects

In addition to providing techni-

cal assistance and project lending (traditional features of multilateral development banks), the EBRD will add features of merchant banks — by investing in the equity capital of private and state-owned enterprises, underwriting securities offerings and providing guarantees, financial advice and other forms of assistance.

Priorities

- The creation and strengthening of infrastructure and improved energy, transport and telecommunications;
- Privatization;
- Reform of the financial sector, including development of capital markets and privatization of commercial banks;
- Development of a productive, competitive private sector, including small and medium-size companies in industry, agriculture and services;
- Restructuring industrial sectors to put them on a competitive footing;
- Encouraging foreign direct investment; and
- Environmental rehabilitation.

At least 60 per cent of the EBRD's operations will be directed to the

private sector and the privatization of state-owned enterprises. The loans and related operations of the Bank will, where appropriate, be subject to international competitive bidding practices.

Canadian Participation

Earlier this year, in announcing Canada's participation in the Bank, former Finance Minister and Canadian Governor to the Bank, Michael Wilson, stated, "Canadian participation in this bank will help enhance Canadian business access to commercial opportunities in the area. The New Europe will be a dynamic force on the world stage. For Canada, as a major trading nation, it is important that the opportunities this presents not be missed."

CanadExport will provide further information about the Bank's operations and policies as it becomes available.

For information on the EBRD, contact the International Financial Services and Capital Projects Division (TPF). Tel.: (613) 996-6213. Fax: (613) 943-1100; or the USSR and Eastern Europe Trade Development Division (RBT). Tel.: (613) 996-2858. Fax: (995-1277). External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

For assistance in arranging appointments with Bank officials, contact Robert B. MacKenzie, Commercial and Economic Division, Canadian High Commission, Macdonald House, One Grosvenor Square, London, United Kingdom W1X 0AB. Tel.: (011-44-71) 629-9492. Fax: (011-44-71) 491-3968.

The address for the European Bank for Reconstruction and Development is 6 Broadgate, London, United Kingdom, EC2M 2QS. Tel.: (011-44-71) 496-0060. Fax: (011-44-71) 283-3464.

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Mail to: **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Mission Accomplished!

Decision-makers in the Gulf states now know that Canada is committed to the long-term strengthening of trade and other relations in these countries.

That message was conveyed in spades when Michael Wilson, Minister of Industry, Science and Technology and Minister for International Trade led a trade mission to the region May 4 to 8, 1991.

The 40 Canadian business leaders — representing 29 organizations — also met their immediate objective: to maximize their participation in the reconstruction of Kuwait and to pursue specific opportunities in Saudi Arabia and the Emirates.

“This is the first time we’ve been able to see the very top people; it has really opened up doors,” said one mission member.

Another said the trip had ‘demystified’ the region for him and was “amazed at how the government and business are all interlocked.”

Several projects were moved closer to fruition and new ventures were explored, among them: oil-spill clean up; mass transit; telecommunications; housing; construction and project management; oil production technology; and offshore drilling vessels.

Participants confirmed they would be back to follow-up the many leads they made during the trip, suggesting a ministerial mission to other Middle East countries would be valuable.

Wilson said he would be glad to assist, if it could help “push deals over the top” and noted that Canada has gone from a resource-based economy to the eighth-largest economy in the world.

“It’s up to you in the business community and us in the Government to see that Canada realizes its potentials in export markets.”

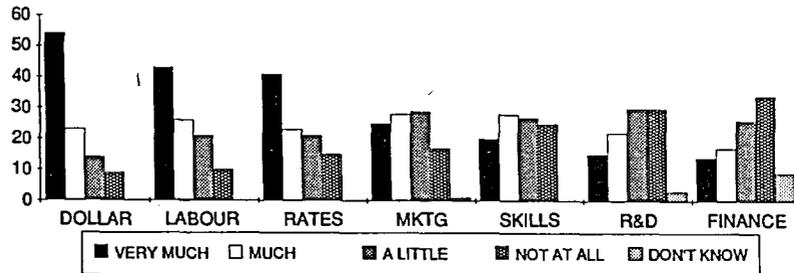
Visited were Saudi Arabia, Kuwait, and the United Arab Emirates of Abu Dhabi and Dubai.

Canadian Exporters Surveyed

The following graphs are excerpted from a **Canadian Facts** survey of 501 Canadian exporters. The survey was conducted earlier this year for External Affairs and International Trade Canada.

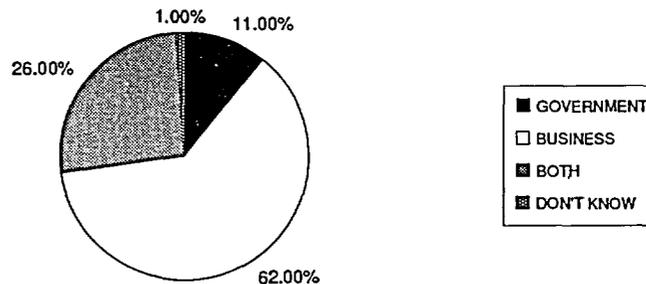
The sample was stratified to ensure representation of exporters from all areas of the country, all sectors and all company sizes.

FACTORS WHICH AFFECT COMPETITIVENESS
Views of 501 Canadian Exporters



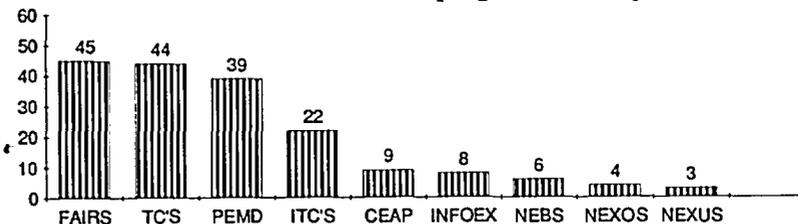
The value of the dollar, labour costs and interest rates are seen as having the greatest influence on a company's ability to compete.

ROLES OF BUSINESS AND GOVERNMENT
Increasing Trade Opportunities



Canadian business and industry (62%) believe that they — not government — should take the 'lead role' in developing international trade opportunities.

USE OF PROGRAMS FOR EXPORTERS
Percent who have used program recently



Programs most frequently used by exporters are Trade Fairs, the Trade Commissioner Service (TC's) and the Program for Export Market Development (PEMD). ITC's=International Trade Centres; CEAP=(Canada Export Awards Program); Infoex=Info Export; NEBS=New Exporters to Border States; NEXOS= New Exporters to Overseas; NEXUS=New Exporters to U.S. South.

Europe 1992: Market Strategies for Canadian Ocean Industries

By Andrew Griffin

Assessing the potential of the ocean industries markets in the European Community and outlining marketing strategies for Canadian ocean industries firms are the twin objectives of a new report being prepared for External Affairs and International Trade Canada (EAITC) by R & D Lyons Consultants Limited of Halifax.

The world ocean industries market is valued at \$480 billion. In this market there is a critically important area of high technology that can be described as ocean technology equipment/services.

The global similarity of the marine environment and the high technology products combine to make the market for ocean technology equipment and services international in scope.

Canadian firms in the ocean industries sector are recognized leaders in the supply of ocean technology equipment and services. These firms depend on exports for survival and growth.

The European Community's 1992 initiative has produced changes in the market of western Europe, which represents about one-third of global demand in this sector. It is essential that Canadian firms re-examine their role in the European marketplace with a view to these changes.

One of the most important factors affecting the competitiveness of firms in the ocean technology field is the involvement of governments. The EC's activities affect the R&D environment, public procurement policies, intellectual property rights, tax policy and industrial policy. All of these areas will be important to Canadian firms when determining their European market strategies.

Marketing Approaches

The market approach chosen by a firm will be a reflection of its

product-type, size and orientation. Major contractors are \$100-million-plus firms that produce large systems. Consulting firms tend to form close ties with major contractors. Product/systems manufacturers derive high volume sales by supplying a standardized product to meet the requirements of the industry.

Most Canadian ocean industry firms fall into the niche market category, firms that provide a unique product and/or service and are generally tied to a leading edge technology. Product areas where Canada has demonstrated strengths include fibre optic rotary joints, Remote Operated Vehicle services, acoustic data acquisition systems, sub-sea sensors, data storage/processing, hydrophones, sea floor mapping systems and communication/navigation support instruments.

Niche firms depend on maintaining a unique technological leading edge. A recent survey of EC high technology companies indicated that about one-half of these firms plan to expand their operations outside of the Common Market through various forms of strategic alliances. These are important considerations for Canadian ocean technology firms looking for means to acquire, develop or commercialize a technology.

Market Sector Potential

The R & D Lyons study will estimate the growth in the composite sectors of the European ocean industries market through a review of market statistics, R&D spending, the competitive environment, distribution channels, regulatory and trading constraints, and import strategies.

The bulk of the growth is expected to occur in the ocean science, underwater defence, oil and gas, environmental and coastal interface sectors.

Ocean Science

Driven by environmental and climate change concerns, this sector is generally expanding in Europe. The R&D programs of the European Commission and EUREKA play a key role.

EUREKA is a consortium of western European governments, major European industrial interests and the European Commission that co-ordinates R&D efforts among mainly private-sector concerns. Canadian firms are participating in EUREKA projects.

EUROMAR, a marine science project proposed by the German Ministry for Research and Technology; HALIOS, a Spanish-initiated project for high technology fishing vessels; and another, as yet un-named, project to look at deep towed vehicles, are being considered for EUREKA status.

European Commission projects are not directly accessible to Canadian firms in the absence of a Canada-EC framework agreement on co-operation in science and technology. However, Canadian firms may indirectly access such projects as sub-contractors for participating European firms. The main program relevant to ocean industries is MAST (Marine Science and Technology).

Underwater Defence

France and the U.K. are the major players in this sector, although Italy contributes to a lesser extent. The European defence industry as a whole is in a state of flux as issues related to European security are being re-examined.

Oil and Gas

A short-term upswing is taking place in this sector following the normal pattern of oil price rises over a roughly five-year horizon. The heavy engineering sub-sectors are tending to mature but there is considerable interest in new technologies like robotics.

Continued on page 7— Europe

Act Now to Bid on U.S. Federal Contracts

Canadian companies that act now have an opportunity to bid on U.S. federal government schedule contracts with the General Services Administration (GSA) which are similar to Supply and Services Canada's Standing Offer Program).

Successful bidders are beginning to prepare now for the solicitations listed below. The bid period usually closes 30 days after the solicitation date.

To get started, telephone the contracting officers noted — and quote the schedule identification number — to request basic information on how the bidding process works for the following contracts. GSA can often provide a copy of last year's solicitation for reference.

Generally, such contracts run for three or four years and feature an 'open season' partway through to give new vendors a chance to bid.

1. Products: Conference Room Tables. Value: \$12.26 million over four years. **Contact:** Jeffrey Koses, GSA Furniture Commodity Center, tel.: (703) 557-0208. **Schedule ID No:** 71 X. **Expected Solicitation Date:** Sep-

tember, 1991.

2. Products: Lighting Fixtures and Lamps — household and other applications. Value: \$15 million over three years. **Contact:** Jerry Wine, GSA Furniture Commodity Center, tel.: (703) 557-8324. **Schedule ID No:** 62 I. **Expected Solicitation Date:** November, 1991.

3. Products: Wall Art and Plants. Value: \$79.6 million over four years. **Contact:** Darlene Walsh, GSA Furniture Commodity Center, tel.: (703) 557-1282. **Schedule ID No:** 72 VIII. **Expected Solicitation Date:** November-December, 1991.

4. Products: Miscellaneous Furniture — steel filing cabinets, roll drawing files, moveable shelf filing systems. Value: \$27 million over three years. **Contact:** Ethel Willis, GSA Furniture Commodity Center, tel.: (703) 557-2587. **Schedule ID No:** 71 III J. **Expected Solicitation Date:** December, 1991.

To find out about U.S. federal contract opportunities for other products or to obtain more general information on this procurement process, contact the Canadian Embassy in Washington, D.C. at (202) 682-7746. The fax is (202) 687-7619.

Membership in American Trade Associations Can be Useful

Canadian exporters interested in the U.S. market should think seriously about joining U.S. trade associations.

Membership in such associations holds many benefits, from gathering invaluable market intelligence in a specific sector to gaining access to those all-important trade shows.

And, according to one Canadian company, Gray Tools of Brampton, Ontario, the Canada-U.S. Free Trade Agreement (FTA) has greatly facilitated access to such professional American associations.

Aleck Gray, president of the family-owned business, says some U.S.

Continued on page 12—Membership

Trinidad and Tobago: Rich Oil/Gas Opportunities

"Trinidad and Tobago's oil and gas sector presents significant commercial opportunities for Canadian companies," says J. Bruce Motta, Counsellor (Commercial), Canadian High Commission in Port-of-Spain.

Efforts are underway to stem the decline in oil production, boost gas reserves and expand petrochemical capacity — with the country's government having committed US\$500 million to modernization and expansion over the next three years.

As well, the three state-owned hydrocarbon companies each have major projects planned for the immediate future. Projects include

the development of a significant offshore gas field (project cost US\$200 million); the construction of a natural gas liquid recovery plant; and the establishment of up to three new methanol plants.

Additionally, the government is working with the Inter-American Development Bank to finance a series of projects, including the upgrading of an oil refinery, a program of heavy oil recovery (this sector has great interest in Canadian technology and equipment), and a waterflood project — all totalling US\$409 million.

"One key factor to achieve sales success," Motta says, "is to make direct contact with the decision-

makers in the various departments — production, engineering, etc. — of the oil companies."

The Canadian High Commission maintains close contact with these line department officials and is active in promoting Canadian goods and services in these sectors.

Canadian companies interested in reaching oil and gas officials should contact (and copy all correspondence to) the Canadian High Commission, Commercial Division, P.O. Box 1246, Port-of-Spain, Republic of Trinidad and Tobago. Tel.: (809) 623-7254. Fax: (809) 624-4016. Telex: (Destination code 294) 22429 (22429 DOMCAN WG).

Business Opportunities

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRAZIL (ID89) — An industrial chemicals firm wishes to pursue an industrial cooperation arrangement involving the possible import of chemicals for use in textile (cotton) dyes; anti-foaming agents for pulp and paper processes; and protective surface treatment for metals. Contact Joan Shnier, CPCS Technologies Ltd., 215 Old Orchard Grove, Toronto M5M2E6. Tel.: (416) 485-3801. Fax: (416) 485-6207.

BRITAIN — A British-based import/export firm has a number of clients in Iran that wish to purchase a calendering line to produce rigid, semirigid and soft PVC films; a baker's yeast plant; plants for the manufacture of ball point pens; and textile machinery to produce patterned carpets. Interested parties wanting details/specifications may contact H.M. Sefat, Director, Kayhan International Importers & Exporters, 9 Marianne Road, Talbot Village, Poole, Dorset, BH12 5EF, England. Tel.: (0202) 530413. Fax: (0202) 520974.

CZECHOSLOVAKIA — A manufacturer of graphic plotters that also assembles personal computers seeks Canadian firms interested in joint venture manufacturing of automatic graphic plotters, fine mechanical products, and assembling personal computers. Companies may contact Ing. Jiri Ber, Aritma Praha, Statni Podnik, Luzna 591, 160 05 Praha 6-Vokovice, Czechoslovakia. Tel.: 36-63-21. Fax: 121009/121695.

COSTA RICA — A well-established trading company is interested in importing container loads or mixed container loads of barley, canary seed, dried green peas,

and linseed. The company also is interested in supplies (in container loads) or representation for uncut bond paper, weighing 12, 15 or 18 pounds and in rolled widths of 9.5 and 14 7/8 inches. Interested companies should contact Ricardo Cox, Director, Holtermann y Compania SA, Box 391-1000, San Jose, Costa Rica. Tel.: 506-55-1112. Fax: 506-23-7883.

HUNGARY — A telecommunications equipment company with highly qualified labour and experts in design and engineering seeks to enter a cooperative arrangement for the manufacture of electrical components for motor vehicles; the manufacture of household appliances; and the installation or setting up of aerials and long distance cables. Contact (quoting reference number 90.1.0034 KC) Mr. Kilian, INVESTCENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-3160. Fax: (361) 118-3732.

SINGAPORE — An appliance company wishes to import catering and hotel consumables; hotel electrical appliances (mount driers, ice makers); and consumer-related timber and wood products. Contact Koh Phee Bin, Managing Director, Kenwood Appliances Singapore Pte Ltd., 66 Tannery Lane #03-07, Sindo Building, Singapore 1334. Tel.: 749-0989. Fax: 749-0717.

VENEZUELA — A special paper production company wishes to enter into a joint venture to manufacture exclusive papers for artistic, printing and security (water mark) uses. Contact Giovanni Siciliano, Le Cartiere, Edif. Yocoima, Av. Francisco Solano, Las Delicias de Sabana Grande Piso 9, Of. 9-D, Caracas, Venezuela. Tel.: 717041/727041. Fax: 727036.

International Trade Fairs

A number of trade fairs and exhibitions in which External Affairs and International Trade Canada (EAITC) does not participate — but in which Canadian companies might be interested — take place internationally. Some which have crossed this desk include:

- **Seoul International Instrumentation Exhibition '91 (Seoul Instrument '91)** — September 13-17 — Seoul, Korea, features measuring and checking instruments, controllers and automation systems.

- **Seoul International Building and Construction Exhibition (SEBEX '91)** — October 17-28 — Seoul, Korea, features building materials and construction equipment.

- **Korea International Auto Parts and Accessories Show '91 (KAPAS '91)** — November 13-17 — Seoul, Korea, features auto parts, accessories, and maintenance equipment.

Further information on the above three shows, organized by the Korea Trade Promotion Corporation (KOTRA), is available from either of KOTRA's Canadian-based affiliates: Korea Trade Centre, Suite 1710-505, One Bentall Tower, 505 Burrard Street, Vancouver V7X 1M6. Tel.: (604) 683-1820/687-7322. Fax: (604) 687-6249; or Korea Trade Centre, 600-65 Queen Street West, Toronto, M5H 2M5. Tel.: (416) 368-3390. Fax: (416) 368-2893.

- **ITMA** — September 24-October 3, 1991 — Hannover, Germany. Held every 12 years and attracting exhibitors from more than 30 nations, this trade exhibition features all manner of textile machinery, including machines for spinning, twisting and winding; industrial looms; and knitting and hosiery machines. Contact Organisationskomitee ITMA '91, Lyoner Strasse 18, D-6000 Frankfurt/M. Tel.: (69) 6603-271. Fax: (69) 6603-329. Telex: 411-321.

India Will Host Second Electronics Exhibition

New Delhi — With electronics production on the increase and technology import laws being liberalized, the time could be right for Canadian exporters to further explore India's electronics market.

One way to gauge or gain entry is through participation in the **2nd Internepcon/Semiconductor India 91 Exhibition and Conference** being held December 10 to 13 in New Delhi.

India 91 is devoted to the inter-relationship between circuit packaging, design, production and testing required to bring electronic products to markets in a cost-efficient manner.

Major exhibition categories include components, materials, chemicals, equipment and systems used in PCB, semiconductor and microelectronic design (including CAD), production, processing, assembly, testing and packaging.

Electronics production in India increased to Cdn\$5.5 billion in 1989, for a compound annual growth rate of about 30 per cent

during the 1980s. As well, there has been a liberalization in industrial licensing and in the import of technologies and investments by foreign companies. Import duties and taxes on capital goods, raw materials and finished products also have been rationalized — a trend expected to continue throughout the 1990s.

Canadian companies wanting more information or interested in participating on their own — neither External Affairs and International Trade Canada nor the High Commission are directly involved — should contact Commercial Counsellor, Canadian High Commission, 7/8 Shantipath, Chanakyapuri, New Delhi—110 021, India. Telex: (Destination code 81) 031-72363 DMCN IN. Fax: (011-91-11) 687-6500 Ext. 401.

Interested parties may also obtain information from EAITC's Asia Pacific South Trade Development Division. Tel.: (613) 995-7689. Fax: (613) 996-4309. Telex: 053-3745.

Europe 1992 Market Strategies

Continued from page 4

Germany, France and the U.K. are the major participants. Italy is also a major player, particularly in mature technology areas.

Environmental Industries

The North Sea Ministerial Conferences have produced a number of EC directives on anti-pollution measures. The conferences are the driving force behind the European marine environmental sector. The U.K. is already enacting legislation for licensing of industrial and agricultural discharges into the marine environment.

The licences require industries to be self-monitoring, opening the door to a potentially enormous market for instrumentation.

Coastal Interfaces

The U.K., Netherlands, Denmark

and North Germany will be particularly affected by any necessary adjustments to sea level rise. Industrial capability in this sector is widely spread but the Netherlands, and Dutch subsidiaries in other countries, have a dominant position in dredging technology.

The report being prepared on Europe 1992 and ocean industries will be available from EAITC in the Fall and will be followed by a series of seminars held in relevant cities across Canada.

For further information on Europe 1992, firms may contact the European Community Division of EAITC at (613) 996-2727.

Andrew Griffin is a Communications Consultant with the European Community Division of EAITC. Tel.: (613) 996-8771.

Tokyo to Host First International Confectionery Exhibition

Tokyo—Bookings for stand space now are being made for an event that promises to open doors to the huge and growing US\$17 billion Japanese confectionery market.

The first **International Confectionery Tokyo 1991 (ICT'91) Exhibition**, being held September 11 to 14 in the Sunshine City Convention and Exhibition Center, also is a gateway to other burgeoning and highly competitive markets — particularly Korea and Taiwan — in the Asia-Pacific region.

The exhibition is far more than a showcase for confectionery and snackfoods. A dedicated area has been set aside for confectionery processing displays — Japan relies almost exclusively on imported processing equipment of all types — and packaging displays. In addition to equipment, this area will also include displays of raw materials and confectionery ingredients (flavourings, sweeteners, etc.).

Recent reductions in import tariff rates, the appreciation of the Yen, changing tastes of the Japanese market — traditional Japanese products are being joined in the marketplace by a rapidly growing selection of Western-style sweets and snackfoods — have seen the demand for imported products growing at the rate of 18 per cent to 20 per cent a year.

Adding to the market potential — and making **ICT'91** the place to be for producers and distributors seeking to get their share of the pie — is that the 1990s are seeing the traditionally tightly controlled retail and wholesale distribution channels swinging towards newer and more open methods.

For further information on **ICT'91** contact Greg Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8628. Fax: (613) 943-8286.

The Computer Communications Market in France

Business is exploding, according to one Canadian business person selling in the French computer communications market. The trend towards replacing computer mainframes with networks of mini-computers is well established in France as it is in North America — LANs (Local Area Networks) are nearly as common in French businesses as they are in Canada.

This is one of the findings of an analysis of France's computer communications market, conducted by the Canadian Embassy in Paris.

The emphasis is now on the interconnection of LANs and connecting the resulting complex networks for communicating over longer distances using X.25 or ISDN — two technologies in which France is very advanced.

Canadian manufacturers already in the market talk of the need for flexibility and adaptability for systems being sold in France. The need to communicate among the many types of systems is very important.

Both software and PC-oriented hardware sell for 25 to 100 per cent more in European countries than they do in North America. Computer communications equipment is no exception.

There are several ways of getting established in France. Distributors and system integrators, as well as product manufacturers, are looking to sell a complete range of products. Those who produce niche products (e.g. a bridge, gateway or high speed PAD) that have technical advantages over their competitors, will find France is interested.

The analysis includes an overview of France's Minitel network; the Transpac - Packet Switching Networks; the Integrated Service Digital Network (ISDN); satellite communications; Local Area Net-

works (LANs); names of key players; standards and type approval; as well as names of system operators, professional organizations, trade publications and the usefulness of trade show participation.

For more information on this market — or to obtain a copy of the analysis — contact Jim Kerr, Information Technologies and Electronics Division (TDE), External Affairs and International Trade

Canada. Tel.: (613) 995-7558. Fax: (613) 996-9265.

Or contact Peter Tanner, Third Secretary (Commercial), Canadian Embassy, 35, av. Montaigne, 75008 Paris. Tel.: (33-1) 47 23 01 01. Fax: (33-1) 47 20 19 44.

For general information on trade opportunities in France, contact Robert LeBlond, Western Europe Trade, Investment and Technology Division (RWT). Tel.: (613) 996-2363. Fax: (613) 995-6319.

Austria: Gateway to Central and East European Markets

Located in the heart of Europe, Austria offers Canadian exporters an ideal foothold into the former East European countries.

Austria has 15 per cent of all East-West joint ventures, representing an investment of some US \$250 million, second only to Germany.

With a strongly expanding domestic market, Austria offers Canadian firms new opportunities for investment and technology transfer and many possibilities for cooperative ventures with Austrian firms in Eastern Europe. Key opportunities lie in the consulting, building and engineering sectors.

Over the longer term, Austria expects to benefit from its excellent location for production facilities, financing, trade and services to service East European markets, especially Hungary, Czechoslovakia and Yugoslavia.

With an unprecedented boom in the Austrian economy, creating a strong domestic demand, and thanks to a relatively low Canadian dollar, Canadian exports to that country should improve even more — already up more than 20 per cent in 1990.

Canadian companies wanting further details can consult a booklet prepared by the Austrian Federal Economic Chamber, Department of Trade Policy and Foreign Trade.

Austria - Gateway to Eastern Europe includes a list of Austrian manufacturers specialising in exports to Eastern Europe, as well as Austrian agents for counter-trade with Eastern Europe.

For more information on trade opportunities in Austria, or to obtain a copy of the booklet (limited supplies available), contact Linda Brazeau, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada. Tel.: (613) 996-7544. Fax: (613) 995-6319.

Numbers to Note

Numbers for the Canadian Embassy in Bangkok, Thailand are, General Enquiries: 237-4126; Immigration and Visa: 237-4135; General Facsimile: 236-6463; Commercial Section Facsimile: 236-7119; Duty Officer: 353-1739.

Enhancing Our Presence in Japan's Regions

Continued from page 1

to these changes by introducing new technologies and products to meet the challenges of the new players entering the game.

Canadian Presence

In the agricultural and fisheries economy of Hokkaido, for example, Canada has made inroads through the sale of cattle and cattle genetics, feed, fish and a wide range of food products.

Another area of interest to Canada is the forestry and building products sector where regional markets offer significant potential for business expansion. In regional centres, housing construction is very active, with a mixed preference for wooden structures and materials. This has resulted in 2x4 market penetration, since home builders in regional centres tend to be smaller companies that have begun sourcing internationally.

Regional Market Outlines Opportunities for Canada

As part of its *Export Market Opportunities* series, External Affairs and International Trade Canada will be publishing reports on Japan's major regional markets — all areas in which Canada is becoming increasingly involved.

Outlined here are the regions and the potential opportunities they may afford Canadian business:

Fukuoka, situated on Japan's southernmost major island of Kyushu (population 15 million), is enhancing business relations with its neighbours, particularly Korea and Taiwan, making it a potential gateway for Canadian companies to these markets.

Immediate opportunities exist for Canadian forest products, building materials, processed food and consumer products. Growth in Kyushu's automotive industries will also translate into better opportunities for Canadian business.

Nagoya, in the Tokai region of

Japan, the country's manufacturing heartland, lies on the major transportation routes between Tokyo and Osaka. With a population of 2.15 million, it is the number four metropolis in Japan.

With the entire region having a population of over 10 million, there is an excellent potential market for Canadian building, food, consumer products, machinery, aerospace and advanced industrial materials.

Sapporo, on the island of Hokkaido, is Japan's largest city north of Tokyo and close to an airport that promises to be the new gateway to Japan for international cargo and passengers.

The region's economy is based primarily on resource exploitation, including agriculture, fisheries, forestry and tourism. Cooperation with Canada in all these areas is ongoing and has future potential, particularly in value-added exports.

Sendai, on the island of Honshu in the Tohoku region (soon to be a major distribution centre for imported products), is a manufacturing and service-based area and a tourist centre.

Opportunities exist for Canadian expertise in log housing, resort design and work in other leisure-related fields.

Hiroshima, also on Honshu in a region with a population of almost 8 million, offers opportunities in the lumber, building materials, food and consumer products sectors. As the home to Mazda Motors, there is potential for automotive parts manufacturers.

For more information on Japan and market opportunities in the regions mentioned here, contact Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1281. Fax: (613) 943-8286.

New Vancouver-Peru Cargo Shipping Service Launched

Canadian exports to Peru are being made easier with the introduction by Greer Shipping Ltd., Vancouver, B.C., of a new cargo shipping service between Vancouver and Callao, Peru.

The most important commodities currently exported from Vancouver to Peru are split green peas, lentils, pop corn, yellow maize and soya beans.

Greer Shipping Ltd. may be reached at 1500 West Georgia Street, Vancouver V6G 2Z6. Telex: 0453401 GREERTIDE VCR. Att: Ilona Deczki.

Other shippers that handle cargo from/to Vancouver are:

1. Tecnica Naviera Y Portuaria, Jr. Colon 260, Segundo Piso, Callao, Peru. Tel.: 299075/299309. Fax: 659070. Att: German Castillo, General Manager (representing

the Argentinean line Elma).

2. The Pacific Steamship Navigation Co. (representatives of the Argentinean line Navicana), Av. Larco 101, Piso 12, Miraflores, Lima, Peru. Tel.: 470512/470702/458649. Fax: 477072.

3. A third company that handles a small share of cargo to/from Vancouver is the Argentinean line Maruba, represented by Moises Woll Shipping Agents, Av. Saenz Pea 177, Callao, Peru. Tel.: 652778. Fax: 659070.

For more information on Canada-Peru shipping services, contact Georges Lemieux, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

STUDYING THE MARKETS

Bangladesh Ventures

Joint Venture and Investment Possibilities in Bangladesh indicates that the dyes and molds, electronics, leather and packaging subsectors hold promise for Canadian exporters or joint venture arrangements in that country. Sixteen capable and interested companies have been identified in the report prepared for the Canadian High Commission in Dhaka. In addition to examining the investment climate and foreign investment procedures, the study lists chambers of commerce and industry, business, professional and other organizations and institutions that are worthwhile contacts when doing business in Bangladesh. To obtain a copy of the report, contact Ms. Deborah Kennedy, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7689. Fax: (613) 996-4309.

Indonesia Profiles

Designed as hand-outs to Canadian firms making a preliminary enquiry, as sources of general information, and as briefing materials for government officials, a number of sector profiles and information sheets has been produced by the Canadian Embassy in Jakarta, Indonesia.

Among categories covered in the profiles are sectoral market facts, how to access the market, trade promotion events, sources of information, government office listings and other publications.

Separate sheets include Indonesian facts (general information); Canadian Embassy trade division staff list and sectors of responsibility; major Canadian exports to Indonesia (1988-1990); and major Canadian imports from Indonesia (1988-1990).

Profiles cover the following sectors: Agricultural and Food Products; Banking; Chemicals and Plastics; Consulting; Education and Training; Electrical Equipment; Health Care Products; Foreign Investment; Iron and Steel; Oil & Gas Equipment; and Telecommunications.

Xeroxed copies of the profiles are available through External Affairs and International Trade Canada, Asia Pacific South Trade Development Division (PST), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7659. Fax: (613) 996-4309.

Copies, or more information on trade opportunities in this region, may be obtained directly from the Commercial Division, Canadian Embassy, Wisma Metropolitan I, Jalan Jen. Sidirman, Kav.29, Jakarta, Indonesia. Tel.: (62-21) 510-709. Fax: (62-21) 578-2251.

Cuban Tourism

The Cuban government, determined to turn Cuba into a major Caribbean tourist destination — 30,000 hotel rooms will be built over the next 10 years — has identified the international tourism industry as a priority sector in its development program whose estimated value for the years 1991-2000 is US\$500 million. Numerous tourism-related opportunities — either through direct exports or joint ventures — exist for Canadian companies, says the sector profile, *Tourism Industry in Cuba*, which also describes how the industry operates, overviews the investment climate, and recommends strategies for approaching this market. Copies of the sector profile are available from George Sibley, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 943-8806.

Chile's Environment

Good opportunities exist in Chile for Canadian environmental products and services — especially in water and wastewater treatment, solid and toxic waste management, pollution control instrumentation, environmental impact assessments, geographic surveys, and urban utilities, says the *Chilean Environmental Study*, commissioned by the Canadian Embassy in Santiago. Canadian expertise and technology in mining and forestry operations (in which much of the equipment incorporates Canadian environmental standards) could also give Canadian companies the export edge in these areas. Copies of the study are available from Mrs. Denise Jacques, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Malaysia Transport

The potential exists for Canadian companies to play a significant role in Malaysia's transportation industry. One step in the right direction would be for Canadians to make their transportation products, services and capabilities better known to Malaysia's transportation industry decision-makers. *Malaysian Sector Profiles: Transportation* also provides tips on how to succeed in this market and indicates the potential opportunities in airport, rail, port, road and automotive projects that are planned or underway. To obtain a copy of the report, prepared for the Canadian High Commission in Kuala Lumpur, contact Louise Branch, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309.

Switzerland: Communications Markets

Switzerland's telecommunications market was estimated in 1989 to be worth approximately Cdn\$3.3 billion, a growth of 7.4 per cent over the previous year.

Most of the technology is used through licence or joint venture agreements, although there are some domestic manufacturers of cable and fibre optic devices.

To gain acceptance into Switzerland's telecommunications, data communications, satellite and space communications sectors, Canadian exporters should establish relations with Swiss companies that have good contacts with the Post, Telephone, Telegraph (PTT). They also should make frequent visits to maintain a presence and a high profile.

Located in the centre of Europe, and although small (population 6.7 million; area 41,000 km²), the country is an international centre for banking, insurance, trading and international organization activities—sectors which demand modern communications systems.

Background

Switzerland's telecommunications networks traditionally have been controlled through legislation by the PTT which has an exclusive monopoly in postal, telephone and telecommunications sectors. The PTT also tests and authorizes all new equipment.

Proposed PTT liberalization legislation is to be in place by late 1991 or early 1992. Some steps already have been taken — modems, for example, were deregulated in 1989. The PTT, however, will retain control of the public network and basic services.

The Swiss telecommunications industry has concerns about its systems being "Euro-compatible" as the country is not a member of the European Community (EC). Efforts are being made, however, to follow the EC lead in standards.

Areas of Interest

Areas of development that could

be of interest to Canadian products and services suppliers include (with a brief overview):

Integrated services digital network (ISDN): The first phase of the Swiss ISDN, called IFS-Swissnet, will be completed by 1992 and will operate on a 64K bit per second rate. Phase two refinements, to be completed in 1995, will allow the broad band network to use a 2m bit/per second rate.

New cables to be installed for main trunk lines will be fibre optic and the minor transit exchanges (30 per cent) will be microwave.

Packet switching data services are provided by the PTT Telepac network, which uses the Northern Telecom X.25 in a licence arrangement through ASCOM, the largest telecommunications firm in Switzerland. PTT controls leased circuits and lines.

Videotext has 50,000 subscribers to date. Video conferencing studios are controlled by the PTT and can be leased.

Mobile phones use Natel A, B and C (analogue) systems; the newest, Natel C, already has signed up its 130,000th subscriber and has reached 95 per cent of capacity. The next system, Natel D (digital), to be unveiled this year, will be available only in Geneva in conjunction with the 1992 Albertville Olympics in France.

Satellites that give Switzerland access to TV programming include PanAMSat, Intelsat VA-F1, Eutelsat IFA, Eutel IF4, Astra 1A, Eutelsat F5, Kopernicus, Telecom IC, and La Sept. Rules concerning ground equipment vary from region to region.

Domestically, there are three national TV stations (German, French and Italian) broadcasting on VHF and UHF, using B and GPAL standards. Pay TV is available on a modest scale through Rediffusion, a cable network company, and Tele-Cineromande.

Trade Shows

• **Telecom, Geneva** — The Ol-

ympics of telecommunications trade shows is held every four years. It is organized by the International Telecommunications Union (ITU), a 162-country organization based in Geneva. Canada, with a national stand, is a regular participant.

• **Ineltec, Basel** — Alternating with **SwissData** every second year, this show (September 1-13, 1991) covers electronics manufacturing equipment, instruments and controls.

• **SwissData, Basel** — Alternating with **Ineltec** and held every second year, this show features computers, peripheral equipment and software.

• **FERA, Zurich** — An annual consumers' electronics show, generally held in August.

• **Videotext Forum, Basel** — An annual show, generally held in September.

• **Space Commerce, Montreux** — An international conference and trade show, held every two years and specializing in satellites, communications, remote sensing, materials processing and launch and support services.

• **International Television Symposium and Exhibition, Montreux** — The largest technical conference and trade show in Europe is held every two years.

For further information on Canadian opportunities in Switzerland's advanced technology products and services market or on the trade shows mentioned here, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Interested parties may also contact directly the Canadian Embassy, Commercial/Economic Division, 88 Kirchenfeldstrasse, 3005 Berne, Switzerland. Tel.: (31) 44 63 81. Fax: (31) 44 73 15. Telex: 911308 DMCN CH.

PUBLICATIONS

EAITC Publications

The following publications are available from *Info Export* (see the box at the bottom of the page to order).

Selecting and Using Foreign Agents and Distributors (#28TA) provides guidelines for exporters who, as part of their marketing strategy, are examining foreign market representation options, and for companies that have received an unsolicited proposal from a potential agent or distributor and require guidance in the assessment process. In addition to listing useful contacts, other helpful publications, and a sample export price list, the guide assists exporters in identifying a

number of potential agents or distributors; evaluating their suitability; developing and negotiating a proper contract; working with the agent/distributor to maximize results and mutual benefits; and terminating the arrangement (if necessary).

Export Markets: The Trading House Connection (#5TA), in a third revised edition, tells what trading houses are; how they operate; how they can be located and selected; how they make a profit; how to build an effective relationship with a trading house; what trading houses look for from a supplier; and when trading houses should be used. An appendix provides references and addresses for more information on Canadian trading houses.

Membership Opens U.S. Trade Doors

Continued from page 5

trade associations that formerly excluded Canadian firms from membership have now —with the FTA— allowed Canadians to join.

This, says Gray, is all the more significant in that many of these associations host trade shows that are often the most important in their industry. As non-members, Canadian firms could not participate.

Last year, Gray Tools was allowed to join the American Supply and Machinery Manufacturers' Association (ASMMA), which hosts the largest metal fabricating shows in the U.S.

Participation in the ASMMA's Rochester, NY and Chicago trade shows proved very beneficial to the company, generating, according to Gray, 17 new customers from the Chicago show alone.

By joining U.S. trade associations in their respective sectors, other Canadian companies might find similar American markets.

For more information on membership in U.S. trade associations or trade opportunities in the U.S., contact Greg Goldhawk, United States Trade and Tourism Development Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Tel.: (613) 991-9480. Fax: (613) 990-9119.

Argentina Needs Oil and Gas Recovery Systems

Increased oil and gas production in Argentina could augur well for Canadian companies interested in tapping the market in this South American country.

Argentina already has an urgent need for secondary and enhanced oil recovery systems. These will be used to increase production until new fields are developed.

Other immediate requirements include specialized services, equipment and materials for pipelines and gas processing construction.

But in the face of fierce competition, Canadian exporters should be aware that a well-established agent, a joint venture partner or licences, and persistent marketing efforts are essential to break into that market.

Argentina's current output of 480,000 barrels a day is expected to increase to 700,000 barrels a day by the mid-1990s, since only seven of the 20 sedimentary onshore and offshore oil basins are currently in production.

On the natural gas side, Gas del Estado (GDE), the State natural gas distribution and marketing company, is being privatized, and proposals to build gas pipelines to Chile, Brazil, Uruguay and Paraguay are also being considered.

For more information on trade opportunities in Argentina, contact Denise Jacques, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-5549. Fax: (613) 943-8806.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANAD EXPORT

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July 2, 1991

U.S. Clean Air Act Has Business Potential

(First in a two-part series)

The new U.S. Clean Air Act (CAA) commits the federal government to achieving healthful air quality nationwide within the next 20 years.

Being the first major overhaul of U.S. air pollution legislation since 1977, the CAA defines specific objectives and sets firm deadlines for compliance. And although it sets minimum national standards, the states and local districts may opt for stiffer regulations.

Resulting total business expenditures are projected to be between \$20 billion and \$30 billion per year, through the turn of the century.

As a result, the new CAA opens the door to very substantial opportunities for suppliers of equipment and services.

The CAA is comprised of six basic sections or "Titles":

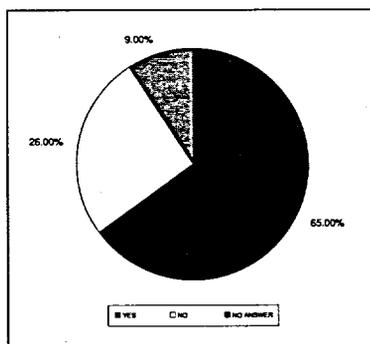
- attainment and maintenance of national ambient air quality standards;
- mobile sources;
- hazardous air pollutants;
- acid rain controls;
- permits; and
- stratospheric ozone protection.

A review of those sections, and of the stringent requirements of regulatory agencies in Southern

Continued on page 4— U.S.

Investment in EC is a Major Market Strategy

Will the EC of 1992 enhance your European market share prospects?



A 1990 year-end survey shows that Canadian companies based in the United Kingdom have confidence in the European Community 1992 Single Market initiative. Of the 149 companies surveyed, 65 % believed the move would enhance their market share in Europe (above graph); 68 % saw the U.K. as a stepping-stone to the continent (graph 2, p.6); 68 % saw the U.K. as the easiest European market to penetrate (graph 3, p.6); and 52 % indicated they would be expanding their U.K. operations to take advantage of the Single European Market.

The stock of Canadian direct investment in the European Community (EC) has increased from \$4.8 billion in 1983 to an estimated \$17.8 billion in 1990 as Canadian firms position themselves to take advantage of Europe 1992 and the evolving "New Europe".

Foreign direct investment is an important strategy for Canadian firms in securing potential gains from the EC Single Market.

The investment may serve as a defensive measure to prevent a competitor from capturing a market. Alternately, the decision to invest may be made to reduce costs through economies of scale, to secure national treatment by becoming "European", to provide crucial after-sale services, to encourage the diffusion of the best technological practices or to better learn the European market.

Direct Investment Abroad: The Global Perspective

During the 1980s, according to Investment Canada's 1989-90 Annual Report, the growth of direct

investment even outstripped that of world trade. The changes in the Canada-EC direct investment relationship have to be examined within this global investment picture.

The make-up of the world stock of foreign direct investment has altered drastically in the past twenty years, says the Investment Canada report.

In 1967, the U.S. claimed 50.4 per cent of the world stock but, by 1987, the figure was 31.5 per cent. West Germany's share of the world stock went from 2.7 per cent to 9.8 per cent over the same period. Canada's account climbed from 3.3 per cent to 4.5 per cent.

Canadian Direct Investment in the EC

The EC, with 21.0 per cent of the total stock of foreign investment in 1990, is the second-largest recipient of Canadian direct investment abroad, after the U.S. which has received 60.8 per cent.

Within the EC, the United Kingdom is by far the largest recipient of Canadian direct investment abroad. Between 1983 and 1989, Cana-

Continued on page 6— EC

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External Affairs and
International Trade Canada

Canada

A NEW LOOK AT EXPORTING

Key Elements to Export Success as Practiced by Spar Aerospace

The following excerpts are from a presentation by Karsten J. Westphal, Vice President, International Operations, Spar Aerospace Limited, outlining Spar's approach to Pakistan.

In my view, the key elements for a successful venture in Pakistan are:

Review your in-house team: Is it broad, high and low enough? Does it have all the key skills, technical, marketing, sales, contracts? It should include senior management people to be able to address the concerns of the wide range of contacts that are involved in the decision-making process.

Spend time in Pakistan — and don't expect to come back with an order after one or two visits.

Go out of your way to make sincere friendships and a sincere attempt to understand the country.

Align your company with a local representative and develop a fair and equitable relationship.

Support your agent.

Work with External Affairs and International Trade Canada, the Canadian High Commission in Islamabad, the Export Development Corporation (EDC) and the Canadian International Development Agency (CIDA). Their programs may not always be suited to your particular venture but their initiatives and willingness to assist often exceed those of the exporter. Don't blame them when things go wrong.

As I said, visit with the Canadian High Commission and brief them on your progress. Introduce your agent and work as a team. Keep in touch with External in Ottawa.

If you require export financing, contact EDC

well in advance. Familiarize yourself with EDC terms and procedures. All export credit agencies work under a different mandate. I have seen some of the largest firms bid on foreign contracts — then seek financing, only to find that they did not include the exposure fee in the bid.

Discuss your project with CIDA — perhaps there is some available funding for training, etc.

Don't reject business aspects that are new and untried by your company. At Spar we ask ourselves: What does it take to be perceived as a good and reliable partner? As a result, we will consider transfer of technology, technical cooperation, offsets, trade, countertrade, joint ventures. At Spar we try to offer a complete package, designed to make it easy for our customer to say: YES.

We adopted this flexibility when we sold a satellite system to Brazil in 1982. We agreed to sell 165m of Brazilian product worldwide, to create new export markets. As an in-house venture, between 1984 and 1988 Spar sold 266m of Brazilian-made ships, papaya, plywood, toilet seats, emeralds, bathroom tiles — anything. We are now in the process of starting another substantial communications project in Brazil and we are considered a good partner because the trade venture has not been forgotten.

In Pakistan we are sourcing a component that will be used in our project. At the same time, we are promoting it to other clients worldwide to create new Pakistan export opportunities.

In short — develop a partnership with your customer in Pakistan.

CANADEXPORT

Editor-in-chief:

René-François Désamoré

Editors: Louis Kovacs & Don Wight

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In previous articles, I insisted on the human factors, cultural barriers (should be read opportunities), preparedness, home work, etc. involved in exporting successfully. Mr. Westphal's remarks summarize exceedingly well the proper attitude to export success.

I venture to say they are valid and relevant for all markets, reflecting more an attitude than a step-by-step approach to exporting.

René-François Désamoré
Editor-in-Chief

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COSTA RICA — A manufacturer's agent with excellent contacts in various business sectors seeks Canadian suppliers of **office and school equipment and supplies, audio speakers and equipment, and musical instruments.** Contact Luis Chin, General Manager, Luis Manuel Varelay Cia Ltda, Apartado 2697-1000, San Jose, Costa Rica. Tel.: (506) 24-2253/25-7870. Fax: (506) 23-1609.

COSTA RICA

— A well established trading company wishes to

import **ASTM specification steel beams** (w shape, m shape, channels, angles); **ASSHO specification metal culverts** (various sizes), and **steel piles** (pile sheets, plates, and bridge spans). Contact Ing Alvaro Saenz R., General Manager, Agro Tico S.A., Apartado 4265-1000, San Jose, Costa Rica. Tel.: (506) 21-5507/23-0290. Fax: (506) 21-3673.

CZECHOSLOVAKIA — Situated in Southern Bohemia, a firm with 1,300 employees would like to enter a **business cooperation venture** with Canadian companies for the production of **passive electronic devices; optoelectronic components (including semiconductor lasers); microwave components (including parts for satellites); and interference suppression cable sets and flat fuses (for motor vehicles).** The firm also is interested in expansion into the areas of **medical apparatus (especially those using laser technologies); control systems (for power and gas distribution stations); and electronic automotive accessories.** Contact Dipl. Eng. Rostislav Bekarek, Commercial Deputy, Tesla Blatna akciová společnost, Palackeho 644,

388 15 Blatna, Czechoslovakia. Fax: 344 2277.

FRANCE — A company involved in the manufacturing, packaging and distribution of **raw materials and additives for the agro-food and pharmaceutical industries** is interested in expanding its range of products. Canadian firms should contact Mr. Roger Franéois, President, Société Louis François S.A., B.P. 2, 904104 Saint Maur Cédex, France. Tel.: (33-1) 48.86.08.28. Fax: (33-1) 48.89.41.24.

HUNGARY — A Budapest-based company seeks investment

Scott Young & Masters Ltd., P.O. Box 68-156, Auckland, New Zealand. Fax: 09-780-539.

NORWAY — A trading company wishes to contact Canadian suppliers/manufacturers of **food stuffs, cooking oils, olive oil products as well as disposable diapers and sanitary products.** Contact Moeen Saad, Manager, TRAMARCO, P.O. Box 407, Sentrum, 0103 Oslo 1, Norway. Tel.: (472) 44 56 13.

SINGAPORE — A precision components firm wishes to import **aerospace/army/navy hardware and electronics components/equip-**

ment; meteorological instruments and equip-

ment; electronic and measuring equipment; microwave components and equipment; and geophysical and scientific instruments. Contact Richard Wong, Business/Marketing Manager, Precision Component & Equipment Pte Ltd., 211 Henderson Road #13-02, Henderson Industrial Park, Singapore 0315. Tel.: 273-4573. Fax: 273-8898.

YUGOSLAVIA (2540-4732) — A company with know-how in the **manufacture of machines for the canning industry as well as marble/granite cutting and grinding machines** wishes to contact companies interested in the **joint venture manufacture in Yugoslavia** of similar machines. Contact Yugoslav Chamber of Economy, Bureau for the Employment of Spare Production Capacities, Knez Mihailova 10/11, 11000 Belgrade, Yugoslavia. Tel.: (11) 634-999. Fax: (11) 622-543. Telex: 11 431 yupub yu.

YUGOSLAVIA (2540/4751) — A company wishes to **collaborate with foreign firms in the design and engineering of petrochemical, industrial, construction, and environmental protection projects.** Contact as in above Yugoslav notice.

Business Opportunities

partners to help modernize its production technology in **gas meter manufacturing; gas automation development and production; and breaking systems/carburetor manufacturing (including spare part matching).** Contact (quoting reference number 90.1.0039 KC), Mr. Kilian, INVESTCENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-3160 Fax: (361) 118-3732.

NEW ZEALAND — An importer/distributor seeks Canadian suppliers of **canned corned beef.** Contact Kerry Suckling, Swift New Zealand, P.O. Box 2301, Auckland, New Zealand. Fax: 09-579-7047.

NEW ZEALAND — An importer for 15 Cash & Carry warehouses throughout the country seeks a wide range of **sugar and chocolate confectionery.** Contact Mrs. L.P. Lindsay, McPherson Kemp & Co. Limited, P.O. Box 10089, Christchurch, New Zealand. Fax: 03-652-920.

NEW ZEALAND — An engineers supplies and hardware distributor seeks **gardening and hardware tools and supplies for engineers.** Contact Mike Perry,

U.S. Air Act Means Opportunities

Continued from page 1

California (Air Resources Board, South Coast Air Quality Management District), indicates several areas of business opportunity.

They are:

Air Pollution Control Equipment— Stationary pollution sources (power plants, refineries, factory smokestacks) will be the leading customers. Critical emissions to control are: sulphur dioxide (SO₂), nitrogen oxides (NOx), reactive organic gases (ROGs), and a total of 189 toxic chemicals to fall under EPA regulation in the 1990s. Clean-up of SO₂ emissions alone will result in many additional installations of control equipment, and in new methods to control emissions.

Sales of air pollution equipment exceeded \$500 million nationally in 1990; there are some 250 manufacturers, 50 of which are considered significant.

In terms of market segments for industrial users, electric utilities are the largest; one source predicts that they will account for 30 per cent of all air pollution equipment purchased by 1992. Municipal and industrial waste incinerators, including wastewater sludge, are number two with a projected annual growth of 10 per cent in the 90s. Chemicals and paper products will continue expanding due to both increased regulation and new plant construction.

Typical technologies include:

- Electrostatic precipitators;
- NOx control selective catalytic reduction;
- Low NOx burners;
- Wet limestone scrubbers;
- Fabric filters;
- Continuous emission monitors;
- Dry sorbent injection for SO₂ control;
- Dry flue gas desulphurization systems;
- Dry emission control systems for air toxics.

The CAA strongly emphasizes

control of SO₂ emissions, and flue gas desulphurization is the basic technology applied to industrial and utility boilers. In terms of retrofits or innovations, 704 units are affected by the CAA. The most likely technologies to be used in flue gas desulphurization over the next ten years include:

- Wet and dry scrubbers;
- Dry sorbent injection (sodium bicarbonate);
- Furnace sorbent injection (limestone);
- Development combined-cycle turbines;
- Advanced combustion technologies.

One estimate is that projected SO₂ controls will be met 50 per cent by technological means and 50 per cent by fuel switching, offsets, etc. during the first phase. In phase 2, less than 40 per cent would be met technologically, about 30 per cent by fuel switching and offsets, and about 30 per cent by other means, including new technologies.

For more information on the above opportunities, contact Michael Pascal, Commercial Officer, the Canadian Consulate General in Los Angeles, 300 South Grand Ave., 10th Floor, California Plaza, Los Angeles, California 90071, USA. Tel.: (213) 687-7432. Fax: (213) 620-8827. Telex: 00674657 (DOMCAN LSA).

U.S. Non-Defence Market Targeted

Canadian companies wanting guidance and assistance in exporting non-defence products and services to the U.S. federal government can get it from External Affairs and International Trade Canada and the Canadian Embassy in Washington, DC.

Information can be provided through one-on-one counselling, seminars, and the *Your Introduction to U.S. Federal Government Procurement on Non-Defence Products* kit. Companies are also offered the opportunity to participate in missions or to exhibit at information technology shows aimed at federal buyers.

Advice on selling to individual U.S. states is also available and includes: How to get listed as supplier to each state; How to categorize your product or service; Which states publish a guide for vendors; Which states have a set-aside program; Procurement office contact; How to register for "Marketing to State Governments" seminars; and How to learn about upcoming purchases.

Contacts are: United States Trade and Tourism Development Division (UTO), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 998-9441. Fax: (613) 990-9119; or Commercial Division, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, D.C. 20001, U.S.A. Tel.: (202) 682-1740. Fax: (202) 682-7726.

Living Conditions: Canada Among Tops in the World

The Canadian tourist industry should be buoyed by two recent studies which give Canada and one particular city — Montreal — top marks.

According to a UN report, Canada ranks right after Japan as the best place in which to live.

The UN Development Program's 1991 Human Development Report based its findings on such basic indicators as life span, literacy and purchasing power. It ranked Japan at the top — for its social and economic development — and Romania as the least developed of the industrialized countries.

Continued on page 5— Canada

Canada Must Adopt New Strategies to Compete in Japanese Food Market

Continued success in Japan's agriculture, fish and food products market will depend on Canada's capability to supply competitively-priced, value-added products to that country.

To remain competitive, Canadian exporters also will have to adapt to new product development, new technologies and new marketing and advertising strategies.

Such are the findings of Canadian trade officers based in Japan.

Where Canada Stands

But that's not to say Canada is a poor player in this highly competitive field. The officers report:

- Japan is Canada's second-largest agriculture, food, and fish market after the United States and will continue to be so in the 1990s.
- Canadian agriculture, food and fish shipments to Japan exceeded \$2 billion in 1990.
- Canadian food exports to Japan between 1985-1990 increased by \$600 million. This growth continues, with major gains in every category including meat, fish, grains, oilseeds, feed, processed foods and beverages.
- Canada enjoys an excellent food export safety record in Japan. Canadian food also enjoys a positive image of cleanliness and wholesomeness — a natural advantage in successfully marketing/promoting Canadian food products.

Key Market Realities

The prognosis for the 1990s indicates that higher value food products have the best export growth prospects in the Japanese marketplace. Japan increasingly will be a net importer of value-added food products (\$50 billion in 1989).

One key reality on which this prognosis is based is the fact that, in 1990, the Japanese government confirmed that the number of children per mother decreased to 1.57; the lowest in Japan's history. As result, the food industry will

target its efforts primarily at age bands of 30-55 and 20-35.

Canadian exporters will have to consider these bands when developing or remodifying marketing strategies. Concentrated purchasing power of these age groups will create demand for health/trendy value-added Canadian food products such as French fries, microwave-adaptable foods, mineral water, and game meats.

Japanese consumers increasingly are concerned with food safety, avoiding foods with synthetic or chemical additives. Preferences are also being shown for organically-grown fruits and vegetables. Product freshness is also becoming an issue as the government prepares to set regulations calling for product dating and stringent listing of product ingredients.

Trends/Opportunities

The post believes major market trends and opportunities in the short-to-medium term will materialize in:

- Increased demand for beef and fruit juices as a result of liberalization measures announced in June 1988.
- Greater consumption of fresh seafood (salmon, herring, roe, lobster, sea urchin roe, surf clams.)
- Greater demand for vegetable oils containing low saturated fat such as canola (for cooking and salad oil purposes).
- Continuing strong trends toward premium/luxury food products (lobster, herring roe, whiskey, confectionery).
- Increased demand for beer, liquor, wine, and mineral water.
- Expansion of leisure foods developed specifically for outdoor use (camping, picnics, and barbecues).
- Increased usage of imported processed foods, meat and fish by Japanese service industries.
- Importance of correlating mar-

keting of food products to health, safety and ecology.

- Increased consumption of bread (bread mixes), breakfast cereals and frozen foods, as well as convenience (availability of ready-to-eat and ready-to-cook meals).
- Changing role in use of food — from satisfying basic needs to satisfying psychological needs (i.e. brand allegiances, gourmet and sophisticated food products).
- Custom-pack label joint ventures between Japanese importers and Canadian exporters.

For more information on exporting to Japan's agriculture, fish and food products market contact Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1281. Fax: (613) 943-8286.

Canada: Life at the Top

Continued from page 4

Canada owed its strong showing — ahead of the U.S. which came in seventh — to its life expectancy, one of the highest in the world, and to its education and health systems.

The second study — by the Washington-based staff of the Population Crisis Committee — ranked Montreal, together with Melbourne (Australia) and Seattle-Tacoma (USA), as the city offering the best living conditions among the world's 100 largest metropolitan areas.

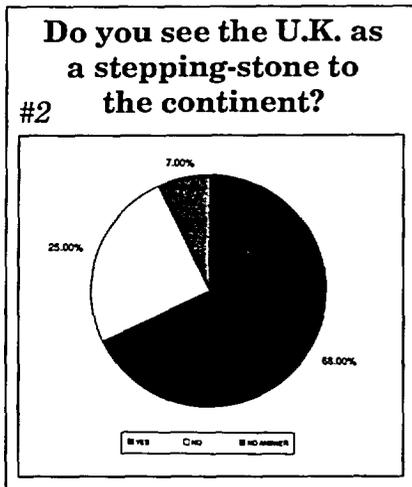
Indicators for the two-year study included public safety, food costs, living space, housing standards, communications, education, public health, peace and quiet, traffic flow, and clean air.

Cities with the lowest living standard scores included Lagos (Nigeria), Bucharest (Romania) and Yangon (Myanmar).

EC Solid Base for Canadian Direct Investment

Continued from page 1

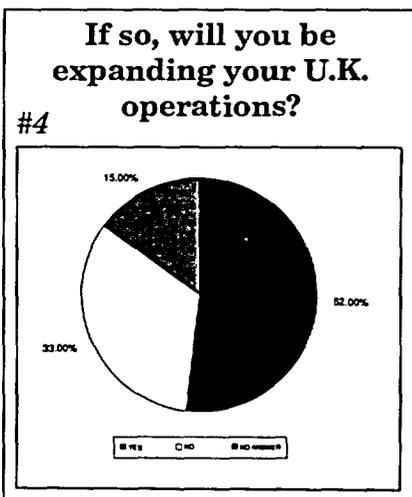
dian direct investment in the U.K. more than tripled, growing to \$9.5 billion. This figure represents 64.5



per cent of the total stock of Canadian direct investment in the EC.

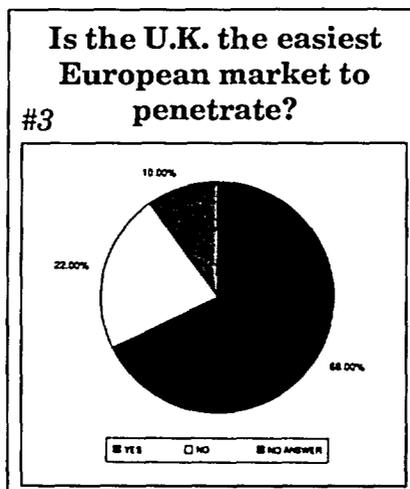
The dramatic increase in investment in the U.K. is partially, but not completely, explained by the Reichmann's Canary Wharf project in London.

This confidence is repeated in the survey sample as a whole and is reflected by the fact that 50 per cent of all the companies had expanded through greenfield investment — a strategy that entails a high degree of commitment and is particularly favoured by high tech companies — and 26 per cent through acquisition.



As for Canadian direct investment elsewhere in the EC, France is second to the U.K. with 9.6 per cent of the stock (\$1.4 billion); the Netherlands is third with 6.5 per cent; Germany is fourth with 5.6 per cent; Ireland is fifth overall with 5.4 per cent; and Belgium/Luxembourg with 3.4 per cent.

Most Canadian investment in the EC is directed toward the manufacturing sector. In 1989, manufacturing accounted for 59.7 per cent (\$8.8 billion) of total stock of investment. Financial services accounted for 26.9 per cent and petroleum/natural gas claimed 6.4 per cent. This composition reflects traditional Canadian strengths. Recently, a cross-section of small- and medium-size firms has been employing various strategies to



expand Canadian presence in all sectors of the EC market.

EC Direct Investment in Canada

The EC is the second-largest source of foreign direct investment in Canada, with its total share rising from 17.3 to 23.9 per cent between 1983 (\$13 billion) and 1990 (\$30.2 billion).

Investment Canada reports that, for the fiscal year 1989-90, there were 258 investments in Canada from the EC, representing 27 per cent of the total number of foreign direct investments in Canada for

that year. This compares with 496 investments (52 per cent of total number) from the United States.

For further information on issues related to Europe 1992, firms may contact the European Community Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2727.

Environmental Firms Could Clean Up at Belgian Fair

Gent — Canadian firms engaged in environmental and safety technologies could make a clean sweep of the market by attending IFEST'91, an environmental products and services show being held here October 22 to 25.

More than 200 exhibitors have registered for the show which is expected to attract as many as 10,000 visitors — all of them interested in the latest developments in environmental technologies.

Exhibitors are also aware that Belgium is the European Community's sixth-largest importer, a microcosm of the 1992 Single European Market, an excellent test market and a particularly good location from which to establish a 'bridgehead' in Europe.

Canadian participants — External Affairs and International Trade Canada will have an information booth — are advised to focus on opportunities in industrial waste water technologies, but opportunities also exist in recycling and environmentally friendly packaging technologies.

Companies seeking further information or participation details regarding IFEST'91 may contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Sri Lanka Set to Host Energy Exhibition

Colombo — A major **Alternate Sources of Energy Exhibition and Conference** will be held here August 19 to 21, 1991.

Canadian companies are invited to submit product literature, brochures for display at Canada's information booth; other firms may participate with their own booth.

The conference will promote issues relating to alternative energy sources in the Asian region for the 1990s, focusing on wind, solar, thermal, photovoltaics, biomass, smallhydro, geothermal energy, and OTEC (ocean thermal energy conversion).

Product literature for display at the info booth should be sent to Canadian High Commission, P.O. Box 1006, Colombo, Sri Lanka. Fax: (011 94 1) 687049. Telex: 21106 (21106 DOMCAN CE).

Companies wishing to have their own booth should contact (correspondence copied to the Canadian High Commission, Colombo) Mr. Gba Fernando, Director, Energy Planning, Ministry of Power and Energy, Colombo, Sri Lanka. Fax: 449572. Telex: 2136 KILOWAT CE.

For further information contact EAITC's Asia Pacific South Trade Development Division (PST), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5903. Fax: (613) 996-4309. Telex: 053-3745.

Company Brochures a Welcome Sight at Latin America, Caribbean Shows

South America/Puerto Rico — Canadian telecommunications and informatics firms should act now if they want to display company product literature and brochures at any or all three shows taking place this autumn in Latin America and the Caribbean.

The events, at which External Affairs and International Trade Canada will have information booths, are:

- **Informatica'91** — September 23-27, Sao Paulo, Brazil.
- **Inforven'91** — September 24-27, Caracas, Venezuela.
- **Caribecom'91** — October 2-4, San Juan, Puerto Rico.

For further details, contact Jon Dundon, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Chile Show Door to Markets

Santiago — Excellent space at External Affairs and International Trade Canada's 500 square metre pavilion can be occupied by 15 to 20 Canadian companies hopeful of participating in the **International Fair of Santiago (FISA)** being held in this Chilean capital October 30 to November 10, 1991.

The second-largest fair in South America and the best attended in the southern part of the continent, **FISA** last year attracted exhibitors from 38 countries and more than one million visitors to the displays of equipment worth more than US\$100 million.

Canada's pavilion has been a predominant fixture at **FISA** for the past seven years. Last year, 11 participating Canadian companies reported sales prospects of \$897,000.

FISA is an open, 'horizontal' fair, concentrating primarily on consumer goods, industrial machinery, heavy equipment for mining and construction, communications systems, and some agricultural equipment.

An ideal venue for exploring or penetrating the Chilean market, **FISA**, which draws trade missions and delegations from throughout the continent, also allows participants access to such neighbouring potential markets as Brazil, Argentina, Venezuela and Peru.

Companies interested in **FISA**

and wishing details on participation should contact the International Trade Centre in their region or deal directly with Pablo Feres, Commercial Officer, Canadian Embassy, Santiago, Chile. Fax: (011-56-2) 696-0738.

Participants Sought for Fair in Romania

Bucharest — Canadian firms wishing to pursue business in Romania can get their foot in the door by participating in the **Bucharest International Fair (TIB'91)** being held here October 10 to 17.

TIB, Romania's single most important annual trade fair, attracts the country's major international trade partners and gives participants an opportunity to access the market and the competition — as 15 Canadian companies (estimating \$10 million in sales over 12 months) discovered last year when they were part of External Affairs and International Trade Canada (EAITC's) national stand.

EAITC, again with a national stand, now is recruiting quality Canadian participants for **TIB'91** where exhibitors can focus on Romania's priority development areas, among them: energy, agri-food, transportation, telecommunications, tourism, environmental protection/beneficiation, and medical technology.

Companies wanting to promote the export of competitive goods and services to Romania and to investigate the potential for long-term business development will find **TIB'91** the ideal venue.

For details on participation, contact Lorraine Reardon, Trade Fairs and Missions Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2147. Fax: (613) 995-6319.

New Market Studies on Mexico

Several Market Studies focusing on various sectors in Mexico are now available to Canadian exporters.

The studies, prepared for the Canadian Embassy in Mexico, deal with computer software; pollution and environmental control; forestry harvesting and woodworking equipment; and agricultural equipment, seeds and related chemicals.

The studies, briefly described here, provide an overview of each industry in Mexico, examine opportunities for Canadian suppliers, assess how business is done in Mexico and list key government and industry contacts.

Agricultural Equipment, Seeds, Related Chemicals (#19LA)

Mexico needs to modernize its agriculture.

Mexico imports include tractors, soil preparation and cultivation equipment, harvesting equipment, forage and mowing equipment, spraying and irrigation equipment, agricultural airplanes and helicopters, poultry and dairy equipment, seeds, and agricultural chemicals (insecticides, herbicides, fertilizers).

The study reveals that Canadian manufacturers of agricultural equipment could take better advantage of the growing Mexican market by promoting their products more aggressively.

Computer Software (#17LA)

Demand is growing in Mexico for more sophisticated, specialized equipment. Growth is projected to continue at a rate of 23 per cent annually to \$296.7 million by 1992. That means export opportunities exist for Canadian companies.

The trend is for software that features enhanced communications and integration, the utilization of fourth generation languages and relational data base, among other characteristics.

Of the total software market, 53 per cent is for microcomputers, 30 per cent for minicomputers and 18 per cent for mainframes. At present, there is a clear tendency

towards IBM and compatible equipment. The use of 80286 machines is becoming more prevalent.

The most commonly used software packages are general business applications, word processing, data base and spreadsheet applications, followed by customized software, and applications such as utilities, communications, graphics, education, recreational and other specialized applications.

Forestry Harvesting and Woodworking Equipment (#22LA)

The Mexican forestry sector will require considerable financial and technical assistance to improve efficiency in silviculture, resource administration and in the manufacture and marketing of its wood products. This should translate into increased opportunities for Canadian firms.

Mexico imports all of the larger and more sophisticated equipment, hoists, winches and cranes, planes, machine tools, sanding, drilling, splitting, defibrating and bark stripping machines and lathes.

Pollution and Environmental Control (#27LA)

Contamination of Mexico's environment, according to the study, has reached an alarming state.

This, coupled with an increased awareness of pollution hazards and more stringent environmental

regulations, has lead to market expansion in industrial and municipal wastewater and potable water treatment, air pollution and noise pollution control.

Best sales prospects for air pollution control include dust collectors and filters, silencers for exhaust gases, catalytic converters, gas, dust and particle sampling material, analyzers, monitors, metering instruments, mobile labs, oxidation systems and gas absorbers.

In the area of water pollution, equipment with best sales potential includes aerators, pumps, filter presses, chlorinating equipment, water clarifiers, ionic interchangers, leak detectors, spectrometers, and refractometers.

As for noise pollution, the following offer the best sales prospects: noise dosimeters, analyzers, vibration monitors, recording equipment, calibrators, insulation materials, earmuffs and plugs.

Contacts

For information on trade opportunities in Mexico, contact Gil Rishchynski, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-8625. Fax: (613) 943-8806.

Copies of the Market Studies on the above sectors are available through Info Export (see box at bottom of page 12).

Prospects in Peru's Mining Sector

Report on Peruvian Mining (#45LA), prepared by the Canadian Embassy in Lima, Peru, provides an overview of the mining sector in that country. The section on opportunities for Canadian exporters reveals that the biggest markets continue to be for items such as trackless equipment, drills, steels and bits, consulting services, diamond drilling equipment, winches, tires and spare parts. According to the report, there is also good potential in hydraulic cylinders, specialty items, air compressors, pumps, locomotives and other products for small-scale mining. The report also includes advice on the selection of a good agent, joint venture or licencing manufacturing as well as the need for repeated visits and strong commitment to the market.

Korea: A \$2-Billion Telecommunications Market

Major marketing initiatives are required by Canadian companies if they want to get their share of the growing \$2-billion telecommunications market in Korea.

This advice is contained in *Market Study on Telecommunications in Korea*, commissioned by the Canadian Embassy in Seoul.

The study points out that the Korean government plans to invest heavily in upgrading telecommunications infrastructure as well as in research and development in order to become a technologically advanced country by the year 2000.

To achieve this, the country intends to increase the number of digital switching systems and set up a switching network for international fax service, packet-switching networks, network management systems, data communications networks, satellites, mobile telephone service and wireless paging service.

Total telecommunications equipment needs are expected to increase at an average annual rate of 10.1 per cent, reaching US \$3.6 billion by 1996.

This modernization plan offers good sales prospects to Canadian suppliers of data communications, packet-switching, LAN and network devices, network management systems, mobile communications equipment, fibre optic equipment, cables, satellite communications equipment, antenna and VSAT equipment.

The study cautions, however, that the Korean market is for experienced exporters only—those who have a quality product and the export skills necessary to win a slice of a profitable and growing telecommunications market.

The study also lists information on Korean government telecommunications agencies, research institutes and procurement agencies, private-sector telecommunications associations and major Korean telecommunications companies and agencies.

Telecommunications exporters

may wish to participate in the **International Telecommunications Exhibition and Conference** to be held in Seoul, February 12-15, 1992—a major Canadian presence is expected at the show.

For more information on the telecommunications market in Korea and the Exhibition—or to obtain a copy of the study—contact Ron Kellison at External Affairs and International Trade Canada (EAITC)'s Information Technolo-

gies and Electronics Division (TDE). Tel.: (613) 996-1907. Fax: (613) 996-9265.

Or contact directly H. Jacob Kunzer, First Secretary (Commercial), Canadian Embassy, P.O. Box 6299, Seoul 100-662, Republic of Korea. Tel.: (011-82-2) 753-2605. Fax: (011-82-2) 755-0686.

For more information on trade opportunities in Korea, contact Cam Miller at EAITC's East Asia Trade Division (PNC). Tel.: (613) 943-0897. Fax: (613) 996-4309.

Singapore Educational Services

Education has been a major item of public expenditure in Singapore, and Canada could get a share of the market.

That's one of the findings contained in *Sectoral Analysis—Singapore Educational Services Industry* prepared by SRI International for the Canadian High Commission in Singapore.

The Market

The government's commitment to education is seen in the growing allocation of funds for training workers through enhanced learning opportunities, training programs and facilities.

Opportunities

The government's strong emphasis on skills development and training has created a large potential for growth in adult training in various sectors. Current and future Economic Development Board programs in TV-led training programs offer opportunities for Canadian consultants.

Opportunities also are available for suppliers of technical equipment training, including computers, machines and other instruments for technical training.

Demand for other Information Technology education-related services such as computer schools is expected to grow as the population is kept abreast of

changes in technology.

Other growth areas include engineering and business administration, commerce and banking insurance, as well as dance, language and music schools which are expected to grow with the increased affluence of the population and the trend towards shorter working hours.

Marketing Tools

The best venue for marketing educational services is through events like the International Education Career Development Week that brings together clients and institutions of learning from several countries, including Canada; and through exhibits.

Additional Information

The study also includes lists of key industry and government contacts, tax incentives administered by the Economic Development Board, vocational institutes, foreign system schools, and private training organizations—commercial, computer education, fine art, language and tutorial schools.

For more information on trade opportunities in Singapore, contact Louise Branch, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-5824. Fax: (613) 996-4309.

Individual Consultants Retained Directly by the World Bank

The World Bank frequently hires individual consultants to assist its staff in the preparation, appraisal, and evaluation of Bank-funded projects.

Individual assignments typically range from 20 days to 40 days, and usually include a mission to the project locale in the recipient country. Often, the same consultant is re-hired for follow-up assignments at a later stage of the project. Consulting firms, technically, are not eligible for such assignments, but consultants employed by the firm can be hired.

These assignments can be particularly useful for consultants in establishing longer-term relationships with both Bank staff and

government officials in the borrowing countries, and in obtaining critical advance information about downstream project opportunities. Firms should be cautioned, however, that some jobs (i.e. design of TOR or specs) can potentially disqualify the consultant's firm from bidding on related downstream work.

In fiscal year 1989 (June 30), 229 Canadians were hired for a total of 334 individual assignments, representing 8,228 person-days and 3.2 per cent of the total days contracted by the Bank. Assuming an average salary of \$450 to \$550 per day, Canadian consultants earned approximately \$3.7 to \$4.5 million from these jobs. (Canadian con-

sulting firms earned over \$70 million in fiscal year 1990 from actual project work contracted directly by the borrowers of World Bank funds.)

Compared to other developed nations, Canada, in both 1989 and 1990, ranked fourth in individual consulting assignments, following the United States, Great Britain, and France. The U.S. dominates roughly one-third of all such consultant hiring, while Great Britain maintains 7 per cent to 8 per cent, and France 4 per cent to 6 per cent.

To assist the World Bank in hiring Canadians, the Canadian International Development Agency (CIDA) established the **Canadian Consultant Trust Fund** several years ago. This fund has been utilized by the Bank to the extent of about \$500,000 per year for each of the past two years (about 15 per cent of the World Bank's total expenditures for hiring Canadians). The fund is for use by bank staff only: Canadian consultants cannot apply directly.

Individual consultants interested in World Bank assignments should establish and cultivate appropriate personal contacts at the World Bank. There is no formal registration process at the World Bank for individual consultants.

For further information contact:

Office for Liaison with International Financial Institutions (OLIFI), Canadian Embassy, 501 Pennsylvania Avenue, Washington, D.C. 20001. Tel.: (202) 682-7788. Fax: (202) 682-7726.

International Financial Services and Capital Projects Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251. Fax: (613) 943-1100.

Development of New Electronic System Cuts Cost to Exporters

The development of a business communications system using computer-to-computer transmission will mean cost savings to exporters and the elimination of time-consuming paper work.

Electronic Data Interchange (EDI), based on internationally recognized standard messages (invoices, purchase forms, etc.) will allow exporters to:

- respond and fill orders in a fraction of the time it now takes;
- speed the movement of goods through customs;
- improve the accuracy of information reaching customers; and
- decrease the time between order and payment.

The system will result in significant cost savings for the exporter and customer by replacing voluminous paper documentation, traditionally used in in-

ternational trade, with instantaneous electronic communication.

Canada is playing a prominent role in the development of the internationally recognized messages — collectively called UN/EDIFACT.

Canadian work on UN/EDIFACT is being carried out by the Joint Technical Committee on Electronic Data Interchange (JTC/EDI) which consists of both private-sector and government representatives.

Interested businesses wishing additional information on the JTC/EDI or UN/EDIFACT may contact Daniel J. White, Business and Transportation Services Division (TPS), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-0688. Fax: (613) 996-1225.

STUDYING THE MARKETS

Poland Trade Guide

Canadian business people wanting to take advantage of the new trade and investment opportunities in Poland can get some pointers from a just-published guide.

General Trade Index & Business Guide - Poland is an 800-page publication offering information on establishing business relations with Polish companies.

In addition to detailing investment requirements in Poland, the guide provides tips on establishing lines of communication with Polish companies and on how to capitalize on the economic reforms that are taking place in Poland — privatization, price deregulation, currency convertibility, and liberalization of trade and foreign investment requirements.

The guide is divided into two sections: the first deals with general information on the Polish economy, acts and regulations, useful tips on geography and tips on travel, as well as maps and graphs.

The second section — some 500 pages — lists firms seeking cooperation with foreign partners, with names of contacts, line of business, number of employees, and annual sales.

In addition to an alphabetical list of firms, the guide offers an alphabetical index of products or services sought and offered.

The guide is available (price: \$160) from Business Foundation Canada, c/o Foundation for the Club of Rome, 2087 Dundas St. East, Suite 202, Mississauga, Ont. L4X 1M2. Tel.: (416) 624-0105. Fax: (416) 624-1881.

Hong Kong Business

A bi-monthly magazine published by the Canadian Chamber of Commerce in Hong Kong, the largest chamber outside Canada, **Canada Hong Kong Business**

reaches 10,000-plus Pacific Rim decision-makers through circulation (3,300 copies) on First and Business Class Canadian Airlines International flights between Vancouver and Hong Kong; Hong Kong Canada Business Association sections across Canada (1,400 copies); corporate distribution (2,300 copies); Chamber members and visitors (1,500 copies); and Commission for Canada Trade and Immigration sections (1,600). To subscribe (annual rate, including postage and packing, is \$40.00) contact Watson Group, P.O. Box 6622, Station D, Calgary, Alberta T2P2E4. Tel.: (403) 234-7344. Fax: (403) 234-7343.

Development Bank Opportunities in Monthly Publication

The Asian Development Bank (ADB)'s monthly publication has been upgraded, giving more detailed information on each project.

ADB BUSINESS OPPORTUNITIES: Proposed Projects, Procurement Notices and Contract Awards is divided into four parts: proposed projects; advanced action on procurement, consultant recruitment and retroactive financing; procurement notices; and contracts awarded.

Proposed Projects is subdivided into several sub-sections, including new projects; loan projects; and technical assistance projects. For each project, the reader will find the name of the executing agency, the loan amount, the date of listing, objectives and scope, the goods/services required, the processing stage and the project officer.

For a subscription to **ADB BUSINESS OPPORTUNITIES** — US \$30 for one year (12 issues) by airmail — send request to: Subscriptions, Information Office, Asian Development Bank, P.O. Box 789, 1099 Manila, Philippines.

Telecommunications in El Salvador

With stability returning to El Salvador and the country being committed to a program of import and market liberalization, Canadian firms can anticipate increased export opportunities in this region — particularly in the telecommunications field.

Investment by government-owned ANTEL in the telecommunications industry is planned to exceed US\$350 million over the next five years, meaning projects are likely to be assigned to large private companies from outside El Salvador.

The bulk of ANTEL's new purchases are likely to be shared among the traditional European suppliers (SIEMENS and ERICSSON), with some new business going to Canada's Northern Telecom whose technology makes it well positioned in this market.

Significant about this enormous expansion is the private-sector spin-off, since all the telephone apparatus will be purchased primarily by the private sector. This will represent something in the order of 230,000 units over the next five years.

Another possible market opportunity for Canadian exporters is in the supply of television transmission and other related equipment and services.

Information on this market as well as copies of the report may be obtained from Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada (EAITC), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8808; or contact directly Commercial Division, Canadian Embassy, Apartado Postal 10303-1000, San Jose, Costa Rica. Fax: (011-506) 23-23-95.

PUBLICATIONS

EAITC Publications

The following publications are available from *Info Export* (see the box at the bottom of the page to order).

Australia: A Market for Fish and Fish Food Products (#24B) reports on Australia's imports of fisheries products, Canada's status as a supplier to the Australian market (\$48.1 million in 1988-89) and specific market opportunities—canned salmon, frozen/smoked fillets, canned sardines, herring, crustacea and molluscs, and fish preparations (paste, caviar)—for Canadian exporters. In addition to listing key contacts, the report considers aspects of Australian import regulations and requirements such as market access and restrictions, tariffs, terms of trade, and packing and labelling procedures.

Despite its title, **Report on the Petroleum Sector - Bolivia (#44LA)** also deals with the natural gas market in that country. Topics covered in the report include the regulatory framework,

projects under way and being considered, marketing information and marketing strategy, policy regarding imports, purchasing procedures and useful addresses. According to the report, technical services required and being financed by the Inter-American Development Bank include seismic data interpretation, well simulation for primary recovery, software for optimization of production (especially gas), technical assistance in heavy oils (transport and recovery), sand and water control and treatment, and bottom hole pressure gauges for gas wells.

Canadian exporters of forestry equipment may find it worthwhile to explore the market in New Zealand. The **New Zealand Forestry Sector Report (#7CA)** identifies opportunities for Canadian manufacturers of forestry harvesting and handling equipment (tree-fellers, de-limbers, skidders, yards, trucks and trailers), technical services, industry-related software packages, and sawmill equipment.

Designed by specialists, with the foreign buyer in mind, the bi-annual publication will offer a variety of information in an attractive and simple format.

In addition, **CANEXPORT** will provide a free, quick and convenient referral service to get catalogues and price information from advertisers to potential buyers through a modern and innovative databank inquiry system by fax.

For more information on the service and conditions and rates of advertising, contact **CANEXPORT**, 141 Niagara, Kirkland, Quebec H9J 3B2. Tel.: (514) 426-5865. Fax: (514) 426-5864.

Business Agenda

Saskatoon — July 28 - August 1 — Annual Canada-Japan Canola Preconsultation. Contact G.H. Bates, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 995-8628.

Abbotsford — August 7-11 — Airshow Canada '91. North America's International Aerospace Showcase will bring together aerospace professionals and industry executives from around the world. In addition to the "Sharing the Skies" symposium, a procurement seminar will explain to aerospace suppliers how the government's purchasing system works and how to maximize trade opportunities. Contact Airshow Canada, Abbotsford. Tel.: (604) 852-4600. Fax: (604) 852-3704.

Correction

The correct telephone/fax numbers in the article "How to Get into the U.S. Market" (*CanadExport*, Vol. 9, No. 10, June 3, 1991, p.5) are, tel.: (416) 928-1003; fax: (416) 928-0640.

Non-EAITC Publications

Canadian exporters now have access to a new publication designed to advertise their products and services throughout the world.

Through **CANEXPORT**, exporters will be able to reach 60,000 decision makers in global areas with the greatest growth potential.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
if undeliverable:
CANADEXPORT (BPT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2



CANADEXPORT

External Affairs and
International Trade Canada

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Supplement:
Canada and the EC
See story pages 5-8

U.S. Clean Air Act Affords Business for Canada

(Second in a two-part series)

The first major overhaul of U.S. air pollution legislation since 1977, the new U.S. Clean Air Act (CAA) could result in expenditures—and potential opportunities for Canadians — of \$20 billion to \$30 billion per year through the turn of the century.

Areas that offer potential:

Consulting Services — Companies that can interface between regulators and polluters will enjoy a substantial volume of business. The market is ripe not only for the large, multidisciplinary firms, but also for the specialized regional companies. Services will range from complex mathematical modelling, to odour control, to permitting and planning, to developing new industrial processes for minimizing emissions.

Because of the high costs involved in many air pollution control projects, there will be a need for considerable project management and turnkey construction services.

Specialized Canadian consultants wanting to take advantage of Southern California's persistent shortage of engineering personnel should consider establishing a local presence, perhaps through a complementary partnership.

Other than engineering services, opportunities will abound for public affairs, public relations and related consultants, and for specialists to work with regulators to develop new local regulations, respond to violation notices, etc.

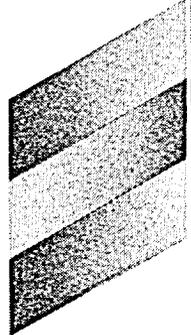
Operation, Maintenance and Repair Companies — The use of independent contractors to operate pollution control systems has proved very successful. For air

pollution systems, outside operators will be attractive to clients facing constraints on hiring or unavailability of trained personnel. In addition to operations, many facilities enter into maintenance contracts with guaranteed response times for emergency and planned outages. Frequently these contracts will provide for routine inspections, parts replacements and preventive maintenance.

Clean Power Production — The independent power production industry is already well developed to provide renewable and alternative electric power. In the utility industry, the 1990s will require non-nuclear capacity additions, demand-side management technologies, and a growing focus on energy conservation and energy-efficient technologies. The utilities will replace high sulfur coal and oil with natural gas, and will buy increasing amounts of power and capacity from independents.

A new generation of pollution control equipment will be needed as aging urban generation units need to be repowered. Air quality and public utility regulators will be pressuring utilities for alterna-

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Canada

EAITC's Resources Restructured to Meet Trade Priorities

The priority being given to the Government's competitiveness/prosperity issue, North American Free Trade, and international marketing and trade development has resulted in the reorganization of existing trade resources within External Affairs and International Trade Canada.

To more effectively meet the challenges these priorities pose, the Department's existing trade resources have been restructured into three Branches:

- **Trade Policy** — This Branch is structured to run future negotiations;
- **Trade Development** — This Branch supports international marketing and trade services to exporters. It is the key link to Industry, Science and Technology Canada, to other government departments, and provincial governments. Equally important, this Branch interfaces with Canada's exporting and investment community.
- **Economic Policy and Trade Competitiveness** — This group, in addition to economic policy matters, is the Department's focal point for the key competitiveness agenda.

The Multilateral Trade Negotiations Branch will remain essentially as it is until after the Uruguay Round; bilateral trade relations and trade development remain the responsibility of the respective geographic branches.

A NEW LOOK AT EXPORTING

The Subscription Conundrum

This and the three previous issues of *CanadExport* contain a subscription renewal card which is designed to give us a clearer picture of our subscribers; to help us serve you better; and to obviate our sending the publication — at taxpayers' expense — to those who do not want it.

This 'subscription conundrum' has given rise to some interesting discussions with departmental colleagues and editorial staff, the principal points of view being:

- *CanadExport* should be sent only to those who wish to receive it;
- the quality of the publication should be such that its readers will be prepared, ultimately, to pay for their subscriptions; and
- *CanadExport* is a public service (i.e. already paid through taxes) and should reach as wide a business audience as possible.

The Cost of Providing a Public Service

Out of a sense of fiscal responsibility, the Government and the Treasury Board are seeking to recover more and more of the costs associated with services that are not universal. One accurate gauge of a service's usefulness is how much a customer is willing to pay to have it. Since we do not have a monopoly on export information, charging a fee would help us to achieve our self-set objective of excellence. (Subscribers pay for quality; not just information).

Monthly, *CanadExport* receives about 200 written applications for subscriptions. Of this number, how many would subscribe if they had to pay \$50 per year (for 23 issues)? I am talking here about **recovering** our costs — not about profit-making. To those who would argue that they have

already paid (through taxes) for *CanadExport*, there is but one logical answer: the amounts which can be invoiced should be deducted from the Government's budget.

The Mandate to Provide a Public Service

This concept is more complex than that of costs. One objective of External Affairs and International Trade Canada (and of *CanadExport*) is to increase our country's exports. We can help attain this goal in at least two ways:

- by supplying exporters and would-be exporters with information that will enable them to make the best decisions; and
- by informing as many Canadian businesses and individuals as possible about the challenge of exporting, its potential and its importance to Canada.

The first consists in providing specialized information to businesses that are exporting or that desire to export; the second in providing more general information to those who could export — if given sufficient motivation. The Government of Canada is seeking to reach these two audiences.

Since the needs of these audiences differ, *CanadExport* cannot serve both well at the same time. The former group knows roughly what it wants; the latter must be educated and trained.

In trying to please everybody we annoy readers in both camps — as attested by those who state that we are wasting paper dealing with subjects that, depending on the writer, are either too specific or too general.

We cannot satisfy/service every segment of the public. We will continue to provide specific information to companies where exporting is a major concern. We will provide this information only to those who have confirmed that they wish to receive it.

CANADEXPORT

Editor-in-Chief:

René-François Désamoré

Editors: Louis Kovacs & Don Wight

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

René-François Désamoré
Editor-in-Chief

The next issue of
CanadExport
will be published
September 3, 1991.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRITAIN — An electronics service and repair company that deals primarily with industrial/military markets throughout the U.K. seeks to be the local service, repair and technical support agent for Canadian firms that already supply or are about to start to supply power conversion electronics (linear, switched mode, converters), power amplifiers and analogue electronic products to the U.K. Contact Paul Talbot, Managing Director, QES

Ltd., Bessemer Drive, Stevenage, Hertfordshire SG1 2DX, England. Tel.: 0438 310154. Fax: 0438 318420.

BRITAIN — Canadian precision parts manufacturers seeking to have their work subcontracted or manufactured under license in the United Kingdom may wish to use the services of M.D. Prajapati, Sales Director, N.P.D.D. Engineering Ltd. (Trading as Nisan Engineering), Tith Street, Leicester LE5 4BN, England. Tel.: (0533) 769198.

COSTA RICA — A diversified cooperative and meat packer is looking to Canada to source: raw salted cow hides; industrial edible gelatine; regular and bio-degradable styrofoam; prepared mixed spices for sausage making; and special casings for Mortadela meat rolls (4-5 inches in diameter). The company also is interested in the possibility of a specialty soap manufacturing joint venture with a Canadian company that has strong marketing capabilities. Contact Lic Orlando Jimenez N., General Manager, Coopemontecillos, R.L., Box 4105-1000, San Jose, Costa Rica. Tel.: (506) 33-3611. Fax: (506) 23-69-67.

CZECHOSLOVAKIA — A newly-founded private company is

interested in joint cooperation in assembling, testing, selling, servicing and producing in Czechoslovakia such products as security and alarm systems, magnetic card access systems, and paging systems. Contact Jiri Trojan, Robinson, U Borku 413, 530 03 Pardubice, Czechoslovakia.

CZECHOSLOVAKIA — Joint cooperation with a western firm is sought by a producer of tire removers and hydraulic lifting mechanisms. Contact Ing. Pavol Galo, Bratislavské automobilové závody a.s., odstepny zavod Nitra,

NEW ZEALAND — An importing/distributing company seeks suppliers of automotive electrical cable windshield wiper equipment (heavy duty for trucks and buses), circlip pliers, rollpin punches, screw drivers (including bits), and drills (including bits). Contact Mrs. Dianna Pratchett, J. Russell Hancock Limited, P.O. Box 414, Wellington, New Zealand. Fax: 09-712-405.

NEW ZEALAND — Selling to more than 400 bathroom, hardware, do-it-yourself and plumbing shops, a manufacturer of shower and bath screens wishes

to import additional bathroom accessories from Canada. Contact Greg Smale, Managing Director, New Line Shower Screens Limited, P.O. Box 100-820, North Shore Mail Centre, Auckland, New Zealand. Fax: 09-443-0044.

SPAIN (Ref. CHE) — A company here represents a Barcelona-based client (with Spanish-wide distribution) that wishes to enter a joint venture manufacturing and/or distribution arrangement with Canadian manufacturers/suppliers of auxiliary chemical products (paints, detergents, fungicides, food dyes, food thickeners and different additives). Contact client representative Jaume Angerri, Technology Management Department, ICT, Via Laietana, 39, 4rt, 5e, 08003 Barcelona, Spain. Tel.: 319 88 11. Fax: 310 35 35.

SPAIN (Ref. CIB) — A well-established company founded by one of Spain's most important financial groups wishes to import electronic and computerized products for blind and disabled people. Among the products sought are new machines incorporating braille language, new symbol language software, and new automatic telephone answering devices. Contact as in Spain above.

Business Opportunities

Sturova 72, 949 01 Nitra, Czechoslovakia. Tel.: 087/294 89. Telex: 98228. Fax: 087/25014.

CZECHOSLOVAKIA — A firm interested in sales and service of computers and consumer electronics also seeks joint cooperation in the manufacture of printed circuit boards, electronic modules, and technological and laboratory equipment. Contact ELINS, družstevni podnik AK Slosovice, 763 15 Slosovice, Czechoslovakia. Tel.: 067/981 572. Fax: 067/952 694.

CUBA — A tender has been issued for the supply of a complete resin distillation plant which will produce 3,000 tons per year of colophony and turpentine oil. Resins to be used are from the species *pinus tropicalis morelet* (female) and *pinus caribaea morelet* (male). Interested suppliers can receive English tender documents by contacting Commercial Division, Canadian Embassy, Havana. Telex: (Destination code 28) 51-1586 (CAN CU). Fax: (011-53-7) 22-70-44.

NEW ZEALAND — A long-established importer seeks Canadian kitchenware, housewares and tableware. Contact John Skinner, Kerr Cowan Ltd., P.O. Box 36121, Auckland, New Zealand. Fax: 09-815-0995.

Quarterly Report from Posts

Business Activities at 75 Canadian Posts
During October-December 1990

| | TRADE ENQUIRIES | | INVESTMENT ENQUIRIES | | BUSINESS VISITORS | |
|---------------------------|-----------------|-------|----------------------|-------|-------------------|-------|
| | CDN | LOCAL | CDN | LOCAL | CDN | LOCAL |
| AFRICA & MIDDLE EAST | 2225 | 2408 | 34 | 101 | 489 | 1154 |
| ASIA-PACIFIC | 6735 | 6446 | 153 | 144 | 2124 | 3158 |
| EUROPE | 8532 | 8988 | 393 | 644 | 2407 | 3024 |
| LATIN AMERICA & CARIBBEAN | 5935 | 8399 | 44 | 73 | 1160 | 2484 |
| UNITED STATES | 7955 | 8438 | 184 | 414 | 2154 | 1879 |

U.S. Air Act Has Business Potential

Continued from page 1

tives to conventional generation in polluted air basins. These alternatives include solar, wind, geothermal and hydro power (California-installed solar power already exceeds \$1 billion; wind power installations amount to more than \$2 billion).

Gas-fired co-generation will provide the largest non-utility additions to capacity in the 1990s. The development of the NOx control technologies, especially high-efficiency, combined-cycle gas turbines, will provide a major boost to their use both by utility and non-utility power providers.

Clean Fuels, Clean Vehicles — The CAA points to tremendous opportunities as a result of the need for clean fuels and vehicles. The market should be in the hundreds of millions by 1995.

It will focus on alternative fuels (methanol, ethanol, fuel additives, reformulated gasolines, natural gas, possibly hydrogen, electric fuel cells, and electric battery power). Advanced emission control systems for cars, buses and trucks are also under consideration.

Mandatory recycling of chlorofluorocarbons (CFCs) by 1992 will force all service stations, auto repair shops and car dealerships to install CFC recovery equipment for air conditioning servicing.

For more information, contact Michael Pascal, Commercial Officer, Canadian Consulate General, 300 South Grand Avenue, 10th Floor, California Plaza, Los Angeles, California 90071, USA. Tel.: (213) 687-7432. Fax: (213) 620-8827. Telex: 00674657 (DOMCAN LSA).

New Exporters Training Programme

A New Exporters Training Programme for businesses in the Ottawa Carleton and National Capital Region and running over a 10-month period, will commence September 16, 1991 in the auditorium of the Lester B. Pearson Building, 125 Sussex Drive, Ottawa.

The practical approach programme is designed to assist businesses that have a potential for, an interest in, or just wish to expand their knowledge of exporting. The aim, too, is to enhance their competitiveness in the export market.

Elements of the programme include export financing, export transportation issues, customs and other documentation, and trade shows.

The programme is sponsored by the Federal Business Development Bank in conjunction with the Ottawa Carleton Industrial Training Committee, the Ottawa Carleton Board of Trade, and Algonquin College.

For registration — the cost is \$1,000 per company — and other information, contact Douglas L. Marshall, Project Co-ordinator, New Exporters Training Programme, Federal Business Development Bank, 280 Albert Street, Ottawa K1P 5G8. Tel.: (613) 237-2571/995-0234. Fax: (613) 995-9045.

EAITC Officer Receives Business Award



David Knowles

The first Award for Service to International Business Education in Canada was presented June 1, 1991 to David Knowles, External Affairs and International Trade Canada (EAITC).

Knowles was chosen as the 1991 recipient because of his championing of the Centre for International Business Studies (CIBS) program and his expanding it in terms of numbers (from 5 to 7) and budgets; his recognition of the need (and the development of discretionary funding) to nurture and support initiatives at universities lacking CIBS; and his efforts to strengthen the links between university international business educators and External Affairs and International Trade Canada.

The award, made through the generosity of Boston-based international business textbook publisher PWS/Kent Publishing Company, was presented by the International Business Division of the Administrative Sciences Association of Canada (ASAC).

— Canada and the EC —

— 15 Years of Cooperation —

This year marks the fifteenth anniversary of the Canada-EC Framework Agreement for Commercial and Economic Cooperation. The aim of the Agreement is to “consolidate, deepen and diversify (our) commercial and economic relations...on the basis of mutual benefit”. The Agreement provides a framework to follow and to discuss developments arising from changes in the market place or government policies. The Agreement is designed to address all aspects of Canada-EC commercial and economic cooperation, and it serves to facilitate trade and investment, as well as to encourage various forms of industrial, R&D, and technical cooperation.

The Agreement provides the impulse for a wide range of cooperative endeavours among players on both sides including government, the private sector, industry associations, and the academic community. Cooperation now takes place in numerous sectors including metals and mineral products, wood and paper products, processed food, uranium, energy conservation equipment and processes, environmental technologies, and telecommunications. Scientific collaboration, including in some cases joint R&D projects, takes place in diverse areas such as radioactive waste management, hydrogen transportation technology, public health research, thermonuclear fusion, complex mineral ore processing, and agricultural biotechnology. The scope of collaborative effort and exchanges of information has increased greatly and reflects the range and complexity of Canada-EC relations and interests. The Agreement will continue to evolve and to provide a solid basis to meet these needs.

In addition to activities under the Framework Agreement, there are annual Ministerial meetings with the European Commission and regular meetings of senior officials charged with overseeing Canada-EC relations. These allow senior policy makers to review the state of bilateral relations and to consult on international issues. The latter has become particularly important as the EC becomes a more active player in international economic, commercial, monetary, and political affairs.

Recognizing the growing importance of the political dialogue between Canada and the EC, the two parties issued a “Declaration on European Community-Canada Relations”, in November 1990. Generally known as the “Transatlantic Declara-

tion”, it builds on our common heritage and values, and sets the principles and goals of a new partnership. The Declaration is an important political tool which follows-up on existing arrangements, such as the Framework Agreement, but extends the scope for cooperation into new areas such as combatting terrorism and drug trafficking. Furthermore, it lifts the level of political dialogue to that of government leaders and defines specific consultative procedures. For example, regular meetings will be held between the Prime Minister on the one side, and the Presidents of the European Council and the President of European Commission on the other. In addition, the Declaration calls for bi-annual meetings between the Secretary of State for External Affairs and the President of the Council of Ministers of the EC together with the Commission. The Declaration also welcomes closer contacts between the European and Canadian Parliaments.

The European Community is driving towards greater economic, commercial, and political cohesion: the 1992 Single Market initiative is establishing a truly common market among the twelve member states with full freedom of movement for goods, services, persons and capital; two Intergovernmental Conferences are rewriting the basic treaties of the EC in the move towards monetary and political union; the EC is now negotiating to extend the “four freedoms” of movement to the seven members of the European Free Trade Association, thus binding those countries even more closely to its future; Austria, Sweden, Turkey, Cyprus and Malta have formally applied for membership in the Community; and the EC is negotiating new association agreements with Poland, Hungary, and the Czech and Slovak Federal Republic that will provide new levels of cooperation and integration.

With the EC now redrawing the entire economic, commercial and political map of Europe, a central challenge for Canadian trade and foreign policy in the 1990s is to build a strong, effective Transatlantic relationship that will serve Canadian interests. The basis for this is already well established: after the USA, the EC is Canada’s largest commercial and economic partner, and the institutional structures now in place put Canada in an excellent position to continue to develop its bilateral and multilateral interests with Europe.

Canada-EC Trade and Investment

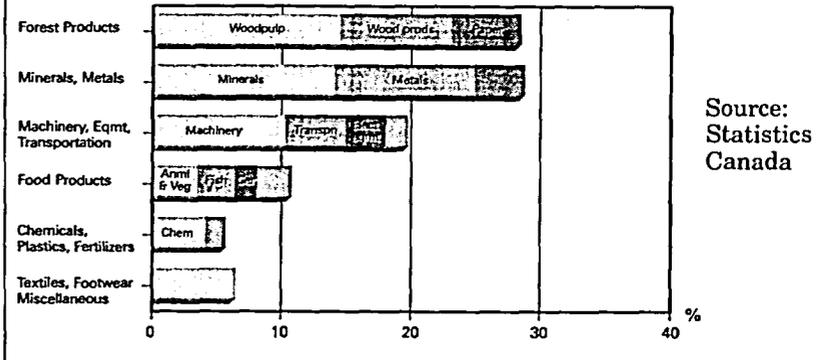
The EC is Canada's second largest trading partner, with Canadian exports of \$11.5 billion in 1990 and imports of \$15.6 billion. Fifteen years ago, Canada exported \$4.5 billion to the EC with imports of \$3.1 billion. Canadian exports are still largely based on resource sectors (minerals and metals with 28.7 per cent and forest products with 28.5 per cent in 1990), but the manufacturing sector of machinery and equipment and high technology goods has increased to almost 20 per cent.

The EC market is of considerable importance to almost all provinces. Ontario with \$3.5 billion, Quebec with \$3.1 billion and B.C. with \$2.6 billion had the largest absolute volume of exports to the EC in 1990. However, in terms of the percentage of a province's total exports that go to the EC market, New Brunswick leads with 19.2 per cent, Newfoundland is second with 17.9 per cent and Nova Scotia is third with 16.5 per cent.

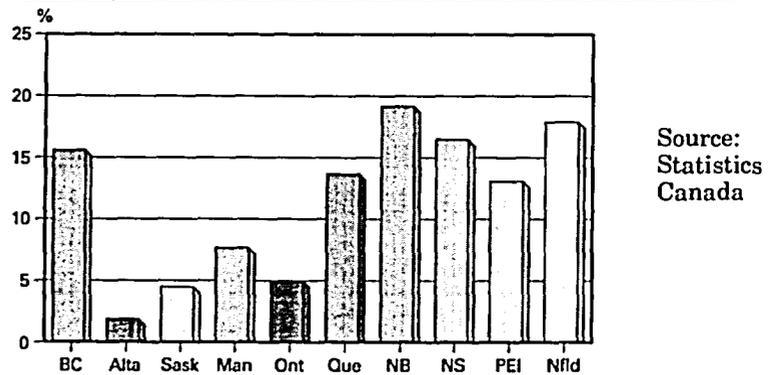
The stock of Canadian direct investment in the EC has risen from \$4.8 billion in 1983 to \$17.8 billion in 1990. During the same period, EC direct investment in Canada rose from \$13 billion to \$30.2 billion. This makes the EC Canada's largest source of, and destination for, foreign direct investment, after the U.S.

In 1989, the last year for which complete figures are available, manufacturing accounted for 60 per cent of Canada's direct investment in the EC; of this total, wood/paper constituted 29 per cent, and non-ferrous metals 24 per cent.

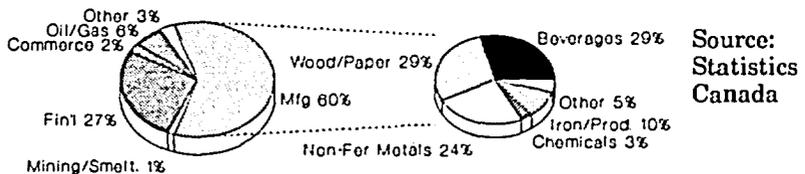
Canadian Exports to EC by Industry — 1990



Exports to EC as Percent of Total Provincial Exports — 1990



Canadian Foreign Direct Investment in the EC — by Industry (1989)



A Single European Market and Beyond

The Treaty of Rome in 1957 gave birth to the European Common Market. Customs tariffs between member states were quickly phased out, but a wide range of non-tariff barriers remained in place.

In 1985, the EC countries decided to build a truly Single European Market that would deal with barriers to the four freedoms of movement for goods, services, labour, and capital. The program called for the adoption of 282 legislative measures. By mid-1990, all measures had been introduced by the European Commission and, as of mid-1991, over 60 per cent had been approved by the Council.

This initiative deals not only with the movement of goods, services, etc. It also consists of new, common policies in areas of shared (EC and member states) jurisdictions on R&D, environment, air transport, business mergers, energy, regional development, university cooperation, social rights and cultural co-operation. This collective project is nothing short of revolutionary. It is radically transforming the European economic, cultural and political landscape and has made possible a new "Renaissance" of Europe.

DEALING WITH THE NEW EUROPE

The Single Market is a far reaching program that

is creating the world's largest trading entity. In 1990, for the first time, the GDP of the EC surpassed that of the USA and, in the same year, the EC replaced the USA as the number one destination of foreign direct investment. Companies from

around the world are developing strategies for the new Europe. How can Canadian firms best prepare themselves to take advantage of the opportunities offered?

A European strategy should be central to Canadian companies' business plans. It should include careful consideration of investment options (acquisitions, mergers, joint ventures, strategic alliances), distribution and after-sales service, data on the market and the competition, technology acquisition, technical standards, and testing and certification procedures. A key approach, and one used successfully by a number of Cana-

dian firms, is that of forming strategic alliances with European partners.

Entering into a strategic partnership enables many Canadian firms to gain the advantages of a direct European market presence while avoiding the enormous costs and risks associated with an acquisition or a greenfield investment.

KEY 1992 CHANGES

Removing Physical Barriers

- Frees the movement of goods, services, labour and capital within the EC
- Assures that imports can move freely within the EC once they enter any member state

Eliminating Technical Barriers

- Allows unrestricted distribution to all EC countries once a product meets the technical standards of any EC member
- Allows industry to produce for a wider market
- Opens the public procurement market to competition

Removing Fiscal Barriers

- Reduces the differences in indirect taxes that distort trade among member states

Liberalizing Movement of Capital

- Enhances competition and choice in financial services
- Makes channelling of savings into investment more efficient and less costly
- Gives borrowers access to more diverse and cheaper financing
- Permits more competitive financing for investment and trade within the EC.

The European Single Market:

Strategic Messages for Canadian Business

Success in EC markets requires a vision of the future that is flexible with strong emphasis on quality, marketing, the definition of niche products and new, value-added and technology-driven approaches. Trade fairs, trade missions, assistance of trade commissioners and other methods can facilitate introduction and market awareness.

Early entry and long term commitment are necessary to establish a strong position.

Regulatory challenges, such as technical standards and public procurement barriers can be overcome through cooperation in strategic alliances.

Mutual recognition of standards, testing and certification procedures will simplify market penetration.



SOURCES OF INFORMATION

Europe 1992

External Affairs and International Trade Canada (EAITC) has been monitoring the Europe 1992 process closely and is keeping the public informed through a variety of activities: cross-Canada conferences, publications, and consulting services.

Publications

This summer/fall EAITC will release reports based on Europe 1992 market research conducted by Canadian and European consultants on the environmental industries, ocean industries, software, telecommunications, and value-added wood product sub-sectors.

Listed below is an outline of publications available through INFO EXPORT's Toll Free Number 1-800-267-8376:

1992 Implications of a Single European Market

Part I. Effects on Europe

Part II. Effects on Canadian Industrial Sectors

Reports on the following sectors have been published:

- Overview
- Agriculture and Food Products
- Automotive Products
- Financial Services
- Fisheries Products

- Forest Products
- Industrial Products and Services
- Minerals and Metals
- Professional and Consulting Services: Law and Accounting
- Specialty Chemical Products, New Materials, Pharmaceuticals

MOVING INTO EUROPE

(Available from INFO EXPORT
1-800-267-8376)

Prepared by the consulting firm PROSPECTUS, this report outlines the opportunities presented by Europe 1992, describes various types of strategic alliances, and suggests routes for the selection of a partner and the negotiation of a deal.

- and Biotechnology
- Telecommunications and Computers

The following will be published later in 1991:

- Company Law
- Defence, Aerospace and Transport

Other Reports:

- 1992 and Related Issues
- Standards and Quality Assurance: Canadian Successes in the European Market

Europe 1992 Working Group Reports:

Reports on the following sectors have been published:

- Agriculture and Food Products
- Competition Policy
- Defence Products
- Economic and Monetary Union
- Financial Services
- Minerals and Metals
- Standards
- Telecommunications and Computers

A report on Intellectual Property will be published later in 1991.

EC Tariffs

Information on European Community duties is accessible to Canadian companies on specially designed computer disks available through **Info Export** and the International Trade Centres across the country.

European Standards

We are working with the Standards Council of Canada to facilitate dissemination of facts pertaining to EC standards. An on-line service on EC standards data is now available through the Standards Council (available on Datapac Network and INET; tel. 1-800-267-8220).

For more information on the Europe 1992 program, contact the European Community Division of EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel:(613)996-2727.

Middle East Trade Shows Tackle Region's Needs

Canadian companies have an opportunity to pursue export markets, appoint agents and/or distributors, or look into joint venture possibilities by attending any or all of the following trade shows being held this autumn in the Middle East.

• **SAUDIAGRICULTURE 91** — October 6-10 — Riyadh, Saudi Arabia. Celebrating its tenth anniversary, this agriculture, irrigation and agri-industry show — which attracts buyers from the majority of the Gulf States — is the ideal marketing platform for companies not only new to the market but also established companies wishing to maintain and enhance their presence in the region.

In light of recent events, food security, agriculture and water resources are sectors of even more importance to this region. Indeed, under Saudi Arabia's current five-year plan, more than US\$37 billion is being allocated to these sectors.

• **SAUDI RISK CONTROL 91** — October 20-24 — Riyadh, Saudi Arabia. Worldwide market leaders from the fire, security and industrial safety industries are committed to participating in this event — the first show designed specifically to meet the needs of the estimated annual US\$420 million market for risk control equipment in Saudi Arabia.

Reports from External Affairs and International Trade Canada on incoming buying missions from Saudi Arabia indicate a readiness by Saudis to invest in and purchase from Canadian manufacturers in the risk control sector.

• **REBUILD KUWAIT 91** — November 2-7 — Bahrain. This exhibition will feature a broad range of technology appropriate to the country's reconstruction program including civil construction; oil, gas and petrochemicals; water and sewerage; power; telecommunications; transport and miscellaneous areas applicable to the country's immediate and future plans.

The timing of the exhibition falls in line with Kuwait's damage assessment program which will take some six months to complete. It is widely accepted that the placing of long-term contracts, valued well in excess of US\$50 billion, will be held back until after this period.

• **7TH MIDDLE EAST OIL SHOW & CONFERENCE** — November 16-19, 1991 — Bahrain. The Arabian Gulf's leading oil and gas event takes place close to the end of Kuwait's six-month damage assessment program, giving suppliers to the oil and gas sector a chance to promote themselves in a market that will offer many op-

portunities in the next five years.

• **SAUDI ELENEX 91/SAUDI AIRCON 91** — November 17-22 — Riyadh, Saudi Arabia. This specialized exhibition will feature materials and expertise needed in infrastructure development. Civil expenditures under the current five-year plan are to exceed US\$200 billion.

Further information on these Middle East exhibitions are available from the organizer's Canadian representative, UNILINK, 40 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Turkey Hosts Communications Show

Istanbul — Canadian communications industry representatives will have an opportunity to meet key industry decision makers from, among other regions, Turkey, Eastern Europe and the Middle East when they participate in **Communications Turkey'91** being held here November 20 to 24.

The Canadian Embassy in Ankara is participating in **Communications Turkey'91** with a core and information stand and encourages Canadian companies to attend.

Information on space rental, stand construction, financial assistance and other matters may be obtained from Canadian participation representative Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Forest Industry Focus of Chilean Expo

Concepcion — Canadian companies are being encouraged to participate in External Affairs and International Trade Canada's pavilion at **EXPOCORMA 91**, a major forestry equipment and services show being held November 25 to December 1 in this Chilean city.

Staged every second year, **EXPOCORMA** provides participants the ideal opportunity to explore and penetrate Chile's growing forestry market.

The local Chilean industry estimates that, by the year 2,000, as much as \$4 billion will have been spent on this industry — for new and improved pulp and paper mills,

saw mills, and transportation facilities.

At the 1989 **EXPOCORMA** Canada was among 24 participating countries and received the 'best pavilion' award. What's more, the 27 Canadian companies estimated sales of close to \$2.4 million over a 12-month period.

For application, cost, display material, booth, flight and other information pertaining to **EXPOCORMA 91**, contact Paul Schutte, Latin America and Caribbean Trade Division (LGTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.

Business Itineraries Can Coincide with Fairs, Conferences in India

Canadian companies planning business trips to India might consider arranging their itineraries to coincide with a number of trade fairs, exhibitions and conferences taking place in that country.

While Canada is not participating with a national stand or information booth at the following events, both External Affairs and International Trade Canada and Canadian trade officers in New Delhi and Bombay can provide information and assistance to interested Canadian companies.

• **International Exhibition on Lighting Technology (PRAKASH'91)** — October 7-13 — Pragati Maidan, New Delhi.

Over 400 million lamps are manufactured in India each year, yet there is tremendous scope for upgrading in product and process technology—fields to be highlighted at India's first international lighting technology exhibition.

The industry in India now is poised for massive renovation, necessitating collaboration and cooperation with technically advanced lighting companies throughout the world.

• **4th International Exhibition & Conference on Industrial Pollution Monitoring, Control and Safety (ENVIROTECH'91)** — October 28-November 2 — Nehru Centre, Bombay.

This event offers leading manufacturers/suppliers of pollution abatement equipment, monitoring and control systems an excellent opportunity to market their safer and cleaner technologies and their environmentally-friendly products and services.

Attendance at this event—there is a captive target audience—enables participants to make the right sales contacts. It is also an excellent forum for potential transfer of technologies and joint ventures.

India has enacted stringent laws

regarding pollution standards and has announced appropriate incentives for pollution control and reduction. Now it needs the technologies to realize these goals.

• **11th India International Trade Fair (IITF'91)** — November 14-24 — Pragati Maidan, New Delhi.

Over 2.5 million visitors, including 50,000 business persons, are expected to attend this fair which displays all aspects of industry, trade, science and technology.

This year, special emphasis will be on agricultural machinery, equipment and technology; fertilizer manufacturing machinery and technology; and chemical inputs for agriculture.

The fair is a centre for on-the-spot business; it is a cost-effective forum for launching new products, identifying new areas of economic cooperation, industrial collaboration and joint ventures—especially in developing countries.

• **National Association of Software and Service Companies Annual Conference (NASSCOM'91)** — December 5-6 — Bangalore.

Prospective buyers and sellers are being recruited for this conference/exhibition, the theme of which is "Globalization of Software Development".

With India being seen as a tremendous market for software and a great place to set up software workshops, the conference is expected to attract participants from the United States, Japan, the European Community, the Association of Southeast Asian Nations and Australia, among others.

Further information on these events is available from Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5903. Fax: (613) 996-4309. Telex: 053-3745.

Information and assistance may

also be provided by:

• Commercial Counsellor, Canadian High Commission, 7/8 Shan tipath Chanakyapuri, New Delhi 110 021, India. Telex: (Destination code 81) 031-72363 DMCN IN. Fax: (011-91-11) 687-6500 Ext. 401;

• Canadian Consulate, Hotel Oberoi Towers, Suite 2401, Nairiman Point, Bombay 400 021. Telex: 11-2334/5 (OBBY IN). Fax: (011-91-22) 287-5514.

U.K. Environmental Show Seeks Recruits

Birmingham — Canadian companies have a chance to get in on the European pollution control market—worth \$40 billion per year and with an annual growth rate of 11 per cent—by participating in **Environmental Technology Exhibition '91** to be held in this U.K. city, October 8-10.

The Canadian High Commission in London, following the success of last year's event, will have a Canadian area at Birmingham's National Exhibition Centre.

The U.K.'s largest and most comprehensive environmental industry trade show offers Canadian firms (making equipment for monitoring, controlling, cleaning or removing any form of environmental waste) an opportunity to present their products and technology to buyers both large and small who will be using more and more environmental equipment as awareness of the importance of environmental management and related European Community legislation increases.

For more information, contact—as soon as possible—Giles Scott, Commercial Officer, Canadian High Commission, 1 Grosvenor Square, London W1X 0AB, U.K. Tel.: 011 44 71 629 9492. Fax: 011 44 71 409 1473.

STUDYING THE MARKETS

Telecommunications in Costa Rica

A "significant demand" (averaging US\$175 million annually) exists in Costa Rica for telecommunications products and services, most of which are imported, says a market study prepared by the Canadian Embassy in San Jose.

The Market

Instituto Costarricense de Electricidad (ICE), the state-owned telecommunications authority, is the major purchaser, with plans to 1993 to order US\$75 million in exchanges, transmission equipment and cable. Purchases between 1993-96 are expected to total US\$125 million.

ICE also plans to expand the country's rural network. This will include the installation of small automatic commuter exchanges and public telephones using radio transmission or telephone lines.

A land station now being installed could result in the need for new terminal equipment, including microcomputers, fax terminals and teleconference equipment (transmitters, receivers, antennas, and portable microwave systems).

Sales to ICE are, by law, made through agents representing foreign suppliers. Most sales are in response to tenders with strictly regulated bidding procedures.

There is a small private-sector demand, concentrated in the urban centres, for such telecommunications products as PBX, radio and hand sets for use primarily by hotels, large businesses, banks and government departments.

The subscriber apparatus market accounts for annual sales in the \$6 million to \$12 million range.

Private individuals are a separate market segment, demanding primarily sets and, to some extent, cable and wire.

Factors for Success

The most important factors for success in the Costa Rican tel-

communications market are the need of a constant presence (through a good agent/representative); personal agent contact with ICE technical, policy and buyer decision-makers; having sound legal advice and financing.

To sell to ICE it is essential to pay strict attention to bid preparation. The slightest error can disqualify a bidder.

Private-sector sales success requires attributes in the agent/distributor similar to those for success with ICE. Good image and aggressiveness are also important as is a solid technical sales and service capability.

All telecommunications imports are subject to tariffs and taxes which, typically, total between 38 per cent and 48 per cent on the CIF value of the goods.

For information on this market or a copy of the study contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8808; or contact directly Commercial Division, Canadian Embassy, Apartado Postal 10303-1000, San Jose, Costa Rica. Fax: (011-506) 23-23-95.

Remote Sensing in Australia

Canadian firms active in the highly specialized field of remote sensing can find opportunities in Australia — particularly through joint venture and technical collaboration agreements.

These are some of the findings in *A Brief Guide to the Remote Sensing Industry in Australia*, a report produced by the Canadian Consulate in Melbourne.

Other potential opportunities

include various partnerships to help Australia develop a competitive space industry (currently, only five per cent to 20 per cent of remote sensing activities are in this field); joint development activities in airborne manufacturing; development in ground data reception facilities and in image processing and analysis systems.

The Australian market for high technology, estimated at \$14 billion, is highly dependent on imports: for every \$100 of exports, the country imports \$900 of advanced technology products.

Canada has an edge in this field because its technology and expertise are highly regarded. As well, many Australians prefer to do business with Canadians rather than other prospective international partners.

The bulk of Australia's remotely sensed data, estimated at \$A40 million in 1990, is used primarily by mining organizations (50 per cent), and in the monitoring of natural resources and management activities in forestry, fisheries and agriculture (30 per cent to 40 per cent).

For more specific information on the industry — or to obtain a copy of the study — contact the Canadian Consulate, One Collins Street, 6th Floor, Melbourne, Victoria 3000, Australia. Tel.: (011-61-3) 654-1433. Fax: (011-61-3) 650-5939.

Address Change

All Capetown Embassy personnel are now at 5th Floor, Nedbank Plaza, Corner of Church and Beatrix Streets, Arcadia, Pretoria 0083, South Africa. Mailing address is P.O. Box 26006, Arcadia, Pretoria 0007, South Africa. Tel.: (011-27-12) 324-3970. Telex: (Destination code 95) 3-22112 (322112 CANAD SA). Fax: (011-27-12) 323-1564.

Business Agenda

Montreal — August 10-17 — XVIII International Congress of Refrigeration. "New Challenges in Refrigeration" is the theme of this event which will bring together the major players from the scientific and industrial world of refrigeration and air conditioning. Organized for the first time in Canada, the Congress will also feature an international trade show where more than 3,500 visitors and delegates will discover the latest trends in, among other fields, air conditioning, biomedical technology, cryoengineering, and food preservation. For information, contact Steve Bittner, Coordinator, Organizing Committee. Tel.: (514) 773-1105. Fax: (514) 773-8461; or P.R. Charette, P.R. Charette Inc., Exhibition Management. Tel.: (514) 489-8671. Fax: (514) 487-3230.

Edmonton — September 4 — Doing Business With Japan. This one-day symposium will provide advice on the elements required to succeed in the Japanese marketplace as well as the barriers — both border and internal — that can impede the achievement of a successful business venture. The influence of Japanese culture on the business relationship will be addressed in one of the four concurrent sessions. Co-sponsored by the Faculty of Law and the Centre for International Business Studies, University of Alberta; Edmonton Chamber of Commerce; and the Canada/Japan Business Association in Edmonton. To register (fee is \$100 including GST), call (403) 492-2235.

PUBLICATIONS

Government of Pakistan's Measures to Revive the Economy provides an extensive overview on a series of privatization and deregulation measures undertaken by the Pakistan government. Highlighted are, among other measures, reforms in the field of foreign exchange control; measures to encourage foreign investment; fiscal and monetary incentives; financial markets; export processing zones; and tax reforms. Prepared for the Canadian High Commission in Islamabad by National Management Consultants (Private) Limited, Karachi. To obtain a copy, contact Ms. Deborah Kennedy, Asia Pacific South Trade Development Division (PST), EAITC. Tel.: (613) 995-7689. Fax: (613) 996-4309.

"Greece is an attractive long-term market offering good potential" for Canadian fish exporters, says **The Greek Fish Market**, a study produced by the Canadian Embassy in Athens.

The market and demand data in the study, published in 1989, are still relevant and may help Canadian fish suppliers assess potential export opportunities — particularly for such species as smoked herring, wet salted cod, mackerel, dogfish, hake, haddock, cod roe, canned tuna, and frozen, breaded fish products.

The Greek fish market is highly competitive and Canadian exporters have found it pays to be well represented locally. The country also has a well-developed distribution system, ample cold storage facilities, and a transportation network that ensures

prompt delivery. Import duties in Greece, now a member of the European Economic Community, have been harmonized and the value added tax (six per cent for frozen fish) has been implemented. To obtain copies of the study, contact Linda Brazeau, Western Europe Trade, Investment and Technology Division (RWT), EAITC. Tel.: (613) 996-7544. Fax: (613) 995-6319.

Two dated (1989) but relevant studies, **The Greek Mining Sector** and **Greece: Defence Market Profile**, are available to assist Canadian companies offering goods and services to these sectors. The former, basically, is an overview of the mining industry and, like the defence study, lists company, agency and procurement contacts. The defence study, quite specialized, has sections on future requirements of interest to Canada and the five-year modernization programs of the Armed Forces. To obtain copies, contact Linda Brazeau, Western Europe Trade, Investment and Technology Division (RWT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7544. Fax: (613) 995-6319.

Telexport lists the names, addresses, telephone numbers and export managers of some 45,000 import/export companies in France; the industrial sectors in which they are involved; and the products which they import and export. Contact Vincent Ferbos, French Chamber of Commerce, Montreal. Tel.: (514) 281-1246. Fax: (514) 289-9594.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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International Trade Canada

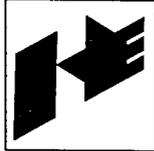
October is Canada International Trade Month

Canada International Trade Month is all about recognizing how important trade is to Canada and saluting the people who help to make it happen.

This year, Minister of Industry, Science and Technology, and Minister for International Trade Michael H. Wilson, has officially announced October as Canada International Trade Month (CITM).

CITM is a time to celebrate Canada's past achievements in the world of international trade and to look ahead to new opportunities and successes.

Trade Month is a co-operative effort of External Affairs and International Trade Canada (EAITC) with Industry, Science and Technology Canada, other federal and provincial government departments, as well as many Canadian trade-related organizations and associations. It is a month-long series of activities and events—a list of some of these will be featured in the next issue of *CanadaExport*—that celebrate the successes of Canadian compa-



nies in international trade.

The Canada Export Award

A major part of CITM is the presentation of the Canada Export Award to a select group of Canadian exporters.

The award honours Canadian companies for their ability to export products and services around the world. Their accomplishments will be acknowledged by the Minister for International Trade at

the Canada Export Awards ceremony on October 7. This year's event will take place in Ottawa, in conjunction with the 48th annual meeting of the Canadian Exporters' Association.

In the eight years since the program's inception, over 1,400 applications have been received and some 115 companies have won the prestigious award.

Past award winners represent most sectors of Canadian industry.

Continued on page 5—Marketplace '91

Views Sought on NAFTA Trade Barrier Reduction Proposals

Exporters, producers, importers and other interested Canadians are invited to send in written submissions outlining their specific interests in market access for goods and services under the proposed North American Free Trade Agreement (NAFTA).

The governments of Canada, the United States and Mexico have agreed to work toward the elimination of existing trade barriers on all goods of North American origin.

It is expected that some barriers will be reduced immediately when NAFTA becomes law, while others will be phased out gradually over a period of years, as was the case in the Canada-U.S. Free Trade Agreement (FTA).

Minister of Industry, Science and

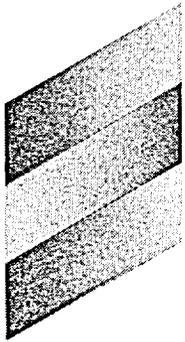
Technology and Minister for International Trade Michael H. Wilson is inviting the submissions to identify areas where Canada should press for quick elimination of tariffs between Canada and Mexico.

The government wants advice on removal of Mexican and U.S. non-tariff barriers to trade in goods and services; and it also wants to hear of areas where Canadian producers may wish time to adjust to free trade under a NAFTA.

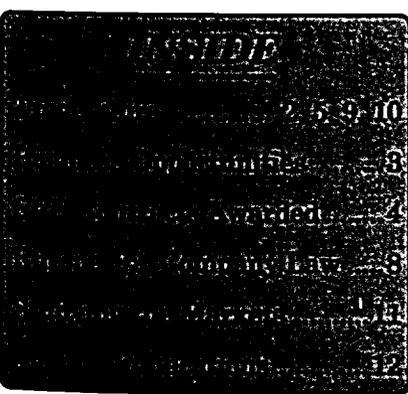
Continued on page 6—NAFTA

Bidding on U.S. Federal Contracts

See story page 7



Canada



Defence Exhibition Set for Australia

Canberra — Space is filling up quickly, but the opportunity still remains for Canadian companies wishing to participate at the Canadian stand at AIDEX'91 — Australia's International Defence Equipment Exhibition being held in this capital city from November 26-28.

Building on the immense success of the inaugural event in 1989 (which attracted 214 exhibitors from a dozen countries), AIDEX'91 will be a world-class meeting place in the Asia-Pacific region for those who do business in the defence and high technology industries — particularly defence contractors who are seeking to satisfy offset obligations or to establish international collaboration joint ventures.

Holding AIDEX in Australia's capital, Canberra — the headquarters of the Defence, Industry & Technology and Trade Departments, and the policy and procurement headquarters of the three defence services — ensures the exposure of exhibitors' products and services to political leaders and top-level officials in government and defence-related industries.

Staff at the Canadian High Commission here hope to match identified Australian defence projects to Canadian participants at AIDEX and to also arrange meetings with Australian Department of Defence contacts for Canadian companies at the Canadian stand.

Interested parties should contact immediately Graham Lochhead, Counsellor (Commercial/Economic), Canadian High Commission, Canberra, Australia. Tel.: (011-61-62) 73-3844. Fax: (011-61-62) 73-3285. Telex: (Destination code 71) 62017 (DOMCAN AA62017).

Fish, Food Fair Focuses on Portuguese, Spanish Markets

Lisbon — Canadian exporters of fisheries and food products have an opportunity to break into or expand their markets in Portugal. All they need do is participate in Alimentaria'91 being held here from November 13 to 17.

Catering primarily to Portuguese and Spanish markets, Alimentaria'91 exhibits fisheries products (shellfish, fish, prepared seafood), beans, lentils, frozen vegetables, frozen pizza and pastry, berries, meal components, maple syrup and specialty food items.

Canadian participation is being organized by Interexpo Canada Inc. in collaboration with External Affairs and International Trade Canada and the Commer-

cial Division of the Canadian Embassy in Lisbon, Portugal.

For further information on Alimentaria'91 contact Louis D. Burke, President, Interexpo Canada Inc., Westmount, Quebec. Tel.: (514) 933-7819. Fax: (514) 483-6595.

Major Food Show Slated for Italy

Milan — One of the largest food trade shows in the world — averaging 2,500 exhibitors — will be held in this Italian city from October 25 to 29, 1991.

SIPRAL'91, now in its twenty-first year, exhibits the complete range of foodstuffs, including fresh, preserved, frozen and quick-frozen food lines.

The Canadian Stand at SIPRAL'91 is being organized by Interexpo Canada Inc. in collaboration with External Affairs and International Trade Canada and the Canadian Consulate General in Milan, Italy.

Interested parties seeking further information should contact Louis D. Burke, President, Interexpo Canada Inc., Westmount, Quebec. Tel.: (514) 933-7819. Fax: (514) 483-6595.

More Trade Fairs on Pages 9-10

CANADEXPORT

Editor-in-Chief:

René-François Désamors

Editors: Louis Kovacs & Don Wight

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

ARGENTINA — A well-established trading company is interested in importing children's safety devices and computer diskettes (all sizes). Contact Maria Iglesias, Trans Ocean Trade, 67 Major Wm. Sharpe Dr., Brampton, Ontario L6X 3T7. Tel.: (416) 455-3769. Fax: (416) 455-3278.

BRITAIN — A company that provides new and used equipment for the bottling and packaging industry —

machinery that covers the range of products from

solids and powders to liquids of a still or carbonated nature—wishes to be of service to similar oriented Canadian companies. Contact K. Sharpe, ABUK Advanced Bottling UK, Unit 2, Misson Mill, Misson, Doncaster, DN10 6PD. Tel.: 0302 719536. Fax: 0302 710243.

BULGARIA — A company with good contacts in this country's health care sector wishes to act as the local representative for Canadian firms in the medical and pharmaceutical products sector. Contact Dimitar Minkoff, Managing Director, Medidental Ltd., 1, Georgi Sofiisky Str., Sofia 1431, Bulgaria. Tel.: 011-35-9-2-54-27-30. Fax: 011-35-9-2-52-15-06.

CUBA — The Cuban Ministry of Steel is interested in purchasing second hand equipment (presses, kilns, grinders) for the production of magnesium/high alumina refractory bricks. Companies able to supply such equipment may contact A.L. Romaguera, Commercial Division, Canadian Embassy, Havana, Cuba. Telex: (Destination code 28)

51-1586 (CAN CU). Fax: (011-53-7) 22-70-44.

CZECHOSLOVAKIA — Foreign partners interested in joint ventures are being sought by a firm that produces small series electronic equipment for video and digital technologies. The company also produces mobile retransmissions, measuring and control equipment for radio and television studios. Contact Ing. Karel Vambera, Director, Tesla Radiospoj s.p., Papirenska 17, 16624 Prague 6, Czechoslovakia. Tel.: (011-42-2) 311 9800. Fax: (011-42-2) 311 9847.

ventures with companies in these countries. The company wishes to represent and offer full product support to Canadian computer hardware/software firms interested in these markets. Contact Leslie Klein, President, Eurodata Inc., 2574 Sheffield Road, Ottawa, Ontario K1B 3V7. Tel.: (613) 745-0921. Fax: (613) 745-1172.

SRI LANKA — A company here wishes to represent Canadian manufacturers/exporters of a wide range of products. They include chemicals, industrial raw materials, steel and metal, paper and newsprint, electrical components, small machinery, hardware and tools, and fashion garments. Contact H.M.M. Mahinda, Griffon Overseas, 19, Circular Road, Mount Lavinia, Sri Lanka. Tel.: 722059. Fax: 94-1-624000. Attn: GRIFFON. Telex: 22947 CROWN CE. Attn: GRIFFON.

SWITZERLAND — Canadian suppliers of construction wood (regular shipments of 100 tons) for railway track beams are being sought by Mr. Bircher, Edcon AG, Import/Export, Allmendstr 4, CH-6362 Stansstad. Tel.: (41-41) 61 50 72. Fax: (41-41) 61 67 12.

UNITED STATES — A tender (IFB EDD-1006) has been issued by the Unemployment Insurance Commission for vendors to purchase, install, deliver and maintain (over five years) a claims processing system that includes OCR, microfilm, data capture and IBM mainframe. To register, contact Tom Burton, Department of General Services, EDP Acquisition Unit, 1823 "14th" Street, Sacramento, California 95814. Tel.: (916) 323-7503.

Business Opportunities

HONGKONG — An importer of a wide range of food products wishes to source the following from Canada: potato, wheat, corn and maize starch (10 x 20 ft. FCLS per month); cake margarine (melting point 40-42 degrees C) packed in 18kg tins (20 x 20 ft. FCLS per month); sultanas/raisins in 15kg cartons (2-3 FCLS per month); Lux soap (20 FCLS per month); vegetable shortening in 17-18kg tins (5 FCLS per month); and chicken wings, legs, whole birds (frozen bulk pack, 1-2 FCLS per month). Contact Jason Whittle, Assistant Manager, J.P. Inglis & Sons Ltd., Yam Tze Commercial Building, 11/F, 17-23 Thomson Road, Wanchai, Hong Kong. Telex: 71774 INSUN HX. Fax: (852) 865-6275.

HUNGARY — Canada's largest independent Hewlett-Packard third party maintenance organization which refurbishes and resells Hewlett-Packard computers has established offices in Hungary and Czechoslovakia where, through the Canadian government's Renaissance East Europe Project, it is setting up joint

Sales Facilitated by the CCC

The Canadian Commercial Corporation (CCC), the federal Crown Corporation which contracts with foreign governments and international agencies on behalf of Canadian suppliers, concluded business transactions worth \$595 million during the 1990-91 fiscal year. The Corporation, whose 1990-91 Annual Report was just published, offers the following examples of export sales it facilitated during the year:

| Supplier | Product/Service | Country | Buyer | Value |
|---|--|------------|---|------------|
| Unisys Canada Inc. | Integrated Hydrographic Information System | Singapore | Port of Singapore Authority | C\$1.2 M |
| Hermes Electronics Ltd. | Sonobuoys | U.S.A. | U.S. Dept. of Defense | C\$21.3 M |
| Ballard Battery Systems Corporation | Lithium sulfur dioxide batteries | U.S.A. | U.S. Dept. of Defense | US\$25.3 M |
| IST Inc. | Computer software and related training | Zaire | La Générale des Carrières et des Mines | C\$2.2 M |
| Walbar Canada Inc. | Nozzle segments for aircraft jet engines | U.S.A. | U.S. Navy | US\$2.3 M |
| Petro Canada Products Inc. & Shell Canada Products Ltd. | Aviation fuel | U.S.A. | U.S. Defense Fuel Supply Center | C\$6.8 M |
| Bristol Aerospace Ltd. | Black Brant Propulsion Systems | U.S.A. | NASA | US\$9.1 M |
| Hawker Siddeley Canada Ltd., Orenda Division | Jet engine components | U.S.A. | U.S. Air Force | US\$3.2 M |
| Sparton of Canada Ltd. | Bathythermograph Transmitter Sets, Launcher Containers | U.S.A. | U.S. Navy | US\$1.9 M |
| Spectrocan Engineering Inc. | Automated Frequency Management System | Malaysia | Ministry of Energy, Telecommunications and Posts of Malaysia | C\$13 M |
| Conair Aviation Ltd. | Spares kits for Aircraft Modular Aerial Spray Systems | U.S.A. | U.S. Air Force | US\$1 M |
| Indal Technologies Inc. | Supply, installation, and support for Helicopter Recovery Assist, Securing and Traverse (RAST) systems | U.S.A. | U.S. Navy (for a Foreign Military sale to Spain) | C\$6.7 M |
| Lockheed Canada Inc. | Spares for Product Improved Vulcan Air Defense System (PIVADS) | U.S.A. | U.S. Army | US\$4.2 M |
| Canadian Marconi Co. | Signal Data Converters | U.S.A. | U.S. Army Aviation Systems Command | US\$2 M |
| Canterra Engineering Ltd. | Drilling equipment | Madagascar | United Nations Dept. of Technical Cooperation for Development | C\$172,000 |
| Fabrene Inc. | Sand bags | U.S.A. | U.S. Defense General Supply Center | US\$7 M |
| SNC Defense Products Ltd. | Fragmentation vests | U.S.A. | U.S. Defense Personnel Support Center | US\$4.4 M |
| Standard Aero Ltd. | Repair and overhaul of aircraft engines | U.S.A. | U.S. Army Aviation Systems Command | US\$1.9 M |
| Anachemia Canada Inc. | Chemical Agent Detection Paper | U.S.A. | U.S. Army | US\$1.7 M |

For a copy of the 1990-91 Annual Report or for information about the CCC, call Vivian Asfar at (613) 996-0034.

Marketplace '91 Key to CITM

— Continued from page 1 —

try, including transportation, process technology, consulting services, electronics, agriculture, aircraft products, and giftware. As well, the award recognizes Canada's geographic diversity with winners from most provinces.

Another strong component of CITM is Marketplace '91, a unique program that provides thousands of current and prospective exporters the chance to meet with experienced Canadian trade commissioners to obtain specific information on market opportunities.

This year's program, which runs throughout the month of October, features four sectoral trade specialist teams that will conduct personal interviews with representatives of Canadian companies. Marketplace offers businesses that are already exporting, and those that are export-ready, the opportunity to explore their export potential with the people who are best able to give them informed advice about selling "next door" to the United States, or to Western Europe, and to developing markets in the Asia-Pacific region, Eastern Europe, Latin America and the Caribbean, to name a few.

The market sectors selected for the October Marketplace program are: environmental equipment and related services; value-added wood products and building materials; consulting engineering; and consumer products (including apparel and sporting goods).

A wide range of geographic market sectors will also be represented — for example, trade commissioners from Mexico, Japan, Taiwan, Hong Kong, the United States, England, Germany, Sweden, Switzerland, the Philippines, and many more, will be on hand to meet with Canadian firms.

A further feature of Marketplace is a series of Export Awareness Seminars for first-time and would-be exporters. These seminars, organized by EAITC's International Trade Centres, are designed to encourage companies to look beyond their home markets and realize the benefits of exporting.

Personal service, seminars, briefing sessions, workshops, and a host of special activities make Marketplace '91 a valuable and informative event for Canadian companies that are ready to expand or to establish an international clientele.

Contact

For more information on Canada International Trade Month activities and events, contact the Trade Development Operations Division of EAITC. Tel.: (613) 996-8708. Fax: (613) 996-8688.

For specific information on Marketplace and Export Awareness activities, contact the International Trade Centre nearest you.

International Trade Centres

External Affairs and International Trade Canada and Industry, Science and Technology Canada have established International Trade Centres across Canada which provide a wide range of services to companies seeking export counselling.

Newfoundland
Tel.: (709) 772-5511
Fax: (709) 772-2373

Prince Edward Island
Tel.: (902) 566-7400
Fax: (902) 566-7450

Nova Scotia
Tel.: (902) 426-7540
Fax: (902) 426-2624

New Brunswick
Tel.: (506) 851-6452
Fax: (506) 851-6429

Quebec
Tel.: (514) 283-8185
Fax: (514) 283-8794

Ontario
Tel.: (416) 973-5053
Fax: (416) 973-8161

Manitoba
Tel.: (204) 983-8036
Fax: (204) 983-2187

Saskatchewan (Saskatoon)
Tel.: (306) 975-5315
Fax: (306) 975-5334

Saskatchewan (Regina)
Tel.: (306) 780-5020
Fax: (306) 780-6679

Alberta (Edmonton)
Tel.: (403) 495-2944
Fax: (403) 495-4507

Alberta (Calgary)
Tel.: (403) 292-6660
Fax: (403) 292-4578

British Columbia
Tel.: (604) 666-0434
Fax: (604) 666-8330

Information Trade Show in Toronto

Toronto — This city will host a unique blend of information trade show, educational seminar and launching pad to develop trading initiatives.

Global Connections '91, to be held at the Regal Constellation Hotel on October 10 — right in the middle of Canada International Trade Month — is designed to promote and foster the idea of global trading for all types of industries in Canada.

The show will provide: practical information to small- and medium-size Canadian businesses interested in expanding into the global market; an opportunity for businesses to exchange information; and a networking opportunity.

Participants will be able to take advantage of a practical "how to" forum demonstrating:

- how to determine if a company is ready to expand into the global marketplace;
- how to analyze the foreign market and the competition;
- how to negotiate;
- what steps are needed to start the process; and
- what government support is available.

For more information on the show — it is supported by the Toronto International Trade Centre — contact Regina Pearce, Show Manager, Global Connections '91, 940 Lansdowne Ave., Toronto M6H 4G9. Tel.: (416) 534-9933. Fax: (416) 534-2739.

NAFTA Submissions Requested

— Continued from page 1

As negotiators for the three countries are now discussing various tariff phase-out options, the submissions should be received in Ottawa as soon as possible and no later than September 15, 1991.

Wilson said the government seeks all relevant information to formulate as clear a picture as possible of the specific trade interests that can be promoted in these negotiations.

Submission Details

Submissions should be as specific as possible concerning the products of export interest to the United States and Mexico (including the classification number under the Harmonized System where available).

They should also identify, where relevant, the current barriers (tariffs, non-tariff barriers) that impede access to Canadian exports of manufactured and resource-based products, as well as agriculture and food products. Examples of non-tariff barriers are quantitative limits or import quotas, import licensing arrangements, discriminatory government purchasing practices and other government measures that restrict or prohibit trade.

It should be noted that, in light of the FTA, Canada's access to the U.S. market has largely been addressed. However, certain non-tariff measures such as government purchasing practices are also covered by NAFTA negotiations and representations on these or other measures would be welcome.

Recommendations are also welcome as to the time frame for gradually eliminating various tariffs (longer periods for so-called sensitive items, such as 10 years, and shorter periods — five years, for example — or immediately for those with high export potential).

Exporters may also wish to comment on the elimination of certain rates of duty that Canada applies under the Customs Tariff or on other measures that serve to protect the Canadian production of goods. Such comments should outline the probable effect of such reductions in terms that are as specific as possible.

Canadian negotiators in the services area would be greatly assisted through the receipt of additional information regarding the export interests of Canadian services exporters, particularly in the areas of business services, professional services, transportation services and telecommunications.

Submissions should also note particular difficulties encountered in the export of services such as licensing or residency requirements.

In preparing their submissions, services and other exporters might wish to map out their requirements with respect to the temporary entry of persons. The provisions of Chapter 15 of the FTA regarding temporary entry for business might serve as a useful point of departure.

Additional information would also be very helpful, including a company's current production and export figures for the products concerned, the number of people employed by the company, and other relevant information (indicate whether any information is confidential).

Other Consultative Processes

In addition to the advice offered in written submissions, the government is working closely with the provinces and territories, and it is further seeking the views of the private sector through the In-

ternational Trade Advisory Committee (ITAC) and the Sectoral Advisory Groups on International Trade (SAGITs).

The Minister said the trade barrier reductions under NAFTA are part of the government's drive to increase Canada's economic competitiveness.

Guaranteed access to larger markets and removal of trade barriers strengthen Canadian competitiveness. "We achieved these objectives with the FTA," said Wilson, "and it is what we are working toward in the current multilateral trade negotiations (MTN) and the negotiations for NAFTA."

Contacts

Submissions on trade barrier reductions should be made to:

Office for Trilateral Trade Negotiations, External Affairs and International Trade Canada (EAITC), C-3, Lester B. Pearson Building, 125 Sussex Drive, Ottawa, Ontario K1A 0G2. Fax: (613) 992-4695.

For further information, contact Kevin Gore, Market Access Office for Trilateral Trade Negotiations, EAITC. Tel.: (613) 992-7259. Fax: (613) 992-4695.

Farm Machinery Market in Mid-Atlantic U.S.

Farm Machinery and Equipment Market, studying the Mid-Atlantic United States and commissioned by the Canadian Embassy in Washington, DC, is now ready for distribution at no cost. To receive a mailed copy of the market study, contact the Canadian Embassy, 501 Pennsylvania Avenue, N.W., Washington, DC 20001, USA. Tel.: (202) 682-1740. Fax: (202) 682-7619.

Act Now to Bid on U.S. Federal Contracts

Canadian companies that act now have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitations will be available as noted below; the bid period usually closes 30 days after that.

Product: Road Maintenance — clearing and cleaning equipment, attachments, sweepers, scrubbers, tree transplanting equipment, hoists, cranes, power lifts; miscellaneous vehicle mounting accessories — backup mirrors, dump conversion kits, bed liners, boxes, camper tops and shells, bush guards, winches.
Expected contract value: \$150 million - \$200 million over five years.

Number of vendors on current schedule: five street cleaning; six heavy equipment.

Next solicitation expected to be issued: Open seasons - Sept. '91; Feb. '93.

Contract Period: 1 Oct. '90 - 30 Sept. '95.

Schedule Identification: 38 IA.

Contact: GSA Automotive Products Commodity Center, tel.: (703) 603-1225.

Product: Instruments and Laboratory Equipment — analyzers, counters, meters, printers, multi-meters (digital).
Expected contract value: \$600 million.

Number of vendors on current schedule: 80.

Next solicitation or open season expected to be issued: Oct. '91.

Contract Period: 1 June '90 - 31 May '93.

Schedule Identification: 66 II J.

Contact: GSA Office and Scien-

tific Equipment Commodity Center, Ms. Delores Malloy, tel.: (703) 557-8626.

Product: Instruments and Laboratory Equipment —

spectrophotometer, spectrometers, densitometers, liquid scintillation systems, multichannel pulse height analyzers, photometers and polarography analysis equipment, various options/accessories maintenance and repair service.

Expected contract value: \$100 million.

Number of vendors on current schedule: 56.

Next solicitation/open season expected to be issued: Oct. '91.

Contract Period: 1 May '90 - 30 April '94.

Schedule Identification: 66 II M.

Contact: GSA Office and Scientific Equipment Commodity Center, Andrea Davis, tel.: (703) 557-5314.

Product: Biological Safety Cabinets — vertical, laminar airflow cabinetry.

Expected contract value: \$3 million.

Number of vendors on current schedule: 3

Next solicitation/open season expected to be issued: Nov. '91.

Contract Period: 1 July '92 - 30 June '93.

Schedule Identification: 66 II T.

Contact: GSA Office and Scientific Equipment Commodity Center, Dorothy Bawden, tel.: (703) 557-9418.

Product: Photographic Supplies — Combined with 67 III B, film chemicals, photographic paper and miscellaneous supplies.

Expected contract value: \$432,400,000.

Number of vendors on current schedule: 104.

Next solicitation/open season expected to be issued: Nov. '91.

Contract Period: 1 Feb. '91 - 31 Jan. '95.

Schedule Identification: 67 II B.

Contact: GSA Office and Scientific Equipment Commodity Center, Laura Sellers, tel.: (703) 557-8626.

Product: Office Machines — adding, calculating, cash registers, time measuring instruments and miscellaneous office machines.

Expected contract value: \$52,728,000.

Number of vendors on current schedule: 39.

Next solicitation/open season expected to be issued: Nov. '91.

Contract Period: 1 July '89 - 30 June '92.

Schedule Identification: 74 II & III.

Contact: GSA Office and Scientific Commodity Center, Dennis Jones, tel.: (703) 557-9269.

Product: Office machines — visible record equipment.

Expected contract value: \$38,100,000.

Number of vendors on current schedule: 20.

Next solicitation/open season expected to be issued: Nov. '91.

Contract Period: 1 Apr. '91 - 31 Mar. '94.

Schedule Identification: 74 IV.

Contact: GSA Office and Scientific Commodity Center, Joanne Breagle, tel.: (703) 557-9278.

To find out about U.S. federal contract opportunities for other products, or for more general information on this procurement process, contact the Canadian Embassy in Washington D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

European Community 1992

Program Changes Company Law

By Andrew Griffin

A new report, *1992 Implications of a Single European Market: Company Law*, prepared by Fred Blaser of Ernst & Young for EAITC examines recent developments in the European Community (EC) 1992 program related to company law, taxation and management-employee relations.

The report offers an overview of some of the major administrative and tax considerations that a Canadian investor would have to analyze before establishing a Community operation.

The report cites the general benefits of the EC's Single Market initiative, the harmonization of rules governing the conduct of business in the EC and the growing ties of the EC to the European Free Trade Association (EFTA), and Central and Eastern Europe as factors that Canadian firms should take into consideration when deciding whether or not to invest directly in the Community. In some cases, Canadian firms may prefer to maintain an export only relationship with the European market.

Company Legislation

While there are many similarities between the company legislation in Canada and the EC, Europeans tend to take a more highly regulated approach to business than Canadians.

For example, companies propos-

ing to merge must arrange for independent audits of their respective assets, disclosure rules tend to be more onerous for small businesses and, depending on which Member State you locate in, employees may have more input into how the business operates than is customary in Canada.

At present, company law varies more widely from Member State to Member State than it does from

province to province in Canada. The harmonization of rules governing business conduct is proceeding on two levels: the Member State and the Community. This mix of national and Community laws, together with a hybrid of EC rules which allow a degree of national modification, make it essential for Canadian investors to be aware of continuing regional differences.

The proposed European Company structure would allow for incorporation on an EC-wide basis, in much the same way that companies can chose to incorporate federally in Canada, but many smaller firms may find it in their interest to incorporate at the national level even after the European Company structure is approved.

Ten Points to Consider Before Investing in the EC

- How best to protect intellectual property
- What type of business organization to establish i.e. subsidiary, branch or joint venture
- How to benefit from new structures like the European Economic Interest Grouping or European Company
- Be prepared for a higher degree of disclosure requirements
- Be prepared for greater restrictions on share issues and redemptions
- Be prepared for greater due-diligence operations related to proposed mergers of public corporations
- Recognize the importance of substantial differences in national tax rules
- Investigate labor-management rules in various countries
- Keep track of EC proposals for new developments in company and related law
- Get qualified, local professional advisors

Choice of Location and Type of Business Organization

Once the decision to invest rather than export is made, the next step is to pick a location within the Community. National differences in commercial issues, regulatory issues, and right of establishment must all be investigated.

Similarly, differences in rules

Continued on page 9— Europe '92

Participants Being Recruited for International Fair in Cuba

Havana—The Commercial Division of the Canadian Embassy in Cuba invites Canadian companies to participate in **Havana International Fair**, Nov 4-10, 1991.

The event, Cuba's most prestigious fair, is held annually and last year attracted the participation of 29 countries and approximately 250 firms. This year, External Affairs and International Trade Canada will participate with an information booth staffed by members of the Canadian Embassy in Havana.

Participation in the fair provides an excellent opportunity to establish a direct business relationship with Cuban buyers who normally take advantage of the large participation of foreign suppliers to negotiate Cuba's acquisition programs planned for the first few months of the following year.

These import programs have been revised in light of local current economic/financial difficulties to reflect primarily imports of prior-

ity equipment, raw materials and finished products for which the Cuban government is prepared to pay on an irrevocable confirmed letter of credit basis.

The above notwithstanding, the size of Cuba's import program should still be attractive to Canadian exporters who are perceived by local buyers as preferred sources of supply—given the high quality standards of Canadian products and the geographic proximity of the two countries.

The fair also can be a useful and low-cost means of introducing products of Canadian exporters who have had no previous experience in this market. As well, it provides an opportunity for established exporters to renew contacts and provide tangible evidence of continuing interest in this market.

Experience demonstrates that these efforts have a good chance of pay off in the short term.

Participation of Canadian ex-

porters can be accomplished either by having their own manned stand (minimum size 9 sq. m. at US\$ 130.00/sq. m.) at which products can be displayed or by sending 40-50 copies of product catalogues for display distribution at the Canadian government information booth. Limitations of Canadian stand size permit it to be staffed only by Embassy personnel and to distribute brochures.

Whatever the decision, Canadian exporters seeking additional information are invited to contact the Commercial Division, Canadian Embassy, P.O. Box 500 (Havan), Ottawa, Ontario K1N 8T7. Telex: 51-1586. Answerback: Canada Cu.

Considerable interest has been shown in this year's fair and companies considering participating should book space early. Companies unable to attend or participate with a stand, should send their product literature immediately to the above address.

Europe '92: Program Changes Company Law

—Continued from page 8

governing disclosure, corporate finance, the requirements for officers and directors, record-keeping, corporate re-organization, competition legislation, shareholders rights and liquidation may prove decisive depending on the type of business.

Having chosen a location, the Canadian investor must simultaneously choose the type of business organization i.e. branch, subsidiary, or joint venture.

The report discusses the new tax

rules of the EC that have increased the attraction of a Community subsidiary, compared to a branch operation, as a business structure.

Also, a newly-created alternative to traditional joint ventures, the European Economic Interest Grouping, offers investors the advantage of a separate legal entity, simple formation rules and a uniform structure throughout the Community.

The report concludes by highlighting ten major points for the

consideration of prospective investors (see box on page 8).

To obtain a copy of *1992 Implications of a Single European Market: Company Law*, contact Info Export at 1-800-267-8376.

For more information on Europe 1992, contact the European Community Division, External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-2727.

Andrew Griffin is a communications consultant formerly with the European Community Division of EAITC.

Opportunities in the Dutch Environmental Industry

According to a recent External Affairs and International Trade Canada (EAITC) report, the Netherlands offers Canadian companies good sales opportunities in the environmental technology and equipment sector.

The report, *The Netherlands Market for Environmental Technologies, Products and Services: A Brief Introduction* lists the following areas of interest: manure surplus, waste management, air pollution, car exhaust and water pollution, with total annual market figures estimated at US \$3.5 billion to \$5 billion.

Although imports of pollution control equipment were estimated at 26 per cent in 1990, they are expected to rise by 20 per cent yearly until 1993.

And as developing technologies and methods needed to increase the percentage of various waste materials recycled or reused remains a key objective of Dutch environmental policy, there could be good opportunities, says the report, for Canadian suppliers of suitable technology or equipment interested in partnerships with

Dutch companies.

EAITC will also be organizing, in cooperation with Industry, Science and Technology Canada and Investment Canada, an Environmental Mission to the Netherlands and Austria, November 4-8.

The Mission will include a visit to ECOTECH '91 Trade Fair in Utrecht, the Netherlands —the event is being billed as the world's most specialized international trade show for waste processing, recycling and environmental technology.

In addition to visiting Dutch and Austrian companies and institutes, mission members will have a chance to market their environmental products and services in the upcoming Europe 1992 market, and to evaluate the business opportunities in Austria and, in partnership with Austrian companies, in Central and Eastern Europe.

For more information on the Mission or to obtain a copy of the report, contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), EAITC. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Companies Sought for Swiss Catering Fair

Basel — Canadian food processing companies wishing to export to or seeking distributors in Switzerland have an opportunity to promote themselves in this market between November 21-27, 1991.

That's when External Affairs and International Trade Canada will have an information booth at the 14th International Exhibition for Industrial and Institutional Catering, Hotels, Restaurants Fair.

At the 1989 fair, there were 757 exhibitors from nine European countries, representing 1,200 suppliers from 30 countries. More than 84,000 visitors attended.

This year, Canadian companies can participate through the free display of their product samples, product literature, brochures and give-aways.

All interested companies may send 25 complete sets of brochures for display purposes, the same number of business cards, posters, video films and non-perishable product samples.

Such material should arrive at the Canadian Embassy not later than October 15 and adequate packaging is essential to prevent contents from damage during mailing.

Interested companies should send their materials directly to Mr. Werner Naef, Commercial Officer, Canadian Embassy, Commercial Division, P.O. Box, CH-3000, Berne 6, Switzerland.

Interested parties seeking only additional information may contact Patrice Veilleux, Western Europe Trade, Investment and Technology Division (RWT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-6440. Fax: (613) 995-6319.

Investment Opportunities in Hungary

Montreal, Toronto, Vancouver —October (first half)— Investment Opportunities in Hungary. Senior Hungarian government and business experts will tour Canada to discuss what has made Hungary one of the world's three most exciting countries for business investment. Learn how Canadian companies can benefit from this opportunity in a sectorally focused, one-day seminar series. Industry sectors will include: telecommunications, advanced technology, agribusiness, environmental technology, medical devices, and energy resources. Organized by the Hungarian-Canadian Chamber of Commerce, with the support of the USSR and Eastern Europe Trade Development Division (RBT) of External Affairs and International Trade Canada (EAITC). For more information, contact Marvin Bedward, National Coordination Centre, Ottawa. Tel.: (613) 236-8504. Fax: (613) 237-7666.

STUDYING THE MARKETS

Telecommunications in Panama

Panama's state telephone authority has ambitious development plans through the next 10 years.

Despite the country's having a severe debt load and a fragile political coalition, the state-owned INTEL, responsible for 90 per cent of Panama's telecommunications purchases, has identified a number of major requirements.

These, according to a telecommunications market study commissioned by the Canadian Embassy in San Jose, Costa Rica, include user terminals, cables for improvement to the external network, digital lines, equipment for high- and medium-capacity transmission, and equipment for low-capacity transmission.

INTEL, now that the political situation has become somewhat more stable, plans to continue upgrading installations—using fibre optic networks, microwave radio systems and digital exchanges.

INTEL buys most of its requirements through public tender (necessary, by law, for all government purchases over \$150,000) and competition is very strong among the major suppliers.

Price is most often the determining factor, says the study, noting that "it is essential for Canadian suppliers to be represented by an agent in the country." These agents/distributors also sell small exchanges and equipment to the private sector.

In addition to listing representatives and distributors, the study discusses Panama's commercial practices and mentions a number of incentives to attract foreign manufacturers — tax holidays, tax free import of raw materials, tax rebate on exports,

and the establishment of free zones where labour laws are somewhat eased.

For more information or for a copy of the market study, contact

Tom Bearss, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8806.

Agri-food Opportunities in Trinidad and Tobago

Sales opportunities in agri-food exist for firms interested in exporting to Trinidad and Tobago.

That's the conclusion of a recent report — *Overseas Inputs to the Trinidad and Tobago Food and Beverage Processing Industry* — commissioned by the Canadian High Commission in Port-of-Spain.

The report outlines the opportunities in the supply of both materials and machinery, as well as the prospects for joint ventures, direct investment and franchising.

Although Canada has been a traditional exporter of potatoes, onions, salt fish and pulses to that island country, the report states that substantive new business is available in such areas as powdered milk, animal feeds and cereal grains.

In addition, there are opportunities for a wide variety of food processing and packaging machinery. As well, the report goes on to identify all substantive manufacturers of foods and imported components. To obtain a copy of the report and *A Brief Overview of the Agri-food Sector in Trinidad and Tobago*, contact Robert Rutherford, Latin America and Caribbean Trade Division (LGT), EAITC. Tel.: (613) 996-3877. Fax: (613) 943-8806.

For more information on the agri-food sector in Trinidad and Tobago, contact directly Susan Howell, First Secretary (Commercial), Canadian High Commission, 72-74 South Quay, (P.O. Box 1246), Port-of-Spain, Trinidad and Tobago, W.I.

Contracts Update

The new address for the Canadian Consulate General in Chicago: Two Prudential Plaza, 180 N. Stetson Avenue, Suite 2400, Chicago, Illinois 60601 USA. Tel.: (312) 616-1860. Fax: (312) 616-1877.

The telex number for the Canadian Embassy in Jakarta, Indonesia is (Destination code 73) 65131 (65131 DMCAN IA).

The new fax number for the Canadian Embassy, Bogota, Colombia is (011-57-1) 310-4509.

The new telephone number for the Canadian Consulate in Auckland, New Zealand is (011-64-9) 309-3690. The fax number is (011-64-9) 307-3111.

New numbers for the Canadian Embassy, Bucharest, Romania are: tel.: (011-40-0) 12.03.65; and fax: (011-40-0) 12.03.66.

BUSINESS AGENDA

Medicine Hat — September 9-12 — Industrial Robotics Exposition and Third Military Robotics Applications Conference (Military Robotics Vehicles'91). Exhibitors will include industries working in robotics, artificial intelligence and automation (vision systems, sensor integration and manipulators). The first major robotics conference to be held in Alberta anticipates 150 participants from Canada and the U.S. Contact Hal Fredericks, Manager, Economic Development Department, Medicine Hat, Alberta. Tel.: (403) 529-8353. Fax: (403) 526-1239.

Toronto — September 16; **Montreal** — September 18 — Sixth Session of the Canada-India Joint Business Council will see high-level private-sector business representatives from both countries discuss such topics as economic, trade and industrial cooperation and the potential for investment/technology transfer. One-on-one meetings are planned and there will be a luncheon guest speaker. Contact Patrice Dallaire, Canada-India Business Council, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Toronto — September 17 — "Hong Kong a Year from Now" is the theme of The Hong Kong-Canada Business Association (HKCBA) workshop providing an insight into present and future events in the colony and on Canadian investment and trade in-

volvement there. Contact HKCBA. Tel.: (416) 366-2642. Fax: (416) 366-1569.

Ottawa — September 18 — International Offset Policy and Management and Canadian Industrial and Regional Benefits are among the subjects of the autumn meeting of the Forum for Industrial Participation. To preregister, contact Bob Brown, Ottawa. Tel.: (613) 733-0704.

Montreal — October 14 — Lunch-presentation by Ivory Coast Ambassador Julien Kacou, entitled: The Ivory Coast, A Trade Partner in West Africa. Nouvel Hotel de Montreal. Contact: Logivoir Inc. Tel.: (514) 766-4470. Fax: (514) 766-9820.

Moncton/Halifax/St. John's — October 15-17 — Half-day Australia/New Zealand Market Access Workshops, conducted by EAITC's Gilles Potvin and Ray Buciak, will be held in Moncton (October 15), Halifax (October 16) and St. John's (October 17). A presentation on market opportunities will be followed by discussions on documentation, tariffs, taxes, quarantine, preferences and customs regulations. To register or to obtain information on time and place, contact, in Moncton, Ben Hong, tel.: (506) 851-6440; in Halifax, Ed Wong tel.: (902) 426-9957; and in St. John's, Tom Greenwood, tel.: (709) 772-5511. For information on workshop content, contact Ray Buciak, Ottawa, tel.: (613) 996-

5945. Fax: (613) 996-4309.

Vancouver — October 26-28 — Canadian Health Food Association's (C.H.F.A.) Annual National Trade Show and Convention'91. Retailers, manufacturers, wholesalers, distributors, suppliers and health professionals from Canada, the United States and Europe are attracted to this annual event, the theme of which this year is "Prime Time for Health". Contact Nancy Ostrander, Convention Manager, C.H.F.A., Vancouver. Tel.: (604) 731-4664. Fax: (604) 734-6909.

Publications

The following publication is available from Info Export (see the box at the bottom of the page to order).

Information on the safe stowage of export containers and trailers is provided in *Safe Stowage* (#44TA), a booklet of helpful hints, published by External Affairs and International Trade Canada. Noting that "the finest products in the world are useless if, on delivery, they are found to be damaged," the 81-page booklet, focusing on marine container and highway trailer stowage, contains photos on the results of poor stowage, advice on preventative steps, diagrams, hints on proper stowage, markings, glossary of terms, and details on insurance. A valuable tool for those involved in export sales, traffic claims, and packing/shipping.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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External Affairs and
International Trade Canada

Denmark

A Market Worth Pursuing

With a population of 5.2 million people and only four-fifths the size of Nova Scotia, Denmark, though on occasion overlooked, is a market that merits a closer look by Canadian exporters.

Denmark is a member of the European Economic Community (EEC) and, because of its traditionally close business and political ties, can also be a stepping stone to markets in Norway, Sweden, Finland, Iceland, Greenland, the Baltic States, Poland, Czechoslovakia, the former East Germany and, to a lesser extent, the Soviet Union.

and telecommunications equipment and parts; and coal.

Potential Markets

Those sectors continue to offer the greatest prospects for Canadian exporters, especially in the telecommunications and computer/data processing fields. Other areas offering increased potential include : electronic instrumentation; environmental products and services; wood products; transportation equipment and services; and defence.

Technology transfer, investment, and strategic partnering — especially among both countries' small and medium-size enterprises — are deemed to be mutually beneficial and well worth pursuing.

A sample potential market, together with information on the way to conduct business in Denmark follows.

Informatics Market

Many Canadian suppliers of computer hardware and software are already doing business in Denmark, with sales in this sector showing very encouraging growth,

Continued on page 7— Growth

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Trade Month Activities and Events

Held in October, Canada International Trade Month (CITM), is a month-long series of activities and events that celebrate the successes of Canadian companies and their ability to compete against the best in the world — and win.

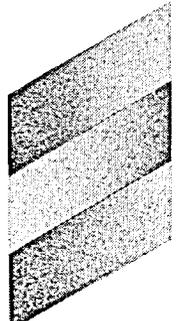
One of the key components of CITM is **Marketplace '91**, a unique program that provides current and prospective exporters with the chance to meet with experienced Canadian trade commissioners to obtain specific information on market opportunities.

The market sectors selected for this year's program are: environmental equipment and related services; value-added wood products and building materials; consulting engineering; and consumer products (including apparel and sporting goods).

Marketplace '91 Events

- **Vancouver** — October 1-2 — Environmental equipment and related services; October 17-18 — Value-added wood products/ Building materials; October 21 — Consulting engineering; October 21-22 — Consumer products.
- **Edmonton** — October 3-4 — Environmental equipment and related services; October 15-16 — Value-added wood products/ Building materials.
- **Moncton** — October 7 — Value-added wood products/ Building materials.
- **Toronto** — October 7-8 — Environmental equipment and related services; October 8-9 —

Continued on page 10— Calendar



Canada

**Doing Business
in Hungary**
See agenda page 12

This position as a "gateway" to trade should be noted by Canadian exporters — especially those seeking to establish a master distributorship, a sales office or a joint venture partner in Europe, suggests a report from the Canadian Embassy in Copenhagen.

The country, whose Queen Margrethe II visits Canada next month, already imports a variety of Canadian commodities and services, with two-way trade in 1991 totalling approximately \$400 million. A trade surplus of \$80-million was in Denmark's favour.

Currently, Canada's exports to Denmark include, among others: fish products; agriculture and food products; computers, electronic

Bangladesh Steel Sector Studied

A new report providing an overview of opportunities in the steel sector in Bangladesh is now available.

The *Study on Commercial Prospects for Canadian Companies in the Bangladesh Steel Sector* lists the following major steel products imported by that

country —most of these can be supplied from Canada— with the estimated annual demand for each: cold rolled steel sheets (BP sheets); hot rolled steel strip (HR strip); pig iron; steel scrap; alloy steel; mild steel (MS) plates; railway track materials; electrolytic tin plate; stainless steel sheets; and slab ingot.

As the Bangladesh steel sector is still in its infancy, that country's government attaches great priority to its growth which is expected to be high —an estimated 8.61 per cent growth rate for the demand of steel products.

Joint venture possibilities mentioned in the report are for sponge iron manufacturing; BP sheet production; and hot rolled (HR) steel strip projects.

Bangladesh follows a liberal import policy for steel products, as well as a very liberal investment policy. But Canadian companies willing to do business there should have competent business agents in that country.

For more information on trade opportunities in Bangladesh or to obtain a copy of the report, contact Robert Grison, Asia Pacific South Trade Division, EAITC. Tel.: (613) 995-7659.

Ontario, Czech Firms Form Joint Venture

An Oakville, Ontario consulting firm has been given an External Affairs and International Trade Canada grant to transfer its management technologies to a joint venture partner (Vilim Vest) in Prague, Czechoslovakia.

Managerial Design Corporation will install highly effective and proven North American performance management techniques in East European corporations to raise their management standards to world levels, enabling the corporations to become inherently productive and competitive in the world marketplace.

For more information on the venture, contact Peter Merry, Managerial Design Corporation, Oakville, Ontario. Tel.: (416) 338-9333.

New Bolivian Laws Lure Investors

Intent on luring investors to its most profitable export (currently US\$400 million a year) sector, the Government of Bolivia has introduced a **mining code** that removes restrictions on foreign participation and provides for more attractive tax rules.

The country also has introduced a new **hydrocarbons law**.

Bolivia's new **mining code** offers one of the most favourable tax regimes in the world, providing for a blanket 30-per-cent tax on profits. The tax is waived if profits are reinvested and, unlike the royalties formerly collected, it is deductible from home-country taxes.

The code also allows — for the first time — foreign firms to participate in mining developments within 50 km of the country's frontiers — where some of the richest deposits are believed to lie.

Under the new **hydrocarbons law**, those signing operations contracts or joint venture agreements must have a legal address in Bolivia and must nominate a legal representative.

According to the law, all companies signing operations contracts will enjoy Bolivia's guarantee of free disposition of currency resulting from their exports and free convertibility of their income from sales to Yacimientos Petroliferos Fiscales Bolivianos (YPFB), the state-owned oil and gas company.

The exploration and exploitation of hydrocarbons may be carried out by YPFB alone or in associated operations contracts with third parties or joint ventures.

For further information, contact Georges Lemieux, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

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Editor-in-Chief:

René-François Désamoré

Managing Editor: Louis Kovacs

Editor: Don Wight

Telephone: (613) 996-2225

Fax: (613) 992-5791

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Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRAZIL—One of Brazil's largest oil field equipment manufacturers wishes to increase its competitiveness and the quality of its product lines for the **petrochemical, steel, pulp and paper, and mining industries.** Interest lies in **licensing agreements, technology transfers and joint ventures** with Canadian manufacturers of such equipment as **heat exchangers, pressure vessels, storage tanks, flares and general feeding systems.** Contact Antonio

Tavora, Conforja Equipetrol S.A., Escritorio Rio de Janeiro, Rua da Assembleia 10 gr. 1510, 20011 Rio de Janeiro, RJ. Tel.: (5521) 221-6878. Fax: (5511) 252-4396. Telex: (5521) 21 33773.

BRITAIN — A well-established company with an impressive and extensive list of clients is representing a manufacturer/marketer that wishes to import **point-of-sale display equipment for use in the retail sector.** The company would act as distributor of such products in the U.K. and selected European countries. Contact Pat Harrison, Impex Southern Limited, Ketts House, Winchester Road, Chandlers Ford, Eastleigh Hampshire, SO5 2FZ, U.K. Tel.: (0703) 254771. Fax: (0703) 270054. Telex: 477469.

BRITAIN — A wholesaler wishes to contact Canadian **sports footwear wholesalers** or those who deal in **branded sports footwear.** Contact P. Taylor, Kent Textiles Plus, 34 Home Hill, Hextable, Kent, England. Tel.: SWANLEY 68819.

CZECHOSLOVAKIA — A com-

pany that produces **component parts for tractor engines and diesel motors, various metal components and ecological equipment** seeks Canadian contacts for **business and production cooperation.** Contact Dr. jur. Jaroslav Katolicky, Agromotor s.p., 594 20 Velke Mezirici, Czechoslovakia. Tel.: (011-42-2) 619-2941. Fax: (011-42-2) 619-2677. Telex: 068245.

CZECHOSLOVAKIA — Being sought are **joint venture partners and/or licensing agreements** for a number of projects, some of which include the **design,**

duction facilities) seek joint venture partners for production and marketing. Also required are **new designs, technology transfers, equipment and manufacturing/management expertise.** Contact as in previous German notice.

NETHERLANDS — An active Dutch agent wishes to **represent Canadian manufacturers of quality giftware, leatherware and cosmetics.** Contact Marco Zeegerman, Zeegerman Agenturen, 13 Schouw, 1613 Cl Grootebroek, Netherlands. Tel.: (011-31-2285) 12772. Fax: (011-31-2285) 13862.

Business Opportunities

NEW ZEALAND — A manufacturer

seeks suppliers of **type 316 grade rivets (1/4 inch x 5/8 inch).** Contact Don Evans, Stafford Industries (NZ) Ltd., 98 Colombo Street, Hamilton, New Zealand. Fax: 071-477-975.

NEW ZEALAND — An agency wishes to represent manufacturers of **fuel injection components (nozzles) and automotive components (throttle switches, connector plugs, temperature and air flow sensors).** Contact Wally Sowte, Trans Trade International, 250 Don Buck Road, Massey, Auckland, New Zealand. (No fax supplied).

SWITZERLAND — A company here is urgently looking for imports of all kinds of **second rate, unmarked, unlabelled, end of line, surplus, on-sale, or liquidation sale goods or products** in lots of small, medium or large quantities. Contact General Stock Lots - Swiss Division, 40, rue de Neuchatel, CH-1400 Yverdon-Les-Bains, Switzerland. Tel.: 024-21.30.47. Fax: 024-21.34.20. Telex: 457 299 TXC CH (ATT. CONTINENTAL - SWITZERLAND).

development and management of golf courses; development of shopping centres; complete bottling systems; and plastic bottle reclamation systems. Also being sought are **mobile cement mixers.** Contact Ivan Gontko, Artiva Group International Inc., P.O. Box 30241, Station B, Calgary, Alberta T2M 4P1. Tel.: (403) 285-5700. Fax: (403) 285-7570.

GERMANY — A top German environmental and consulting service firm with highly qualified scientists is seeking **new or innovative environmental technology, products or services** to represent in Europe. The firm wishes to pursue **joint venture, joint service or technology transfer agreements.** Contact Dietmar W. Dombkowski, President, Beartec Marketing Service Inc., 141 Martindale Drive N.E., Calgary, Alberta T3J 3G5. Tel.: (403) 293-0297. Fax: (403) 285-7022.

GERMANY — Several former East Germany furniture manufacturers (some with modern pro-

U.S. Contracts Open for Bidding

Canadian companies that act now have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitations will be available as noted below; the bid period usually closes 30 days after that.

Product: Clinical and Biological Equipment —microscopes, centrifuges, pH meters, microtomes, stirrers, titrators/titration systems.

Expected contract value: \$60 million.

Number of vendors on current schedule: 39.

Next solicitation/open season expected to be issued: Dec. '91
Contract Period: 1 Aug. '92 - 31 Jan. '95.

Schedule Identification: 66 II C.

Contact: GSA Office and Scientific Equipment Commodity Center, Evangeline Turner, tel.: (703) 557-9415.

Product: Instruments and Laboratory Equipment — laboratory balances, precision scales and accessories.

Expected contract value: \$4 million.

Number of vendors on current schedule: 14.

Next solicitation/open season expected to be issued: Jan. '92
Contract Period: 1 Jan. '90 - 31 Dec. '93.

Schedule Identification: 66 II E.

Contact: GSA Office and Scientific Equipment Commodity Center, Rhonda Davis, tel.: (703) 557-9299.

Product: Instruments and

Laboratory Equipment — graphic recording instruments.

Expected contract value: \$39 million.

Number of vendors on current schedule: 17.

Next solicitation/open season expected to be issued: Jan. '92
Contract Period: 1 Feb. '90 - 31 Jan. '93.

Schedule Identification: 66 II G.

Contact: GSA Office and Scientific Equipment Commodity Center, Tracey Ford, tel.: (703) 557-1206.

Product: Instruments and Laboratory Equipment — animal cages, bath, dryers (glassware), environmental and plant growth chambers, freeze drying equipment, fume hoods, furnaces, incubators, membrane bacterial filter, ovens, pumps, refrigerators and freezers, sterilizers, thermometers, washers.

Expected contract value: \$58 million.

Number of vendors on current schedule: 64.

Next solicitation/open season expected to be issued: Jan. '92
Contract Period: 1 April '91 - 31 March '95.

Schedule Identification: 66 II O.

Contact: GSA Office and Scientific Equipment Commodity Center, Oscar Watson, tel.: (703) 557-8360.

Product: Instruments and Laboratory Equipment — environmental analysis, pollution control, air hazard detecting equipment.

Expected contract value: \$10 million.

Number of vendors on current

schedule: 46.

Next solicitation/open season expected to be issued: Jan. '92
Contract Period: 1 Jan. '93 - 31 Jan. '94.

Schedule Identification: 66 II R.

Contact: GSA Office and Scientific Equipment Commodity Center, Diane Carrington, tel.: (703) 557-7823.

Product: Miscellaneous Furniture — security equipment.

Expected contract value: \$130.6 million over three years.

Number of vendors on current schedule: 13.

Next solicitation/open season expected to be issued: Jan. '92
Contract Period: 1 Oct. '91-30 Sept. '96.

Schedule Identification: 71 III E.

Contact: GSA Furniture Commodity Center, Patricia Wills, tel.: (703) 557-8438.

Product: Miscellaneous Furniture — partitions.

Expected contract value: \$50 million.

Number of vendors on current schedule: 20.

Next solicitation/open season expected to be issued: Jan. '92
Contract Period: 1 May '91-30 April '96.

Schedule Identification: 71 III M.

Contact: GSA Furniture Commodity Center, Janet Gore, tel.: (703) 557-8442.

To find out about U.S. federal contract opportunities for other products, or for more general information on this procurement process, contact the Canadian Embassy in Washington D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

Canada-U.S. Trade Commission Meeting

Implementation of the Canada-U.S. Free Trade Agreement (FTA) continues to proceed smoothly as the Agreement moves towards the end of its third year.

That's the conclusion reached by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson, and U.S. Trade Representative Carla A. Hills at the fifth meeting of the Canada-U.S. Trade Commission.

The meeting, which reviews the progress and overall management of the FTA, took place last month in Seattle, Washington.

Trade in goods and services between the two countries reached C\$203 billion in 1990, up from C\$197 billion in 1989 and C\$191 billion in 1988.

Progress in a number of areas since the last Commission meeting in October, 1990, were noted in Seattle. These include:

- The second round of accelerated tariff reductions which is now in force, affecting some C\$2 billion in two-way trade and over 200 products.

(Since the Agreement entered into force, the two countries, at the request of the private sector, have agreed to accelerated elimination of duties on products valued at more than C\$8 billion.)

- The architectural societies of Canada and the U.S. have established criteria that will recognize the qualifications of architects from each other's country.

Wilson and Hills also discussed a number of outstanding trade issues and noted the importance of the FTA in helping to resolve bilateral issues.

Some of the other decisions taken by the Trade Commission last month include:

- agreement to a process to amend Chapter 19 (Binational Dispute

Settlement) Rules that will be submitted to it by the Binational Legal Working Group —it is working on amendments towards simplification;

- acknowledgement of progress made by the nine technical working groups examining regulations —such as packaging and labeling— and standards affecting agricultural and fishery trade between the two countries;

- approval of the amendment to the rules of origin on oilseed products, and proposed amendments to a number of other products, including Disc Drives\Computer Equipment (Section XVI). This

amendment, which was requested by Canadian equipment manufacturers, will assist the Canadian high technology industry in exporting to the U.S.

- acknowledgement that the amendments to Chapter 15 (Temporary Entry for Business Persons) approved at the last October Commission meeting would be implemented upon publication by both countries.

For more information on the Bilateral Commission meeting or on the FTA, contact Barbara Tink, Free Trade Management Division (UGM), EAITC. Tel.: (613) 993-4797. Fax: (613) 996-7411.

New Agency Facilitates Trade in the South Pacific Islands

A new agency has been created to assist entrepreneurs in the South Pacific Islands in promoting and implementing viable enterprises.

The South Pacific Project Facility (SPPFF)— is co-financed by Australia, Canada, Fiji, France, Japan, New Zealand and the United States. It covers Fiji, Kiribati, Papua New Guinea, Solomon Islands, Tonga, Vanuatu and Western Samoa.

The SPPFF advises foreign investors or financial institutions seeking to identify investment opportunities and/or local partners in South Pacific island countries by bringing the parties together and helping to negotiate fair and equitable terms of cooperation.

Project proposals/enquiries can be sent to Mr. Bose, SPPFF Office, International Finance Corporation, 1818H Street NW, Washington DC 20433, USA. Tel.: (202) 334-8705.

For more information on the South Pacific Islands, contact

Gilles Potvin of EAITC's Asia Pacific South Trade Division. Tel.: (613) 995-7662. Fax: (613) 996-4302.

South Pacific Cargo Service

A new ocean cargo service between North America and South Pacific ports has been launched by South Pacific Interline Ltd.

The 50-day round trip begins in Vancouver and will call at 10 U.S. west coast and South Pacific ports.

Service will be provided by MV T.S. Adventure, a 17,000 ton state-of-the-art multi-deck, self-sustaining, box-type Japanese-built ship.

The new vessel can carry dry and refrigerated containers, breakbulk and heavy lift cargoes.

Contact Staffan Melin, South Pacific Interline Ltd., World Trade Centre, Suite 532, 999 Canada Place, Vancouver V6C 3E2. Tel.: (604) 641-1325. Fax: (604) 641-1395. Telex: 04-53332 EOC VCR.

EC Harmonizes Intellectual Property Rights

By Andrew Griffin

In general, Canadian business can expect to benefit from the greater uniformity and administrative simplicity of the EC-wide regime concerning intellectual property envisaged as part of the European Community (EC)'s Single Market initiative.

That's the conclusion contained in the *1992 Interdepartmental Working Group Report on Intellectual Property*.

The report concludes that Canada and the EC have broadly similar positions regarding intellectual property. They are both striving for adequate protection for owners of intellectual property, non-discriminatory enforcement of those rights and effective dispute settlement mechanisms.

In the October 1990 paper entitled *Industrial Policy in an Open and Competitive Environment*, the EC stated that solutions to problems of industrial competitiveness must increasingly be addressed at the Community level and "that quick and effective intellectual property protection promotes the internationalization of business and provides a powerful incentive for innovation."

The EC, in seeking to balance the need for protection of intellectual property rights-holders against the benefits of an open and

competitive market, is taking a two-pronged approach: the national provisions of the 12 Member States are being harmonized; new Community-wide measures are being enacted.

A Community Patent and a Community

Trade Mark have been proposed. Geographical indications and plant breeders' rights are also to become subject to Community law.

The report pinpoints questions of access to the EC market by Canadian goods and services embodying intellectual property and Canadian access to EC-produced intellectual property as Canada's two principal interests with regards to the new Community measures.

Multilateral Agreements

Under the Trade-Related aspects of Intellectual Property (TRIPS) negotiations, the EC has proposed a framework for the enforcement of intellectual

property rights that would:

- include national treatment and the non-discriminatory application of national regulations;
- entitle rights-holders with redress procedures in cases of infringement; and
- allow for the application of suitable penalties.

The EC also stressed its desire to have all contracting parties join the Paris Convention on patents, trademarks and design and the Berne Convention on copyright.

These two conventions, to which Canada belongs, are administered by the World Intellectual Property Organization (WIPO).

The EC has introduced measures related to patents, trademarks, copy-

right, geographical indications, plant breeders' rights and layout designs for semiconductor chips to achieve these goals.

The Community Patent

The 1973 European Patent Convention (or Munich Convention),

The EC is attempting to bring intellectual property rights into line with the objectives of the Single Market through:

- administrative simplification resulting from "one stop shopping" for EC-wide protection;
- promotion of large scale operations in manufacturing and distribution due to uniform protection;
- general benefits associated with an open market; and
- increased control over counterfeit and pirated goods.

which entered into force in 1978, created the European Patent Office (EPO) and harmonized the process for obtaining patents in signatory countries.

However, not all EC countries are signatories (Denmark, Ireland and Portugal are not party to the agreement) and the result is a bundle of patent rights which are governed by the national laws of the applicable countries. Thus, protection is not uniform.

As part of the 1992 Single Market programme, the EC has renewed efforts to secure the establishment of a Community Patent through a revised version of the Luxembourg Convention. The Luxembourg Convention, to be administered by the EPO, will provide identical patent rights throughout the EC.

As well, special measures regarding patents for pharmaceuticals and biotechnology have been introduced.

Continued on page 7— Europe '92

The EC and the GATT

In the Uruguay Round of the GATT, the EC is advocating the application of the following trade-related principles to intellectual property rights:

- non-discrimination
- national treatment
- lower barriers
- transparency
- consultation
- dispute settlement

Europe '92

Continued from page 6

The Community Trade Mark

Currently, companies wishing to sell their goods and services in the EC are required to register trademarks in each Member State where protection is desired, resulting in a variety protection and rights.

In addition to the harmonization of national systems, the Commission has put forward a proposal for a Community Trade Mark (CTM) that would be administered by a CTM Office for which Madrid is lobbying.

Copyright

Disparate Member State copyright legislation affects trade and makes the piracy of materials easier, a situation exacerbated by the advance of new technologies.

In December 1990, the Commission unveiled a two-year work program as a follow-up to its 1988 Green Paper on Copyright and the Challenge of Technology. The plan aims to establish a 'level playing field' in the area of copyright and neighboring rights legislation.

The program states that all Member States should, by the end of 1992, ratify and adhere to the 1971 Berne Convention and the 1961 Rome Convention on the rights of performers, record producers, and radio and television broadcasters.

Contact

For more information on Europe 1992, contact EAITC's European Community Division. Tel.: (613) 996-2727.

To obtain a copy of **1992 Interdepartmental Working Group Report on Intellectual Property**, contact Info Export at 1-800-267-8376.

Andrew Griffin is a communications consultant formerly with EAITC's European Community Division.

Growth Forecast in Computer Use

Continued from page 1

says the report, *The Danish Informatics Market—An Overview*.

There are about 600,000 users of PCs in Denmark, a market where there is a very limited number of domestic manufacturers — and where customers are quality conscious. This number is expected to reach 1 million by 1995, with users being primarily private consumers.

Software

In 1990, the overall Danish software market was valued at approximately Cdn\$500 million. This is expected to grow by 30 per cent to \$660 million in 1992. The packaged PC software market accounts for approximately Cdn\$105 million of the overall software market. The projected annual growth rate is 39 per cent.

"As a rule of thumb," says the report, "there is a market potential for most types of software, with the exception of administrative software."

There is, however, a market for technical software, utility and systems software, graphics software and communications programs at all hardware platform levels. The communications area particularly seems to be growing rapidly.

Canadian suppliers of specialized software products should contact (see end of article) the Embassy for an individual market appraisal.

Hardware

On the hardware side, the market potential lies primarily within the peripheral products sector (e.g. add-on products for specialized applications in communications, emulation, imaging, and high-end graphics).

Again, a high degree of Danish interest is in the communications sector (PC to PC, PC to mainframe,

teleconferencing, fax, voice response). Also in high demand is hardware related to Desktop Publishing (Ventura, Aldus/Page-maker) and scanning applications.

Making Contact

Canadian companies wanting to do business in Denmark normally are advised to do so through a single Danish sales intermediary (distributor, VAR, mail order or original equipment manufacturer) — as Danish end users prefer to deal with local firms.

Good distribution outlets are and will continue to be in high demand, so Canadian vendors should cultivate prospective or existing

"Vigilance tempered with patience should be applied."

distributors by offering, for example, very favourable terms.

In working with a prospective Danish distributor, "vigilance tempered with patience should be applied," advises the report, suggesting the distributor's performance should be judged only after 12 months' performance.

Once one has the foot in the door and the product is accepted, it is imperative that the vendor be prepared to offer technical support, reasonable supply terms, visit the distributor regularly, and develop a solid understanding of the Danish business environment.

In addition to referring to the Embassy for assistance, one can contact Danish distributors in other ways, such as exhibiting at trade shows (Comdex, Los Angeles; Cebit, Germany are well attended by Danes); and advertising in primarily major U.S. computer magazines (*Byte* and *PC World*).

Continued on page 8— **Setting**

AUSTRALIA A SOLID MARKET

for Manufactured Products...

Australia is among Canada's top markets for fabricated and manufactured products, with Canadian exports including everything from turbo propellers (\$14 million) to automatic washing machines (\$5 million).

That opportunities abound is reiterated in a recent article in the Australian trade journal, *Industry Review*, which states that Australia is a large and consistent importer of finished goods includ-

ing machinery, transportation equipment, and office/electrical equipment.

The article also stresses that it is imperative that the country replace existing machinery and equipment with products that are more technologically advanced — a necessity if the country's industry is to be more efficient and competitive in world markets.

For more information on market opportunities in Australia, contact

Brian Hood, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7652. Fax: (613) 996-4309.

... and Passenger Motor Vehicles

Australia's market liberalization in both tariff and non-tariff areas, begun in 1985 and expected to run to the year 2000, is continuing with the latest government policies relating to the entry into Australia of passenger motor vehicles.

Through the Australian Passenger Motor Vehicle Manufacturing Plan, tariffs, between 1985-1990, on imported cars and components were reduced from 57.5 per cent to 40 per cent.

This tariff rate was further reduced on January 1, 1991 to 37.5 per cent and will be decreased again on January 1, 1992 to 35 per cent. The quota on imported cars was abolished in 1988 and the 85 per cent Local Content Scheme was terminated in 1989.

In addition to reductions in tariffs and the removal of quantitative restrictions, the Plan also incorporates two new mechanisms designed to rationalize the industry: Minimum Volume Requirements (to discourage low volume production) and the Export Facilitation Scheme (to promote exports of competitive vehicles and components).

For further information on tariffs pertaining to Australia's passenger motor vehicle industry, contact Ray Buciak, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Setting Up Shop in Denmark

Continued from page 7

Options to Distribution

Companies that are unsuccessful in establishing a distribution system have other options, including:

- setting up their own sales office in Denmark;
- finding a distributor in another Scandinavian country that has proven successful in handling Denmark; or
- establishing strategic partnerships and/or OEM agreements with Danish manufacturers/publishers who are already marketing products in Scandinavia and the EEC.

(This angle is covered in a report — *The Danish Software Industry Survey* — recently commissioned by External Affairs and International Trade Canada and due for release later this year. In addition to surveying 10 major Danish software publishers who are experienced in marketing software in the EEC, the study focuses on Danish software publishers that are open to alliances with Canadian software vendors.)

Further Information

The Canadian Embassy in Copenhagen maintains extensive contact with the Danish informatics sector and is eager to assist Canadian companies in assessing the local market potential and identifying the optimal distribution channel for Canadian products.

For further information on the informatics sector in Denmark, on other trade matters, or to obtain a copy of *The Danish Informatics Market—An Overview*, contact directly, the Commercial Division, Canadian Embassy, Kr. Bernikowsgade 1, DK-1105, Copenhagen K, Kingdom of Denmark. Tel.: (011-45-33) 12-22-99. Fax: (011-45-33) 14-05-85. Telex: (Destination code 55) 27036 (DMCNC DK).

Information may also be obtained from Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-4730. Fax: (613) 995-6319.

Building Markets in Costa Rica

The Costa Rican market for construction materials represents between \$40 million to \$80 million of imports annually, with even the low end of the housing market using 20 per cent of imported materials.

In premium grade housing and tourist and office construction, the percentage of imported materials increases substantially.

These are among the findings of a building products market study commissioned by the Canadian Embassy in San Jose, Costa Rica.

Costa Rica is heavily dependent on the import of glass, plastics, aluminum products, steel, asbestos, bolts, hardware, chemical products, electrical accessories, and specialized installations and finishings.

As well, timber will become an import item of some importance to the construction industry in the coming years.

Annual construction of buildings is in the neighbourhood of 650,000 square meters per year with an estimated value of Cdn\$90 million. More than 40 per cent of the total construction is concentrated in buildings valued around \$100,000, with 75 per cent being in the housing market.

In addition to listing various imported items, together with the dollar value imported and the applicable tariffs and taxes on such commodities, the study also discusses commercial practices in Costa Rica.

It is also worth noting that imported products must be represented by a company registered in Costa Rica. Indeed, says the report, "this is the most effective way of ensuring good distribution for a potential Canadian manufacturer."

Costa Rica has an active invest-

ment promotion infrastructure providing incentives to manufacturers wishing to establish in the country — particularly if the industry will earn export revenue.

Tax holidays, free zones and export tax drawbacks are all prominently featured in Costa Rican investment incentives.

For further information on this market or for a copy of the study, contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8806.

Lucrative Markets in Cayman Islands

Aggressive Canadian exporters can find niche markets in the small but lucrative Cayman Islands — a British dependency that is heavily reliant on imports.

With a resident population of only 27,000 people (boosted considerably by a large tourist-oriented commercial sector), the Cayman Islands import goods valued at approximately Cdn\$160 million annually, creating opportunities for Canadian exporters in virtually all sectors.

Major Imports

Major imports are equipment, motor vehicles, construction materials, hardware, foods and beverages, and consumer durables. The demand is primarily for superior quality goods, particularly those with top brand names.

Because of the rapid growth of the economy, the islands' increasing popularity as a financial centre (520 registered banks) and tourist destination, considerable demands have been put on the country's infrastructure.

Over the next five years, the government will undertake capital development projects that will include port expansion, road improvement, water supply system development, and airport upgrading — creating potential markets for Canadian exporters.

Business Practices

Approximately 74 per cent of Cayman's imports are shipped from the United States (including Canadian goods and those not originating in the U.S.), because of their proximity to the U.S. and the availability of shipping (three to four times a week) from Miami.

Many Caymanian importers engage the services of Miami-based freight consolidators and have excellent relations with Miami-based distributors who are very active in the Cayman Islands market. All quotes to Caymanian importers should be FOB Miami.

Contacts

To further promote Canada-Cayman Islands business, the Commercial Division of the Canadian High Commission in Kingston, Jamaica became members of the Cayman Islands Chamber of Commerce and an Honorary Commercial Representative for Canada, resident in the Islands, was appointed.

For further information on trade with this small but lucrative country, contact the Commercial Division, Canadian High Commission, P.O. Box 1500, Kingston 10, Jamaica, West Indies. Tel.: (809) 926-1500. Fax: (809) 926-1702. Telex: (Destination code 291) 2130 (2130 BEAVER JA).

Calendar of Events Across Canada

Continued from page 1

Value-added wood products/
Building materials; October 25-28
— Consulting engineering; Octo-
ber 28-29 — Consumer products.

• **Montreal** — October 9-10 —
Environmental equipment and
related services; October 10-11 —
Value-added wood products/
Building materials; October 29-30
— Consulting engineering; Octo-
ber 30-31 — Consumer products.

• **Halifax** — October 11 — Envi-
ronmental equipment and related
services; November 1 — Consult-
ing engineering; November 1 —
Consumer products.

• **Calgary** — October 22 — Con-
sulting engineering; October 23 —
Consumer products.

• **Regina** — October 23 — Con-
sulting engineering.

• **Winnipeg** — October 24-26 —
Consulting engineering; October
24-25 — Consumer products.

• **St. John's** — October 31 —
Consulting engineering.

For details, contact Gisèle
Laframboise of EAITC's Trade
Development Operations Division
(TPO). Tel.: (613) 996-8099. Fax:
(613) 996-8688.

Other CITM Events (in chronological order)

• **Windsor** — September 19 —
International Trade Shows Made
Profitable. How to exhibit effec-
tively at trade shows. Sponsored
by EAITC, ISTC and the Export
Development Corporation. Also
in **London**, September 26; **To-
ronto** (special presentation for the
food sector), October 8; **Cam-
bridge**, October 16; **Etobicoke**,
October 17; and **Markham**, Oc-
tober 18. Contact Geoff Jones, ITC,
Toronto. Tel.: (416) 973-5052. Fax:
(416) 973-8161.

• **Vancouver** — September 22-25
— Softworld Forum - management,
money and marketing for the

software industry. Contact Ann
Levi-Lloyd, Softworld. Tel.: (604)
682-2034. Fax: (604) 684-9848.

• **Ottawa** — **Quebec City** —
Moncton — September 22-29 —
Incoming Lumber and DIY (Do-it-
yourself) Buyers from The Hague.
Contact Gail McCallum, RWTF,
EAITC. Tel.: (613) 996-1530. Fax:
(613) 995-6319; Patrice Veilleux,
RWT, EAITC. Tel.: (613) 995-6440.
Fax: (613) 995-6319; J. Caston-
guay, BPIB. Tel.: (418) 872-2424.
Fax: (418) 872-3062.

• **Halifax** — September 26 —
Brazil: Opening Up For Business.
Seminar targeting key sectors of
the Brazilian economy, with a fo-
cus on those sectors offering the
greatest potential for Canadian
business and investment. The
seminar is also slated for **Mon-
treal**, September 27; **Toronto**,
September 30; **Calgary**, October
2; and **Vancouver**, October 4.
Contact Beth Wolff, Brazil-Canada
Chamber of Commerce. Tel.: (416)
364-4634. Fax: (416) 364-4638.

• **Saskatoon** — September 27-29
— Saskatchewan Business Op-
portunities Show (BOSS'91). Tar-
geted for the retail, franchising
and industrial sectors. Contact
Shaylene Craigie, Show Manager.
Tel.: (306) 787-1608. Fax: (306)
787-3872.

• **Calgary** — September 29-Oct-
ober 1 — 10th CERI (Canadian
Energy Research Institute) Inter-
national Oil & Gas Markets Con-
ference. Contact the Conference
Division, CERI. Tel.: (403) 282-
1231. Fax: (403) 284-4181.

• **Saskatoon** — October 1 —
Regina — October 2 — Interna-
tional Trade Shows Made Profit-
able. How to exhibit effectively at
trade shows. Contact David
Shortall, ITC. Tel.: (306) 975-5318.
Fax: (306) 975-5334.

• **Calgary** — October 2 — Alberta

and Japan: Trade Developments
in the '90s. The focus will be on
food exports, tourism and the
outlook for technology exports and
investment. Contact Canada-Ja-
pan Trade Council. Tel.: (613) 233-
4047. Fax: (613) 233-2256.

• **Vancouver** — October 3 — B.C.
and Japan: Tourism and Trade in
the Nineties. Contact Canada-Ja-
pan Trade Council. Tel.: (613) 233-
4047. Fax: (613) 233-2256.

• **Ottawa** — October 6-8 — 48th
Annual Convention of the Cana-
dian Exporters' Association (CEA).
See article next page.

• **Toronto** — October 6-10 —
Water Pollution Control Federa-
tion 64th Annual Conference and
Exhibition. Contact Donald
Marsan, UTO, EAITC. Tel.: (613)
991-9478. Fax: (613) 990-9119.

• **Ottawa** — October 7 — Canada
Export Awards Banquet. The Hon.
Michael H. Wilson, Minister of
Industry, Science and Technology
and Minister for International
Trade, will introduce this year's
award winners. Contact Beverly
Hexter, EAITC. Tel.: (613) 996-
2274. Fax: (613) 996-8688.

Toronto — October 10 — Global
Connections'91. This information
trade show provides practical in-
formation to small and medium-
sized businesses interested in ex-
panding into the global market.
Contact Regina Pearce, Show
Manager. Tel.: (416) 534-3677.
Fax: (416) 534-2739.

• **Throughout Canada** — Mid-
October (dates to be determined)
— Incoming Trade Mission from
Maharatta Chamber of Commerce
and Industry, India. The mission
will include group functions,
seminars and workshops, and in-
dividual programs of meetings and
plant visits. Contact Marcel Sau-
cier, PST, EAITC. Tel.: (613) 996-

Continued on page 11— Trade

Trade Month Activities and Events

Continued from page 10

5903. Fax: (613) 996-4309.

• **Saskatoon** — October 15 — Business Opportunities in China. Contact Leila Umali, Asia Pacific Foundation. Tel.: (306) 244-4600. Fax: (306) 244-1951.

• **Saskatoon** — October 17 — Quality Assurance and Export Marketing workshop focusing on the importance of standards in sustaining export growth. Contact George Rogerson, CEA. Tel.: (613) 238-8888. Fax: (613) 563-9218.

• **Toronto; Montreal** — October 19-23 — Joint Business Council Meeting of the Canada-India Business Council (CIBC) in association with the Federation of Indian Chambers of Commerce and Industry. The event will feature seminars on doing business with India as well as one-on-one meetings or plant visits. Contact Patrice Dallaire, Executive Director, CIBC. Tel.: (613) 238-4000. Fax: (613) 238-7643.

• **Montreal** — October 20-22 — 10th Joint Meeting of the Canada-Korea/Korea-Canada Business Councils (CK/KCBC). Contact Dee Pannu, Managing Director, CKBC, Canadian Chamber of Commerce. Tel. (613) 238-4000. Fax: (613) 238-7643.

• **Montreal** — October 22; **Toronto** — October 23 — The Realities of Doing Business in the EEC. A seminar on how to establish a business within the EEC. Contact Barry Spiegel or Lise Monette of Goodman Lapointe Ferguson, Barristers and Solicitors. Tel.: (416) 595-2300. Fax: (416) 595-0567.

• **Wolfville** — October 24 — Seminar on Trade and Investment Opportunities in Hungary and Czechoslovakia. Sponsored by Acadia University. Contact Dr. Lois Valley-Fischer, Dean of Arts. Tel.: (902) 542-2201.

Fax: (902) 542-4727.

• **London** — October 28-29 — Med Tech International Symposium and Exhibition. Contact Dr. F. Janzen, Executive Director, Med Tech International. Tel.: (519) 661-4787. Fax: (519) 661-4801.

• **Moncton** — October 30; **Bathurst** — October 31 — International Trade Shows Made Profitable. How to exhibit effectively at trade shows. Contact Ben Hong, ITC, Moncton. Tel.: (406) 857-4782. Fax: (406) 851-6429.

• **Toronto** — October 31 — Let's Talk Risk. Workshop on the risks

involved in exporting. Contact Richard McCorkindale, Export Development Corporation. Tel.: (416) 973-5991. Fax: (416) 862-1267.

• **Prince Edward Island** — October — Outreach Prince Edward Island. A series of lectures, export articles, business-to-business shows and receptions organized to promote the role of EAITC, ISTC and the ITCs and the importance of export trade. Contact Fraser Dickson, Senior Trade Commissioner, ITC. Tel.: (902) 566-7443. Fax: (902) 566-7450.

CEA Annual Convention: Bigger and Better

The 48th Annual Convention of the Canadian Exporters' Association (CEA) will offer an impressive program focusing on "Innovations in Exports."

The October 6 to 8 event, to be held at the Westin Hotel in Ottawa, will also feature the presentation of the Canada Export Awards by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson, at the Annual Dinner ceremony organized at the Ottawa Convention Centre on October 7.

Plenary and concurrent sessions will cover the following topics:

- Canadian International Competitiveness - The Way Ahead;
- The Free Trade Agreement (FTA) and the Evolving Role of U.S. Customs;
- Paperless International Trade and Electronic Data Interchange (EDI);
- The Middle East: new developments and business opportunities;
- Latin America: business opportunities in Mexico and the Western Hemisphere;
- The Role of Services Exports in the Canadian Economy;
- Asia Pacific 2000: focus on Japan, China and Taiwan;
- The New Europe;
- The U.S.: marketing strategies for various regions of the U.S. in the post-FTA era;
- The Uruguay Round - Prospects and Potential;
- North American Free Trade - The Mexican Dimension; and
- The Environment - Emerging Trade Policy Issues.

Prominent moderators, panelists and keynote speakers taking part in these very topical sessions will include Associate and Assistant Deputy Ministers from Industry, Science and Technology Canada (ISTC) and EAITC's Asia Pacific and Europe Branches; Philip W. Spayd, Regional Commissioner, U.S. Customs Service; the Presidents and CEOs of the Canadian Commercial Corporation (CCC) and the Export Development Corporation (EDC); Robert Brown, President, Bombardier Inc. - Canadair Group; Carla Hills, U.S. Trade Representative; John Weekes, Chief Negotiator, Office of Trilateral Trade Negotiations, EAITC; and Don Olafson, Senior Vice President, Nova Corporation of Alberta.

For more information on the Convention, contact Jacqueline Miller; for registration, contact Laurie Chochinov, Canadian Exporters' Association, 99 Bank St., Suite 250, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

BUSINESS AGENDA

Montreal — October 4; Toronto — October 10 — A one-day seminar on **Hungary: The Key to a Changing Europe**, led by Dr. Bela Kadar, Hungarian Minister of International Economic Relations, will present and explain the changes occurring in the restructuring of Hungary's economy and offer an in-depth view of investment options in key industry sectors. Morning session will include presentations on the new business environment in Hungary, privatization (including a case study) and investment success stories; the afternoon sectoral workshops will focus on banking and the financial industry, land development, energy and resources, medical devices and biotechnology, telecommunications and computer software. Attendees will receive a copy of the new book *Business Opportunities in Hungary*. Organized by the Hungarian-Canadian Chamber of Commerce (HCCC) in cooperation with External Affairs and International Trade Canada (EAITC). For more information or registration, contact the HCCC, National Coordination Centre, 55 Murray St., Suite 315, Ottawa. Tel.: (613) 236-8504. Fax: (613) 237-7666.

Ottawa — October 9-11 — Canadian marketers and exporters will be better equipped to meet the demands of international competition from Europe, the United States, Japan and other countries by attending a series of three-day

intensive marketing strategy seminars sponsored by the International Marketing Institute (IMI) and the Canadian Institute of Marketing. Prominent Canadian experts in international business and marketing will conduct seminars on the application of strategic management to marketing for effective situational analysis,

planning, implementation, and evaluation tools for both product and services marketing. Emphasis will be placed on proactive strategies for export growth and marketing excellence in the 1990s. Contact Programme Coordinator, IMI, P.O. Box 7305, Ottawa K1L 8E4. Tel.: (613) 831-1052. Fax: (613) 831-8452.

Publications

It will take aggressive promotion to penetrate Korea's small lumber and wood products construction market — but the effort could pay off handsomely as the demand in this sector is expected to grow rapidly over the next five years, says a study on the Korean market for dimension lumber and other wood construction products. The comprehensive study lists specific niche opportunities, recommends marketing strategies and provides contact information on importers, users and wood-use decision makers. Copies of the study are available from its producers, the Canadian Embassy, P.O. Box 6299, Seoul 100-170, Republic of Korea. Telex: (Destination code 801) 27425 (CANADA C). Fax: (011-82-2) 755-0686.

Directory of Canadian Firms Doing Business in Australia has been published by the Canadian Consulate General in Sydney in cooperation with the Australian

firm, Kejash P/L. Copies of the directory, which contains over 600 listings, may be obtained from the Canadian Consulate General, 8th Floor, A.M.P. Centre, 50 Bridge Street, Sydney, New South Wales, Australia. Tel.: (011-61-2) 231-7022. Fax: (011-61-2) 223-4230.

Market Study on the Automotive Industry in Brazil and *Report on Venezuelan Rules Governing Gold Mining* are available from EAITC's Latin America and Caribbean Trade Division. Tel.: (613) 996-5546. Fax: (613) 943-8806.

Contacts Update

The address, telephone and facsimile numbers for the new office of the Canadian Embassy in Hanoi, Vietnam are: 39 Nguyen Dihn Chieu St., Hanoi, Vietnam. Tel.: (84) 42-65840 and 42-65845. Fax: (84) 42-65837.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Bidding on U.S. Federal Contracts

Canadian companies have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitation will be available as noted below; the bid period usually closes 30 days after that.

Product: Mini and Microcomputer Equipment — hardware, software and peripherals.
Solicitation now available — for companies already selling in the commercial market.
Identification: #70 B/C.
Contact: GSA Schedules Division, Gerald Cahalane, Washington, D.C., tel.: (202) 501-1993.

Product: Electrostatic Copying Equipment — copying equipment, supplies and services.
Contract value: \$10 million.
Number of vendors on current schedule: 36.
Next solicitation/open season expected to be issued: Jan. '92.
Contract Period: 1 Oct. '90-30 Sept. '93.
Identification: #36 IV.
Contact: GSA Office Equipment Commodity Center, Philip Cohen, tel.: (703) 557-9270.

Product: Furniture Systems.
Expected contract value: \$175

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million over three years.
Number of vendors on current schedule: 35.
Next solicitation expected to be issued: Feb. '92.
Contract Period: 1 Oct. '91 - 30 Sept. '96.
Identification: #71 II E.

Focus on Japan Supplement pages 3-6

Contact: GSA Furniture Commodity Center, Mark Oakey, tel.: (703) 557-3838.
Note: This is a large and complex solicitation that can involve a great deal of product testing and documentation. The more lead time you get on this one, the better.

Product: Laboratory Furniture.
Expected contract value: \$25 million over four years.
Number of vendors on current schedule: 21.
Next solicitation expected to be issued: Feb. '92.
Contract Period: 1 Feb. '92 - 31 Jan. '96.
Identification: #66 II P.
Contact: GSA Office and Scientific Equipment Commodity Center, Brenda Yates, tel.: (703) 557-9413.

Product: Miscellaneous Furniture — library.
Expected contract value: \$10.1 million over two years.
Number of vendors on 1990 schedule: 19.
Solicitation expected to be issued: Open season - March '92.

Contract Period: 1 Sept. '90 - 31 Aug. '95.
Identification: #71 III B.
Contact: GSA Furniture Commodity Center, Carl Barbee, tel.: (703) 557-8440.

Product: ADP Furniture.
Expected contract value: \$269.6 million over three years.
Number of vendors on current schedule: 98.
Next solicitation expected to be issued: Open season - March '92.

Contract Period: 1 Apr. '91 - 31 March '96.
Identification: #71 III N.
Contact: GSA Furniture Commodity Center, Wanda Bowman, tel.: (703) 557-3783.

Product: Miscellaneous — Cafeteria and Food Service Furniture.
Expected contract value: \$140 million.
Number of vendors on current schedule: 60.
Next solicitation expected to be issued: Open season - Apr. '92.
Contract Period: 1 Oct. '90 - 30 Sept. '94.
Identification: #71 III L.
Contact: GSA Furniture Commodity Center, Don Neidig, tel.: (703) 557-5945.

To find out about U.S. federal contract opportunities for other products, or for more general information on this procurement process, contact Judith Bradt, Canadian Embassy in Washington, D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

External Affairs and
International Trade Canada

Canada

Business Opportunities

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

NEW ZEALAND — A company here wishes to be the **sole agent** for the nationwide distribution of **greeting cards** (especially non-script), **gift wrap**, **Christmas/party accessories and related products**. Contact Peter Fitzpatrick, Urban Imports Ltd., P.O. Box 58-401, Greenmount, Auckland, New Zealand. Fax: (09) 2740852.

NEW ZEALAND — A cutlery firm wishes to be the **sole agent** for the distribution of **knives** (especially chef's knives) and **chef's equipment** (skewers, garlic crushers, chef's clothing and textbooks). Contact John Fryer, World of Cutlery, 49 Ponsonby Road, Ponsonby, Auckland, New Zealand. Fax: (09) 766-384.

NEW ZEALAND — An importer/supplier of products for sign makers seeks suppliers of **translucent vinyl film** suitable for computer cut lettering for use in illuminated signs. Contact John Doherty, Doherty Trading Ltd., P.O. Box 8497, Auckland, New Zealand.

Fax: (09) 307-6763.

SINGAPORE — **Healthcare, consumer and nature food products** are being sought by Mr. Kesavan, Managing Director, Kesavan Engineering & Construction Pte Ltd., 320 Serangoon Road #04-39, Serangoon Plaza, Singapore 0821. Tel.: 298-6907. Fax: 298-6874.

SINGAPORE — A trading company seeks to import **timber processing equipment/plant, pulp/paper mill and an industrial power (1,500KW-15,000 KW) plant (wood-fired, boiler and steam turbine)**. Contact Jeffrey Tan, Managing Director, de Vivanco (Asia) Trading Co. Pte Ltd., 50 Jalan Sultan #09-02, Jalan Sultan Centre, Singapore 0719. Tel.: 295-1479. Fax: 298-9565.

SINGAPORE — **Wheat flour, soybean and dried squid** are being sought by David Lim, Director, Unigreat Resources Pte Ltd., Block 16 Wholesale Centre #01-99, Singapore 0511. Tel.: 776-0906. Fax: 779-4239.

SINGAPORE — Being sought by a local company are **cleaning and related products (litter bins,**

washroom accessories); park and landscape items; and consumer and souvenir products. Contact Leslie Lim, Executive (Trading Division), Berkeley Cleaning Pte Ltd., Block 207 Henderson Road #03-03, Henderson Industrial Park, Singapore 0315. Tel.: 273-9788. Fax: 278-0797.

SINGAPORE — Firm wishes to import **trailer parts and wheel disc, hydraulic dump truck parts**. Contact Tan Peck Siong, Managing Director, Olympia Engineering Pte Ltd., 33 Cuff Road, Singapore 0820. Tel.: 292-7442/8726. Fax: 291-0055. Telex: RS 34853 OLYENG.

SINGAPORE — Being sought: **carpets, interior furnishing products and building materials**. Contact C.K. Chew, Managing Director, Consmat Singapore Pte Ltd., No. 5 Gul Crescent, Singapore 2262. Tel.: 861-3388. Fax: 861-3388. Telex: RS 34329 CONMAT.

SPAIN (Ref. HID) — A well established service company represents a Barcelona-based client (engaged in the design, construction and installation of small hydroelectric power stations) that wishes to pursue a business venture with companies involved in the field of **telematic and telemetric systems for monitoring/control of water, gas and electricity networks**. Initially, the company requires only a technology/product brochure to see if what is being offered suits its client's needs. Contact client representative Jaume Angerri, Technology Management Department, ICT, Via Laietana, 39, 4rt, 5e, 08003, Barcelona, Spain. Tel.: 319 88 11. Fax: 310 35 35.

CANADEXPORT

Editor-in-Chief:

René-François Désamoré

Editors: Don Wight and
Louis Kovacs

Telephone: (613) 996-2225

Fax: (613) 992-5791

Telex: 053-3745 (BPT).

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Mail to: **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Wilson Leads Mission to Japan to Promote Trade, Investment

When International Trade Minister Michael Wilson visits Japan this November he will be leading a high-level trade and investment mission that will explore new business opportunities in Tokyo, Osaka, Fukuoka and other regions of the country.

In 1990, two-way trade between Canada and Japan totalled approximately \$17.7 billion. The Wilson visit will seek to expand this relationship, hoping to take advantage of Japan's recent liberalizing of its import and other trade-related laws.

Wilson also will officially open (November 8) the new Canadian Consulate in Fukuoka — a move to help Canadian entrepreneurs capitalize on the opportunities arising in Japan's burgeoning regional markets.

Fukuoka, with a population of 15 million people, is considered the "Gateway to Asia" and offers immediate opportunities for Canadian exporters of forest products, building materials, processed foods and consumer products.

Specifically, Wilson and the mission will seek:

- to promote trade, technology exchange, tourism and investment;
- to sensitize Canadian business to the potential for Canada in the regional markets of Japan; and
- to highlight examples of successful Canadian joint ventures or high tech sales in Japan.

Mission members will also travel throughout selected regions to examine trade and investment opportunities first hand. The regions (sectors of interest in brackets) to be visited by the trade delegation include:

- Osaka (building products, housing);

- Hiroshima (automotive parts);
- Sapporo (tourism);
- Nagoya (machinery and equipment); and
- Sendai (fish and food products).

At the same time (and before proceeding to Korea), Wilson will further promote Canada's trade interests in meetings with Japan's Prime Minister Kaifu, Ministers

of International Trade and Industry; Foreign Affairs; Transportation and Tourism; Agriculture; Forestry and Fisheries; and Science and Technology.

Further coverage on Canada-Japan trade is contained in this "Focus on Japan" supplement in *CanadExport*.

\$Millions for Canada Generated by Japanese Tourists

A series of major Canadian trade and cultural events in Japan are making 1991 "The Year of Canada in Japan".

In addition to the official opening of the new Canadian Embassy in Tokyo in May by Prime Minister Brian Mulroney, 1991 marks another milestone: the 25th anniversary of the opening (September 1, 1966) of the first Canadian government tourism office in Tokyo.

Since then, the promotion of Japanese tourism to Canada has never stopped: Canadian companies have promoted Canada in Japan; Canadian airlines have served the Japanese market for 42 years; and Japanese travel agents operating in Canada have a long-term commitment to promoting Canada as a Japanese tourist destination.

Tourism from Japan has grown tremendously since the 1966 inauguration of that first office: Total Japanese travel to Canada in 1990 was 474,000 visitors, making Japan Canada's second most important source of foreign tourists.

The Japanese spend more money per capita in Canada than any other foreign tourists. They spent an estimated \$314 million (airfare excluded) during their Canadian visits in 1990. By 1995, an estimated one million Japanese tourists are expected to visit Canada, helping to boost the Canadian economy and being instrumental in providing direct employment for more than 600,000 (1990 figures) Canadians.

Market Studies Aid Exporters

External Affairs and International Trade Canada's Japan Trade Development Division continues to expand its survey series on market studies and opportunities for Canadian companies in Japan.

More recent reports encourage Canadian entrepreneurs to look beyond the traditional Tokyo-only

marketplace and to explore a number of Japan's main regional markets, many of which are becoming increasingly important.

Listed here are titles (reference code in brackets) which can be ordered through Info Export. (See box at bottom of page 8 to order).

Atlantic Herring Roe (#60CE);

Continued on page 4— EAITC

Canada-Japan Trade Events Calendar

A number of trade fairs, missions or seminars are planned for Japan during the next several months, many of which are likely to be of interest to Canadian exporters.

Events in which External Affairs and International Trade Canada (EAITC), the Canadian trade offices in Japan, and other government departments are involved include:

• **Auto Parts Mission** — October 21-25, 1991. The objective is to increase Canadian exports to Japan and auto parts sourcing by Japanese assemblers in North America and to promote Japanese investment in the Canadian automotive parts industry through joint ventures, technology transfer and licensing arrangements. Contact John Wayne Hall, EAITC. Tel.: (613) 996-2463. Fax: (613) 943-8286.

• **Tokyo Motor Show** — October 26-November 8, 1991. Canada will be participating at this bi-annual trade show with an institutional stand focusing on the competitiveness of the Canadian auto parts industry. Contact John Wayne Hall, as above.

• **Space Canada '91 (Space Industry Mission and Technical Symposium)** — October 28-November 8, 1991. Tokyo. The main objective is to further encourage

trade, joint ventures, collaborative research and development, and industrial cooperation between Canada and Japan. The mission will also expose new Canadian companies to the Japanese market and provide the Japanese government/industry with an update on present and future Canadian activities in space. Contact Cathy Patton, EAITC. Tel.: (995) 8596. Fax: (613) 943-8286.

• **Minister of Industry, Science and Technology and Minister for International Trade (Michael Wilson) Mission to Japan** — November 4-8, 1991. Tokyo/Osaka. Contact Cathy Patton as above.

• **Sawmill Equipment Seminars** — November 11-21, 1991. The primary objective of the regional seminars is to present to the Japanese sawmill industry the advanced technology that is being developed by Canadian sawmill equipment manufacturers. Contact John Wayne Hall as above.

• **Kanata'91** — November 18-21, 1991. Matsushima. This is the second marketplace in what will be an annual event that brings together Canadian sellers and Japanese buyers to the travel trade industry and coincides with Cana-

da's 25th anniversary of promoting Japanese tourism to Canada. Contact Cathy Patton as above.

• **Third Canada-Japan Communications Industry Technical Seminar and Mission** — November 24-30, 1991. Tokyo. The seminar and industrial visits, among other matters, will explore strategic partnering opportunities, joint development of world class products and enhance Canada-Japan trade relations. Contact Sandra Neidy. Tel.: (613) 996-2460. Fax: (613) 943-8286.

• **Leisure and Recreation'92** — March 11-14, 1992. Sunshine City Exhibition Centre, Tokyo (Information Booth). Japan's demand for leisure and recreational goods is expected to more than double to US\$1 trillion by the year 2000. This show affords Canadian companies an excellent opportunity to expose their products to this lucrative market. Contact Garnet Richens, EAITC. Tel.: (613) 995-1677.

For more information on these and other events scheduled to take place in Japan or on Japanese incoming missions to Canada, contact the Japan Trade Development Division, EAITC, Ottawa. Tel.: (613) 995-1281. Fax: (613) 943-8286.

EAITC Studies Explore Markets in Japan

Continued from page 3

Bakery Mix (#61CB); B.C. Salmon (#64CB); Bottled Water (#63CB); Diagnostic Imaging and Implant Equipment (#114CB); Food and Beverage (#76CE); Food Processing Equipment (#65CB); Food Service (#66CE); Fruit Juice (#67CB); Fukuoka and Kyushu (#113CB); Marine Sports (#70CB); Millwork (#71CB); Mushrooms (#89CB); Nagoya and Tokai (#112CB); Osaka and the Kansai

(#58CB); Ocean Industry Equipment (#100CB); Packaging Equipment (#69CB); Peat Moss (#72CB); Pet Food (#73CB); Processed Alfalfa and Hay (#74CB); Processed Meat (#75CB); Sea Urchin (#77CB); Software (#78ZCB); and Windows and Doors (#79CE).

Other studies in the series are expected to be available in mid-October. Titles include: Garage Equipment; Government Procurement; and Laminated Prod-

ucts. An additional three regional market studies are also in the works: Sapporo/Hokkaido; Hiroshima/Chugoku; and Sendai/Tohoku.

For further information on doing business in Japan, contact Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1281. Fax: (613) 943-8286.

Tokyo Hosts Major Food, Beverage Show

Tokyo — Canadian food and beverage manufacturers with quality products that are competitively priced have an opportunity to enter or expand into the Japanese and Asian markets between March 10 and 14, 1992.

That's when the **17th International Food & Beverage Exhibition (Foodex Japan '92)** is being held at the Nippon Convention Centre in Makuhari Messe, a suburb of Tokyo.

The event, an "unrivalled trade show capable of providing excellent food business opportunities" in Asia and the Pacific (population 1.1 billion), will mark the thirteenth year that External Affairs and International Trade Canada will participate.

With more than 2,000 visitors from the Pacific Rim region — primarily Taiwan, South Korea, Hong Kong, Thailand and Singapore — **Foodex** also serves as the prime source of information dissemination throughout Asia.

The 1991 **Foodex** attracted 85,000 specialists, representing distribution, wholesale and import businesses; department stores, supermarkets and other retail outlets; food manufacturing and processing businesses — the principal people with whom overseas suppliers deal.

Japan's food and beverage imports in 1990 totalled US\$40 billion and the trend is likely to continue for a variety of reasons: Japan has improved its distribution system; its large-scale retail store law has been revised, giving more space for the display of products; restrictions on the establishment of convenience stores have been liberalized; and liquor licensing reform is expected to generate 5,000 new liquor stores by 1994 and to permit 200 large retail stores to stock liquor.

Also notable are the increased imports of beverages, including apple juice, regular coffee, orange and other citrus juices.

Import restrictions on dairy products have also been lifted, making ice cream the fastest-growing import in the latter half of 1990.

Seafood products continue to show a steady growth, most notably herring roe, codfish and herring. Imports of seafood such as shrimp (first in a list of 30 leading imported food items), salmon and trout (7th), tuna (8th); agricultural products such as corn (2nd), soybeans (5th), and wheat (6th); as well as meats such as beef (3rd) and pork (4th) are all currently increasing.

Raised income levels and increased leisure time in the 1990s

see a growing concern by the Japanese for enhanced food quality, wholesomeness and safety. Social factors also have generated the popularity of such items as pasta and salads, take-out foods, and pre-cooked and frozen foods. Also growing in popularity are ethnic cuisine and fashionable foods.

Exhibits at **Foodex Japan '92** run the gamut: baby food, biscuits, bread, dairy products, gourmet foods, herbs, meats, soups, sauces, fish, poultry, game, beer, brandy, liquors, wines, soft drinks, mineral water, coffee, tea, cocoa and fruit juice.

For more information on **Foodex Japan '92** contact Greg Bates, Japan Trade Development Division (PNJ), 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8619. Fax: (613) 943-8286.

Companies New to Market Being Recruited for Osaka Food Show

Osaka — Up to 12 Canadian exhibitors — particularly those new to the market and with new products — are being recruited to participate in the **Osaka Solo Food Show** being held in this Japanese city March 16-17, 1992.

The event is designed primarily to assist firms that are new to the increasingly important Kansai market region of west-central Japan and to introduce them to potential agents, importers and distributors.

For the seventh time in five years, the event, which dovetails (to capitalize on the presence of Canadian exporters) with Canadian participation in **Foodex Japan '92**, is being sponsored by the Canadian Consulate General in Osaka.

At the last **Osaka Solo Food**

Show held this past March 18-19, Canada's 19 exhibitors attracted 399 trade visitors and generated \$4.3 million in on-site and projected 12-month sales. More than 250 useful contacts were made as were 95 buying leads.

Canadian sales consisted principally of beef, beer, water, clams and ice coffee — products that are likely to be prominent at the 1992 show, in addition to such items as fresh salmon, shellfish, pork, vegetables, various dairy products, soft drinks, juices and alcoholic beverages.

For further information on the **Osaka Solo Food Show**, contact Greg Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8619. Fax: (613) 943-8286.

Japan's Fisheries Products Market Offers Canadian Exporters Unlimited Potential

The Japanese fisheries market holds unlimited potential for Canadian exporters. All Canadians need do to net an even larger catch is adapt to Japan's shifting market trends.

One such trend is Japan's gradual move from imports of unprocessed fisheries products to the import of more processed goods — particularly high value and value-added products.

To expand their market share, Canadian fisheries exporters must conduct sophisticated market research and adapt products accordingly, say Canadian trade officers based in Japan.

Japan is Canada's second-largest market for fisheries products and will continue to be in the 1990s.

Between 1980 and 1990, Japan's import of fisheries products grew by 187 per cent, making fisheries one of the fastest growth sectors in that country.

Of this percentage, Canada has maintained a 5 per cent market share (valued at approximately US\$575 million in 1990), an increase of US\$308 million from 1985.

The volume of Canadian fisheries products shipments to Japan in 1990 rose by 1.9 per cent, but the value of those shipments rose by 9.7 per cent (CIF).

Canadian shipments of fisheries products to Japan could be down somewhat in 1991, but for the longer term, Canadian exports of fisheries products to Japan will increase.

Noting that Canadian fisheries products "enjoy an excellent quality image" in the Japanese market and based on a number of factors — the value of the yen, changing consumer tastes, import liberalization — the Canadian trade officials predict:

- increased demand for further processed fisheries products or oven-ready dinners (fish fillets);

- continued fast growth for shellfish (lobster);

- the growth of a relatively new market for underutilized species (surf clams, hake);

- increased competition (because of the Japanese move to aquaculture) for Canadian exporters (especially of salmon) but also increased opportunities for Canadian fish farmers as these products become more accepted;

- a possible move by the Japanese, through takeovers or joint venture arrangements, to

the processing of fish in Canada. Such a development, trade officials forecast, "should have a positive impact" on the Canadian fish processing industry.

- greater Japanese investment in Canada's fisheries industry to ensure supply of quality processed products.

For more information on exporting to Japan's fisheries products market, contact Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-1281. Fax: (613) 943-8286.

Contacts at EAITC's

Japan Trade Development Division

Officers and their fields of responsibility in External Affairs and International Trade Canada's Japan Trade Development Division (PNJ) are:

Peter Campbell, Director: Trade strategy for Japan. Tel.: (613) 995-8985.

Phil Holton, Analysis and Strategy: Japan-United States relations; Japan-European Community relations; Trade access issues. Tel.: (613) 995-1282.

Peter Furesz, Deputy Director: Overall direction of trade development; Liaison with business groups, including Canada-Japan Business Council (CJBC); Canadian Exporters' Association (CEA); Japan External Trade Organization (JETRO); Canada-Japan Trade Council (CJTC). Tel.: (613) 996-2458.

Cathy Patton: Investment development program; Hi-tech defence, aerospace; Hi-tech (biotech, advanced industrial materials); Tourism development. Tel.: (613) 995-8596.

Sandra Neidy: Communications and information industries; Electronics; Fashion industries; Cultural industries; Publications. Tel.: (613) 996-2460.

John Wayne Hall: Automotive; Forestry/Building products; Environmental equipment/Technologies. Tel.: (613) 996-2463.

Greg Bates: Agriculture and food. Tel.: (613) 995-8619.

Garnet Richens: Consumer products; Fisheries. Tel.: (613) 995-1677.

The facsimile number for all officers is (613) 943-8286.

Education Exhibition in Singapore

Singapore — Interested Canadian institutions and companies are invited to participate in the **5th International Education, Training and Careers Exhibition** slated for the Singapore World Trade Centre December 5 to 8, 1991.

The annual event, says a report from the Canadian High Commission in Singapore, attracts more than 100 local and overseas exhibitors and more than 30,000 visitors over its four-day run.

Exhibitors represent tertiary institutions; polytechnics; colleges; commercial, correspondence, hotel, catering, vocational and industrial training schools; and government training organizations.

More detailed information or show brochures are available from the exhibition organizers. Contact Miss Y.L. Wong, International Trade Fairs (S) Pte Ltd., 1 Maritime Square, 09-20 World Trade Centre, Singapore 0409. Tel.: (011-65) 278-9166. Fax: (011-65) 274-8670.

Export Assistance Program Guide

Exporters wanting to know where to find useful information can now turn to *Export Assistance Programs, A Guide to Federal, Provincial and Private Sector Assistance Programs*. The guide is prepared by the Royal Bank of Canada and can be obtained by contacting Winnie Au, at the Royal Bank of Canada in Toronto. Tel.: (416) 974-6213. Fax: (416) 974-8240.

Explore Market Potential at Chilean Aerospace Show

Santiago — Second level Canadian suppliers or sub-contractors of aerospace equipment are being encouraged to participate in the Canadian pavilion at **FIDAE'92** being held in this Chilean capital March 8 to 15.

Inaugurated in 1980 and held every second year since then, **FIDAE** is considered one of the best venues for companies wishing to approach the Latin American aerospace market and to explore the opportunities that exist in this sector.

Canadian participation, generally, has been limited, but one company that has attended each **FIDAE** since 1980 reports that it has been "very pleased with the results."

Canadian exhibitors at the upcoming show are likely to be

equally pleased as the External Affairs and International Trade Canada pavilion is strategically situated to obtain maximum benefit from the high-quality visitor traffic that attends from virtually every Latin American country.

At the 1990 show there were 24 national pavilions with a total of 176 individual companies. As many as 34 high-level foreign military delegations, including seven from other South American countries, came to observe and negotiate.

For further information or for application/participation details concerning **FIDAE'92**, contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.

Venezuela Tariff Changes

Changes that could benefit Canadian exporters have been made to Venezuela's customs tariffs.

Now in effect, the principal changes include:

Finished Goods — The maximum ad valorem import duty is 40 per cent (except for automobiles and liquor, on which the ad valorem continues to be 50 per cent).

Raw Materials/Capital Goods — Payment is 5 per cent, if not produced in Andean countries (otherwise payment is 10 per cent).

Intermediate Goods — Payment is 20 per cent or 30 per cent, depending on grade of processing. The exception is petrochemical products that are included in industrial integration programs, where the payment is 15 per cent.

Luxury Items — Import prohibitions on such commodities are eliminated and replaced by a 40 per cent ad valorem duty.

Sporting Goods — Payment will be 20 per cent.

Payment on cargo and public transportation vehicles is 30 per cent. Technical and scientific books, musical instruments and original works of art are exempt from duty.

For further information on these customs/tariff changes contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8806.

BUSINESS AGENDA

Toronto—October 16—Persons involved with the strategic development of their organizations and wanting to ensure business success through the best use of information technology systems will find The Conference Board of Canada's Information Management Conference (Cutting Across Boundaries: The Power of Cross-Functional IT Systems) of interest. Contact Dina Derenzis, The Conference Board of Canada, Ottawa. Tel.: (613) 526-3280. Fax: (613) 526-4857.

Ottawa—October 16—The conference on "Doing Business in Mexico: The Free Trade Challenge (Legal and Trade Aspects)" features speakers that will provide Canadian exporters with strategies to help them succeed in the future North American market of 375 million consumers. For further information (registration fee is \$200), contact Faculty of Law, University of Ottawa. Tel.: (613) 564-7195.

Toronto—October 22-23—Industrial Minerals'91 will see producers, distributors and consumers discuss the changes in supply and demand patterns—particularly as they relate to the pulp and paper, construction, metallurgical industries and to producers of man-made and natural stone products. Limited space is available for tabletop displays of literature and product samples. Contact Blendon Information Services, Willowdale, Ontario. Tel.: (416) 223-5397. Fax:

(416) 223-5397/225-9297.

Toronto—October 24-25—Making Letters of Credit Work for You is a two-day seminar that will help exporters and international traders develop the knowledge and skills to analyze letters of credit, understand the documentary requirements, and ensure flawless transactions and prompt receipt of letters of credit proceeds. Contact ITC International Trade Consultants, North York,

Ontario. Phone/Fax: (416) 733-8236.

Richmond, B.C.—October 28; **Ottawa**—October 30; **Montreal**—October 31—Half-day seminars on how Canadian aerospace contractors can successfully pursue U.S. federal contracts worth billions of dollars. Contact Judith A. Bradt, Commercial Officer, Canadian Embassy, Washington, D.C. Tel.: (202) 682-7746. Fax: (202) 682-7619.

Publications

New opportunities abound for Canadian sporting goods and leisure products manufacturers wanting to export their commodities to the thriving Mexican consumer market, says *Market Study for Sporting Goods and Leisure Products in Mexico* (#29LA). Canadian exports of these commodities totalled only \$92,000 in 1988 and \$390,000 in 1989—despite the fact that in 1989 the total Mexican market for sporting goods and leisure products was valued at \$226.1 million. By 1994, the demand is expected to reach \$301 million. Knowing more about this market could help Canadian exporters improve on these figures. A copy of the report is available through Info Export.

Market studies, *Report on the Oil and Gas Sector*, in various countries in South America have

been prepared by staff at Canadian Consulates and Embassies in this part of the world. The individual reports, covering **Brazil, Chile, Colombia and Ecuador**, are available from Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5546. Fax: (613) 943-8806.

Directory of Canadian Firms Doing Business in Australia has been published by the Canadian Consulate General in Sydney in cooperation with the Australian firm, Kejash P/L. Copies of the directory, which contains over 600 listings, may be obtained from the Canadian Consulate General, 8th Floor, A.M.P. Centre, 50 Bridge Street, Sydney, New South Wales, Australia. Tel.: (011-61-2) 231-7022. Fax: (011-61-2) 223-4230.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

Vol. 9, No. 17

October 15, 1991

Canada Export Award Winners

The 1991 Canada Export Award was presented by Minister of Industry, Science and Technology Canada and Minister for International Trade, Michael H. Wilson, to:

- Alias Research Inc., Toronto;
- Ballard Battery Systems Corporation, Vancouver, B.C.;
- Bell Helicopter Textron (A Division of Textron Canada Ltd.), St. Janvier, Quebec;
- Canadian Imperial Bank of Commerce, Trade Finance Division, Toronto;
- COMDEV, Cambridge, Ontario;
- Fishery Products International Limited, St. John's, Newfoundland;
- Ganong Bros., Limited, St. Stephen, New Brunswick;
- ISG Technologies Inc., Mississauga, Ontario;
- New Flyer Industries Limited, Winnipeg, Manitoba;
- Palliser Furniture Ltd., Winnipeg, Manitoba;
- Prairie Malt Limited, Biggar, Saskatchewan;
- Pratt & Whitney Canada Inc., Longueuil, Quebec;
- Semex Canada, Guelph, Ontario;
- SR Telecom Inc., St. Laurent, Quebec; and
- Velan Inc., Montreal, Quebec.

UNICEF Means Business for Canadian Companies

UNICEF, with its Supply Division headquartered in Copenhagen, is the largest single United Nations procurement organization, purchasing goods in 1990 worth US\$305 million.

Canada is a major contributor to UNICEF, yet this country sup-

plies relatively little of UNICEF's requirements.

Canada and UNICEF

market for them. Canada is a major UNICEF donor, in 1990 contributing the equivalent of US\$49.9 million or 7.70 per cent of non-restricted contributions from all countries. Canadian firms were awarded contracts amounting to US\$7.2 million or 2.40 per cent. Commodities purchased from Canada included: vaccines; vitamins; hospital furniture; radio receivers/transceivers; ED consumables; and other supplies.

Fields of Activity

Programmes benefitting children and women in the fields of primary health care, primary education, potable water supply, sanitation and shelter are UNICEF's major fields of activity. The emphasis is on the provision of basic services in these sectors.

UNICEF Supply Division

The major purchasing centre is located in Copenhagen. A small procurement group can be found in UNICEF's New York Headquarters. Regional purchasing authority may be delegated to the New Delhi, Bangkok, Sydney, Beirut, Nairobi and Abidjan offices.

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plies relatively little of UNICEF's requirements.

It could be a business avenue worth exploring — as some Canadian firms that have supplied Canadian International Development Agency (CIDA) projects are likely to have discovered.

The following information and guidelines should enable experienced and inexperienced Canadian companies to determine if UNICEF holds a potential

Canada's Representation Up Internationally

| MISSIONS IN: | NUMBER OF MISSIONS | | NUMBER CONFIRMED | VALUE CONFIRMED |
|---------------------------|--------------------|-----------|------------------|--------------------|
| | TOTAL | REPORTING | EXPORT SALES | EXPORT SALES (\$M) |
| AFRICA & MIDDLE EAST | 17 | 12 | 44 | 64 |
| ASIA & PACIFIC | 19 | 17 | 136 | 554 |
| EUROPE & MULTILATERAL | 27 | 25 | 127 | 516 |
| LATIN AMERICA & CARIBBEAN | 14 | 14 | 78 | 96 |
| UNITED STATES | 13 | 11 | 235 | 283 |
| TOTAL | 90 | 79 | 620 | 1553 |

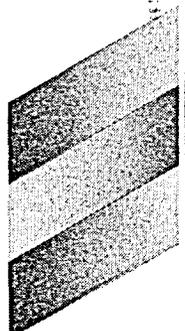
Canada's official representation throughout the world has increased to 306 locations— from 283 in 1989.

Over one third (117) of this worldwide presence is comprised of posts

Continued on page 8— Canadian

External Affairs and International Trade Canada

OCT 10 1991



Canada

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NAFTA Negotiations Seem on Target

Negotiations towards a North American Free Trade Agreement (NAFTA) with the U.S. and Mexico, launched in February of this year, are progressing well.

North American Free Trade Negotiations: A Situation Report notes some of Canada's broad objectives in these negotiations:

- barrier-free access to Mexico for Canadian goods and services;
- improved access to the U.S. market in financial services and government procurement;
- improved conditions under which Canadian businesses can make strategic alliances within North America;
- the establishment of a fair and expeditious dispute settlement mechanism.

Six major negotiating groups have been established, the first three being sub-grouped to give all three countries the chance to examine individual issues in depth:

I Market Access: a) tariffs/non-tariff barriers; b) rules of origin; c) government procurement; d) agriculture; e) automobiles; f) other industrial sectors (including energy, textiles and apparel).

II Trade Rules: a) safeguards; b) subsidies and trade remedies;

c) standards (including sanitary and phytosanitary, food safety, and norms for industrial products).

III Services: a) principles; b) financial; c) insurance; d) land transportation; e) telecommunications; f) other services.

IV Investment.

V Intellectual Property.

VI Dispute Settlement.

Negotiating groups have met three or four times, with meetings rotating between the three countries.

The next stage of the negotiations will see the development of

texts which may be exchanged by the end of October.

Canadian working group leaders are also consulting with provincial governments, industry, labour, academia and the general public, through federal-provincial consultation mechanisms, the International Trade Advisory Committee and the Sectoral Advisory Groups on International Trade.

The next Trade Ministers' meeting will be held in Zacatecas, Mexico, October 26-28, 1991.

For a copy of the report—including backgrounders and a select bibliography—contact InfoExport (see box bottom page 12).

Fraudulent Commercial Activities Mean Exercising Caution in Nigeria

Nigeria can be an attractive market for Canadian business—but caution must be exercised when considering a business relationship with an unknown Nigerian client or customer.

Unwary firms recently have been inundated with potentially fraudulent commercial requests.

While External Affairs and International Trade Canada (EAITC) certainly encourages the

establishment of new business relationships between Canada and Nigeria, it cautions Canadian customers to be sure to **know your Nigerian customer/client.**

The International Trade Centres throughout Canada have background information on the types of "scams" that have come to EAITC's attention. They can offer some suggestions on how to verify the bona fides of potential Nigerian business partners.

Canadian companies being approached by contacts in Nigeria seeking some type of suspicious business relationship are urged to contact their local police or RCMP fraud unit, which will forward the documents to Interpol (Nigerian authorities are cooperating with Interpol's efforts).

It is in everyone's interest to protect the Canadian business community against this type of commercial fraud and to create the basis for a mutually beneficial trading relationship between Canada and Nigeria.

CANADEXPORT

Editor-in-Chief:

René-François Désamoré

Editors: Don Wight and
Louis Kovacs

Telephone: (613) 996-2225

Fax: (613) 992-5791

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Mail to: **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

CCC Helps Firms Compete and Prosper

There's a Canadian corporation which sells nothing in Canada but had sales abroad of \$595 million — \$474 million in the U.S. alone — in its most recent financial year.

The company is CCC — the Canadian Commercial Corporation. Ranked 152nd in *The Financial Post's* top 500 Canadian companies, CCC was founded in 1946 to help develop Canadian trade with other countries. Today, under president and chief executive officer Hugh Mullington, this federal Crown Corporation plays a unique and important role helping Canadian companies compete internationally.

According to **Omatech Services Ltd.** of Mississauga, Ontario, CCC is the key to its success, domestically and internationally. Omatech is Canada's only maker of engine lathes and computerized numerical control lathes, and one of the few North American companies making this high-precision machinery.

"We would never have gotten off the ground without CCC's help."

Omatech was started in 1987 by employees of Standard Modern, who put their savings into the new company when it appeared Standard Modern would close. Four years later, Omatech has 60 highly-skilled employees, a plant in Mississauga, and has expanded its manufacturing operation to Winkler, Manitoba.

"We would never have gotten off the ground without CCC's help," says Andy Maharaj, one of Omatech's owners. "And if it hadn't been for CCC's help, there wouldn't be a Canadian machine tool industry — the company would have been sold out of Canada.

"We now treat CCC as part of our company," he says. "They are always aware of what we are doing."

One of the things which makes CCC special is its role in the Canada-U.S. Defence Production Sharing Agreement, concluded back in 1956. A free-trade agreement in defence supplies, it allows U.S. defence buyers to consider Canadian companies on an equal footing with U.S. domestic sources.

The Agreement gave CCC the role of Canadian prime contractor for contracts of \$25,000 or more for U.S. defence supplies — from toothbrushes to high-tech electronic systems and components.

For Canadian industry, CCC is a friend and a guide to getting a fair share of the \$300-billion-a-year U.S. Department of Defense (U.S. DoD) market, and, since the signing in 1960 of a Letter of Agreement with the U.S. National Aeronautics and Space Administration (NASA), a share of the space market, too.

And companies need a friend and guide, if only to follow the complicated process of winning a U.S. DoD contract.

The CCC determines if a Canadian company is capable of supplying U.S. DoD with a product or service. If it is, CCC registers the company on its own and on U.S. buying agencies' bidders' lists.

U.S. purchasing officers use the Bidders' Mailing List to send registered suppliers copies of solicitations. Requirements valued at more than \$25,000 are also published in the U.S. *Commerce Business Daily (CBD)*. CCC scans the publication in order to match U.S. opportunities with Canadian suppliers.

Many firms supplying through CCC are small businesses — in 1990-91, 52 per cent had annual sales of less than \$5 million or fewer than 100 employees.

After reviewing and approving the financial, managerial and technical capability of the Canadian company's bid, CCC guarantees to the U.S. buyer that the Canadian firm is capable of meeting the requirements of the solicitation. In some cases, CCC also certifies that the price quoted is "fair and reasonable" — not more than what the Canadian government would pay for the same or a similar product or service.

"We protested, through CCC, and we ended up winning."

The U.S. buyer evaluates the Canadian bid. If the Canadian firm wins, the contract is actually awarded to the CCC, which then prepares a Canadian contract with the supplier. In addition, CCC administers contract compliance, processes invoices, certifies duty drawbacks, and pays the exporter — within 30 days or, for small businesses, where contract terms allow, within 15 days.

CCC also goes to bat for Canadian suppliers if they've been treated unfairly.

"We lost a \$1 million contract to a company that we felt did not meet the specifications called for in the bid," says Andy Maharaj. "We protested, through CCC, and we ended up winning."

Changing world politics has meant a lower sales volume in the defence market as the U.S. DoD reduces its inventory. Aware of the shrinking U.S. defence market, CCC is working on developing additional agreements with other U.S. agencies.

For Omatech, CCC was adviser and consultant in its recent expansion, and is helping Omatech

Continued on page 4— CCC

UNICEF: Business Procedures

Continued from page 1

fices. A liaison function is maintained in Tokyo.

The warehouse in Copenhagen is comprised of approximately 3,000 items. The main categories are: pharmaceuticals; "cold chain" immunization equipment; hospital and medical equipment and supplies; surgical instruments and laboratory equipment; teaching aids and classroom supplies; home economics and handicraft items; workshop tools and equipment; emergency supplies and shelter material.

Purchase Practices

Purchase is on a competitive basis using invitations to bid—issued either internationally, regionally or globally, as appropriate.

UNICEF prefers to deal directly with manufacturers (unless a Canadian firm wishes to bid through the Canadian Commercial Corporation).

UNICEF inspects or has goods inspected prior to shipment.

UNICEF pays—at its discretion—premiums for better quality or delivery. Life Cycle Costing is applied, where appropriate.

UNICEF payment conditions are net 30 days.

Procurement of Equipment and Services

Equipment and supplies procured in 1990 totalled US\$305 million, of which US\$63 million was warehouse replenishment and US\$242 million was direct shipment from suppliers.

Steps to Follow

Canadian firms wishing to pursue the possibility of supplying UNICEF should follow a number of steps, among them:

1. Request (at following address until March, 1992) a free copy of UNDP's *General Business Guide* from:

UNITED NATIONS DEVELOPMENT PROGRAMME (UNDP), Inter-Agency Procurement Services Office (IAPSO), Noerre Voldgade 94, DK-1358 Copenhagen K, Denmark. Tel.: (45) 33 15 40 89. Telex: 27 368/9 iaps-dk. Fax: (45) 33 15 32 51.

After March, 1992, the contact is: UNICEF Plads, Freeport, DK-2100 Copenhagen, Denmark.

2. Carefully read the mandates of the United Nations Organizations.

3. If you manufacture goods which, from the UNDP's *General Business Guide and Appendix I*, may be of interest to UNICEF, contact Purchasing Manager, Supply Division, UNICEF, UNICEF Plads, Freeport, DK-2100 Copenhagen OE, Denmark. Tel.: (45) 35 27 35 27. Telex: 19813. Cable: UNICEF Copenhagen. Fax: (45) 31 26 94 21.

It is also suggested that you:

a) Establish the name of the responsible procurement officer;

b) Send introductory documentation;

c) Follow up to see if this documentation is received, has been reviewed, is of interest, is being purchased. If so, establish the annual value.

If appropriate or feasible:

d) Volunteer to send detailed documentation, plant profile, capacity, standards, machine park, quality control;

e) Offer to have a knowledgeable company representative visit the procurement officer at UNICEF's Supply Division;

f) Regularly request invitations to bid. (Because transportation from Canada can be an important factor, direct supply to Latin America and Asia in particular could be more appropriate for Canadian suppliers, as opposed to the Copenhagen Warehouse, where

shipping costs from European suppliers are much higher);

g) Attend or send a representative to bid openings.

Company Registration

No formal registration system is used by UNICEF. However, you may want to register your company data with UNDP's IAPSO which maintains a data bank accessible by all U.N. organizations. This office is also located in Copenhagen, at the address supplied in number 1 above.

CCC Helps Canadians

Continued from page 3

to widen its trade horizons.

In June, after three of the foundries supplying castings to Omatech went into receivership, the company expanded its operation to Winkler, Manitoba, due to the availability of foundries in the area. CCC helped Omatech present its case to the Manitoba government for financial assistance to effect this expansion. Working through CCC, Omatech is now putting together a bid to meet a requirement in the Asian market. (CCC's trade experts in both its U.S. and overseas operations help Canadian companies learn about sales opportunities).

"There's a different mentality in selling in the United States," says Alex Papadakis, Head of Trade Policy Development for CCC's United States operations.

"One has to be more aggressive than in Canada. But in the U.S., there is better market intelligence than in Canada, and CCC is continually helping to mine that intelligence for the benefit of Canadian suppliers."

Omatech is one of several hundred firms in Canada which can attest to that benefit.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

ALGERIA—AGRI-APRO, a supply and distribution corporation, is looking for **all types of seed, table potatoes, small farm tools and mini-hydraulic equipment** (wire mesh, pumps, etc.). Contact Mr. Brahimi, AGRI-APRO, Immeuble des Forêts, Château-neuf, El Biar, Algiers, Algeria. Tel.: (213) (2) 78.72.34.

ALGERIA—A local private firm is looking for partners for two projects to be promoted in Algeria. 1) **Motor vehicle shock absorber manufacturing project:**

strutted shock absorbers without front-wheel axle, 150,000 units

per year. 2) **Motor vehicle ignition coil manufacturing project:** DELCO-type coil for gas engine ignition with cooling oil, powered by 12- or 24-volt battery; delivered secondary voltage (spark plug) in excess of 10 Kv; production capacity of 1,000 coils per day in only one shift. Contact Mohamed Merabia, Technical and Economic Director, GECKER Générale d'Études et de Consulting, Cité Said Hamdine (440 L), Bt. C2X, No. 2, Bir Mourad Rais, Algiers, Algeria. Tel. and fax: (1213) (2) 60.39.13.

HUNGARY—A company specializing in synthetic materials processing and with experience, real estate and machinery available, wishes to enter into a **joint venture for the manufacture of plastic toys, sports gear, and other synthetic products.** Contact (quoting reference number 90.1.0167IE) Mrs. Ilyes, INVEST-CENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-5044/228. Fax: (361) 118-3732.

HUNGARY—A **joint venture/investment partner** with technological devices and instruments is being sought for the **manufacture and marketing of security appliances and electronic products.** Contact (quoting reference number 90.1.0155 KC) Mr. Kilian. Tel.: (36-1) 118-3160. Address and facsimile number as in Hungary notice above.

NEW ZEALAND—An importer seeks suppliers of **co-extruded layflat plastic tubing** (with or without a welded joint) to be distributed to pet food manufacturers for use with pet food sausages. The tubing should be flexible, with a width of 150 mm and constructed

Enterprise, 52 Kallang Bahru #02-19, Singapore 1233. Tel.: 296-7117/295-2574. Fax: 298-8658.

SPAIN (Ref. EKE)—A company that dominates the Spanish electronics market and that has a clear aim of expanding would like to increase its present range of products through the acquisition/joint development of **tested electronic circuits for the car and appliance industry** (e.g. engine speed regulators, gas detectors, proximity detectors); **electromechanical components** (e.g. resistors, condensers, fibre optic connectors, integrated circuits); and in **subcontracting their services of mechanical or**

thick-film electronic assemblies.

The company has installations that are available for many of these purposes. Contact Jaume Angerri, Technology Management Department, ICT, Via Laietana, 39, 4rt, 5e, 08003, Barcelona, Spain. Tel.: 319 88 11. Fax: 310 35 35.

SWITZERLAND—A sporting goods outlet is seeking contact with a **Canadian bicycle helmet manufacturer.** Also, several Swiss importers are looking for Western-style items including **shirts, moccasins, belts, and boots;** as well as such **army surplus military items** as clothing, berets. Contact the Canadian Embassy, Commercial Division, Kirchenfeldstrasse 88, CH-3005, Berne, Switzerland. Tel.: (41-31) 44.63.81. Fax: (41-31) 44.73.15. Telex: 911 308.

SWITZERLAND—A firm here seeks suppliers of **battery powered, re-chargeable lamps for miners' helmets** for resale/distribution throughout Switzerland. Contact Technokontroll SA, P.O. CH-8049, Zurich, Switzerland.

of nylon/polyethylene co-extrusion. Contact Mike Mathews, T.C.L. Marketing Ltd., P.O. Box 11-127, Auckland, New Zealand. Fax: (09) 525-0875.

NEW ZEALAND—A large manufacturer of doors, hardware and security equipment wishes to be the **sole agent** for suppliers of **sliding and folding door gear** (for both wooden and aluminum joinery); **home security items** (for fixing to doors and windows); and **locks** (for fixing into aluminum joinery doors). Contact John Manning, P.C. Henderson (NZ) Ltd., P.O. Box 15-103, Wellington, New Zealand. Fax: (04) 888-353.

NEW ZEALAND—**Hobby and craft kits** for resale throughout New Zealand are being sought by Doreen Blaber, Hibiscus Hobby's, 819 Whangaparoa Road, Whangaparoa, Hibiscus Coast, New Zealand. (No fax provided).

SINGAPORE—**Winter sports products** are being sought by John Lim, Managing Director, Let

Business Opportunities

Freight Forwarding in the New Europe

"More challenges and opportunities are likely to arise as trade flows are consolidated to serve regions defined by transportation costs and related logistical conditions rather than by national boundaries".

That's one of the conclusions in an External Affairs and International Trade Canada (EAITC) re-

port, *Europe 1992: Implications for Canadian Freight Forwarders*.

It offers approaches that might be used by Canadian freight forwarders in light of Europe 1992.

An increased focus on logistics management by manufacturers and distributors, vertical integration in the transportation sector

and the fact that freight forwarding firms are becoming more comprehensive logistics suppliers are all factors that will influence the responses of Canadian forwarders to the changes which Europe 1992 is producing.

European Gateways

The report concludes that there should be no major shifts in the routing of international traffic in Europe resulting from Single Market initiatives.

Where Europe 1992 should really have an impact is in gateway services. Increased competition among gateways will produce pressures on officials in France and England, for example, to streamline their customs procedures to compete more effectively with the Dutch. These pressures will apply to Canadian services.

The Road Ahead

Canadian freight forwarders wishing to capitalize on the enlarged and integrated European marketplace will have to seek "proactive initiatives, not reactive responses to Europe 1992".

Certainly the trend is toward the provision of highly customized services on as wide a range as possible. While some firms might be successful providing a highly personalized service to a handful of clients, increasingly such services will be oriented more toward meeting logistical needs related to specific transportation requirements.

To obtain a copy of *Europe 1992: Implications for Canadian Freight Forwarders*, call Info Export at 1-800-267-8376.

For more information on freight forwarding and Europe '92, contact the European Community Division (RWM), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-2727. Fax: (613) 995-1277.

Europe 92 Fall Events Calendar

External Affairs and International Trade Canada (EAITC) has set up a series of seminars under the "Going Global" program.

The seminars on Europe 92 and its impact on some sectors of the Canadian economy, are organized with the cooperation of the Standards Council of Canada, the International Trade Centres, Industry, Science and Technology Canada and Investment Canada.

Several studies commissioned by EAITC and focusing on processed wood, ocean industries, software, telecommunications and environmental industries and services will be launched at these seminars.

Publication dates for these studies will be carried in upcoming issues of *CanadExport*, as well as the list of other seminars.

October

22: St. John's - Ocean Industries and Europe 1992 Workshop. Contact: Brent MacGregor, EAITC. Tel.: (613) 995-8783.

22: Halifax - Europe 1992 and Standards. Contact: Diane Thomson, Standards Council of Canada. Tel: (613) 238-3222.

23: St. John's - Joint Venturing with Western European Companies and Eastern Europe. Contact: Leo Walsh, ITC, St. John's. Tel.: (709) 772-5511.

24: Halifax - Ocean Industries and Europe 1992 Workshop. Contact: Brent MacGregor as above.

24: Vancouver - Europe 1992 and Standards. Contact: Diane Thomson as above.

29: Burlington - Ocean Industries and Europe 1992 Workshop. Contact: Brent MacGregor as above.

31: Vancouver - Ocean Industries and Europe 1992 Workshop. Contact: Brent MacGregor as above.

November

1: Victoria - Ocean Industries and Europe 1992 Workshop. Contact: Brent MacGregor as above.

26: Montreal - Software Industries and Europe 1992 Seminar. Contact: Bruce Christie, EAITC. Tel.: (613) 996-8771.

27: Ottawa - Software Industries and Europe 1992 Seminar. Contact: Bruce Christie as above.

28: Toronto - Software Industries and Europe 1992 Seminar. Contact: Bruce Christie as above.

December

3: Vancouver - Software Industries and Europe 1992 Seminar. Contact: Bruce Christie as above.

4: Montreal - Europe 1992 and the Environmental Industries and Services. Contact: Brent Macgregor, as above.

Caribbean Focus of Hardware Show

San Juan — Canadian companies in the building, construction, hardware, and alternate energy fields have an opportunity to develop or expand their markets in the Caribbean.

All they need do is participate in the **Hardware/Houseware Show of the Caribbean** being held February 7 to 9, 1992 at San Juan's Roberto Clemente Coliseum.

Space is available, on a first-come, first-serve basis, for Canadian firms at External Affairs and International Trade Canada's national stand.

Canadian exhibitors in previous years have always been satisfied with the show — primarily because of the 12,000 to 15,000 trade visitors it attracts, but also because the show affords participants an excellent opportunity to make contacts, appoint agents and distributors, and meet wholesalers, contractors and end users.

For further information on the **Hardware/Houseware Show of the Caribbean**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Puerto Rico Hosts Food Fair

San Juan — With a market valued in excess of \$4.5 billion annually — 85 per cent of which represents imported goods — Puerto Rico is the place that deserves close scrutiny by certain Canadian exporters.

The chance for Canadian firms to explore or expand into this marketplace occurs April 25 to 27, 1992 when San Juan hosts the **20th Annual Food and Foodservices Equipment Trade Show**.

For the seventh year in a row, the Government of Canada, through External Affairs and International Trade Canada, will sponsor a full-scale product display at this international event.

Geared primarily to the Puerto Rican market, but also attracting trades people from nearby Caribbean islands, the show provides participants the opportunity to meet potential buyers, agents and distributors throughout the region.

Canadian food exports to Puerto Rico generally average around \$525 million. Participation in the show which, in recent years, has matured into an excellent venue for the promotion of Canadian goods and services, could help increase this figure.

For further information on the **20th Annual Food and Food-**

services Equipment Trade Show, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Panama Trade Fair Seeks Participants

Panama City — For the seventh consecutive year, External Affairs and International Trade Canada will participate in a unique international trade fair that features products — and buyers — from around the world.

EXPOCOMER'92, being held March 11 to 16, will be of particular interest to Canadian food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products supplies, as well as telecommunications, medical and healthcare companies.

One of the largest and most important general trade fairs in Latin America, **EXPOCOMER** is worth participating in because:

- It is the venue of buyers for the immense markets of the Caribbean, Central America and South America.
- The Colon Free Zone, the second most important after Hong Kong, enhances the opportunities for Canadian exporters in the region.
- Previous Canadian participants have developed new and lucrative markets and now are well placed in all of Central America.

For more information on **EXPOCOMER'92**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Pollution a Priority at Show in Hong Kong

Hong Kong — A special area has been booked by the Commission for Canada in Hong Kong for individual Canadian companies wishing to participate in **POLMET'91**.

The Third International Exhibition, Conference and Workshops on Pollution in the Metropolitan Environment will be held December 9 to 13, 1991.

Experts from all sectors of the pollution control field are among the trades people who attend **POLMET** to investigate the growing market opportunities for environmental pollution control equipment and services in Southeast Asia.

General enquiries about the exhibition should be directed to Susan Pardey, Project Manager, **POLMET'91**, Suites A & B, 16/F Casey Building, 38 Lok Ku Road, Sheung Wan, Hong Kong. Tel.: (852) 544-3399. Fax: (852) 544-4679.

Environment the Business of B.C. Event

Vancouver — Following the highly successful event held last year, the International Conference and Trade Fair on Business and the Environment will again be held next year in this city.

GLOBE '92 is designed to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting related business opportunities.

The event, to be held in the Vancouver Convention Centre and B.C. Place March 16-20, 1992, is expected to attract exhibitors from the environmental industry which supply new products, technology and services for dealing with environmental problems and prevent pollution.

With some 700 exhibits and 20 national pavilions attracting over 15,000 visitors from around the world, the show will also provide technology transfer opportunities to developing countries.

The Conference — it will bring together over 3,000 key participants from more than 80 countries — is designed to promote integration of business and the environment, focusing on innovative solutions, strategies and approaches for environmental problem solving.

A strong emphasis will be placed on practical examples and case studies of sustainable development in action.

For more information on the event — linked with the United Nations Conference on Environment and Development (UNCED) to be held in Brazil in June, 1992 — contact Virginia Aulin in Vancouver. Tel.: (604) 684-1481. Fax: (604) 964-1917.

International Trade Fairs

A number of trade fairs in which External Affairs and International Trade Canada (EAITC) does not participate — but in which Canadian companies might be interested — take place internationally. Some which have crossed this desk include:

• **Tropical Pulp Conference** — December 9-11, 1991 — Jakarta, Indonesia. Canadian suppliers, associations, consultants and others interested in supplying goods and services to the rapidly expanding pulp and paper industry in East and Southeast Asia are invited to participate in this international conference and exhibition which is sponsored by Arbokem Inc. of Vancouver in joint venture with German and British publishing companies. Enquiries may be directed to Alfred Wong, President, Arbokem Inc., Suite 101, 358 East Kent Avenue, Vancouver V5X 4W6. Tel.: (604) 321-9331. Fax: (604) 321-3043.

• **Offshore & Energy '92** — January 14-19, 1992 — Bombay, India. This is India's sixth international exhibition and conference on offshore oil, gas exploration and energy development. Contact Ms. Anjane Rao, Chemtech Foundation, Taj Building, 3rd Floor, 210 Dr. D.N. Road, Fort, Bombay 400 001. Tel.: 2042044. Fax: 91 (22) 2870502. Telex: 011-82775 JSGR IN.

Canadian Representation Up

Continued from page 1

— Embassies, High Commissions, Commissions, Consulates and Consulates General — while the remaining representation includes Trade Satellite Offices; Honorary

Offices which now number 19, most of them (14) being located throughout the U.S. Overall, Canada has 650 trade representatives in 118 locations

| MISSIONS IN: | TRADE ENQUIRIES | | INVESTMENT ENQUIRIES | | BUSINESS VISITORS | |
|---------------------------|-----------------|--------------|----------------------|-------------|-------------------|--------------|
| | CDN | LOCAL | CDN | LOCAL | CDN | LOCAL |
| AFRICA & MIDDLE EAST | 2376 | 2495 | 22 | 709 | 406 | 1073 |
| ASIA & PACIFIC | 9303 | 10076 | 366 | 496 | 2765 | 4907 |
| EUROPE & MULTILATERAL | 7568 | 7350 | 401 | 720 | 1552 | 2273 |
| LATIN AMERICA & CARIBBEAN | 6912 | 8299 | 61 | 61 | 1063 | 2702 |
| UNITED STATES | 8626 | 5672 | 145 | 635 | 2207 | 3046 |
| TOTAL | 35007 | 34114 | 1015 | 2641 | 7963 | 14001 |

Consuls and Honorary Commercial Representatives (69); Provincial Offices (83) — some working closely with their federal counterparts; and Association Offices (7) supported by External Affairs and International Trade Canada (EAITC) and Industry, Science and Technology Canada (ISTC).

Of greatest interest to exporters is the creation of Trade Satellite

throughout the world.

The federal government has some form of representation in 197 cities and 126 countries; provincial governments — except Prince Edward Island — have representation in 45 cities and 28 countries.

The charts (page 1 and above) highlight the trade activities of 79 Canadian posts between January and March 1991.

Bidding on U.S. Federal Contracts

Canadian companies have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitation will be available as noted below; the bid period usually closes 30 days after that.

Product: Mail Room Furniture.
Expected contract value: \$57.2 million over four years.
Number of vendors on current schedule: 8.
Next solicitation expected to be issued: Open season - Feb. '92.
Contract Period: 1 Oct. '90. - 30 Sept. '94.
Schedule Identification: 71 III D.
Contact: GSA Furniture Commodity Center, Margaret Lynch, tel.: (703) 557-5214.

Product: Display and Communications Boards.
Expected contract value: \$9.03 million over two years.
Number of vendors on current schedule: 27.
Next solicitation expected to be issued: Open season - May '92.
Contract Period: 1 Oct. '91 - 30 Sept. '96.
Schedule Identification: 71 III T.
Contact: GSA Furniture Commodity Center, Barbara Banks, tel.: (703) 557-2421.

Product: Miscellaneous Furniture — hospital.
Expected contract value: \$33 million over three years.
Number of vendors on current schedule: 30.

Next solicitation expected to be issued: Open season - June '92.

Contract Period: 1 Nov. '91 - 31 Oct. '94.

Schedule Identification: 71 III F.

Contact: GSA Furniture Commodity Center, Margo Grades, tel.: (703) 557-5218.

Product: Miscellaneous Furniture — Multi-purpose seating.
Expected contract value: \$50 million over five years.

Number of vendors on current schedule: 75.

Next solicitation expected to be issued: Open season - June '92.

Contract Period: 1 Feb. '91 - 31 Jan. '94.

Schedule Identification: 71 III H.

Contact: GSA Furniture Commodity Center, Rose Hudgens, tel.: (703) 557-8116.

Product: Instruments and Laboratory Equipment — power supplies, transducers, servo-mechanisms and components.

Expected contract value: \$32 million.

Number of vendors on current schedule: 56.

Next solicitation/open season expected to be issued: July '92.

Contract Period: 1 Aug. '92 - 31 July '97.

Schedule Identification: 66 II L.

Contact: GSA Office and Scientific Equipment Commodity Center, Judi Hyde, tel.: (703) 557-9412.

Product: Instruments and Laboratory Equipment — glass,

plastic and metal laboratory ware; laboratory distillation and demineralizing systems; vena puncture products for blood specimen collection; and prescription bottles.

Expected contract value: \$60 million.

Number of vendors on current schedule: 45.

Next solicitation/open season expected to be issued: July '92.

Contract Period: 1 May '90 - 30 April '95.

Schedule Identification: 66 II B.

Contact: GSA Office and Scientific Equipment Commodity Center, Betty Spruell, tel.: (703) 557-9295.

Product: Instruments and Laboratory Equipment — analyzers, chromatographs, colony counters, blood analysis systems, dilutors, pipettes, electrophoresis equipment, and image analysis systems.

Expected contract value: \$260 million.

Number of vendors on current schedule: 25.

Next solicitation/open season expected to be issued: Aug. '92.

Contract Period: 1 June '91 - 31 May '96.

Schedule Identification: 66 II N.

Contact: GSA Office and Scientific Equipment Commodity Center, Maude Moore, tel.: (703) 557-8352.

To find out about U.S. federal contract opportunities for other products, or for more general information on this procurement process, contact Judith Bradt, Canadian Embassy, Washington, D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

CONTRACTS AWARDED

ABB/Combustion Engineering, Ottawa, has been awarded a \$40-million contract by the Mexican national electrical utility, Comision Federal de Electricidad.

Ceeco Machinery Manufacturing Ltd., Concord, will supply twist stranders, rolloff payoff machines and related spare parts to the Mexican company Manufacturas Valdes, S.A. de C.V. EDC is lending up to US\$152,000 in support of the transaction.

Champion Road Machinery Limited, Goderich, will supply 46 Model 710A road graders to Tunisia. EDC financing amounts to \$3.4 million.

Dominis Engineering, Gloucester, has been awarded a \$70,000 contract for the supply and installation of a software system for the Queensland Government Hydraulics Laboratory in Brisbane, Australia.

Domtar Inc., Montreal, will supply 40,000 treated wooden electricity poles to Société Nationale de l'Electricité et du Gaz of Algeria. EDC is supporting the deal with a \$4.5 million loan.

Dy-Core Systems Inc., Vancouver, has been awarded a contract to supply hollow core extrusion equipment to the Mexican company Pret, S.A. de C.V. EDC is lending up to US\$107,000.

Engel Canada Inc., Guelph, has been awarded a contract for the supply of two automatic injection molding machines to Moulinex Vistar, S.A. de C.V. of Mexico. EDC financing amounts to US\$326,000.

Engineered Metal Products Company (Canada) Ltd., Whitby, has been awarded a contract for the supply of three Unilance systems (used for the

injection of oxygen into the steelmaking process) to the Mexican company Hylsa S.A. de C.V. of Monterrey. EDC is financing the deal with a US\$306,000 loan.

Garneau Pipeline International Limited, Nisku, Alberta, will supply oil and gas equipment to L'Entreprise Nationale de Réalisation de Canalisations of Algiers, Algeria. EDC financing amounts to \$219,000.

Image Stream Communications Inc., Hamilton, will supply an interactive guest services system, including computer hardware, software and services, to Image Stream de Mexico, S.A. de C.V. EDC financing amounts to US\$241,649.

International PipeLine Engineering Ltd., Scarborough, will supply engineering expertise to Indian Oil Corporation Ltd., New Delhi. The transaction is financed by EDC (US\$228,595) and a CIDA contribution of US\$140,107.

Northern Telecom International Limited, Mississauga, will supply PABX telephone equipment and spare parts to Société Nationale des Travaux d'Infrastructure des Télécommunications, Algeria. EDC is providing up to \$130,000 in financing.

Pro-Eco Limited, Mississauga, will supply continuous galvanizing line terminal equipment to Galvak S.A. de C.V. of Monterrey, Mexico. EDC is lending US\$3.9 million in support of the deal.

Sandvik Process Systems Canada, Guelph, will supply freezing and packaging equipment to China. The transaction, which also includes training and installation services, is financed by a US \$1.13 million loan.

Tai Foong International Ltd., Toronto, is selling vacuum packaging equipment and related services to China. EDC financing amounts to \$176,000.

Thomas Equipment Ltd., New Brunswick, will supply skid steer loaders and related spare parts to Office Algérien Interprofessionnel des Céréales. EDC is supporting the deal with up to \$1.1 million.

Top-Co Industries Ltd., Edmonton, has been awarded a contract to supply float equipment to India's Oil and Natural Gas Commission.

Top Grade Machining Ltd., Mississauga, will supply three cavity molds to the Mexican buyer Envases de Plasticos del Centro, S.A. de C.V. EDC will provide financing of US\$157,000.

Unifin International, London, will provide components for U-2 transformers to the Comision Federal de Electricidad of Mexico. EDC financing amounts to \$264,000.

Valmet Automation (Canada) Ltd., Concord, will supply process control systems and related equipment, training and spare parts to the Mexican company Galvak S.A. de C.V. EDC financing amounts to US\$237,000.

VME Equipment of Canada Ltd., Guelph, will supply four Euclid R50 trucks and two Michigan L320 loaders to Construccion e Infraestructura Mexicana, S.A. de C.V. EDC is lending US\$2.2 million.

Willowglen Systems Ltd., Calgary, has been awarded a contract worth more than \$3 million for the supply of 14 energy management system remote terminal units to Singapore.

STUDYING THE MARKETS

— DENMARK AND GREENLAND —

Telecommunications

Denmark is "an excellent starter market" for Canadian exporters of informatics and telecommunications products to Europe.

That's the message contained in *The Danish Data and Telecommunications Market - An Overview*.

Topics covered by the study include the Danish telecommunications industry and infrastructure (telephone sets, cables, cellular equipment, marine radio, switching equipment and local area networks); dealing with the Danish telephone companies; the various growth areas; and advice on how to get into the Danish market.

For more information or to obtain a copy of the study, contact Borys Budny, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 995-4730. Fax: (613) 995-6319.

Science and technology

Another Canadian Embassy report, *S & T Opportunities for Canada*, describes Denmark as "an invaluable country in which to set up strategic partnerships".

Some of the high-tech areas which lend themselves to strategic alliances between Canadian and Danish firms, according to the report, include: international research cooperation; food technology; environmental research; biotechnology; and materials technology.

And, states the report, such strategic alliances could also increase the possibilities for Canadian participation in EUREKA projects.

For more information or to obtain a copy of the report, contact EAITC's Borys Budny as above.

Greenland's potential

Another market study, *Greenland - Our Next-Door Neighbour*, lists product areas offering the greatest potential to Canadian exporters to that northern country located only 26 kilometers from Canada.

These products include food, outerwear, footwear, equipment and goods geared to cold weather use, building materials and paper products (including newsprint).

Part of Denmark but enjoying

Home Rule status, Greenland — with its small population of 55,000 — is dependent on imports, mainly from Denmark (65 per cent). Canada, with a 0.7 per cent of that market, can only increase its share by tapping into the trade opportunities listed above.

The study also draws attention to the resources sector which could offer potential for Canadian resource companies as well as suppliers of equipment and services.

To obtain a copy of the study — it lists contacts in the petroleum and mining sectors and the address of the Canadian Embassy in Copenhagen — contact EAITC's Borys Budny as above.

Business Agenda

Calgary — October 21-22 — Calgary Business Fair 1991. Exhibitors will display products or services geared specifically to the business community. Workshops will be held on various key topics. Contact Jeff Eichler, Creative Outlet Ltd. Tel.: (403) 242-8688. Fax: (403) 249-6267.

Charlottetown — October 21-22 — Business to Business Show. Contact Paulette Waddell, Charlottetown Chamber of Commerce. Tel.: (902) 628-2000. Fax: (902) 368-3570.

Edmundston — October 21-23 — Small Business Salon. Contact Francine Landry, ITC Moncton. Tel.: (506) 735-4769. Fax: (506) 739-7486.

Halifax — October 22; **Vancouver** — October 24 — Standards, certification and trade issues related to Europe 1992 will be the subject of these comprehensive

seminars sponsored by the Standards Council of Canada in collaboration with External Affairs and International Trade Canada. Contact the Council in Ottawa. Tel.: (613) 238-3222 (Ottawa region) or toll-free 1-800-267-8220. Fax: (613) 995-4564.

Edmonton — October 23-25 — Show & Tell '91. Business to Business Opportunities is the theme of this annual show which features a computerized system of businesses and products trading. Also new is the advanced technology display, which shows how to use today's state-of-the-art technology to improve business. Contact Audrey Ruff or Diane Spillet, Edmonton Chamber of Commerce. Tel.: (403) 426-4620. Fax: (403) 424-7946.

Montreal — October 24-26; October 31-November 2 — Savoir exporter ses compétences. Partici-

Continued on page 12— Business

BUSINESS AGENDA

Continued from page 11

pants at these three-day courses will learn the different steps involved in negotiating an international services contract. Contact Sylvie Brisebois, Centre international de recherche et formation en gestion des grands projets. Tel.: (514) 848-6100. Fax: (514) 848-9992.

Montreal — October 25-27 — Expocam '91. This international trucking show will provide a one-stop shopping centre for fleet managers and industry executives interested in exploring the latest developments and new products in the market. Contact Judy Hurd, Southex Exhibitions, Don Mills. Tel.: (416) 445-6641. Fax: (416) 442-2217.

Hamilton — October 30-31 — The 1991 Canada-USA Trade Fair will provide an opportunity for businesspeople from both sides of the border to become acquainted with the resources and tools necessary for trading internationally. Seminars will address such key business and trade issues as strategic alliances, environmental issues and regulations, differences in Canadian and U.S. tax issues, and customs regulations. Co-sponsored by the Canadian Consulate in Buffalo, the U.S. Small Business Administration (Buffalo District Office), Norstar Bank N.A. and the Greater Hamilton Economic Development Department. Contact Southex Exhibitions. Tel.: 1-800-274-6948 or (416) 445-6641. Fax: (416) 442-2217.

Drummondville — November 1; **Montreal** — November 8 — Exposer a une foire commerciale. This seminar will provide information on how to exhibit successfully at a trade show. Organized by l'Association des Professionnels en Commerce International Inc., Montreal. Tel.: (514) 397-0753. Fax: (514) 397-1064.

Montreal — November 13 — Obstacles to Trilateral Trade. Breakfast meeting organized by the Association des Professionnels en Commerce international Inc., Montreal. Tel.: (514) 397-0753. Fax: (514) 397-1064.

Montreal — November 19 — Le Brésil des années 1990 - L'ouverture du marché brésilien. This one-day seminar on Brazil is organized by the Association des Professionnels en Commerce international Inc. (APCI), in collaboration with ministère des Affaires internationales of Quebec. Contact APCI. Tel.: (514) 397-0753. Fax: (514) 397-1064.

Montreal — Nov. 26; **Ottawa** — Nov. 27; **Toronto** — Nov. 28; **Vancouver** — Dec. 3 — Workshop: Europe 1992 and the Software Industries. Half-day seminar featuring speakers from the European software industries. Co-sponsored by EAITC, the Information Technology Association of Canada (ITAC), Industry Science and Technology Canada, and the provinces. Contact Bruce Christie, EAITC. Tel.: (613) 996-8771. Fax: (613) 995-1277.

Vancouver — December 3-6 — Pacific Paper Expo '91. The theme of this international trade show, management seminar and technical conference on the international pulp and paper industry is Competitive Strategies for the Pacific Rim Pulp and Paper Industry. Contact either Laurie Grant, Conference Manager, Pacific Paper Expo, Vancouver, tel.: (604) 683-8254; fax: (604) 683-8202; or Exhibition Management, Industrial Trade & Consumer Shows Inc., Toronto, tel.: (416) 252-7791; fax: (416) 252-9848.

Publications

The Market for Ocean Industries Equipment in Japan (# 100CB). September 1990. Copies available through Info Export (see box below).

USSR Business Reports, a weekly bulletin. Contact Kerry Irwin, Marketing Consultant, *USSR Business Reports*, 33 Yonge Street, Suite 1150, Toronto, Ontario M5E 1G4. Tel.: (416) 360-6003. Fax: (416) 360-7942.

Business Directory of Eastern Europe - Volume 1 - Poland (US\$135.00, diskette, \$1,195.00). Contact David B. MacKay, Marketing Consultant to American Business Press, 4129-H Harvester Road, Burlington, Ontario L7L 5M3. Tel.: (416) 333-5707. Fax: (416) 333-6506. Telex: 063690050 FAX CA.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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Conference Launches Services Month

The first of six National Services Month Conferences will be hosted November 18 in Toronto by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson.

The conferences will enhance the industry's understanding of key economic issues; demonstrate the government's awareness and appreciation of the importance of the services sector to the economy; and encourage the industry to develop strategies that will strengthen its competitiveness — both domestically and internationally.

Themes to be addressed are: a competitive domestic market; the quality of our workforce; trading smarter; and financing growth and technology.

Other conference sites are: **Halifax** (November 21); **Montreal** (November 25); **Winnipeg** (November 28); **Edmonton** (December 2); and **Vancouver** (December 5).

For further details, contact Leo Leduc, Financial and Business Services Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6188. Fax: (613) 943-1100.

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Canadian Companies Can Bid on U.S. Aviation Contracts

Canadian aerospace companies have an opportunity to bid on the billions of dollars in contracts that are awarded by the U.S. Federal Aviation Administration (FAA).

Ways to begin pursuing contract opportunities in the FAA, how the

cure the remaining facilities. FAA also certifies equipment that state and local airports authorities can buy — e.g. maintenance functions.

How FAA Evaluates Bids

FAA buys commodities through Invitations for Bid (IFB). Once minimum standards are met, the low bid wins — a condition Burt is trying to eliminate. Large, complex procurements are negotiated through Requests for Proposal (RFP). A complete RFP is issued and a complete bid required in response. FAA reviews the bids and asks for an explanation of things the evaluators need to know. It returns a list of weaknesses and deficiencies, to which the vendor is offered a chance to respond. Negotiations and a Best and Final Offer (BAFO) typically follow.

Burt reminds firms that they should be prepared to have their initial offer accepted, as FAA has the option to award without negotiations. FAA is not required to go through a multiple BAFO process, and Burt looks forward to the day when the **first** offer is the BAFO.

Most source selections are made at the top of the agency. The Administrator approves the selection of vendors on projects above \$50 million; the Deputy Administrator approves those below \$50 million.

Upcoming Projects

FAA hopes to automate more terminal air traffic control functions and welcomes ideas that could maximize airport and airway capacity. As part of air traffic

Continued on page 4— FAA

Focus on Mexico

Supplement pages 5-8

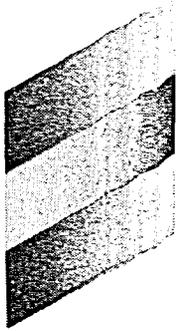
FAA chooses its suppliers, and upcoming FAA projects were among the topics discussed recently by John Burt, FAA's Executive Director of Acquisitions.

The history of quality performance and the achievement of planned schedules are standards the FAA is increasingly considering when looking for suppliers, says Burt, noting that, all too often, suppliers often make unprofitably low bids just to win contracts.

"It's important to me that you make money. If you don't, then you won't be around next year. Plan to make a profit and then go out and do it," Burt advises. "This is a partnership. We are in business together."

A good place to build a reputation for solid performance is in the non-federal market. For instance, the FAA buys air traffic control systems, tower equipment, navigational and landing aids from the facilities and equipment budget. State, city and local governments and some private operators pro-

External Affairs and
International Trade Canada



Canada

Competitiveness: GE's Practical and Innovative Approach

Competitiveness and the globalization of markets are the most fashionable topics these days at seminars, symposiums and other events held for exporters. This trend was illustrated at the recent annual Congress of the Canadian Exporters' Association where public servants, bankers and university professors again dwelt on the problems facing Canada. These included decreasing competitiveness, rising costs per production unit, insufficient research and investment, and unfavourable exchange rates.

Readers have asked how their companies can become more competitive. The same question was raised at the CEA Congress where many participants appeared to be looking to the government for the solution.

Among the answers to this question, those of D. K. Williams, Chairman of General Electric Canada (GE), were especially enlightening. He described GE's approach to the challenge of global competition, citing eight common elements that apply to virtually all manufacturing and service sectors:

- The lowest cost
- The most effective choice of products
- Ongoing investment and innovation in people, products and process
- Productivity
- Speed
- A passion for customer satisfaction
- Market access
- Motivation and empowerment of people.

Four of the above, Williams says, are essential.

The Most Effective Choice of Products

It is impossible to be internationally or regionally competitive if one is manufacturing a full range of products for the domestic market. Consequently, GE has transformed a number of its plants into dedicated production units that have either regional or global product mandates.

In deciding what to produce, a company must fully understand its competitive advantages relative to other manufacturers in the industry. One of the first criteria is having the lowest variable production costs, without which a company is not even in the race.

Productivity

To maintain constant earnings in an environment where price increases are a thing of the past but where inflation runs at five per cent, productivity must rise by four to five per cent yearly. If a company had zero productivity gain, it would be out of business in three to five years. Productivity is not a "nice to have" concept; it is fundamental to a company's survival. This does not mean getting bigger whips and flogging workers harder; it means dealing with everything in sight, be it the company's bureaucracy, its hierarchy, its process or its products.

Speed, Motivation and People Empowerment

Williams discussed these points simultaneously, explaining that one essential and effective step taken by GE toward fulfilling its goals of low cost, speed and productivity has been to foster a corporate environment in which the employees have a say.

GE holds brainstorming sessions with multi-functions and multi-levels of people who are brought together to focus on an issue: for example, how to increase customer satisfaction or reduce by one-third the development cycle of a product. The employees then split into smaller groups to discuss obstacles and suggest possible solutions. **It all works smoothly because the emphasis is on action.**

Three important concepts are a part of this process: **speed, simplicity and self-confidence.**

Speed is a critical discriminator between losers and winners. You can't put things in channels and run them up and down chains of command and study them as we used to do in the more predictable times. We need speed and fast response in everything that we do. Having its procedures scrutinized by the employees has resulted in some horror stories about how unnecessarily complicated some of GE's operations were. Williams feels that such problems can be unearthed only by listening to people who experience them in their daily activities. Their revelations (sometimes embarrassing) are immense opportunities to improve speed, get productivity gains and lower costs.

Self-confidence describes the value of the GE sessions. Self-confidence relates to how people feel about themselves and their ability to initiate and drive change. The days of studying, making decisions and announcing to employees what to do are over. Self-confidence produces a culture that doesn't freeze in the face of change, that relishes the challenges, opportunities and excitement that change brings — one where people are eager to come to work and anxious to find a better way.

"Empowerment and self-confidence are essential ingredients. We will not get the necessary productivity, innovation and focus on the customer that we need without it," Williams says.

René-François Désamoré
Editor-in-Chief

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COLOMBIA — A well established trading company wishes to associate itself with experienced **Canadian firms interested in bidding on electrical plant operating contracts** in this country. The initial phase, likely to commence the end of this year, includes **contracts to administer and operate one 1000MW hydro plant, one 10MW hydro plant, and one 163MW coal-fired plant.** Contact Dr. Andres Sardi, Oganessoff Hermanos Ltda., Apartado Aero 4465, Bogota, Colombia. Tel.: 243-0140. Fax: 282-5125.

CZECHOSLOVAKIA — An import/export firm wishes to contact Canadian **consumer goods** exporters as well as wholesalers interested in importing quality Czechoslovak leather goods, kitchenware and ceramics. Contact Diane Foulds, E.C. Imports, Koulova 13, Prague 6, Czechoslovakia. Phone/Fax: (0422) 3111-565.

CZECHOSLOVAKIA — A firm wishes to enter a **cooperative arrangement** with a Canadian company for the **production and assembly of electronic boards and parts, testing and calibration instruments, and various mechanical parts.** Contact Ing Jaroslav Ohec, Marketing Manager, ZMA Elektronika, 363 23 Ostrov, Czechoslovakia. Tel.: (0422) 164-4208. Fax: (0422) 164-4024.

HUNGARY — A hotel chain is looking for **investors** (with a maximum 50 per cent share in ownership) to **construct three hotels or hotel/office combina-**

tions in Budapest. Contact (quoting reference # 90.1.0184) Mrs. Chikan, INVESTCENTER, Office for Investment Promotion Hungary, Dorottya u 4, Budapest H-1051. Tel.: (36-1) 118-5044/253. Fax: (361) 118-3732.

NETHERLANDS — A company here wishes to import any **new products for use by motorcyclists** (parts, accessories, tools, clothing). Contact W. Dieckmann, IBEX B V, 28 Kasteeldreef, 5151 Rs Drunen, Netherlands. Tel.: 011-31-4163-74983. Fax: 011-31-4163-73174.

NEW ZEALAND — A sales

POLAND — A Polish manufacturer with modern moulding facilities wishes to enter into a **joint venture** with a Canadian firm. The Polish company manufactures **moulds** for plastics and rubber, punch and dies, stamping, tools and dies for ceramics. Contact P. Delura, ZWLE "POLAM", UI Karolkowa 32/44, 00-961 Warsaw, Poland. Tel.: 32-15-14. Fax: 32-61-21. Telex: 81-35-48.

SINGAPORE — A trading company wishes to import **foodstuffs, confectionery, beverages, and pharmaceutical supplies.** Contact Ong Huat Kee, Managing Director, Yamakawa Trading Co. Pte. Ltd., 459 Tagore Avenue, Singapore 2678.

Business Opportunities

agency which buys on 120 days term wishes to **represent** on the New Zealand market Canadian companies that produce **abrasives** (solid, coated disks and cut off wheels) and **boat-building equipment** (marine pulleys, blocks, cleats). Contact Diana Pratchett, Negotiations Secretary, Hancock Agencies, P.O. Box 414, 99 The Terrace, Wellington, New Zealand. Tel.: (04) 726-761. Fax: (04) 712-405.

NEW ZEALAND — A company that refurbishes, maintains and supplies a parts service for heavy earth-moving equipment wishes to contact Canadian manufacturers/exporters of **high-strength bolts, hardened steel nuts, grader-cutting edges, mold-board end bits, and grader ripper components** (scarifier tools, ripper tips). Contact Murray Bowden, Priceright Parts and Machinery Ltd., P.O. Box 1121, 7 Gilltrap Street, Rotorua, New Zealand. Tel.: 64-73-485-082. Fax: 64-73-460-123.

SINGAPORE — **Sawn hardwood** is being sought by Teo Boon Seng, Director, Goodhill Timber(S) Pte. Ltd., 26 Kranji Loop, Singapore 2573. Tel.: 269-5481. Fax: 368-9812.

SINGAPORE — A company wishes to import **packaging machines, food and beverages.** Contact K.M. Tan, Managing Director, Lipco Food & Beverages Pte. Ltd., 180 Paya Lebar Road #02-07, Yi Guang Building, Singapore 1440.

SINGAPORE — **Baking ingredients** are being sought by Wong Chen Liong, Managing Director, Phoon Huat & Co. Pte. Ltd., 171 Bencoolen Street, Singapore 0718.

SINGAPORE — A company wishes to import **red wheat** (hard and soft) and **whey powder** (to manufacture instant milk powder). Contact Kwek Hock Choon, Manager, Everbright Import & Export, Blk 57 Geylang Bahru #02-3479, Singapore 1233. Tel.: 296-9856. Fax: 295-2165.

Europe 1992: Telecommunications Studies

Canadian telecommunications exporters wanting to enter the European market will soon have a how-to study available to them.

Prepared for External Affairs and International Trade Canada (EAITC) by NGL Consulting Ltd., *Europe 1992 - Strategic Partnering: Telecommunications Study - Marketing Arrangements* offers marketing advice based on the experiences of nine Canadian telecommunications suppliers in Europe—eight of them successful.

Individual profiles highlight each company's European sales, the market entry strategy and the sales vehicles used, the choice of agents and distributors, the sources of information and assistance used, the obstacles encountered, and any useful advice for other Canadian companies.

The study also points out that these case studies reflect a telecommunications service market that was still highly regulated in many cases and in some cases controlled by state-owned monopolies.

But with the spread of the trend towards more deregulation and with the introduction of a unified European market in 1992, the European telecommunications market will undergo changes in the coming decade. (See EAITC's guide *1992 Implications of a Single European Market: Telecommunications and Computers* (#25EA) available at Info Export.)

As a result, there should be a dramatic growth in the customer base in Europe for a wide range of telecommunications products, an explosion in the number and variety of services available and an increase in the number of providers of these new and enhanced services.

These changes, according to the study, will translate into increased

market opportunities for telecommunications equipment and service providers.

To obtain a copy of the study—it will be available later this month—contact Info Export (see box at

bottom of page 12).

For more information on telecommunications and Europe'92, contact the European Community Division (RWM), EAITC. Tel. (613) 996-2727. Fax: (613) 944-0034.

Advertising Space for Canada Available in Expo'92 Magazine

FUTURE, the magazine of Canada and the Canada Pavilion at Expo'92 in Seville, Spain, still has limited advertising space for Canadian companies that would like to reach some of the 50,000 world business visitors who will receive complimentary copies of the publication when they privately tour the Canada Pavilion.

FUTURE is part of a worldwide marketing campaign to attract business to Canada and to strengthen Canada's ties with the European Community and the world at large. For more information and rates, contact Denise Castonguay, Inside Guide Magazine Limited, 111 Avenue Road, Suite 801, Toronto M5R 3J8. Tel.: (416) 962-9184. Fax: (416) 962-2380.

FAA: Introducing Yourself

Continued from page 1

management, systems to provide enroute descent advisories are also a high priority.

Also of prime importance to FAA are aviation safety and security, particularly in the field of explosives research.

Introducing Yourself

Canadian companies should visit and make their capabilities known to FAA officials who are interested in hearing about new technology, products and approaches to problems.

Two prime officials are the Executive Director of Systems Development who heads all acquisition programs, engineering, and development; and Chief, Logistics Services Contracts Division, to whom all contracting officers report. Staff here can advise companies of FAA's procurement process, provide lists of FAA's vendors and of those firms that requested

bid documents.

Another important approach is to "talk to the prime contractors," advises Burt. The initial call may be as simple as saying, "I'm in this business. Whom should I talk to in your company?"

Assistance in making these contacts can be provided by the Canadian Embassy in Washington, D.C.—where facilities often are available to Canadian firms wishing to make marketing and technical presentations to U.S. federal agencies and related prime contractors.

For more information on these and other contacts or for general information on FAA opportunities, contact Judith Bradt, Commercial Officer, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, D.C. 20001. Tel.: (202) 682-7746. Fax: (202) 682-7619.

Trade Poised to Grow

Mexico: Market of Opportunity

Mexico is Canada's largest trading partner in Latin America, with two-way trade exceeding \$ 2.3 billion in 1990.

And, on the eve of a North American Free Trade Agreement (NAFTA), that country offers expanding sales opportunities for Canada.

Canadian Opportunities

Improved access to a Mexican market —it's modernizing and upgrading its industrial base—of over 85 million inhabitants will result in the need for new technologies, products and services necessary to improve its infrastructure.

It will offer substantial commercial prospects for Canadian suppliers in sectors such as:

- telecommunications,
- consumer software,
- materials handling,
- agri-food products,
- environmental products and services,
- mining, oil and gas equipment,
- electrical power,
- transportation,
- process control and instrumentation,
- industrial machinery (in particular for the plastics industry), and
- specialized engineering services and consumer goods.

These are all sectors of increasing importance to Mexico's continued economic development.

Technology and Expertise Sought from Abroad

Competitiveness and productivity are the key considerations for Canadian exporters seeking to penetrate the Mexican market.

Private and public sector buyers are looking for equipment and technologies that will increase the quality and production efficiency of the products they produce. The private sector in particular recognizes that more liberalized North American trade, as well as an abil-

foreign suppliers, including Canada.

In agriculture, the need for improvement to local breeding stock in the dairy and swine sectors offers significant opportunities for the sale of live animals and genetic materials. Planned investment,

both public and private, in the energy, power generation and distribution, transportation and environmental waste management sectors, will all offer significant opportunities to Canadian suppliers.

Canadian Exporters Should Act Now

Mexico —located in our own "backyard"—is a logical market for Canada. Mexico City is four-to-five hours by air from nearly all major Canadian population centres; the agricultural and industrial centres of Guadalajara and Monterrey are also an important customer base, with industries that correlate closely to Canadian expertise and capabilities.

The key for Canadian exporters is to position themselves **NOW** in the Mexican market, to be

able to capitalize fully from the expected benefits of more liberalized North American trade.

For further information on Mexican market opportunities, contact the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada (EAITC). Tel.: (613) 995-8804 or 996-5359. Fax: (613) 943-8806.

CANADA EXPO 92

Set for Monterrey

Nuevo Leon and the neighboring states of Northern Mexico offer significant export opportunities for Canadian manufactured products and related services.

To take advantage of these opportunities, the largest trade development effort ever staged by Canada in Mexico will take place in Monterrey, the capital of Nuevo Leon, January 27-31, 1992.

Over 150 exporters from across Canada will be attending **CANADA EXPO 92**, a solo trade exhibition directed at meetings with potential Mexican buyers and partners.

Other key elements of the week-long program include sectoral exhibits, technical presentations and visits to key local manufacturing and research installations.

Monterrey is Mexico's second largest commercial centre (population: three million) after Mexico City. Local industries —over 7,000 manufacturers offering subcontracting, component production, product sourcing and a broad range of industrial support services are based in the region— account for more than one-third of Mexico's total exports.

Continued on page 6— CANADA

ity to compete effectively in European and Asian markets, requires investment in new plant and equipment, better training, and more streamlined and cost effective production methods.

In the telecom sector, privatization has spurred development of new cellular telephone and private data network transmission services, sourced principally from

EAITC - Sponsored Trade Events on Mexico

November 1991

20—Calgary, Alta.—Seminar on Mexican Agricultural Sector Opportunities (in conjunction with Agriculture Canada)

21—St. John's, Nfld.—Seminar on Mexico Trade Opportunities

22—Moncton, N.B.—Seminar on Mexico Trade Opportunities

24-31—Mexico—Petroleum Equipment and Services Mission

to Mexico City, D.F., and Gulf of Mexico Coast (Villa Hermosa, Ciudad del Carmen)

December 1991

2-6—Mexico—Geographic Information Systems Mission to Mexico City and Aguascalientes

2-9—Quebec—Seminars on Mexico Trade Opportunities

9-16—Mexico—State of Queretaro Agricultural Fair

January 1992

13-19—Mexico—State of Leon Agricultural Fair

26-31—Monterrey, Nuevo Leon, Mexico—CANADA EXPO 92

March 1992

2-5—Mexico City—ComExpo 92 Telecom Exhibition

21-24—Guadalajara, Jalisco—A.N.T.A.D. National Retail/Wholesalers Expo (Processed Foods).

CANADA EXPO 92

Continued from page 5

In addition, Monterrey is the largest Mexican industrial city in close proximity to the U.S.—143 miles from Laredo, Texas—offering strategic access to markets and suppliers throughout North America.

Monterrey's world-class production facilities include automotive, steel, glass, cement, plastics and other industrial products. As for the state of Nuevo Leon itself—Mexico's second largest pole of economic development, with exports valued at U.S.\$1.2 billion per year, or almost double the 1984 figures—its most important industrial activities are: metal work, 41.7 per cent; machinery and equipment, 12.6 per cent; chemical products, rubber and plastics, 10.7 per cent; wood, furniture and household appliances, 8.1 per cent; food, beverages and tobacco, 7.5 per cent; glass, ceramics and building materials, 7.4 per cent.

For more information on CANADA EXPO 92 or trade opportunities in Nuevo Leon and other regions of Mexico, contact External Affairs and International Trade Canada (EAITC)'s Latin America and Caribbean Trade Division (LGT). Tel.: (613) 996-8625 or 995-8804. Fax: (613) 943-8806.

CANADA-MEXICO

Export/Import Statistics

(January to June, 1991) — (\$000 Cdn)

| EXPORTS TO MEXICO (1991) | | IMPORTS FROM MEXICO (1991) | |
|-----------------------------|----------------|------------------------------------|------------------|
| Motor Vehicle Parts | 37,700 | Motor Vehicles and Parts | 437,000 |
| Iron and Steel Products | 19,400 | Engines and Parts | 146,600 |
| Petroleum Oils | 16,100 | Data Processing Machines and Parts | 59,100 |
| Meats and Livestock | 10,000 | Radio and Television Equipment | 52,900 |
| Wood Pulp | 9,100 | Ignition Wiring Sets | 45,800 |
| Sulphur | 7,400 | Fruits and Nuts | 41,900 |
| Asbestos | 6,500 | Vegetables | 39,900 |
| Milk Powder | 5,900 | Petroleum | 38,900 |
| Fine Paper | 5,200 | Air Conditioners and Parts | 27,100 |
| Newsprint | 4,200 | Articles of Glass | 19,000 |
| Sub-Total | 121,500 | Sub-Total | 908,200 |
| Others | 49,300 | Others | 223,500 |
| Total Exports | 170,800 | Total Imports | 1,131,700 |

Mexico: A Good Trade Partner

Mexico, the third largest country in Latin America (after Brazil and Argentina), is one-fifth the size of Canada. It is the most populous Spanish-speaking country in the world and the second most populous country in Latin America (after Brazil).

One of the key challenges facing the country is negotiating a North American Free Trade Agreement (NAFTA) with Canada and the U.S.

Local Economy Buoyant

A major producer of oil and natural gas, Mexico also has plentiful mineral resources, especially silver, gold, copper, lead, zinc, molybdenum and coal.

Mexico is currently undergoing a profound economic restructuring. The country's economic recovery since the mid-1980s has been impressive. Annual growth rates of some four per cent have been the norm since 1988.

Total purchases from abroad are expected to increase by 40 per cent in 1991—thanks to the removal of remaining tariff barriers and new investment.

Canada-Mexico Relations

Canada has a long history of commercial relations with Mexico going back to the 19th century. Mexico's accession to the GATT in 1986 significantly improved market opportunities for Canadian exporters, with trade increasing dramatically in the late 1980s after a period of limited growth.

In 1990, two-way trade totalled \$2.3 billion, with a balance of \$1.095 billion in Mexico's favour. This is Canada's largest trading relationship with any country in Latin America.

Canada's leading exports to Mexico are agricultural products, while Mexico's main export to

Canada is automobile parts.

Over 160 Canadian companies have already established joint

ventures in Mexico where Canadian direct investment totals approximately U.S. \$420 million.

— MEXICO FACTS —

Basic Data

Area: 1,958,201 sq. km.

Population (1990): 85 million

Country structure: Federal Republic, 31 states, and one Federal District (Mexico City)

Main cities and metropolitan population:

- Mexico City, 19.3 million
- Guadalajara, 3.4 million
- Monterrey, 3.1 million

Economy

Per Capita GDP (1990): U.S.\$3,234

Economic Growth Rate (1990): 3.9 per cent

Foreign Trade (1990)

Total exports*: U.S.\$26.8 billion

Total imports*: U.S.\$29.8 billion

Trade balance*: U.S.\$-3 billion

* Excluding trade conducted in the in-bond (maquiladora) industry, which is mostly with the U.S. Inclusion would increase the U.S.'s share of Mexican trade to over 80 per cent.

Major Markets (1990): U.S., 73 per cent; **Canada, 5.6 per cent;** Japan, 4.4 per cent; Spain, 3.9 per cent; France, 1.6 per cent; Germany, 1.2 per cent.

Major Suppliers (1990): U.S., 64.3 per cent; Germany, 5.5 per cent; Japan, 4 per cent; France, 2 per cent; **Canada, 1.7 per cent;** U.K., 1.5 per cent; Brazil, 1.2 per cent.

Trade with Canada (1990)

Exports to Mexico: \$594 mil-

lion (up from \$522 million in 1987)
Imports from Mexico: \$1.730 billion (up from \$1.174 billion in 1987)

Balance: \$-1.136 billion (up from \$-652 million in 1987)

Major Canadian Exports to Mexico (1990):

milk powder, semi-processed steel, motor vehicle parts, telecommunications equipment, pulp and paper and helicopters.

Major Canadian Imports from Mexico (1990):

motor vehicles and parts including engines, electronic equipment, appliances, digital processing units and fruits and vegetables.

Canadian Direct Investment (1990):

- U.S.\$417 million (representing 1.4 per cent of total foreign investment in Mexico, an increase of 15.5 per cent over 1989)

- major Canadian companies include Placer-Dome, Mitel, Northern Telecom, Noranda, Moore Corp., Bata Shoes, Canada Wire, Cominco.

Canadian visitors to Mexico (1990): 350,000

Mexican visitors to Canada (1990): 18,800

Diplomatic relations established: April 27, 1944

Canadian Embassy: in Mexico City.

Canadian Honorary Consulates: in Acapulco, Cancun, Guadalajara, Mazatlan, Puerto Vallarta, Tijuana, Oaxaca.

U.S. \$720 M Financing Available

Canadian exporters pursuing export opportunities of goods and services in Mexico now have access to competitive financing arrangements.

The Canadian Export Development Corporation (EDC) last July signed a new line of credit of up to U.S.\$500 million with Petroleos Mexicanos (Pemex) and a second one of up to U.S.\$10 million with Bancomer.

In addition, EDC renewed and increased 10 existing lines of credit with various Mexican government agencies and banks for a total of U.S.\$210 million (including an additional U.S.\$20 million with Pemex).

The lines of credit allow Canadian exporters to offer their Mexican buyers financing of up to 85 per cent of the value of the export sale. In addition, EDC pays the exporter directly on behalf of the buyer and then subsequently collects the loan from the buyer or borrower.

EDC is Canada's official export credit agency responsible for providing export credit insurance, loans, guarantees, and other financial services to promote Canadian exports.

For more information on these lines of credit, contact June Domokos, Manager, Mexico and South America, Export Development Corporation, P.O. Box 655, Ottawa K1P 5T9. Tel.: (613) 598-2956. Or phone one of the regional EDC offices in: Vancouver, (604) 666-6234; Calgary, (403) 294-0928; Winnipeg, (204) 983-5114; Toronto, (416) 973-6211; London, (519) 645-5828; Montreal, (514) 283-3013; or Halifax, (902) 429-0426.

Market Studies on Mexico

The Canadian Embassy in Mexico has prepared a number of sectoral market studies designed to help Canadian exporters take advantage of sales opportunities in that country.

Most of these studies also give details on market access, import duties and how and where to find local agents, distributors and joint venture possibilities.

To obtain a copy of these studies, or any of the other sixteen that have been done on Mexican sectors, contact Info Export (see box at bottom of page 12).

Mining

According to *Market Study on the Mining Industry in Mexico* (#25LA), imports have traditionally played a very important role in this industry.

The mining equipment and machinery is divided into three major categories: mining, excavating, earthmoving and exploration machinery; mineral preparation and processing equipment; and materials handling equipment, including trucks and tractors.

According to the study, total imports of the three categories are expected to increase 10 per cent annually, with Canada having a strong share of mining, extraction and excavation machinery.

Plastics

Market Study on the Plastics Industry in Mexico (#50LA) advises that the Mexican market for plastic resins and plastics processing machinery offers significant and growing sales opportunities for Canadian manufacturers and suppliers.

Machinery offering the best sales potential includes blow molding, lamination, rotational molding, foaming, compression, thermoforming, coating, calendaring, sealing, metalizing, electroplating, decorating, and finishing machines.

To penetrate this attractive and growing, but highly competitive market, Canadian machinery and equipment manufacturers would be well advised, says the study, to market their products aggressively.

Oil and Gas

According to *Market Study on the Oil and Petroleum Industry in Mexico* (#26LA) (it also includes Gas), Mexico's oil and gas company, Petroleos Mexicanos (Pemex), currently ranks number two in the world in terms of crude oil production (2.7 MBPD), and seventh in refining capacity.

Mexico's market is highly competitive, and companies which maintain an active presence in the country and establish a good track record by virtue of product performance, competitive pricing and after-sale services will do well.

In general, best prospects for imports are technologically sophisticated equipment. The following is a partial list of equipment traditionally imported by Pemex: steel line pipe, mostly seamless; drilling tools and equipment; valves, particularly gate and control; process plant parts; hoists and cranes; drilling bits; pumps, particularly centrifugal and reciprocating; compressors; processing equipment such as columns, heat exchangers and air coolers; measuring and control equipment; telecommunications equipment; and security equipment.

A U.S.\$500 million EDC credit facility will give suppliers an opportunity to participate in sectoral development.

Canadian suppliers, according to the study, can take advantage of their relative proximity to Mexico. But, the study points out, to benefit from this growing market, they must be more aggressive.

Farm Show Seeks Special Canadian Firms

Louisville—External Affairs and International Trade Canada will sponsor a 2,700-square foot National Stand at the **National Farm Machinery Show** being held in this Kentucky city from February 12 to 15, 1992.

Because of space limitations, special consideration will be given to Canadian companies with export-ready capability and a strong commitment to the U.S. market.

Usually with a 300-name waiting list for space, the world's largest indoor farm show attracts manufacturers of farm-related equipment, distributors, agents and dealers from all over the United States as well as 225,000 visitors from nearby states.

Increasingly, more and more international entrants are participating, with firms from Britain, France, Italy and Japan expected at the 1992 event where they — and Canadians — will exhibit the latest in agricultural equipment, technology and services.

For more information on partici-

pating in the **National Farm Machinery Show**, contact an officer at the International Trade Centre (ITC) nearest you. The ITCs are located in major cities across Canada.

Or contact Peter Egyed, United States Trade and Investment Development Division (UTI), External Affairs and Interna-

tional Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 991-9483. Fax: (613) 990-9119.

Information is also available from Stephen Pickens, Commercial Officer, Canadian Consulate—Trade Office, 250 East Fifth Street, Suite 1120, Cincinnati, Ohio 45202, USA. Tel.: (513) 762-7655. Fax: (513) 762-7802.

Mid-America Trucking Show the Pit Stop for Business

Louisville — Every major truck manufacturer is represented at the **Mid-America Trucking Show** at which External Affairs and International Trade Canada is coordinating a National Stand.

Being held in this Kentucky city from March 21 to 23, 1992, the show is the largest of its kind in the United States.

The show provides ample opportunity to make high-level contacts.

With some 650 exhibitors and attracting more than 30,000 attendees — including truck owner/operators and small truck lines (owning one to 10 trucks) — the show provides ample opportunity to make high-level contacts.

For more information on participating at the National Stand — space is limited — contact Alan McBride, United States Trade and Investment Development Division (UTI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5149. Fax: (613) 990-9119; or Stephen Pickens, Commercial Officer, Canadian Consulate — Trade Office, 250 East Fifth Street, Suite 1120, Cincinnati, Ohio 45202, USA. Tel.: (513) 762-7655. Fax: (513) 762-7802.

Companies wishing to exhibit on their own, likely in close proximity to the Canadian National Stand and with similar promotion, should contact Tim Young, Exhibit Management Associates, 3701 Taylorsville Road, Louisville, Kentucky 40220 USA. Tel.: (502) 458-4487. Fax: (502) 473-0574.

Germany to Host Hardware Fair

Cologne — Canadian companies now are being recruited to participate in the **International Hardware Fair** being held in this German city from March 8 to 11, 1992.

For the third time, External Affairs and International Trade Canada will participate with a National Stand — 200 square metres in one pavilion devoted to the Do-It-Yourself (DIY) trade; and 200 square metres in another pavilion devoted to exhibitors of tools only.

This major annual international trade fair consists of 14 exhibit halls, with each hall exhibiting a specific product line: tools, locks, fittings, and DIY building supplies.

At the 1991 show, 14 Canadian companies exhibited, reporting projected 12-month sales in excess of \$6 million. They were among the 2,138 exhibitors from 37 countries to have their products and services on view to 61,500 visitors from 89 countries.

For further information on the **International Hardware Fair**, contact Gayle McCallum, Trade Fairs and Missions-Europe (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-1530. Fax: (613) 995-6319.

Meeting to Explore ASEAN Opportunities

Bangkok—Significant trade and investment opportunities for Canadian companies are among the topics to be highlighted at a meeting to be held in this Thai capital November 26 to 28, 1991.

The Second Joint Meeting of the ASEAN-Canada Business Council (ACBC) will explore a number of other trade-related matters in the countries that comprise ASEAN: Brunei Darussalam, Indonesia, Malaysia, the Philippines, Singapore and Thailand.

The agenda will address: priority sectors for trade and investment; potential areas of cooperation; strategies for accessing the ASEAN market; emerging tech-

nology requirements in the region; the impact of economic changes in ASEAN on Canadian business activity in the region; and measures to promote an enhanced economic relationship.

The program for Canadian delegates also includes: one-on-one appointments with senior ASEAN businesspeople; plant tours in and around Bangkok; briefings by Canadian trade officials on economic and political developments in each of the six ASEAN countries; briefings on current and anticipated projects and the potential opportunities they represent for Canadian companies.

For more information, contact Dianne Caldbick, Canadian Chamber of Commerce, 55 Metcalfe Street, Suite 1160, Ottawa K1P 6N4. Tel.: (613) 238-4000. Fax: (613) 238-7643.

Pittsburgh Gift Show Venue for Newer Exporters

Pittsburgh—Booth space for 13 Canadian giftware/crafts producers has been reserved by the Canadian Government Trade Office for a show taking place January 12 to 15, 1992 in this Pennsylvania city.

Entering its forty-second year, the **Western Pennsylvania Gift Show (WPGS)** regularly attracts 4,500 to 5,500 trades-only people from the giftware/crafts sector. Nine Canadian firms participated successfully in the 1991 event.

Recommended for "newer" exporters of Canadian giftware, **WPGS** also is looking for Canadian companies that produce high-end gourmet food items used in the gift sector.

For details, contact Matthew Share, Canadian Government Trade Office, One Gateway Center, 9th Floor, Pittsburgh, PA 15222. Tel.: (412) 392-2308. Fax: (412) 392-2317.

Numbers to Note

The new telephone and facsimile numbers for the Canadian Embassy, **Havana, Cuba** are: (011-53-7) 33-2516/2517/2382/2752. Fax: (011-53-7) 33-2044.

Following are the new telephone and facsimile numbers for the Canadian Consulate General in **Kiev, Ukraine**. General Office: (7 044) 291-89-78; Administration: (7 044) 291-88-58; Immigration/Consular: (7 044) 291-88-35. Fax (incoming only): (7 044) 291-89-58.

Telephone numbers in **Wellington, New Zealand** have changed from six to seven digits. The Canadian High Commission numbers are, tel.: 473-9577; unclassified facsimile: 471-2082.

New Awards to Recognize Private Sector Role in World Development

Canadian private sector firms engaged in development projects in Africa, Asia, Latin America and the Caribbean can be eligible for a new award announced recently by Minister for External Relations and International Development Monique Landry.

The **Canadian Awards for Private Sector Contribution to International Development** are the brainchild of the Canadian Exporters' Association (CEA), supported by The SNC Group, Northern Telecom, Babcock & Wilcox, General Motors Canada Limited, and the Canadian International Development Agency (CIDA).

The four awards, a logo and plaque bearing a brief citation of the firm's accomplishments, will be presented for achievements in the fields of engineering, industrial cooperation, environment, and transport. They will be presented for the first time in Spring 1992 at the 9th CEA-CIDA Consultations in Ottawa.

For details on eligibility, winner selection procedure, or for application forms — deadline is January 31, 1992 — contact Paule Charest, Canadian Exporters' Association, 19 Chemin du Ravin, Sainte-Therese, Quebec J7E 2T5. Tel.: (514) 434-4196. Fax: (514) 434-7164.

Winning IFI Contracts

Quebec Company Discovers Perseverance Pays

Firms that persevere and have a well-planned strategy are the ones most likely to win contracts awarded through International Financial Institutions (IFIs).

That's been the experience of General Woods and Veneer Consultants International (GWVCI), a 15-employees consulting firm headquartered in Longueuil, Quebec. Its expertise ranges from the management of major international forestry projects to technical studies in forestry and in the wood-based industry.

Contracts Awarded

GWVCI's first project on the international scene was funded by the Canadian International Development Agency. In 1985, the firm was hired to revamp, operate and prepare for privatization, an old wood processing and logging operations complex in Zaire.

Overall, the firm has been involved in work funded by several IFIs, including the International Bank for Reconstruction and Development, the International Development Agency, the Interna-

"It is important to maintain close contact with IFI officials."

tional Financial Corporation, the Foods and Agriculture Organization, the Canadian International Development Agency, and the United Nations Industrial Development Organization.

Successful Procedures

GWVCI's Forestry Director, Pierre Méthot, followed certain procedures to attain success, with GWVCI representatives making it a point to visit the IFIs a number of times every year.

"It is important to maintain close contact with IFI officials," Méthot says. "It is essential to know the program officer and the program economist for the countries in which you are seeking work."

The importance of meeting with IFI officials is corroborated by External Affairs and International

"The executing agency must be familiar and comfortable with the firm and its officials."

Trade Canada's (EAITC) liaison officers at the various Multilateral Development Banks. Such meetings allow exporters to glean valuable project information; regular visits also increase the visibility of exporters and can often lead to valuable, lasting personal contacts.

To reap all the potential benefits of these visits, exporters should prepare themselves adequately by reading all available project listings and by learning the regulations and procedures applying to each Bank — and, more specifically, to each type of project.

These efforts enable companies such as GWVCI to project a highly motivated and professional image, which can lead to their participation in a project being welcomed and even encouraged by Bank staff.

Méthot says that once he has identified a project that requires the skills and expertise offered by the firm, the usual procedure followed by GWVCI is to contact the appropriate officer at the Bank to obtain more specifics and the latest information on the project.

The firm also approaches the executing agency in the borrowing

country — sometimes two or three years before the short list of consultants is drawn — to convey its interest in a future project.

A number of visits to the borrowing country — even before the bidding begins — is also recommended by Méthot:

"These are necessary to acquire an understanding of the cultural environment and to set a climate of mutual trust between the firm and the executing agency."

Méthot adds "the executing agency must be familiar and comfortable with the firm and its officials. This cannot be done by mail."

Staff at the Canadian mission in the borrowing country also can provide advice to visiting Canadian exporters. It is always a good idea to contact the mission several weeks ahead of a visit.

Pin-Point Project

Such approaches require time and effort and guarantee no results. Successful exporters quickly learn to target a narrow range of projects in selected countries and refrain from pursuing too many opportunities concurrently.

One way of improving the odds is to be patient. Monitor all projects — but actively pursue only the very best opportunities. A company which restricts its efforts to those sectors where its greatest comparative advantage exists and, preferably, to countries where it has developed significant contacts, can easily reduce to manageable proportions the risks and costs of pursuing contracts financed by IFIs.

For further information on IFIs and how to pursue potential contracts, contact Financial and Business Services Division (TPF), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-0705. Fax: (613) 943-1100.

BUSINESS AGENDA

Halifax — November 4 — Workshop on Marketing Environmental Products and Services in the U.S.A. Contact Marjorie Shaw, ITC, Halifax. Tel.: (902) 426-6658. Fax: (902) 426-2624.

Regina — November 19 — Doing Business in Japan. Seminar sponsored by ITC and Asia Pacific Foundation. Contact David Dix, ITC, Regina. Tel.: (306) 780-6099. Fax: (306) 780-6679.

Calgary — November 20 — Seminar: Agricultural Opportunities in Mexico. Contact Gil Rishchynski, Latin America and Caribbean Trade Division, EAITC. Tel.: (613) 996-8625. Fax: (613) 943-8806.

St. John's — November 21;
Moncton — November 22 — Seminar: Trade Opportunities in Mexico and the Caribbean. Contact Gil Rishchynski, Latin America and Caribbean Trade Division, EAITC. Tel.: (613) 996-8625. Fax: (613) 943-8806.

(new dates) **Vancouver** — November 22; **Montreal** — November 26; **Toronto** — November 28 — Hungarian and Canadian experts will give presentations on business opportunities in: financial services, medical devices and biotech, land developments, telecommunications, energy and resources, and computer software. Contact McEvoy Galbreath, Ottawa. Tel.: (613) 236-8504. Fax: (613) 237-7666.

Regina — November 23-29 —

Canadian Western Agribition. Contact Debbie Faer, Canadian Western Agribition Association. Tel.: (306) 565-0565. Fax: (306) 757-9963.

Montreal — November 23-December 1 — Salon Agriculture et Alimentation International. Contact Robert Barbucci. Tel.: (514) 289-9669. Fax: (514) 289-8711.

Publications

Study on Commercial Prospects for Canadian Companies in the Bangladesh Oilseeds Sector. Copies available from Robert Grison, Asia Pacific South Trade Division, EAITC. Tel.: (613) 995-7659.

Consulting Services, Technology Transfer and Licensing in Brazil (# 96LA). Prepared by the Canadian Embassy, Brasilia and revised 1989. Copies available through Info Export (see box below).

Chilean Agriculture: Integrating into World Markets (# 103LA). A sectoral outlook report prepared in May, 1990 for the Embassy of the United States of America in Santiago, Chile. Copies available through Info Export (see box below).

New Zealand Forestry Sector Report (#7CA) provides an overview of the opportunities available for Canadian companies active in the forest industry. Prepared by the Canadian Consulate

in Auckland, New Zealand and revised in August 1991. Copies available from Gilles Potvin, Asia Pacific South Trade Division, EAITC. Tel.: (613) 995-7662. Fax: (613) 996-4309; or from Info Export (see box below).

Sea Fare International 1991, an EAITC publication covering a Long Beach, California annual seafood trade show of the same name, describes the show (the next one will be held February 12-14, 1992), and the market prospects in California and the entire U.S. for Canadian seafood products. Important contacts are listed. Copies of the publication are available through Info Export (see box below, quoting code #84TB).

Market Study — Panama Agriculture and Livestock Sector. Prepared for the Canadian Embassy, San Jose, Costa Rica, August, 1991. Copies available from Tom Bearss, Latin America and Caribbean Trade Division, EAITC. Tel.: (613) 995-8742. Fax: (613) 943-8806.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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OTTAWA

Vol. 9, No. 19

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November 15, 1991

External Affairs and
International Trade Canada

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Nicaragua's Reconstruction Means Export Opportunities

Now is the time—as the political situation is stabilising—for Canadian companies to develop or renew business connections in Nicaragua.

Opportunities

Opportunities exist for industrial raw materials and equipment,

construction materials, medical supplies, as well as hospital, transport, electrical, telecommunications, and agricultural equipment.

Trade commissioners from the Canadian Embassy in neighboring Costa Rica, responsible for Nicaragua, recently completed a promotional visit to Managua where they met with over 100 Nicaraguan companies.

They found that Nicaraguan distributors and manufacturers are anxious to make new business connections with Canadian exporters. After almost twelve years of economic decline, the country is in need of virtually every basic product imaginable. In particular, the priority given to the agriculture, manufacturing and construction industries will mean a rapidly growing demand for machinery, equipment, and materials in these sectors.

Aid from the U.S. and other developed countries is beginning to pour in as the government of Nicaragua

*... firms will be best served
by a local representative
or agent...*

is normalising its relations with the international financial community. As a result, the government will soon be in a position to borrow funds from the Inter-American Development Bank (IADB) and the World Bank, for

Continued on page 3—Nicaragua

On-Line Access to U.S. Defence Contract Market

Canadian firms now have on-line access to opportunities in U.S. government and non-government defence procurement markets.

The Defence Contractors Information System (CIS), accessed by Canadian companies through the Canadian Defence Production Office (CDPO) in Philadelphia, is a U.S.-wide computer-based market intelligence system providing market information on:

- U.S. prime contractors — information on procurement needs of hundreds of prime contractors across the United States;

- *Commerce Business Daily* — daily procurement solicitations and award announcements of all U.S. government defence and non-defence agencies.

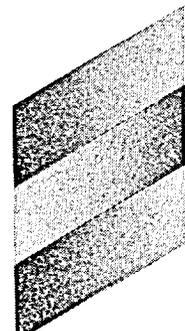
- U.S. Department of Defence (DOD) Procurement History — a full history of all DOD procurement: prices, quantities purchased, buying agencies, competitor activities, and parts breakdown of major weapons systems.

The CIS is a user-friendly marketing tool which goes far beyond

providing the industry with the usual list of contacts. It enables users to identify agencies or firms that purchase a particular product and where those purchasers are located. It provides daily exposure of the major U.S. contracts solicited and awarded to the defence industry, allowing the identification of “hot leads” and the procurement trends and price history of all items purchased by DOD.

Companies interested in accessing the CIS system should first register with the Philadelphia office to get the 1-800 access number. Companies are then sent a qualification questionnaire, followed by the software package to process the data. (This is done at no charge to companies. Once companies enter the data bank through the 1-800 number, they will be charged for the computer time used).

Contact James J. Ganderton, Canadian Defence Production Office, Mail Code ASO (CNDA), 700 Robbins Avenue, Philadelphia, PA 19111, USA. Tel: (215) 697-1264. Fax: (215) 697-1265.



Canada

New U.S. Food Labelling Laws Focus of Cross-Canada Seminars

A major cross-Canada seminar series in February 1992 will inform Canadian food, beverage and seafood products exporters of the changes about to be introduced in U.S. food labelling laws.

Companies interested in maintaining, or expanding, their market share in this huge retail grocery and foodservices market would be well advised to attend the seminars, say organizers.

The U.S. Food and Drug Administration's (FDA) proposed new regulations—under the Nutrition Labelling and Education Act—will have a major impact on the business activities of all companies wishing to sell into the rapidly evolving and highly dynamic U.S. market for agri-food and fish products.

At issue, say seminar organizers, are literally billions of dollars in potential sales. All U.S.-bound Canadian agri-food and fish exporters—especially small to medium-size firms—need to ensure that they do not lose existing, or potential market share because of lack of preparation.

The seminars, organized by External Affairs and International Trade Canada (EAITC), in coop-

eration with other federal and provincial government agencies across the country, will be held in: **Montréal (Ste-Hyacinthe):** February 5th; **Halifax:** February 6; **Moncton:** February 7; **Toronto (Mississauga):** February 19 and 20; **Winnipeg:** February 24; **Saskatoon:** February 25; **Edmonton:** February 26; and **Vancouver:** February 27.

The intent is to provide direct insight into the principles and practices underlying the new requirements for food labelling in the United States, and to the way in which the FDA regulations will be applied at customs crossing points at the Canada-U.S. border.

FDA representatives will participate in a panel session featuring invited Canadian government and industry experts, including commercial officers from EAITC's posts in Boston, Buffalo, Detroit, Minneapolis and Seattle.

Persons seeking further information or those interested in being placed on the mailing list for the seminar(s) in their region, may contact:

Montréal: M. Ramon Custeau, Ministère des Affaires internationales, Gouvernement du Québec. Tel: (514) 499-2176. Fax: (514) 873-1161.

Halifax: Kirsten Tisdale, International Trade Centre, Nova Scotia Regional Office, Government of Canada. Tel: (902) 426-9957. Fax: (902) 426-2624.

Moncton: John Richard, International Trade Centre, New Brunswick Regional Office, Government of Canada. Tel: (506) 857-6459. Fax: (506) 857-6429.

Toronto: Maureen Angus, Ontario Ministry of Agriculture and Food. Tel: (416) 861-2985. Fax: (416) 861-2999.

Winnipeg: Dave Lewis, Industry Science & Technology Canada, Manitoba Regional Office. Tel: (204) 983-2187. Fax: (204) 983-2187.

Saskatoon: Nelson Barsi, Saskatchewan Economic Diversification and Trade (Regina). Tel: (306) 787-2193. Fax: (306) 787-2198.

Edmonton: Deb Millar, Alberta Department of Agriculture. Tel: (403) 427-4241. Fax: (403) 422-9746.

Vancouver: Heather Scholefield, B.C. Trade Development Corporation. Tel: (604) 844-1900. Fax: (604) 660-2457.

For general information on the FDA, on matters pertaining to the role of External Affairs and International Trade Canada, and for reference to other federal government departments (where applicable), contact Peter Egyed, Marketing Officer, USA Trade, Tourism & Investment Development Bureau, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel: (613) 991-9483. Fax: (613) 990-9119.

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Nicaragua: Small but Lucrative Market

Continued from page 1

badly needed infrastructure renewal and development.

With a looming energy shortage and major requirement for infrastructure upgrading in the transport, water, sewage, environmental and educational sectors, Canadian firms should be on the lookout for internationally financed projects in these fields, and should act now to position themselves for these developments.

Canada has a good reputation in Nicaragua and, while exporters will have to be imaginative when it comes to transport, this small market of 4 million people could be interesting and lucrative for those able to respond to Nicaraguan needs.

Economic Situation

The wild inflation of recent years has been brought under control. In addition, the stability of the new golden Cordoba currency and its convertibility through the Nicaraguan banking system means that importers have easier access to dollars for payment of their requirements.

Many companies that were active in the 1970s are in the process of reopening their businesses. Manufacturers are making plans to renew their plant and equipment; and numerous experienced business people are returning to form companies and take advantage of a period of substantial growth in the years ahead. What was a closed economy—most imports were handled by state organizations—is rapidly reverting to a private sector-driven economy. In addition, most of the state companies will be sold or dissolved by the government over the next year or two.

Contacts

Canadian firms—whether suppliers of goods or services to the

public or private sector—wishing to do business in Nicaragua will be best served by a local representative or agent in Nicaragua.

Trade commissioners in Costa Rica now have a solid data base of qualified importers seeking a wide variety of representational business from Canada. Some of these are listed below. Interested Canadian firms should contact these companies directly.

For more information and names of potential business contacts in Nicaragua, contact the trade commissioners at the Canadian Embassy in Costa Rica, Apartado Postal 10303-1000, San José, Republic of Costa Rica. Tel.: (011-506) 55-35-22. Fax: (011-506) 23-23-95. Telex: (Destination 376) 2179 (DOMCAN CR). Cable: DOMCAN SAN JOSE.

Opportunities in Nicaragua

- Noel Fernandez Rogue, Manager, Reimex S.A., is looking for Canadian suppliers of **specialty papers in rolls** (bond, computer, creped, ledger, waxed). Tel.: 75761. Fax: 505-678375, Managua.
- Noel Robleto Falla, Manager, Roberto Teran S.A. (Division Medica), is looking for suppliers of **pharmaceutical and veterinary products**. Tel.: 40221. Fax: 505-42177, APDO. 689, Managua.
- Luis Lacayo, Manager, Poliquimicos de Centroamerica S.A., is looking for suppliers of **fertilizers, agro- and industrial chemicals**. Tel.: 74193. Fax: 505-74193, APDO. 2812, Managua.
- Lic. Bayarda Sarvedra M., General Manager, Servicios and Negocios Diversos, is looking for Canadian suppliers of **industrial products, tools, automotive equipment, refrigeration equipment, and electrical accessories**. Telefax: 663802, APDO. 4325, Managua.
- Ing. Jorge D. Guerra Zeusys, General Manager, Agricola Industrial Nicaraguense S.A., is looking for suppliers of **agricultural machinery and agro-chemicals**. Tel.: 31685/31686. Fax: 505-31687, APDO, Managua.
- Marvin Martinez E., President, Marvin Martinez and Co. Ltda., is looking for **nuts, bolts and screws for the automotive industry**. Tel.: 4306. Fax: 505-44898, APDO. 693, Managua.
- Lic. David Flores S., General Manager, Ferreteria Tecnica S.A., is looking for suppliers of **all types of refrigeration and cold storage equipment** to develop an expanding line in Nicaragua. Also interested in all kinds of **hardware, electrical products, plumbing supplies, and construction materials**. Telefax: 41975, APDO. 4350, Managua.
- Uriel Cuadra R., President, Reprinsa, is looking for **base materials for manufacture of pharmaceutical and for ferrous metal products** including rolled steel, structural shapes and tin free steel for the construction industry. Telefax: 505-73725, APDO. 375, Managua.
- Lic. Julio Tapia, General Manager, Cocinsa, is looking for **refractory materials, construction materials** (electrical supplies, tubing, fasteners, and general hardware). Tel.: 66286/96990. Fax: 505-662539, APDO. 2343, Managua.

Korea to Host Major Communications Show

Korea — Canadian companies eager to break into the multi-billion-dollar Korean communications market have a good chance of doing so by participating in **Communications Network/Korea** at which External Affairs and International Trade Canada will sponsor a National Stand.

But participants will be facing strong competition.

Communications Network/Korea (The Second Annual International Communications Exhibition and Conference), being held February 12-15, 1992 also is expected to attract major exhibitors from the United States, Europe and Asia.

High-level domestic and Asian buyers will be in attendance, knowing that Korea's total expenditures for telecommunications services is expected to exceed \$22 billion by 1995.

Korea also plans to install up to 2,000,000 telephone lines per year,

including the replacement of existing equipment through the year 2000. The country already has begun to digitalize its communications networks in an effort to provide ISDN in the next 10 years.

The country's products and services requirements range from broadcasting equipment and telephone systems, business communications, data transmission equipment and military communications to on-line information service, optical fiber cable and

technology, satellite communications equipment and security and surveillance systems.

For recruitment or other information on **Communications Network/Korea** — the only international communications event that targets this burgeoning market — contact Cameron Miller, East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0897. Fax: (613) 996-4309.

Medical Products Show in Pakistan

Karachi/Lahore — Canadian medical/pharmaceutical manufacturers and others with exportable products or formulae have an opportunity to make their presence known — through the display of brochures/product samples — in Pakistan January 5-9, 1992.

That's when space arranged by External Affairs and International

Trade Canada and the Canadian High Commission in Islamabad will be available at the **Canadian Pharmaceutical and Medical Products Catalogue Show**.

Others that should find participation in the show worthwhile include Canadian manufacturers of clinical, laboratory and medical equipment, diagnostic chemicals and veterinary medicines.

Displays will be viewed by influential purchasers, including major Pakistani importers, medical practitioners, hospital and laboratory administrators, and health officials — some of a 120-million population that last year imported Cdn\$200 million worth of medicines and Cdn\$20 million worth of medical equipment.

In addition to the publicity that the show affords, participants may receive a list of bona fide importers/manufacturing licensees that are interested in their products. They may also be listed in a show catalogue that will be distributed widely in Pakistan.

Companies interested in participating should contact Donna Schwartzburg, Agri-Food, Fisheries & Resources Division, EAITC. Tel.: (613) 996-4209. Fax: (613) 943-1103.

Food, Beverage Show Set for Spain

Barcelona — About 25 Canadian companies now are being recruited to participate at the Canadian National Stand at the **International Food & Beverage Show (Alimentaria 92)**, being held here March 7-12.

One of the largest specialized international food trade shows in the world, **Alimentaria 92** should attract more than 200,000 professional visitors and as many as 2,000 exhibitors to a market that imports annually \$1.5 billion in fisheries products.

Canadians at **Alimentaria 92** will be featuring cod, hake, clams, barnacles, lobster, salmon, and prepared fish products which are in particular demand in Spain.

Among the gourmet lines being presented are honey, maple syrup, frozen blueberries, tinned sweet corn, frozen pizza and mineral water.

Canadian participation in **Alimentaria 92** is being organized (in cooperation with External Affairs and International Trade Canada and the Canadian Embassy in Madrid) by Louis D. Burke, President, Interexpo Canada Inc., 1224 Greene Avenue, Westmount, Quebec H3Z 2A3.

Persons wishing further information or to book space should contact Mr. Burke. Tel.: (514) 933-7819. Fax: (514) 483-6595.

International Trade Fairs

Notices of international trade fairs in which Canadian companies might be interested recently have crossed this desk. They include:

• **7th Middle East Food and Equipment Show (MEFEX 92)** — January 11-14, 1992 — Bahrain. Centrally located in the Gulf States (gross national product U.S.\$65 billion), the show is expected to attract top procurement personnel from a rejuvenating Kuwait as well as a record number of exhibitors from all sectors of the food and beverage industry: finished products, raw materials, processing/packaging equipment, and products for the hospitality industry. Contact the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

• **Hong Kong International Toys & Games Fair** — January 13-16, 1992 — On average, 390 exhibitors and 14,000 visitors from around the world attend what has become Asia's biggest and busiest toys and games trade fair. Contact Hong Kong Trade Development Council, Suite 1100, National Building, 347 Bay Street, Toronto M5H 2R7. Tel.: (416) 366-3594. Fax: (416) 366-1569.

• **Hong Kong Fashion Week** — January 21-24, 1992 — Attracting top worldwide fashion buyers and distributors, this trade fair is a premier marketplace for Asia's fast-growing fashion industry, with displays covering ladies', children's and sports wear, fashion accessories and fabrics. Contact as in above Hong Kong notice.

External Affairs and International Trade Canada is not involved directly in these events.

Saudi Show Eyes Communications

Riyadh—An External Affairs and International Trade Canada information booth/hospitality lounge at which Canadian companies can purchase space will be available at **SAUDICOM 92**, Saudi Arabia's biennial communications exhibition.

Being held January 26-30, 1992, the exhibition attracts large numbers of international exhibitors — all of them wanting to get a share of the wealth that Saudi Arabia expends on state-of-the art communications equipment (estimated at U.S.\$1,500 million annually by the end of the decade).

SAUDICOM92 is equally poised to serve the large and lucrative Kuwaiti telecommunications network market. Kuwait is expected

to pay an estimated U.S.\$3 billion to replace its telecommunications infrastructure that was destroyed during the Gulf crisis.

The event is seen as an ideal marketing opportunity for companies new to the market, established companies wishing to maintain and enhance their presence in the market, and for companies to support the efforts of their appointed agents and distributors.

Exhibitor participation information is available from the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

— Trade Events in Mexico —

Upcoming trade events slated in Mexico's three largest cities include:

Mexico City:

December 20-January 7 — XIth Popular Toy Fair
February 5-7 — Expo Hospital Mexico 92
February 29-March 8 — XIIIth International Book Fair
March 30-April 8 — Expo Electrical
April 7-9 — Hardware 92
June 7-10 — Petro Expo Mexico 92.

Guadalajara:

January 21-25 — Spring Fashion Expo 92
February 12-14 — Expo Automation
February 20-23 — Furniture Expo 92
March 3-6 — Expo Medica 92
March 3-6 — International Milk Products and Equipment Expo
March 12-14 — Expo Publicistas (Public Relations/Publicity)
May 23-26 — Footwear Expo 92

June 14-21 — Auto Show 92
June 29-July 3 — Giftware Expo 92.

Monterrey:

November 28-December 18 — National Automotive Expo
April 19-25 — XXIIInd Regional Livestock Fair
May 12-15 — MaquinaMex 92 (Machine Tooling)
May 1-15 — XLVIIIth National Agricultural Exhibition
May 15-17 — 1st National Industrial Environmental Expo and Forum
May 17-June 2 — Nuevo Leon Industrial/Commercial Expo.

For additional information on these events, contact the Latin America and Caribbean Trade Division, External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-8625 or 995-8804. Or contact the Commercial Division, Canadian Embassy, Mexico City. Fax: 011-525-545-1769.

Database Sources U.S. Manufacturers' Reps for Canadian Products, Services

The Canadian Embassy in Washington has developed a database of qualified manufacturers' representatives who are interested in representing Canadian products and services.

These representatives are accustomed to dealing in a highly competitive environment and to representing only export-ready companies (export-ready means at least being able to quote in US\$, including taxes, duties, freight, insurance i.e. the price of the prod-

uct at the door of the manufacturer's representative).

For a list of representatives in your product classification, contact M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Avenue, N.W., Washington, DC 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

A partial list of the products and services sought by these representatives are presented below. The list will continue in future issues of *CanadExport*.

| <i>Product Classification</i> | <i>Number of Reps</i> | <i>Product Classification</i> | <i>Number of Reps</i> |
|---|-----------------------|--|-----------------------|
| Abrasives | 13 | Energy | 23 |
| Advertising Products & Services | 1 | Engineering/Design | 41 |
| Aerospace & Aviation | 20 | Fasteners | 22 |
| Agriculture/Equipment & Machinery | 18 | Floor & Wall Coverings | 9 |
| Appliances | 13 | Food/Beverage Chemicals | 2 |
| Architects & Interior Designers | 42 | Food/Beverage Processing | 11 |
| Arts & Crafts | 7 | Food/Beverage Products & Services | 8 |
| Automation/Robotics | 8 | Food/Beverage Service Equipment | 11 |
| Automotive/Aftermarket | 16 | Furniture & Furnishings | 42 |
| Automotive/OEM | 20 | Gas, Oil & Petroleum Products & Services | 18 |
| Builders/Contractors | 71 | Glass Industry/Raw Materials & Products | 6 |
| Building Materials & Supplies | 45 | Government | 35 |
| Castings & Forgings | 39 | Graphics/Printing | 3 |
| Chemicals/Industrial | 13 | Hardware/Houseware | 31 |
| Chemicals/Maintenance | 12 | Health & Beauty Aids | 7 |
| Coatings | 12 | Heating, Ventilation, Air Conditioning | 62 |
| Computer/Hardware, Software & Peripherals | 22 | Heavy-Duty Truck-Trailer Equipment | 11 |
| Construction Equipment & Machinery | 23 | Home Improvement | 21 |
| Controls & Instrumentation | 38 | Import-Export | 8 |
| Electrical/Consumer | 18 | Industrial Equipment & Machinery | 55 |
| Electrical/Technical & Industrial | 67 | Industrial Supplies | 41 |
| Electronic/Communications | 15 | Injection Molding, Parts & Supplies | 10 |
| Electronic/Components & Materials | 27 | Jewelry | 1 |
| Electronic/Consumer Products | 11 | Lawn & Garden | 21 |
| Electronic/Technical Products | 27 | Lighting | 19 |

CCC Contracts

Atlantis Aerospace Corporation, Brampton, will supply helicopter simulated aircraft maintenance trainers (SAMTs) to the Royal Australian Navy and Army. The contract is valued at \$6.95 million.

The Avionics Division of Canadian Marconi Co., Kanata, has been awarded a US\$5 million contract for the provision of Control Display Units to the Warner Robins Air Logistics Command, Georgia.

British Columbia Research Corporation, Vancouver, has been awarded a US\$2.3 million contract to develop a standard for the assessment of the health hazards of mechanical shocks and repeated impacts in army vehicles. The buyer is the U.S. Army.

Exotemp Ltd., Pembroke, has been awarded two contracts totaling \$3.2 million for the supply of heat transfer suits and ancillary equipment to the Ministry of Defence of the United Kingdom.

Hermes Electronics Limited, Dartmouth, has been awarded a US\$2.5 million contract for the development of a vertical line array Sonobuoy for the United States Naval Avionics Center, Indianapolis.

Heroux Inc., Longueuil, has been awarded a US\$12.9 million contract for the manufacture and supply, to the U.S. Air Force, of main landing gear for KC-135R aircraft.

ICI Explosives Canada, North York, has been awarded a US\$9 million contract for the manufacture and supply of TNT explosives to the U.S.

EAITC's Financial and Business Services Division

With the services sector employing over 70 per cent of Canadians and accounting for 65.4 per cent of our Gross Domestic Product, the government is taking steps to put increasing emphasis on the service industries.

To improve its assistance to the private sector in that area, EAITC has established a services focal point. The former International Financial Services and Capital Projects Division has been renamed Financial and Business Services Division to better reflect this new orientation. It retains its former role in export financing.

The revamped division consists of two sections, export finance and services. Export finance is responsible for all matters related to export financing by the Export Development Corporation through the Canada Account (including concessional financing); for monitoring the policies and practices of other major trading nations in export financing; and participating in the Organization for Economic Cooperation and Development consensus negotiations.

While the services section maintains its former responsibility of promoting and improving Canadian procurement through projects funded by the International Financial Institutions (IFIs) such as the World Bank or through other capital projects, it now has an increased role in promoting exports of Canadian services and will work closely with the services industries.

Traditionally, the division has concentrated its efforts on three main areas, consulting engineering, architecture and construction. These sectors are intimately related to capital projects, whether financed by IFIs or by other sources. While government marketing support will continue for

those service sectors, equal efforts will now be devoted to the many other service industries.

Market development strategies — based on the strengths and expertise of these service industries — will be elaborated in conjunction with associations and firms. Trade commissioners at posts abroad will be informed of these capabilities, enabling them to better identify appropriate market opportunities in their territories. This will lead to the design of market strategies which are intended to provide action blueprints for the most efficient use of government programs and resources.

Following the national consultations which will be undertaken via the Prosperity/Competitiveness agenda this month, more detailed market identification and surveys will be conducted in cooperation with the posts during 1993.

Services Activities

Here are examples of service industry activities that EAITC has or will undertake:

a) Publications:

- 1992 Implications of a Single European Market - Financial Services;
- 1992 Implications of a Single European Market - Professional and Consulting Services: Law and Accounting;
- Europe 1992 Working Group Report - Financial Services;
- A Report on Mexico's Consulting Engineering Sector (end of 1991);
- A Report on Brazil's Consulting Engineering Sector (end of 1991);
- A Report on Service Sector Opportunities in the Caribbean;
- Canadian Consulting Services (architects, management consultants and engineers): Thailand;
- Educational Services: Brunei;
- Assessing Franchising Oppor-

tunities: Singapore;

- Educational Services: Singapore;
- Report on Government Support for the Service Industries in Five Countries (end of 1991);
- International Financing Data: A Business Guide to Export Financing and Other Financial Assistance (8th Revision);
- U.S. Eastern Seaboard Market Study of Opportunities for Consulting Engineers in Environmental Applications (January 1992);
- U.S. Western States Market Study of Opportunities for Architectural Firms (November 1992);

b) Missions and Seminars

- Geographic Information Services (GIS) Mission to Japan (March 1992);
- Geographic Information Services (GIS) Mission to South East Asia (June 1992);
- Trade Mission to Venezuela and Caribbean for Consulting Engineers (November 1991);
- Trade Mission to Chile and Southern Cone for Consulting Engineers (end of 1991);
- Geometrics Services Trade Mission to San Francisco (August 1991);
- Seminars on How to Export Services to the U.S. (Ottawa and Montreal, January 1992);
- Third Country Marketing Mission to Japan for Consulting Engineers;
- Specialized Marketplace for Services from the Middle East (March 1992);
- Trade Missions (2) from Algeria on Financial Services (end of 1991);
- Management Consultants Mission to the Middle East (February 1992).

For further information, contact Financial and Business Services Division (TPF), 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 995-7251 Fax: (613) 943-1100.

PUBLICATIONS

The International Business Dictionary and Reference is a 486-page comprehensive reference tool covering, in-depth, more than 1,500 topics that include trade, finance, marketing, foreign exchange and import-export. Extensive appendices list international information sources and organizations and geographical indices aid users in locating terms specific to major regions of the world. Authored by Lewis A. Presner, Business Professor, Durham College, Oshawa, Ontario, the hard-cover dictionary may be purchased (\$59.95) from Customer Service, John Wiley & Sons Canada Limited, 22 Worcester Road, Rexdale, Ontario M9W 1L1. Tel.: (416) 675-3580. Fax: (416) 675-6599.

A Report on Chile's Fishery Sector (#102LA). Prepared in April, 1991 for the Canadian Embassy, Santiago, Chile. Copies available through Info Export (see box below).

Colombia Report on the Agricultural Sector (#107LA). Prepared by the Canadian Embassy, Bogota, July, 1989. Copies available through Info Export (see box below).

Canadian Building Products Export Council Feasibility Study, funded jointly by Industry, Science and Technology Canada (ISTC) and External Affairs and International Trade

Canada, indicates that 300 to 400 Canadian residential building product manufacturers are ready to globally compete in the US\$200 billion international export market for building products by joining an industry export council. International competitiveness, scope of the international market, and comparative international strategies are also covered. Copies may be obtained from Murray Hardie, ISTC, Ottawa. Tel.: (613) 954-3037. Fax: (613) 954-3079.

Report on the Colombian Telecommunications and Advanced Technology Sector (#108LA). Prepared by the Canadian Embassy, Bogota, September, 1989. Copies available through Info Export (see box below).

Colombia Report on the Transportation Sector (#109LA). Prepared by the Canadian Embassy, Bogota, July, 1989. Copies available through Info Export (see box below).

Business Agenda

Halifax — November 19;
St. John's — November 20;
Charlottetown — November 26;
Fredericton — November 28 — Joint Venture Seminars tell participants how to take advantage of the joint venture opportunities in the Caribbean. The program includes step-by-step information on how to form and manage a successful international joint venture; a presentation of the relevant programs available to interested businesses; and one-on-one meetings with experts in the field. To register (fee is \$160.00 incl. GST), contact Hugo Ban, Co-ordinator of Special Projects, Atlantic Canada House, Ottawa. Tel.: (613) 567-0042. Fax: (613) 567-3440.

Montreal — November 27 — Eleventh Annual General Mem-

bers' Meeting of the Canada China Trade Council. "Planning for the Year 2000" is the theme of this year's meeting, which will focus on the various financing alternatives available for Canadian companies pursuing business opportunities in China. Speakers will include officials from the World Bank, the Asian Development Bank, the Export Development Corporation, and the Canadian International Development Agency. Contact the Canada China Trade Council. Tel.: (416) 364-8321. Fax: (416) 364-7894.

Montreal — December 12 — Sweden: Breakfast discussion organized by the Montreal Board of Trade. Contact Hugues Létourneau. Tel.: (514) 878-4651. Fax: (514) 878-2262.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Vol. 9, No. 20

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'Link 1992' Studies Entry Routes to Establish Markets in Europe

Canadian companies on the threshold of international expansion now can benefit from the experiences and lessons learned from other Canadian firms that have been successful in this endeavour.

Link 1992: The Experience of Successful Canadian Companies in Europe is a practical document that details the obstacles, the approaches (including the pros and cons) and the solutions of 34 firms that, all told, have successfully established themselves in the United Kingdom, France, the Netherlands, and Germany.

Key conclusions can be summarized as:

- Opportunities in Europe are plentiful for Canadian companies that have new products to sell or that can improve existing finan-

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cial and management controls in their European subsidiaries.

- The opening of Eastern Europe renders the region even more attractive in terms of overall market size and new opportunities.

- Europe is not an homogeneous market. Every country in Europe is different in terms of market parameters. You will have to think carefully in which country you start and how you grow from this first

entry point.

- Building a European base can take longer than you expect. Be patient and persevere.

- The use of local nationals can be invaluable in bridging the culture gap.

- Don't hold the reins too tightly. Balance the need for control with the necessity for local managers to have reasonable autonomy.

- Pay thorough attention to integrating European staff into your organization and company culture. Even relatively modest 'cross fertilization' programs have been found to be very effective, as well as morale-boosting.

Routes of Entry

Once the reasons (access to a market of 350 million customers/secure a foothold before the Single Europe of 1992) for crossing the Atlantic have been determined, there are many routes of entry from which to choose.

Seven routes — each with the companies' perceived advantages and disadvantages — were used by companies in the study:

- agents;
- sales office;
- strategic alliance;
- joint venture;
- acquisition;
- 'coat tail' investment (regular suppliers of Canadian organizations following their clients to Europe); and
- greenfield investment.

The most appropriate entry route will depend on the characteristics

Continued on page 7 — Link

Database Sources U.S. Manufacturers Reps for Canadian Products, Services

The Canadian Embassy in Washington has developed a database of qualified manufacturers' representatives who are interested in representing Canadian products and services.

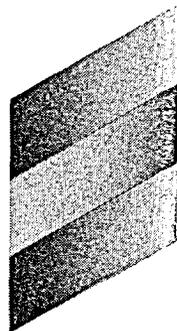
These representatives are accustomed to dealing in a highly competitive environment and to representing only export-ready companies (export-ready means at least being able to quote in US\$, including taxes, duties, freight, insurance i.e. the price of the product at the door of the

manufacturer's representative).

For a list of representatives in your product classification, contact M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Avenue, N.W., Washington, DC 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

A partial list of the products and services sought by these representatives was presented in the last issue (Vol. 9, No. 19) of *CanadExport*. The rest of the list appears in this issue on page 8 - **Data**.

External Affairs and
International Trade Canada



Canada

Prosperity: Let's Propose an Approach Based on Our Own Experience

In announcing its initiative to hold consultations on prosperity, the government has given Canadians the opportunity to help build our country.

CanadExport readers are on the front lines of international trade, an activity vital to maintaining our standard of living. Our November 1 issue illustrated how General Electric* succeeded after management understood that the solution to its productivity problems could come only from those who daily faced the problems.

What is true in business is also true in industry. Businesses active in international markets on a day-to-day basis are in the best position to advise the government on how to improve Canadian productivity and increase our market share.

All recent economic studies unanimously point to the decline of Canadian productivity, saying that greater productivity is the principal factor in increasing a country's wealth.

Significant increases in productivity are not the result of cheaper labour working longer, but of more skilled, better trained employees working more effectively.

The prosperity initiative, consequently, does not ask Canadians to make sacrifices for the good of the country but to help raise their own standard of living by advocating solutions to a number of problems that have been identified.

Blaming the government for their problems is a national sport of citizens in many developed coun-

tries. They think that once the scapegoat is found, the problems will go away.

One of life's greatest regrets is the realization of not having done what we could — when given the chance — to ensure our children's future.

Canada's future is at stake. Let's not miss a very special opportunity to air our views and recommendations.

I invite you to take part in the consultations on prosperity. Remember the famous words of President John F. Kennedy: "Ask not what your country can do for you; ask what you can do for your country."

René-François Désamoré
Editor-in-Chief

To obtain a kit on the prosperity initiative or to suggest that an advisory group be formed in your community, call 1-800-465-2220 (French: 1-800-465-2111).

* *Competitiveness: GE's Practical and Innovative Approach, CanadExport*, Vol. 9, No. 18, November 1, 1991.

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New Challenges



Louis Kovacs, a driving force behind CanadExport since its inception in September, 1983, has left the publication to accept new challenges within the Department. All the best, Lou!

Business Opportunities

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECHOSLOVAKIA — A manufacturer of electronic devices is looking for a foreign partner to cooperate/manufacture control units, actuators and valves, and transmitters and electronic gadgets. Contact Josef Vraný, ZPA Jinonice s.p., Radlicka 117/520, 158 01 Prague 5, Jinonice, Czechoslovakia. Fax: (422) 533838. Telex: 122 267.

CZECHOSLOVAKIA — A company wishes to enter into a cooperative agreement with Canadian companies engaged in metal coating and anti-corrosive technologies. Contact Ladislav Servatka, Pentex Presov,

nam. SNP 3/505, 080 01 Presov, Czechoslovakia. Tel.: 091 23660.

NEW ZEALAND — A small mail order company seeks suppliers of forestry boots, hard hats, earmuffs and chain saw protection gear. Contact Neil Noesgaard, Bush & Farm Co., P.O. Box 18, Matakoho, New Zealand. Fax: (64-89) 431-7039.

NEW ZEALAND — An importer of foodstuffs wishes to contact manufacturers of 'shelf stable' retail-packed grocery products, the intent being to distribute such products throughout New Zealand. Contact Trevor Walsh, Manager, Brooke Holdings Limited, P.O. Box 47-105, Auckland, New Zealand. Fax:

(pork, beef, chicken) are being sought by Eddie Khoo, Marketing Manager, LM Food Industries Pte. Ltd., 212 Pandan Loop, Singapore 0512. Tel.: 778-2626. Fax: 776-0918.

SINGAPORE — Prefabricated wooden houses technology is required by Abdul Majid Bin Mahadi, Manager, Amin Renovation Contractor, Blk 473 Jurong West Street 41, #01-535, Singapore 2264. Phone/Fax: 565-0379.

SINGAPORE — A company engaged in mineral water processing wishes to contact firms interested in investment/transfer of technology. Contact Sim Tak Liong, Managing Director, Sido Arto(S) Pte. Ltd., 34 Carpenter Street, Singapore 0105. Tel.: 534-4788.

Nicaraguan Importers

Trade Commissioners in Costa Rica now have a solid database of qualified Nicaraguan importers seeking a variety of representational business from Canada. Some of these are listed below. (The first list was in the previous issue of *CanadExport*, Vol. 9, No. 19). Interested Canadian firms should contact these companies directly:

- Raul Valle Vasquez, Director, Representaciones Asesoría P/ Importaciones, is looking for all kinds of **aluminum and steel equipment for small dairy farms** including aluminum milk cans, manual and electric cream separators, filters etc. Tel.: 27786, Fax: 505-664004/624005, APDO. E72, Managua.
- Federico Munoz S., President and General Manager, Delmac, is looking for all kinds of **industrial equipment including portable saw mills and parts, grain dryers, seed cleaners and classifiers, hand tools, railway equipment and parts and batteries for locomotives**. Tel.: 73271. Fax: 505-678510, APDO. 2158, Managua.
- Adolfo Diaz Lacayo, President, Adolfo Diaz, is looking for all kinds of **industrial and agricultural equipment** including small cultivating machinery, garden tools, hardware, building supplies, plumbing supplies, bathroom accessories, carpets, and tiles. Telefax: 505-72515, APDO. 225, Managua.
- Francisco Briones P., Manager, Futec Industrial, is looking for **industrial cleaners and paint solvents** including acetone, essential oils, MIBK, MEK, butyl-cellulosolvent as well as disinfectant in retail pack. Tel.: 661912. Fax: 505-666456, APDO. 4148, Managua.

(64-9) 765-204.

SINGAPORE — A company wishes to purchase a fleet of **open-top, double-decker passenger buses**. Contact Low Chow Kuang, Sentosa Development, 1 Garden Avenue #03-00, Sentosa, Singapore 0409. Tel.: 275-0388. Fax: 275-0161.

SINGAPORE — Frozen meats

Fax: 534-0480.

SINGAPORE — Being sought from suppliers are: **gift items, household products, clothes accessories, and medical diagnostic equipment**. Contact Katherine Tan, Proprietor, Tahan Trading, 5 Sennett Terrace, Singapore 1646. Tel/Fax: 449-1434.

Colombia's Liberalized Trade Measures Potentially Beneficial to Canadians

Colombia has accelerated its trade liberalization measures by three years in an effort, among other goals, to internationalize its economy and to increase its imports.

Immediate measures, approved in late August, call for further substantial tariff reductions, the lowering of surtaxes, increased devaluation of the Colombia peso, modernization of the customs administration, and more rapid ports and roads improvement programs.

Tariffs on capital goods, production inputs, and primary and intermediate materials, as well as on products not manufactured in

Colombia, have been reduced to zero. Overall, the average tariff on all imports will go down from the current 24.7 per cent to 14.8 per cent.

"The approved plan also provides for \$2.5 billion for road construction..."

The current import surtax of 10 per cent (already down from 16 per cent a year ago) on the CIF value has been reduced to 8 per cent. The tariff and surtax reductions combined are expected to result in increased imports of about

\$1,300 million next year.

Unlike previous years, many agricultural products are now included in the new tariff reduction scheme. The exceptions include such goods as wheat, barley, sorghum, soya, corn, rice, powdered milk and sugar — for which a variable tariff system exists.

The country's accelerated modernization of ports, roads and customs administration are based on the negotiation of a \$400 million Inter-American Development Bank loan, \$100 million of which is earmarked for restructuring ports, construction of new terminals and related port services.

The approved plan also provides for \$2.5 billion for road construction and improvements over the next 10 years and for the completion, by 1996, of road work (in excess of \$1 billion) that is already in progress.

As a final point, the Ministries of Health, Agriculture, Development, Public Works and Transportation, and Mines and Energy have been given three months notice to eliminate all unjustifiable impediments to international trade.

For more information on these new measures, contact directly, the Canadian Embassy, Apartado Aereo 53531/2, Bogota 2, Republic of Colombia. Tel.: (011-57-1) 217-5555/217-5152. Fax: (011-57-1) 310-4509. Telex: (Destination code 35) 44568 (DMCA CO).

Information on doing business in Colombia is also available from Georges Lemieux, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

Cuba Open to Oil Joint Ventures

Cuba's Five-Year Plan (1991-1995) calls for the investment of US\$300 million in its oil industry, creating numerous potential export opportunities for Canadian petroleum companies.

This figure could increase substantially — if Cuba can identify and work with a foreign partner on a joint-venture basis, says a brief from the Canadian Embassy in Havana.

In view of declining supplies of oil from the Soviet Union, the Island nation is looking for ways to increase its domestic oil production, necessitating the purchase of equipment and services relating to drilling, geophysical research and extraction.

At present, Cuba's main efforts are directed at discovering and improving the exploitation of oil fields, both onshore and offshore.

In this regard, areas of potential oil/gas fields — verified by geological/geophysical studies and

exploratory drilling — have been divided into blocks (700-800 sq. km) for further drilling.

The Petroleum Union, the state oil enterprise, is prepared to form partnerships with foreign companies on a profit-sharing basis to explore the various blocks.

The Petroleum Union, in an effort to facilitate negotiations, has prepared a model contract that describes the interests of the Cuban oil industry in a typical transaction as well as all the guarantees that will be provided to the foreign partner.

Copies of this model contract as well as copies of the revised *Cuba's Petroleum Industry: A Sector Profile*, may be obtained from Tino Romaguera, Commercial Officer, Commercial Division, Canadian Embassy, P.O. Box 500 (Havan), Ottawa K1N 8T7. Tel.: (011-53-7) 2-6516/17/27; 29-3392. Fax: (011-53-7) 22-70-44. Telex: (Destination code 28) 51-1586 (CAN CU).

Trade Climate Improves in Ecuador

Significant new foreign investment and mining law regulations recently introduced in Ecuador will liberalize, facilitate and promote trade and investment in the region.

Among the chief features of the foreign investment rules are:

- foreign investors have the same rights and obligations as local investors;
- foreign investors do not require special authorizations from any government agencies prior to proceeding with an investment. The only requirement is that investments must be registered within 30 days with the Central Bank of Ecuador;
- foreign companies are allowed to repatriate profits without restrictions. A certificate from the Central Bank must first be produced to show that all taxes were paid;
- current tax rate on profits for foreign investors is 25 per cent. In addition, another 11 per cent will be applied if profits have not been reinvested in the country;
- there is no obligation for foreign investors to transform themselves over time into an Ecuadorian-held company;
- foreign direct investment in the defence sector or in public services (telecommunications, energy, water) is not allowed. Moreover, investment in the insurance, banking and finance sectors is limited to 49 per cent of the local company's capital; and
- foreign investment guarantees will be backed by bilateral and multilateral agreements signed by Ecuador.

Among the principal provisions of the new mining law are:

- national and foreigners can undertake mining activities on an equal basis;
- nationals and foreigners have

exclusive rights to explore an area of land (up to 5 hectares) for two years. With a proportional increase in fees, rights can be renewed twice for additional periods of two years;

- nationals and foreigners have exclusive rights to process and sell all minerals in the concession, although holders of concessions — they are levied 3 per cent royalties — are required to submit regular reports to the Regional Mining Directorate;
- the law establishes strict timetables for concessions to initiate operations: exploration must begin within six months of authorization; exploitation must begin within one year of authorization; and

- taxes conform with the new investment regulations (25 per cent plus 11 per cent) and profits can be freely repatriated. Deductions are allowed for costs of prospecting, exploration, mining, production, and environmental protection. A 0.5 per cent tax on the FOB value of mineral exports is levied on the exporters.

For further information on these laws and regulations or on Ecuador's new trade and investment climate, contact Georges Lemieux, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

CIDA, World Bank Fund Helps to Hire Canadian Consultants

A US\$5 million trust fund to hire Canadian company or individual consultants for environmental work related to World Bank-funded projects has been established by the Canadian International Development Agency (CIDA) and the World Bank.

The Canadian Environmental Trust Fund will be available to fund:

- the hiring of Canadian consultants (or nationals of countries eligible for CIDA assistance) to undertake short-term assignments relating to environmental components of all stages of proposed Bank projects, including sector analysis, environmental assessments, and project evaluation;
- the hiring of Canadian consultants — including non-government organizations — to assist the Bank in integrating environmental

considerations into all the Bank's activities, including training of Bank staff, and environmental project and program planning/supervision; and

- other such activities as are agreed to between the Bank and CIDA.

The fund — which can be accessed only from inside the Bank — will be used to pay the costs (up to US\$100,000 and including all fees, travel and other expenses) of consultants engaged by the Bank for any individual assignment.

More detailed information and advice on pursuing these potential consulting opportunities with the World Bank is available through Financial and Business Services Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7251. Fax: (613) 943-1100.

International Trade Fairs

Notices of international trade fairs in which Canadian companies might be interested recently have crossed this desk. They include:

- **EnvironmexAsia-WatermexAsia**—February 18-21, 1992—Singapore. These combined trade shows and conferences will focus on new technologies, environmental control systems, equipment and services in air pollution control, solid and liquid waste, soil and noise control. Contact the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

- **Wine America 92**—February 24-26, 1992—New York City. Key buyers and specifiers will attend this first strictly trade-focussed exhibition (of wines, liquors, beers and coolers) in a market where quality rather than price is the watchword and where the demand for imported wines continues unabated. Contact the show organizer's Canadian representative Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

- **19th International Trade Fair for the Food Industry (IKOFA 92)**—March 21-24, 1992—Stuttgart, Germany. This show concentrates on the specialties food and beverages market with half the exhibitors coming from foreign countries. Contact Mr. Munzmay, Project Manager, Messe Stuttgart International, Am Kochenhof 16, Postfach 103252, D-7000, Stuttgart 10, Germany. Telefax: (011-49-711) 2589-440.

- **International Wire and Cable Trade Fair (Wire 92) and International Tube and Pipe**

Trade Fair (Tube 92)—April 6-10—Dusseldorf. Already some 600 exhibitors have signed up for these parallel shows, with registrations from 24 countries, including Canada. Salesmarkets include the Middle East, India, Brazil, the United States, Spain, Israel, and Japan. Contact Messe Dusseldorf, NOWEA, Postfach 32 02 03, Stockumer Kirchstrasse 61, D-4000, Dusseldorf 30, Germany. Tel.: (0211) 45 60 01. Fax: (0211) 45 60 668. Telex: 211 41 44.

External Affairs and International Trade Canada is not involved directly in these events.

Australia Reduces Taxes on Carpets

A schedule of customs tariff reductions on the import of selected man-made fibre carpets has been announced by the Government of Australia, as indicated in the chart below.

| Year | General Rate (%) | Canadian Rate (%) |
|------|------------------|-------------------|
| 1991 | 35 | 25 |
| 1992 | 32 | 22 |
| 1993 | 29 | 19 |
| 1994 | 27 | 17 |
| 1995 | 25 | 15 |
| 1996 | 23 | 13 |
| 1997 | 21 | 11 |
| 1998 | 19 | 9 |
| 1999 | 17 | 7 |
| 2000 | 15 | 5 |

Further information on applicable Australian duty rates on carpets or other products may be obtained from Ray Buciak, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Instrumentation Market in Korea

Specific opportunities in Korea's instrumentation equipment market have been identified in a study completed recently by the Canadian Embassy in Seoul.

They include: most areas of industrial process and control measuring instruments; converters and transmitters; test and measurement instrumentation; laboratory, scientific and medical instrumentation; and building instrumentation.

Additional market opportunities exist for Canadian firms that are willing to license or sell technology or area marketing rights to technology-hungry Korean companies.

Because these additional market opportunities are so numerous and specialized, the Embassy is willing to provide interested Canadian companies with specific marketing advice appropriate to their fields and also identify potential partners for various ventures. Simply contact the Embassy (see below), being sure to forward product literature.

Though the market potential and strategy will differ for each company, Canadian firms with the right product and approach are successful in the instrumentations sector.

Currently dominated by United States and Japanese suppliers, the market is growing rapidly and reaching the optimum period in the growth cycle. Now is the time to establish market shares and niches — before they are firmly occupied by competitors.

To determine your company's potential in this market or to obtain a copy of the study, contact Duane McMullen, Embassy of Canada, C.P.O. Box 6299, Seoul, Korea. Fax: (011)-82-2-755-0686.

Link 1992: Entry Route to Europe

Continued from page 1

of your sector, your financial constraints, and your company's organizational skills.

Some companies used agents to test the acceptance of their products in the market in a low-risk way. Their presence then evolved through a sales office, and perhaps

Contracts Awarded

The **Canadair Group** of Bombardier Inc., Saint-Laurent, has been awarded a contract estimated at **\$395 million** for the sale of **20 Canadair Regional Jets** to the US carrier Comair Inc. of Cincinnati. The deal includes an option to buy 20 additional aircraft, starting in 1993. **Canadair** also recently sold **12 CL-415 turboprop amphibian aircraft**, valued at **\$300 million**, to the French Sécurité Civile. Delivery will begin in 1994.

Canatal International Incorporated, Toronto, has been awarded an \$18-million contract to supply, over the next five years, 1,000 computer room air conditioning systems to Nanjing Refrigeration General Works, China.

Chreod Associates, Ottawa, has signed a **\$1-million consulting contract** with the Asian Development Bank in Manila. The contract is part of a major project to develop **Pudong**, the planned extension to the city of Shanghai.

Northern Telecom, Mississauga, has won a **\$200-million contract** to supply telecommunications switching equipment to **Telecom Australia**.

joint venture. The choice of market entry route should be thought of as a dynamic rather than a static process. So, when choosing the first step, it is wise to have in mind the potential evolution.

Avoiding Pitfalls

Potential pitfalls can be avoided by devising entry strategies and tactics, with one of the first moves being to consult the trade commissioner in the region (preferably after you have talked with trade officers at International Trade Centres across Canada).

"The overseas trade offices were found to be most useful in giving advice on the 'lay of the land,'" the report found.

It is also wise to take full advantage of the information available through trade associations, trade magazines, and the experience of your peers.

Survey all European countries, not just one. **Conditions could be very different next door.** Compare a number of countries on a 10-point scale, using such factors as: ease of acquisition; ease of repatriating money; taxation level; communications and transport facilities; quality of labour force; government incentives availability should be treated as a balancing factor between equal options.

In addition to other tips and observations, particularly on the cultural/business procedure/regulations side, the study provides a brief overview of the markets:

United Kingdom

The UK offers the advantage of a great similarity in language and culture, but will not be representative of other European markets. Indeed, the insularity of the UK is reflected in the fact that most industries are structured differently in the UK than in other European countries.

France

France is a welcoming country for French Canadians and is also used as a base to market to Southern Europe and Franco-phone Africa. Business practices are very different compared to North America.

Germany

Germany generally is a difficult market to enter because of intrinsic rigidity in business practices. However, once established in Germany, a market position is well rewarded and relatively secure. Germany is also at the door of Eastern Europe and a number of countries use it as a base to market to the Middle East.

The Netherlands

The Netherlands has often been chosen as a set-up base by companies that need to access the French and German market and need a warehousing and distribution facility to serve the whole of Europe. The transport and communications structure is excellent. Rotterdam, the largest harbour in the world, is also at the mouth of the Rhine, the most navigated river in the world. In addition, Schiphol is an established international airport. Road links are excellent too, with a good highway network allowing easy access to France and Germany. Numerous foreign companies have chosen to base their European financial holdings in the Netherlands because of attractive (fiscal) legislation.

For more information on these markets and the Europe of 1992 or for a copy of the **Link 1992** study, contact the European Community Division (RWM), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2727. Fax: (613) 944-0034.

Database Sources U.S. Agents

Continued from page 1

| Product Classification | Number of Reps | Product Classification | Number of Reps |
|--|----------------|---|----------------|
| Lubricants | 6 | Retail Consumer Products & Services | 17 |
| Lumber Industry | 10 | Roofing Materials & Supplies | 10 |
| Machine Equipment & Services | 5 | Rubber Products | 8 |
| Maintenance Supplies | 9 | Safety, Emergency & Security Products | 19 |
| Marine | 12 | Scientific Research Equipment & Supplies | 10 |
| Material Handling | 26 | Screw Machine Products | 8 |
| Medical Equipment, Supplies & Services | 25 | Special Services | 1 |
| Metals/Processing, Assemblies & Products | 22 | Sporting Goods Supplies | 1 |
| Metals/Raw Materials | 12 | Stampings | 9 |
| Mining | 6 | Steel Mills & Foundries | 38 |
| Mobile Homes, Accessories & Supplies | 7 | Telecommunications Equipment, Services & Supplies | 23 |
| Office Supplies & Equipment | 11 | Textile/Apparel Trade | 3 |
| Packaging & Plastics | 11 | Textile/Industrial | 9 |
| Paints & Varnishes | 4 | Toys, Gifts & Novelties | 7 |
| Paper Industry | 25 | Transportation | 6 |
| Pharmaceutical | 24 | Tubing | 12 |
| Photographic Supplies | 2 | Utilities | 47 |
| Plastics | 17 | Veterinary | 1 |
| Plumbing | 49 | Water Treatment Equipment, Products & Services | 24 |
| Pollution Products & Services | 23 | Welding | 3 |
| Powdered Metal/Parts & Components | 8 | Wood/Woodworking | 12 |
| Power Transmission | 15 | | |
| Process Equipment | 35 | | |
| Pumps | 22 | | |
| Recreational Vehicle/Aftermarket & OEM | 2 | | |
| Recreational Water Products & Services | 2 | | |
| Refractories | 5 | | |
| Refrigeration & Cold Storage | 17 | | |

Numbers to Note

The new telephone number for the Canadian High Commission in Accra, Ghana is (011) 773-791. The facsimile number is (011) 773-792.

BUSINESS AGENDA

Ottawa — December 8-9 — Attracting Foreign Industry to Your Community Seminar is designed for industrial and economic development commissions, Chambers of Commerce, Boards of Trade, provincial governments and professionals active in industrial development involving offshore investment. Sponsored by World Business Publications, Ottawa. To register (fees \$200), contact World Business. Tel.: (613) 746-0568. Fax: (613) 746-2990.

Publications

1990 Aquaculture International (#94TB), prepared by EAITC's Agri-food, Fisheries and Resources Division, reports on the marketing-related highlights of keynote addresses, including consumer perceptions in the seafood market; global marketing trends; and ways to expand the market. Available through InfoExport (see box below).

Belgium Apparel Market. The best prospects, in a \$2,400-million market, are in such leisure wear products as T-shirts, sweat shirts and jeans, says a survey prepared by the Canadian Embassy in Brussels. Copies available from Celine Boies, Western Europe Trade, Investment and Technology Division, EAITC. Tel.: (613) 996-7544. Fax: (613) 995-6319.

InfoExport

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External Affairs and
International Trade Canada

Czech Move to Privatization Opens Door to Joint Ventures

The next few years will be challenging, extremely exciting and rewarding for Canadian companies willing to take a long-term approach to investing in the Czechoslovak market.

While foreign investors may find it simpler to wait until enterprises have been removed from government control before undertaking actual investment, personnel at the Canadian Embassy in Prague advise Canadian companies to at least examine the possibilities for investment — as soon as possible — in light of the activities of major companies from neighbouring countries.

The fact is that, with the move to privatization, investment and joint venture opportunities are opening up for interested Canadians.

Overview

The Czechoslovak government has launched an extensive privatization process designed to shift control of over 100,000 enterprises from the state to the private sector. The privatization of small businesses such as stores, restaurants and services is well underway and, by September 1991, more than 14,500 enterprises had been sold through a series of auctions.

Of greater interest to most Canadian investors is the privatization of approximately 4,000 larger state enterprises under terms set out by the Transformation Act, approved by the Czechoslovak Parliament in February 1990.

Czechoslovakia has an extremely diversified industrial structure and firms subject to privatization include pulp mills, furniture factories, machinery producers of all kinds, electrical and electronic enterprises. The service sector also will be privatized.

Canadian Involvement

Czechoslovak authorities view foreign investment as a vital element of the transformation from a centrally planned to a market economy.

Foreign partners are recognized not only as an important source of capital, but also of modern technology and management techniques. At the same time, the well-educated workforce, relatively low labour costs, and a strong research and development base of Czechoslovak firms can provide an excellent basis for partnering with Canadian firms.

Canadian firms will also recognize that Czechoslovakia's geographic location provides a possible springboard for both the Soviet and European markets.

Although membership in the European Community (EC) is still some time off, association agreements which will provide duty-free access for most products are

Proposals Invited on FTA Accelerated Tariff Elimination

Interested parties have until January 17, 1992 to submit proposals for a third and final round of accelerated tariff elimination under the Canada-U.S. Free Trade Agreement (FTA).

The invitation was announced recently by Michael H. Wilson, Minister of Industry, Science and Technology and Minister for International Trade, and John McDermid, Minister of State (Finance and Privatization).

Details of the process were published in the November 16, 1991 *Canada Gazette* (Part 1).

Hundreds of applications were received during the first two rounds, with the cumulative result that duties on some 650 tariff lines, covering some \$8 billion in bilateral trade, were eliminated by July 1991.

"The accelerated elimination of tariffs provides additional proof that the FTA is working to the advantage of Canadian exporters," Wilson said, noting that companies continue to come forward to propose further reductions in the FTA tariffs.

Wilson emphasized that extensive consultations with domestic industry will once again be conducted. The government will consult with individual companies, major industry associations, labour, provincial governments, the International Trade Advisory Committee (ITAC) and the Sectoral Advisory Groups on International Trade (SAGITS).

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Canada

Partnership: An Integral Part of Competitiveness

Excerpts from a recent speech by Michael H. Wilson, Minister of Industry, Science and Technology and Minister for International Trade, to the National Services Conference, Toronto:

Competitiveness today is built on partnership. Many of you are in the computer industry; many of you pay close attention to what happens in that exciting, dynamic industry.

When IBM and Apple joined forces, was that competitiveness or partnership? When software giant Microsoft and computer giant Digital Equipment Corp. form an alliance, is that competitiveness or partnership?

When chartered banks and brokerage firms get together, is that competitiveness or partnership?

When airline and hotels and car rental companies cooperate on travel and tourism packages, is that competitiveness or partnership?

The answer is clear: It is partnership for competitiveness. It is partnership in which each partner builds on the strength of the other to build market share, to open new markets, or to change conditions in a flat market.

Partnership is the hub and partners the spokes in the wheel of prosperity. Partnerships are the driving force which will make Canada competitive in the global economy. Before we can make partnership a force in our international competitiveness we have to understand the reality of our place today in the global economy.

That is what the **Prosperity Initiative** is about: Building partnerships for a Canada that is better able to compete in the global economy.

Prosperity in labour-management relations is

recognizing that while conflict is an inevitable function of that relationship, both parties share an interest in the prosperity of their common enterprise. So both labour and management must find ways to broaden their partnership and reduce confrontation. The recently established Canadian Labour Force Development Board is a good example of just such a partnership.

Prosperity is partnership between producer and service industry suppliers. It is long-term relationships built on a thorough understanding of each other's needs, a common desire for quality, an understanding that the prosperity of both depend on the prosperity of each.

Prosperity is partnership between businesses in different sectors and in different markets. It is taking the strengths of one and combining them with the strengths of another to make an unbeatable competitor. It is forming joint venture companies, back-to-back deals for exchanges of market know-how, access, investment and technology, cross-licensing, co-promotion, cooperative marketing and manufacturing, personnel exchanges, and cooperative R&D.

Partnership is private-sector companies working with schools, universities, and community colleges to create a fully literate society. It is working with educators and using their skills to develop programs that benefit learners of all ages.

Partnership is working with the research and development labs in Canadian universities to develop new products, new processes and new ways to add value to existing products and services of their companies.

Partnership is working with all levels of government to make our towns and cities better places to live and work; designing innovative training programs; provincial and federal trade and industry officials helping to bring businesses together in partnership and alliances to develop national and international markets.

I am saying that partnership is an integral part of every aspect of competitiveness, an often neglected part, and one we should include and emphasize in building competitiveness.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BANGLADESH — An import/export firm wishes to procure **re-conditioned offset printing machines, diesel oil and lube filters** (for paper manufacturing) and other **machinery for heavy and petrochemical industries** (including fertilizers, civil and road construction). Contact Anil K. Dey, Managing Director, Deybon Tradeways, 10 Motijheel Commercial Area, G.P.O. Box 2306, Dhaka-1000, Bangladesh. Fax: (8802) 411197. Telex: 642460 BHL BJ DEYBON.

CZECHOSLOVAKIA — A producer and exporter of **laboratory and vacuum equipment** would like to establish business contacts with companies interested in **technical cooperation**. Contact Libor Sterba, Director, LAVAT statni podnik, Chotutice, 281 03 Radim U Kolina, Czechoslovakia. Tel.: 0321-92735. Fax: 0321-92231/2.

CZECHOSLOVAKIA — A producer of **power supply units and stabilizers** wishes to contact manufacturers of similar products for possible **cooperation or technology transfer**. Contact Vladimir Motl, ZPA Decin, Teplicka ulice 105, 405 56 Decin IV, Czechoslovakia. Tel.: 0412-27001. Fax: 0412-8721.

CZECHOSLOVAKIA — A **textile producer** of velvets and corduroys offers interested parties **free production capacity of up to 10,000 square meters**. Contact Vladimir Sobeslav, Velveta tovarny na mansestry a samety, Zavod 5, 509 37 Nova Paka 56, Czechoslovakia. Tel.: 0434-2511. Fax: 0434-194-572.

HUNGARY — A well-established, medium-size **detergents and specialty chemicals company**

seeks joint venture partners — particularly with new technology, marketing and strategic restructuring expertise — as part of the privatization process in Hungary. Potential technologies of interest are **liquid detergent and environmental chemicals manufacturing and starch-based processes**. Contact Magda Batky or Susan Faix, Transalpina, 1124 Budapest, Hegyalja u.83/A.II.6, Hungary. Fax: 361-166-8410.

INDIA — A tender notice (#34-91-92) has been issued by the Indian Space Research Organization, Bangalore, for **second surface**

by a well-established importer, Simon Morley-John, Swift New Zealand, P.O. Box 2301, Auckland, New Zealand. Fax: (64-9) 579-7047.

NEW ZEALAND — A processing machinery importer wishes to **represent suppliers of labelling, packaging and processing machinery** (suitable for the food and beverages industries). Contact Michael Webb-Elliott, Sutton Group Limited, P.O. Box 10123, Auckland, New Zealand. Fax: (64-9) 883-908.

NEW ZEALAND — Suppliers of **animated and motorized retail display models** will be **represented** by Rod Holland, Managing Director,

Allpoints International Marketing Limited, P.O. Box 843, Napier, New Zealand. Fax: (64-6) 843-3667.

SINGAPORE — A marketing firm wishes to import **liquor, pharmaceutical, footwear/footcare and consumer products**. Contact Lawrence Lee, General Manager, Sime Darby Marketing, 896 Dunearn Road #04-03, Sime Darby Centre, Singapore 2158.

SINGAPORE — Being sought for import, and all in dried form, are **sharkskin, sea cucumber, mushroom and dried or canned abalone**. Contact Michael Poon, Managing Director, Hiap Heng Chng(S) Pte Ltd., 5-6 North Canal Road, Singapore 0104. Tel.: 535-1888. Fax: 535-7283.

SINGAPORE — **Processed fruits in light syrup, bakery/pastry ingredients, and flour mixes** (rye bread, cereal bread, wholemeal) are being sought by Michel Barbesolle, Managing Director, Paridelis Development Pte Ltd., 53 Robinson Road, 3rd Floor, Singapore 0106. Fax: 226-1693.

Business Opportunities

mirrors with conductive coating. Sizes and quantities (in brackets) are: 40mm x 20mm x 0.15mm (6900); 40mm x 40mm x 0.15mm (600); and 20mm x 20mm x 0.15mm (600). Documents, costing rupees 100, can be obtained up to January 7, 1992 from the post in Bombay. Bid closing date is January 22, 1992. Contact the Canadian Consulate, Bombay. Fax: (011-91-22) 287-5514. Telex: 11-2334/5 (OBBY IN).

IRAN — An established **furnace manufacturer** seeks a **representative/licensee agreement** for the manufacture in Iran of **induction/vacuum/metal-melting furnaces**. The company also seeks a **technological know-how agreement** with an established Canadian manufacturer of **laminated (plastics, wood) decorative solid veneers**. Contact Senayee Koureh Iran (Iran Furnaces Industries Inc.), 194 Keshavars Blvd., P.O. Box 14335-448, Tehran, Iran. Fax: (021) 415-3995. Tel.: (021) 656-198. Telex: 223356 SAKO.

NEW ZEALAND — **Disposable diapers** are being sought

Business Itineraries Can Coincide with Fairs, Conferences in India

Canadian companies planning business trips to India might consider arranging their itineraries to coincide with a number of trade fairs, exhibitions and conferences taking place in that country.

While Canada is participating officially in only one of the following events, both External Affairs and International Trade Canada and Canadian trade officers in New Delhi and Bombay can provide information and assistance to Canadian companies interested in potential business opportunities for marketing, joint ventures and technology transfers.

• **8th International Exhibition for Food, Food Processing, Hotel & Restaurant Equipment and Supplies (AHARA'92)** — January 15-21, 1992 — Pragati Maidan, New Delhi. Organized by the Trade Fair Authority of India, AHARA'92 will include exhibits of food products, food processing, packaging, machinery equipment and technology, and industrial and furnishing requirements of hotels and restaurants.

• **3rd International Mining Machinery Exhibition (IMME'92)** — January 25-29, 1992 — Calcutta. Organized by the Confederation of Engineering Industry, IMME'92 will include exhibits of a complete range of equipment in use in open-cast and underground mining, as well as their ancillaries, tools and services.

• **7th International Exhibition and Technology Congress (Wisitex'92)**** — February 4-10, 1992 — Pragati Maidan, New Delhi. Organized by the Wisitex Foundation and featuring exhibits that include instrumentation, industrial electronics, informatics-telecommunications, manufactur-

ing technologies and systems.

** Canada will be officially present at this show, with a booth to be organized by the Canadian High Commission in New Delhi. Interested companies may send 40-50 brochures (for forwarding to the show) to Anthony Page, address as per Mrs. Kennedy (see next paragraph).

For further information on these events, contact Mrs. D. Kennedy, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.:

(613) 995-7689. Fax: (613) 996-4309.

Information and assistance may also be provided by:

• Commercial Counsellor, Canadian High Commission, 7/8 Shantipath, Chanakyapuri, New Delhi 110 021, India. Telex: (Destination code 81) 031-72363DMCN IN. Fax: (011-91-11) 687-6579;

• Canadian Consulate, 41/42 Maker Chambers VI, 4th Floor, Jarnalal Bajaj Marg, Nariman Point, Bombay 400 021, India. Telex: 11-85122 (COC IN). Fax: (011-91-22) 287-5514.

International Boston Seafood Show a 'Must Attend' Event

Boston — Canadian companies have an opportunity to participate — through the display of company brochures and product literature — in what is recognized as the largest and most important seafood trade fair in the world.

The March 17-19, 1992 event is the **10th Annual International Boston Seafood Show (IBBS'92)** — at which External Affairs and International Trade Canada (EAITC) will sponsor an information booth staffed by Canadian federal trade personnel, including commercial officers from various U.S. posts.

The IBBS, and in particular the Boston market, is very important for Canadian fish and seafood exporters. In 1990, close to \$1.3 billion of these products were exported to the United States, of which \$1.1 billion was distributed through Boston, the major U.S. distribution centre for fish and seafood.

At last year's show, EAITC's in-

formation booth complemented the 80 Canadian companies that participated, either individually or under a provincial banner. There were more than 700 company exhibits from 25 countries, with visitors from 74 countries.

To submit literature or to obtain further information on IBBS'92, contact either W.P. (Pat) Molson, Agri-food, Fisheries and Resources Division (TAA), tel.: (613) 996-3535, fax: (613) 995-8384; or Peter Egyed, USA Trade, Tourism & Investment Development Bureau (UTI), tel.: (613) 991-9483, fax: (613) 990-9119. Both trade commissioners are at External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

To reserve exhibit space (becoming scarce) companies may contact directly, National Fisherman Expositions, Incorporated, 5 Milk Street, P.O. Box 7437 (DTS), Portland, Maine 04112-7437. Tel.: (201) 772-3005. Fax: (207) 772-5059.

Food Show in Korea

Seoul — Companies interested in making major inroads into the Korean food industry market have an opportunity to explore such a venture between April 13 and 17, 1992.

On those dates, interested firms could participate in the annual **Seoul International Food Technology Exhibition (Seoul Food'92)**, the largest food and food processing equipment trade show in Korea sponsored by KOTRA, the Korea Trade Promotion Corporation.

In an effort to tap into this rapidly growing market, **Seoul Food'92** will feature four classifications of exhibits: foods, beverages, food additives and raw materials; food processing equipment (from flour milling machinery to pasta and noodle equipment); food packaging materials and machinery (labelling and coding machines, wrapping machines); and restaurant/hotel equipment and machinery (ovens, deep fryers, vending machines).

For further information or to register — preferably prior to December 31, 1991 — contact Korea Trade Centre, Box 9, Suite 600, 65 Queen Street West, Toronto, Ontario M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893.

Prime Space Awaits Exhibitors at UK Oceanology International

Brighton — Marine science and technology companies have an excellent opportunity to display their products and make valuable contacts at an event being held here March 10-13, 1992.

Oceanology International, the world's largest ocean science and marine technology exhibition and conference, in 1990 attracted buyers from 74 countries, many of whom brought success and profits to the 17 Canadian companies that exhibited.

For the 1992 event, the Canadian High Commission in London

has made arrangements with the show organizers for a Canadian section in a prime location. Companies can book stands through the organizers and also have full use of the lounge/discussion area facilities provided by the High Commission.

Companies interested in participating or in further information, should contact Bob Munton, Spearhead Exhibitions Ltd., Rowe House, 55-59 Fife Road, Kingston upon Thames, Surrey, KT1 1TA, England. Tel.: 011-44-81-549-5831. Fax: 011-44-81-547-2807.

Season's Greetings!

Wishing Good Health and Happiness to our readers during the Holiday Season!

The next issue of **CanadExport** will be published January 15, 1992.

Events in Korea Spotlight Canada

Seoul — Trade, tourism promotion and seminars on investment opportunities in Canada are among the subjects that will get top billing in Seoul, Korea, February 10-24, 1992.

The occasion, an External Affairs and International Trade Canada initiative, is **Experience Canada'92**, the fourth such event since its inception in 1988.

Canadian recreation and leisure products will be featured in a small solo trade show, capitalizing on the **Experience Canada's** recreation/leisure theme that ties into the Winter Olympics to be held in Albertville, France.

As well, Canadian food products and meals will be featured on restaurant menus throughout the two-week 'experience'.

For further information, contact Cameron Miller, East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0897. Fax: (613) 996-4309.

Canadian Processed Foods to Enter Australia More Easily

In future, Canadian exporters of processed foods to Australia will have to meet only one national standard — rather than the disparate state and federal standards now in existence.

An Authority, under The National Food Authority Act of the Federal Australian Parliament, has been created to coordinate and make uniform the standards.

Questions on market access for Canadian products exported to Australia should be addressed to Ray Buciak, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Czech Doors Open to Investment, Joint Ventures

Continued from page 1

in the stages of final negotiation with both the EC and the European Free Trade Association (EFTA).

The Transformation Act requires enterprises to submit a privatization plan to their controlling Ministry as well as to the Ministry of National Property Administration and Privatization at the Republic level. The key component of these plans involves details of how the enterprise will be transferred to private ownership.

Privatization Process

Possible privatization methods include:

- direct sale of the enterprise to domestic or foreign investors;
- restitution of an enterprise to its original owner;
- distribution of company shares through the public sale of vouchers.

Proposals for over 2,000 enterprises slated for the 'first wave' of privatization were to be submitted by October 31, 1991. The deadline for proposals under the

'second wave' of privatization, expected to cover a further 1,500 companies, is May 31, 1992.

After government approval of privatization proposals, enterprise assets will be transferred to National Assets Funds at either the Federal, Czech or Slovak level. These funds will assume overall responsibility for privatizing enterprises according to approved plans.

A key aspect of the Czechoslovak privatization process involves voucher privatization. This unique privatization method allows Czechoslovak citizens to purchase (at a nominal price) vouchers redeemable for shares in joint-stock companies or in special investment funds which will take positions in privatized entities.

These vouchers are intended to facilitate a rapid transition from public to private ownership (a 'big bang' approach), in recognition of the fact that there is insufficient domestic and foreign capital available to rely fully on more traditional privatization methods.

Assistance

Canadian enterprises interested in investing in the Czechoslovak privatization process should contact the Canadian Embassy for information on the regulations covering investment and joint ventures in Czechoslovakia.

Contact the Canadian Embassy, Commercial Annex, Na Petynce 120, 169 00 Prague 6, Czechoslovakia. Tel.: 36 79 662; 35 78 92; 35 77 85. Fax: 35 54 76.

Further assistance may be provided through the Central and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6359. Fax: (613) 995-1277.

Canada, Argentina Sign Agreement

A Foreign Investment Protection Agreement "to strengthen economic and trade relations between our two countries" has been concluded by Canada and Argentina, Secretary of State for External Affairs Barbara McDougall, has announced.

The Agreement provides for most-favoured nation and national treatment for Canadian and Argentine investors, compensation for losses or expropriation, free transfer of funds in convertible currency, and dispute settlement mechanisms using international arbitration.

The Agreement was signed in Toronto last month by McDougall and Argentine Foreign Minister Dr. Guido Di Tella.

FTA Invites Tariff Submissions

Continued from page 1

McDermid said the government recognized that many Canadian companies prefer to maintain the current tariff phase-out schedule under the FTA.

"Accordingly, the government will not reconsider earlier requests that met with opposition from Canadian producers, unless it is demonstrated that circumstances have changed. Furthermore, all applicants requesting accelerated tariff elimination will be asked to provide evidence of support in the Canadian industry sector concerned."

The FTA provides for the elimination, by January 1, 1998, of all tariffs on Canadian and U.S. goods traded between the two countries. Under the Agreement, tariffs were removed either at the time of implementation of the FTA or were scheduled to be phased-out in five or 10 equal annual stages. Round III will address only those products subject to the 10-year phase-out schedule.

Submissions should be made to the Interdepartmental Committee on FTA Acceleration, 140 O'Connor Street, 14th Floor, Ottawa K1A 0G5. Fax: (613) 995-3843.

Approval by Japanese Government Breakthrough for Canada's Softwood Lumber Exporters

The Council of Forest Industries of British Columbia (COFI) recently became the first organization ever to receive Japanese government approval as a foreign testing organization (FTO) for sawn wood products.

The approval, which authorizes COFI to administer the certification of BC and Alberta lumber, is a major breakthrough for Canadian softwood lumber exporters because now lumber meeting Japanese Agricultural Standards (JAS) can be shipped directly to customers in Japan — without the added cost and delay of reinspection.

"It sends an extremely positive signal to the lumber industry and should definitely help our export initiatives in the very competitive and quality-conscious Japanese market," says Wayne Beatty, COFI's manager of sawmill services.

BC lumber shipments to Japan have doubled in the past 10 years to represent sales in excess of \$1 billion annually. Japan now is the largest offshore customer for both BC lumber and plywood — which saw a dramatic increase in its Japanese exports after it gained JAS approval for structural plywood in 1988.

The lumber industry is hoping for a similar result, according to Beatty, who says that "having the JAS approval should increase the range of uses for our lumber products in the same way it did for plywood products. We think a lot of new doors will open for lumber that has JAS certification."

COFI's application for FTO-JAS status for lumber products was approved in a record four months.

"The staff here was working flat out the entire time and I think the success of our fast track time reflects the reputation we have established in Japan over the past 18 years," says John Powles, COFI's Tokyo-based director of

Asian operations.

For further information, contact Wayne Beatty, Council of Forest Industries of British Columbia, 1200-555 Burrard Street, Vancouver, B.C., V7X 1S7. Tel.: (604) 684-0211. Fax: (604) 687-4930.

Kuwaiti Contracts Awarded

In the first eight months of 1991, Canadian companies — many in the oil and gas sector — were awarded contracts in Kuwait worth an estimated \$150 million. Other important contracts were awarded to help address Kuwait's environmental, construction, communications and other needs:

Alert Disaster Control, Calgary — a contract to fight oil well fires.

Atco Enterprises Ltd., Calgary — supplied camp facilities to house U.N. forces; the firm then secured a contract to house British fire fighters involved in the cleanup.

Bennett Environmental Consultants Ltd., Vancouver — an oil spill booms contract.

Chart Industries, Pickering — supplied General Motors collision repair equipment.

Canadian Airlines International Ltd., Calgary — a Kuwaiti Airways pilot training (in Toronto) contract which also sees Canadian providing 13 maintenance crew that will supply engineering assistance on the Airbus A310-300.

Canedcom, Toronto — is rewrit-

ing job descriptions, developing operational policies and procedures manuals, restructuring teaching schedules and administrative programs.

Dreco Energy Services Ltd., Edmonton — a contract for the supply of two oil rigs.

Firan Corporation, Oakville — as a sub-contractor to the U.S. company Raytheon Corporation, supplied equipment to restore Kuwait's airport communications.

Innotech Aviation Ltd., Ottawa — supplied aircraft and remote sensing services to establish a Geographic Information System (GIS) in Qatar. The company, together with Delft Hydraulic of the Netherlands, is also formalizing a proposal to process remote sensing data for the GIS in Kuwait.

McCain Foods, Florenceville — is supplying frozen foods to Kuwait.

Safety Boss Limited, Calgary — three crews brought 178 wells under control over a period of seven months. A fourth team was em-

Continued on page 8 — Kuwait

Kuwait Contracts

Continued from page 7

ployed for six weeks fighting ground fires and performing other ground control work.

Mitel Corporation, Kanata — obtained orders for some 55 private branch exchanges (PBXs) for hotels and government facilities.

Red Flame Oil Well Fire Fighters and Blowout Specialists Ltd., Red Deer — a contract to extinguish and cap 58 of the largest high pressure sour gas wells in the Umm Gudair field.

S.L. Ross Environmental Research Ltd., Ottawa — provided software programs, services, training and equipment to Bahrain and Qatar.

Weatherhaven Resources Ltd., Vancouver — outfitted an 80-person camp to accommodate a U.N. peacekeeping mission.

Western Star Trucks, Kelowna — a contract to deliver 47 oil field trucks to an oil company in Kuwait.

PUBLICATIONS

International Boston Seafood Show (#86TB), prepared by External Affairs and International Trade Canada's Agri-food, Fisheries and Resources Division, is the 1991 report on this event which is the largest seafood trade fair in the world and a 'must attend' for companies in the business. In 1990, Canadians exported \$1.3 billion worth of fish and seafood products to the United States, \$1.1 billion of which was distributed through

Boston. Copies available through Info Export (see box below).

Market Study on Educational Systems in Mexico (#20LA), covering trainings systems, equipment, books and maps, and **Market Study on the Mexican Iron and Steel Industry** (#23LA) are available through Info Export (see box below).

Belgium Office Furniture Market. Furniture has to be space-saving and work-flow efficient in a market valued at \$270 million, 50% of which is imported, says a survey prepared by the Canadian Embassy in Brussels. Available from Celine Boies, Western Europe Trade, Investment and Technology Division, EAITC. Tel.: (613) 996-7544. Fax: (613) 995-6319.

Environmental Protection Market in Taiwan, a 60-page report prepared for the Canadian Chamber of Commerce's Canadian Trade Office in Taipei, values the market at US\$12 billion over the next six years, offering significant potential for Canadian exporters. Strategies for success are included in the C\$325 (including air express delivery to Canada) report which is available from Environmental Market Survey, Canadian Trade Office in Taipei, 13th Floor 365 Fu Hsing N. Road, Taipei, Taiwan. Tel.: 011-886-2-713-7268. Fax: 011-886-2-712-7244.

Business Agenda

Halifax — January 22 —
Charlottetown — January 23 —
Trade Shows Made Profitable Seminar. To participate, contact, in Halifax: Maryann Everett, ITC, tel.: (902) 426-7540; fax: (902) 426-2624; and in Charlottetown: Fraser Dickson, ITC, tel.: (902) 566-7443; fax: (902) 566-7450.

Video Records Role of CCC

The Canadian Commercial Corporation (CCC) — which facilitates export sales of Canadian goods and services by means of government-to-government transactions — has produced a bilingual video on its role and activities.

To obtain a free copy of the video or for further information on the CCC, contact Vivian Asfar, Canadian Commercial Corporation, 50 O'Connor Street, 11th Floor, Ottawa K1A 0S6. Tel.: (613) 996-0034. Fax: (613) 995-2121.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Considerable Potential for Canadian Exporters Exists in Jordan's Medical Market

Beds, medical equipment and medicines are among the items Jordan's medical sector requires, according to a consultant's report received from the Canadian Embassy in Amman.

The country, now becoming a regional medical centre, also requires advanced medical technology and services and new hospitals and equipment — all creating considerable potential for Canadian involvement.

Obstetrical beds are also required and an urgent requirement calls for new patient beds to care for emergency cases.

In the pharmaceutical field, Jordanians are studying the possibility of producing raw materials for their products — clearly a field, suggests the report, where Canadian expertise could play a role:

The bulk of Jordan's pharmaceutical output is exported, but the domestic market still is heavily reliant on imported products.

Canada's current share of the market is small, but, says the report, the demand for new drugs and the shortage of present ones is severe.

"This may provide an opportunity for Canadians to become involved in the pharmaceutical market," particularly since expensive medicines used for the treatment of cancer, heart problems and psychiatric illnesses are badly needed.

Not all new products are drug-related, with local manufacturers

now producing cleaning agents and other items of a parapharmaceutical nature.

In this regard, Canadian companies could explore the possibilities

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Canada's Export Controls, HiTech East Europe Seminars

"Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe" is the theme of a series of seminars to be held across Canada beginning next month.

Attendance at the seminars is expected to be heavy and interested parties — especially those

Focus on:

CENTRAL AMERICA

Supplement pages 15-18

active in export markets — are encouraged to participate and to register early.

Locations and dates are:

Ottawa, February 12; Montreal, February 13; Halifax, February 14; Toronto, February 17; Winnipeg, February 18; Calgary, February 20; and Vancouver, February 21.

The seminars will focus primarily on the major changes (resulting in further liberalization) to the

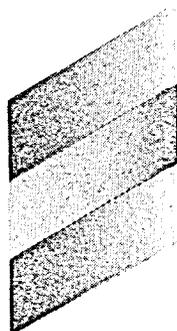
COCOM (Coordinating Committee for Multilateral Strategic Export Controls) that took effect September 1, 1991. Experts also will be available to answer timely questions on marketing prospects in Eastern Europe.

The seminars will be of particular interest to marketing and traffic managers, specialists who need to know about export controls changes (especially those changes associated with COCOM), customs brokers and freight forwarders.

New information will also be provided on non-proliferation initiatives such as dual-use nuclear goods, chemical products, and missile technology — and what these may mean for the Canadian exporting community.

Copies of the "new-look" *Export Control List*, which is now more user-friendly, will be freely distributed in an effort to increase public awareness of Canada's comprehensive export controls and to enhance transparency in the overall system.

Continued on page 2— Export



Canada

Bidding on U.S. Federal Contracts

Canadian companies have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitation will be available as noted below; the bid period usually closes 30 days after that.

Product: Instruments and Laboratory Equipment — electrical and electronic components and test equipment.

Expected contract value: \$300 million.

Number of vendors on current schedule: 25.

Next open season solicitation expected: Aug. '92; Effective: Jan. '93.

Contract Period: 1 Aug. '91 - 31 July '95.

Schedule Identification: 66 II H.

Contact: GSA Office and Scientific Equipment Commodity Center, Charita Saculles, tel.: (703) 557-9403.

Product: Special Industry

Machinery—lithographic printing plates, solutions and masters; printing, duplicating and book-binding equipment; pulverizing, pulping and shredding machines. Expected contract value: \$108,634,000.

Number of vendors on schedule: 30.

Next solicitation expected to be issued: Open season - Oct. '92.

Contract Period: 1 July '91 - 30 June '94.

Schedule Identification: 36 II. Contact: GSA Office Equipment Commodity Centre, Philip Cohen, tel.: (703) 557-9292.

Product: Laboratory Instruments and Equipment — blood chemistry analysis systems; diluter pipettes and/or pipetting systems.

Expected contract value: \$260 million.

Number of vendors on current schedule: 30.

Next open season solicitation expected to be issued: Oct. '92. Contract Period: 1 Oct. '90 - 30 Sept. '94.

Schedule Identification: 66 II A.

Contact: GSA Office and Scien-

tific Equipment Commodity Center, Brian Jameison, tel.: (703) 557-8626.

Product: Upholstered Household Furniture.

Expected contract value: \$200,000. Number of vendors on current schedule: 36.

Next solicitation expected to be issued: Open season - Oct. '92.

Contract Period: 1 May '91 - 30 April '96.

Contact: GSA Furniture Commodity Center, Jimmy Reid, tel.: (703) 557-5211.

To find out about U.S. federal contract opportunities for other products or for more general information on this procurement process, contact Judith Bradt, Canadian Embassy, Washington, D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

Export Control Seminar Series

Continued from page 1

The one-day seminars, costing \$80.00 (including GST, one-on-one interviews, buffet luncheon), are organized by the Export Controls Division of External Affairs and International Trade Canada in association with the Canadian Exporters' Association and the International Trade Centres across Canada (see page listing 10).

For more information and an application form, contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888.

CANADEXPORT

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René-François Désamoré
Editor: Don Wight

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Business Opportunities

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BANGLADESH — A company wishes to represent Canadian manufacturers/exporters of **industrial and consumer products**. Contact Anil K. Dey, Managing Director, Deybon Tradeways, 10, Motijheel Commercial Area, G.P.O. Box No. 102306 Dhaka, Bangladesh. Fax: (8802) 411197. Telex: 642460 BHL BJ DEYBON.

BRITAIN — A solid company with good contacts in the industry wishes to contact **manufacturers of hardware or software associated with environmental monitoring and process control equipment**. The company's aim is to **distribute such products** (both separately and built into systems it has designed) in the

UK and Europe. Contact Bob Whiley, Marketing Manager, Marconi Environmental Systems, Eletta Avenue, Waterlooville, Hampshire PO7 7XS, England. Tel.: 011-44-705-264466. Fax: 011-44-705-260246.

CZECHOSLOVAKIA — A plastic and metal products manufacturer, wishing to expand its

product line seeks a cooperative/joint venture arrangement with Canadian firms. Contact Karel Jemelka, Plastico Domazelice, P.O. Box 1, 751 15 Domazelice u Prerova, Czechoslovakia. Tel.: 42-641-91539. Fax: 42-641-91293.

HUNGARY — This country's oldest **glass manufacturer** (producing top-quality, hand-made

has been issued by Karnataka Power Corporation Ltd. of Bangalore for the **transportation, erection, and commissioning of three 50MW generating units, auxiliary and associated equipment and control systems** for the Kadra Dam power house. Documents cost US\$136. Contact Consulate of Canada, Bombay, India. Fax: (011-91-22) 287-5514.

NEW ZEALAND

— A company wishes to contact manufacturers/suppliers of **industrial grade polyethylene sheet, rod and extruded profiles** (in low, high and ultra-high grade range—not flexible grades). Contact Barry Pett, General Manager, Addington Engineering Company Limited, P.O. Box 4289, Christchurch, New Zealand. Fax: 64-3-794-739.

SWITZERLAND

— A trading company is seeking large

quantities of **obsolete goods and overstock**. Included are: **toys; washing powder** (for laundry and dishes); and **cosmetics**. Contact General Stock Lots, Swiss Division, 40 Rue de Neuchatel, CH-1400, Yverdon-Les-Bains, Switzerland. Tel.: 024-21-00-47. Fax: 024-21-34-20. Telex: 457-2999 TXC CH.

Panamanian Importers

Trade Commissioners in Costa Rica now have a solid database of qualified Panamanian importers seeking a variety of representational business from Canada. Some of these are listed below. Interested Canadian firms should contact these companies directly.

- Juan D. Medrano, Presidente de Grupo Cofisa, S.A. imports **concrete additives, plumbing supplies, bathroom and kitchen accessories**. Apartado Postal 11055, Panama 6, Panama. Tel.: (011-507) 241877. Fax: (011-507) 216860.

- Mario Chamorro, Gerente, Hopsa, imports **wall board, whirlpools, spas, decorative building products, screws and fasteners**. Apartado B-2, Panama 9A. Tel.: (011-507) 363000. Fax: (011-507) 362875.

- Julian Palacio, Gerente de Mercado, Grupo Rodelag S.A., is interested in **water pumps, electric cables, scaffolds, humidifiers/fans, locks, security equipment, and lumber**. Apartado 4503, Panama 5. Tel.: (011-507) 362333. Fax: (011-507) 363187.

- Alfredo Enrique Vargas, Presidente, Inversiones Sagrav, S.A. (with branches in Venezuela, Colombia, Costa Rica, Jamaica and Puerto Rico) is interested in **tiles, building hardware, decorative building products, plumbing supplies, lumber, locks, security equipment, insulating materials, plywood and veneers**. Apartado 9A-1050, Panama 9A. Tel.: (011-507) 330902. Fax: (011-507) 335685.

glass products) seeks potential **commercial partners and/or investors**. Contact Atilla Muller, General Manager, Parad Glass Factory Ltd., H-3242, Paradasvar Rakoczi ut 46-48. Budapest, Hungary. Tel.: (36) 36-64-123. Fax: (36) 36-64-494.

INDIA — A tender, with a **bid closing date of March 5, 1992**

Recruitment Underway for USSR Oil, Gas Trade Fair

Moscow — Companies meeting eligibility requirements now are being recruited to participate in the External Affairs and International Trade Canada-sponsored National Stand at **Neftegaz'92**, a major oil and gas trade fair being held May 19-27 in Moscow.

The Soviet republics (particularly the Russian Federation) present many commercial opportunities for the Canadian energy sector, with Canadian firms already beginning to play an important role in rebuilding Russia's oil and gas base in Western Siberia, the Caspian Basin, and the Arctic.

Western joint ventures, featuring production sharing, obtain returns on investment through incremental energy exports. Indeed, External Affairs and International Trade Canada's Central and Eastern Europe Trade Development Division reports that the energy sector is the most active and successful focus of Canadian firms in the Russian Federation and Kazakhstan.

Specific projects exist in enhanced oil recovery, oil well rehabilitation, geological exploration,

pipelines, petrochemicals refining, construction and energy conservation.

To be eligible to exhibit in the National Stand, participants must meet Program for Export Market Development (PEMD) criteria for government-initiated trade fairs.

This means they must be an incorporated business; be export-ready; be registered or in the process of registering with WIN Exports (External's world information network); be established and operating in Canada for at least two years and have sales performance data for those two years or have annual sales exceeding \$100,000; and have fulfilled reporting requirements of any previous PEMD assistance.

For further information on **Neftegaz'92** or on the eligibility criteria for exhibitors, contact — as early as possible — Thérèse Gervais, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Trade Calendar Geared to Info Technology Market in Belgium

To capitalize on the growing information technology (IT) market in Belgium — a country considered by many to be the entry point for companies wishing to gain a foothold in the Single European Market of 1992 — and to promote Canadian IT know-how and technology, the Canadian Embassy in Brussels will be participating in three major Belgian trade shows in the IT field.

Canadian companies are invited to participate in:

- **Software Automation** — March 25-26, 1992 — Kortrijk: an annual trade show for advanced software.

- **TMAB Exhibition** — April 8-9, 1992 — Brussels: an annual meeting of Belgium's telecommunications industry.

- **InterEleoc** — November 18-25, 1992 — Ghent: the major trade exhibition for automation, components and test-measuring equipment.

The Embassy will also organize a seminar on Canadian Telecommunications in November of 1992.

Companies interested in participating with the Embassy in these activities or wishing more information, may contact Mrs. Céline Boies, Western Europe Trade, Investment and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7544.

Firms may also contact directly Freddy Dutoit, Commercial Officer, Canadian Embassy, 2, Avenue de Tervuren, 1040 Brussels Belgium. Tel.: (011-32-2) 735-6040. Fax: (011-32-2) 735-3383.

U.S. Health Care Products Show

Atlantic City — Canadian suppliers of health care products and services have an opportunity to make inroads into a vast U.S. market valued annually in excess of \$39 billion (hospital expenditures only).

All they need do is participate in the Canadian National Stand at the **1992 Middle Atlantic Health Congress (MAHC) Trade Show**, being held May 20-21 in Atlantic City, New Jersey.

The **MACH Trade Show** enables members of the Middle Atlantic Health Congress (representing over 700 health care facilities in New York, New Jersey, Pennsylvania and Delaware) to meet — for the purpose of making purchasing decisions — with health care products/services suppliers.

For further information on participating in this trade show, contact — by February 15, 1992 — Donald H. Garretson, Jr., Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

Central America

A Market of Growing Interest

By Don Wight, Editor

With expectations of continued peace and renewed economic growth through the next decade and beyond, Central America is a region that Canadian exporters should consider very seriously.

The region is comprised of Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

Relatively low wage rates, fairly well educated populations (30 million) with growing wealth, states with increasing capacity to borrow funds for capital projects and infrastructure — all lead to the conclusion that there are significant new opportunities for Canadian business in the region.

This favourable climate is further reinforced in that the governments of the area are in the process of reducing tariffs, relaxing import restrictions and currency controls, and promoting foreign investment in order to develop more competitive, export-oriented economies.

As well, all except Honduras and Panama (which have applied for accession) are members of the General Agreement on Tariffs and Trade (GATT), with work progressing on renewed regional cooperation on customs and tariff issues.

Furthermore, with the region's debt burden subsiding, international financing institutes (IFIs) are once again beginning to advance capital loans.

In the next decade, between \$1 billion and \$2 billion will be loaned to the region by the World Bank (WB), the Inter-American Development Bank (IADB) and the Central American Development Bank.

In 1990, Canada's exports to Central America amounted to ap-

proximately \$105 million, with Canadian imports totaling about \$195 million, giving Canada a trade deficit of \$90 million. Traditionally, Canadian exports have been raw materials, ranging from pulp, paper, fertilizers, plastics and chemicals to grain, fuel, edible oil, milk powder, dairy products and vegetables.

As the countries continue their upward swing, however, these traditional Canadian exports, while

continuing, are likely to be supplemented by finished products, newer, more advanced technologies, services and expertise.

Herewith, a general breakdown by country, incorporating information that should be of interest to Canadian exporters already doing business in the region or to those contemplating exploring the opportunities in this market of growing interest and importance.

Guatemala Development Plans Match Canadian Capabilities

With an economy that is private-sector driven, Guatemala is a country in which there are almost no import restrictions.

The market, as in most of Central America, is very competitive and, while product quality is a consideration, the better price usually dictates success in sales.

Guatemala imports goods and services in the order of US\$1.7 billion annually. Of that amount Canada, in 1990, exported \$28.1 million, primarily dairy and food products, prepared fish, paper and pulp, fertilizer and plastics.

The most populous (9.2 million people) country in Central America has development plans that closely match Canadian supply capabilities: energy, transportation, telecommunications, health and education are the prime areas of concentration for public investment.

Agriculture and industry also are two dynamic sectors that offer opportunities for the sale of raw materials, technology and consulting services.

Short-term sales opportunities — for which the trade section of the Canadian Embassy can suggest local representation and which have immediate potential — include computer equipment and accessories, raw materials for the plastics and pharmaceutical industries, prepared foodstuffs, small agricultural equipment, and paper specialties.

In the petroleum sector, there is significant potential for geophysical and drilling equipment, pipeline equipment and technology and petroleum-related services.

Indeed, in the area of capital projects, the Guatemalan government plans, in 1992, to execute three projects in the petroleum sector: the Penate petroleum products storage facility on the Pacific coast; an LPG storage facility on the Atlantic coast; and the construction of a 110-km petroleum products pipeline.

These three projects — of special interest to Canadian companies with the required expertise, tech-

Continued on page 6 — Guatemala

Guatemala

Continued from page 5

nology and equipment — are likely to be declared national priorities and proceed to tender as soon as bid documents and specifications are completed

Guatemala, with high unemployment, low labour costs, and a low tax burden, has become an attractive destination for foreign investment, particularly in the manufacturing sector.

The government offers tax incentives to foreign investments in export industries.

When it comes to marketing, it is most important for exporters and would-be exporters to visit the marketplace: to meet with prospective representatives, distributors and customers; to study the competition and, if the prospects are promising, to repeat the procedure. It usually takes from two to three visits before some success is achieved.

For further information on commercial opportunities, information and project updates, contact the Commercial Section, Canadian Embassy, 7A Avenida 11-59, Zona 9, Edificio Galerias Espana, 6 nivel, Guatemala City, Guatemala. Tel.: (011-502-2) 321411/321418/321426. Fax: (011-502-2) 321419.

Embassies

Canadian Embassy, Apartado Postal 10303-1000, San Jose, Costa Rica. Tel.: (011-506) 55-35-22. Fax: (011-506) 23-23-95. Telex: (Destination code 376) 2179 (DOMCAN CR).

Canadian Embassy, P.O. Box 400, Guatemala City, Guatemala. Tel.: (011-502-2) 321411/321413/321426. Fax: (011-502-2) 321419. Telex: (Destination code 372) 5206 (5206 CANADA GU).

Trade, Investment Climate Hospitable in El Salvador

Canada's export performance in El Salvador, the smallest and most densely populated (5.3 million people) country in Central America, swings widely from year to year

because of fluctuations in supply and price competitiveness.

In 1990, Canadian exports totalled \$15.2 million, with big volume and traditional items being bulk agricultural commodities, industrial raw materials, newsprint, chemicals and plastics.

The market now is open to other Canadian commodities, including building products, tools, structural materials, telecommunications equipment and electronic goods.

There are also opportunities in the export of agricultural inputs, including agrochemicals, genetic material and veterinary supplies. And the national telephone company, Antel, may purchase new lines and switching equipment.

IFI pipeline projects are relatively small in the short-term but the Inter-American Development Bank is active in such sectors as electricity, road building and education. With an end to civil strife, El Salvador will be in line for infrastructure projects of interest to Canada.

Civil and commercial laws make for an hospitable trade and investment climate and the government attitude is open and fair regarding foreign ownership and investment, capital, dispute settlement, and repatriation of capital.

The country has an active investment promotion infrastructure providing incentives (tax holidays, free zones, export tax drawback) to manufacturers wishing to establish in the country — particularly if the industry will earn export revenues.

Normal precautions should be taken in conducting business affairs and it is worth noting that Canada has no bilateral investment protection agreement with El Salvador.

Patience Pays in Honduras

Honduras imports about US\$1 billion a year, indicating that opportunities exist — particularly in the private sector which is beginning to reinvest.

Canadian exports in 1990 totaled \$10 million and consisted primarily of paper products (linerboard, newsprint), food products (processed fish/seafood, milk powder), and industrial chemicals and plastics.

For the patient and persistent, who can provide delivery and service superior to the competition, possibilities are numerous.

These are in the supply of agricultural inputs, including agrochemicals, fertilizers, breeding stock, a wide variety of industrial raw materials, and electronic/telecommunications apparatus (to keep the existing infrastructure running and to build new export-based industries which the government is strongly promoting through the establishment of tax-free manufacturing zones).

Investment incentives include tax holidays and export tax drawbacks and are geared to export-oriented industries.

IFI pipeline projects are relatively large: in transportation (roads, bridges, ports); water treatment; electricity generation; and environment. New IFI projects are likely to begin in the hydro, transportation, health and education sectors.

Nicaragua Needs All the Basics, and More

Canada has a good reputation in Nicaragua and, while exporters have to be imaginative when it comes to transport—there is no **direct** shipment from Canada—this market of 4 million people could be interesting and lucrative for those able to respond to the country's needs.

Some Canadian companies already have responded, with Canadian exports in 1990 totalling \$10.8 million (down from \$20.1 million in 1989), earned primarily from the sale of vegetables (potatoes), machine and electrical parts.

But good opportunities also exist for the export of industrial raw materials and equipment, construction materials, medical supplies, and hospital, transport, electrical, telecommunications, and agricultural equipment.

Indeed, after almost 12 years of economic decline, Nicaragua is in need of virtually every basic product imaginable.

In particular, the priority being given to the agriculture, manufacturing and construction industries will mean a rapidly growing demand for machinery, equipment and materials in these sectors.

With a looming energy shortage and the need for major infrastructure upgrading in the transport, water, sewage, environmental and educational sectors, the future should bring internationally-financed projects of interest to Canadian firms.

As well, the government is seeking increased technology transfer and investment and intends to change its laws to make foreign investment more attractive. (At present, Canada has no foreign investment protection agreement with Nicaragua).

Costa Rica in Privileged Position

In 1990, Canada exported \$25.6 million worth of goods to Costa Rica, a country with a population

of about 3 million people and which has enjoyed political stability for more than 100 years.

Canada's primary exports for that year included pulp, paper, fertilizer, plastics, machine and electric parts.

Large government expenditure on major projects will be limited in the near term, but there are a number of interesting IFI-financed projects that could interest Canadian firms in the transportation, electricity generation, water treatment, and environmental fields.

Civil and commercial laws provide an hospitable climate for trade and investment. Foreign ownership and investment, commercial dispute settlement, and repatriation of capital are on a national treatment basis and the government attitude is open and fair.

Regulations are at times complex and business people are advised to take normal precautions in conducting their affairs.

A variety of tax incentives are offered by the government to investors who will export their products. Indeed, there are definite advantages to any investment in Costa Rica that has an export component.

The high quality of life, abundance of skilled labour, and a well-developed infrastructure have recently put Costa Rica in a privileged position as an investment destination in Latin America and the Caribbean. The Costa Rican Investment Promotion Agency (CINDE) and the Ministry of Foreign Trade (CENPRO) are well organized to provide potential investors with essential information.

With a free market economy that is based primarily on private enterprise, Costa Rica has a broad middle class that is firmly on the economic tread mill of the global economy.

Helpful Tips

- Spanish is the official language, but English generally is used to conduct business.
- The Central American market is highly competitive by virtue of its close proximity to southern United States ports.
- Quality is very important, particularly when dealing with well-to-do Central Americans.
- Canadian exporters must provide top-level support — in terms of service — to their sales into this region.
- Exporters should be prepared to visit customers at least once, and preferably twice, a year.
- Imports normally are paid for on confirmed letters of credit or cash-against-documents basis.
- Quotations should always be on a c.i.f. basis and in U.S. dollars.
- Goods, in most Central American countries, are subject to two duties: a specific duty quoted in U.S. dollars per gross kilogram; plus an ad valorem duty on the c.i.f. value.
- All major Canadian banks have correspondent banks in the region's capital cities, so there usually is little difficulty in arranging the necessary import/export documentation.
- Trade commissioners at the embassies can provide advice on a number of matters.
- Participating in trade fairs (see EXPOCOMER page 9) is a good way to explore potential markets.

Panama Popular Market for Canada

Panama, traditionally, has been a good market (\$30 million annually, despite U.S. sanctions during the Noriega regime) for Canadian products. Those exports fell to \$15.1 million in 1990, due mainly to the country's adjusting to democratic institutionalization.

Now indications are that the next few years will see new opportunities for Canadian suppliers, particularly of agricultural inputs, foodstuffs, construction materials, telecommunications equipment, pharmaceutical products, auto parts, and consumer goods.

Good opportunities exist in Panama for Canadian construction products, as was evidenced at CAPAC, a building and construction materials show held here recently that attracted buyers from all over Central America. According to CAPAC organizers, between US\$150 million and US\$200 million will be imported annually.

Canadian firms, whether suppliers of goods or services to the public or private sector, will be best served by a local representative or agent. *The Commercial Section of the Canadian Embassy in Costa Rica now has a solid data base of qualified importers seeking a variety of Canadian products. Some of these are listed on page 3.*

Further favourable signs are that the government is under increasing pressure from the international financial community to liberalize the economy, reduce tariffs, and abolish the remaining quotas. These barriers are expected to come down over the next few years, creating additional opportunities for Canadian exporters.

Prior to being advanced loans from international financing institutions, Panama has to rationalize its large debt load. When this is achieved, the country is expected to proceed with a number of capi-

tal projects in the transportation and energy fields.

In addition to domestic market opportunities, Panama offers the advantages of the Colon Free Zone

— the second-largest free trade area in the world — which serves as a distribution centre for hundreds of manufacturers selling into South and Central America.

Sources of Financing for Central America Projects

Currently, financing is available to countries in the region through such International Financial Institutions (IFIs) as the World Bank (WB) and the Inter-American Development Bank (IADB). Canadian exporters may also be eligible suppliers for projects financed through other sources. Smaller funds, offering limited opportunities — the Commonwealth Development Corporation, UNIDO's Industrial Development Fund, the Private Investment Corporation, and the Agricultural and Industrial Reactivation Fund — could be of marginal interest to some exporters.

The Central American Development Bank (Honduras), in the process of being reinvigorated, may also become a source of future financing for capital projects in Central America.

While WB and IADB-financed projects are worth hundreds of millions of dollars annually in Central America, most of the contracts are awarded on a highly competitive basis.

Canadian exporters of goods and services interested in pursuing these opportunities, but who are not familiar with IFIs, should contact one of the following listings to discuss marketing strategies and to obtain information.

In Ottawa, the Financial and Business Services Division, External Affairs and International

Trade Canada. Tel.: (613) 995-7251. Fax: (613) 943-1100.

In Washington, DC, the Office for Liaison with International Financial Institutions at the Canadian Embassy. Tel.: (202) 682-1740. Fax: (202) 682-7726.

Additional information on the status of upcoming projects also can be obtained from the trade commissioners at the Canadian Embassies in Costa Rica and Guatemala — see box item page 6).

Information on Export Development Corporation (EDC) financing and insurance for projects and sales to Central America may be obtained from the Export Development Corporation, 151 O'Connor Street, Ottawa K1P 5T9. Tel.: (613) 598-2500. Fax: (613) 598-2504.

Central America is a major recipient of development assistance through the Canadian International Development Agency (CIDA) whose programs are valued in the order of \$50 million annually.

Countries in the region are also eligible for CIDA Inc. projects to support pre-feasibility and feasibility studies by Canadian businesses wishing to explore joint venture and technology transfer investments.

For information on CIDA-supported programs, contact CIDA headquarters, 200 Promenade du Portage, Hull, Quebec K1A 0G4. Tel.: (613) 997-7905. Fax: (613) 953-5024.

Chile Mining Show Now Recruiting Firms

Santiago — Canadian mining equipment and services companies now are being invited to participate, on a first-come, first-serve basis, at the Canadian pavilion at **ExpoMin'92**, being held May 12-16 in this Chilean capital.

The External Affairs and International Trade Canada National Stand is expected to represent the largest Canadian mining equipment/services presentation ever held outside the country. Would-be participants are advised to register their interest early.

At the 1990 show, 53 Canadian companies reported sales expectations of \$14.6 million. Even more significant results are anticipated at the 1992 event.

That's because Chile, the world's largest cash market for mining equipment, plans, between now and the year 2000, to invest \$4

billion in the industry. Most of this investment will be used to solve productivity problems and expand output capacity.

Specifically, the expenditures look like this:

- \$2.07 billion to solve operational problems;
- \$350 million for environmental protection programs;
- \$1.26 billion for plant expansion; and
- \$320 million for a variety of other programs.

There is an additional market: this mining show and technical

congress attracts delegations from every Latin American country engaged in the mining industry.

Potential participants are reminded that all products are required to have a Canadian content of at least 66 2/3 per cent.

To apply to participate in or to obtain further information on **ExpoMin'92**, contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.

Fairs in Panama, Puerto Rico

Panama City/San Juan — Limited space at External Affairs and International Trade Canada-sponsored stands still exists for compa-

nies wanting to participate in trade shows in Panama/Puerto Rico.

EXPOCOMER'92, being held March 11-16 in Panama City, will be of particular interest to Canadian food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products supplies, as well as telecommunications, medical and healthcare companies.

The **20th Annual Food and Foodservices Equipment Trade Show**, being held April 25-27, 1992 in San Juan, is geared primarily to the Puerto Rican market (where Canadian food exports average around \$525 million), but also attracts trades people from nearby Caribbean islands.

The show provides participants the opportunity to meet potential buyers, agents and distributors throughout the region.

Contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Trade Shows Slated for Chile

A number of major trade shows is scheduled to be held in Santiago, Chile throughout 1992. External Affairs and International Trade Canada, together with the Canadian Embassy in Chile, expects to participate in those events marked with an asterisk.

• **FIDAE*** — March 8-15 — International Air and Space Fair.

• **Feria del Hogar** — March 19-April 5 — National Home Products Fair.

• **ExpoMin'92*** — May 12-16 — Latin America-wide mining equipment and services show at which, Canada will have a national pavilion. (See article above).

• **SOFTTEL'92*** — July 13-19 — Latin America-wide informatics and telecommunications show at which Canada will have a pavilion.

• **ExpoFruit'92** — August 30-

September 5 — National Fruit Exporters' Show.

• **Edifica** — September 29-October 3 — Supplies, Equipment and Services Show for the Construction Industry.

• **FISA'92*** — October 28-November 8 — Chile's largest international fair, attracting exhibitors from over 50 countries. Canada will have a national pavilion.

• **ExpoPesca** — December 2-5 — National trade show dedicated to the fishing and aquaculture industries.

For further information on these events, contact Gail Cockburn, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Jordan Medical

Continued from page 1

of entering joint venture or licensing agreements, with a view to exporting products from Jordan.

All pharmaceutical imports require an import license, normally granted without undue difficulty. As well, only registered products may be imported and they can be sold only when registered by the Ministry of Health.

Regarding this, the report notes: "The Jordanian authorities attempt to use registration delays as a means of deterring all but the most serious applicants from entering the market."

Being a leading manufacturer of a wide variety of medical devices, Canada — if the Jordanians found the quality justified the higher price — could find a market in this sector.

The best bets here, the report says, are devices that relate to anesthesiology and pulmonary medicine; cardiovascular; dental; ear/nose/throat; and gastroenterology and urology.

The report says as well that devices also are required for use in haematology; immunology; neurology; obstetrics and gynecology; ophthalmology; orthopedics; radiology; surgery; and toxicology.

The post may have limited resources, under the Canada Fund Inc. (CFI), to assist Canadian firms in exploring some of these potential opportunities.

For further information on Jordan's medical sector, or on how the Canada Fund Inc. may apply, contact:

Commercial Division, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6) 666-124/5/6. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Contracts Awarded

Hermes Electronics Ltd., Dartmouth, has been awarded a US\$5.2 million Canadian Commercial Corporation (CCC) contract to supply sonobuoys to the U.S. Navy.

Bristol Aerospace Limited, Winnipeg, has been awarded three CCC contracts totalling US\$2.6 million for the manufacture and supply to the U.S. Air Force of horizontal stabilizers and other components for use on F-5 aircraft.

Canada-China Geoscience, Markham, has been awarded a Cdn\$286,000 China National Coal Corporation contract to supply geotechnical and data processing equipment and geophysical instruments and training to coal mining concerns in Inner Mongolia and a research institute in Beijing.

Liftking Inc., Woodbridge, has been awarded a CCC US\$1.5 million contract amendment to manu-

facture and supply rough terrain fork lift trucks to the U.S. Air Force.

Canadair Group of Bombardier Inc., Montreal, has sold one Challenger 601-3A jet aircraft to Turkey. The transaction was backed by an Export Development Corporation (EDC) loan of US\$15.8 million.

Canadian Marconi Company, Montreal, under a US\$3 million CCC contract, will manufacture and supply specialized test equipment to the U.S. Army Aviation Systems Command.

Computing Devices Company, Ottawa, under a US\$1.6 million CCC contract and against a Basic Ordering Agreement, will provide to the U.S. Army technical support services for the design, development, fabrication and testing of systems previously supplied by Computing Devices.

International Submarine Safaris (Canada) Ltd., Port Coquitlam, will supply a Jakarta, Indonesia firm with a 36-(tourist) passenger submarine. EDC financing of up to US\$3.4 million is supporting the sale.

Royal Machine Manufacturing Ltd., Woodbridge, will provide an extrusion line to a firm in Mexico. EDC will provide financing of up to US\$501,500, through an existing line of credit with the Banco Nacional de Comercio Exterior, S.N.C.

West Heights Manufacturing, Kitchener, will manufacture and supply the U.S. Air Force with truck assemblies for aircraft main landing gear. The CCC contract is worth US\$1.1 million.

International Trade Centres

External Affairs and International Trade Canada and Industry, Science and Technology Canada have established International Trade Centres across Canada which provide a wide range of services to companies seeking export counselling.

Newfoundland
Tel.: (709) 772-5511
Fax: (709) 772-2373

Prince Edward Island
Tel.: (902) 566-7400
Fax: (902) 566-7450

Nova Scotia
Tel.: (902) 426-7540
Fax: (902) 426-2624

New Brunswick
Tel.: (506) 851-6452
Fax: (506) 851-6429

Quebec
Tel.: (514) 283-8185
Fax: (514) 283-8794

Ontario
Tel.: (416) 973-5053
Fax: (416) 973-8161

Manitoba
Tel.: (204) 983-8036
Fax: (204) 983-2187

Saskatchewan (Saskatoon)
Tel.: (306) 975-5315
Fax: (306) 975-5331

Saskatchewan (Regina)
Tel.: (306) 780-5020
Fax: (306) 780-6679

Alberta (Edmonton)
Tel.: (403) 495-2944
Fax: (403) 495-4507

Alberta (Calgary)
Tel.: (403) 292-6660
Fax: (403) 292-4578

British Columbia
Tel.: (604) 666-0434
Fax: (604) 666-8330

Australia Market Strong for Truck Parts

The time could hardly be more appropriate for Canadian truck parts exporters to explore this market in Australia. Virtually all trends indicate strong growth in

this sector which is valued at approximately A\$750 million annually.

Those are the basic findings of *A Survey of the Market in Australia for Imported, Non-OEM Medium and Heavy Truck Parts* (including trailer parts, both new and remanufactured), a September, 1991 study prepared by the Canadian Consulate in Melbourne.

Argentina Modifies Tariffs on Imports

Recent deregulation of the Argentine economy has resulted, effective November 1, 1991, in the modification of a number of import tariffs:

- Duties of 22 per cent (unchanged) cover such products that have high added value (capital goods, apparel, acrylic products, seamless tubes).
- Duties of 13 per cent (previously 11 per cent) pertain to intermediate products (steel, iron); packaging (paper, tinfoil); petrochemical materials (polyethylene, PVC); and processed foodstuffs (oil, milk products, flour, canned goods).
- Duties of 5 cent (previously 0 per cent) apply to raw materials not found in Argentina and raw materials with a positive export balance (beef, cereals).
- Items with 0 per cent duty include capital goods not manufactured in Argentina, books and fine art.

All imports face the following additional charges: 3 per cent for statistics gathering; 16 per cent value added tax (VAT); if products are shipped by sea, an extra 12 per cent is paid to the Merchant Marine fund.

For further information on these and possible future import tariff modifications, contact Gail Cockburn, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

Market Growth

Other specific findings (from a survey of the volume of imported parts between 1985 and 1989) which point to continued growth — and increased opportunities for Canadian exporters — include:

- The market for imported engines and engine parts (blocks, pistons, crankshafts, etc.) grew from \$121 million to \$250 million.
- The market for imported transmissions and transmission parts (gear boxes, axle shafts, pumps, etc.) grew from \$36.5 million to \$70 million.
- The market for imported differentials and differential parts (lube pumps, helical gears, crown wheels, etc.) grew from \$52.5 million to \$100 million.
- The market for imported suspension and steering systems and parts (metal and rubber springs, air bags, king pins and sets, etc.) grew from \$28.5 million to \$50 million.
- The market for imported brakes and brake parts (disc brake pads, boosters, trailer control systems, etc.) grew from \$78.5 million to \$150 million.
- The market for other imported parts (filters, mirrors, safety equipment, etc.) grew from \$74.5 million to \$130 million.

In addition to providing information on taxes, tariffs and distribution systems, the study lists importers, trailer manufacturers, commercial vehicle organizations, trade shows, publications, and Canadian trade offices in Australia.

Copies of the study may be obtained from the Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-0917. Fax: (613) 996-4309.

Strawberry Fields ...Forever...

A Quebec firm that participated in a Middle East agricultural show in November 1989 has literally sown the seeds of its own success.

As a result of contacts made at the show, Pappenier a Masse of St. Cesaire has completed the second shipment of 750,000 strawberry seedlings to Mirak Agricultural Services in Sharjah, United Arab Emirates.

Fittingly, the sales should be self-perpetuating, as the strawberry bushes have to be replaced annually because of the summer heat.

In what has been termed "operation strawberry", the seedlings were shipped via Air Canada from Quebec to London's Heathrow Airport; transferred by truck to Gatwick Airport; and flown to Dubai by Emirates Air.

Careful temperature, humidity control and timing were critical. The seedlings were planted in the United Arab Emirates less than 48 hours after being taken from Quebec soil.

The plants will be harvested months earlier than usual — because of the high quality of the plants and their smooth and rapid transportation.

PUBLICATIONS

Market Study of the Software Industry in Chile (#113LA), commissioned by the Canadian Embassy in Santiago, indicates that while the computer hardware sector is well advanced, there is a shortage of leading-edge software, thus creating market opportunities for Canadian software exporters.

The specific areas where the software demand is greatest are in:

- the mining sector (dedicated software for control systems, operations planning, reserve calculations, and engineering simulations and processes);
- geographic information systems (remote surveying, geology, forest exploitation control, water table management, fisheries, and agro-industrial investigation); and
- financial, industrial and government institutions (dedicated and custom-designed data base, and operation planning and programming software);

Copies of the study, which also

suggests that software exporters could develop local partnerships with the aim of supplying third-country Latin American markets, are available through InfoExport — see box below.

The Taiwan Business Primer, an easy-to-use cross-referenced information source on doing business in Taiwan, discusses, among other subjects, preparations for entering the Taiwanese market, import classifications, tariff and

non-tariff barriers, brand names and packaging, distribution networks, special contractual clauses, licensing agreements, and direct investment. Costing \$20.00 plus \$5.00 postage and handling (GST included), the primer, printed separately in English and French, is available through its publishers, The Asia Pacific Foundation of Canada, 1253 McGill Avenue, Suite 195, Montreal, Quebec H3B 2Y5. Tel.: (514) 871-9481. Fax: (514) 871-1269.

Business Agenda

Toronto — January 21 — Exporting to the U.S.—The Challenging Market is the theme of a half-day seminar geared to small-to-medium-size companies interested in exploring or expanding into U.S. markets. To register (\$50.00) or for further information, contact Ontario Ministry of Industry, Trade and Technology, Toronto.

Tel.: (416) 491-7680.

Ottawa — February 12; **Montreal** — February 13; **Halifax** — February 14; **Toronto** — February 17; **Winnipeg** — February 18; **Calgary** — February 20; **Vancouver** — February 21 — Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe Seminars. Contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888. (See article p. 1).

Ottawa — February 20 — International offset policies, management and government industrial regional benefits are subjects to be discussed at this Forum for Industrial Participation meeting. Contact Bob Brown, Ottawa. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Numbers to Note

The new facsimile number for the Canadian Commercial Office in Karachi, Pakistan is (011-92-21) 551175.

The Canadian Embassy in

Buenos Aires, Argentina has relocated to 2828 Tagle Street, 1425 Buenos Aires, Argentina. Tel.: (011-54-1) 805-3032. Fax: (011-54-1) 806-1209.

The new facsimile number for the Canadian Embassy in Bucharest, Romania is (011-40-0) 12-03-66.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Republic of Korea

Canada Enhances Trade With A Rising Star

By Don Wight, Editor

Regarded as the rising star in the international economic arena, Korea has the second most powerful economy in Asia after Japan. All indications are that the country, the major new industrial force in the Pacific Rim, will continue to

perform well.

On a world-wide basis, Korea has the thirteenth largest economy (Canada seventh), is the tenth largest trading nation (Canada fifth), and has 11 companies on Fortune's Global 500 (Canada has 12).

It is also a country that invests heavily, and increasingly so, in

Canada — the third largest destination after the United States and Indonesia. (Direct Korean investment in Canada is approximately \$370 million, but "assets under

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- Opportunities in Ecuador, Argentina, Hungary 11
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What You Should Know

The Korean market is one of the most difficult in the world in which to succeed and exporters need all the help they can find. Market information is not readily available and myriad obscure rules and regulations, as well as a relatively immature distribution system, mean that exporters will need to use multiple sources of information.

local business contact, the Commercial Section of the Canadian Embassy and regular visits and communications could be a recipe for success.

First, it is imperative to select a reputable Korean partner (be it agent, consultant, direct importer or joint venture counterpart) with whom you will need to maintain regular contact to ensure that marketing instructions are being followed.

Your Korean partner is your key to long-term success in the market.

Second, the Embassy should be consulted early in your market development plans. Embassy commercial officials can suggest agents or consultants, carry out credit checks, advise on import barriers, suggest market approaches and advise on

control" may reach \$2 billion).

While it is a difficult market to crack, it is one that offers immense opportunities to diligent, quality-conscious, and persistent Canadian exporters — as was discovered by a November 1991 trade mission of 26 telecommunications, nuclear and automotive companies led by International Trade Minister Michael H. Wilson.

Canadians, in fact, have made — and continue to make — impressive inroads into this significant market.

In 1991, Korea-Canada bilateral trade reached record levels: in excess of Cdn\$4 billion, with Canada for the first time in more than a decade moving from a trade deficit to a trade surplus — exports were up 30 per cent to approximately Cdn\$2.1 billion!

This trend is expected to con-

CANADA-KOREA TRADE

EXPORT STATISTICS

JANUARY-SEPTEMBER 1990/1991 (\$000 CDN)

| COMMODITY | 1991 | 1990 | % Change |
|--|------------------|------------------|-----------|
| Mineral Fuels | 332 642 | 255 025 | 30 |
| Iron and Steel | 208 906 | 45 801 | 346 |
| Wood pulp | 128 228 | 97 327 | 32 |
| Organic Chemicals | 113 780 | 109 228 | 4 |
| Cereals | 84 845 | 18 308 | 363 |
| Ores, Slag, Ash | 74 563 | 130 141 | -43 |
| Aluminium and Alum. products | 73 641 | 63 547 | 16 |
| Fertilizers | 41 522 | 33 982 | 22 |
| Papers, Paper Board & Art. of Paper pulp | 36 947 | 16 015 | 131 |
| Machinery | 35 535 | 33 438 | 6 |
| All Categories: | 1 473 664 | 1 140 767 | 29 |

Dept. of External Affairs
Min. des Affaires extérieures

Continued on page 9 —

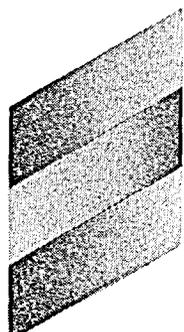
Helpful

Continued on page 5 — Star

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External Affairs and
International Trade Canada



Canada

Permanent Export Display in B.C. Draws Potential Trade Customers

To date as many as 225 British Columbia exporters have showcased their export-ready products and services to potential customers around the world — and they've never even had to leave the province!

That's because they've displayed their capabilities at the B.C. Trade Showcase, a permanent facility in downtown Vancouver that regularly attracts business visitors from the international trade community as well as the substantial consular corps based in Vancouver.

Modeled on the World Trade Centre Showcase in Taipei, the 6000 square foot facility provides a 'one-stop opportunity' for international business persons to examine what they might like to import and for manufacturers to showcase what they have for export.

Exhibitors rent space in an area that is divided into four industry sectors: high technology; general manufacturing; service; and food.

Noria Shimazu, Director of the Business Conference of Japan, was impressed because the Showcase provided an ideal overview for the trade mission he led to British Columbia.

"Usually it's a case where you visit specific industries so you have only computers or only wood prod-

"...exhibitors gain this international exposure at a cost much less expensive than participating in trade shows!"

ucts," said Shimazu, "but in this case it's very comprehensive."

And exhibitors gain this international exposure at a cost much less expensive than participating in trade shows!

Walt Nordstrand of Canac/Microtel says: "The Showcase offers companies the advantages of an international trade show at a fraction of the price."

The facility also is appreciated by companies located outside the

lower mainland of British Columbia.

"The Showcase provides an ideal first contact for companies like ours that depend on international markets for business — but don't have an office in Vancouver," says Sabine Presch of Salmon Arm-based Dinoflex Manufacturing.

Opened by the British Columbia Trade Development Corporation and with business visiting hours Monday to Friday from 9 a.m. to 5 p.m., the Showcase, located next door to the World Trade Centre at Canada Place, is located at 601 West Cordova Street, Vancouver.

For more information, contact Astrid Levelt. Tel.: (604) 775-0374. Fax: (604) 660-4166.

- Numbers to Note -

New numbers for the Canadian Embassy in **Brasilia**, Brazil are: Tel.: (011-55-61) 321-2171; Fax: (011-55-61) 321-4529/321-3257.

New numbers for the Canadian High Commission in **Nairobi**, Kenya are: Tel.: (011-254-2) 214-804; Mission facsimile: (011-254-2) 226-987; and Administration facsimile: (011-254-2) 216-485.

New numbers for the Canadian High Commission in **Islamabad**, Pakistan are: Tel.: (011-92-51) 211-101. Fax: (011-92-51) 211-540. Trade Fax: (011-92-51) 211-541.

The Canadian Embassy in **Riyadh**, Saudi Arabia now has the following facsimile numbers: Trade Section: (011-966-1) 488-0137; Political Section and Administration: (011-966-1) 488-1997; Immigration Section: (011-966-1) 488-1361.

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Mail to : CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Trade Commissioners in Costa Rica now have a database of qualified importers seeking a variety of representational business from Canada. Some of these Salvadoran companies, which should be contacted directly by interested Canadian firms, are listed below. (Business persons attempting to contact these companies by phone or fax are reminded that a shortage of telephone lines in El Salvador makes it difficult at times to get through. Persistence is sometimes required.)

- Carlos P. Guzman, Presidente, Delta Ingenieros S.A. de C.V. seeks suppliers of services and equipment for **telecommunications switching equipment, electrical power projects, substations, transformers and emergency generators.** Apartado P. 3045 CTRO. GBNO, San Salvador, El Salvador. Tel.: (503) 23-2265.

- Carlos P. Guzman, Meditron S.A. de C.V. is looking for **laboratory and medical equipment** for use in hospitals and clinics. Apartado 01-14, San Salvador, El Salvador. Tel.: (503) 26-5665/25-3894. Fax: (503) 25-4073.

- Arturo Araujo, Gerente Regional, Apollo Connection (with offices in California and Florida) seeks suppliers of **canned seafood and other food products, powdered milk, toilet paper, retail-packaged detergents, and packaging equipment for small products.** San Salvador, El Salvador. Tel.: (503) 24-4159. Fax: (503) 24-4159.

- Lois Perez Mendoza, Assistant Purchasing Manager, Sigma S.A. seeks suppliers of **machinery for making flexible packages of plastic or paper, kraft liner board, cup stock paper products, and plastic resins.** San Salvador, El Salvador. Tel.: (503) 27-1611. Fax: (503) 27-4411.

- Mario Meuendez, Proprietor, Industrias Menvel S.A. de C.V. is looking for suppliers of **duraluminum for injection molding, injection molding machinery and pharmaceuticals.** San Salvador, El Salvador. Tel.: (503) 22-1462. Fax: (503) 21-3501.

- Carlos Imberton, Gerente General, C. Imberton S.A. de C.V. is looking for suppliers of **canned seafood and pharmaceuticals.** San Salvador, El Salvador. Tel.: (503) 28-3203/25/26. Fax: (503) 28-3237.

- Jose Roberto Castaneda Vega, Gerente General, Emidin S.A. de

de C.V. seeks suppliers of **herbicides, insecticides, fungicides (dimilin, paraguat), environmentally safe insecticides, and small sprayers.** Apartado 103, San Salvador, El Salvador. Tel.: (503) 28-2044. Fax: (503) 28-1508.

- Santiago Hernandez, Presidente, Grafica Internacional S.A. de C.V. seeks suppliers of **various kinds of paper** (bond, kraft, periodical, thermal pulp, carton). Apartado 2560, San Salvador, El Salvador. Tel.: (503) 71-3528. Fax: (503) 71-3202.

- Matthijs Mulders, Gerente General, Centro Quimico de El Salvador S.A. de C.V. is looking for suppliers of **industrial raw material for pharmaceutical, food**

Importers in El Salvador

C.V. wishes to represent, on an exclusive basis, suppliers of **laboratory and dental equipment, portable X-ray equipment, cardio vascular consumables, inoculators, and eye equipment.** San Salvador, El Salvador. Tel.: (503) 25-2494. Fax: (503) 21-3464/21-1558.

- Dr. J. Leonel Pacheco, Gerente General, Importaciones Cientificas seeks suppliers of **therapeutic equipment for respiratory ailments, sterilizers, stethoscopes, diabetic diagnostic equipment, insulin injectors and other personal medical care equipment.** San Salvador, El Salvador. Tel.: (503) 23-7270. Fax: (503) 73-0125.

- Carlos Raul Majano, Goldtree Liebes S.A. de C.V. seeks suppliers of **small (10KV-20KV) electrical generators, lamps and electrical equipment in general.** P.O. Box 195, San Salvador, El Salvador. Tel.: (503) 71-1055/2211. Fax: (503) 22-3616.

- Mauricio Diaz Soria, Liza S.A.

and animal feed industries. Apartado Postal 2373, Parque Industrial, San Salvador, El Salvador. Tel.: (503) 27-1550/27-1493/77-2267. Fax: (503) 27-1647. Telex: 20699.

- Margarita Velasquez de Bustillo, Electro-Parts seeks suppliers of **all types of laboratory and hospital equipment.** Condominion Lisboa cal, No. 1 Calle San Antonio Abad y Avenida Lisboa S.S., San Salvador, El Salvador. Tel.: (503) 74-4322. Fax: (503) 74-2277.

- Norma de Palacios, Delicia S.A. de C.V. is looking for a supplier of **specialty and fine paper for food and candy wrapping.** San Salvador, El Salvador. Tel.: (503) 71-6114/22-7722. Fax: (503) 71-5558.

- Jose Arturo Quijano, Presidente, Quijanos Hnos seeks **heavy vehicles, buses, spare parts and tires.** Colonia Alcolhuatan Pol. 4, #23, Ciudad Delgado, El Salvador. Tel.: (503) 76-1297/76-3205. Fax: (503) 76-3205 (evenings).

Leipzig 1992 (Spring) Trade Fair Calendar

March 5-10 — UNITEC Industrial Supplies Trade Show: Materials management (metallurgical products/supplies/components); Manufacturing (tools/dies, welding/cutting equipment, foundry machinery, automation systems, drives CAD/CAM/CIM); Production equipment; Know-how/technology; and Services.

Trade Show Environmental Engineering/Protection: Rehabilitation of contaminated soil, water, etc.; Air pollution control; Water/wastewater; Waste disposal/recycling; Noise abatement; and Services/information.

Transport Engineering/Logistics Trade Show: Transport/handling systems (rolling stock, ground conveying equipment, handling systems for warehouses, ports, terminals, containers/shipping containers); Storage facilities (containers, palleting systems); Transport services, (cargo services, forwarding).

March 5-10 — Market Economy Trade Show "Know each other - trade with each other": Commercial section (business management, financing, commercial/industrial law, export/import, marketing, R & D, technology transfer); PR (labour market, tenancy law, residential property, social security, basic/advanced training, administration of justice).

March 21-24 — Leipzig Consumer Goods Fairs

April 4-12 — AUTO '92: Cars, commercial vehicles; Two-wheelers; Mobile homes/caravans; Spares, accessories; Lubricants/polishes; Garage/servicing

equipment; and Services.

April 25-May 3 — Home/Garden/Leisure Trade Show

Persons wanting additional information on these events should

contact Carlos Pechtel, Agent General for Canada, Leipzig Fair, Canada Office, 11231 Jasper Avenue, Edmonton, Alberta T5K0L5. Tel.: (403) 482-3427. Telex: 037-2991. Fax: (403) 488-0350. Toll-free: 1-800-661-2221.

Wine Show in Tokyo Uncorks Opportunities

Tokyo — Canadian wine, beer and spirits suppliers have an opportunity to explore a market that represents 120 million of the world's wealthiest and most sophisticated consumers.

All they need do is participate in **Wine Japan'92**, the 4th International Wine, Spirits, Beers & Beverages Exhibition and Convention being held May 27-30 at Tokyo's Sunshine City Exhibition Center.

Participation in **Wine Japan** is considered the most cost-effective way of penetrating this rapidly expanding sector of the Japanese economy — while, at the same time, potentially gaining entry to the emerging markets of Korea and Taiwan.

Participation also guarantees exhibitors access to more than 12,000 specifically targeted trade buyers, including importers and agents, distributors and wholesalers, hoteliers, restaurateurs, retailers, bar and club managers, government agencies, trade associations, and corporate and airline caterers.

Demand for space may well exceed supply, so would-be participants are advised to register early.

To register or to obtain further information on **Wine Japan'92**, contact the show organizer's Canadian representative Derek

Complin, President, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025. Telex: 06-968027.

Broadcasting Expo A First for EAITC

Amsterdam — Companies now are being recruited to participate in External Affairs and International Trade Canada's (EAITC's) National Stand at the **International Broadcasting Exposition** being held here July 3-7, 1992.

This marks the first time that EAITC will have a National Stand at this event which attracts business visitors from more than 70 countries.

Exhibits cover the entire broadcast range, from radio, television and satellite to cable, DBS, MMDS and HDTV.

To register interest or to obtain more information on participation cost and other criteria, contact Michel Samson, Deputy Director, Western Europe Trade, Investment and Technology Division-Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5555. Fax: (613) 995-6319.

A Rising Star Stirs Interest

Continued from page 1

tinue through 1992 (though not at 1991 levels).

Opportunities

While discussed in more detail elsewhere in this issue, an overall view indicates that:

- Domestic demand continues unabated for automobile, energy, transportation, communications, aerospace, defence, environment, housing, and fish and food requirements.
- Canadian export opportunities for resources (coal, pulp, aluminum) will continue.
- The service sector, including financial services, offers growth potential.
- Consulting services in niche areas such as nuclear (CANDU) or environment offer "dramatic opportunities."
- Technology transfer (including two-way) opportunities exist in a number of areas. (Korea has proposed specific action in the commercialization of Canadian technologies).
- Joint ventures and licensing agreements are the favoured means of exploiting opportunities.

Persons seeking additional information on trade prospects in Korea or copies of publications where specified in this supplement should contact directly the Commercial Division, Canadian Embassy, P.O. Box 6299, Seoul 100-662, Korea. Tel.: (011-82-2) 753-2605/8; 753-7290/3. Fax: (011-82-2) 755-0686; 774-6989 (B.C.); 753-2613 (Ont.).

Information may also be obtained from the East Asia Trade Division (PNC), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0897. Fax: (613) 996-4309.

Environmental Needs Significant

There is a tremendous need for environmental protection and clean-up equipment and services in Korea, creating numerous opportunities for Canadian companies, according to information received from the Canadian Embassy in Seoul.

The environmental protection industry here is still young, but the number of companies producing environmental protection and treatment systems has grown to 612, up from only 160 a decade ago.

These companies are generally technology and expertise poor and most are capable of acting as agents for specific Canadian environmental products and services. Sales of most types of equipment, technology or expertise as well as joint venture manufacturing and construction ventures are possible.

Canadian firms must move quickly — but act patiently — positioning themselves for long-term involvement in Korea's environmental protection industry — which will be a growth market for the next 10 to 15 years.

The timing is right NOW for aggressive action to capture a share of this growing market.

Government policies call for quadrupling the investment in environmental protection over the next decade, with expenditures of US\$11.7 billion being planned through the end of 1996.

One major element is an ambitious plan for the construction of a number of large municipal waste incinerators requiring US\$4.5 billion.

Specific opportunities have been identified in a number of areas. These include: dust filters and removers for industrial use; desulphurization equipment; deodorization equipment; air contaminant measuring devices; LNG

and LPG heating systems and motors; asbestos substitutes; equipment for treatment of industrial sewage; sewage treatment equipment for residential use; shipboard waste-holding and treatment equipment; and organic waste treatment equipment.

Other specific areas of opportunity are: airplane and car wash equipment with water recovery; oily water separators; small-scale treatment facilities for livestock farms; residential use water filtering equipment; measuring devices for water pollutants; recycling equipment and facilities and equipment for tires (10 million tires per year).

Required as well are: containers and oil recovery/treatment systems; plastics; incinerators; trash compactors; industrial shredders; hazardous waste transport systems; street-cleaning vehicles and attachments; soil restoration technology; highway sound buffers; noise-blocking construction equipment; noise-measuring devices.

With Korea having only just begun to recognize the environmental problems that it faces, there is the need for a well planned government education campaign that clearly outlines both problems and solutions. This in itself can create market opportunities.

Since the sale of environmental products and services in Korea is driven primarily by government and popular pressure, rather than immediate bottom-line considerations, the marketing approach to environmental products and services differs from that of other sectors.

The Embassy can offer advice and assistance to Canadian companies and provide a recent market study as a basis for marketing efforts.

Software Market Merits Consideration

Major opportunities exist in Korea's software market for Canadian companies supplying packaged software, technical assistance

Telecommunications A \$2-Billion Market

A \$2-billion telecommunications market exists in Korea as was discovered recently by telecommunications companies that made major sales to the region.

It is a priority sector offering Canadian exporters great and abundant opportunities—particularly since the Korean government plans to invest heavily in upgrading telecommunications infrastructure and in research and development.

Total telecommunications equipment needs are expected to increase at an average annual rate of 10.1 per cent, reaching US\$3.6 billion by 1996.

The country intends to increase the number of digital switching systems and set up a switching network for international fax service, packet-switching networks, network management systems, data communications networks, wireless paging services, satellites, mobile telephone service, fibre optic equipment, cables, antenna and VSAT equipment.

As grand as these modernization plans are, it should be noted that *this particular market is only for experienced exporters who are skilled and have a quality product.*

The Canadian Embassy in Seoul has developed integrated and targeted marketing strategies pertaining to this sector. A study on the telecommunications market is also available to Canadian companies in this field.

or technology transfers, says a report received from Seoul.

Exporters will find a ready market for products that will either be of benefit to Korean companies that are computerizing and automating their operations to reduce costs, or that are of necessity for use in Korea's computerized information network system.

Market Study on the Software Market in Korea, commissioned by the Canadian Embassy in Seoul is now available to Canadian companies that desire

Tourism on the Rise

Koreans are big spenders and, by 1995, with as many as 110,000 Korean visitors to Canada, their financial input into this country is expected to total approximately US\$225 million.

Travel industry spokespersons say that Korea now is positioned at the beginning of what will become a major outward travel boom, much like Japan was in 1964—except that Korean tourism is expected to grow even more rapidly.

The Korean outbound tourism market—Canada is highly regarded as a tourist destination—is expanding rapidly, from 35,000 Korean visits to Canada in 1989 (when Korean government restrictions on foreign travel were eliminated), to 50,000 in 1990, and more than 60,000 in 1991.

Indeed, the Canadian provinces, Tourism Canada and the Canadian Embassy in Seoul are developing a number of joint initiatives which, complemented with strong Korean partners, should make Korean tourism to Canada one of the most rewarding growth sectors.

to increase their presence in Korea or those seeking to export to this market for the first time.

Korea's software market, the study indicates, will grow 25 per cent to 30 per cent annually over the next five years as a result of a number of major computerization projects and Korean government inducements for increased computerization and automation in Korea's manufacturing, distribution and financial industries.

The study outlines Korean laws pertaining to protection of software and copyright as well as the potential barriers and impediments to exporting to the Korean market.

It lists the major Korean players in the software industry, provides information on distribution channels and agencies, and the pros and cons of working with Korea's giant conglomerates (compared to working with small- and medium-size companies in Korea).

As one means of entering the Korean market, software exporters may wish to participate in the **Sixth International Computer Software Exhibition** to be held in Seoul in June 1992.

For more information on the software market in Korea and on the Exhibition—or to obtain a copy of the study—contact Ron Kellison, Advanced Technologies Division (TAE), External Affairs and International Trade Canada (EAITC). Tel.: (613) 996-1907. Fax: (613) 996-9265; or contact directly, H. Jacob Kunzer, Canadian Embassy, P.O. Box 6299, Seoul 100-662, Korea. Tel.: (011-82-2) 753-2605. Fax: (011-82-2) 755-0686.

For more information on trade opportunities in Korea, contact Cam Miller, East Asia Trade Division (PNC), EAITC. Tel.: (613) 943-0897. Fax: (613) 996-4309.

*Security a Concern***Defence Restructuring Means Business**

Despite the continuing movement toward unification of North and South Korea, concerns over national security are expected to continue, giving rise to potential opportunities for Canadian exporters of defence and aerospace products and services.

Defence restructuring will lead to purchases of new command control communications equipment as well as a continued upgrading of

naval and air force capability. The possibility of a gradual down-scaling of the U.S. military presence also is expected to create new requirements as Korean forces take on increased responsibilities.

As part of the naval upgrading program, there is an opportunity for Canadian systems integration capability in the Republic of Korea destroyer acquisition program (value \$450 million).

(The Korean Army will be acquiring Mobile Subscriber Equipment. Canadian Marconi won a contract to provide similar equipment to the U.S. Army and is in an excellent position to win this contract.) The Koreans are familiar with Canadian Marconi as they use a CMC-designed and produced radio.

Spar Aerospace has sold Tigereye Night Vision systems to the Korean Army and there may be additional requirements. Spar may also sell equipment for use as sighting for an anti-tank weapon.

In Air Force procurement, the F-16 aircraft has been selected for the 120 aircraft Korean Fighter Program. Many Canadian companies produce components and should have opportunities through the FMS program. Moreover, Canadian direct sales of follow up maintenance, testing and ground support should be developed (although it will be difficult to overcome U.S.A. purchase guidelines). The F5 upgrade program may also provide opportunities for Canadian companies.

A good opportunity exists for Canadair and its Challenger aircraft. Purchases of the aircraft are expected from government and private corporations.

Coastal patrol, search and rescue, and forest firefighting are growing priorities for the Korean government and Bombardier continues to pursue prospects for its CL-215T. Dash 8 sales could see better prospects with possible commuter airlines developing after further deregulation.

The building of a new Seoul airport and upgrading of local airports will enhance sales of ground equipment, navigation and radio equipment.

Resource Sector Leads in Exports

Resource exports dominate total Canadian exports to Korea. While resources are declining as a percentage of total trade, they still account for 68 per cent and provide a multitude of opportunities for Canadian companies.

Canadian resource exports to Korea during 1991 amounted to \$1.4 billion, up 21 per cent from the previous year. Leading the growth in resource exports were coal shipments (a 23 per cent jump); steel products (a 99 per cent rise); and pulp (a 15 per cent increase). There was a 5 per cent drop in petroleum product exports.

Coal remained Canada's single largest export to Korea. During the first nine months of 1991 Canada exported almost 5 million tons of coal, sharing 22 per cent of the total Korean coal market. Canadian exports of coal are approximately \$380 million annually. Korea has been Canada's second largest export market for coal and it is a growing market for both metallurgical and thermal coal.

Exports of other Canadian resource-based products include potash, sulphur, iron ore, copper, zinc ore, uranium concentrates,

aluminum ingots, nickel oxide and non-ferrous metal scraps.

Korea's energy import bill amounted to \$13.1 billion in 1990, up 45 per cent from 1989. Korea's energy demand is projected to grow 6.8 per cent per year over 1992-1996.

Imports of crude oil were approximately 418 million barrels in 1991, with the Canadian share of the market being approximately 3 per cent. Canada exported more than \$110 million worth of heavy crude oil and gasoline during 1991.

Canada is a major supplier of uranium to Korea, providing one-third of Korean uranium imports. Currently, Canadian uranium exports amount to 450 tons, valued at \$50 million.

The industrialization of Korea and its demand for resources, processed materials and energy will ensure a continuing strong market for competitive Canadian suppliers. The major focus of attention, as tariffs decrease on value added resource-based products and as the Korean market opens to foreign suppliers, is to maximize Canadian exports of processed products.

Seafood Sales Require Skill, Expertise

Opportunities abound for the knowledgeable exporter to Korea of seafood products.

As Koreans become more affluent and their preference for a greater variety of seafood increases, their selection of high-quality seafood increases.

Foreign pressure has succeeded in prying open the domestic market for imports. Although imports by volume decreased in 1990, the dollar value increased. This suggests that demand for high-quality seafood is on the rise.

Per capita seafood consumption is expected to reach 47 kg by the year 2000, from 33.6 kg in 1988. The reasons for this include raising family incomes, a heightened concern for nutrition and more diverse tastes.

In 1990, Canada exported to Korea US\$10.6 million worth of seafood (3.18 per cent of the total). The comparison with Canada's chief competitors in the high-quality seafood category show Japan exported US\$30.5 million (9.19 per cent), and the United States US\$86.8 million (26.11 per cent).

Though competition varies by species, the U.S. is exporting frozen fish through joint ventures with local companies. But the U.S. has no obvious competitive advantage over Canada. Japan enjoys cultural and proximal advantages; while Norway has a reputation for delivering quality processed and packaged food.

Seafood prices continue to rise sharply and have greatly outpaced the rise in the price index. Consumer prices of the major species, as of the end of August, 1991, show that hairtail prices increased 58 per cent compared to that of 1990, while Alaska pollack and chub mackerel increased 41.7 per cent and 27.7 per cent respectively.

A less than efficient distribution

system, the significant number of middlemen, and illegal marketing channels conducted by large-scale brokers have also contributed to growing costs.

To help alleviate upward price pressure and provide market stability for both the consumer and fishermen, the government has put

in place a temporary price stabilization policy. This policy authorizes the importation — either by open bidding or free contracts — of seafood in great demand or of quality not available locally. It also allows for the purchase and storage of species harvested for release at a later time.

Korea's Agri-Food Market Grows

The Korean food market is valued at approximately US\$12 billion with an annual growth rate of between 12 per cent and 13 per cent during the last three years.

The market is changing rapidly and the Canadian food industry is beginning to see real opportunities in Korea.

There have been some notable recent Canadian marketing successes in Korea, in particular in live lobster, malt, salmon, shellfish, turkeys and confectionery goods.

The Embassy has identified the following areas as excellent potential markets: dairy bulls, chicken, turkey, swine/beef breeding stock, alfalfa, canary seeds, beef, pork, sausages, confectionery products and baby foods.

The country imported a total of US\$768 million of processed foods in 1990, including approximately \$424 million of sugar confectionery products, \$74 million of beverage products, \$125 million of vegetables and fruit preparations, \$51 million of cocoa and pastry products and \$57 million of miscellaneous foods.

Until recently there were two distinct segments of consumers for imported food products. The fastest growing group is the middle class consumer market which buys various products from department

stores, supermarkets and small food stores.

Another small but important market is the tourist hotels which import approximately US\$15 million of processed food products per year through Korea Tourist Hotel Supply Center Inc. (KTHSC).

The taste and preferences of these groups are merging as Koreans begin to travel and acquire a taste for foreign foods.

Growing demand by increasingly affluent consumers has resulted in a surge in demand for high-value agricultural products.

Among import items which at least quadrupled during 1989/90 were frozen beef, barley malt, sugar confectionery, cookies, jams, sausages, crackers and frozen french fries. The import value for chocolate confectionery and whisky tripled in 1990.

Exporters should identify importers that have a knowledge and specialization in their products. Such importers should be appointed as exclusive agents to avoid competition among Korean companies in small market niches.

The Canadian government will continue to press the Korean government to lower barriers in such potentially successful products areas as fish, honey, mineral water, distilled products, feed barley, canola oil and wheat.

Helpful Hints: Doing Business in Korea

Continued from page 1

Third, regular visits — followed by faxes and/or telephone calls — are required to maintain the all important personal links that bind all successful relationships in Korea.

Business is done on a personal basis between suppliers and customers who know each other.

As you prepare for your first meeting with your Korean business partners, consider these day-to-day tips:

- Always attempt to arrange formal introductions whether through the Embassy or a local agent.
- Always have calling cards ready which explain your exact position in your company.
- Never assume everything you say in English is understood — follow up meetings with a written record of discussions and undertakings.
- Remember that Koreans regard the human relationship as essential — business is done between friends.
- Expect to be entertained and reciprocate. Do not be surprised if you see business as usual the next morning.
- Remember rank is extremely important. Determine proper titles and positions in the organization of your Korean customer.

Export Development Corporation Assists Canada's Exports to Korea

The Export Development Corporation (EDC), Canada's official export credit agency, views Korea as a target commercial market and is positioned to assist Canadian exports to this country.

EDC has had experience in the Korean market since the mid-1970s, financing over \$500 million worth of transactions in the nuclear, telecommunications and aerospace sectors.

In 1990, commerce between Korea and Canada was \$3.8 billion and it was expected that, by the end of 1991, trade would surpass the \$4 billion mark.

Canada's traditional exports to Korea have been primary and secondary resources such as coal, pulp, steel and minerals. But, with growth in trade forecast, exporters of manufactured products in the defence, aerospace, biotechnology, transportation and telecommunications sectors could also develop potential markets.

In mid-1990, EDC recognized the improved economic status of Korea and its credit worthiness and took steps to ensure that EDC financing remains very competitive.

While in recent years, Korea has not been borrowing abroad to finance its development, it appears that, as growth and demand for imports continue, more foreign financing will be required.

With the liberalization of the financing sector to begin this year, financing is becoming an increasingly important consideration in this sophisticated market.

Canadian exporters could find it advantageous to look to the support and assistance of EDC in their export efforts. Some of the advantages of dealing with EDC when looking to export to the Korean market include:

- EDC's medium-and long-term financing and guarantee programs offer an alternative to shorter-term financing;
- EDC can provide custom financing at commercial rates and terms to reflect clients' needs and market conditions;
- Financing can be considered on a fixed or floating basis in U.S. dollars or other major currencies;
- EDC products have a flexible amortization structure which considers asset life and project cash flows;
- Clients can benefit from EDC's experience with major financing in commercial markets in the U.S. and Europe; and
- EDC can work with other lenders on major capital projects to package a cost effective financing structure.

EDC can consider financing by way of direct loans, supplier credits and guarantees to corporate and government buyers. The transaction must involve the purchase of Canadian goods and services with a minimum Canadian content of 60 per cent.

EDC is continuing to adapt its financing and insurance products in response to the ever-changing developments and requirements of the marketplace. This adaptability is based on providing flexible, responsive and reliable service to Canadian exporters and their foreign buyers.

Contact the nearest EDC office to find out more about what EDC can do to assist in your export endeavours.

Brazil's Oil, Gas Sector Seeks Suppliers

There are "good opportunities" for Canadian suppliers to Brazil's oil and gas conglomerate, Petrobras, according to information recently received from the Canadian Consulate General in Sao Paulo.

However, says the report, despite the obvious willingness of Petrobras to source from abroad, Canada has not been a significant player in this market.

The main reason for this relatively low level of imports from Canada, the report speculates, is the lack of Canadian companies actually coming to Brazil to meet with Petrobras engineers and technicians to explain what products and services Canada has to offer.

Another reason may be the lack of offshore financing on large investment projects.

Nevertheless, the fact remains that Petrobras requires advanced technologies with competitive pricing and increasingly is going international for procurement. It is also streamlining bureaucratic sourcing procedures and attempting to create a friendlier, less-protectionist image.

One step in this direction is that individual Petrobras offices throughout Brazil now have a computerized sourcing network allowing them to draw up a pre-qualified list of suppliers (both international and domestic) and to contact them directly with invitations for tenders.

To be on the network, companies must complete registration procedures and be approved. Part of the registration process includes provision of detailed information on quality assurance programs and standards. Afterwards, any requirement for equipment and materials is sourced through the databank.

Companies seeking more information on this databank should

contact Marco Antonio Lamas de Farias, Manager, Technical Qualifications, Materials and Purchasing (Sermat), Petrobras, Av. Chile 65, Sala 613, Rio de Janeiro, RJ, Cep 20035, Brazil. Fax: (55-21) 262-0145.

Another step has been the establishment by Petrobras of a new affiliate office in Houston, Texas which is responsible for procure-

ment out of North America.

While the Petrobras head office is the final authority for all procurement, Canadian exporters should also make the Houston office aware of their interests.

The contact is Wagner Friere, General Manager, Petrobras America Inc., 10777 Westheimer Road, Suite 626, Houston, Texas 77042, U.S.A. Fax: 781-9790.

Brazil's Autoparts Market Now Open for Business

The Brazilian automobile and parts import market, which was for a long time closed or subjected to heavy duties by the government, has re-opened to international competition.

Brazilian automobile manufacturers have begun to draw up a list of parts suppliers and the time is ripe for Canadian autoparts manufacturers to enter this market, according to a January 1991 report, *Market Study on the Automotive Industry in Brazil* (#98-LA), available through Info Export (see box page 12).

There is a good opportunity for parts exports to Brazil because studies indicate that Brazilian parts are very expensive and not always of good quality — owing to taxes, the high inflation rate and the often outdated equipment.

Brazil has 1,500 auto parts manufacturers, but 550 of them account for 90 per cent of production. In 1989, these companies, which are 70 per cent Brazilian, had revenues of US\$13.9 billion and exports valued at US\$2.4 billion.

On average, Brazil manufactures 1,030,000 automobiles and 42,000 tractors annually, of which one

third are sold in Brazil and the rest exported. In 1988, automobile imports were valued at US\$695 million. There are an estimated 13,800,000 vehicles in circulation in Brazil, or 3.9 per 1,000 inhabitants.

Canadian exporters can also consider joining with Brazilian companies or studying the possibility of technology transfers through the Brazilian Institute of Intellectual Property.

The Brazilian government, recognizing that carbon monoxide pollution has reached critical levels, will oblige all producers to equip their vehicles with antipollution systems by 1993.

For further information on opportunities in Brazil's automobile parts market, contact The Canadian Consulate General, Caixa Postal 22002, 01499 Sao Paulo, SP, Brazil. Tel.: (011-55-11) 287-2122. Fax: (011-55-11) 251-5057.

Readers may also contact Francis Uy or Mr Sven Blake, Latin American and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

Oil Products, Services Imported by Petroecuador Total US\$60 Million

Ecuador's oil sector offers Canadian exporters a number of commercial opportunities what with Petroecuador, the government holding company that controls the entire sector, annually importing approximately US\$60 million worth of products and services.

Canadian exporters can also take advantage of a \$10 million line of credit granted by Canada to the Corporacion Andina de Fomento (CAF), through which Petroecuador also receives project financing.

These are among the findings of a January 1990 study titled *Report on the Oil and Gas Sector in Ecuador* (#110-LA), available through Info Export (see box page 12).

The Ecuadorian government is concentrating its efforts on policies designed to promote exploration and develop the related infrastructure.

Current oil reserves stand at between 1.2 and 1.5 billion barrels but recent unexploited discoveries could add 250 million barrels to the total.

Petroecuador's annual budget is expected to increase from US\$743 million in 1990 to \$1.9 billion in 1993. Exploration accounts for 62 per cent of its investment spending.

Petroecuador's short-term priorities are heavy crude extraction, improving the productivity of its refineries, enhancing employee training, constructing three pipelines and improving environmental protection.

It will also continue its exploration and exploitation program in co-operation with foreign companies. A half-dozen of these agreements expired or will expire in

1992, and Petroecuador will certainly launch new calls for tenders on the international market.

The Ecuadorian hydrocarbons agency predicts that the industry will require investments of approximately US\$720 million, or US\$60 million per year, just to maintain its current production.

For further information on commercial opportunities in Ecuador's oil sector, contact The Consulate

of Canada, Av 6 de Diciembre 2816, Of 4N, Caja Postal 6512 CCI, Quito, Ecuador. Phone: (011-593-2) 525-044; 543-214. Fax: (011-593-2) 564-795.

Or contact Georges Lemieux, Latin American and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

Argentina Lifts Ban on Pork

The ban on Canadian pork products, both frozen and chilled, has been lifted by the Argentina Animal Health Authorities, permitting Argentine companies to resume normal import procedures.

In the first 11 months of 1991, Argentina, Brazil, Chile, Colombia, Guyana, Suriname and Venezuela imported 2,467,665 kilograms of pork products from Canada.

Companies requiring additional information on exporting pork products to South America should contact directly Canadian trade commissioners in the target markets or, for general information, the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5546. Fax: (613) 943-8806.

EDC Aids Sales to Hungary; Up to 85% Financing Available

Canadian exporters can more easily sell their goods and services to Hungarian buyers by offering financing — from the Export Development Corporation (EDC) — of up to 85 per cent of their contract price.

That's because the EDC has renewed a \$15-million Line of Credit with Magyar Nemzeti Bank (MNB) of Budapest.

The main advantage for Canadians using EDC's financing serv-

ices is that EDC pays the exporter directly on behalf of the buyer, then subsequently collects the loan from the borrower. In this case, EDC will be repaid by MNB.

Exporters interested in obtaining more information on EDC's various lines of credit should contact EDC regional offices in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

BUSINESS AGENDA

Ottawa — February 12; **Montreal** — February 13; **Halifax** — February 14; **Toronto** — February 17; **Winnipeg** — February 18; **Calgary** — February 20; **Vancouver** — February 21 — Major New Changes to Canada's Export Control System and the Growing Market for Hi-Tech Products in Eastern Europe Seminars. Contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888.

Ottawa-February 17 and February 18-Annual Technical Conference and Canadian Shipbuilding and Offshore Exhibition-CSOE'92. Contact: Mrs. Joy MacPherson. Tel.: (613) 232-7127.

Kingston — February 19; **Ottawa**-February 26; **Peterborough**-March 3; **Oakville**-March 17; **Toronto**-March 18-International Trade Shows Made Profitable workshops. Contact Barry Siskind, International Training and Management Company, Toronto. Phone/fax: (416) 483-3836.

Toronto — February 25-Doing Business in the Czech and Slovak Federal Republic: Conference sponsored by the Canada Czechoslovakia Chamber of Commerce (CCCC). Participants will learn about trade opportunities, the business climate and foreign exchange regulations, among other relevant matters. Leading members of the international business

and banking communities, high-ranking government representatives and members of the legal and accounting professions will be present. A special feature will be a panel discussion among Canadians already doing business in Czechoslovakia. Fees: \$ 155.00 (CCCC members) and \$ 195.00 (non-members). Contact: Peter J.Gonda of CCCC. Tel.:(416) 367-3432. Fax:(416) 367-3492.

Quebec City — March 11-13 — The World of Informal Business (intervention or laissez-faire) Sec-

Publications

Market Study of the Energy Sector in Chile (#114LA), commissioned by the Canadian Embassy in Santiago, indicates, among other things, that the development of hydroelectric resources is a definite high-growth sector in Chile. Seven multi-million-dollar projects are on the books for the next several years, says the study, adding, "Canadian expertise in the engineering and equipment aspects of major hydro projects could translate into concrete commercial opportunities in Chile." Solar and nuclear-related technology transfer projects could be feasible as well, but only for the long-term investor. Copies of the study are available through InfoExport. See box below.

and World Conference is designed for professionals in the field, development agency representatives and change leaders and agents. Contact Marthe Lefebvre, Pavillon des sciences de l'administration, Universite Laval, Quebec G1K 7P4. Tel.: (418) 656-2490. Fax: (418) 656-2624.

Ottawa—April 28-29—The 1992 Ottawa Business Show, a trade-only event designed to encourage development and new growth in Canadian enterprise, is Ottawa's largest and longest-running business products and services trade exhibition and conference with an expected audience of 15,000 trades people and 550 booths displaying office equipment and systems, computers, business and professional services for business, government and industry. Contact Dan Hamilton, Director of Marketing, Connelly Exhibitions Inc., 2487 Kaladar Avenue, Suite 214, Ottawa K1V 8B9. Tel.: (613) 731-9850. Fax: (613) 731-4053.

Ottawa — April 29-May 1 — Proactive Strategies for Achieving Marketing Excellence in the 1990s is the topic of this three-day workshop/seminar that is tailored to the needs of the public sector and crown corporations. Contact Program Director, International Marketing Institute, P.O. Box 7305, Ottawa K1L 8E4. Tel.: (613) 831-1052. Fax: (613) 831-8452.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Export Promotion Program (PEMD) Funding Increased

Two important sections of the Program for Export Market Development (PEMD) have been reinstated, thanks to a \$1.5 million increase in funding, Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson has announced.

PEMD applications for upcoming market identification trips and for participation in trade fairs abroad can be submitted to International Trade Centres across Canada, for implementation this fiscal year — prior to April 1, 1992.

PEMD is the federal government's primary export promotion facility, with a current budget of \$18.3 million. The program supports participation in trade fairs, incoming and outgoing missions, and other trade-related activities. Last year, some 3,700 projects were approved, generating \$1.3 billion in sales.

"PEMD encountered an unprecedented surge in demand for funding assistance in the last two years. As a result, the program was fully committed in November 1991, and was temporarily suspended," Wilson said.

"I hope that this reinstatement will encourage more Canadian businesses to venture into foreign markets."

Minister Wilson has requested a further review to determine if additional funds can be made available to reinstate other important sections of PEMD.

NATO Continues to Procure \$ Millions in Goods, Services

Hundreds of millions of dollars worth of advanced technology goods and services are procured each year by NATO — and Canadian suppliers have a chance to get in on the action.

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NATO and its agencies procure virtually all kinds of items and systems, from paper clips to satellite communications to management review studies to the operation and maintenance of scientific ships.

For instance:

- The NATO Communications and Information Systems Agency (NACISA) is especially interested in telecom and related areas.
- The NATO Maintenance and Supply Agency (NAMSA) contracts a range of goods to support in-service equipment, such as aircraft over-haul and the transport of surplus equipment to southern European allies.
- The NATO Air Command and Control Agency (NACMA) is in the process of setting up an air control system including radars, communications ETC, and other

related systems that provide opportunities for Canadian exporters.

Much procurement is funded through the common infrastructure programme, where nations provide funding to support projects that enhance readiness and capability.

In fiscal year 1991/92 Canada will contribute approximately \$100 million to this account alone. That's about 6.4 per cent of the total budgeted figure of \$1.6 billion. Project support comes from other budgets (e.g. military budget — Canadian contribution: \$44.8 million; the NATO AWACS program — Canadian contribution: \$19 million; and the civil budget — Canadian contribution: \$8.7 million).

While not all of this money is used for capital acquisition, it indicates the scope of the projects. And, while it is true that these budgets may be squeezed in future, they will remain sizable.

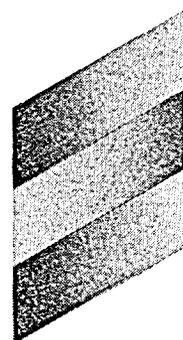
Canada by no means receives a full return to its industry for the contribution the country makes. NATO agencies, therefore, are well disposed to receiving aggressive, competitive bids from Canadian suppliers.

Continued on page 2 — NATO

Trade Commissioners to Conduct Advanced Technology Seminars

See Agenda page 8

External Affairs and
International Trade Canada



Canada

NATO Purchases \$ Millions in Goods, Services

Continued from page 1

Pursuing Opportunities

To find out about opportunities, interested parties should observe the following:

- Contact specific NATO agencies to familiarize them with your company's capabilities.
- Requests for proposal are sent to the Canadian delegation to NATO and to Canadian embassies in countries where procurement occurs for onward transmission to companies.
- A handout relating to pursuing NATO business is also available to interested Canadian companies.
- Many Canadian firms find it useful to consider teaming with a large prime contractor for major systems work, on the basis that Canadian expertise tends to be of a niche variety.
- On some projects, it is helpful to have companies from several nations represented.

It should be noted that NATO still works in a classified environment. Any firm interested in doing business with NATO is encouraged to contact Supply and Services Canada/Industrial Security Branch (819) 956-3696 or (819) 996-3691 to arrange for clearance.

For further information on NATO procurement, contact (in Ottawa):

John Neri, External Affairs and International Trade Canada. Tel.: (613) 996-3518; or (in Brussels): David Collins, Counsellor, Delegation

of Canada to North Atlantic Council, B1110 Brussels, Belgium. Tel.: (32) (2) 216-0346. Fax: (32) (2) 245-2462.

- U.S. Market Studies - Available through *Info Export*

External Affairs and International Trade Canada has a few more copies of the U.S. market studies listed below. These studies were prepared in 1988. To order copies, fax Info-Export at (613) 996-9709, quoting the publication number.

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| 35UB — Drugs and Pharmaceutical Products | 49UB — Medical Equipment |
| 36UB — Electrical Equipment | 50UB — Men's Clothing |
| 37UB — Fish Products-Volume 1 | 51UB — Metalworking Equipment and Machine Tools |
| | 53UB — Miscellaneous Machinery |
| | 54UB — Musical Instruments |
| | 55UB — Packaging Machinery |
| | 56UB — Paper Machinery |
| | 57UB — Plastic Film, Strips, and Sheets |
| | 58UB — Plastic Products |
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CANADEXPORT

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René-François Désamoré
Editor: Don Wight

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Mail to : CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

BRITAIN — A well-placed firm wishes to contact Canadian companies that produce **technical products for the offshore oil sector** and that are seeking representation in the North Sea and European markets. The firm, with personnel trained in drilling/petroleum engineering, is geared to selling directly to oil production companies. Contact R.C. Higham, Underwater Tools (UWT) Limited, 1 Wendover Road, Rackheath, Norwich, Norfolk, NR13 6LH, England. Tel.: (0603) 721258. Fax: (0603) 721275.

CAMEROON-

A company engaged in the import of frozen fish wishes to extend its activities and seeks a **partner which it would represent in selling cold storage/equipment**. Contact Pantaléon Ngadena, General Director, Head Office Nlongkak, Carrefour Centre Jamot, B.P. 5201 Yaoude, Cameroon. Tel.: (011-237) 20-60-78. Telex: 1140 KN.

CZECHOSLOVAKIA — A research and development institute seeks **partners to establish import/export joint ventures**. With considerable experience in crawler vehicles, agricultural tractors, forestry machinery and diesel engines, the institute is looking at new products with **alternative fuel applications** (biodiesel from rape seeds, liquified natural gas, biogas) in diesel engines and small dairy complexes. Large testing facilities are available. Contact Dusan Bella, Marketing Manager, ZTS Research and Development Institute, Ltd., Komenskeho 19, 03 621 Martin, Czechoslovakia. Tel.: 0042 842 32005. Fax: (0842) 33024. Telex: (66) 75574.

CZECHOSLOVAKIA — An engineering and consulting group engaged in waste water treatment and plants, drinking and industrial water treatment, flow measurement and laboratory tests, wishes to **cooperate with foreign firms that deal with the environmental problems of pulp, paper and other industries as well as municipal and agricultural needs**. Contact Jiri Smejkal, Manager, Aquaconsult, Na Visnovce 1231, 252 28 Cernosice, Czechoslovakia. Tel.: (02) 80 52 41. Fax: (02) 87 81 57.

INDIA — A tender (number PUR:OF-III:WB:ICB:LDPE:2/92) and with a bid closing date of March

tact Barry Easton, Managing Director, Sequil Project Services Limited, P.O. Box 5188, Mount Maunganui, New Zealand. Fax: 64-7-575-0345.

NEW ZEALAND — This country's largest manufacturer of outerwear and sweaters wishes to augment its range with **Canadian-manufactured outerwear** (especially anoraks/parkas and sweaters). Contact Ross Gamble, Tamahine Holdings Limited, P.O. Box 376, Dunedin, New Zealand. Fax: (03) 453-6816.

NEW ZEALAND — An importing/distributing company seeks **hickory wooden handles** for all types of hand tools. Contact Lester Clarke, 10 Meadowvale Avenue,

Forrest Hill, Auckland, New Zealand. Fax: (09) 418-1876.

SINGAPORE — **Industrial electronics products, communications and processing products** are being sought by S. Mori, Managing Director, GEA Technology Pte Ltd., 4 Leng Kee Road #03-07, Thye Hong Centre, Singapore 0315. Tel.: 475-3711. Fax: 471-3129.

SINGAPORE — Distributor wishes to import **food and beverage products** and discuss franchising rights for food products. Contact Jacque Tan, Managing Director, Kriston Food & Beverage Pte Ltd., Blk. 1006 Aljunied Ave. 5, #01-08/10, Singapore 1438. Tel.: 744-6878. Fax: 744-6820.

SINGAPORE — Being sought by a company here are **ceiling panel/board, glass block and other architectural products**. Contact Tan Kay Watt, Sales Manager, Sim Lim Co. Pte Ltd., 10 Jalan Besar #05-01, Sim Lim Tower, Singapore 0820. Tel.: 296-5111. Fax: 293-2669.

Business Opportunities

4, 1992 has been issued by the National Dairy Development Board for the supply of **low density polyethylene granules**. Documents, costing Rs1000, are available from National Dairy Development Board, P.O. Box 40, Anand 333 001, India. Telex: 0172/207 IN. Fax: 02692-222. Interested parties seeking assistance should contact the Consulate of Canada in Bombay. Telex: 11-85122 (COC IN). Fax: (011-91-22) 287-5514.

NEW ZEALAND — A project management engineering company wishes to contact **Canadian equipment manufacturers** interested in discussing **local agency agreements in dairy products processing** (creams/milk fats); **food products processing** (creams/oils/fats); **beverage manufacturing** (beer/wine); **corrosive chemical handling** (acids/alkalines/oxidizers); and **waste processing technology and systems** (where waste emanates from the above-mentioned industrial processes). Con-

New Zealand Show Attracts Manufacturing, Industrial Technology Industries

Auckland — Canadian companies have an opportunity to display products and explore new market possibilities in New Zealand between May 20-23, 1992.

That's when the Commercial Section of the Canadian High Commission will be renting — at \$200.00 New Zealand dollars per square metre — stand space for Canadian manufacturers wishing to participate in **Emex'92**, the 7th International Exhibition of Manufacturing and Industrial Technology Trade Show.

At the same stand, there will be an information booth staffed by Canadian High Commission personnel who will work to develop new contacts and opportunities on behalf of Canadian manufacturers.

Any space remaining, after Canadian firms have had the first opportunity to rent, will be offered to local companies that represent Canadian manufacturers in New Zealand.

Working from a stand at a trade show such as **Emex'92**, say High Commission spokespersons, is an ideal way for Canadian manufacturers to explore or enter the Pacific market (New Zealand, Australia and the Pacific Islands).

Emex'92 is a comprehensive exhibition that attracts more than 7,000 buyers from a wide range of industry sectors, including engineering machinery and machine tools; instrumentation, measurement and control equipment; materials handling, storage and warehousing equipment; and wood-working and timber machinery equipment and supplies.

In addition to designing and erecting an eye-catching stand, High Commission staff also circu-

late show passes to all their contacts, organize pre- and post-show publicity, ensure inclusion in a catalogue, and give contact information to interested fellow exhibitors.

Further details are available

from Brian Emsley, Commercial Officer, Canadian High Commission, P.O. Box 12-049, Wellington, New Zealand. Tel.: (011-64-4) 473-9577. Fax: (011-64-4) 471-2082. Telex: (Destination code 74) 3577 (NZ3577 CANAD).

Large Canadian Contingent to Attend Asian Aerospace Show

Singapore — Canada's aerospace industry is going to be well represented at the 1992 edition of **Asian Aerospace** which takes place in Singapore, February 25-March 1.

Seventeen firms will be exhibiting at the Canadian pavilion which is being coordinated by the Aerospace Industries Association of Canada.

At least four other Canadian companies will be participating in conjunction with Singaporean representatives. In all, over 175 Canadian business, military and government representatives are expected in Singapore during the show.

Asian Aerospace, which is held every second year, is viewed by many as a 'must attend' exhibition and is located in the midst of the world's fastest growing aviation market.

More than 1,000 companies from over 30 countries will be at **Asian Aerospace** this year.

The show attracts regional and international attendance by key airline, corporate and general aviation company, military and government agency decision-makers.

Canadian aerospace exports to the countries of Asia Pacific increased by 67 per cent in 1990 over

the previous year to a total of \$372 million.

Top Asia Pacific markets for Canadian aerospace products in 1990 were Thailand (\$153 million), Australia (\$57 million), Japan (\$55 million), and Singapore (\$46 million).

In addition to a wide array of concurrent conferences and seminars on issues affecting the aerospace industry today, **Asian Defence Technology'92** and **Asian Airport Equipment and Technology '92** will also be held at the same time. As a result, it is expected that the combined shows will generate even greater numbers of foreign and local visitors than in previous years.

As part of the Canadian pavilion, External Affairs and International Trade Canada will mount an Information Booth/Reception Centre from which Canadian firms not exhibiting this year can base their visit to the show.

There will also be limited space available for Canadian firms to display product literature.

Companies wishing to do so are encouraged to contact Peter Ho, Canadian High Commission, 80 Anson Road, #14-00 & 15-00, IBM Tower, Singapore 0207. Fax: (011-65) 225-2450.

Brazil to Host Environment Show and Conference

Sao Paulo — External Affairs and International Trade Canada now is inviting firms to participate in the National Stand which it will sponsor at **EcoBrasil'92**, the **International Exhibition of Environmental Technology** being held at Sao Paulo's Anhembi Exhibition Centre June 6-11, 1992.

During the first two weeks of June the city of Rio de Janeiro will be hosting the **Earth Summit Conference UNCED'92 — The United Nations Conference on Environment and Development**.

The **Earth Summit Conference** is expected to attract delegations from 160 nations, including representatives from non-government organizations, journalists and environmental specialists — many of whom will also attend **EcoBrasil**, making it a truly international exhibition.

EcoBrasil'92 is designed to be a showcase of state-of-the-art environmental technology. The number of Canadian companies likely to attend is expected to exceed available space, so interested companies are requested to reply as soon as possible. A participation fee of \$950 will be appreciated. Acceptance is on a first-come, first-serve basis.

Participants are reminded that all products are required to have a Canadian content level of 66 ²/₃ per cent.

Further details are available from Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806. Telex: 053-3745.

Globe '92 Business Centre Puts Companies in Touch with Clients

Vancouver — When Canadian companies participate in **Globe'92**, an international trade show and conference on business and the environment being held in Vancouver, March 16-20, 1992, they will have access to a resource that will put them in touch with potential worldwide markets.

The **International Business Contacts Centre (IBCC)** offers a range of business programs that, according to its organizers, no other trade fair can match.

And it's all part of **Globe'92** which, from more than 80 countries, will attract more than 600 exhibitors, 3,000 conference delegates, 550 conference speakers, and 21,500 trade fair visitors.

The **IBCC** will work for exhibitors in six important ways, through:

- **The BIP (Buying Influence Person):** The program will introduce exhibitors/participants to those who make or strongly influence the purchase of environmental products, services and technologies, introducing the people who mean opportunity.
- **The Matching Service:** **IBCC** liaison officers will identify qualified BIPs who have an interest in your company and will arrange appropriate meetings.
- **The Reverse Trade Fair:** Here, the tables are turned and the BIPs "sell" their needs, giving exhibitors the exclusive opportunity to meet privately with international representatives who have made presentations on their countries' environmental needs.
- **Product and Technology Application Seminars:** Exhibitors showcase recent breakthrough technology and/or product applications.
- **Site Visit Program:** A series of visits will be arranged, immediately following **Globe'92**, to North

American companies or installations. The tours are offered on a first-come, first-serve basis and allow a more detailed follow-up with BIPs met during the trade show.

- **Executive Services:** Located on the Trade Fair Floor, the **IBCC** provides services that include telephones, facsimile, photocopying, stenographers, word processors, translations and a business lounge.

The **IBCC** is now open for business. For more details simply call (604) 666-8020; or fax: (604) 666-8123. The same numbers apply for those wishing further information or registration details pertaining to **Globe'92**.

Health Care Congress Set for New Jersey

Atlantic City — While limited, space still exists at the Canadian National Stand for companies that wish to participate in the **1992 Middle Atlantic Health Congress (MAHC) Trade Show** being held here May 20-21, 1992.

Participation in the show affords Canadian suppliers of health care products and services an opportunity to make inroads into the vast U.S. market that is valued annually in excess of \$39 billion (hospital expenditures only).

The show enables members of the **MAHC** (representing over 700 health care facilities in New York, New Jersey, Pennsylvania and Delaware) to meet — for the purpose of making purchasing decisions — with health care products/services suppliers.

Contact — by March 1, 1992 — Donald H. Garretson Jr., Commercial Section, Canadian Consulate General, New York City. Tel.: (212) 768-2400. Fax: (212) 768-2440.

Cross-Canada Seminars Tell How to Break Into U.S. Environmental Marketplace

Canadian firms wishing to take advantage of the "excellent business opportunities" offered in the United States environmental marketplace will find it worth their while to attend seminars being held across Canada next month.

The **U.S. Environmental Market Seminars**, the general theme of which is "Knowledge: First Step Towards Successful Penetration of the U.S. Market", will tell Canadian environmental industry firms what is necessary to succeed in this "long-term growth market."

According to seminar organizers, the "critical key" to success in penetrating this burgeoning market is an understanding of U.S. environmental laws, regulations, standards, acts, sanctions, and state and local regulations—all of which will be discussed by experts in their respective fields.

In addition, four major U.S. environmental segments will be highlighted: hazardous and toxic waste; municipal solid waste; air pollution control; and water and wastewater treatment.

These segments will be discussed in specifics, with topics covering such environmental business issues as characteristics of the industry; statutory and regulatory environment; market size, segmentation and growth rates; current participants and their roles; strategies being pursued; current business opportunities; available and emerging technologies; and acquisition and joint venture activities.

Organized by the USA Trade and Tourism Development Division of External Affairs and International Trade Canada and co-sponsored by numerous trade organizations and associations, the seminars, costing \$107.00 (including GST),

will be held in **Calgary** (March 2); **Vancouver** (March 3); **Toronto** (March 9); **Montreal** (March 10); **Halifax** (March 30); and **Moncton** (March 31).

To register and/or submit payment, contact, as soon as possible, Doris Lacombe-Beauchamp, Rheel Leroux and Associates Inc.,

1010 Polytek, Unit 37, Ottawa K1A 0G2. Tel.: (613) 741-9397. Fax: (613) 741-9906.

Information on the seminars may also be obtained from Donald Marsan, UTO, External Affairs and International Trade Canada. Tel.: (613) 991-9478. Fax: (613) 990-9119.

Potential for Canada in Syria

Changes taking place in Syria indicate that the private-sector industry offers "interesting potential" for Canadian exporters, says a report received from the Canadian Embassy in Amman, Jordan.

One client (Nasuh Malas, Nahas Enterprises Group, PB 3050, Damascus. Fax: 237688. Telex: 411443 SY) represents the following interests:

- A surgical thread (synthetic and natural raw materials) factory welcomes franchise/license offers. Scope of project, valued at US\$5-\$6 million, includes supply of machinery or complete production (synthetic sutures) line. Financing is available and in place.

- Production line and machinery required for factory to produce hydrochloric acid and sodium sulphate (using mined rock salt and sulphuric acid as raw materi-

als). Financing, available and in place, is estimated at US\$7-\$8 million.

- A corrugated board and boxes factory with a capacity of 35,000 tons per annum on a 24-hour basis, seeks the supply of a complete production line and machinery for the manufacture of 3 and 5-ply corrugated board (width 230 cms) and computerized box-making machines. Financing is available for the project which has an estimated cost of US\$3 million.

- Project to manufacture baby food (cereals) products at capacity of 500 kgs per hour, requires machinery. Client, willing to visit interested Canadian companies, seeks licensing agreement and will pay for franchise and royalties.

Detailed information and specifications on all projects may be obtained directly from the client by facsimile or telex.

Canadian suppliers seeking further information may also contact the Commercial Section, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6) 666-124/5/6. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Numbers to Note

Effective February 15, 1992, new telephone numbers for the Canadian Embassy in Tunis, Tunisia are: 796-577; 795-619; 797-114; 798-004; and 799-337. The international prefix is (011-216-1).

Syria on Rebound; Canadian Trade Improves

One of the few Middle East countries that is well-endowed with water resources, Syria also lays claim to vast agricultural lands and a highly creative population of 14 million people.

Until recently, the country's significant economic potential had been impeded by chronic shortages of foreign exchange and western credits and the inefficiencies of a centrally-planned economy that resulted from intense economic and political links with the former East Bloc.

This is changing. Large oil discoveries and inflows of Arab aid (estimated at over US\$2 billion) have combined to present a decidedly optimistic outlook.

The country is rebounding rapidly, emerging as a very interesting market for Canadian exporters.

Canada's performance in this market continues to improve. Goods exports were expected to exceed Cdn\$10 million by the end of 1991 (more than double the 1989 figure), and service exports were anticipated to reach Cdn\$50 million.

A number of Canadian services companies, concentrated mostly in the oil industry, have received large contracts and several Canadian firms have opened offices in Damascus.

Opportunities Identified

The Canadian Embassy in Amman has identified the booming oil and gas sector as having significant potential for Canadian exports. Added to Canada's strong presence in exploration operations, new production companies are now in advanced stages of field development. There are huge requirements for turnkey oil and gas treatment and production facilities, oil-well servicing and other materials. (A consortium led by Royal

Dutch Shell, for example, is investing an estimated US\$500 million annually.)

Another sector of Canadian interest is agriculture, which accounts for over one-half of private economic activity.

Development of this sector, also hampered by shortages of cash to import western technology and persistent droughts, led to extraordinary food imports, notably grain in the late 1980s.

The government will use increased revenues to implement badly needed modernization, presenting considerable potential for Canadian suppliers in machinery, fertilizers, livestock and genetic material.

Syria's increased prosperity also has unleashed billions of dollars in major project activity in areas as diverse as water and sewage facilities (in four cities); an enormous telecommunications expansion; and turnkey steel, textile and power plants. Discussions have even been revived on ambitious plans for a Damascus metro.

Restrictions on the long-subdued private sector are also being eased, with import prohibitions being lifted and exchange rates being unified. Laws to encourage investment in agriculture, industry and tourism have been issued and the private sector is responding with vigour. As a result, there are hundreds of smaller projects in virtually all sectors, creating large increases in demand for western goods related to industry and construction, especially production and industrial machinery, forestry products and industrial raw materials.

In addition to this array of opportunities, the Embassy reports solid potential in the mining sector, consisting mainly in the phosphate, cement and marble industries as

well as in transportation, pulp and paper, communications, and non-luxury consumer goods.

For further information on trade opportunities in Syria, contact Africa and Middle East Trade Development Division (GBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-7040. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Entrants Sought for Forestry, Pulp and Paper Publications

External Affairs and International Trade Canada soon will publish two inventories, one for the forestry industry, and one for the pulp and paper industry.

Canadian companies wishing to be included in either inventory must meet the following criteria:

- They must want to export and be able to meet all requests from abroad.
- All products and services advertised must be designed and manufactured in Canada or, in the case of services, designed and sold from Canada.

To register, companies must send their promotional material (accompanied by a letter on corporate letterhead paper), indicating the Canadian products and services they would like advertised, to: Joseph Cogné, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS AGENDA

Toronto—February 19-21; **Montreal**—February 26-28; **Vancouver**—March 4-6 — Negotiating International Sales Contracts and Ensuring Receivables through Letters of Credit. Among other matters, these three-day seminars help participants to develop the knowledge and skills to prepare contracts, analyze letters of credit, and understand documentary requirements that will ensure flawless transactions and prompt payment on their exports. Presented by ITC International Trade Consultants and sponsored by the Canadian Exporters' Association and the Royal Bank of Canada, the seminars cost \$743.65 (includes GST). To register or for more information, contact ITC International Trade Consultants, 225 Maxome Avenue, North York, Ontario M2M 3L3. Tel.: (416) 733-8236. Fax: (416) 221-8357.

Calgary—March 2; **Vancouver**—March 3; **Toronto**—March 9; **Montreal**—March 10; **Halifax**—March 30; **Moncton**—March 31—Steps Toward Successful Penetration of the U.S. Environmental Market seminars. Contact Rheel Leroux and Associates Inc., Ottawa. tel.: (613) 741-9397, fax: (613) 741-9906; or Donald Marsan, External Affairs and International Trade Canada, Ottawa, tel.: (613) 991-9478, fax: (613) 990-9119.

Vancouver—March 16-20 — **Globe'92**—Global Opportunities for Business and the Environment

is designed to advance global sustainable development by encouraging practical solutions to environmental challenges and promoting the related business opportunities and responsibilities. For registration details, cost, or further information on this series of conferences and trade fairs — which feature the latest developments in environmental management, waste reduction, and pollution control and prevention — contact **Globe'92**, 601-535 Thurlow Street, Vancouver V6E 3L6. Tel.: (604) 666-8020. Fax: (604) 666-8123.

Vancouver—May 23-27 — Pacific Basin Economic Council (PBEC) 25th International General Meeting will attract over 500 business leaders, heads of state, and senior government representatives from around the world. Conference theme is "The Pacific Basin: A Borderless Economy?" Fee is US\$1000 plus GST (PBEC members); US\$1200 plus GST (non-members). Contact PBEC, Canadian Committee, 2nd Floor, 90 Adelaide Street West, Toronto M5H 1P6. Tel.: (416) 869-0541. Fax: (416) 869-1696.

Advanced Technology Marketplace February 24 - March 4, 1992

External Affairs and International Trade Canada (EAITC) is sponsoring a cross-Canada tour by twenty-six Canadian Trade Commissioners from posts around the world. They will meet with Canadian exporters to discuss export opportunities in the following industry sectors:

- telecommunications
- data communications
- computer software and hardware
- instrumentation
- geomatics
- aerospace and space technologies

The cities to be visited by this team, and dates are as follows:

- **Halifax** - February 24

- **Montreal** - February 25-26
- **Toronto** - February 27-28
- **Calgary** - March 3
- **Vancouver** - March 4

The event(s) will have two main components: Regional Roundtables featuring the Trade Commissioners from Asia and Europe; followed by pre-registered one-on-one interviews with the Trade Commissioners of your choice (from all regions of the world, including the U.S.) to discuss your company's specific objectives/prospects in a particular market.

For further information and registration information, please contact your nearest International Trade Centre.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Canadian Embassy Offices Opened in the Three Baltic States

With a Canadian Embassy office having been opened in Vilnius, Lithuania on January 20, 1992, Canada is now represented in the three Baltic States.

Already, 19 projects have been approved or are in progress under the Canadian program to provide technical assistance to the three states, a part of which is "Renaissance Eastern Europe," created for Canadian companies seeking to become established in the region.

Negotiations are presently under way concerning the possibility of opening a \$10 million line of credit for each of the three Baltic States through the Export Development Corporation.

The offices in Riga, Latvia and Vilnius, Lithuania are satellites of the Canadian Embassy in Stockholm, while the Canadian Em-

bassy in Helsinki is responsible for the office in Tallinn, Estonia.

The three Baltic offices employ locally-engaged staff, who provide liaison and assistance to the staff of the embassies responsible.

The offices will assist Canadian exporters to find new outlets in the Baltic states and will provide trade and investment assistance to Canadian businesses.

Canadian businesses wanting information on opportunities must first contact the embassy responsible.

The Canadian Consulate General in Kiev, capital of the Ukraine, has had Embassy status since January 27, 1992. Nestor Gayowski, the chargé d'affaires, will continue to handle all inquiries related to trade with this republic.

Trade relations with the other republics in the Community of Independent States will, for the time being, continue to be handled by the Canadian Embassy in Moscow.

Below are the coordinates for the embassies and offices in the Community of Independent States and the Baltic States:

Embassy of Canada in Moscow, Starokonyushenny Pereulok 23, Moscow 121002. Tel.: (011-7-95) 241-5882/230-2156. Fax: (011-7-95) 241-9034. Telex: (destination code 64) 413401 DMCAN SU.

Embassy of Canada in Kiev, c/o Zhowtneva Hotel, Office 808, Corpus 1, 5 Rosa Luxembourg St., Kiev 22252021 Ukraine. Tel.: (011-7-044) 291-8978. Fax: (011-7-044) 291-8958 Telex: 131479 UYUTSU.

Embassy of Canada in Stockholm, Tegelbacken 4 (7th floor), Box 16129, S-10323, Stockholm 16, Sweden. Tel.: (011-46-8) 23 79 20. Fax: (011-26-8) 24 24 91.

Canadian Embassy Office in Riga, Riga Business Centre, 45/47 Elizabetes St., Riga 226010, Latvia. Tel.: (011-7-0132) 22 51 88.

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Brazil Open for Business

Canadian exports to Brazil for the first eight months of 1991 were up 27 percent over the same period in 1990 (when they were valued at \$500 million).

The increase, say External Affairs and International Trade Canada trade officers, can be attributed, in part, to the opening up of the Brazilian market.

Late last year, cross-country Brazil-Canada Chamber of Commerce Seminars told Canadians:

- Brazil is a large market, with some 150 million people and 50 per cent of the total South American industrial base.

- The right time to include Brazil in your company's export strategy is now.

- Position yourself to take advantage of the numerous emerging commercial opportunities.

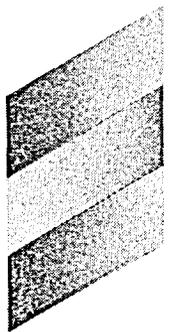
- Find a good Brazilian partner. If you wait for the perfect conditions, your competition will already have a head start.

Seminar participants also heard:

- The liberalization of Brazil's trade regime means the importer can now obtain an import license in five working days — as opposed to several months. The foreign

Continued on page 2 — Brazil

Continued on page 2 — Baltic



Canada

Brazil Means Business

Continued from page 1

exchange contract also can be arranged in just a few days.

• Technology growth sectors that match well with Canadian expertise include:

- informatics;
- telecommunications (infrastructure expansion, including cellular telephony, could see expenditures of \$22 billion by 1995);
- pharmaceuticals and specialty chemicals;
- agro-industry (now open, particularly to enhanced sales of Canadian wheat);
- services (this sector is being liberalized. It is important to note that *foreign consulting engineering companies wanting a realistic chance to win government contracts should work through or on sub-contract to*

local partners);

- mining and mineral processing;
- transportation and environmental products.

• Long-term financing, at the present time may not be available, but there are four Canadian banks with offices in Brazil that have short-term trade lines (sometimes up to 360 days) available to finance your products. They are Royal Bank of Canada, Bank of Montreal, Bank of Nova Scotia, and Toronto Dominion.

• As a major contributor to both the Inter-American Development Bank (IADB) and the World Bank, Canada can be a major beneficiary of the banks' financing of projects in Brazil. The IADB alone will make \$22.5 billion available to Latin American countries over the next three years,

providing capital to improve regional infrastructure and social services.

• Canadian wheat sales to Brazil have increased significantly and new products (\$5million worth of diapers) have been sold for the first time. Other major Canadian exports include aircraft engines, newsprint, coal, fertilizers, dairy cattle, cellular phone systems, machine readable passport systems, hydro-generator monitoring systems, and cancer therapy equipment.

• The environment presents 'a number of exciting prospects for cooperation' between Canada and Brazil, through trade and joint venture opportunities by the private sector.

• The Canadian International Development Agency's Industrial Cooperation Program has funding available for viability and prefeasibility studies that could lead to the possible transfer of technology into Brazil.

• Each year, External Affairs and International Trade Canada supports the participation by Canadian companies in trade fairs in Brazil. Staff at the Embassy in Brasilia and the Consulate General in Sao Paulo are also on hand to help Canadian companies interested in this market.

For further information on Brazil-Canada trade, contact Francis Uy, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

Information also is available directly from the Canadian Embassy, Brasilia, tel.: (011-55-61) 321-2171; fax: (011-55-61) 321-4529/321-3257; or from the Canadian Consulate General, Sao Paulo, tel.: (011-55-11) 287-2122/2234/2601/2176; fax: (011-55-11) 251-5057.

Baltic Offices Opened

Continued from page 1

Canadian Embassy Office in **Vilnius**, Hote Draugystel, Room 901, Box 330, 2300 Vilnius, Lithuania. Tel.: (011-7-0122) 66 17 31.

Embassy of Canada in **Helsinki**, P. Esplanadi 25 B, Box 779, 00101

Helsinki 10, Finland. Tel.: (011-358-0) 17 11 41. Fax: (011-358-0) 60 10 60.

Canadian Embassy Office in **Tallinn**, 3 Tolli St., Tallinn, 200101 Estonia. Tel.: (011-7-0142) 44 90 56.

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René-François Désamoré

Editor: Don Wight

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Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECHOSLOVAKIA — A company would like to cooperate with Canadian firms that produce these or similar products: glass tubes, pressed glass, laboratory glass, glass bulbs, thermometers, noise-damping and thermo-insulating materials. Contact Juraj Paulus, Slovenske Zavody Technickeho Skla a.s., Dubravka, 844 03 Bratislava, Czechoslovakia. Tel.: (07) 769-001-2. Telex: 93337 Slovtechsklo.

CZECHOSLOVAKIA

— The dominant Czechoslovak designer, manufacturer and wholesaler of aerotechnical products for industrial purposes is interested in cooperation with potential joint venture partners and/or technology transfer. Among its products are centrifugal high and medium-pressure fans, centrifugal and axial flow fans, air separators (cyclone and washer type), and components for pneumatic conveyances. Contact Vladimír Prošek, Senior Marketing and Sales Engineer, Klima a.s., Krumlovska 38, 383 32 Prachatice, Czechoslovakia. Tel.: (0338) 21221. Fax: (0338) 23645. Telex: 144278.

CZECHOSLOVAKIA — A research and development institute is looking for partners to establish an import/export joint venture. The institute, with large testing facilities, has experience with crawler vehicles, tractors, forestry machinery, and diesel engines. New projects relate to applications of alternative fuels (biodiesel from canola, liquified natural gas, bio gas) in diesel en-

gines and small dairy complexes. Contact Dusan Bella, Marketing Manager, ZTS VVU a.s., Komenskeho 19, 03 621 Martin, Czechoslovakia. Tel.: (0042) 842 32 005. Fax: (0042) 842 33024. Telex: (66) 75574.

CZECHOSLOVAKIA — A company is looking for a joint venture partner to assist in expanding its manufacture of presstools, precision jigs, gauges, and small-scale automatic production equipment. The company also wishes to increase its product range through the introduction of new manufacturing technology. Contact Vojtech Ryznar,

Box 22548, Christchurch, New Zealand. Fax: (03) 654-727.

NEW ZEALAND — A source of supply of frozen baby carrots is being sought by Mike Greenfield, Tiffany Foods, P.O. Box 4202, Christchurch, New Zealand. Fax: (03) 338-996.

NEW ZEALAND — An importer seeks the supply of 1/2 to 12-ton second-hand trucks, spurious and genuine parts for agricultural tractors and second-hand agricultural tractors (70-120hp). Contact Robert Reith, Robert Reith Machinery Limited, 129 Burnett Street, Ashburton, New Zealand. (No fax provided.)

Business Opportunities

reditel, Nastrojarna Roznov, 1 Maje 1000, 756 61 Roznov pod Radhostem, Czechoslovakia. Tel.: (0042) 651-565495. Fax: (0042) 651 562116.

CZECHOSLOVAKIA — Security equipment is being sought by Alexandr Cach, President, A.S. Zlinmont-Graddo, Post Box 231, 760 01 Zlin 1, Czechoslovakia. Tel.: (0042) 067 512 (ext. 281). Fax: (0042) 067 279502.

KUWAIT — A local car paint dealer wishes to contact Canadian manufacturers/exporters of car paint, spray paint and paint mixing formula. Contact Mushrif Co. Trading and Contracting. Fax: 965-474-1423.

NEW ZEALAND — This country's largest product and equipment supplier to hairdressing and beauty salons wishes to augment its lines with combs, brushes, clippers and all types of hairdressing tools (excluding hair cosmetics). Contact John Hunt, Simms Jones Limited, P.O.

SINGAPORE — Dairy products, grains and chemicals are being sought by Raihana M. Ghazali, Executive Director, Esfahan Kokusai Pte Ltd., 65 Chulia Street #42-08, OCBC Centre, Singapore 0104. Tel.: 532-5877. Fax: 535-5736.

SINGAPORE — A creative arts/novelty items company wishes to enter into a partnership with a similar-oriented firm. Contact James Chan, Managing Partner, CTH Novelty & Gifts, Blk 1090, #05-01, Lower Delta Road, Tiong Bahru Industrial Estate, Singapore 0316. Tel.: 278-6280/271-8959. Fax: 274-7177.

SINGAPORE — A company wishes to act as an agent to market in Singapore vinyl wallpaper with fabrics backing, carpets, upholstery and furniture fabrics. Contact Doris Lim, Sagi Interior Furnishings, 10 Anson Road #16-14, International Plaza, Singapore 0207. Tel.: 221-0511. Fax: 226-0611.

Sectoral Market Opportunities in the United States

Each year, to prepare their marketing strategy, Canada's Trade Commissioners assess the business opportunities in the countries in which they are stationed. Following is the first part of sectoral market assessments made by Canada's Trade Commissioners in the United States. To obtain more information on the specific sectors, contact — as per the telephone number indicated — the officer whose name is shown for each sector.

COMPUTER HARDWARE/SOFTWARE, INFORMATICS, DATA PROCESSING, OFFICE AUTOMATION

Officer: G.H. Willows
Tel.: (613) 993-6576

In one decade, the personal computer (PC) has grown from being the preserve of a small group of hobbyists to threaten the existence of mainframe and mini-computer systems. The worldwide PC market in 1991 should exceed \$93 billion, almost double the market for mainframe/mini systems. The market for personal computer hardware and software in the United States alone should top \$US35 billion this year despite the sluggish economy. Expenditures on PCs are expected to rise by approximately 8 per cent in the U.S. and 15 per cent worldwide next year.

Industry analysts forecast MS-DOS/Windows to continue its dominance with a minimum 50 per cent share of total market. Unix and OS/2 are expected to gain share to an aggregate of 40 per cent split evenly, while Apple will retain 10 per cent.

The major market areas reflect demographic trends as PCs continue to be universally accepted. Hot product areas are projected to be multimedia, notebooks, enterprise computing, and the Windows environment.

* * *

ELECTRONIC COMPONENTS

Officer: D. Shaw
Tel.: (613) 991-9474

As the U.S. economy emerges from the recession, the component industry is forecast to grow at a compound rate of 6 per cent to 8 per cent through the mid-1990s. Forecasted growth for 1991 was at 9 per cent. The most active growth area will be in semi-conductor and related devices. More moderate gains of 5 per cent to 6 per cent are expected in components. As the economic recovery continues, demand for electronic components,

semi-conductor devices and integrated circuits will be driven by the information processing, telecommunications and automotive markets.

Recession and a sluggish recovery have resulted in consolidation and increased competitiveness within the U.S. industry. However, significant market opportunities exist for a broad range of products from simple components, such as resistors and capacitors, to multi-layer circuit boards and chips.

* * *

FURNITURE

Officer: T. Weinstein
Tel.: (613) 991-9479

The U.S. is an unlimited market for most types of furniture: residential and household; furnishings and accessories; bedding; office and contract. Residential furniture has become a "fashion" commodity as consumers on the move tend to dispose of furniture rather than take it with them.

North American office/contract manufacturers have been working to supply orders written in the late 1980s. However, because of current conditions, companies requiring new furniture are putting off major purchases until the economy improves. New or expanding office and public buildings (shopping centres, airports, health care facilities) requiring contract furniture are going ahead, although at a slower pace.

* * *

HARDWARE AND HOME IMPROVEMENT

Officer: R. McNally
Tel.: (613) 993-7486

The U.S. industry is comprised of more than 2,000 establishments and employs some 130,000 workers. In 1990, the total hardware/home improvement market was valued at \$100 billion. That included money spent for additions, remodel-

ling and repairs made on homes. Over 75 per cent of all do-it-yourself (DIY) sales were made through primary hardware/home centre channels.

The demand for hardware/DIY products closely follows the level of activity in the residential and non-residential construction industry and the home renovations market, with significant and growing sales to consumer DIY retail outlets.

* * *

PACKAGING EQUIPMENT

Officer: P.-A. Rolland
Tel.: (613) 991-9475

The U.S. packaging machinery market has been growing by 3 per cent annually, but this growth does not reflect the many changes underway in this sector. In food packaging, the most important sub-sector, there is continued demand for more attractive packaging that lends itself to safe use in microwave ovens, and is environmentally-friendly. This is expected to lead to stricter regulation of packaging products. Further automation is likely in the face of rising labour costs.

* * *

RECREATIONAL AND WORKING BOATS AND ACCESSORIES.

Officer: J.P. Petit
Tel.: (613) 991-9482

The U.S. pleasure boat market has annual shipments of more than US\$15 billion. Imports into the U.S. grew by about 25 per cent annually over the past six years, but fell by 25 per cent in 1989. In 1991 the federal government introduced a luxury tax on boats worth more than US\$100,000. This will likely soften sales in that high price range but will encourage sales of marine accessories, outboard engines and small boats. Canadian manufacturers are developing name recognition and a reputation for quality and innovation in the U.S. In spite of the slow economic recovery, high fuel prices, and changing consumer tastes, the U.S. will provide a strong market over the long term.

The work boat market has experienced a slow return from recession times hampered by high cost of capital, high interest rates, and a sluggish recovery. But maintenance and marine engi-

neering contracts, along with marine accessories and products hold good prospects for the short and medium term.

* * *

PLASTICS.

Officer: R. McNally
Tel.: (613) 993-7486

Plastics make up the largest category of materials used in the U.S. today as the application of new technologies continues to displace metals, glass, paper, wood, and other materials. Improved qualities such as high temperature resistance, high height-to-weight ratios, and chemical/corrosive resistance have helped to increase this dominant position.

Packaging industries continue to be the largest consumers of plastic materials, followed by transportation, electronics, construction, medical equipment, and sporting goods. Leading suppliers to the U.S. were Canada and East Asia which were tied at 25.2 per cent, followed by Japan at 18.8 per cent.

* * *

SEMI-PROCESSED AND PROCESSED FOOD AND BEVERAGES.

Officer: P. Egyed
Tel.: (613) 991-9483

The U.S. is by far the most important export market for Canadian agri-food products in terms of both the volume and range of products sold. In 1990, the total value of sales at both the retail and foodservice levels reached \$410 billion and was expected to grow to \$440 billion by the end of 1991. The U.S. is a buyers' market with a growing retail demand for nutritious, convenient, and attractively packaged products. Foodservice offers the best opportunities for manufacturers.

Particularly promising opportunities lie in high-quality convenience foods (ready-to-eat entrées, microwaveable products, finger foods), ethnic food, prepared and specialty foods, and food products that conform to the U.S. consumers' desire for wholesome, environmentally-friendly and gourmet-style eating. The U.S./Canadian market for processed, value-added food products is growing at three times the rate for raw commodities.

Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

External Affairs and International Trade Canada, through its U.S. Trade and Tourism Development Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.

Following is a list of "selected activities" Canadian firms might find worth pursuing.

TRADE FAIRS

• **New England Environmental Expo**—Boston—April 28-30, 1992—A National Show on environmental products and services, the 400-exhibitor event is the region's largest and is targeted at companies in both the products and services areas.

• **Water Pollution Control Association of New Jersey**—Atlantic City—May 5-7, 1992—A 200-exhibitor Regional Show on water pollution control equipment, instruments and services that attracts 3,000 industrial, municipal and state water pollution engineers, buyers and regulators.

• **Waste Expo'92**—New Orleans—May 6-8, 1992—A 350-exhibitor International Show on solid and hazardous waste collection, transportation and disposal equipment, related support equipment, products and services. The event attracts 12,000 private and public-sector officials and business persons involved in the solid waste field.

• **HazTech Trade Show & Conference**—Pittsburgh—May 12-

14, 1992—This Regional Show features equipment, systems and services for the collection, containment and disposal of toxic/hazardous materials and waste generated by industrial and municipal users. This industrial states-wide event (Ohio, Pennsylvania, West Virginia, Maryland, Lower New York State) attracts 170 exhibitors and is attended by plant engineers, environmental consultants, emergency response personnel, and state government purchasing officials.

• **Hazardous Materials Management Conference**—Atlantic City—June 10-12, 1992—This 650-exhibitor National Show features equipment for the handling, treatment, storage and transportation of hazardous materials and waste. Among the 12,000 attendants are plant and environmental engineers, municipal waste management officials, chemists, technicians and emergency response personnel.

• **Air & Waste Management Association**—Kansas City—June 22-26, 1992—This 400-exhibitor National Show features products and services for air pollution control and waste management, including instrumentation, control equipment, engineering and consulting services. In attendance are engineers, waste management specialists, federal, state and municipal environmental control personnel.

MISSIONS

• **Mission to the California Water Pollution Control Conference**—Sacramento—April 8-10, 1992—Geared to manufacturers and providers of water pollution control equipment and services, this event attracts about 1,000 visitors, including planners, engineers, consultants, and rep-

resentatives from cities and towns involved in water quality issues.

• **Canadian Hazardous Waste Management Companies Mission**—Los Angeles—April, 1992—The mission will meet with manufacturers, consultants and regulators of equipment, systems and services related to hazardous waste management.

• **Mission to the Environmental Business Council**—Boston—April, 1992—Environmental Business Council Members and invited Canadian companies concerned with the complete range of environmental products and services.

• **Incoming Mission to the American Water Works Association Show**—Vancouver—June 18-22, 1992—Some 25 U.S. buyers, selected and invited by Canadian Consulates in the U.S., will be interested in water meters, pipes, valves and other components related to the water works industry. The show attracts about 9,000 municipal and state officials, engineers, contractors and environmental specialists.

WORKSHOPS/SEMINARS

• **Canada-U.S. Environmental Forum**—Raleigh, North Carolina—June 26-27, 1992—The forum will showcase technologies in five major areas of environmental concern: air, waste, water, management and engineering. The event is designed to promote "teaming" between U.S. organizations and their Canadian counterparts to explore partnerships, collaborations, joint ventures, research contracts, and strategic alliances.

Contact Donald Marsan, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

Electronic Parts Show in Korea Door to Key Industrial Market

Seoul — Canadian companies have an opportunity to explore and raise their share of the growing market in Korea for electronic parts and equipment.

All they need do is participate in the **Korea International Electronic Parts and Equipment Show (KEPES'92)** being held at the Korea Exhibition Centre May 20-24, 1992.

Show organizers, Korea Trade Promotion Corporation (KOTRA) and Korea Electronics Industries Cooperative (KEIC), say that the electronics industry in that country now ranks as the sixth largest in the world in terms of trade volume.

Despite such growth, however, there is a "critical need" to import new sources to cope with underde-

velopment in such related industries as electronic parts, components, production equipment, measuring instruments, and testing equipment.

KEPES, held annually since 1986, is one way for the country to source such imports.

The show is a specialized exhibition featuring only electronic parts, components and related equipment. As such, the majority of participants are business persons actively engaged in this key industrial sector.

For further information on **KEPES'92** or on how to participate, contact Korea Trade Centre, Box 9, Suite 600, 65 Queen Street West, Toronto, Ontario M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893.

Canadian Representation at Paris Packaging Show

Paris — Canada will have an information booth at **Emballage 92**, a packaging show to be held November 12-18 in Paris-Villepinte.

This will be the 30th edition of the show, which is held every two years. In 1990 it attracted 2,800 exhibitors from 30 or so countries and 130,000 visitors, 21,000 of them from abroad.

By its representation at the show, Canada hopes to promote the formation of international partnerships in the agri-food technologies, thereby complementing Investment Canada's economic study of the packaging sector in France. The study contains, among other subjects, profiles of leading manufacturers of packaging machinery.

With the support of the Quebec and Ontario delegations in France, the Canadian consulate in Lyon is prepared to host a mission and

invites contacts from Canadian companies interested in technological exchanges or partnerships.

Contact Walter Conrad, Industry, Science and Technology Canada. Tel.: (613) 954-3011; fax (613) 954-3079.

Japan Hosts Interior Products Show

Tokyo — The annual trade exhibition for quality imported interior products for the Japanese market will be held May 20-23, 1992 at Sunshine City Exhibition Center, Tokyo.

The **6th Lifestyle Europe'92** introduces exhibitors to the market opportunities for their products in Japan and is a cost-effective method of meeting buyers and distributors.

First held in 1987, **Lifestyle**

Montreal to Host International Food Show

Montreal — Space is still available for companies wishing to participate in the **Super Salon de l'Alimentation (SSA) International Show** being held at Place Bonaventure May 24-26, 1992.

Ranked by *Tradeshaw Week* as among the 50 largest trade shows in Canada, **SSA International** is an important event that involves all sectors of the retail food industry, including gourmet and specialty foods, beverages and food-related equipment.

The show attracts Canadian, U.S., and European participants that include manufacturers, distributors, importers, wholesalers, brokers, service companies, and commercial attaches.

The 1991 **SSA International** attracted more than 14,500 industry professionals to the more than 350 exhibits, making the event a profitable investment for all exhibitors, allowing them to make new contacts and to expose their products and services.

For further information on **SSA International 1992**, contact (in Montreal) Ginette Grise, tel.: (514) 289-9669; or (in Toronto) Marlene Patterson, tel.: (416) 270-1624.

Europe focuses on the six major market sectors that have dynamic growth potential: tableware, textiles, furniture, luxury gifts, artwork, and lighting.

For further information on **Lifestyle Europe'92**, contact the show organizer's Canadian representative, Derek Complin, UNILINK, 50 Weybridge Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Calendar to EAITC 1992-1993 Eastern Europe

Listed below — alphabetically by sector and in chronological order — are the 1992-93 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include Outgoing Sellers' Missions (SM) from Canada and Incoming Buyers' Missions (BM) from abroad.

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

Eastern Europe

ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS, SERVICES

- Infosystem — Poznan, Poland — April 6-10, 1992 — Electronics, telecommunications, computer engineering (IB).
- Sofia Technical Days Fair — Sofia, Bulgaria — May, 1992 — Office automation, computers, informatics (IB).
- Outgoing Industrial Technology Working Group/Defence Conversion Mission — Moscow, St. Petersburg, Kiev — June, 1992 — Process control and instrumentation (BM).
- TELECOM '92 — Budapest, Hungary — October 12-17, 1992 — Telecommunications equipment (NS).

AGRICULTURE, FOOD PRODUCTS, EQUIPMENT, SERVICES

- Incoming Mission to Western Farm Progress Show — Regina, Saskatchewan — June, 1992 — Dryland farming and agricultural technology (BM).
- Polagra '92 — Poznan, Poland — October 1-6, 1992 — Agriculture, food and food processing (IB).

CONSUMER PRODUCTS, SERVICES

- TIBCO — Romania — May 28-June 4, 1992 — Consumer goods fair (IB).

CONSTRUCTION PRODUCTS, SERVICES

- Poznan International Fair — Poznan, Poland — June 14-21, 1992 — Construction materials (IB).
- Outgoing Construction Mission — Warsaw and Poznan, Poland — June, 1992 — Construction, related materials and equipment (SM).
- Outgoing Mission on Construction Techniques — Moscow, St. Petersburg, Kiev — November, 1992 — Prefab and industries . Construction. Construction techniques (BM).

FOREST PRODUCTS, EQUIPMENT, SERVICES

- PAP-FOR 92 — St. Petersburg — September 22-26, 1992 — Forestry and cellulose-paper (SM).

GENERAL/MULTI-PURPOSE

- Blue Chip Mission — Prague and Bratislava, Czechoslovakia — April, 1992 — Commercial and investment opportunities (SM).
- BRNO Engineering Fair — Brno, Czechoslovakia — September 16-23, 1992 — Engineering and industrial products (NS).
- Outgoing Resources Industries Mission — Russian Far East — September, 1992 — Minerals, forestry, fisheries and petroleum (BM).
- TIB 92 — Bucharest, Romania — October 8-15, 1992 (NS).

INDUSTRIAL MACHINERY, PLANTS, EQUIPMENT, SERVICES

- Budapest Spring Fair — Budapest, Hungary — May 20-27, 1992 — Industrial, construction and sector goods (IB).
- Outgoing Environmental Mission — Budapest, Hungary — June, 1992 — Environmental products, industrial waste water, instrumentation and services (SM).
- Zagreb International Autumn Fair — Zagreb, Yugoslavia — September 14-20, 1992 — Industrial fair (NS).
- Plovdiv International Tech Autumn Fair — Plovdiv, Bulgaria — September 21-27, 1992 — Industrial fair (IB).
- Outgoing Environment Technology Mission — Prague, Bratislava, Ostravia, Katowice & Warsaw — September-October, 1992 — Environmental

Western Europe Trade Fairs, Missions

products, related goods and services (SM).

- ENVIBRNO International Environmental Technology Exhibition — Brno, Czechoslovakia — October 20-23, 1992 — Environmental products and services (CA).

MINING, METALS, MINERALS, PRODUCTS, EQUIPMENT, SERVICES

- Outgoing Mining Equipment & Technology Mission — Yugoslavia, Bulgaria, Albania — October, 1992 — Mining equipment, services (SM).
- Incoming Metallurgical Mission to Canada — November, 1992 — Metals, primary and fabricated (BM).

OIL, GAS PRODUCTS, EQUIPMENT, SERVICES

- Neftegaz '92 — Moscow — May 19-27, 1992 — Oil, gas equipment and services (NS).
- Incoming Mission to National Petroleum Show — Calgary, Alberta — June 9-11, 1992 — Oil, gas products (BM).

Western Europe

ADVANCED TECHNOLOGY PRODUCTS, SYSTEMS, SERVICES

- Outgoing Instrumentation Mission to Het Instrumental Fair — The Hague, Netherlands; Vienna, Austria — April 6-10, 1992 — Instruments, apparatus and systems (SM).
- Communications 92 — Birmingham, England — April 7-10, 1992 — Telecommunications (CA).
- TMAB Exhibition, Forum & Telecom (with Investment Canada on Telecom) — Brussels, Belgium — April 8-9, 1992 — Telecom and datacom (IB).
- Journées Européennes des Composites — Lyon, France — April 22-24, 1992 — Composites (IB).
- Comdef 92 — Southampton, England — May 29-June 1, 1992 — Computers (CA).
- Outgoing Software Mission — Ireland — May, 1992 — Market expansion into Europe using Ireland and collaborative arrangements with Irish partner companies as their base (SM).
- Mediaville — Rennes, France — June, 1992 — Broadcasting and cablevision (IB).
- International Broadcasting Convention — Amsterdam, Netherlands — July 3-7, 1992 — Broadcasting, cablevision (NS).

- Outgoing Informatics/Advanced Technologies Mission — Nordic Countries — September, 1992 — Informatics/computer products, including hardware datacom & software (SM).
- Orbit 92 — Basel, Switzerland — September 8-12, 1992 — Advanced technology products and services (IB).
- Expotronica 92 — Spain — October 13-16, 1992 — Satellite communications equipment, electronic components, cable and TV systems (NS).
- Systec 92 — Munich, Germany — October 19-23, 1992 — Computer products (alternates with systems) (CA).
- Communications 92 — Istanbul, Turkey — October 28-November 1, 1992 — Telecommunications/communications (IB).
- Outgoing Controlled Quality Software Mission — Milan, Italy — October, 1992 — Software applications (SM).
- Incoming Information Technologies Mission — Toronto/Ottawa/Montreal — October, 1992 — Information technologies (BM).
- Outgoing Automatic Robotic Manufacturing Mission — Vienna/Linz/Graz, Austria — October, 1992 — Automatic manufacturing robotics (SM).
- Outgoing Office Automation Mission to Efficiency Beurs Fair — Amsterdam, The Hague — October, 1992 — Office automation, software and hardware (computers and communications) (SM).
- Open Systems Exhibition — London, England — November 4-6, 1992 — Computers, communications (CA).
- Inter/Elec92 (with Investment Canada roundtable on electronics) — Ghent, Belgium — November 19-23, 1992 — Electronics and electrotechnical material (IB).
- Pronic 92 — Paris, France — November 30-December 4, 1992 — Electronic equipment (IB).
- Expotelcom — Portugal — November, 1992 — Telecommunications, data processing and information technology (CA).
- P.C. Forum — Paris, France — February, 1993 — Advanced technology products (CA).
- Cebit 93 — Hannover, Germany — March 24-31, 1993 — Telecommunications and computer products (NS).
- Software Automation — Kortrijk, Belgium — March, 1993 — Informatics, advanced software (IB).

Continued in the next issue

Market in Mexico for Agri-food Products

With a population of 85 million people, Mexico represents an important and expanding market for Canadian exporters. Canada's entry into three-way free trade with Mexico and the United States should secure improved access for its goods, services and investment to the Mexican market.

Mexico is Canada's largest market in Latin America and its 15th largest market globally (\$167.4 million in 1989). With the possibility of a North America Free Trade Agreement and increased liberalization of the trade regime in the country, Mexican producers will have greater opportunities to acquire products, technologies and training from Canadian sources.

Mexico remains one of the most important markets (\$ 63.1 million in 1990) for the export of Canadian skim milk powder (SMP). While imports of SMP are expected to drop by 1994 because of the government's self-sufficiency policy in favor of the domestic industry, the market will remain large.

This policy, however is likely to lead to expanding market opportunities: the Mexican government, for instance, plans to import 150,000 head of dairy cattle over the next four years.

Mexican demand for pork and the country's proximity to Canada point to opportunities. But to protect domestic swine production, Mexico has introduced a 20 per cent tariff on pork. This measure, coupled with a zero tariff on breeding swine, prompted significant expansion of the Mexican hog industry. It is a promising market for purebred and hybrid animals.

Imports of beef, pork and edible offal have more than doubled. Beef imports have increased in the economic upturn. American-cuts

of beef are perceived to be luxury items and are in increasing demand.

Mexican imports of seed potatoes are expected to rise considerably. Canadian share of the market could reach \$ 4 million in the next few years. The greatest potential for sales exists in the yellow-fleshed Alpha variety.

Corn and soybeans are two of Mexico's leading agricultural imports. But Canada does not compete with increased competition from European countries whose highly subsidized rapeseed, and similar commodities, can affect the market.

Edible dry beans exports from Canada to Mexico reached \$10.7 million in 1990. The Mexican government is not expecting to import dry beans in 1992.

Processed food and beverages are in greater demand in Mexico due

to reduced tariffs and per-capita income increases. Excellent opportunities exist in Mexico for Canadian specialty bakery products, alcoholic beverages and bottled water, frozen fish and potato by-products. An expanding market also exists for various luxury products in the Mexican hotel and restaurant industry.

Agriculture Canada, External Affairs and International Trade Canada, and Industry, Science and Technology Canada can help Canadian agri-food exporters in developing a market strategy toward Mexico.

A copy of *The Assessment on the Agri-food Market in Mexico* is available through Agriculture Canada, C.D Howe Building, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671; Fax: (613) 995-0949.

Cuba's Medical Sector Open to Imports from Canada

The medical sector, particularly the development of the local biotechnology industry, is considered one of the three leading priorities in Cuba's development programs, says a memo from the Canadian Embassy in Havana, based on its December 1991 revised study *Medical Sector Profile in Cuba*.

Traditionally, imports for this sector amounted to an average of Cdn\$700 million annually. Western European suppliers, together with former COMECON countries, accounted for Cuba's main supplies of health care products, diagnostic reagents, fine chemicals, medical supplies and hospital equipment.

As a result of the dismantling of trade relations with Eastern Eu-

ropean countries and the former Soviet Union, coupled with the difficult local economic situation, the overall size of these import programs has been cut. This measure also applies to foreign procurement of medical supplies/equipment destined for the health care sector.

However, this sector stands out as one of the most noteworthy social and political achievements of the Cuban government. Hence, its high degree of priority in Cuba's import programs — even in times of severe economic difficulties.

This special status permits the sector's access to special hard currency fund allocations to import badly needed requirements on

Continued on page 11— Cuba

Cuba Medical

Continued from page 10

confirmed irrevocable Letter of Credit basis.

Additionally, Canadian exporters to Cuba can benefit from the Export Development Corporation (EDC) export insurance coverage under section 24 of the EDC Act.

(Eligibility to this EDC insurance is given only by the National Bank of Cuba and the Cuban Ministry of Foreign Trade — after having confirmed the contract in question to EDC as a priority import. Payment to the Canadian exporter will be made on sight basis upon presentation of shipping documents to the exporter's Canadian bank.)

Cuba's priority imports for the health care sector include: diagnostic kits and reagents; finished pharmaceuticals; veterinary products; containers and closures for medical products; disposable materials for hospitals; surgical instruments and sutures; medical cases; dental burrs; and raw materials for export-oriented biotech products.

The medical sector also offers the possibility of entering into cooperative production and joint venture agreements with local manufacturers, particularly for biotech products, hospital equipment furniture and chemical reagents.

Cuba has a JV law (law 50) which provides assurance. Investors will be permitted to repatriate profits resulting from their investment.

Further information on these and other matters may be obtained in *Medical Sector Profile in Cuba*, copies of which are available through the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 943-8806. Cana-

Patent Licensing Available through McDonnell Douglas

Canadian companies can now take advantage of new technology and patent licensing opportunities available through divisions of McDonnell Douglas Corporation in Southern California, says a memo from the Canadian Consulate General in Los Angeles.

Specifically, the McDonnell Douglas Electronic Systems Company in Santa Ana has numerous patents available in the areas of integrated circuits, electronics and solders. As well, the Space Systems Division in

Huntington Beach has a list of 17 patents pertaining to fibre optics — all available for licensing to interested companies.

While actual licensing negotiations will take place with the McDonnell Douglas Corporate headquarters in St. Louis, a complete list of the patent titles and contacts is available from Doug Paterson, Trade Commissioner, or Jeff Gray, Commercial Officer, Canadian Consulate General, 300 S. Grand Ave., 10th Floor, Los Angeles, California 90071, U.S.A. Fax: (213) 620-8827.

EDC Line of Credit for Mexico and Barbados

The Export Development Corporation (EDC) has established a line of credit of US\$100 million with Telefonos de Mexico (Telmex) and has just renewed a line of credit of US\$5 million with the Barbados National Bank.

Telmex is the main provider of telecommunications services in Mexico. In 1990 the company was

privatised with a mandate to update its technological infrastructure.

Canadian exporters will have the opportunity to indicate to their buyers the availability of a simple and easily accessible credit facility.

Exporters interested in these lines of credit should contact the EDC regional offices in their area.

Numbers to Note

The Canadian Embassy in Abidjan now has an additional facsimile in operation. The Commercial Section can be reached directly at 22-05-30.

The Canadian Embassy in Havana now has the following telephone and facsimile numbers: Tel.: (011-53-7) 33-2516, -2517, -2527, -2752 and -2382. Fax: (011-53-7) 33-2044.

dian exporters interested in developing a business relationship with Cuba in the health care sector are also encouraged to contact the Commercial Division, Canadian

Embassy, P.O. Box 500 (Havan), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17/27. Telex: (Destination code 28) 51-1586 (CAN CU). Fax: (011-53-7) 33-2044.

BUSINESS AGENDA

Montreal — April 7; **Ottawa** — April 8; **Vancouver** — April 10 — Exporting/Marketing Seminar: Exporting Services to the U.S. For registration call Margaret McNabb, EAITC. Tel.: (613) 998-9441. Fax.: (613) 990-9119.

St. John's — April 21-22 — Value-Added will be a major theme at Newfoundland's seafood marketing intelligence conference. **Seafood Outlook 92** is for processors

and exporters, and features international seafood buyers, food marketing professionals, and consultants. Contact Paul Rose, St. John's. Tel.: (709) 772-5511. Fax (709) 772-2373.

Ottawa — April 28 — A 10-session course at Carleton University of interest to foreign service officers, business persons and the general public. The Middle East historical, socio-economic, lin-

guistic and political experiences will be analyzed and discussed. Contact course instructor, Hassan M. Eltaher, Ottawa. Tel./Fax.: (613) 825-1339.

Montreal — May 24-26 — The **Super Salon de l'Alimentation (SSA) International Show** will be held at Place Bonaventure. The show will attract Canadian, U.S. and European food industry participants. Contact SADAQ, Montreal. Tel.: (514) 289-9669.

Exports to South Africa

Canada has changed its policy of sanctions and controls on the exporting of strategic products to South Africa. In order to obtain a copy of **Notice to Exporters #59** concerning these changes, please contact Export Controls Division (KPE), Export-Import Permits Bureau, External Affairs and International Trade Canada, Box 481, Stn. A, Ottawa K1N 9K6, Tel.: (613) 996-2387; Fax: (613) 996-9933; Telex: 053-3745, or contact Info Export (see box below).

Western India

External Affairs and International Trade Canada will provide exporters a market guide on Western India prepared by an independent consultant under the direction of the Canadian Consulate in Bombay. A copy of **Doing Business in India: A Western India Perspective**, may be obtained from Asia Pacific South

Publications

Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2, Tel.: (613) 995-7689; Fax (613) 996-4309.

Architecture: A Valuable Export

Last year, the total value of non-residential construction in the United States was \$350 billion. The market is a very lucrative one not only for large Canadian architectural firms, but for small ones as well.

Recently the United States Trade and Tourism Development Division and the Royal Architectural Institute of Canada conducted a joint study for the purpose of

promoting exchanges of architectural services between Canada and the United States. The study, **Reviving America's Urban Cores: Downtown and Waterfront Potentials in Seattle and San Francisco**, focuses specifically on the potential of these cities.

To obtain a copy, contact Tim Kehoe, Royal Architectural Institute of Canada, Ottawa. Tel.: (613) 232-7165. Fax: (613) 232-7559.

Export Edge

Export Edge (#69TA) is a publication of External Affairs and International Trade Canada containing tips from Canadian companies that have been successful on the international scene. It draws on the experience gained by small- and medium-sized businesses representative of most sectors and markets. **Export Edge** is available from Info Export (see box below).

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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Min. des Affaires extérieures

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March 16, 1992

External Affairs and
International Trade Canada

US \$80-Million Brazil Agroproject Open for Bids

The procurement process for a US\$80-million agriculture technology modernization project (PROMOAGRO), funded by the Inter-American Development Bank, is scheduled to begin within the next few months — and Canadian companies that act quickly can get in on the international competitive bidding.

The foreign exchange component (\$67.5 million) of the project will finance the purchase of, among other items/services, approximately:

- \$27 million worth of **machinery and equipment** — tractors, harvesters, fertilizer spreaders, pesticide spraying equipment, irrigation and drainage equipment); **laboratory equipment** — centrifuges, spectrometers, microscopes, chromatographs, phytometers, AV equipment; **information systems equipment** — servers, terminals, printers, scanners, cabling; and **furniture and miscellaneous equipment**.

- \$10.3 million in **foreign training** — to allow 83 staff to obtain Phd degrees in selected fields of specialization at universities abroad.

- \$5 million in **foreign consultancy** — in the four main areas of high-level technology/biotechnology; information systems; soil conservation and plant protection; and institutional development.

Continued on page 2 — Brazil

Winning Asia Development Bank Contracts Focus of Cross-Canada Workshops

“How to Prepare Effective Bids for Asian Development Bank-Financed Projects and Technical Assistance Contracts” is the subject of workshops slated for Calgary, Montreal, Toronto and Vancouver this month and next.

The workshops are designed to assist internationally active consultants, contractors and manufacturers in preparing fully responsive and price competitive bids — enabling them to be more successful in winning Asian Development Bank (ADB)-financed contracts.

Past experience has shown that participation of Canadian bidders in ADB-financed procurement has been rather low. In many situations, Canadian contenders are competitive but, through inexperience or misunderstanding, fail to respond fully to the requirements of the tender invitations.

The workshops should help rectify this situation and open new opportunities with an organization that, in 1991, had lending commitments of some US\$5 billion for the promotion of economic and social development in the Asia-Pacific. In the last 12 months, the ADB also disbursed more than US\$3 billion on procurement of goods and services for which Canadian industry is eligible to compete.

The Bank also operates a technical assistance program that is both lucrative for consultants and an excellent means of establishing credentials with important organizations in the region.

On the first day of the program in Montreal, Toronto and Vancouver, Ronald Chan, ADB Senior Consulting Analyst, and Benny Kwong, ADB Senior Procurement Specialist (Central Projects Division), will conduct separate, simultaneous workshops for consultants and equipment suppliers on the preparation of proposals for ADB-funded contracts.

The workshop in Calgary, featuring Mr. Kwong, will focus on procurement.

On the second day of each workshop participants will have an opportunity to discuss specific requirements with ADB officials during one-on-one meetings.

Workshop locations, dates and contacts are:

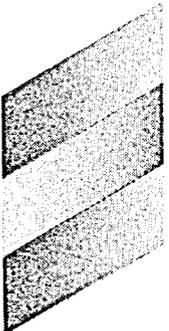
- **Calgary** — March 30-31 (Gerald Milot, International Trade Centre. Tel.: 403-292-6409. Fax: 403-292-4578).

- **Montreal** — April 2-3 (Claude Blais, International Trade Centre. Tel.: 514-283-7856. Fax: 514-283-8794).

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Canada

Application Deadline Approaches for Business Excellence Awards

Business enterprises in Canada wanting to compete in the **1992 Canada Awards for Business Excellence (CABE)** have until April 8 to submit their applications.

The competition is open to businesses of all sizes and in all fields of economic activity, with up to three winners being chosen in each of the following eight categories: entrepreneurship; environment; industrial design; innovation; invention; marketing; small business; and total quality.

In announcing the opening of the **1992 CABE** application process,

Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson said: "For the ninth year, we are honouring the success of individuals and companies in Canadian business. **CABE** winners stand out as examples of how Canadian businesses can compete successfully against the best in the world."

To obtain a **1992 CABE** application form or more information contact Dominique Veilleux, Ottawa, tel.: (613) 954-4083 or any Regional Office of Industry, Science and Technology Canada.

Brazil Agroproject

Continued from page 1

- \$3.5 million in **technical inputs** fertilizers, pesticides, herbicides, drugs and mineral salts for animals, seeds, laboratory glassware, and reagents.

- \$6 million in **construction**.

Project executing agency is Empresa Brasileira de Pesquisa Agropecuaria (EMBRAPA). Contracting of consultants will be handled by Instituto Interamericano de Cooperacion Agricola (IICA).

Interested parties seeking general information may contact Sven Blake, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-4199. Fax: (613) 943-8806.

For details or for assistance in identifying contacts and obtaining bid documents, contact Commercial Division, Canadian Consulate General, Sao Paulo, Brazil. Tel.: (011-55-11) 287-2122/287-2234/287-2601/287-2176. Telex: (Destination code 38) 23230 (CCAN BR). Fax: (011-55-11) 251-5057.

Register Today to WIN Exports

One of the most direct routes to finding export sales leads is to be registered with WIN Exports.

Managed by External Affairs and International Trade Canada, WIN Exports is a computer database of Canadian exporters and their capabilities. The database is used exclusively by 1,200 EAITC trade staff at its offices around the world — giving worldwide prospective clients an awareness of Canadian companies and their capabilities.

Statistics show that more than 100,000 requests for export infor-

mation from foreign buyers are received annually by Canada's trade commissioners — who use the WIN Export computer database daily to access information on Canadian exporters and their particular products and services.

To receive a WIN Exports registration form, contact Info Export, External Affairs and International Trade Canada (BPTE), 125 Sussex Drive, Ottawa K1A 0G2. Toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435). Fax: (613) 996-9709. Quote code number 50TB.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Asia Bank

Continued from page 1

- **Toronto** — April 6-7 (Alice Lam, Ontario International Corporation. Tel.: 416-314-8251. Fax: 416-314-8222).

- **Vancouver** — April 9-10 (Don Cameron, International Trade Centre. Tel.: 604-666-1436. Fax: 604-666-8330).

For general information on the coordination of these events, contact Eileen Durand, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0959. Fax: (613) 996-4309.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECHOSLOVAKIA — An established engineering firm is looking for **new partners or capital** to expand or diversify its production capacity. The company's primary products are **molds** (thermoplast, cast aluminum, non-ferrous metal pressure molds), **drilling/milling/spreading machines, and measuring instruments for boring machines.** Contact Pavel Buzek, Marketing Manager, Lada a.s. Sobeslav, 377 81 Jindrichuv Hradec, Czechoslovakia. Tel.: (0042) 331 23091. Fax: (0042) 331 26623.

NETHERLANDS — A company

in The Hague wishes to expand its range of **private mobile radio products** and seeks information from Canadian suppliers as well as a **portable radio** whose specifications are: 146-178 MHz and 440-470 MHz; two channels; 20/25/12.5 kHz; 2-8 MHz; -25/+60 temp; IP 54; simplex or semi-simplex; 0.1-1 watt adjustable; 5-tone signal ZVEI; 5-tone sequence encoder-decoder with I.D.; call acknowledge; emergency call; acoustic and optical call signal; encoding one or two single tones; group-collective call CTCSS. Contact M. Voorsluis, Room ST 914, PTT Telecom BV, Mobile Division, P.O. Box 30150, The Hague, Netherlands.

NEW ZEALAND — A major company here wishes to contact Cana-

dian manufacturers of **heavy truck drive trains, clutches, transmissions, drive shafts, power take-offs, differentials, suspension systems, brake systems and axles.** To carry out a major expansion of its product line, the company will consider **any truck/trailer part.** Contact David Wright, Manager, Parts Division, TRT Transport Centre, P.O. Box 10-076, Te Rapā, Hamilton, New Zealand. Fax: 64-7-849-3628.

POLAND — A manufacturer of **guillotines shears, hydraulic and mechanical presses** seeks **potential commercial partners and/or investors.** Contact P. Faruga, General Manager, PLASOMAT, 02-468 Warsaw, ul, Technikow 40. Fax: 4822/238-083. Telex: 813693 fpa pl.

Bidding on United States Federal Contracts

Since being published in the January 15, 1992, Vol. 10, No. 1 issue of *CanadExport*, the U.S phone system has changed, as have the contact names and solicitation issuance dates for the federal contract bidding opportunities listed in that article. The amended version, together with the regular introduction, follows.

Canadian companies have an opportunity to bid on the following U.S. federal government schedule contracts with the General Services Administration (which are similar to Supply and Services Canada's Standing Offer Program). Solicitation will be available as noted below; the bid period usually closes 30 days after that.

Instrument and Laboratory Equipment — electrical and elec-

tronic components and test equipment. Expected contract value: **\$300 million.** Next open season solicitation expected **March 1992.** Schedule identification: **66 II H.** Contact: **Mrs. Novelene Burns.** Tel.: (703) 305-6201.

Special Industry Machinery — lithographic printing plates, solutions and masters; printing, duplicating and book-binding equipment; pulverizing, pulping and shredding machines. Expected contract value: **\$108,634,000.** Next open season solicitation expected **June, 1992.** (Call at the end of April to get on the mailing list). Schedule identification: **36 II.** Contact: **Linda Dogan.** Tel.: (703) 305-5994; or **Marg Lyddane.** Tel.: (703) 305-6591.

Laboratory Instruments and Equipment — Blood chemistry

analysis systems; diluter pipettes. Expected contract value: **\$260 million.** Next open season solicitation expected **March, 1993.** Solicitation identification: **66 II A.** Contact: **Oscar Watson.** Tel.: (703) 305-5954.

Upholstered Household and Quarters Furniture. Expected contract value: **\$200,000.** Next open season solicitation expected **April, 1992.** Solicitation identification: **71 I E.** Contact **Jimmy Reid.** Tel.: (703) 305-6221.

To find out about U.S. federal contract opportunities for other products or for more general information on this procurement process, contact Judith Bradt, Canadian Embassy, Washington, D.C., tel.: (202) 682-7746; the fax is (202) 682-7619.

Sectoral Market Opportunities in the United States

*Each year, to prepare their marketing strategy, Canada's Trade Commissioners assess the business opportunities in the countries in which they are stationed. Following is the second part (the first part was published in **CanadExport**, Vol. 10, No. 4, March 2, 1992) of sectoral market assessments made by Canada's Trade Commissioners in the United States. To obtain more information on the specific sectors, contact — as per the telephone number indicated — the officer whose name is shown for each sector.*

AEROSPACE AND SPACE

Officer: K. Barnaby
Tel.: (613)991-9481

Instant reaction forces may be required in larger numbers with a corresponding increase in airlift for personnel and material. The U.S. Department of Defence emphasis upon types and missions of aircraft could be altered in the next few years in this volatile defence market. The U.S. commercial aircraft market remains encouraging, with Boeing's estimated 55 per cent of the western aerospace market and McDonnell Douglas' 15 per cent share.

The majority of NASA's budget of US\$13.4 billion in fiscal year 1991 was directed toward prime contractors, with the remainder 'set-aside' for small business and other protected organizations. The three largest installations — Marshall Space Flight Center, (Alabama), Johnson Space Flight Center, (Texas) and Goddard Space Flight Center (Maryland) — account for more than 60 per cent of NASA procurement funds. The prime contractors in California, Texas and Florida capture more than 80 per cent of total procurement.

APPAREL

Officer: N. Peacock
Tel.: (613) 991-9476

The U.S. apparel market has suffered through a difficult year, experiencing a 4.5 per cent decline in domestic shipments. While consumer spending increased by 1 per cent, the beneficiaries were the low-cost Asian producers and importers. The long awaited turn around did not materialize and most suppliers were content to merely survive. Inventories at retail level continue to be held to a minimum. This has led to a 20 per cent increase in the number of manufacturers and retailers implementing the QR (Quick Response) system. Tied to this is the increasing use of EDI (Electronic Data Interchange) by both buyers and sellers.

Forecasted growth in retail apparel sales in 1992 is expected to be 5 per cent to 6 per cent. This will likely favour the 40-50 year-old age group with a disposable income that would indicate medium to better priced

merchandise requirements.

While New York will remain the focal point for apparel buying, the increasing use of regional markets by buyers - particularly the Midwest and Southwest areas - merits the attention of Canadian exporters. This is particularly so in the men's and children's sectors, as well as women's.

AUTOMOTIVE (AFTERMARKET)

Officer: A. McBride
Tel.: (613) 993-5149

In 1992-1993, the aftermarket sub-sector is expected to experience moderate growth.

An increasing Asian market share in the original equipment sub-sector inevitably has forced change upon the aftermarket. Companies must adjust their products to ensure compatibility with imported vehicles. American buyers still value quality, reliability, and price competitiveness. These factors will ensure major opportunities for Canadian manufacturers in the US market.

AUTOMOTIVE (ORIGINAL EQUIPMENT)

Officer: A. McBride
Tel.: (613) 993-5149

The motor vehicle and parts industry is one of the largest sectors of the U.S. economy, accounting for approximately \$215 billion of the nation's \$5.2 trillion GNP in 1989, or 4.1 per cent of the total. The struggle for market share and the new offshore entrants have resulted in quality consciousness, new products, and shortened development cycles. U.S. industry invested an additional \$11.7 billion in new plants and equipment during 1990 to improve its competitive position.

Automobile sales in early 1991 were expected to continue the decline begun in 1989, and pick up toward year end to achieve total sales of 9.3 million units. In 1992, sales of 9.7 million units were projected. Retail truck sales were expected to reach 4.720 million units in 1991, increasing to 4.770 million units this year.

CHEMICALS

Officer: R. McNally
Tel.: (613) 993-7486

Hydrocarbon Processing Industry Outlook '92 estimates that the total number of capital projects worldwide will increase to 2,907, an increase of 341 over 1990. Construction projects in the U.S. are up 57 to 446 projects, and up 25 to 123 in Canada. Capital spending on equipment, materials and services are related directly to annual construction activity levels. Capital, maintenance and operating budgets worldwide were expected to total US\$126.6 billion in 1991, an increase of US\$9.1 billion over 1990 spending. The U.S. share of this is US\$33.4 billion, or 26 per cent.

Products such as pumps, valves, heat exchangers, compressors, piping, instruments and electrical equipment are sold by domestic and foreign suppliers to the U.S. hydrocarbon processing industry. Major opportunities also exist for well replacement parts, construction materials and technical services.

CONVERTED WOOD PRODUCTS

Officer: R. McNally
Tel.: (613) 993-7486

U.S. converted wood products shipments totalled \$9.5 billion in 1990, down 1 per cent from the previous year. Since 1986, when the level of new construction began to decline, the repair/remodelling market has become an increasingly important component of U.S. demand.

The largest industry commodity grouping was wooden doors, which accounted for an estimated 30 per cent of industry shipments. Wooden windows comprised 26 per cent, while wooden moldings made up 14 per cent of industry deliveries. Other key categories included wooden stairs and components, wood blinds and shutters, exterior millwork (including porch columns and rails). Canada supplies 24 per cent of total U.S. wooden door imports and 7 per cent of its wooden windows. Canada has also made inroads in supplying doors incorporating alternative materials (molded doors) which are energy efficient and require lower maintenance.

CULTURAL INDUSTRIES (Book Publishing; Film & Video; Performing Arts; Sound Recording)

Officer: D. Shaw
Tel.: (613) 991-9474

A soft U.S. economy held **book publishers'** receipts to

\$16 billion in 1990. The 1991 outlook was for an 8 per cent increase to \$17.3 billion. U.S. book imports in 1990 grew by 10 per cent to \$880 million, with exports of \$1.4 billion.

Demographic, economic and technological trends should help the U.S. publishing market achieve average growth of 3.5 per cent in constant dollars through 1995. Elementary and high school enrolment is projected to rise by 3 million students, improving markets for text and juvenile books. Sales of trade books should be aided by the formation of over 6 million households and the addition of 10 million persons to the high income, heavy reading population segment aged 35 to 54. Markets for college textbooks and technical, scientific and professional books may not increase as rapidly since college enrolment is not expected to grow and library budgets will be addressing serial subscriptions and electronic information requirements as well as budgets for books.

The U.S. market for **film & video** appears to be levelling off after years of expansion. Combined box office and video rental receipts were expected to top \$15 billion in 1991. The market continues to have a voracious appetite.

The U.S. market for **performing arts** is virtually inexhaustible, but dominated by companies that cater primarily to popular tastes. The pervasiveness of popular American culture tends to overshadow the fact that rich markets for "High Culture" exist in virtually every region of the United States.

Growth rates in the **sound recording** sector are expected to stabilize around 5 per cent per annum over the next few years with most activity in the sale of pre-recorded compact discs and cassettes.

DEFENCE PRODUCTS

Officer: K. Barnaby
Tel.: (613) 991-9481

The U.S. military, as a result of the Gulf War, will place more emphasis on precision-guided, laser-designated, smart weaponry, unmanned aerial vehicles to reduce casualties, aircraft losses, logistics transportation of massive quantities of munitions, and time on deployment. They will cancel some production runs of proven weapons and vehicles in favour of technological advantages in the near future, and become more demanding for better quality, better performance, and improved field testing of prototypes. They will refine and improve the Total Quality Management System (TQMS) to obtain more reliable sources.

Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

External Affairs and International Trade Canada, through its U.S. Trade and Tourism Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.

*Following is a list of "selected activities" Canadian firms might find worth pursuing. (The first part of the list was published in **CanadExport**, Vol. 10, No. 4, March 2, 1992).*

TRADE FAIRS

- **World Recycling Conference and Exposition** — Chicago — June 2-4, 1992 — A 110-exhibitor International Show (at which Canada will have an Information Booth) featuring systems and products for collection, handling and processing of recyclable materials. Also featured are bins, trucks, shredders, balers, crushing equipment, and displays of recycled products. Participants include state and local public works officials, restaurant and institutional operators, consultants and engineers.
- **Solid Waste Association of North America** — Tampa — August 3-6, 1992 — A National Show where 250 manufacturers and distributors exhibit solid waste handling equipment, trucks and bodies, land fill compactors, incinerators and consulting services. Municipal engineers, waste handlers, city and street engineers are in attendance.
- **Water Environment Federa-**

tion/Water Pollution Control Federation — New Orleans — September 20-24, 1992 — A 300-exhibitor National Show featuring municipal and industrial wastewater treatment equipment; hazardous waste handling, treatment and disposal equipment. In attendance are engineers, municipal and industrial waste treatment managers, municipal officials, consulting firms and contractors.

- **9th Annual New Jersey Environmental Expo** — Edison, New Jersey — October 19-21, 1992 — A 250-exhibitor Regional Show featuring environmental services and equipment for solid waste management, water resource management, environmental assessment, air pollution control and site reclamation. The expo attracts 3,000 industry, municipal, state and federal visitors.

- **Hazardous Materials Management Conference (HazMat West)** — Long Beach, California — November 10-12, 1992 — A 525-exhibitor National Show featuring equipment for the handling, treatment, storage, and transportation of hazardous materials and wastes. In attendance are plant and environmental engineers, municipal waste management officials, chemists, technicians, and emergency response personnel.

- **Lower Great Lakes Waste and Recycling Expo** — Buffalo — November 13-14, 1992 — A 165-exhibitor Regional Show held in conjunction with regional environmental association meetings, the event focuses on equipment and services for public and private waste and recycling. Companies from almost every sector, however, exhibit. Attending are municipal and plant engineers, environmental professionals, public works directors, solid waste directors, and federal, state and local government professionals.

- **Hazardous Materials Control (HazMat'92)** — Washington, DC — November, 1992 — A 480-exhibitor National Show featuring systems and services for the collection, containment and disposal of toxic/hazardous materials generated by municipal and industrial processes. In attendance are specific buyers, federal government departments, environmental consultants and plant engineers.

- **Petro-Safe '93** — Houston, Texas — January, 1993 — A 110-exhibitor International Conference covering hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, and incineration equipment. In attendance are buyers from U.S. federal government agencies, environmental consultants, refinery plant engineers, and emergency response personnel.

- **Hazardous Materials (HazMat Central)** — Chicago — April, 1993 — A 160-exhibitor National Show on hazardous materials management that attracts manufacturers, suppliers, engineers, government and environmental personnel.

MISSIONS

- **Mission to the Biotechnology and Waste Treatment Conference** — Grand Rapids, Michigan — September 15-16, 1992 — Ten to 15 Canadian firms will meet with relevant environmental professionals to discuss industrial waste management and bio-remediation.

- **Mission to the Pennsylvania State-Wide Environmental Event** — Harrisburgh — October, 1992 — The event attracts about 1,500 buyers (government permitting officers, municipal water and sewage authorities, urban planners, etc.) interested in learning about

Continued on page 7— Environment

Environment

Continued from page 6

Canadian expertise in pollution and waste management, recycling and clean-up technologies.

• **New Exporters to Border States (NEBS) Mission to the Lower Great Lakes and Recycling Expo** — Buffalo — November 10-11, 1992 — The focus is on equipment and services for public and private waste and recycling, but companies from almost every sector will be invited to target municipal and plant engineers, environmental professionals, public works and solid waste directors, and federal, state and local government officials.

• **New Exporters to Border States (NEBS) Mission to the Industrial Waste Water** — Pittsburgh — Autumn, 1992 — Companies engaged in municipal/industrial wastewater treatment equipment and technology services will target industrial environmental engineers, municipal water authorities and other professionals from western Pennsylvania and northern Ohio.

• **Environmental Products and Services Mission** — Boston — Autumn, 1992 — Companies in this field will meet with manufacturers' representatives, distributors, consultants and local regulatory agencies.

Persons interested in participating in one or more of these activities and wanting additional information should contact Donald Marsan, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

The same person can be contacted by those who wish to suggest other events that might be of value to Canada's environmental industry.

Interesting Possibilities in the New Zealand Forestry Industry

According to the country's *Forestry Sector Report*, New Zealand possesses 1.2 million hectares of planted forest, the largest such acreage in the world. Extensive reforestation was made possible by recent tax measures, giving the country a steady supply of wood without reducing the size of its forested area.

Because the forestry companies are now felling larger quantities of trees, their machinery needs to be upgraded and replaced more frequently. This affords some interesting outlets for Canadian manufacturers of forestry machinery.

During the past three years, the forestry industry has invested some

\$1.5 billion in mill modernization and construction. Foreign investments are numerous. Over the next 15 years, the industry plans to construct one or two pulp mills, two or three paper mills, two particle board mills and at least 15 sawmills.

Canadian manufacturers of sawmill equipment should also find some interesting prospects in New Zealand.

For further information and a copy of the study on the forestry market in New Zealand, please contact Richard Pennick, Trade Division, Canadian Consulate, Box 6186, Wellesley St., Auckland, New Zealand, Tel. (09) 390-3690; Fax: (09) 307-7111; Telex NZ21645.

Australia to Liberalize Textiles, Clothing and Footwear Markets

Canadian exporters of textiles, clothing and footwear will be pleased to learn that Australia is progressively making entry for these products to the Australian market easier.

As recently as 1986 import duty rates for some of the products in this sector were in the 80 per cent range. Listed here are the new scheduled rates for these products in the coming years:

| Year (July 1) | Clothing | Shoes | Woven Fabrics | Other Fabrics |
|------------------|----------|-------|------------------|------------------|
| 1990 | 55 | 45 | 40 | 35 |
| 1992 | 51 | 41 | 37 | 32 |
| 1994 | 43 | 33 | 31 | 27 |
| 1996 | 37 | 27 | 25 | 23 |
| 1998 | 31 | 21 | 19 | 19 |
| 2000 | 25 | 15 | 15 | 15 |

All remaining tariff quotas for products in these sectors are also to be eliminated by 1996.

For more information on market access into Australia, contact Ray Buciak of EAITC's Asia Pacific South Trade Development Division. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Calendar to EAITC 1992-1993 Western

Listed below — alphabetically by sector and in chronological order — are the 1992-93 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include *Outgoing Sellers' Missions (SM)* from Canada and *Incoming Buyers' Missions (BM)* from abroad.

The first part of the two-part list, including events relating to Eastern Europe, was published in *CanadExport*, Vol. 10, No. 4, March 2, 1992).

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

AGRICULTURE, FOOD PRODUCTS, EQUIPMENT, SERVICES

- **Canada Food Promotion Program** — United Kingdom — May, 1992 — Agriculture, fisheries and food products (In-store promotion).
- **Ungskuet Agricultural Fair** — Herning, Denmark — June 24-27, 1992 — Breeding cattle, semen, embryos (IB).
- **Royal Agricultural Show** — Stoneleigh, England — July 6-9, 1992 — Livestock, forage crops (CA).
- **SIAL** — Paris, France — October 25-29, 1992 — Food and fish products (CA).
- **SIPRAL** — Milan, Italy — October, 1992 — Specialty foods and beverages (CA).
- **Agrotica** — Thessalonika, Greece — February, 1993 — Annual show for agricultural products promotion: seed potatoes & soybeans, livestock semen & herd improvement, services, also forest products (IB).
- **SIA International Agricultural Show** — Paris, France — March 1-8, 1993 — Animal breeding stock (CA).
- **Incoming Food Buyers Mission** — Across Canada — Spring 93 — Processed food products (BM).

CHEMICAL/PETROCHEMICAL PRODUCTS, EQUIPMENT, SERVICES

- **K-92** — Dusseldorf, Germany — October 29-November 5, 1992 — Plastics, rubber and machinery (NS).

CONSTRUCTION PRODUCTS, SERVICES

- **Incoming Housing Construction Mission** — Ontario, Quebec — October, 1992 — Housing products/energy saving (BM).
- **BAU 93** — Munich, Germany — January 19-24, 1993 — Building products, joint partnering (IB).
- **Construction Turkey 93** — Istanbul, Turkey — January, 1993 — Construction, building materials (IB).
- **Batibouw** — Brussels, Belgium — February, 1993 — Value-added wood products and construction materials (CA).

CONSUMER GOODS

- **Retail Buyer Group Mission** — London, West Midlands, England — April, 1992 — Apparel, sports goods, do-it-yourself goods and tools (SM).
- **Outgoing Marketplace Mission** — Nordic Countries — April, 1992 — Consumer goods (SM).
- **Texitec** — Lyon, France — June 23-25, 1992 — Textile products (IB).
- **ISPO (Fall)** — Munich, Germany — September 1-4, 1992 — Sporting goods and apparel (CA).
- **Frankfurt Book Fair** — Frankfurt, Germany — September 30-October 5, 1992 — Books (CA).
- **Orgatec** — Koln, Germany — October 22-27, 1992 — Office equipment and systems (CA).
- **London International Boatshow** — London, England — January 7-17, 1993 — Marine leisure (CA).
- **Harrogate International Toy Fair** — Harrogate, England — January 11-16, 1993 — Toys, games, Christmas products (CA).
- **Domotechnica** — Koln, Germany — February 16-19, 1993 — Household appliances and equipment (CA).
- **CSGA/ACAS (Canadian Sporting Goods Association)** — Incoming Mission to Montreal — February, 1993 — Sporting goods (BM).
- **Incoming Sporting Goods Buyers to CSGA** — Montreal — February, 1993 — Sporting goods products (BM).
- **ISPO (Spring) 93** — Munich, Germany — March 4-7, 1993 — Sporting goods, including winter apparel (NS).
- **International Hardware Fair 93** — Cologne,

Trade Fairs, Missions, Exhibitions

Germany — March 7-10, 1993 — Tools, locks, fittings, building and do-it-yourself supplies (NS).

• **Igedo** — Dusseldorf, Germany — March, 1993 — Fashion and clothing (CA).

DEFENCE PROGRAMS, PRODUCTS, EQUIPMENT, SERVICES

• **Incoming Defence Products Mission** — Montreal/Ottawa/Toronto/Vancouver — April, 1992 — Focus on co-operation in simulation technology and industrial benefits associated with DND procurement (BM).

• **Outgoing Mission of Leading Canadian Defence Products Firms** — Central & North Italy — April, 1992 — Defence products (SM).

• **International Exhibition of Chemical Protective Defence Equipment** — Stockholm — June 8-12, 1992 — Defence products, protective equipment (IB).

• **ILA 92** — Berlin, Germany — June 15-21, 1992 — Civilian & military products, systems, parts. (CA).

• **Farnborough Air Show** — Farnborough, England — September 6-13, 1992 — Aerospace and defence (IB).

• **Expoprotection/Exposecurite** — Paris, France — September 8-11, 1992 — Security and protection products (IB).

• **Defendory 92** — Piraeus, Greece — October 6-10, 1992 — Defence equipment, undersea defence, naval air support systems (CA).

• **Outgoing RDP Defence Mission** — Oslo, Norway — October, 1992 — Defence (SM).

• **Oceanology Industry Mission** — France — October, 1992 — Oceanology (SM).

• **Electronica 92** — Munich, Germany — November 10-14, 1992 — Electronic components, measuring and test equipment (NS).

• **Security 92** — Essen, Germany — November 17-20, 1992 — Security products and technology (CA).

• **Segurex** — Lisbon, Portugal — January, 1993 — Home security, fire fighting alarms, oil spill clean-up, work safety (IB).

EDUCATION, TRAINING, MEDICAL, HEALTH CARE, PRODUCTS, SERVICES

• **Bologna Childrens' Book Fair** — Milan, Italy — April 8-11, 1992 — Childrens' book fair (NS).

• **Intermedica-Medical Technology** — Paris, France — April, 1992 — Health care products (IB).

• **Biotechnology Mission/Incoming Biorecognition to International Biotechnology Confer-**

ence — Montreal — June 1-4, 1992 — Biotechnology (BM).

• **Health Care 92** — Birmingham, England — June 16-18, 1992 — Hospital and medical equipment and instruments (CA).

• **IFAS International Medical and Hospital Equipment Fair** — Zurich, Switzerland — October-November, 1992 — Hospital, medical, laboratory equipment (IB).

• **Medica Plus Biotech** — Dusseldorf, Germany — November 18-21, 1992 — Medical equipment, strategic venture, partnership (IB).

• **Outgoing Biotechnology Mission** — Vienna/St. Poelten/Linz, Austria — February-March, 1993 — Biotechnology (SM).

• **Incoming Biomedical Mission** — Ontario, Quebec — March, 1993 — Pharmaceutical/biomedical (BM).

FISHERIES/SEA PRODUCTS/EQUIPMENT/SERVICES

• **Incoming Fish Buyers Mission** — East/West Coast — May, 1992 — Fish, fishery products (BM).

• **Canada Food Promotion Program** — United Kingdom — May, 1992 — Agriculture, fisheries and food products (In-store promotion).

• **Outgoing Mission to Vienna-Export Sales** — Vienna, Austria — May, 1992 — Specialty fish products (SM).

• **Outgoing Fish and Food Mission** — Nordic Countries — September, 1992 — Fish/shellfish/other food (SM).

• **Outgoing Fish Exporters Mission** — Madrid/Barcelona/Irún, Spain — October, 1992 — Fish exporting companies (SM).

• **Incoming Fish Buyers Mission** — Eastern Canada — Spring 93 — Fishery products (BM).

FOREST PRODUCTS, EQUIPMENT, SERVICES

• **Incoming Newsprint Mission** — Eastern Canada — May, 1992 — Newsprint equipment and products (BM).

• **Outgoing Hardwood Lumber Mission** — Trieste, Italy and Vienna, Austria — June, 1992 — Forest products (SM).

• **Outgoing Irish Softwood Importers Mission** — Eastern Canada — September, 1992 — To increase self-sufficiency by increasing domestic supply (BM).

• **AmbienteEnergén** (Environmental technology, waste management & water treatment) — Lisbon,

Western Europe Trade Fairs, Missions

Portugal — October 1-4, 1992 — Forest fire-fighting technology and equipment and Canadair CL-215 (IB).

• **Incoming Forest Products Mission** — Eastern Canada — October, 1992 — Familiarize German representatives and importers with sources and applications of yellow birch in use of hardwood remanufactured products (BM).

• **Incoming Timber Frame Construction Mission** — Across Canada — Fall, 1992 — Forest products (BM).

• **Eurobois 93** — Lyon, France — March, 1993 — Forestry equipment and wood products (IB).

• **Incoming Manufactured Wood Products Mission** — Across Canada — Spring, 1993 — Building products (BM).

GENERAL/MULTI-SECTOR

• **Thessaloniki International Trade** — Thessalonika, Greece — September, 1992 — High-profile event in the Greek commercial community, provides opportunity to demonstrate a broad spectrum of Canadian capabilities to public, business & government procurement personnel (IB).

• **Outgoing Mission** — Berlin, Dresden, Halle, Leipzig — November, 1992 — Multi-sector mission with emphasis on infrastructure procurement in former East Germany (SM).

• **Multi-sector Mission** — Reykjavik, Iceland — January, 1993 — Agriculture, fish and food, communications and power generation (SM)

INDUSTRIAL MACHINERY, PLANTS, EQUIPMENT, SERVICES

• **Eurotech** (Technology equipment of enterprises) — Brussels, Belgium — May 5-9, 1992 — Plastics industry machinery (IB).

• **MACH 92** — Birmingham, England — May 6-15, 1992 — Machine tools and manufacturing technology (CA).

• **Incoming Buyers Mission to Plast-Ex '92** — Toronto — May 11-14, 1992 — Plastic industry machinery (BM).

• **SASMIL** — Milan, Italy — May 21-26, 1992 — Select quality softwood, hardwood and wood-based panel products with/without value-added and components (IB).

• **Incoming Environmental Equipment Mission** — Ottawa/Toronto — May, 1992 — Air and water pollution (BM).

• **Envitec 92** — Dusseldorf, Germany — June 1-5,

1992 — Environmental equipment, services. Industrial machinery, plants, services (CA).

• **Aquatec-Environment 92** — Outgoing Mission — Amsterdam, Netherlands — September, 1992 — Environmental equipment, wastewater equipment (SM).

• **M.U.T.** (European Fair for Environmental Technology) — Basel, Switzerland — October 3-9, 1992 — Waste treatment/management (IB).

• **Pollutec 92** — Lyon, France — November 3-6, 1992 — Industrial waste (CA).

• **Emballage 92** — Lyon, France — November 12-18, 1992 — Processing/packaging machinery (IB).

• **Outgoing Environmental Equipment Mission** — Nordic Countries — February, 1993 — Environmental air, water and industrial process equipment (SM).

OIL/GAS PRODUCTS, EQUIPMENT, SERVICES

• **Offshore Northern Seas** — Stavanger, Norway — August 25-28, 1992 — Oil and gas (CA).

• **Outgoing Mission Canada/Norway Offshore Working Group (CNOWG)** — Oslo, Norway — August 29- September 2, 1992 — Oil and gas (SM).

SERVICES

• **Outgoing Trading House Mission** — Istanbul — October, 1992 — Trading houses (BM).

• **Tourism Display at TUR 93** — Stockholm — February, 1993 — Tourism fair (IB).

TRANSPORTATION SYSTEMS, EQUIPMENT, SERVICES

• **Incoming Space Industries Mission of Top Space Companies from Space Agency** — Montreal/Ottawa/Toronto/Vancouver — May, 1992 — Aerospace-space instrumentation systems and services (BM).

• **Outgoing Air Transport Equipment Mission** — Italy — May, 1992 — Air transportation equipment (SM).

• **Automechanika 92** — Frankfurt, Germany — September 8-13, 1992 — Automotive workshops, service station equipment, spare parts & accessories (CA).

• **SMM 92** — Hamburg, Germany — September 29-October 3, 1992 — International shipping marine technology, products services (CA).

• **Aftermarket 92** — Wembley, England — February 16-18, 1993 — Automotive spare parts and accessories (CA).

International Countertrade Conference

Los Angeles — The recent resurgence of countertrade in Eastern Europe and the continuing hard currency pressures on developing nations set the stage for **Expanding Global Trade: Countertrade, Offset and Barter**, a conference being held here April 21-23, 1992.

Participants will obtain practical knowledge about financial engineering for countertrade, institutional arrangements, developing country practices, and information on the experiences of major global multinationals.

Providing an excellent opportunity to network and to develop trade opportunities with companies and officials from around the world, the conference will also feature speakers from Brazil, Russia, the Philippines, the United States, Yugoslavia and Switzerland.

Opening speaker, Paul Labbe, President of the Export Development Corporation, will discuss evolving strategies for East European and developing nations.

The conference is sponsored by the International Association of Trading Organizations of Developing Countries of Ljubljana, Slovenia, Yugoslavia; the Journal of Commerce; and the Centre for the New West.

For further information, contact Mike Reshitnyk, Financial and Business Services Division, External Affairs and International Trade Canada. Tel.: (613) 996-1862. Fax: (613) 996-1225. Information may also be obtained from Edie Dulacki, Conference Co-ordinator. Tel.: (303) 592-5310. Fax: (303) 592-5315.

Japan's Confectionery Exhibition Gateway to Market Worth \$Billions

Tokyo — Participation in the **2nd International Confectionery Exhibition (ICT'92)** affords Canadian companies the chance to explore opportunities in the Japanese confectionery, bakery and snackfood market, the retail value of which totals almost US\$25 billion annually.

Being held September 2-5 at the Sunshine Convention and Exhibition Centre, **ICT'92** is a 'must attend' for anyone interested in this market — as well as the market for raw materials, flavourings, ingredients, and packaging and processing equipment.

Attendance at **ICT'92** can also open doors to other markets as the event attracts trade visitors not only from Japan but from throughout the Asia-Pacific and other markets worldwide.

Those trade visitors — there were 12,012 at last year's exhibition — include: importers and agents;

foodservices buyers; wholesalers and distributors; retailers; hoteliers; restaurants; supermarket buyers; confectionery, snackfood, bakery manufacturers; government agencies; trade associations; and corporate and airline caterers.

Also incorporated in **ICT'92** is a series of seminars conducted by industry experts who provide legal, technical and marketing information that is invaluable in helping exporters to penetrate this lucrative market.

Companies wishing to showcase their products or wanting the opportunity to assess the market firsthand with a view to contacting importers, agents or distributors, should contact the **ICT'92** organizers' Canadian representative:

Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025. Telex: 06-968027.

Canadian Pavilion at Alabama Expo Highlights Aerospace, Defence Fields

Huntsville — Canadian companies are being recruited to participate in **TABES'92** (Technical and Business Exposition and Symposium) at which the Canadian Consulate General in Atlanta is sponsoring a Canadian pavilion and mission.

Being held May 12-13, 1992, the event focuses on Huntsville's high-technology community (NASA, the U.S. Army Missile Command, the U.S. Army Strategic Command) and its resident 200 contractors.

The Canadian pavilion and mission will concentrate on aerospace/defence products and technologies and will highlight a new feature that focuses on technologies with

an environmental application.

The Consulate General foresees a large market for Canadian firms that can provide equipment and services to remedy environmental problems on government bases as well as in the commercial market — estimated in excess of US\$80 billion is the southeast U.S. alone. Estimates for 1993 are placed at US\$260 billion.

For further information on **TABES'92**, contact John F. Alexander, Technology Development Officer, Canadian Consulate General, 400 South Tower, One CNN Center, Atlanta, Georgia 30303, U.S.A. Tel.: (404) 577-6810. Fax: (404) 524-5046.

BUSINESS AGENDA

Montreal — April 6, 1992 — Europe 1992 and the Environmental Industries Seminar. Four Seasons Hotel. Contact Ms. G. Desroches, Quebec Manufacturers' Association. Tel.: (514) 866-7774.

Toronto — April 8 — The Canadian MIS Panel will provide participants insights into a variety of issues that will allow business to survive in the current environment and to compete and prosper in the future. Speakers will include executives from the private sector, the public sector and In-

formation Systems consulting firms. Registration fees, before March 20, are \$190 for Canadian Information Processing Society (CIPS) members and \$225 for non-members; after March 20, fees are \$215 for CIPS members and \$250 for non-members. Contact CIPS Toronto Section, tel./fax: (416) 882-0018.

North York — Beginning in May, 1992, a six-week business course on the emerging markets in Europe, the Pacific Rim and North America will be offered jointly by Seneca College, The Amsterdam School

of Business and Temasek Polytechnic in Singapore. Participants will travel to the three venues where they can make contact with representatives and organizations from personally selected business sectors. For more information or a comprehensive brochure and application form, contact Tami Tamitegama, Chairman, International Business Education, Seneca College, 1750 Finch Avenue East, North York, Ontario M2J 2X5. Tel.: (416) 491-5050. Fax: (416) 491-3081.

Canadian Customs Tariff Schedule, among other matters, provides information businesses need to analyze alternate supply sources, reclassify imported goods to save money on import duties and taxes, and forecast importing costs before commitments are made. Updates are issued on a regular basis for easy insertion into the manual's binder format. The tariff data also is available in a software package, the **MSR Harmonized Tariff Classification System**. Contact Renee Auer, Publications Manager, Management Systems Resources Inc., 171 Eastern Avenue, Toronto M5A 1H8. Tel.: (416) 363-8000. Fax: (416) 363-0280.

A bi-monthly catalog listing materials offered or wanted for recycling in the State of California is available (subscription free) to interested companies

Publications

in the recycling of post consumer and post industrial materials. Because of the sizeable market opening up in the state for recycled products (and recyclers), Canadian specialists could find some business opportunities here. Contact CALMAX, 8800 Cal Center Drive, Sacramento, California 95826-3268, U.S.A. Tel.: (916) 255-2200. Fax: (916) 255-2221.

The Plastics Industry in Guatemala, a study prepared for the Canadian Embassy, indicates the demand for plastics and synthetic resins is increasing by 15 per cent annually in Guatemala. In 1990, the country's 57 manufacturers of plastics products imported 40,000

metric tons of raw material.

Of the total, Canadian companies exported 1485 tonnes, mainly in the form of low- and high-density polyethylene resins. The United States continues to be the main supplier of plastics to Guatemala.

In lesser quantities, Guatemalan companies also import sheets of rigid plastic, polyvinyl chloride, polypropylene film, colouring concentrates and wastes.

The President of the Plastics Manufacturers Union estimates that between three and five major purchases of machinery and equipment are made by the industry annually.

Copies of the study on the plastics market in Guatemala are available from the Latin America and Caribbean Trade Division (LGT), 125 Sussex Drive, Ottawa, Ont., K1A 0G2. Tel.: (613) 995-8742; Fax: (613) 943-8806.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
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Ottawa, Ont.
K1A 0G2



CANADEXPORT

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MAR 20 1992 April 1, 1992

10th Anniversary

Application Date Fast Approaches for Canada Export Award Entrants

The Canada Export Award Program, celebrating its 10th Anniversary in 1992, is calling on successful Canadian exporters to enter this year's competition.

Deadline for receipt of applications is May 15. To be eligible, companies must be resident in Canada and have been actively exporting for at least three years.

This prestigious award, sponsored by External Affairs and International Trade Canada (EAITC), is widely regarded as a symbol of success in the highly competitive world of export trade.

Michael Wilson, Minister of In-

dustry, Science and Technology and Minister for International Trade said: "As one of the world's leading trading nations, Canada has proven that it can produce high-quality

products and services that are second to none. The tremendous success of past Canada Export Award winners demonstrates that Canadians can compete with the best in the world and win."

The Canada Export Award is presented annually by the Minister to a select number of Canadian companies for their achievements in exporting.

Recipients of the award are chosen by a panel of prominent business leaders and successful exporters from across Canada who consider such criteria as: success in introducing new export products or services into world markets; significant increases in export sales; holding markets in the face of strong competition; a high level of Canadian content; and a high ratio of export sales to total sales.

Since the program's inception, some 1,500 applications have been received and 124 companies have won the award. Winning firms may use the Canada Export Award logo in their promotional efforts for three years and are featured in a nationwide advertising campaign. Winners are presented with a plaque and a citation from the Minister highlighting their export success.

Past recipients have reported that the recognition they have received from the award has been an important marketing tool, raising their profile at home, attracting new customers in foreign markets, and giving

Continued on page 2 — Canada

| | |
|--|-------|
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Tapping the Tourism Trade

Tourism is big business in Canada. In fact, it's a \$25-billion industry, making it Canada's fourth-largest export while helping to provide direct employment for nearly 622,000 Canadians!

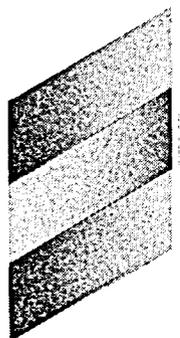
External Affairs and International Trade Canada (EAITC), through its embassies and consulates — the Department has 62 officers and more than 32 support personnel in its tourism operations internationally — helps deliver Canada's tourism program abroad.

How they do this is described in two new brochures available through EAITC's Info Export (To order, see box at bottom of page 12).

Tourism Personnel Directory (#18XA), in addition to the above-

mentioned facts, discusses EAITC export development programs available to Canadian tourism companies. It also provides the addresses and names of tourism officers at EAITC's 15 posts in the United States, as well as in Germany, Hong Kong, Britain, Mexico, France, Australia, The Netherlands, Japan, Korea, and Taiwan. **'Tourism Market Profiles — US and Overseas Travel Trade & Consumer Shows** (#34XA), covering what its name suggests (and more), is a comprehensive (141 pages) document designed to assist all companies involved in Canada's tourism industry that are interested in tapping foreign markets.

External Affairs and
International Trade Canada



Canada

REQUEST FOR APPLICATION Canada Export Award

Name: Title:

Company:

Address:

City: Prov. : Code :

Mail/Fax: *Canada Export Award Program*
Trade Development Operations (TPO)
External Affairs and International Trade Canada,
125 Sussex Drive, Ottawa K1A 0G2
Fax: (613) 996-8688

Canada Export Award Program

Continued from page 1

ing employees a sense of pride and self-esteem.

"As winners of the Canada Export Award, companies are recognized not only as leaders in international trade, but as leaders in Canada's future economic prosperity and growth. It is only through the dedication and innovation of all Canadians that this country's renewed prosperity will be achieved," added Wilson.

In the words of L. David Caplan, President and Chief Executive Officer, Pratt & Whitney Canada, a 1991 award recipient: "It is always stimulating to see one's accom-

plishments being recognized. We are making sure that all our employees are aware of the Canada Export Award received by Pratt & Whitney Canada from the Canadian Government. It is really their award. I personally believe that initiatives such as these are necessary to create and maintain the competitive spirit needed for this country to succeed as an exporter."

To obtain a 1992 Canada Export Award application or for more information, contact EAITC's Info Export, toll-free tel.: 1-800-267-8376 (Ottawa area: 993-6435); or mail or fax the above coupon.

Panamanian Importers

Interested Canadian firms should contact these companies directly.

• Miguel A. Collado, Gerente General, El Electrico, S.A., is interested in equipment and devices for electrical distribution, tools for electricians, plumbers, carpet layers and gardeners, bathroom/kitchen accessories, tiles (ceiling, ceramic, glazed, plastic, vinyl), wall paper, carpets and water pumps. Apartado 6-3016, El Dorado, Panama. Tel.: (011-507) 292815. Fax: (011-507) 292179.

• Eduardo Burillo, Gerente General, Do It Center Corp. seeks all kinds of Canadian building products. Apartado 6-5320, El Dorado, Panama. Tel.: (011-507) 218050. Fax: (011-507) 212109.

• Guillermo Selles, Gerente General, Geo F. Novey Inc. seeks all kinds of building materials and equipment. Apartado 3420, Panama 4. Tel.: (011-507) 272744. Fax: (011-507) 273917.

• Marilyn de Simons, Vice Presidente, Grupo Melo S.A. seeks lumber, screws, fasteners, building hardware, water pumps, scaffolds and scaffolding, tiles and locks. Apartado 333, Panama 1. Tel.: (011-507) 351270. Fax: (011-507) 219104.

• Jose Abbo, Gerente, El Coloso is interested in additives for concrete, bathroom/kitchen accessories, decorative building materials, whirlpools, spas, gypsum, paperboard, and lifting, handling and transportation equipment for the construction industry. Apartado 6-6626, El Dorado, Panama. Tel.: (011-507) 216482.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Promoting Canada in U.S. Environment Market

An excellent way for Canadian companies to promote their environmental technologies, products and services in the United States marketplace is through participation in trade fairs, missions, seminars and workshops.

External Affairs and International Trade Canada, through its U.S. Trade and Tourism Division (UTO) and in cooperation with Canadian Consulates in the United States, is promoting Canadian participation in such events in an effort to help Canadian firms explore environmental opportunities in the U.S. market.

Following is the last list of "selected activities" Canadian firms might find worth pursuing. (Previous

lists were published in *Canad-Export*, March 2, 1992 and March 16, 1992).

WORKSHOPS/SEMINARS

• **Environmental Strategy Matching/Partnering Workshops** — Seattle/Washington/Pittsburgh/Chicago/Los Angeles/Atlanta—Autumn, 1992 — Several Canadian companies will be matched with similar U.S. firms to view the possibilities of technology sharing, strategic alliances and subcontracting arrangements.

• **Ocean Technology Workshop** — Newport, Rhode Island — February 27, 1993 — The event is designed to promote trade, joint ven-

tures, strategic alliances and joint development projects between Canadian and U.S. institutions engaged in all aspects of marine technology, including hardware, software, engineering, exploration, consulting and environmental protection. Participants can exhibit products/services and meet with potential partners, collaborators and buyers.

Persons interested in participating in one or more of these activities and wanting additional information should contact Donald Marsan, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECHOSLOVAKIA — A company wishes to enter into a joint venture with a view to constructing housing units in this country. Contact Ing. Postrihac, Friendship 58, Plzen, Czechoslovakia. Tel.: 011-42-19-45094.

LEBANON — A firm wishes to represent Canadian manufacturers of quality gift-ware, leatherware, sportswear, unisex wear, footwear, cosmetics, fast foods and consumer electronics. Contact Garen Koundakjian, General Manager, Hart Trading Company, P.O. Box 16-6386, Ashrafieh, Beirut, Lebanon. Tel.: 01-398438. Telex: 41384LE.

MEXICO — Engaged in the distri-

bution of oil hydraulic equipment and machinery for the plastics industry, a company here, with an annual turnover of US\$5,500,000, wishes to diversify, especially in the field of engineering plastics. The company also is interested in co-investment, licensing and technical know-how. Contact Antonio Barajas Gonzalez, President, DIMYESA, Distribuidora de Maquinaria y Equipos, S.A., de C.V., Loma Bonita No. 7, Lomas Altas, Mexico 11950 D.F. Fax: 570-73-54. Telex: 1761955 DIMEME.

MEXICO — A firm wishes to import products related to the oil industry or to represent Canadian manufacturers of such products. Contact Jorge Peyrou, Manager, Intergolfo S.A., M. Abasolo, CP 86100, Villahermosa, Tab, Mexico. Tel/Fax: (931) 3-38-25.

TAIWAN — A manufacturer, importer and distributor of therapeutic and diagnostic pharmaceuticals, and with annual sales averaging US\$20 million, wishes to import medicines, diagnostics and biologicals (including vaccines) for medical use. Contact Patrick P.A. Lee or Pen-Tui Lai, Lifeguard Pharmaceutical Co., Ltd., 11th Floor, No. 78, Chang-An E. Road, Section 2, Taipei, Taiwan. Tel.: 886-2-5045709. Fax: 886-2-5094303.

TAIWAN — A manufacturer and exporter of sleeping bags and baby bibs, and with annual average sales of US\$2.2 million, wishes to import warmth-retaining micro fibre for use in sleeping bags and bedding. Contact Peter Chiu or Johnson Shin, Z-Way Industries Inc., No. 61, Lane 296, Section 3, Ta To Road, Peitou, Taipei, Taiwan. Tel.: 886-2-8951551/6. Fax: 886-2-8933153.

Sectoral Market Opportunities in the United States

Each year, to prepare their marketing strategy, Canada's Trade Commissioners assess the business opportunities in the countries in which they are stationed. Following is the third part (the second part was published in *CanadExport*, Vol. 10, No. 5, March 16, 1992) of sectoral market assessments made by Canada's Trade Commissioners in the United States. To obtain more information on the specific sectors, contact — as per the telephone number indicated — the officer whose name is shown for each sector.

ELECTRONIC COMPONENTS

Officer: D. Shaw
Tel.: (613) 991-9474

The component industry is forecast to grow at a compound rate of 6 per cent to 8 per cent through the mid-1990s. With forecasted growth at 9 per cent for 1991, the most active growth seemed to be in semi-conductor and related devices. As the economic recovery continues, demand for electronic components, semi-conductor devices and integrated circuits will be driven by the information processing, telecommunications and automotive markets.

Significant opportunities exist for a broad range of products from simple components, such as resistors/capacitors, to multi-layer circuit boards and chips.

ENVIRONMENTAL PRODUCTS/SERVICES

Officer: D. Marsan
Tel.: (613) 991-9478

The present dollar value of Canadian exports to the U.S. in the environmental sector is approximately Cdn\$300 million and there is the potential to substantially raise this figure over the course of the next few years. Growth rates and expenditures in the sector are expected to double and even triple in the next 15 years. The commitment and amount of spending by firms, government and state are closely linked, as the process is largely legislatively driven. Estimates for the environmental products/services industry in the U.S. indicate a total market size currently in excess of US\$100 billion annually. By 1995, this figure is expected to increase to US\$200 billion because the overall environmental market is growing at a rate of 20 per cent to 30 per cent annually.

FISH, SHELLFISH, MARINE PRODUCTS

Officer: P. Egyed
Tel.: (613) 991-9483

Total U.S. imports of edible raw and processed fish

products in 1990 amounted to \$6.02 billion. Shipments in 1991 were expected to be at approximately the same level. At the retail grocery level, the North American seafood industry faces stiff competition for the consumer dollar from increasingly popular alternative products. Particular areas of growth in U.S. seafood consumption are to be found in the Asian and Latin American "ethnic" market niches, traditionally satisfied via off-shore imports, but increasingly through North American landings. Also, more U.S. consumers are eating their seafood outside of the household, with two-thirds of the U.S. seafood market accounted for by food services sales. There is particular growth in the lucrative upscale segment of this market, with distinct emphasis on fresh rather than frozen fish. Also, with the steadily increasing importance of institutional food services, there is a growing demand for frozen and further processed, or "value-added" seafood products.

GIFTWARE/ARTS AND CRAFTS/JEWELLERY

Officer: T. Weinstein
Tel.: (613) 991-9479

This is a high-growth sector. Most giftware in the U.S. is sold at trade shows to retailers, wholesalers and distributors as opposed to sales calls on retail outlets. There is a developing interest in artwork produced by or representing Canadian aboriginal artists.

Giftware and crafts tend to be exported along geographic lines in a north-south alignment. Important considerations in these sectors are price points and item quality. The nature of the industry makes imported "knock off" souvenir goods easily available at much cheaper prices than authentic crafts or giftware. Price can be an impediment in marketing upscale pieces.

The U.S. imported jewellery market is split between fine jewellery (mostly supplied by France and Italy), and costume jewellery (brought in from East Asia). Much of the gems and gold used in the production of fine jewellery is imported into Canada, processed and exported at high costs. Canadian producers will sell their fine jewellery on style and price.

HEATING EQUIPMENT

Officer: R. McNally
Tel.: (613) 993-7486

There are three principal markets in the U.S. — original installation, replacement (due to wear and obsolescence) and retrofit (the adding to or upgrading of existing units). U.S. statistics show their replacement market to be 60 per cent of total demand. The replacement and retrofit markets were extremely strong from 1980 to 1987, stimulated by the high cost of energy and various incentive programs. Home-owners and commercial and institutional building owners converted from oil-fired heating systems to gas and electric systems.

HOSPITAL, MEDICAL EQUIPMENT AND SERVICES

Officer: J.-P. Petit
Tel.: (613) 991-9482

The U.S. market for medical devices is the largest in the world. It accounted for 59 per cent of world demand in 1990, amounting to \$US65.2 billion. This market grew on average by 9 per cent a year in the 1980s and growth will likely continue throughout this decade because of the aging population. Imports are expected to grow by 20 per cent annually in dollar value. Because of shrinking budgets being experienced by U.S. hospitals, more medical devices are now being used in the home. This will be a particular growth segment.

MATERIALS HANDLING

Officer: P.-A. Rolland
Tel.: (613) 991-9475

Materials handling is a \$24 billion dollar industry. The main area for growth in exports is in overhead travelling cranes, and conveyors where Canadian exports to the U.S. represent 70 per cent of U.S. imports. The Materials Handling Institute of America outlook for the industry is positive, noting that the projected real growth is 3.7 per cent annually into the mid-1990s.

OIL & GAS EQUIPMENT

Officer: R. McNally
Tel.: (613) 993-7486

Exports to the U.S. of Canadian equipment and serv-

ices in this sector totalled \$132 million in 1990. Recent reports called for a growth rate of 3.1 per cent for the U.S. oilfield machinery industry during 1990-94. This projection is based on the need for U.S. and foreign petroleum companies to replenish depleted reserves.

Many U.S. customers of Canadian oil and gas equipment are involved in overseas projects, in Europe, the Middle East or Asia. Promotion of Canadian capabilities in the U.S. provides companies exposure to these overseas markets, and lends support to Canada's industry in its pursuit of offshore business in competition with American, Western European and Asian companies.

PHARMACEUTICALS/BIO TECHNOLOGY

Officer: J.-P. Petit
Tel.: (613) 991-9482

The U.S. biotechnology industry is comprised of approximately 1,100 companies, most of them small. About 35 per cent of these companies are involved in therapeutic products, 28 per cent in diagnostics, 18 per cent in biotechnology products, 8 per cent in agricultural biotechnology, and 11 per cent in other biotechnology fields. Their assets in 1991, totalled \$US130 billion, with revenues of \$US60 billion and annual sales of \$US4 billion. In 1990, 13 products became available, 11 in 1991, and 17 biotechnology products will be approved this year. A total of 132 biotechnology products are awaiting Food and Drug Administration approval. Venture capital money is seeking biotechnology opportunities. It is estimated that \$US30 billion dollars in venture capital are earmarked for this field.

American biotechnology firms are open to exploring mutually beneficial collaborative research projects with foreign partners.

PRODUCTION EQUIPMENT

Officer: P.-A. Rolland
Tel.: (613) 991-9475

U.S. imports of machine tools totalled \$3.44 billion in 1989. Sales of Canadian metalworking machinery were valued at \$255.72 million. The auto industry represents more than 40 per cent of total orders in this sector. The largest impact on the demand for machine tools over the medium term will result from proposed legislation on auto emissions and fuel economy. These developments may require major tooling programs and lead to an increase in machine tool orders similar to that which occurred in the mid-1970s, when orders reached a peak of \$6.61 billion.

Selected Trade-Related Events in Australia

The following events have been identified by the Canadian Consulate in Melbourne as being of interest to Canadian firms. Organizers of the events should be contacted directly.

Thomson World Trade Exhibitions

144 Riley Street, East Sydney NSW 2010.

Tel.: (02) 332-3233. Fax: (02) 332-4577

- *19th Melbourne International Gift Trade Fair* — August 8-12, 1992
- *3rd Melbourne International Fashion Jewellery and Accessories Fair* — August 8-12, 1992
- *15th Sydney International Spring Gift Trade Fair* — September 12-16, 1992
- *17th International Watch, Clock and Jewellery Fair* — Darling Harbour, September 12-16, 1992
- *Mine and Quarry Suppliers and Services Exhibition* — Singleton, October 14-16, 1992
- *16th Brisbane International Gift Trade Fair* — Boondall, October, 1992

Riddell Exhibition Promotion

137-141 Burnley Street, Richmond VIC 3121.

Tel.: (03) 429-6088. Fax: (03) 427-0829

- *Timber and Working with Wood Show* — Sydney, July 24-30, 1992
- *Herald Sun News-Pictorial Home Show* — Melbourne, August 22-30, 1992
- *Timber and Working with Wood Show* — Melbourne, October 22-25, 1992

Australian Exhibition Services Pty. Ltd.

Illoura Plaza, 424 St.Kilda Road,

Melbourne VIC 3004

Tel.: (03) 867-4500. Fax: (03) 867-7981

(All in Melbourne)

- *Ausfair - Australian International Market for Consumer Goods* — June 28- July 01, 1992
- *PC92 - 19th Personal Computer Show* — August 11-14, 1992
- *Communications and Office Technology 92* — August 11-14, 1992
- *Franchising 92* — September 4-6, 1992
- *Fine Food 92 - 8th Australian International Food Drink and Equipment Exhibition* — September 6-9, 1992
- *Exposhop - Australian International Shopfitting, Display and Merchandising Exhibition* — September 6-9, 1992
- *Elenex Australia - 4th Australian International Electrical and Electronic Industries Exhibition* — September 29- October 02, 1992

- *Automate Australia - 3rd International Robotics and Industrial Automation Exhibition* — September 29- October 02, 1992

BPI Exhibitions Pty.Ltd.,

162 Goulburn Street, Darlinghurst NSW 2010

Tel.: (02) 266-9799. Fax: (02) 267-1223

- *25th International Catering Trade Fair* — Sydney, June 20-24, 1992
- *1st Foodservices - Adelaide International Catering Trade Fair* — August 23-25, 1992
- *6th LABEX Sydney - International Laboratory and Diagnostic Equipment and Products Exhibition* — September 08-10, 1992

Exhibitions and Trade Fairs Pty.Ltd.,

311 Montague Street Albert Park VIC 3206.

Tel.: (03) 696-0666. Fax: (03) 696-0808

- *Alia Biennial Conference and Exhibition* — Library Supplies — Albury, September 28- October 01, 1992

Australian Trade Promotions

c/o Graham Uthmeyer, Suite 6,

497 Burke Road, Camberwell VIC 3124.

Tel.: (03) 822-0400. Fax: (03) 824-7672

- *Hospitality 92* — Melbourne, August, 1992

Melbourne Pharmacy Fair

c/o Sheila Endelin, Exhibition Organizer,

370 Lonsdale Street,

Melbourne VIC 3000

- *Melbourne Pharmacy Fair* — June 20-22, 1992

Conference and Exhibition Organizers

c/o Michael Sedin, P.O. Box 314,

Carlingford NSW 2118

Tel.: (02) 437-4088

- *Austex* — Textile Institute — Melbourne, July 02-05, 1992

Boating Industry Association of Victoria

c/o Jon Schoer, Administrative Officer,

124 Jolimont Road ,

Jolimont VIC 3004

Tel.: (03) 650-7833. Fax: (03) 651-9448

- *National Boat Show* — Melbourne, July 02-09, 1992

Aerospace Foundation of Australia Ltd.

c/o Ross Dunlop, Director of Promotions,

P.O.Box E70, Parramatta NSW 2150

- *1st Australian International Air Show and Aerospace Exhibition* — Laverton, October 21-25, 1992.

Consulate Recruiting for U.S. Grocers Show

Columbus — The Canadian Consulate in Cleveland is recruiting about 35 Canadian companies to participate at its National Stand at the **1992 Ohio Grocers Association Convention and Trade Show** being held October 24-25 at the Columbus Convention Center.

The show, in which 28 Canadian exhibitors participated last year, is the third-largest grocery industry event in the United States and attracts brokers, distributors, wholesalers, supermarket chains, independents, and specialty food retail-

ers from six states.

This year, the Consulate is looking for Canadian companies involved in such categories as seafood, wine and non-alcoholic beverages, frozen and convenience foods, gourmet foods, point-of-sale items.

Also being promoted at Canada's National Stand are companies that manufacture display equipment, supplies, services, and software items. Of particular interest are goods and services with pro-environmental implications.

There will be a special discounted

fee for exhibitors in the Canadian Pavilion. All other costs, including transportation, shipment of product, accommodation and personal expenses are the responsibility of each exhibitor.

For further information on the **1992 Ohio Grocers Association Convention and Trade Show**, contact Betsy Holm, Commercial Officer, Canadian Consulate, Suite 1008, 55 Public Square, Cleveland, Ohio 44113-1983, USA. Tel.: (216) 771-0150. Fax: (216) 771-1688.

Sixth Canada-Taiwan Business Meeting Set

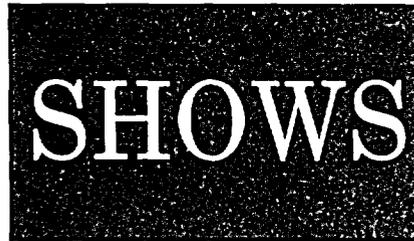
Taipei — Business persons planning a trip to Taiwan might want to consider adding a few extra days to their itinerary.

That way, they could attend the **6th Joint Meeting of the Canada-Taiwan Business Association (CTBA)** being held April 26-28, 1992 in Taipei.

The dynamic two-day event enables participants to network with more than 200 of Taiwan's senior executives and decision-makers; to expose their company's products, technologies and services to one of Asia's most thriving markets; and to explore export possibilities in a variety of fields.

These potentially lucrative fields include: transportation; telecommunications; consulting engineering; aviation and aerospace; environmental protection; advanced technology; information technology; and energy.

Interested parties should contact, immediately, Denis Trottier or Elsie Lee, Canada-Taiwan Business Association, Ottawa. Tel.: (613) 238-4000. Fax: (613) 238-7643.



National Pavilion at Pulp, Forestry Show A First for Canada

St. Petersburg — For the first time, External Affairs and International Trade Canada will have a National Pavilion at **PAP-FOR'92**, a pulp and paper and forestry equipment show being held here September 22-26.

Space in the Pavilion can accommodate 15 Canadian companies — on a first-come, first-serve basis.

Companies interested in participating in this event or in obtaining further information (cost, etc.) should contact Richard Parker, Trade Fairs and Missions - Europe Trade Development Division (RWTF), External Affairs and International Trade Canada (EAITC), 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-6319.

Texas Geared to Host Offshore Technology Conference

Houston — The **24th Offshore Technology Conference and Exhibition (OTC'92)** will be held in this Texas city's Astrodomain Complex from May 4-7.

The conference serves offshore industry engineers, managers and scientists from around the world who participate in the four-day technical program and exhibition.

The exhibition itself is the offshore industry's number one international showcase for the best technology, equipment and services used in ocean resource development and attracts more than 1,200 of the world's foremost manufacturers and suppliers of offshore equipment and services.

Parties interested in participating in the **24th Offshore Technology Conference and Exhibition (OTC'92)** can register by facsimile (214-952-9328) from now through April 13. For early-bird (beginning April 27) credit card registration, telephone (713-791-5575 or 713-791-5576). May 4 is the date for on-site registration.

Fashion/Home Decoration**Brussels Facility Opens Trade Doors**

Canadian manufacturers passing through Brussels should drop in at the Brussels International Trade Mart (BITM), Europe's largest permanent exhibition center dedicated to fashion and home decoration industries.

Canadian innovators in these fields will find at the BITM 1,500 exhibitors and some 7,800 brand-names to which they could easily add theirs.

The exhibitors are manufacturers, wholesalers, agents and importers.

They rent showrooms on a permanent basis, giving them the opportunity to meet retailers and buying groups throughout the year.

In 1990, 620,000 professional buyers used the Trade Mart, recording sales of Cdn\$2.2 billion. Surveys show that 95 per cent of Belgium retailers in the two appropriate sectors place their orders at the BITM, which they visit 6 to 11 times a year. The BITM, open since 1975, is accessible only to the trade.

With 175,000 square meters of floor space, the Trade Mart has a considerable effect on the economy of both Brussels and Belgium. Each Monday, more than 5,000 retailers representing 2,300 outlets, invade the Trade Mart. "Special days" attract an average of 12,000 retailers.

The following industries are represented at the BITM: footwear, gift items, ready-to-wear (collection and stock) and accessories, home and office furniture, including stationery, toys and baby items, sports articles, leather goods, jewellery, watches and clocks and services.

For the distributor/exhibitor, the Trade Mart formula offers the possibilities of meeting directly the buyers and prospective buyers as well as the competition, on "home ground". Federations and professional groups are also represented at the BITM and are easy to meet.

For more information contact the BITM head office, Atomium-square, 1020 Brussels, Belgium. Tel.: 32-02-478 49 89; Fax: 32-02-478 62 58; Telex: 26 138 BITM B.

Or contact Francis P. Keymolen, Trade Commissioner, Canadian Embassy, Avenue de Tervuren 2, 1040 Brussels. Tel.: (02) 735 60 40; Fax: (02) 735 33 83.

Recruitment for Paris Food Show

Paris — External Affairs and International Trade Canada is inviting 35 Canadian companies to participate in its Core Area Stand at SIAL '92, an international food show being held here October 25-29.

Since participation is on a first-come, first-serve basis, companies are advised to register their interest immediately.

A Core Area consists of an information booth, lounge, kitchen, storage room, meeting rooms and fax room, around which is the allotted space for participants.

Persons interested in participating or wanting further details (cost, etc.), should contact Richard Parker, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-6319.

Plastics Sector a Major Part of Belgian Industrial Exhibition

Brussels — Europlastica will be one of the best represented leading industrial sectors at Eurotech 92, a major industrial exhibition to be held May 5-9 in this Belgian city.

The exhibition will consist of new generation production equipment, machines for calendaring, compression, spread coating, expansion, extrusion, injection, blow-forming and rotation, and will show techniques for coating, heat forming and moulding.

Also prominent at Europlastica will be new materials, finished and semi-finished products.

Canadian plastics manufacturers will be interested in the excellent opportunities to meet potential cus-

tomers at the exhibition.

They will be able to talk with representatives of national and international professional organizations, and to familiarize themselves with the rules of standardization and the legislative changes accompanying European unification.

A biennial event, Eurotech was first held in 1986. In 1990, it received 1,087 exhibitors and 62,645 visitors.

Further information may be obtained from Francis P. Keymolen, Trade Commissioner, Embassy of Canada, avenue de Tervuren 2, 1040 Brussels. Tel.: (02) 735 60 40. Fax: (02) 735 33 83.

Opportunities in Cuba's Electric Power Sector

Cuba's electrical industry holds increasing potential for Canadian exporters, especially in a large number of specific product areas.

That's because the country recently has expressed interest in the development of this industry, primarily because of the shortage of oil deliveries from the former Soviet Union and the uncertainty surrounding the completion of its nuclear power station.

These are among the findings in **Sector Profile: Electrical power Sector in Cuba**, a study revised in September 1991 by the Canadian Embassy in Havana.

Among the many electrical products with export potential for Canada are: wires and cables, power transformers, distribution transformers, circuit breakers, panel boards, switchgear, fuses, distribution cut-outs, high-voltage power fuses, lighting fixtures, and outdoor and fluorescent lighting.

The requirements also include: electrical control and distribution equipment, spare parts for diesel and hydro-electric power stations, relays, insulators, capacitors, spare parts for sub-stations and overhead line equipment, monitoring and control equipment for steam boilers, and protection equipment for a nuclear power plant — the commissioning of which is scheduled for 1995.

(The Embassy has been reliably informed that possible sources for protection equipment for this nuclear plant could be Germany, France or Canada.)

Cuba also would like to acquire specialized equipment and high-quality tools and is prepared to discuss the possibility of receiving technical assistance that would help improve the efficiency of the electrical industry.

In the solar power field — the country began manufacturing solar heating systems in 1988 — Cuba would like to contact companies that could assist in improving both the technology for the manufacturing of components and for the assembly of modules with photovoltaic cells.

With respect to biomass, work is being done to generate electricity using cattle excrement, in one instance supplying power to facilities that house 8,000 dairy cattle.

The biomass technology currently being used could be improved substantially. Cuba is open to discussion or proposals concerning this technology.

“...it is essential to visit the market to meet the potential client, to obtain a first-hand assessment of market conditions, and to establish a personal rapport with the buyer.”

An interest has also been expressed in assistance/purchase of technology that could assist in the use of garbage/wood scrap to generate electricity; technology/equipment to dry sugar cane bagasse at sugar mills; and the use of co-generation (i.e. combined use of steam and electricity).

Import Criteria

Certain criteria must be met when exporting products/services to Cuba. These include good delivery terms; competitive pricing; approved product quality; good performance under tropical climate; and availability of minimum 360-day financing term.

Constraints

Cuba has had to limit its import budget from western suppliers to approximately US\$500 million per

year, limiting its import potential from market economy countries.

Exceptions are made, however, when the product/service/technology required is destined to a priority sector of the Cuban economy, such as the local power and petroleum industries. Cuba can make purchases in hard currency.

Recommendations

Interested Canadian suppliers to Cuba are encouraged by the Canadian Embassy to establish close contact with Cuban authorities, a list of which is included in the study.

These authorities/organizations should be informed of the capabilities of the Canadian firms and of their readiness to become established suppliers.

The initial approach requires serious follow-up, as well as patience and perseverance, particularly in the early dealing and evaluating stages.

After the successful evaluation of a supplier's products, it is essential to visit the market to meet the potential client, to obtain a first-hand assessment of market conditions, and to establish a personal rapport with the buyer.

Copies of the sector profile, which also includes an industry overview, information on Cuba's import mechanism, and on sources of financing, are available through the Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6129. Fax: (613) 943-8806.

Canadian exporters interested in this field also are encouraged to contact the Commercial Division, Canadian Embassy, P.O. Box 500 (Havan), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17/27. Telex: (Destination code 28) 51-1586 (CAN CU). Fax: (011-53-7) 33-2044.

EAITC and CCA Facilitate Business with Latin America and Caribbean

The expansion of Canadian economic interests in Latin America and the Caribbean is one of the objectives of External Affairs and International Trade Canada's Latin America and Caribbean Trade Division (LGT).

That's what LGT's Director, Douglas Campbell, told the recent inaugural meeting (Ottawa Chapter) of The Canadian Council for the Americas (CCA), whose objectives are similar.

Campbell also told the Council how the Department and his Division can facilitate Canadian business in the region — where two-way trade in 1991 stood at approximately \$7.6 billion, with Canadian exports increasing by 8.9 per cent as compared to an increase of 7.6 per cent in 1990.

Facilitating Trade

External Affairs and International Trade Canada now has a network of 15 trade offices throughout Latin America and the Caribbean, with 28 Canada-based trade commissioners supported by 22 locally-engaged commercial officers.

The most important function of these offices is to provide market intelligence and general guidance to exporters. They suggest how exporters should conduct themselves in particular markets; provide market surveys; liaise with local

clients or agents; recommend specific promotional programs; and ensure that Canadian government policy is supportive of Canadian exporters' objectives.

Apart from general sales support, there is a very active program of trade fairs, trade missions, and export outreach seminars ongoing throughout any given year. In 1991-92, there were 60 such events — the most important being the recent **Canada Expo'92**, in Monterrey, Mexico, in which 206 Canadian exhibitors participated, making it the largest solo Canadian trade show mounted anywhere at any time.

This year, there are also plans for a broad variety of trade fairs and missions — all of which are designed to introduce Canadian exporters to markets; to present them with new opportunities; and to encourage their export activities in Latin America and the Caribbean.

Given the ongoing North American Free Trade Agreement discussions, Mexico is an important target (more than 15 events are planned) of the Department's activities.

Another trade office function that has proved extremely popular is the contracting of market surveys. These studies, available to interested parties, pre-educate exporters on market opportunities in various countries — prior to the exporter initiating his/her own regional marketing activities.

Contact

For further trade/business information on this region or for information on The Canadian Council for the Americas, contact Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5546. Fax: (613) 943-8806.

Risk-Takers Pursue Opportunities in Peru

Doing business in Peru is not easy. Opportunities are offset by a still fragile economy and, in some areas, by social unrest where fortitude must be yet another quality displayed by Canadian companies. However, contrary to the past, Peru can no longer be dismissed easily. For those risk-takers, Peru offers a seductive option.

Businesses operating in Peru in 1992 will face an increasingly attractive legal and economic environment offset by political uncertainty and ongoing social disruptions.

Stringent adjustment measures remain on track, inflation is under control at about 24 per cent, and the economy is recovering gradually from the catastrophic recession of 1988-1990.

"Private investment is now permitted — even in sectors formerly reserved for the state..."

Risk-takers will benefit from what is one of the most liberal foreign investment codes in Latin America. The legislation, passed in September 1991, eliminates long-standing restrictions on foreign investment and provides numerous legal guarantees to investors.

Private investment is now permitted — even in sectors formerly reserved for the state (e.g. petroleum, utilities, education, social security). A large-scale privatization program will also place many major state-owned enterprises on the block this year.

Peru's comeback to the international financial community in 1991 has alleviated the country's financial distress somewhat, with fresh

Continued on page 11— Peru

EDC-Venezuela Credit

Canadian exporters of goods and services designed for the oil and gas sector can sell to Venezuelan buyers by offering financing of up to 85 per cent from the Export Development Corporation (EDC).

To obtain more information on the Line of Credit, contact the EDC regional office nearest you.

Peru's comeback *Procurement Opportunities in Upcoming IDB Loan for Agriculture Upgrade in Chile*

Continued from page 10

funding from international agencies and substantial debt rescheduling expected this year. The prospect of trade integration among Andean Pact nations (Peru, Colombia, Ecuador, Bolivia and Venezuela) should spur local industry toward greater productivity.

Areas of opportunities for Canadian companies in Peru will reside both in traditional sectors (mining) and in new sectors (petroleum, health and water management).

Mining has been declining in the last two years because of strike activities and plunging world prices for metals. The Government hopes to avoid another disaster by putting on the block the state-owned mineral company, Centromin, and more than 500 specific mine concessions.

Indeed, the Canadian Embassy in Peru has vetted the preceding list and has identified 100 concessions that could be of interest to Canadian investors.

(This list is available through External Affairs and International Trade Canada. See contact at end of article).

Also on the positive side, the resolution in 1991 of a long-standing legal dispute between the Government and the Southern Peru Copper Corporation, Peru's largest private mining company, will bring in \$300 million in investment for the firm during the next five years.

Petroleum production is expected to reach 150,000 barrels per day this year. Key agreements with foreign oil companies will boost investment in this sector.

Upcoming projects include a \$16.6 million exploration contract with Eurocan (Canada/Switzerland) and a \$60 million investment by Occidental Petroleum. Again, the state-owned petroleum company,

Many Canadian companies can benefit from the upcoming International Development Bank \$28.5 million loan to Chile intended to modernize and improve the agriculture sector in the country.

The loan will serve to finance the purchase of various goods and services, including a new geographical information system (GSI) that could provide an excellent opportunity for Canadian firms that have demonstrated expertise and experience in Latin America and in Chile.

The project will require equipment, services and technical assistance (consulting and training) related to the design, start-up and operation of the GIS. It will also include procurement of computer equipment, software, remote sensing technology, mapping and aerial photography, satellite data images. This sub-program will be dedicated to institutional strengthening of the research and budget division.

The program includes modernization of an agroforestry health protection system (\$13.5 million)

Petro-Peru, prepared an attractive package to draw participation by foreign companies in drilling projects.

The recent outbreak of the cholera epidemic in Peru has demonstrated the need to focus on water treatment, purification and management, and on the health sector generally—a focus the Government of Peru is now responding to.

Next month, External Affairs and International Trade Canada will be organizing a mission to Latin

and technology research and transfer system (\$10 million).

Livestock laboratory equipment and related services, provision and installation of agriculture quarantine and livestock quarantine stations, equipment for plant and animal health checkpoints and control posts and numerous consultancies, also will be needed.

Vehicles, tractors and related equipment and tools for the construction of laboratories and for assistance to small farmers, institutions and some environmental conservation work will be in great demand.

The main project agency will be the Chilean Ministry of Agriculture through the Agricultural Service (SAG), the Agriculture Research Institute (INIA) and the Research and Budget Division (DEP).

Companies should express interest and solicit further details from these agencies and establish contact with the Commercial Division, Canadian Embassy, Casilla 771, Santiago, Chile. Fax: (011-56-2) 696-0738. Telex: (destination code 34) 240341 (240 341 DMCAM CL).

America, including Peru, to study the participation of Canadian companies in the efforts of the Peruvian government to improve its health environment.

For more information on potential business opportunities in Peru, contact Georges Lemieux, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5548. Fax: (613) 943-8806.

PUBLICATIONS

Investment Guide to Costa Rica

By subscribing to the *1992 Guide to Business and Investment in Costa Rica*, published by Centram Enterprises Ltd. of Vancouver, business persons may obtain lists of opportunities available in this Central American country. The chapters of the Guide contain a wealth of information on investment norms, investment financing and related legalities. A fee is charged for each part of the Guide. To obtain a subscription form, or for further information, contact Centram Enterprises Ltd., Box 1372 Station A, Vancouver V6C2T2. Tel.: (604) 683-7824. Fax.: (604) 736-4812.

Protection of Intellectual Property

In cooperation with the Japan Science and Technology Fund, External Affairs and International Trade Canada recently published a handbook entitled *Protecting Intellectual Property: An Introduction to Japan* (#167CB).

The handbook is designed to assist businesses and researchers who wish to engage in cooperation activities with Japan. Greater familiarity with the rules and practices governing intellectual property in Japan should help Canadians make more enlightened decisions and should minimize misunderstandings between partners in the two countries.

Copies of the study may be obtained from Info Export (See box at bottom of page 12).

Mining Equipment in India

India's public sector is becoming increasingly reliant on private sector input as it seeks to accelerate the development of its mining industry. Incentives such as tax-free importing of components and spare parts are used to encourage industry growth. This and other information is found in *Opportunities for Canada in India's Mining Equipment Industry* (#168CA), a publication of External Affairs and International Trade Canada and available through Info Export (See box at bottom of page 12).

India's local production facilities are sufficient to meet a number of needs. Under the eighth Five-Year Plan, started in 1990, the mining industry will require roughly \$3.2 billion worth of equipment, one-quarter of which may consist of imported equipment or components.

Gas and Oil in India

With a view to increasing Canada's share of India's high-growth oil industry, the Canadian Consulate in Bombay has prepared a publication entitled *Industry Profile: Oil and Gas Equipment Industry in India* (#166CA). Canada's oil and gas companies are already doing business with the Oil and Natural Gas Commission and, according to the study, there are additional opportunities in a wide variety of fields. The studies and more information may be obtained from the Trade Commissioner, Consulate of Canada, 41/42 Maker Chambers VI, 4th floor, Jambhal Bajaj Marg, Nariman Point, Bombay 400021, India. Tel.: (011-91-22) 287-5479; fax: (011-91-22) 287-5514.

BUSINESS AGENDA

Montreal - April 7; Ottawa - April 8; Vancouver - April 10 - Exporting Services to the United States: A Marketing/Exporting Seminar aimed at small and medium-sized export-ready Canadian companies involved in the professional services sector. The one-day session will cover a number of topics of interest to the novice exporter, including: identifying markets and strategic partners, government assistance programs and border-crossing pro-

cedures. Contact Margaret McNabb, U.S. Trade and Tourism Development Division, EAITC. Tel.: (613) 998-9441. Fax: (613) 990-9119.

Number to Note

The correct telephone number for the Canadian High Commission in Singapore is (011-65) 225-6363.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Input Requested for Foreign Service Award Nominations

As a Canadian exporter, have you recently received excellent service from a foreign service officer working in Ottawa or one of our missions abroad? If, so, we would like to hear about it.

The Professional Association of Foreign Service Officers (PAFSO) has launched the first award intended to recognize and encourage excellence in the Canadian Foreign Service. The Canadian Foreign Service Officer Award is based on an open nomination process. We would particularly welcome nominations from members of the Canadian business community who have worked closely with the Foreign Service.

To nominate an officer for the Award, simply send PAFSO a two- to three-page letter giving one or more examples of the performance of the officer being nominated. Diplomatic officers up to the rank of counsellor are eligible for the Award. The nominations will be judged by an independent panel of distinguished Canadians. The deadline for the receipt of nominations for the 1992 Award is April 30, 1992.

All nominations should be sent to The Professional Association of Foreign Service Officers, 45 Rideau Street, Suite 600, Ottawa K1N 5W8. Tel.: (613) 234-1391. Fax: (613) 234-4018.

Please contact Debra Hulley at the PAFSO office for more information about the Award.

Accessing Technology Database Helps Innovators Find Markets

Canadian industries can now more easily find markets for their technological innovations through a system recently introduced into Canada.

The first step is to be registered with the World Bank of Licensable Technology, a long-established, international technology transfer database, to which access is now available in Canada through the office of the Canadian Industrial Innovation Centre, Waterloo, Ontario.

As an enhancement to a technology acquisition strategy, the World

Bank of Licensable Technology is an excellent source of information.

Thousands of dollars that would be spent on travel and personnel to research the market for technologies to bring to an organization now can be saved by utilizing this international technology transfer database inhouse!

Currently, the World Bank of Licensable Technology has sites in the United States, Canada, Japan, Czechoslovakia, China and the Commonwealth of

Continued on page 2 — Database

Countertrade in Cuba: Possible... But Not so Easy

Despite current economic difficulties, countertrade transactions with Cuba, while still possible, are not necessarily easy.

The Canadian Embassy in Havana does not want to discourage countertrade enquiries. But it would like to clarify the Cuban policy on the matter following a recent rush from more or less well informed Canadian exporters.

Embassy officers state that, despite professed willingness to examine any offer, Cubans generally still regard countertrade as an undesirable or regressive form of trade.

A Cuban official recently told the Embassy that countertrade offers would normally only be considered if they were within the same branch of business. This, said the official, reflects the increasing freedom granted to factories to retain a portion of hard currency earnings

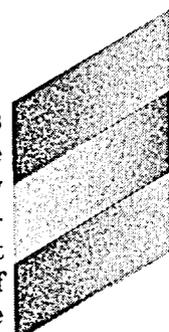
and self-management.

In other words, Cuban enterprises are interested in using countertrade to secure inputs and willing to pay with their outputs, but are not willing to use scarce resources to assist other branches of industry out of their difficulties. For example, the chemical industry has countertraded various chemicals for sulphur and ALIMPORT has

Continued on page 2 — Countertrade

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Canada

Colombia, Chile Lines of Credit

The Export Development Corporation (EDC) recently announced the renewal of two lines of credit, one to Colombia, the other to Chile.

EDC renewed a US\$10 million line of credit with Colombia's Instituto de Fomento Industrial (IFI). Under the terms of the line, EDC may lend up to 85 per cent of the purchase price of Canadian goods and services. The funds for each sale are allocated by EDC to IFI, which in turn, lends funds to the particular buyer in Colombia. The credit was established in 1989.

Exporters of goods and services interested in pursuing opportunities in Chile will be able to access a renewed US\$5 million line of credit with Banco O'Higgins, a medium-size bank in Chile and a leader in import/export financing activities.

Number to Note

Ankara telephone numbers beginning with 1 now begin with 4. Numbers for the Canadian Embassy are: (011-90-4) 436-1275; Commercial Section: (011-90-4) 446-2811.

Accessing Technology Database

Continued from page 1

Independent States.

Each international site is responsible for gathering technologies from their territories and promoting these and other international technologies within their territories. (Currently, over 2,000 institutions are contacted annually for technologies, with over 20,000 technologies listed!)

The World Bank of Licensable Technology was established 19 years ago and is headquartered in Florida. This office maintains a worldwide network of technology transfer specialists who gather data from countries not yet represented by the World Bank. Each site is kept current with monthly updates.

It is imperative that Canadian technology be strongly represented in the database, if only to ensure that their products are technologically competitive around the world. Canadian industries, therefore, are being encouraged to list their technologies available for license **free of charge**. The only catch is that the technology must have commercial potential.

For detailed information, contact Susan White, Manager, World Technology Database, Canadian Industrial Innovation Centre/Waterloo, 156 Columbia Street West, Waterloo, Ontario N2L 3L3. Tel.: (519) 885-5870. Fax: (519) 885-5729.

Countertrade in Cuba Possible

Continued from page 1

countertraded citrus for beef or other food products.

Negotiations in hard currency get tougher on readily saleable local products like sugar, nickel or rum. Cuba is seeking partners willing to finance raw material, provide expertise and rehabilitate plants which will then transform products which will form payment

for suppliers.

Actually, Cubans are particularly interested in arrangements concerning raw materials for, and payment in, such products as medical supplies (see *CanadExport* Vol. 10, No. 4), paper and paper products, construction material, various citrus products (oranges and grapefruits) and bananas, light industrial products and computers.

Most of the enquiries received by the Embassy have not offered financing arrangements. They merely sought simple exchange of goods — especially those which Cubans can already sell easily for hard currency.

For more information, contact the Commercial Division, Canadian Embassy, P.O. Box 500 (HVAN), Ottawa K1N 8T7. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 511586 (CAN CU).

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

CONTRACTS AWARDED

Newsco Well Services Ltd., Calgary, will sell three truck-mounted acid pumpers, associated equipment and spare parts to the Indian Oil and Natural Gas Commission with financing of \$894,000 from the Export Development Corporation (EDC) and a grant of \$548,000 from the Canadian International Development Agency (CIDA). The transaction will generate approximately 15 person-years of employment in Canada.

Weatherford Oil Tool Co., Edmonton, will supply oilfield equipment to India. EDC and CIDA will finance the \$200,000 transaction.

Babcock & Wilcox has won the largest contract — US\$180 million — ever awarded to a boiler supplier by a U.S. pulp and paper company. The contract is for a turnkey recovery facility at James River Corporation's tissue mill in Pennington, Alabama. The Cambridge, Ontario firm also has received notice of award for the supply of four 550-megawatt coal/oil-fired boiler islands in Taiwan. The contract is valued at approximately Cdn\$290 million.

Fenco Engineers Inc., Willowdale, and **SNC-Lavalin Chile S.A.**, subsidiaries of SNC-Lavalin Inc., have signed a lump sum turnkey contract with Compania Minera Disputada de Las Condes plant. The turnkey contract comprises engineering, procurement, construction and project management. Work is starting immediately and the plant is scheduled for start-up early 1994.

John T. Hepburn Limited,

Mississauga, recently commissioned two wheel manufacturing presses to a leading automobile plant in China. The project is in excess of US\$3 million.

New Flyer Industries, Winnipeg, has signed a US\$12.6 million contract to provide 60 transit buses to the Regional Transportation Commission, Las Vegas, Nevada.

Orca Design International Inc., Port Alberni, will supply at least 60 containerized cedar houses for erection in Japan's Second-Home community project, estimated in excess of Cdn\$6 million.

Prudential Steel Ltd., Calgary, in a transaction supported by a loan of up to US\$2.17 million from the EDC and US\$1.33 million from CIDA, will supply seamless steel casing pipe to India's Oil and Natural Gas Commission.

Pro-Eco Ltd., Mississauga, has sold engineering and equipment and will provide services for the refurbishment of a paint line to a Mexican buyer with financing of US\$1.9 million from the EDC.

Saudi Arabian governments and the United Arab Emirates Defence Ministry will purchase software and hardware material from **B. & Y. Technological Enterprises Ltd.**, Mississauga. The total value of both projects is in excess of \$1.5 million.

Spar Aerospace Limited, Mississauga, has won a US\$6 million contract from McDonnell Douglas for more than 200 deployable flight incident recorders for the new US

F/A-18 aircraft. Production of the recorders will span two years and delivery of the first units is scheduled for late 1992.

SNC-Lavalin, Montreal, as part of a consortium, will provide project management, engineering, goods and other services valued at \$500 million, to build and operate an elevated mass transit system in Bangkok.

Stohtert Enterprises Private Ltd., a member of Stohtert Group of Vancouver, has recently been awarded a \$4.2 million contract. Under the three-year project, the firm will provide technical assistance to the Vinh Phu Paper Union, Vietnam.

The Canadian Commercial Corporation has awarded a US\$8.4 million contract to **Racal Filter Technologies Limited** of Brockville. The contract is for the manufacture and supply, to the U.S. Army, of C₂ canisters for use in protective gas masks.

VME Equipment, based in Guelph, has sold four Euclid trucks and related equipment to a Mexican buyer with financing assistance of US\$1.8 million from the EDC. This sale has generated approximately 55 person-years of employment in Canada.

Mitel Corporation, Ottawa, will supply five GX5000 switching systems and installation services to COTAS LTDA of Bolivia with EDC financing of US\$625,000. The transaction should generate 24 person-years of employment in Canada.

Agriculture and Livestock Market in Panama

Quotas, import licences and 40 per cent duties create some difficulty in exporting agricultural products to Panama, but a recent analysis suggests that quotas and import licences for farm products and livestock will soon cease.

These are among the findings of *Market Study—Agriculture and Livestock Sector—Panama (#60-LA)*, published in August, 1991 and available through Info Export (see box page 8).

The report also advises that, before entering the Panamanian agricultural imports market, it is essential to establish links with a local agent or distributor recognized by government authorities.

Panamanians are heavy consumers of beef and pork. There is a market for canned meats, smoked ham and parts such as pigs' feet and tails.

Panama imports approximately 75,000 kg of beef per year and 2.5 to 3.5 million kg of pork. Imports of breeding swine seem to be continuing to rise as local production increases. In 1990, Panama imported 151 breeding animals, mainly from Canada.

Panama imports about 3.1 million kg of powdered milk and 3 to 4 million kg of dairy cows.

The artificial insemination market in the pork industry remains largely open, while embryo transplants are unknown in Panama.

Breeders are aware of the need to improve their herds' genetic quality and are increasingly interested in high-quality breeding stock.

Potato growing has developed substantially in Panama, and while seed imports have declined in recent years, they are expected to start rising again. (Panama's fi-

nancial institutions are now demanding that growers use certified seed.) The most commonly used varieties are Amigo, Granola and Escort. In 1990, Panamanian growers imported 10,036 50-kg bags of seed potatoes.

There is a government program under way to improve the quality and quantity of forage. This should open the market to new varieties other than those currently imported from Colombia. Panamanian farmers have imported approximately 7,000 kg of seed grain in the last four years.

Further information on this market may also be obtained from Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8742. Fax: (613) 943-8806.

BUSINESS OPPORTUNITIES

PANAMA—A business group from Taiwan plans to invest US\$500 million in the next six years in the Panamanian Atlantic area to develop free zone areas, industrial parks, 10,000 homes and two hotels. The organization seeks all kinds of Canadian products appropriate to these developments. Contact Alberto Gao, Manager, Isla Margarita Group, Apartado 3260, Colon Free Zone, Colon, Panama. Tel.: (011-507) 413696. Fax: (011-507) 418541.

ROMANIA—A joint venture company seeks investment capital for such projects as the manufacture of apple juice concentrate (for which a market is readily available); the modernization of existing paper and furniture industries, and the development of a private agri-food

company. Contact Stelian Medianu, Dollarz S.R.L., Cariei Street 43, 2200 Brasov, Romania. Tel.: 4021-50666.

TAIWAN—With an average annual sales volume of US\$180 million, a manufacturer and exporter of a variety of resins wishes to import polyurethane dispersions for coatings, adhesives and textiles; electrodeposition resin system for paints and photoresists; and polystyrene resin for biorientated polystyrene. Contact Shun-Ren Huang, Research and Development, Eternal Chemical Co. Ltd., 578 Chien-Kung Road, Kaohsiung, Taiwan. Tel.: 886-7-3837951. Fax: 886-2-3837956.

TAIWAN—A manufacturing and exporting company with average annual sales of US\$85 million wishes to import film paper

metallization for decoration and film holography. Ideally, such an experienced company should be willing, for a fee, to train personnel and send engineers to assist in starting up a new factory in Taiwan. Contact Ling Tang Chun, Long Chen Paper Co. Ltd., 1-1 Kuang Hsin Lane, Kuang Hsin Li, Erhlin Town, Cheng Hua Hsien, Taiwan. Tel.: 886-4-7612171/8. Fax: 886-4-7612170.

TAIWAN—A manufacturer with average annual sales of US\$1.8 million wishes to import psevitovaccines and tissue culture for hog cholera vaccine production. Contact David Lin, Kaohsiung Biological Product Co. Ltd., 634 Section 1, Chunsan Road, Tenwei, Hunei Hsiang, Kaohsiung Hsien, Taiwan. Tel.: 886-7-6933315. Fax: 886-2-6931345.

EAITC 1992-1993 Calendar to Africa, Middle East Trade Events

The following are trade-related events in which External Affairs and International Trade Canada expects to participate in fiscal year 1992-1993.

For further information, contact Eric Brown, Africa and Middle East Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 990-6592. Fax: (613) 990-7437.

- **Services Industries Mission to the Maghreb** — April 1992 - Algeria, Morocco, Tunisia
- **Zimbabwe International Trade Fair (Info Booth)** — April 1992 - Zimbabwe
- **Participation to Power, Electronics and Communications Show (Info Booth)** — April 1992 - Tehran, Iran
- **Participation to Mining Machinery and Equipment Show (Info Booth)** — April-May 1992 - Tehran, Iran
- **Construction Equipment and Services Mission to Israel** — May 1992 - Israel
- **Incoming Mission from Saudi Arabia to Plastics Exhibition** — May 1992 - Toronto
- **Oil and Gas Slant Drilling Technical Seminars in Algeria** — June 1992 - Algiers
- **Participation from Iran, Kuwait, Israel, Egypt, Tunisia, Algeria and Syria to National Petroleum Show** — June 1992 - Calgary
- **Buyers will be invited from Iran, Syria, Lebanon, Jordan and Egypt to Western Canada Farm Progress Show** — June 1992 - Regina
- **Canada-Iran Joint Economic Commission Meeting** — June 1992 - Iran
- **Construction Mission to**

Lebanon and Jordan — July 1992 - Lebanon, Jordan

- **Environmental, Equipment, Technology and Services Mission/Seminar to Israel** — September 1992 - Israel
- **Participation to Damascus International Fair¹ (Info Booth)** — September 1992 - Damascus, Syria
- **Telecommunication Mission to Israel** — October 1992 - Israel
- **Instrumentation Mission to Kuwait, United Arab Emirates and Oman** — October 1992 - Kuwait/ United Arab Emirates and Oman
- **Participation to Saudi AG '92** — October 1992 - Riyadh, Saudi Arabia
- **Participation to Tehran International Trade Fair (National Stand)** — Oct. 1992 - Tehran, Iran
- **Participation to Gulf International Fair (Info Booth)** — November 1992 - Bahrain
- **Oil and Gas Mission to Egypt** — November 1992 - Egypt
- **Transportation Systems Mission to the Maghreb** — November 1992 - Algeria, Morocco, Tunisia
- **Participation to Motexha '92 (Clothing Fair/Info Booth)** — November 1992 - Dubai, United Arab Emirates
- **Trade Mission to Israel of Canada-Israel Chamber of Commerce** — November 1992 - Israel
- **Participation to Astex '92 (Security Products and Services)** — December 1992 - Riyadh, Saudi Arabia
- **Canada Week (United Arab Emirates)** — January 1993 - United Arab Emirates
- **Agriculture Management and Services Mission to Algeria** — January 1993 - Algeria
- **Participation to Saudicom '93**

(Telecommunications Products and Services) — January 1993 - Riyadh, Saudi Arabia

- **Canada-Saudi Arabia Joint Economic Commission** — February 1993 Riyadh, Saudi Arabia
- **Oil and Gas Mission to Iran** — February 1993 - Iran
- **Trading House/Consumer Products Mission to Kuwait and Saudi Arabia** — February 1993 - Kuwait and Saudi Arabia
- **Environment Equipment and Services Technical Seminars to the Maghreb** — February 1993 - Algeria, Morocco, Tunisia
- **Cairo International Trade Fair (Info Booth)** — February 1993 - Cairo
- **Health Care/Education Services Mission to East Africa** — To be determined - East Africa
- **Oil and Gas Mission to Nigeria** — To be determined - Nigeria
- **Rural Telecommunication Mission from Central Africa** — To be determined - Canada.

Wood Products in Europe Seminars

The "Potential for Value-Added Wood Products in Europe" will be examined in two one-day seminars being held in Halifax (April 28) and Fredricton (April 29).

Opportunities in the post-1992 Single Market, with emphasis on France and Belgium, as well as one-on-one meetings are also highlighted.

For details, contact (for Halifax), Marjorie Shaw, tel.: (902) 426-6658, fax: (902) 426-2624; for Fredricton, contact (in Moncton) Sadie Perron, tel.: (506) 851-6445, fax: (506) 851-6429.

Honduran Companies Seek Canadian Suppliers

Canadian firms wishing to get their business feet wet in Honduras will find there are some interesting opportunities in this economically poor country of 3 million people.

They will find also that: the Honduran economy is opening rapidly; the foreign exchange system is being liberalized; and that import tariffs are being lowered.

As well, in excess of US\$700 million over the next three years is in International Financing Institution (IFI) pipelines, creating significant opportunities for Canadian firms to bid on World Bank and other tenders in such sectors as hydro, telecommunications, water, transportation and education.

At the same time, trade commissioners at the Canadian Embassy in Costa Rica have compiled the following list of Honduran contacts interested in Canadian supplies of a variety of goods and services. Interested Canadian companies should write these firms directly, providing particulars on their products.

Having an agent in Honduras is usually essential in doing business and the firms listed here may perform that function, the Embassy advises.

Resortes de Honduras, Ing Louis Gustavo Hernandez D., Gerente General, Apartado. 17777, Tegucigalpa, Honduras: Looking for machinery for the manufacture of leaf springs.

Inversiones Santa Lucia, Colonia Miraflores sur B35 C#33. Tel.: 504-335202, 325667, Tegucigalpa, Honduras: Interested in office equipment, printing equipment and construction machinery.

New Mark Representaciones, S. de R.L., Lic. Jose Abraham Lozano, Gerente de Ventas, Apartado 3283.

Tel.: (504) 323476, 321545. Fax: 504-326740, 325826, Tegucigalpa, Honduras: Interested in all types of electrical transmission equipment (transformers, meters, lights, and other pole line hardware).

S and M Distribuciones, S. de R. L., Sal Alvarez, Presidente, Sendero Alpha, #1226, Col. Humuya. Tel.: 504-336062. Fax: 504-336062, Tegucigalpa, Honduras: Interested in dietary foods, powdered milk, wire and abrasives.

Agencia Fasquelle, S.A., Zonia M. de Flores, Gerente Regional, Apartado 472. Tel.: 504-370584, 373152. Fax: 504-379715. Tegucigalpa, Honduras: Interested in tires and other automobile accessories and parts as well as tools and machinery for service stations.

Florida Auto Partes, S. de R.L., Lic. Miguel R. Carias, Gerente, Apartado 20546. Tel.: 504-377239. Fax: 504-374081, Tegucigalpa, Honduras: Interested in heavy vehicle and truck parts.

Rolando Martinez Flores, Vilma Beatriz Rubio, Gerente, Apartado 3375. Tel.: 504-376400. Tegucigalpa, Honduras: Interested in giftware, crafts, toys and games.

Intexim, Lic. Renato Arana Lacayo, Gerente General, Apartado 20229. Tel./Fax: 504-333455. Tegucigalpa, Honduras: Interested in veterinary medical supplies, antibiotics and vitamins for the poultry industry.

Pharmabel S. de R.L., Lic. Renato Arana Lacayo, Gerente General, Colonia el Prado, Edif. Syre. Tel.: 504-333455, Coma-yaguela, Honduras: Inter-

ested in generic medicines.

Centro Oftalmologico Santa Lucia, Dra. Mara Christina G. de Handall, Gerente Administrativo, Ave. La Paz, No. 2821. Tel.: 504-380077. Fax: 504-380319. Tegucigalpa, Honduras: Interested in optical glass and plastic lens material for optical applications.

Corporacion Farmaceutica S. de R.L., Dra. Mara Cristina G. de Handall, Gerente Administrativo, Ave. La Paz, No. 2821. Tel.: 504-380077. Fax: 504-380319. Tegucigalpa, Honduras: Interested in pharmaceutical products.

Commercial Automotriz Dirz S. de R. L., Wilfredo Ramirez Triminio, Gerente General, Apartado Postal 264. Tel.: 504-370917. Fax: 504-370916, Tegucigalpa, Honduras: Interested in auto parts and accessories, plastics and machinery for converting plastics.

Carlos Rodrigo Caldron R., Apartado 2472. Tel.: 504-322024. Tegucigalpa, Honduras: Interested in pharmaceutical and medical products.

Grupo Icis S. de R. de C.V., J.A. Lopez, Gerente, Apartado No. 822. Tel.: 504-371624. Fax: 504-222342. Tegucigalpa, Honduras: Interested in pharmaceutical and medical products and equipment.

Farmacia Santa Maria Topoyac/ Farmacia San Jorge, Ing. Carpio, Empresario, Apartado 3841. Tel.: 504-325154. Fax: 504-325945. Tegucigalpa, Honduras: Interested in pharmaceuticals and cigar-wrapping machinery.

E.H.I.V. S. de R. L. de C. V., Ing. Guillermo E. Valle M., Presidente.

Continued on page 7— Honduran

Services Focus of Global Connections '92

Markham — The service sectors that help manufacturers and suppliers expedite international trade initiatives will be front and centre this year at **Global Connections '92**, being held in this Ontario town October 14-15 and in Atlanta, Georgia, November 18-19.

This **International Import/Export Trade Development Trade Fair and Conference** reverses the emphasis of most trade shows, where manufacturers and suppliers showcase their wares to potential buyers.

In the **Global Connections** framework, the services exhibitors will be international freight forwarders; international bankers; international lawyers; customs brokers; storage houses; trading

houses; and trucking companies.

Also among the combined 400 exhibitors (and 5,000 visitors) will be representatives of warehouses; packaging companies; translation companies; telecommunications companies; protocol consultants; international real estate companies; airlines; travel agencies and travel consultants; hotels; shipping lines; government agencies; trading associations; and trade commissioners — all of whom help the trader open doors to international markets.

At the Canada venue the focus will be on trade opportunities with Mexico, while in the United States, the emphasis will be on Canada, the U.S. and Mexico.

Comprised of a trade fair arena, a seminar arena and a networking arena, **Global Connections '92** will also be notable for introducing a new marketing format: pre-taped video messages which will enable Canadian show visitors to see firsthand a large group of qualified Mexican companies that might otherwise be absent from the show.

Canadian companies that cannot be physically present at either event or that are present, but occupied with other business matters, can also use the Global Business Video to take potential customers on a tour of their facilities, to put on a

product demonstration, or to give a sales presentation.

Registration forms for video use are available from Global Business Video, % Kenneth Caplan and Associates Limited, Suite 200, 200 Town Centre Blvd., Markham, Ontario L3R 8G5. Tel.: (416) 940-6911. Fax: (416) 940-6915.

For further information (registration, cost, etc.) on **Global Connections '92**, contact the event producers, Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Honduran Importers

Continued from page 6

Bld. Morazn No. 2000, Cont. A Classic, Col. Palmira. Tel./Fax 504-313061. Tegucigalpa, Honduras: Interested in parts for heavy equipment, construction materials, plastics and primary industrial materials.

Laboratorio Minero Metalurgico, Ing. Jose Len Murillo B., Gerente Propietario, 4TA. Calle No. 3216, Colonia las Colinas. Tel.: 504-311494. Tegucigalpa, Honduras: Interested in associating with Canadian consulting firms in the metal processing sector.

Cruz Lorena S.A., Roberto Alvarado, Gerente General, Apartado Postal 20271. Tel.: 504-333491. Fax: 504-334780. Tegucigalpa, Honduras: Interested in auto and bicycle parts, construction and building materials, refrigeration accessories, and equipment and accessories for medical clinics.

British City Hosts Machine Tools Show

Birmingham — Canada will have a Core Area Stand at **MACH'92, The International Exhibition of Machine Tools and Manufacturing Technology**, being held here May 6-16.

The show features the latest technology in metal-cutting/forming, lasers, automated systems and tooling.

Contact Walter Hughes, Canadian High Commission, London, tel.: (011-44-71) 629-9492; or EAITC's Trade Fairs and Missions Europe, fax: (613) 995-6319.

Canada to Display Catalogues at Australia Hardware Show

Brisbane — Innovative Canadian building and hardware products exporters have a chance to display product catalogues and promotional material at the Canada Booth at **Interbuild Queensland**, Australia's only national building exhibition, being held May 24-26 at the Brisbane Entertainment Centre.

The show attracts buyers from

Australia, New Zealand and the Asian-South Pacific region.

Canadian exporters interested in penetrating this market should contact or forward promotional material to the Canadian Consulate General, 8th Floor, 50 Bridge Street, Sydney, New South Wales 2000, Australia. Tel.: (61-2) 231-7022. Fax: (61-2) 223-4230.

BUSINESS AGENDA

Calgary - May 5 - Let's Talk Risk Workshop. Contact Jim Christie. Tel.: (403) 294-0928; **Vancouver - May 6 - Let's Talk Risk Workshop.** Contact R. Johnson. Tel.: (604) 666-6807; **London - May 12 - Let's Talk Risk Workshop.** Contact Jan Dvorak. Tel.: (519) 645-5828; **Toronto - May 13 - Let's Talk Risk Workshop.** Contact R. McCorkindale. Tel.: (416) 973-5991; **Ottawa - May 21 - Let's Talk Risk Workshop.** Contact M. McCourt. Tel.: (613) 598-2992.

Montreal - May 12, 13 and 14 - The National Apparel Technology Show opens its doors to Canadian, American and foreign manufacturers of equipment machinery, technology, supplies and accessories of all kinds. The show will include conferences as well as an exhibition of products and services. For more information, contact P.R. Charette, Montreal. Tel.: (514) 489-8671. Fax: (514) 487-3230.

Montreal - May 28-29 - Mécexpo is the venue for more than 80 exhibitors, manufacturers and distributors of the latest products and services in the mechanical and construction industry. The event will interest contractors, engineers, architects, original equipment manufacturers government and municipal agents. For more information, contact Johanne Clément, Corporation of Master Pipe-Mechanics of Quebec. Tel.: (514) 465-2668 or 1-800-465-2668. Fax: (514) 954-8933.

Telecommunications in Western Europe

External Affairs and International Trade Canada (EAITC) has published a study describing the experiences of nine Canadian telecommunications suppliers in Europe. It is the first phase of a two-phased study to assess and recommend various "marketing arrangements" to help Canadian telecommunications suppliers pursue opportunities in the European Community.

The current telecommunications equipment market in Western Europe is approximately \$40 billion and is forecast to reach \$100 billion by the year 2000. Canadian exports in 1989 were about \$280 million, only 0.7 per cent of the market.

The study, *Europe 1992 and Canada's Telecommunications Industry — Experiences of Canadian Telecommunications Firms in the European Community* (#66EA) can be

obtained from Info Export (see box at bottom).

Canada and the World Environment (#17GA), recently published by External Affairs and International Trade Canada, looks at international issues and sketches the role that Canada has been playing to protect the environment. It

PUBLICATIONS

looks at problem areas where international action will be essential.

A copy can be obtained from Info Export (see box at bottom).

Canada-CIS Joint Ventures

The Canada-USSR Business Council, now known as the CUBC, published at the outbreak of the USSR crisis the results of a survey that analyses the experience of Ca-

nadian partner firms to 52 operational joint ventures in what is now the Commonwealth of Independent States (CIS). Written by Carl H. McMillan, Professor of Economics at Carleton University, *Canada-USSR Joint Ventures: A Survey and Analytical Review*, reveals that, as of late 1991, the value of Canadian foundation capital in joint ventures exceeded US\$140 million.

The survey describes the nature of the joint venture partners, their motivations, the overall negotiating process and their operational experience. It also describes the political and legal backdrop to joint ventures, placing them in the context of international activity in the former USSR.

The review can be obtained for \$40.13 (taxes and postage included) from the CUBC, 2 First Canadian Place, Suite 2125, P.O. Box 11, Toronto, Ont. M5X 1A9. Tel.: (416) 862-2821. Fax: (416) 862-2820.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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External Affairs and
International Trade Canada

Vol.10, No. 8

May 1, 1992

Exports Bearing "Eco-Label" Edge Out Competition in EC Markets

Canadian exporters whose products display "flower power" could have the edge on the competition when it comes to exporting to the European Community (EC).

That's because in December 1991, environment ministers agreed to introduce — as early as this fall — a Community-wide "eco-label" scheme to identify goods that satisfy health, safety and environmental requirements. The label, an EC flower emblem, can be affixed to imported goods that meet EC re-

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quirements which cover all aspects of the manufacture of a product and its packaging.

John Klassen, Director of External Affairs and International Trade Canada's European Community Division (RWM), says, "Not only is there a marketing benefit in being officially recognized as environmentally responsible, but failure to obtain a label could result in the loss of business to a competitor who successfully applies for one."

The regulation states that imported products for which the eco-label is sought must meet the same requirements as products made in the Community. They must not contravene community health, safety, and environment requirements; they shall not contain substances classified as "dangerous" under EC Directives; they cannot be manufactured by a process which contravenes Community or Member State environmental legislation or which significantly harm man or the environment.

More specifically, the regulation states that the reduction of environmental impact will be achieved by minimizing the use of natural and energy resources, raw materials, emissions into air, water and soil. The generation of waste and noise will be reduced through the use of clean, lowest-risk, sustainable technologies designed to prevent destruction of the ecosystem.

Eco-labelling shall not be used for food, drinks or pharmaceuticals, all of which are covered by other legislation. Awarding of the eco-label will be based on the establishment of product groups, defined to ensure

Continued on page 3 — Flower

New Budget Kick-Starts PEMD

\$18.3 million: That's the 1992-93 budget that has restarted the Program for Export Market Development (PEMD).

It was suspended in November 1991 because of an unprecedented surge in demand and reinstated, on a limited basis, in January 1992, with funding of \$1.5 million.

"PEMD is the Canadian government's best known and most widely used trade promotion program," Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson said in announcing on April 1 the re-starting of PEMD.

Managed by External Affairs and International Trade Canada, PEMD supports small- and medium-size companies' participation in trade fairs, incoming and outgoing missions, and in bidding on major capital projects.

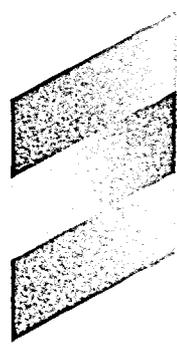
Wilson noted that, while the

program has been restarted, activities such as assisting in the opening of sales offices abroad and in supporting innovative marketing techniques would be deferred, pending further study. Contributions to certain other activities have also been reduced.

"By ensuring a careful monitoring of the funding level, we can be assured that export-ready companies will continue to have access to this popular export support program for their international marketing plans," Wilson said.

Since the program's inception in 1971, nearly 24,000 Canadian firms have received PEMD support, generating \$10.4 billion in export sales.

Companies wishing to discuss their export marketing plans or PEMD, should contact the International Trade Centre of Industry, Science and Technology in their province.



Canada

Consulting Engineering Study Focuses on Environmental Markets in the U.S.

In terms of size, diversity, and growth rates, the environmental market potential in the United States is of staggering proportions, with expenditures in 1991 totalling \$130 billion.

Of this total, \$33 billion was devoted to air-related spending; \$52 billion in water and wastewater spending; and \$45 billion in solid and hazardous waste management spending.

To penetrate these markets, the key element for Canadian engineering firms is to ride their own niche areas of expertise, using the broadest possible network of contacts, information and alliances.

Those are among the findings of *Penetrating the U.S. Environmental Market: Prospects and Strategies for Canadian Consulting Engineers: U.S. Eastern Seaboard Focus*.

The market study was produced recently for the U.S. Trade and Tourism Development Division of External Affairs and International Trade Canada in co-operation with the Association of Consulting Engineers of Canada.

Based on a review of existing

documents and more than 100 interviews with manufacturers, utilities, engineers, governments and other organizations in Canada and the United States, the study discusses market size and trends, criteria for market entry, and the methods of identifying specific opportunities and partners.

While focusing on the Eastern United States market, much of the information and observations are applicable to markets throughout the U.S.

Similarly, the study concentrates on private-sector opportunities, but includes information pertaining to the public sector.

The report's appendices provide information on available government assistance, trade shows, documents, universities, U.S. engineering firms and environmental prime contractors.

The appendices also include other sources of information of interest to Canadian engineers and environmental companies wishing to penetrate the U.S. market.

A copy of the study may be obtained, free of charge, from Anthony Burgess, Association of Consulting

Engineers of Canada, 130 Albert Street, Suite 616, Ottawa K1P5G4. Tel.: (613) 236-0569. Fax: (613) 236-6193.

Strategic Partners and the GIS Market in The Netherlands

Canada and The Netherlands play a leading role in Geographical Information Systems (GIS).

The differences in size and natural environment between the countries have led to different specializations. Whereas Canada is the leading expert in the development of hard and software for mapping large areas, The Netherlands has developed considerable knowledge in computer models for environmental monitoring and physical planning.

The Netherlands is working to establish itself as the merchandise distribution centre for the European Market, making it a favourable country for Canadian GIS companies to develop strategic partners.

A recent report published by the Canadian Embassy in The Hague states the Dataquest research newsletter Dun and Bradstreet: "The fast growing GIS market is sizzling in Europe, having grown 31 per cent in 1990 to \$478 million. We expect this growth to continue at a 27.7 per cent compound annual growth rate through 1995, when the market is forecast to reach \$1,619 million."

- The study report, *GIS in The Netherlands*, and more information can be obtained from Commercial Division, Canadian Embassy, P. O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel. : (011-3170) 361-4111; fax : (011-31-70) 356-2823.

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BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

NEW ZEALAND — A well-established company wishes to act as **exclusive agent** in New Zealand for Canadian suppliers of **all types of computer products** (from computers, to disks, software, accessories and peripherals). Contact Bill Swift, Ribbon Xchange Dunedin, 29 Shetland Street, Wakari, New Zealand. Tel.: (03) 466-7379.

NEW ZEALAND — Already representing some Canadian companies, a firm here wishes also to act as the **distributor** for Canadian suppliers of **engineering tools, computer add-ons, and current voltage measuring products**. Contact Geoff Vaughan, General Manager, GTS-Nilsen Instruments, P.O. Box 9613, Auckland, New Zealand. Tel.: (64-9) 309-2464. Fax: (64-9) 309-2968.

NEW ZEALAND — An electronic communications and security specialist firm wishes to import **home security and alarm products, commercial security installations, electronic cable for TV reception, and computer spare parts**. Contact Graeme Manson, ECL, P.O. Box 24-006, Royal Oak, Auckland, New Zealand. Tel.: (64-9) 579-5888. Fax: (64-9) 579-5881.

NIGERIA — A major project for which goods will be purchased on behalf of the United Nations Industrial Development Organization (UNIDO) has started in this country and Canadian companies are invited to participate. Involved is the establishing of new test laboratories for metals (steel), building

materials, electric appliances, textiles, leather, paper and foodstuffs. There will also be supporting laboratories for chemical and microbiological tests along with liquid gas and atom absorption chromatography, including sample preparation. The establishing of a publishing house and information centre with computerized documentation is included in the project. Manufacturers are invited to submit catalogues and price lists for the supply of **physical quantity measuring devices, test equipment, laboratory and office furniture, laboratory glassware, sample preparation auxiliary equipment, and publishing house equipment**. Companies can have their interests forwarded to the Canadian High Commission in Lagos by contacting John Brenchley, Trade Commissioner, Africa and Middle East Trade Development Division (GBTA), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6586. Fax: (613) 990-7437.

SPAIN (Ref. VET) — A company specializing in the pharmaceutical-veterinarian sector and open to **all kinds of collaborative ventures** wishes to introduce new products to its well-established Spanish market. Products sought include: **drugs; feedstuffs; cleaning products; non-chemical livestock sector products; and agricultural products**. Contact Jaume Angerri, Technology Management Department, ICT, Via Laietana, 39, 4rt, 5e, 08003, Barcelona, Spain. Tel.: 319-88 11. Fax: 310 35 35.

SYRIA — The General Organization for Cement and Building Materials (GOC) has issued two separate tenders, one for the **extension**

of a cement factory (bid bond US\$100,000 by Bank Guarantee and with an execution period of 24 months after Letter of Credit opening); the other for the setting up of a **new plant for the production of porcelain tiles** (bid bond US\$50,000 and with an execution period of 18 months after Letter of Credit opening). Both tenders, being offered on a turnkey basis, call for the study, design, procurement and delivery of equipment, civil works, steel structures, erection and technical assistance and services. In both, the value of tender documents is US\$100 non-refundable; payment is by Letter of Credit; performance bond is 10 per cent of contract value; and offer validity is 9 months after closing date. Closing date for porcelain factory bids is **May 18, 1992**. Closing date for cement factory bids is **June 15, 1992**. Interested contractors may contact Commercial Section, Canadian Embassy, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Flower Power

Continued from page 1

that all products which serve the same purposes and have equivalence of use are in the same group.

Each Member State has a "competent body" independent of industrial or commercial interest to review the applications. Cost of the application is covered by the manufacturer, the exporter or importer.

For more information, contact European Community Division (RWM), 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 995-6115. Fax: (613-944-0039.

Tourism Market Focus of Cuba Show

Havana — Through the display of product literature or through staffing their own stand, Canadian companies still have an opportunity — if they act quickly — to get in on Cuba's burgeoning tourism industry.

The opportunity, which runs May 25-31, is **TECNOTUR'92** at which External Affairs and International

Trade Canada, through the Canadian Embassy in Havana, will sponsor an Information Booth.

Specifically directed to Cuba's tourist sector, **TECNOTUR** traditionally has presented an excellent opportunity for Canadian exporters, entrepreneurs or potential investors to establish direct and personal contact with officials from

Cuba's various tourist organizations.

At last year's **TECNOTUR**, which also is a low-cost means for Canadian exporters with no experience in the market to introduce their products, Canadian exhibitors signed contracts valued at Cdn\$850,000.

Given the high priority accorded to tourism and tourism development, Cuba continues to make substantial purchases for this sector. What's more, in spite of the country's economic difficulties, the Cuban government is prepared to pay for such imports on a confirmed Letter of Credit basis.

Opportunities exist not only in the substantial program of new hotel construction or renovations (5,000 hotel rooms are planned by 1995), but for on going sales of food products and consumer goods for guests and to stock the country's duty-free and hotel shops.

Canadian firms already sell glassware, lighting fixtures, swimming pool equipment and accessories, air conditioning systems, hardware items, plumbing fixtures, sports and recreation equipment, kitchen and garden maintenance equipment.

Companies wishing to send product literature should forward, as soon as possible, 40-50 brochures or product samples to Commercial Division, Canadian Embassy, P.O. Box 500 (HVAN), Ottawa, Ontario, Canada K1N 8T7.

Companies considering staffing their own stand (minimum size 9 square metres at US\$135 per square metre) may contact the Embassy by fax: (011-53-7) 33-2044; or telex: (Destination code 28) 51-1586 (CAN CU).

For additional information on Cuba and the market for hotel and tourism-related equipment, contact the Embassy as above.

Exhibit Space at U.S. Printing Show

New York City — Space is still available for companies wishing to participate in the Canadian Government Stand at **Graph-Expo East**, the largest printing equipment trade show to be held in the United States this year.

Being held October 3-6 at New York City's Javits Convention Center, the show features 400 exhibitors and attracts up to 30,000 buyers who are seeking to upgrade their printing and communications equipment.

The 3,000 foot² Canadian pavilion is situated in a prime location between two main entrance doors on Level Three of the Center.

This Level is reserved for companies exhibiting printing machinery and systems, printing supplies and accessories, post-press equipment and supplies, and materials handling equipment.

Canadian exporters (of printing machinery or other products mentioned above) who are interested in participating in **Graph-Expo East**, should contact Ted Weinstein, U.S. Trade and Tourism Division (UTO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 990-9119.

EAITC-Sponsored Subcontractor Exhibition Scheduled for Toronto

Toronto — The **Fifth Annual SubContractor Exhibition (SUBCON V)**, sponsored by External Affairs and International Trade Canada, will be held June 3, 1992 at the Canadian Exposition and Conference Centre.

Designed to help Canadian companies obtain business as subcontractors in the fields of defence, aerospace (including repair and overhaul services), space and electronics, **SUBCON** brings together over 100 U.S. and Canadian prime contractors.

A comparable number of Canadian subcontractors and potential subcontractors also exhibit their products/services or product literature and capabilities at the show.

Persons seeking further information or wanting to participate in **SUBCON V** may contact Gisele Laframboise, Trade Development Operations (TPO), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-8099. Fax: (613) 996-8688.

WESTERN CANADA HOSTS MAJOR EVENTS: *Calgary's National Petroleum Show...*

Calgary — Billed as the largest energy show in the world, the **National Petroleum Show** will be held June 9-11, 1992 at Calgary's Stampede Park.

At the 1990 event, more than 1,100 companies exhibited their products and services to 42,104 attendees from across Canada, 37 U.S. states and 61 other countries.

Now marking its thirteenth year and considered the international marketplace for the world's energy industries, the biennial **National Petroleum Show** offers exhibitors a unique opportunity to expand established markets, attract new customers, develop joint ventures and business agreements, and to access energy opportunities.

Exhibitors display their products and services to a top flight audience of energy professionals from a round the world — people who influence the purchase of billions of dollars in products, equipment, supplies and services for the next decade.

CONTRACTS AWARDED

HN Engineering. (HNE), Burnaby (B.C.), has been awarded a contract to undertake a study of mobile radio systems operated by the Saudi Arabian Oil Company in Saudi Arabia. The project will provide information regarding mobile communications support for oilfield exploration, operations and maintenance activities.

Securiplex Europe S.A.N.V., a subsidiary of Securiplex Technologies Inc., Dorval (Quebec), has signed two contracts in Belgium.

The event, fully supported by all three levels of government in Canada — local, provincial and federal — is also a magnet for incoming buyers missions.

In 1990, some 162 buying missions from 43 different countries were brought to the show to meet with Canadian suppliers of oil patch goods and services — resulting in negotiations of over \$310 million worth of potential contracts.

Companies in Eastern Canada

wanting more information may contact Judy Hurd, Show Manager, National Petroleum Show, 1450 Don Mills Road, Don Mills, Ontario M3B 2X7. Tel.: (416) 442-2021. Fax: (416) 442-2207.

For Western Canada companies, the contact is Ward Brandow, Show Coordinator, National Petroleum Show, Suite 300, 999-8th Street S.W., Calgary, Alberta T2R 1N7. Tel.: (403) 244-6111. Fax: (403) 245-8666.

...And Regina's Canada Farm Progress Show...

Regina — Manufacturers, suppliers, buyers, exhibitors and visitors wanting to keep abreast of the latest in dryland farming technology and related products make it a point to be in Regina in June.

The reason is the **Western Canada Farm Progress Show** (June 18-21, 1992) which, since its inception in 1978, has gained an international reputation as dryland farming's premier showcase — annually attracting more than 500 exhibitors as well as delegations from every continent.

A one-stop shopping centre for leading edge technology and dryland farming techniques, the exhibition features a cross-section of agricultural implements, large and small, from rock pickers, rod weeders and chisel plows to monster tractors and

combines, to augers, grain bins and computerized remote sensing devices.

At the heart of the exposition is the International Business Centre. A centrally located area, the centre provides full services to enhance export opportunities.

These include 'dating sessions' which allow for the exchange of business information between manufacturers and delegates, comprehensive office and secretarial services, translation services and computerized listings of manufacturers and their products.

For more information, contact **Western Canada Farm Progress Show**, P.O. Box 167, Exhibition Park, Regina, Saskatchewan S4P 2Z6. Tel.: (306) 781-9200. Fax: (306) 565-3443.

Under a \$1.7 million contract **Securiplex** will supply fire detection and control systems for the new European Economic Community headquarters in Brussels. This city has also awarded **Securiplex**

a \$1.8 million contract to provide fire detection, extinguishing and safety controls for the city incinerator, which burns municipal waste and produces 12 per cent of the city's electricity.

Total Quality the 'A' Key in Exporting

Prepared by Michel P. Gimmig, Laliberté, Lanctôt, Coopers & Lybrand, Montréal

Total quality has become the minimum global standard, allowing exporters to count on a stable clientele.

Two heads of successful businesses, one French, the other Canadian, spoke last year to a distinct audience of Quebec business persons. Both attributed their success to constant quality research and to the certifications of their clients.

Michel Bricaud directs Bronzacier, France's leading small-to medium-size manufacturer, in terms of total quality, of gearbox yokes, 50 per cent of which are exported.

Karel Velan also has made quality his trademark. The company which carries his name has become the world's second most important manufacturer of steel valves, globe valves and check valves. Velan serves oil exploration and production companies, thermal and nuclear power plants, sectors where the quality of products is vital to maintaining output.

"...the customer wants one assurance: prove to me that your business is going to consistently give me the quality I am seeking."

The concept of quality has evolved rapidly in the past few years. It no longer refers only to making a product conform technically to the needs of the client, it must answer several requirements: cost, availability, delivery, after-sales service — all of which must be continually improved.

When it comes to choosing a supplier, the customer wants one assurance: prove to me that your business is going to consistently give me the quality I am seeking.

That satisfaction must be given to the supplier or he will take his business elsewhere.

Many enterprises now have in their possession an evaluation manual on the quality standards of their suppliers.

A European automobile manufacturer, for example, demands that all his services be subject to very strict quality control.

Three of the directives circulated to all service departments of the business are:

- The function of quality represents the client and, consequently, concerns all organizational units, from marketing to after-sales service.
- The different services of the supplier are interwoven and coordinated in the application of such matters as consultation, purchasing, methodology, etc.).
- The supplier has a "Quality Improvement Plan" keeping him informed on work flow, ongoing activities, persons responsible, and the results obtained. All divisions of the company are involved. From there, the coordination of investment plans with training is assured.

Clearly, this involves much more than simple product quality control. The client wants the assurance that all of the supplier's facilities are focussed on meeting his needs, that the supplier is constantly improving the quality of the product, and meeting new and higher standards. **Nothing Less Than 'A'**

This same European automobile manufacturer is very clear: "Our objective is to have only A-rated suppliers by January, 1993." In a word, only total quality is acceptable.

This business classes — on a scale from A to D — his suppliers according to the quality of their products and services. The A-rated

supplier is "capable of developing the quality assurance procedure or of developing new products using its own resources."

For this firm, a supplier with an A rating will be actively involved in its customer's business, thereby furthering its own development.

The classification of the supplier can also bring into focus the function of cost. The client can insist on stability or even a price reduction in the long or short term to encourage his supplier to maintain his market.

"To succeed, will require concrete, convincing evidence that they offer not only quality products but also efficient global management of their operations."

In the context of global markets and international competition, the search for total quality has become a constant preoccupation.

International standards and Canadian exporters must tackle international competition more aggressively. To succeed, will require concrete, convincing evidence that they offer not only quality products but also efficient global management of their operations.

This implies certain fundamental changes in attitude and in the way of conducting business. For instance, to obtain and keep their market, they may be obliged to open their organizations to foreign 'quality auditors'.

Only if Canadian businesses include in their operations an ongoing thrust to meet their customers' quality requirements, will the "Made in Canada" label continue to be seen on international markets.

Markets Multiply

Canadian Exports to Puerto Rico Register 61 Per Cent Growth in 1991

Figures received from the Canadian Trade Commission in San Juan show that, in 1991, Canadian exports to Puerto Rico totalled \$411.9 million, making Puerto Rico Canada's third largest market in the region after Brazil and Mexico.

The figure, giving Canada a trade surplus of \$77.2 million, also represents a 61 per cent growth rate over 1990, indicating there are ample opportunities for Canadian exporters to this United States commonwealth.

Being a U.S. territory, the island is fully within the U.S. customs regime, meaning there are no further tariffs or customs barriers. Nor are there foreign exchange controls as the currency is the U.S. dollar.

This relationship with the United States also brought about a special U.S. government program of tax breaks and other benefits for industry over the past 25 years.

Through the program, hundreds of companies — mostly in the pharmaceutical, electronic, electrical, textile, clothing and footwear sectors — settled in Puerto Rico, helping to give the region an industrial base.

But the market is not restricted solely to Puerto Rico and the commercial/consumer products necessary to serve a population of 3.5 million people.

Puerto Rico's strategic location in the Caribbean makes it one of the most important distribution centres in the region. For instance, in 1988, the island imported \$14 billion worth of goods, much of which was re-exported to neighbouring islands.

Canada's major exports to Puerto Rico include paper products, produce, food, and automotive equip-

ment and parts, building materials and construction equipment. Also exported are agricultural and fisheries products, furniture, electronics and communications equipment, digital and automated equipment, and chemicals.

Many of these products have been promoted through Canadian government-sponsored trade fairs and missions, says Jim Bradford, Consul and Trade Commissioner with the Canadian Trade Commission in San Juan.

Bradford says "there are lots of trade shows in San Juan" and advises that these might be the best places to start for new or

would-be exporters.

As for the consumer products market, Bradford advises companies "to make sure that their prices are competitive. This is a very price-sensitive market."

On the industrial side, there are openings for specialized commercial equipment, Bradford says, especially in pharmaceuticals.

Further information on this market or on potential trade shows is available from Mr. Bradford, Canadian Trade Commission, Plaza Scotia Bank, 6th Floor, 273 Ponce de Leon, Hato Rey, Puerto Rico 00917. Tel.: (809) 250-0367/758-3500. Fax: (809) 250-0369.

PUBLICATIONS

Canada-Japan Fisheries

Recent trends in supply and demand conditions for seafood in Japan and the effects of these changes on the outlook for Canadian seafood exports to that country are analyzed in *Canada-Japan Fisheries Trade*, a research study published recently by the Canada-Japan Trade Council.

The study, complemented with many graphs, discusses future export opportunities, provides details on Canadian fish exports by species, and information on Japan's changing consumption patterns.

While noting that Japan is Canada's second most important export market for seafood, the study concludes that "while Canada may enjoy good sales now, there is scope for more market work in the foreseeable future." As well, "Canada is

well advised to engage in generic fish promotion to help maintain market share if not increase top-of-mind awareness."

Copies of the study are available from Canada-Japan Trade Council, Suite 903, 75 Albert Street, Ottawa K1P5E7. Tel.: (613) 233-4047. Fax: (613) 233-2256.

Technology Co-operation

20 Years, 1971-1991: Co-operation in Science and Technology (67EM) demonstrates that scientific and technological co-operation between Canada and Germany covers a wide spectrum, ranging from basic research to energy and environmental research, information technology and micro-electronics. The study is available from Info Export (see box bottom, page 8).

Continued on page 8— Publications

PUBLICATIONS

Europe 1992 and Canadian Value-Added Wood Products outlines the market characteristics, competitive strategies, opportunities, and measures to consider in exporting value-added wood products to France, Germany, Italy and the United Kingdom.

There are definite opportunities for Canadian value-added products in all markets and in a range of end uses, particularly in the form of upgraded raw materials for the woodworking industry, says the report.

The arrival of the Single Market in 1993 should also help, rather than hinder, access to European markets for Canadian suppliers.

To help realize these opportunities, the report recommends that Canadian suppliers improve their offerings; offer required grading and sizing; create customer loyalty; make a well analyzed choice on how to enter the market; understand market needs; and take a long-term view.

Copies of the report are available from the European Community Division, External Affairs and International Trade Canada. Tel.: (613)995-8297. Fax: (613)944-0034.

Trading House Connection

Selecting trading houses, understanding their roles and how they can be of use to exporters are among subjects dealt with in **Export Markets: The Trading House Connection** (5TE), copies of which are available through Info Export.

Vocabulary of Free Trade, a 450-page bilingual dictionary on this topic is published by the Secretary of State Department. The volume, costing \$28.95, includes 2,500 trade-related definitions, with both English and French equivalents.

Vocabulary of Free Trade (S52-2-204) is available from Canada Communication Group -Edition, Ottawa, Ontario, K1A 0S9. Tel.: (819)956-4802. Fax: (819)994-1498.

Argentina Oil and Gas

Canadian firms with special skills and technologies in oil recovery methods will be particularly interested in **The Oil and Gas Industry in Argentina** (#116LA), a study commissioned recently by the Canadian Embassy in Buenos Aires. In addition to indicating opportunities for Canadian firms, the study outlines the country's deregulation and privatization policy which, in general terms, ensures an extensive opening of the oil and gas industry (including exploration, production, refining and marketing) to private enterprise, tax stability and a realistic exchange rate.

A copy of the report is available through Info Export.

Business Agenda

Toronto - June 3 — The Fifth Annual SubContractor Exhibition (SUBCON V) - see article, page 4. Contact Gisele Laframboise, Trade Development Operations (TPO), External Affairs and International Trade Canada, Ottawa. Tel.: (613)996-8099. Fax: (613)996-8688.

Montreal - June 3-5 — The 10th Annual Montreal International Computer and Office Exhibition (SIIM 92) will focus on the latest in information technology and office automation. There will also be a series of professional development seminars, run in association with the Institute for Advanced Technology. For more information on SIIM 92, contact Diane Laporte, Show Manager, Montreal. Tel.: (514)288-8811. Fax: (514)288-9125.

Calgary - June 7-11 — The 11th International Conference on Offshore Mechanics and Arctic Engineering (OMAE 1992) will feature symposiums on such topics as pipeline, safety and reliability, offshore technology and arctic/polar engineering. For more information, contact D. Courchene, ITC Edmonton. Tel.: (403) 495-2959. Fax: (403) 495-4507.

Numbers to Note

The facsimile number for the Canadian Embassy in San José, Costa Rica is (011-506) 23 23 95.

The fax number for the Canadian

Consulate in Auckland, New Zealand is (09) 307-3111. An incorrect number, referring to the **Forestry Sector Report**, was published in the March 16, 1992 *CanadExport*.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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May 15, 1992

External Affairs and
International Trade Canada

Venezuela Conference Could See Canadians Strike Gold

Canadian companies are being strongly encouraged by Canadian commercial officers at the Canadian Embassy in Caracas to "look closely" at Venezuela's booming gold mining market with its "great potential and opportunities."

One of the best ways to take that look is to participate in or attend the **Gold Mining Seminar** being held June 25, 1992 in Puerto Ordaz, an industrial city located in Guayana, the Venezuelan mining region.

The event is organized by the Canadian Embassy in Caracas in collaboration with the Guayana Development Corporation and the Venezuelan Gold Association.

Embassy officials say gold production in Venezuela has soared at least tenfold in the last few years, making the country the tenth largest western gold producer with one of the highest growth rates in South America.

"The actual production, however, bears no relation to its world class potential," officials add, noting that latest evaluations indicate that, in a six-year period, Venezuela could develop its capacity to produce "at low break even levels" about 3 million ounces per year (93 tonnes per year) of gold.

With gold being the primary target for development, the government has realized the need for foreign capital, initiative, equipment and technology to increase gold production from the present level of 15 metric tonnes per year to 45 metric tonnes per year by the year 2000.

The **Gold Mining Seminar**, with participation by some 120

Continued on page 2 - Gold

Technology Partnership Plan Vehicle for Canadian Firms

Canadian high technology companies have an opportunity - until June 1, 1992 - to partner with prime contractors who bid on large systems contracts in the U.S. private sector and in the U.S. government.

Under the **Technology Partnership Program**, launched at the Canadian Embassy in Washington, major prime contractors are looking for Canadian partners in a wide range of operating environments (on mainframes, micros and networks).

Interested companies will take part in introductory training sessions - planned for late June in selected cities - on working with systems integrators.

The following technology areas are of particular interest: OCR and image products; multimedia and authoring software; CASE tools; 4GL tools and application

development services; system design, development and integration; acquisition and program management support; and inter-networking LAN and WAN.

Included as well are: artificial intelligence and expert systems; computer-based training and simulation; voice processing; multi-vendor e-mail; X.400 and X.500 products; satellite earth station components; satellite telemetry, tracking and command base hardware and software; data security productions and encryption algorithms; and telecommunications hardware and software.

Companies offering these technologies and wanting to explore the possibility of partnership with U.S. prime contractors

Continued on page 2 - Plan

Preferential Tariff Granted

Canada has granted the General Preferential Tariff (GPT) to Ukraine, the Republics of Estonia, Latvia, Lithuania, Armenia and the Russian Federation.

The GPT is a system of tariff preferences accorded to goods that originate in developing countries and most countries of Central and Eastern Europe.

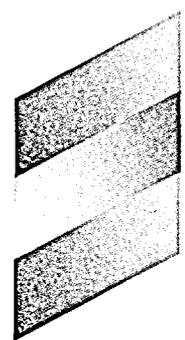
The rates of duty on products eligible under the GPT are generally two thirds (or less) of the most-favoured-nation rates. The GPT applies to manufactured and semi-manufactured goods, but excludes most textiles, apparel, footwear and some steel

products.

The announcement was made by Secretary of State for External Affairs Barbara McDougall and Minister of State for Finance John McDerimid.

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Canada

Gold Mining

Continued from page 1

invitees, will look at the present and future of this industry in Venezuela. Presentations by Canadian companies will be delivered on drilling in precambrian shields, reverse circulation drilling, remote sensing in mining exploration, the importance of the feasibility study in a mining project, and financing of mining projects.

The Venezuela gold industry "is entering a boom period and there is no doubt that Canadian industry could and should play a major role in its development," say Embassy trade officials.

These commercial officers are more than willing to assist Canadian companies interested in the Venezuelan market. They can identify potential partners for exploration, exploitation and/or manufacturing operations.

They can also help Canadian companies in identifying dynamic local distributors or agents that can help in marketing Canadian equipment locally.

For further information on the Gold Mining Seminar or on the Venezuelan gold mining industry, contact the Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Alegre, Caracas 1060, Venezuela. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

Plan Promotes Partnership

Continued from page 1

should summarize and fax up to two pages the following information: company product or service; its major applications; its competitive advantages; target end-users (who they are and their responsibilities); key benefits to your customers; major Canadian customers; major U.S. customers; expectations for the U.S. market in the next 18 months; and what

you would expect from a good match.

The information should be forwarded to Judith Bradt, Commercial Officer, Embassy of Canada, Washington, DC. Fax: (202) 682-7619; or to Doreen Conrad, United States Trade and Tourism Development Division, External Affairs and International Trade Canada, Ottawa. Fax: (613) 990-9119.

Japan Market Studies

The Japan Trade Development Division of External Affairs and International Trade Canada continues to expand its extensive series of export opportunities market surveys.

The survey series also includes a broader analysis of Japan's main regional markets, with reports encouraging Canadian firms to look beyond the traditional 'Tokyo-only' business trip.

The following order-coded market surveys (asterisk indicates a new study) are available through Info Export. To order, see box at bottom of page 12.

Atlantic Herring Roe (#60CE)
Bakery Mix (#61CB)
B.C. Salmon (#64CB)
Bottled Water (#63CB)

*Diagnostic Imaging and Implant Equipment (#114CB)
Food and Beverage (#76CE)
Food Processing Equipment (#65CB)
Food Service (#66CB)
Fruit Juice (#67CB)
Fukuoka and Kyushu (#113CB)
*Hiroshima and Chugoku (#136CB)
Marine Sports (#70CB)
Millwork (#71CB)
Mushrooms (#89CB)
Nagoya and Tokai (#112CB)
Osaka and the Kansai (#58CB)
Ocean Industry Equipment (#100CB)
Packaging Equipment (#69CB)
Peat Moss (#72CB)
Pet Food (#73CB)
Processed Alfalfa and Hay (#74CB)
Processed Meat (#75CB)
*Sapporo and Hokkaido (#135CB)
Sea Urchin (#77CB)
*Sendai and Tohoku (#137CB)
Software (#78CB)
Windows and Doors (#79CB)

For further information on doing business in Japan, contact the Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel: (613)-995-1281. Fax: (613)-943-8286.

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Potential Business Clients Plentiful in Spain

A Barcelona-based service company, one of whose functions is the specialized search for technologies and products for its clients, initially seeks technology product brochures that best meet its clients' needs. The contact, (quoting the reference number), for all clients is Jaume Angerri, Department of Technology Corporation, ICT, Via Laietana, 39, Art, 5e, 08003, Barcelona, Spain. Tel.: 319 88 11. Fax: 310 35 35.

Ref CIB: This company seeks novel or development stage products that have applications in the market for physically disabled people. Among the products/systems being sought are: electro-mechanical products for the blind (machines incorporating Braille, domestic or personal electronic devices); PC peripherals, new symbol language software that facilitates communication, new ways of transport for the physically disabled; and artificial voice incorporated systems (voice alarms, industrial robots with voice, new automatic telephone answering devices).

Ref MEC: A manufacturer/seller of geared valves and adapters for instrumental installations in the chemical and petrochemical industries seeks: new technologies to harden austenitic steel (316 degrees) and materials with better performance that could be used to substitute stainless steel. The firm also seeks new or improved valves, adapters, filters and joints for chemical/petrochemical installations.

Ref HIC: Engaged in the dyeing and finishing of fabrics, this company wishes to diversify its activities in the textile field. Being sought are new materials/products/ systems/ technologies for the garment sector (microfibre); ecologically advantageous chemical products

related to the textile field; and subcontracting/collaboration agreements to help widen its present range of technologies.

Ref VIN: This company is searching for new products and technical solutions within the thermal, acoustical and fire resistant insulation fields. Specifically, the firm seeks acoustical screens for roads, railway lines and tunnels; products to insulate and condition false floors; and fire resistant products (not paint) such as panels and putty.

Ref MAS: Being sought by this company are new kinds of paints and coatings with different compositions (water-based, powder, natural solvents, and environmentally-friendly raw materials) and with special performance (fire-resistant/retardant paints, rust-proofing paint, antigraffiti paint). In general, the firm is interested in any chemical product (including polyethylene, polypropylene, new plastics) related to the coating sector.

Ref LUV: Enjoying commercial relations with all of the most important car manufacturers in the world this manufacturer of all kinds of automobile rubber pipes wishes to expand its present activities and seeks new materials and systems that apply to the conduction of fluids. Being sought specifically are: new rubber formulations (applicable to petrol pipes); new material (technical plastics, synthetic elastomers) and solutions (cloths to reinforce and improve petrol pipes); adapters and quick connectors (to facilitate assembly of pipes within a car); and new fluid conduction systems (water, air, petrol, brake fluid). This firm has two major factories near Barcelona, has its own development team, and can manufacture products that are advanced and competitive.

Ref BAR: This well-positioned company that can adapt all its projects to suit the Spanish market is seeking advanced software and multimedia staff training tools (including business simulators, fourth generation programming languages, and systems that help one make marketing, financial and human resources management decisions). Only advanced and innovative tools are being sought.

Ref GAB: Selling to many diverse industrial sectors, this competitively positioned company which is engaged in iron wire drawing wishes to expand its range of activities. It seeks products and systems in which wire is an integral part (construction, automobile, wire display shelves); systems which facilitate working with wire (bobbins for use in construction); applications for irregularly shaped wire (triangular, square); substitute materials for iron wire; technologies to treat wire. Here, wire means the round strips of iron ranging in widths from 0.8 mm to 1.2 cm.

Ref DYC: This dynamic enterprise designs and implements lag power correction equipment in electrical installations. To expand its activities, the firm seeks new products and systems in the following areas: electrical network analyzers (compact equipment that measures all the electrical values of a power supply facility); electrical apparatus (contactors, switches, automatic circuit protection devices); fuses (semiconductor protection fuses); pole-mounted industrial power capacitors; and innovative relays. The firm also seeks an exchange of know-how in the power lag correction field.

Continued on page 4 - Spain

Spain Abounds in Potential Clients

Continued from page 3

Ref MASE: Approved by the most important motorbike and bus manufacturers in Spain, this company manufactures and markets a wide range of **painting and industrial coatings** (primers, clear coats, top coats). The firm, with an important research and development division, seeks **new developments in electrostatic var-**

nish for plastic pieces and primers for polypropylene.

Ref COL: All kinds of **products for cleaning, disinfection and sterilization** are being sought by a company which has been manufacturing, developing and marketing such items (through sole agents) since it was established in 1925.

The company is particularly interested in new **hygienic products/ equipment for hospitals** (syringes, endoscopes); **the food industry** (cleaning, pollution control systems); **poultry** (machinery to clean eggs); and **live-stock installations** (disinfectant applicators, cleaning of silos).

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COSTARICA—The Costa Rican Light and Power Agency is calling for **prequalification** of companies interested in carrying out a **feasibility study, viability study and final design** of a project to put **electrical and telecom cables underground in San Jose**. Conditions for prequalification can be obtained up until May 28, 1992 at a cost of US\$90. Contact the Canadian Embassy, Costa Rica. Telex: (Destination code 376) 2179 DOMCAN CR). Fax: (011-506) 23-23-95.

INDIA—An export marketing firm seeks a **partner/joint venture arrangement** pertaining to a Darwin, Australia-based industry engaged in **agro-industry, forestry, and forestry products**. Interested firms or individuals may contact Kishore Arora, President, Global Business Associates, 413 Commerce House, 140 Nagindas Master Road, Fountain, Bombay 400 023, India. Tel.: (22) 270000.

MEXICO—With an extensive background in industrial manufacturing and sales, the English-speaking owner of a company in Mazatlan wishes to contact Canadian manufacturers of **marine, mining and aquaculture products**. Contact Luis F. Ramirez Garcia, Tauro Ingenieria Naval, Romanita de la Pena No. 122, Mazatlan, Sinaloa, Mexico. Tel.: 011 52 (698) 2 85 15 or (698) 2 12 17. Fax: 011 52 (698) 2 12 17.

NEW ZEALAND—A company with Australasia-wide connections seeks a variety of commodities, including: **product design and industrial control products, control valves, pneumatically-controlled valving, microswitches, proximity magnetic and capacity products, photo electric switching devices, liquid crystal displays and modules**. Contact Peter Botha, Email Electronics Head Office, Private Bag 7, Auckland, New Zealand. Tel.: (64-9) 579-1155. Fax: (64-9) 579-2681.

NEW ZEALAND—An IBM remarketing company is looking for **production scheduling and forecasting (PS2 or AS400) software pack-**

ages. Contact David Smith, Madison Systems Ltd., P.O. Box 8279, Symonds Street, Auckland, New Zealand. Tel.: (64-9) 309-3655.

NEW ZEALAND—Specializing in **telecommunications project management and systems engineering**, a New Zealand-wide consultancy firm is interested in developing an **association with a similar Canadian consultancy firm**, particularly one that has an interest in **satellite technology consultancy**. Contact Keith Oliver, Managing Director, Teleconsultants N.Z. Ltd., P.O. Box 74-293, Auckland, New Zealand. Tel.: (64-9) 358-0445. Fax: (64-9) 358-0452.

UNITED ARAB EMIRATES—A professional trading group with bases in Cyprus, India, Tanzania and with associate companies in Iran and Jordan wishes to source the following from Canada: **commodities, engineering and automotive units, and consumer products**. Contact Raj Bharara, Director, Surura (MC) Ltd., P.O. Box 1140, Fujairah Free Zone, Fujairah, U.A.E. In Dubai, Tel.: 00971-4-224872; Fax: 00971-4-279029.

Lines of Credit and Protocols

EDC has three types of prearranged export financing facilities which it can establish with foreign banks or institutions. Each is designed to make it possible for foreign buyers to purchase Canadian goods and services on credit. And in each case, EDC pays the Canadian exporter on the borrower's behalf, once the terms of the export contract have been satisfied.

Lines of Credit are a streamlined form of export financing by which EDC lends money to a foreign bank or institution, which then relends necessary funds to foreign purchasers of Canadian goods or services. Interest rates, repayment terms and other details are prearranged between EDC and the foreign borrower, which speed up turnaround times.

A **Buyer Credit Protocol** is an agreement between EDC and a foreign institution through which the foreign institution can guarantee EDC export loans to buyers of Canadian goods and services in that country. EDC and the foreign institution preset the total value of Canadian

exports that can be guaranteed under a protocol. This, in turn, enables the two parties to prearrange many of the procedures by which the foreign institution can guarantee individual transactions.

Supplier Credit Protocols are a third type of umbrella agreement between EDC and a foreign institution. Here, the foreign institution guarantees the promissory notes (IOUs) issued to Canadian exporters as payment by their foreign buyers, which EDC then purchases from the Canadian exporter.

EDC currently has 45 lines of credit and protocols, providing easy access to export financing for buyers in 21 countries. But these are not our only export financing options; EDC can provide other types of loans to buyers in many more countries than those listed below.

If you have any questions about how EDC export financing can help you close a deal abroad, contact the Regional Office nearest you.

CATEGORIES

- 1) Borrower
- 2) Funds Remaining as of December 31, 1991
- 3) Repayment Terms
- 4) Buyer Contact with Borrower
- 5) Borrower's North American Representative

- 1) CORPORACIÓN NACIONAL DEL COBRE
- 2) US \$15,000,000
- 3) 3 to 7 years
- 4) Cesar Lillo, Head of Debt Section
Tel.: 56-2-690-3613
Telex: 2406723
Fax: 56-2-690-3669

- 1) Instituto de Fomento Industrial
- 2) US \$10,000,000
- 3) 3 to 8 years
- 4) Ricardo Rodríguez Beltrán
Tel.: 57-1-283-8673
Telex: 044-642
Fax: 57-1-283-8553

MEXICO & SOUTH AMERICA

EDC Contact: June Domokos, Manager

BOLIVIA, COLUMBIA, ECUADOR, VENEZUELA

- 1) Corporación Andina de Fomento
- 2) US \$20,000,000
- 3) 3 to 8 years
- 4) Efraín Cazar, Head, Funding Division
(Caracas, Venezuela)
Tel.: 58-2-285-5555
Telex: 27418 CAFVF
Fax: 58-2-284-5754

CHILE

- 1) Banco O'Higgins
- 2) US \$15,000,000
- 3) 2 to 8 years
- 4) Alejandro Young Downey, Assistant Manager
Foreign Department
Tel.: 56-2-698-8424
Telex: 340306 Baohm Ck.
Fax: 56-2-671-7152

COLOMBIA

- 1) Banco Cafetero
- 2) US \$5,000,000
- 3) 3 to 8 years
- 4) Raúl González Torres, Manager
International Correspondent Banking
Tel.: 57-1-282-7742
Telex: 44460 BNCACO
Fax: 57-1-283-5207

- 1) Banco Unión Colombiano
- 2) US \$3,000,000
- 3) 3 to 7 years
- 4) Ernest Field, President
Tel.: 57-1-210-3408
Telex: 42050 RYBACO
Fax: 57-1-211-4683

- 1) Ecopetrol
- 2) US \$10,000,000
- 3) 3 to 8 years
- 4) Pedro Marquez, Purchasing Manager
Tel.: 57-1-288-3556
Telex: 44361
Fax: 57-1-288-6440

MEXICO

- 1) Banca Serfin, S.N.C.
- 2) US \$20,000,000
- 3) up to 8.5 years
- 4) Oscar Adad Rosas, Vice President, International
Division
Tel.: 525-512-9000
Fax: 525-512-1173
- 5) Ramón Díez-Canedo, Representative
Tel.: 416-360-8900

- 1) Banco del Atlántico, S.N.C.
- 2) US \$10,000,000
- 3) up to 8.5 years
- 4) Jorge Pulido Fregoso, Vice-President
Tel.: 525-544-5460
Fax: 525-544-5283

- 1) Banco Internacional, S.N.C.
- 2) US \$10,000,000
- 3) up to 8.5 years
- 4) Jorge A. Salinas Nilson, Vice President, Foreign
Trade
Tel.: 525-566-2800/1636
Fax: 525-535-7705

- 1) Banco Nacional de Comercio Exterior, S.N.C.
- 2) US \$40,000,000
- 3) up to 8.5 years
- 4) Rosa Maria Solis, Vice-President, International Banking
Tel.: 525-652-9529
Fax: 525-652-7313

- 1) Banco Nacional de México, S.N.C.
- 2) US \$20,000,000
- 3) up to 8.5 years
- 4) Alfredo Soto, Senior Vice President
Import Financing Division
Tel.: 525-720-6021
Fax: 525-510-4271
- 5) Karin Rugeberg, Representative
Tel.: 416-368-1399
Fax: 416-367-2543

- 1) Banco Nacional de Obras y Servicios Públicos, S.N.C. (BANOBRAS)
- 2) US \$20,000,000
- 3) up to 8.5 years
- 4) C.P. Gilberto Martínez Montes
Acting Director of Financing
Tel.: 525-583-1403
Fax: 525-583-9791

- 1) Bancomer, S.N.C.
- 2) US \$10,000,000
- 3) up to 8.5 years
- 4) Magda Mesegué, Assistant Manager,
Business Development
Tel.: 212-759-7600
Fax: 212-888-4355/832-8459

- 1) Comisión Federal de Electricidad (CFE)
- 2) US \$30,000,000
- 3) up to 8.5 years
- 4) Alberto Castelazo, General Manager, Finance
Division
Tel.: 525-553-6488
Fax: 525-553-6538

- 1) Multibanco Comermex
- 2) US \$10,000,000
- 3) up to 8.5 years
- 4) Esperanza Roch Soto, Vice-President
Foreign Banking
Tel.: 525-395-5609
Fax: 525-207-5264

- 1) Nacional Financiera, S.N.C.
- 2) US \$30,000,000
- 3) up to 8.5 years
- 4) José Luis Orencio, Manager, Bilateral Financing
Tel.: 525-325-7022
Fax: 525-550-2557

- 1) Petróleos Mexicanos
- 2) US \$20,000,000
- 3) up to 8.5 years
- 4) Eduardo Ito, International Finance
Tel.: 525-254-1896
Fax: 525-531-4955

- 1) Petróleos Mexicanos
- 2) US \$500,000,000
- 3) up to 10 years
- 4) Eduardo Ito, International Finance
Tel.: 525-254-1896
Fax: 525-531-4955

VENEZUELA

- 1) Banco Provincial S.A.I.C.A.
- 2) US \$10,000,000
- 3) 2 to 8 years
- 4) Arturo Ganteaume, Vice-President
Area Internacional
Tel.: 582-574-3922/9622
Fax: 582-574-1965

USA & CARRIBEAN

EDC Contact: Jim Brockbank, Manager

BARBADOS

- 1) Barbados National Bank
- 2) US \$5,000,000
- 3) up to 8.5 years
- 4) Lauretta Matthews, General Manager, Banking
Tel.: 809-427-5920
Fax: 809-426-5048

- 1) Barbados Telephone Company Limited
- 2) US \$5,050,000
- 3) up to 8.5 years
- 4) K.C. Went, Acting Financial Controller
Tel.: 809-429-5050
Fax: 809-436-5036

TRINIDAD AND TOBAGO

- 1) Central Bank of Trinidad and Tobago
- 2) US \$15,000,000
- 3) 3 to 8.5 years
- 4) Nigel Chrichton, Operations Officer, Foreign
Exchange and Investment Department
Tel.: 809-625-4835
Fax: 809-627-4696

EUROPE

EDC Contact: David Hylton, Manager

BELGIUM

- 1) Générale de Banque
- 2) CDN \$10,000,000
- 3) 4, 6, 8 or 10 years
- 4) Paul Jacques, Head, Trade Finance Group

CZECHOSLOVAKIA

- 1) Československa Obchodni Banka, A.S.
- 2) CDN \$25,000,000
- 3) up to 8.5 years
- 4) Jaroslava Sindelarova, Area Manager
Tel.: 42-2-232-2981
Telex: 122489
Fax: 42-2-232-3892

DENMARK

- 1) Den Danske Bank
- 2) US \$10,000,000
- 3) 2, 3, or 5 years
- 4) Stig Moeller Nielsen, Export-Import Finance
Trade Finance Centre
Copenhagen Handelsbank A/S
Tel.: 45-1-12-86-00
Telex: 12186E COCO DK
Fax: 45-1-12-63-93

HUNGARY

- 1) Magyar Nemzeti Bank
- 2) CDN \$15,000,000
- 3) up to 8.5 years
- 4) Laszlo Urban, Senior Deputy General
Management
International Banking Division Bank
Tel.: 36-1-153-3535
Telex: 226321
Fax: 36-1-153-1058
- 5) National Bank of Hungary
Tel.: 212-969-9270
Telex: 238180

ITALY

- 1) Banca Nazionale Del Lavoro
- 2) US \$10,000,000
- 3) 2, 3 or 5 years
- 4) Vincenzo Sentuti
Tel.: 06-4702-7562
Telex: 680549 BNLFIN I
- 5) W.A. Galbraith, Vice President, International
Banking
Tel.: 416-365-7777
Telex: 06218880
Fax: 416-365-0849

NORWAY

- 1) Den norske Bank
- 2) CDN \$10,000,000
- 3) up to 5 years
- 4) Arild Svensson, Deputy General Manager
International Corporate Division
Tel.: 47-2-48-16-56
Telex: 78175 DNC N

PORTUGAL

- 1) Banco Português do Atlântico
- 2) US \$4,703,000
- 3) 2, 3, 5 or 7 years
- 4) Maria Helena Allen Valenoa, Area Manager, Americas International Division
Tel.: 351-1-3461321/325036
Telex: 16559 BPA LXP/42944 ILBANK P
Fax: 351-1-321307/3475315
- 5) Alfonso Finocchigro, Regional General Manager
Tel.: 212-306-7800
Telex: ITT 428339
Fax: 212-766-8047

UNITED KINGDOM

- 1) Bank of Montreal
- 2) US \$10,000,000
- 3) 3 or 5 years
- 4) Soren Christensen, Senior Vice President
Tel.: 44-1-236-3225
Telex: 021-622735
Fax: 44-1-236-7041
- 5) Peter Wren, Senior Manager
Product Development and Marketing
Trade Finance Division
Tel.: 416-867-5584

AFRICA & MIDDLE EAST

EDC Contact: *Didier Delahousse, Manager*

ALGERIA

- 1) Banque Algérienne de Développement
- 2) CDN \$253,000,000
- 3) 10 years
- 4) M. Kebir, Director, External Financing
- 1) Banque Algérienne de Développement
- 2) US \$3,039,000
- 3) 3 to 5 years
- 4) M. Kebir, Director, External Financing

ISRAEL

- 1) Bank Hapoalim B.M.
- 2) US \$9,168,000
- 3) 3, 5 or 7 years
- 4) Tovi Shpayer, Vice-President, Foreign Trade Department
Tel.: 03-5673416
- 5) Yehoshua Flam, Representative for Canada
Tel.: 514-935-1128
Telex: 5267448

- 1) Bank Leumi Le-Israel B.M.
- 2) US \$10,000,000
- 3) 3, 5, or 7 years
- 4) Miriam Salzman, Assistant Manager
Tel.: 03-5148630
- 5) Menachem Inbar, President & CEO
Bank Leumi Le-Israel B.M.
Tel.: 416-789-3392
Telex: 06-218582
Fax: 416-785-9398

- 1) United Mizrahi Bank Limited
- 2) US \$10,000,000
- 3) 3, 5 or 7 years
- 4) Ephraim Eisenmann, Deputy Manager
Tel.: 03-611218
- 5) Schmuël Messenberg, Senior Executive
Vice-President
UMB Bank & Trust Co.
Tel.: 212-541-8070

TUNISIA

- 1) Republic of Tunisia, Ministry of Plan
- 2) US \$37,123,000
- 3) up to 10 years
- 4) Abdelhamid Bouhaouala, Director
International Cooperation
Ministry of Plan, Place de la Monnaie

PACIFIC & NORTH ASIA

EDC Contact: *Tom Macdonald, Manager*

CHINA, PEOPLE'S REPUBLIC OF

- 1) Bank of China
- 2) Approximately CDN \$1.5 billion or its equivalent in US or other acceptable foreign currencies*
- 3) up to 10 years
- 4) Wang Huanbang, General Manager
Second Credit Department
Telex: 22254 BCHO CN
- 5) Zhang Yang
Tel.: 416-362-2991

* Concessional financing terms may also be considered by the Government of Canada through EDC. These funds are limited and special criteria apply.

PHILIPPINES

- 1) Republic of the Philippines
- 2) Approximately CDN \$11,000,000 or its equivalent in US dollars**
- 3) up to 10 years
- 4) R. Sibal, Undersecretary
Municipal Telephone Project Office
Tel.: 63-2-921-89-77
Telex: 67756 TELOP
and
C. Latulipe, Second Secretary, CIDA
Tel.: 63-2-815-95-36
Telex: 63676

** Parallel financing with CIDA

SOUTH ASIA

EDC Contact: *John Balint, Manager*

INDIA

- 1) Indian Oil Corporation Ltd.
- 2) US \$8,700,000
- 3) up to 10 years
- 4) P. Sugavanam, Deputy General Manager (Finance)
Tel.: (Delhi) 91-11-331-6540
Telex: (Delhi) 031-62556/66795
- 1) Oil and Natural Gas Commission
- 2) US \$54,700,000
- 3) up to 10 years
- 4) M.C. Nawalkha, Finance
Tel.: (Dehra Dun) 91 27121/27126 ext. 326
Telex: (Dehra Dun) 0585-206/207

- 1) Oil India Limited
- 2) US \$8,500,000
- 3) up to 10 years
- 4) K.N. Pal, Director of Finance
Tel.: 91-11-312-493
Telex: 031-62024 OILD-IN

- 1) Department of Economic Affairs
- 2) US \$5,000,000
- 3) up to 10 years
- 4) S. Vardhachary, Joint Secretary (TC)
Tel.: (Delhi) 91-11-301-2881
Telex: 031-66175 FINE IN

THAILAND

- 1) Siam Commercial Bank
- 2) US \$25,000,000
- 3) up to 10 years
- 4) Na Bhengbhasang Krishnamra
Senior Vice President & Manager, International and Institutional Business Department
Tel.: 66-2-256-1305/1304
Telex: 82995, 82876 or 20142
Fax: 66-2-253-6697
- 1) Krung Thai Bank
- 2) US \$25,000,000
- 3) up to 10 years
- 4) Salisa Nimsomboon, Chief of Marketing
Tel.: 66-2-254-9593
Telex: TH 81179
Fax: 66-2-255-9391

REGIONAL OFFICES

WESTERN REGION

Peter Foran
Vice-President

VANCOUVER OFFICE

Suite 1030
One Bentall Centre
505 Burrard Street
Vancouver, B.C.
V7X 1M5
Tel.: (604) 666-6234
Fax: (604) 666-7550

PETER FORAN
Vice-President

CALGARY OFFICE

Suite 1030
510-5th Street S.W.
Calgary, Alberta
T2P 3S2
Tel.: (403) 292-6898
Fax: (403) 292-6902

JIM CHRISTIE
Manager

ONTARIO REGION

Rolfe Cooke
Vice-President

TORONTO OFFICE

Suite 810
National Bank Building
150 York Street
P.O. Box 810
Toronto, Ontario
M5H 3S5
Tel.: (416) 973-6211
Fax: (416) 862-1267

RICHARD McCORKINDALE
Manager

LONDON OFFICE

Suite 1512
Talbot Centre
148 Fullarton Street
London, Ontario
N6A 5P3
Tel.: (519) 645-5828
Fax: (519) 645-5580

JAN DVORAK
District Manager

QUEBEC & ATLANTIC REGION

Vice-President

MONTRÉAL OFFICE

Suite 2724
800 Victoria Square
P.O. Box 124
Tour de la Bourse
Postal Station
Montréal, Quebec
H4Z 1C3
Tel.: (514) 283-3013
Fax: (514) 878-9891

JACQUES LACASSE
Manager

HALIFAX OFFICE

Suite 1003
T.D. Bank Building
1791 Barrington Street
Halifax, Nova Scotia
B3J 3L1
Tel.: (902) 429-0426
Fax: (902) 423-0881

STEPHEN DEMPSEY
Manager

WINNIPEG OFFICE

8th Floor
330 Portage Avenue
Winnipeg, Manitoba
R3C 0C4
Tel.: (204) 983-5114
Fax: (204) 983-2187

DOUG GYLES
Manager

OTTAWA OFFICE

151 O'Connor Street
Ottawa, Canada
K1A 1K3
Tel.: (613) 598-2992
Fax: (613) 237-2690

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151 O'Connor Street, Ottawa, Canada K1A 1K3
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Product Licensing

Atlanta '96 Summer Olympic Games Yield Canada Licensing Prospects

The Atlanta Committee for the 1996 Summer Olympic Games (ACOG) advises that product licensees should concentrate their business interests as primes with well established distribution networks, in joint ventures or as suppliers.

Canadian companies must be able to commercialize their licenses from as early as August 10, 1992 immediately following the completion of the Barcelona Summer Games. To maximize their licensing royalties, ACOG indicates that applications will be received in May 1992 and licenses will be awarded as early as June 1992 to begin the sale of licensed products after August 10, 1992.

Within this very short time schedule: (a) current Olympic product licensees in Canada should be well advised to inform ACOG and the Olympic Trust of Canada of their intentions to apply for product licenses; (b) Companies wishing to acquire an Olympic product license for a product not licensed in Canada by the Olympic Trust of Canada would be well advised to apply to ACOG and to the Olympic Trust of Canada before the end of May 1992 since all applications will be considered by ACOG in June 1992 - applications must demonstrate sound financial histories and already established distribution networks; (c) Canadian firms wishing to apply for product licenses outside Canada should advise ACOG of their intentions, and at the same time, begin negotiations with foreign partners in third countries in which the product license will be commercialized.

Contacts are:

Donald Simpson, VP Marketing, Olympic Trust of Canada, 2 St. Clair Ave. West, Suite 606, Toronto, Ontario M4V 1L5;

Tel.: (416) 967-6681; Fax: (416) 967-4902.

Robert Hollander, Director of Merchandising, ACOG, 250 Williams St., Suite 6000, P.O. Box 1996, Atlanta, Georgia 30301-

1996, USA; Tel.: (404) 224-1629; Fax: (404) 224-1997.

David Peippo, Assistant Trade Commissioner, Canadian Consulate General, Atlanta, Georgia; Tel.: (404) 577-6810; Fax: (404) 524-5046.

Two (Food) Shows in One in Japan

Osaka — Canadian companies are being encouraged to participate in "two shows in one" at which the Canadian Consulate General in Osaka will have an information booth.

On the October 23-26, 1992 menu is the 6th Japan International Food Engineering & Industry Show (6th JIFES) which, on the machinery side, features processing, packaging, materials handling and technology, and, on the food side, processed foods.

Participation in this event helps companies to establish better communication and relationships among food manufacturers, distributors and consumers. It also helps them to keep abreast of the latest trends in this lucrative Japanese market.

Those market trends indicate that:

- the heat and serve market is developing because of growth in two-income families;
- Western cuisine (in restaurants and fast food outlets, as well as in convenience and snack foods) is growing in popularity; and
- Japan's hotel and accommodation sector is becoming internationalized.

The show location also plays a significant role for companies trying to break into or expand their presence in this market:

Osaka, with a population of 22 million, is Japan's second-largest industrial, financial and commercial centre whose economy is almost equal to that of Canada (i.e. 3 per cent of the world's GNP).

JIFES, a specialized exhibition of food machinery, processed foods, and related industrial technology, is held every two years.

The 1990 JIFES attracted 443 exhibitors, 109 of which were from 15 overseas countries. This year's event is expected to equal or better that number, with an anticipated attendance of 120,000 visitors.

Main food exhibits include processed meat, poultry and marine food; dairy and sugar products; confectionery, bread and snack food; canned, bottled and frozen food; spices and alcoholic drinks.

Machinery exhibit classifications are: meat and marine products processing machinery; confectionery and bakery machinery; kitchen machinery; food processing machinery; and food packaging and materials handling machinery.

Interested parties seeking more information on participation should contact Greg Bates, Japan Trade Development Division (PNJ), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8619. Fax: (613) 943-8286.

Canada Booth Set Up at Mediaville to Tune into French Cable TV Market

Toulon — A Canadian information booth intended to help Canadian cable companies break into France's cable TV market will be established at Mediaville'92, being held June 2-4 in Toulon (outside Paris), France.

The event marks the second year that Canadian television programs, equipment and consultants will be profiled at Mediaville where this year's theme is "Cable in 1992: New Initiatives, New Responsibilities."

Organizers of the information booth — External Affairs and International Trade Canada, the Department of Communications, and the Canadian Embassy in Paris — say that entry into the French cable TV market requires money, patience and resolve — but the rewards can be high.

They also note that French entrepreneurs, seeing Canada as a possible role model, are actively seeking Canadian partners.

Increasingly, cable networks in France are offering a basic service complemented by value-added options. With the introduction of Visiopass, an intelligent descrambler, pay-per-view TV has become a reality.

As well, major government policy changes affecting cable TV in France are underway and the push is on to overcome previous market penetration problems.

In the past few months, the priority has been to provide cable to every home by traditional means

and in a "commercially viable environment." And lower subscription rates have resulted in the number of cable subscribers reaching 820,000 in February of this year — a 50 per cent increase over the previous year.

Parties interested in exhibiting, speaking or visiting Mediaville'92 or in learning more about the French cable TV sector may contact either Gary Luton, Commercial Division, Canadian Embassy, Paris. Fax: (011-33-1) 47.20.19.44. Tel.: (011-33-1) 47.23.01.01; or Patrick Julien, International Technical Cooperation, Department of Communications, Ottawa. Fax: (613) 990-8320. Tel.: (613) 990-4211.

Mexico Plastics Show Precedes Trade Mission to Bogota and Cali

Mexico City — Canadian companies have an opportunity September 7-11 to participate in Canada's National Stand at Plast-Imagen'92, one of the largest and most important plastics trade shows held annually in Mexico City.

After the show, and if they wish, participants may continue on, as part of a trade mission, to Bogota and Cali in Colombia, where commercial personnel from the Canadian Embassy will arrange meetings with key persons in the Colombian plastics industry.

Plast-Imagen'92 marks the third consecutive year that Canada will have a National Stand. At last year's event, 17 Canadian companies, out of more than 200 exhibitors from 15 countries, participated.

Informatics Shows Recruiting

South America/Puerto Rico — Canadian telecommunications and informatics firms should act now if they want to display company product literature or brochures at the following trade shows taking place in South America and Puerto this autumn.

The possibility also exists that companies could have their own booth — for which Program for Export Market Development (PEMD) applications would be considered.

The events, dates and locations are:

• **Inforven'92** — September 29-October 2, Caracas, Venezuela.

• **Caribecom'92** — October 7-9, San Juan, Puerto Rico.

For further information on having product literature/brochure displays or your own company booth at these shows, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

They learned that, with more than 3,000 enterprises in Mexico being engaged in the plastics industry, there are ample opportunities for those companies wishing to break into or expand in this market.

Companies interested in participating in or requiring further information on Plast-Imagen'92 may contact Jon Dundon, Trade Fairs and Missions, Latin America

and Caribbean Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921.

For "specific commercial information" on Mexico, contact Marcel LeBleu, tel.: (613) 995-8804; or on Colombia, contact Georges Lemieux, Tel.: (613) 996-5548. All three persons may be reached at Fax: (613) 943-8806.

EAITC's 1992 - 1993 Calendar to Japan - Related Trade Fairs, Missions

Listed below are the 1992-93 major promotional projects for Japan in which External Affairs and International Trade Canada (EAITC) plans to participate.

For more information contact the International Trade Officers identified using the telephone number provided or fax: (613) 943-8286.

AERONAUTICS

• **Outgoing Security Products Mission** - Tokyo, Osaka and Hong Kong - May 92. Focus on airport and institutional security products. Contact Cathy Patton: (613) 995-8596.

• **Outgoing Seminar on Aviation/Airport Training Programs** - Japan - October 92 (Outgoing Mission). Focus on opportunities in aviation training. Contact Cathy Patton: (613) 995-8596.

AGRI-FOOD/SEAFOOD

• **Outgoing Canadian Capelin Mission** - Japan - May/June 92. Focus on Japanese capelin market. Contact Garnet Richens: (613) 995-1677.

• **Food Service Show** - Japan - (Info Booth) - September 92. Focus on hotel restaurant and institutional sectors. Contact Greg Bates: (613) 995-8619.

• **International Food Show Osaka** - Osaka - (Info Booth) - October 92. Focus on food and food processing equipment. Contact Greg Bates: (613) 995-8619.

• **Foodex 93** - Japan - (Core Info Area) - March 93. Focus on processed food. Contact Greg Bates: (613) 995-8619.

• **Spring Kansai Solo Food Show** - Osaka - (Solo Show) - March 93. Focus on processed and semi-processed food products. Contact Greg Bates: (613) 995-8619.

BIO INDUSTRIES/HEALTH CARE

• **Biotechnology Seminar** - Osaka - August 92. (Coinciding with Bio-Japan, Yokohama. Contact Cathy Patton: (613) 995-8596

• **Outgoing GIS Mission** - Japan - October/November 92. Focus on all aspects of geographic information systems. Contact Cathy Patton: (613) 995-8596.

• **Canadian Products for the Elderly Show** - (Solo Show) - March 93. Focus on health care/service products for the elderly. Contact Garnet Richens: (613) 995-1677.

CONSUMER PRODUCTS

• **Kobe International Gift Show** - Osaka - (Info Booth) - September 92. Focus on giftware/ crafts etc. Contact Garnet Richens: (613) 995-1677.

• **Kobe International Boat Show** - Osaka - (Info Booth) - November 92. Focus on pleasure boats/canoes/kayaks/small fishing craft. Contact Garnet Richens: (613) 995-1677.

• **Solo Outdoor Products Show (Resort & Leisure)** - Osaka - (Info Booth) - November 92. Focus on sporting goods and outdoor leisure products. Contact Garnet Richens: (613) 995-1677.

• **Tokyo International Furniture Show** - Tokyo - (Info Booth) - December 92. Focus on furniture (all kinds). Contact Garnet Richens: (613) 995-1677.

• **Tokyo International Gift Show** - Tokyo - (Info Booth) - February 93. Focus on giftware/crafts etc. Contact Garnet Richens: (613) 995-1677.

FOREST/CONSTRUCTION

• **Outgoing Kansai 2X4 Association Mission to Home Show (R-2000)** - Japan - September 92. Focus on building

materials/products. Contact John Wayne Hall: (613) 996-2463.

• **Kobe International Housing Fair** - Osaka - (Info Booth) - June 92. Focus on building materials/products. Contact John Wayne Hall: (613) 996-2463.

• **International Housing Fair** - Japan - (Info Booth) - October 92. Focus on building materials/products. Contact John Wayne Hall: (613) 996-2463.

• **Kansai Solo Building Products Show** - Osaka - (Solo Show) - October 92. Focus on building materials/products. Contact John Wayne Hall: (613) 996-2463.

• **Canadian Solo Log Home Show** - Japan - (Solo Show) - November 92. Focus on log homes/outdoor consumer products. Contact John Wayne Hall: (613) 996-2463.

• **Granite Show** - Tokyo/Nagoya - (Solo Show) - November 92. Focus on granite stone products. Contact John Wayne Hall: (613) 996-2463.

• **Resort Development Mission** - Japan - (Outgoing Mission) - November 92. Focus on resort development. Contact John Wayne Hall: (613) 996-2463.

INFO TECHNOLOGIES

• **Japan Electronics Show** - Osaka - (Info Booth) - October 92. Focus on info technologies and electronic products. Contact Sandra Neidy: (613) 996-2460.

• **Outgoing Mainframe Software Mission and Seminar** - Japan - (Outgoing Mission) - January 93. Focus on mainframe software. Contact Sandra Neidy: (613) 996-2460.

TRANSPORTATION

• **Outgoing Autoparts Mission to Japan** - Japan - October 92. Focus on autoparts. Contact John Wayne Hall: (613) 996-2463.

BUSINESS AGENDA

Vancouver — May 25-27 — Forest Sector 2000: The Application of Advanced Informatics to the Forest Industry Conference. To receive program or to pre-register, contact Forest Industries Branch, Industry, Science and Technology Canada, Ottawa. Tel.: 1-800-363-3256. Fax: (613) 954-3079.

Vancouver—May 29; Montreal — June 10; Toronto — June 11 — In a half-day seminar, Canadian Women Doing Business in Asia will present results of a new study based on country-wide interviews with women. Featuring tips for success in several Asian countries and networking opportunities, the seminar is open to members of both sexes. Contact Linda Peach, Vancouver. Tel.: (604) 666-1426. Fax: (604) 666-8330.

Vancouver — June 1-3 — Aquaculture Canada 92 is the 9th annual meeting of the Aquaculture Association of Canada. This event will cover such topics as salmon markets and farming, arctic char and mollusc cultures and new invertebrate species. To register, contact Aquaculture Canada 92 Secretariat, Vancouver. Tel.: (604) 822-1050. Fax: (604) 822-1069.

Ottawa — June 3-4 — 9th Annual Consultations with Canadian International Development Agency (CIDA) will, among other matters, provide the private sector with information on: CIDA's

new direction; the Private Sector Development Fund; strategic approaches to working with Non-Government Organizations to obtain new business; and doing business with CIDA and Multilateral Banks. The First Canadian Awards for Private Sector Contribution to International Development will also be presented. Contact George Rogerson, Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888, ext. 234. Fax: (613) 563-9218.

St-John's — June 8-9 — Space Industry Forum in Atlantic Canada (SIFAC 92) provides an exceptional opportunity to identify potential space-related contracts and to talk to companies you could team up with to compete for these contracts. For further information, contact Linda Spurrell, St-John's, Newfoundland. Tel.: (709) 729-5592. Fax: (709) 729-5936.

Ottawa — June 11 — The Forum for Industrial Participation will deal with subjects relating to the review of Canadian industrial regional benefit policy, the Prosperity Committee on Industrial Competitiveness and NATO procurement potential. To register or for more information contact Bob Brown, Ottawa. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Regina — June 17-20 — The Canada Sheep Classic, in conjunction with the Western Canada Farm Progress Show, will feature

sheep exhibitions, marketing and sales. For more information, contact Kim MacDougall. Tel.: (306) 545-6190. Fax: (306) 359-0737.

St. Andrews-by-the-Sea — June 18-21 -The 5th Annual Atlantic Aquaculture Fair provides a forum for producers and suppliers to do business, and an opportunity for everyone involved in aquaculture to discuss technical issues and promote aquaculture. Contact Bonnie Mockbee, General Manager, New Brunswick. Tel.: (506) 529-4578. Fax: (506) 529-1016.

Quebec City — July 11-15 — 10th North American Mushroom Conference. Topics include mushroom specific marketing and how to sell a commodity in a competitive field where a few producers affect but do not control the market. For more information, contact the Canadian Mushroom Growers' Association, Ottawa. Tel.: (613) 226-4187. Fax: (613) 226-2984.

St-John's — June 23-25 — 8th Annual Onshore-Offshore Petroleum Exhibition is open to the public and those companies and visitors who are involved and interested in exploration and development of the hydrocarbon reserves off the Canadian East Coast. Anyone wishing further information regarding the exhibition may contact Atlantic Expositions Ltd., Newfoundland. Tel.: (709) 651-3315. Fax: (709) 256-4051.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAIC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

Vol. 10, No. 10

June 1, 1992 (1992)

Petroleum Boom in Saudi Arabia A Potential Bonanza for Canada

Saudi Arabia's national petroleum company, ARAMCO, is accelerating its US\$25 billion expansion program.

Spending on major capital projects will continue for at least the next two years as ARAMCO pushes forward to expand its current barrels per day production.

The ARAMCO expansion program and related projects in the petrochemical sector make Saudi Arabia, and its eastern province in par-

ticular, an attractive market for Canadian exporters of goods, services and technology.

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New U.S. Food Labelling Laws Largely Good News for Canada

Canadian food exporters to the United States will have to reprint their product labels on all packaged and processed food being sold to the United States.

This undertaking is necessary to conform to the new U.S. food packaging regulations being mandated by the U.S. Food and Drug Administration (FDA).

The good news is that the introduction of the new labelling requirements will create market opportunities for Canadian exporters.

That's because U.S. printers do not have the capacity or capability to meet the demand that the production of such volume entails.

The FDA estimates that the new regulations will affect the products distributed by 17,000 food processors, supermarkets, wholesalers, restaurants and other food outlets. Labels for 257,000 different prod-

ucts will be affected, meaning that billions of individual labels, boxes, shrink-wrapping and other packaging will be required.

To help potential Canadian suppliers that have the capability to fill this demand, External Affairs and International Trade Canada can provide a list of food organizations in the U.S. and Canada that represent food processors. They will have the new packaging specifications.

Canadian printers should then contact these organizations to obtain their membership of those affected by the regulations or to find out how they are approaching this issue.

For a list of the associations, contact Ted Weinstein, U.S. Trade and Tourism Division (UTO), External Affairs Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 991-9479.

The eastern province of Saudi Arabia is undergoing an economic boom driven primarily by massive project spending by Saudi ARAMCO. The crown corporation, Saudi Arabian Basic Industries Corporation, or SABIC, also has ambitious expansion plans in the petrochemical field.

The Saudi ARAMCO plan remains the mainstay of the expansion in the eastern province. The Government of Saudi Arabia has set as a goal a production level of 10 million bpd. In 1990, production was approximately 6.3 million bpd and current production is 8 million bpd.

While it is difficult to obtain exact budget figures, it can be reasonably expected that Saudi ARAMCO will spend US\$25 billion on its expansion program by the end of this century. This estimate would have to change, of course, if Saudi Arabia found itself obliged to change its strategy and restrict production in response to significantly decreased demand.

Expenditures on exploration, production facilities, refinery refitting and transportation facilities will total at least US \$6.8 billion for 1992.

Major upcoming projects with their estimated costs include:

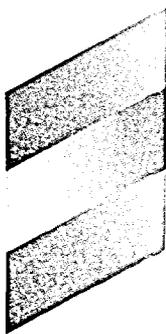
- South Safaniya tie-in platform expansion/replacement -

Continued on page 2 — Petroleum

VENEZUELA

Supplement pages 5-8

External Affairs and
International Trade Canada



Canada

Petroleum Projects Worth Billions

Continued from page 1

US\$300 million;

- Berri axle gas lift - US \$250 million;
- South Safaniya gas lift - US \$325 million;
- South Hawiyah water injection - US \$150 million; and
- Ras Tanurma refinery refit - total value of work over several years is estimated in the billions.

Saudi ARAMCO has contracted with three large American engineering firms to act as program managers. Fluor Daniels has responsibility for the northern area; Parsons has responsibility for the southern areas; and Lummus-Crest has responsibility for maintaining production capacity. These contractors are doing a significant amount of the work themselves — but many ARAMCO contracts are still open to bids from other firms.

Recently, Vela International Marine Ltd., a Saudi ARAMCO subsidiary, ordered three tankers of the very large crude carrier (VLCC) type from the Danish AP Moller Group for delivery in 1994 and 1995. This is very much a part of Saudi ARAMCO's corporate strategy of complete vertical integration from wellhead to pump.

As part of this strategy, Saudi ARAMCO has entered into joint

overseas refining ventures with Korean interests. ARAMCO owns a half share in Texaco's North American east coast refining and marketing interests. ARAMCO is reportedly negotiating similar deals with European and Japanese interests.

The petrochemical sector in the Kingdom is also growing rapidly.

"Significant opportunities exist for Canadian companies to participate in the eastern province's economic boom."

SABIC, with the help of foreign partners, has developed a modern chemical industry centred in Jubail Industrial City in the eastern province.

Significant quantities of plastics, feedstock, fertilizers, industrial gases and other petrochemicals are produced.

SABIC plans a production expansion program of approximately US\$2 billion. For example, SAMAD, a joint venture between SABIC and the Taiwan Fertilizer Company, plans a US\$350 million project in Jubail to produce dimethyl hexanol.

A US\$153 million project is under way to expand polyethylene production at the Eastern Petrochemicals Co. factory in Jubail.

Significant opportunities exist for Canadian companies to participate in the eastern province's economic boom. The Saudi government and ARAMCO want to contract from a wider pool of suppliers to move away from over reliance on a core group of large American engineering firms.

Several large eastern province business enterprises experienced in dealing with Saudi ARAMCO are very interested in forming joint ventures with Canadian companies. SABIC's expansion presents opportunities for Canadian companies specialized in waste management and petrochemical technology.

For further information, contact:

The Houston office has purchasing responsibility for the Western hemisphere.

ARAMCO Services Company, Vendor Liaison Unit, Purchasing and Traffic Department, 9009 West Loop South, Houston, Texas, USA 77096. Tel.: (713) 432-4406.

The Dhahran office has purchasing responsibility for the Middle East.

Saudi Arabian Oil Company, Vendor Liaison Unit, Building 3124, Room 12, c/o MSB, Box 87, Dhahran 31311, Saudi Arabia. Tel.: 966-3-875-5820.

Stephen Wilson, Second Secretary (Commercial)

Canadian Embassy, P.O. Box 94321, Riyadh 11693, Saudi Arabia. Tel.: 011-966-1-488-2288. Fax: 011-966-1-488-0137.

Kapil Madan, Assistant Trade Commissioner, Middle East Trade Development Division (GBTE), External Affairs & International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2. Tel.: (613) 990-5984. Fax: (613) 990-7431.

CANADEXPORT

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René-François Désamors

Editor: Don Wight

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Business Opportunities

ARGENTINA — A company wishes to contact Canadian investors (approximately \$250,000) interested in developing a **borax mine**. Contact Hugo V. Barros, Canteras Fray M. Esquiú, La Carrera, Fray Mamerto Esquiú, 4700 Catamarca, Argentina. Tel/Fax: 54-833-25507.

CZECHOSLOVAKIA — A company that produces **air processing equipment** (filters, separators, ventilators), **transport and desulphurization equipment** is interested in a **cooperative relationship**, including **joint production and technology transfer**. Contact Stanislav Kazecky, Director, Zavody na Vyrobu Vzdychotechnických Zarizení, 399 25 Milevsko, Czechoslovakia. Tel.: (0042 368) 81-2661. Fax: (0042 368) 3570.

CZECHOSLOVAKIA — A producer of **industrial equipment and systems** is looking for a partner for a **joint venture**. The company specializes in **waste water treatment** and is interested in **cooperation to introduce technology for removal and recycling of heavy metals from waste water**. Contact Vladimír Relich, Manager, Technical Department, Kralovopolska Strojirna, Krizikova 68, 660 90 Brno, Czechoslovakia. Tel.: (0042 5) 7116 ext. 514. Fax: (0042 5) 747 700.

KUWAIT — A publishing, advertising, visa, visitor, car and building materials firm can represent Canadians interested in doing business in Kuwait and Gulf markets. Contact Faisal Al Khadra, Al-Siyouf Al-Thahabiya, P.O. Box 472 Hawailli, Kuwait. Fax: 2446623 Kuwait.

CUBA

1992-1993 Trade Events Calendar

The Canadian Embassy in Havana, Cuba will be involved in a number of trade fairs (listed below) that are scheduled to be held on this Caribbean island during 1992-93.

Participation in such events, say commercial officers at the Embassy, is extremely valuable to exporters and would-be exporters, allowing them to learn about the market, to assess the market potential, and to meet key decision-makers.

• **ALIMEXPO'92** — September 16-21 — This trade show is oriented toward the food processing (machinery) industry, the use of non-conventional energy sources, and the packaging industry.

• ***Havana International Fair** — November 2-8, 1992.

• ***Health for All** — April 1993 — A specialized trade show for health care and hospital supplies and equipment.

• **Quimindustria'93** — May 11-

14 — This show features equipment, technology, products and services for the chemical industry.

• ***Tecnotur'93** — May 19-25 — This is an international trade fair on technologies, designs, projects, products and equipment for the hotel/tourism industry.

• ***International Trade Fair on Second Hand Equipment** — June 22-26, 1993.

*These trade fairs cover products, equipment and services that have a high priority in Cuba's import programs and attract buyers who take advantage of the presence of foreign suppliers to negotiate contracts.

Exporters interested in further information on these fairs, on the costs of participation or on specific export opportunities in Cuba should contact Commercial Division, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa K1N 8T7. Tel.: (011-53-7) 33-2516/17/27. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586.

Contracts Awarded

CAE Electronics, Toronto, has been awarded an \$8-million contract by Electricity Supply Board (ESB) of Dublin, Republic of Ireland, to design and manufacture two full-scope fossil fuel-fired power station simulators. It is the only company to have manufactured full-scope power plant simulators for all three nuclear reactor types commonly used in North America.

SHL Systemhouse Inc. companies (headquarters Ottawa), have won contracts totalling \$15 million to design, build and implement a Document Imaging system (\$6 mil-

lion) for a United Nations Agency; to design, develop and implement a computerized construction management system (\$6.3 million) for the Ohio Department of Transportation; and to provide computer and outsourcing services (\$2.7 million) for the District of Columbia Department of Human Services.

Lovat Tunnel Equipment Inc., Etobicoke, has received an order from the joint venture of Campenon Bernard and GTM, to design and manufacture a 7.4M shielded hard rock tunnel boring machine designed to excavate twin tunnels for the Paris Metro.

Debt Recovery: Signals, Actions to Take

Prepared by Bob Corson, an international commercial debt recovery specialist with Milliken & Michaels, Delaware

With increased opportunities for Canadian companies to export to the U.S. comes the risk of increased collection problems. Business owners and credit executives are routinely forced to make decisions based on inadequate credit history. In many organizations, credit decisions are made and/or influenced by the sales department, increasing the possibility for losses. The following represents some suggestions that may help you avoid collection problems.

Prevention

The best time to insure an outstanding rate of collection is before you extend credit to a potential customer. A potential conflict exists - you want to make as many sales to as many customers as you can while protecting yourself from credit losses. This leads to conflicting goals between your company's credit and sales departments.

In addition to the standard contracts, agreements, personal guarantees, purchase orders and other documents specific to your industry, to prevent those potential losses, it is important that a credit application be completed and a credit report generated from a reliable credit reporting service before the sale. Many reliable U.S. credit and collection firms will guarantee their reports and will perform collection at no charge on firms that they recommend you extend credit.

Vital Warning Signs

Knowing the warning signs of credit and collection problems can help you protect your business. You can avoid significant losses and keep your customers paying on time and buying more goods and services from you.

Learn these early warning signs (see box) and commit yourself to acting when you see them. Even a

on-site evaluations and discussions with the decision-maker.

Litigation should be considered the restitution tool of last resort. By separating those that are unwilling to pay from those who cannot pay, you will minimize the use of litigation. Your debt recovery service should be able to conduct a comprehensive asset and liability search to help you determine if litigation is worth the effort.

Summary

The business climate in the world today can cause a company to be like a ship in a storm. Knowing the signs of potential disaster and taking corrective action can help get your company back on course without damage.

Restitution/Recovery

The true cost in charge-offs is the loss of future revenues from the customer. Each month that an account is on "Credit Hold" is a

month your doors are closed to an established customer. In addition, many repeat buyers are reluctant to reorder because of their past-due balances with your company.

The procedure to recapture that customer must be followed quickly and professionally to allow your sales force the opportunity to resell under credit guidelines you re-establish. Reliance on phone calls and/or dunning letters is likely to prolong the problem and result in the customer buying from the competition.

EARLY WARNINGS

- Client submits marginal credit report
- Breaks terms, avoids contact, breaks first promise, finds fault with product/service

RED FLAG

- Ignores final 10-day demand letter, breaks second promise, ignores third phone call, refuses to sign personal guarantee, refuses to honour C.O.D.

DISASTER

- Disconnects phones, returns mail, refuses certified mail, bankruptcy, fraud bank liquidation, skip

ACTIONS

- UCC documentation, personal guarantees, cross-corporate guarantees.
- 10-day demand letter
- Asset & liability search

ACTIONS

- Place for collection

ACTIONS

- Initiate skip trace
- Consider litigation

few days delay can make the difference between successful collection and no collection.

Don't Gamble With Profits

When an account is "in trouble", you or your collection agency need to determine as soon as possible the exact nature of the problem.

Once determined, you can then proceed with the appropriate action to collect your funds and restore the customer. Debt recovery firms that have a field investigative staff can help get that information through

More Than Oil and Gas

Venezuela Open to Canadian Business

Indications of civil/political unrest earlier this year may have made Canadian exporters wary of exploring trade deals with Venezuela. There is no need for such concern.

Despite these occasional local disruptions, it is 'business as usual'—and there are numerous trade opportunities for Canadian exporters.

In fact, Venezuela has, and continues to be, one of Canada's most important export destinations in the Latin American/Caribbean market.

After Mexico and Brazil, Venezuela is Canada's largest trading

partner in the region, with two-way trade in 1991 reaching \$782 million.

The balance of trade in 1991 was in Venezuela's favour. With new import liberalization and privatization regulations* continually being introduced by the Venezuelan government Canadian exporters will gain even greater access to this market.

Canadian exports to Venezuela, traditionally, have been wheat, newsprint, wood pulp, motor vehicles and parts, and gas turbines and parts. But additional fields also offer promising opportunities (see **Fields of Opportunity**, page 6).

In 1991, exports of these items alone aggregated \$222 million while, at the same time, exports of Canadian manufactured goods — relating particularly to transportation and environmental sectors — increased appreciably.

Environmentally speaking, Canada and Venezuela have developed special and important relations concerning environmental projects.

Since 1988, the Export Development Corporation (EDC) has financed \$130 million worth of irrigation, water and sewage treatment projects in Venezuela.

Canadian firms also are preparing for projects worth an additional \$350 million — representing in value almost 30 per cent of all projects currently being pursued by Canadian firms in this country.

Venezuela's Department of the Environment has already identified and analyzed the country's needs in urban concentrations, coastal and inner water preservation and sanitation, forestry and other natural

resources development, inter-modal transportation, and tourist/park reserves.

* Among other changes, the Government of Venezuela, complying — ahead of schedule — with the latest Andean Pact Agreement on

Oil, Gas Procurement Seminars Scheduled

Invitations are being extended to parties interested in attending seminars with Bariven, the procurement arm of Petroleos de Venezuela (PDVSA), an integrated oil and gas company the size of Exxon Corporation.

Location and dates are: **Calgary**, June 15; **Toronto**, June 18; and **Montreal**, June 19.

Trade and Tariffs, has reduced, as of March 23, 1992, tariffs on categories according to grade of value added.

These include raw materials (5 per cent maximum); intermediate goods (10 or 15 per cent); and finished goods (20 per cent maximum). Furthermore, all import permits have been eliminated.

This decision could be interpreted as a sign of the government's commitment to continue with its liberal

non-protectionist commercial policy.

For further information on Canada-Venezuela trade

matters, contact François Laberge, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-8807. Fax: (613) 943-8806.

| CANADA-VENEZUELA | |
|---------------------------------------|---------------|
| EXPORT/IMPORTS STATISTICS | |
| 1991 (\$Cdn 000s) | |
| EXPORTS TO VENEZUELA 1991 | |
| Wheat | 93775 |
| Newsprint | 49258 |
| Wood Pulp | 24259 |
| Motor Vehicle Parts | 21335 |
| Trucks and Construction | 19159 |
| Vehicles (bulldozers, etc.) | |
| Parts of Gas Turbines | 14572 |
| Peas, Beans and Lentils | 8849 |
| Paper Products | 7293 |
| Potatoes | 6428 |
| Iron or Steel Products | 4078 |
| Sub-Total | 249006 |
| Others | 51001 |
| Total exports | 300007 |
| IMPORTS FROM VENEZUELA 1991 | |
| Petroleum | 446629 |
| Reservoirs and Tanks | 14876 |
| Aluminium and Products | 5071 |
| Motor Vehicle Parts | 3878 |
| Bituminous Mixtures (Natural Asphalt) | 3292 |
| Electrical Switches/Breakers | 1580 |
| Ceramic Tiles and Fixtures | 1368 |
| Fruits and Coffee | 969 |
| Iron or Steel Products | 300 |
| Sub-Total | 477963 |
| Others | 3598 |
| Total Imports | 481561 |

"Canadian firms are preparing for projects worth \$350 million."

Many Fields of Opportunity Identified

Agriculture, Food Products/Services:

Potential in this sector is growing significantly, following Venezuela's joining the General Agreement on Tariffs and Trade (GATT) in 1990 and the opening of its import market.

As well, an institutional cooperation program involving Agriculture Canada and the local Department of Agriculture will help promote Canadian technologies related to this sector.

Information Technology and Electronic Products:

There will be an increased demand for telecommunications high technology equipment and services, particularly in light of the privatization of the local telephone company and with investments required to upgrade the quality of services.

Quality improvement of basic services will also generate increased demand for specialized information services and related equipment. (Oil sector alone to spend \$2 billion).

Oil/Gas Products, Services:

Venezuela has embarked on a program to significantly expand its oil and gas production (Sector 5-year plan: US \$40 billion). Export Development Corporation (EDC) financing is available for the procurement of Canadian goods and services by the state-owned oil company. In addition, a Canadian International Development Agency (CIDA) pro-active project is helping facilitate the transfer of technology and joint ventures specific to this and other sectors.

Mining/Metal/Mineral Products, Services:

Recent modification to the mining code and fiscal law affecting the exploitation of mineral resources marks the beginning of a new era in

Venezuela and should lead to significant growth of the mining industry. Demand for related equipment and services should increase accordingly, generating great possibilities for Canadian suppliers.

Environmental Equipment, Services:

The environment is one of the top priorities of the Venezuelan government. Several International

Financial Institution (IFI) loans now are under negotiation. The local Environment Ministry is well acquainted with Canadian expertise in this sector and has already negotiated several contracts with Canadian suppliers. There are further opportunities for services and equipment, with possible EDC direct financing or through its established general lines of credit.

— Sectoral Contacts —

Economic, Trade, Investment Information

Trade Section, Canadian Embassy, Edificio Torre Europa, 7th Floor, Avenida Francisco de Miranda, Campo Alegre, Caracas 1060A, Venezuela. Tel.: (011-58-2) 951-6166. Fax: (011-58-2) 951-4950.

Trade Commissioner, Venezuela and the Caribbean, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-8807. Fax: (613) 943-8806.

Industrial Cooperation Information

Industrial Cooperation Division, Americas Bureau, Canadian International Development Agency (CIDA INC.), 200 Promenade du Portage, Hull, Quebec K1A 0G4. Tel.: (819) 997-0548. Fax: (819) 953-5024.

Trade Insurance/Financing Information

Mexico and South America Division, Export Development Corporation (EDC), 151 O'Connor Street, Ottawa K1P 5T9. Tel.: (613) 598-2500. Fax: (613) 598-2504.

Market Prognosis Encouraging

The increase in local domestic and industrial demand and the continued openness of the economy create opportunities for Canadian exports of goods and services.

Traditional agricultural exports will maintain their competitiveness while agri-food exports should have new opportunities as Venezuelans partially recover lost purchasing power.

Oil, gas and petrochemical equipment and related services can

benefit from the increased activity of these very important sectors.

Sales of mining equipment, auto parts and advanced technology systems will also have strong opportunities. Continued interest in water and other environmental programs make services in this area a priority.

The ever increasing possibility of joint ventures in any of the above fields should be encouraged.

1992-1993 Trade Events Schedule

Outgoing Missions:

- **Computer Software Products and Services Mission to Venezuela** (Chile, Colombia) — September 1992.
- **Pulp and Paper Equipment and Services Mission to Venezuela** — November 1992.
- **Plastics Equipment Mission to Venezuela** (Brazil, Argentina) — January 1993.

Incoming Missions to Canada:

- **PDVSA-Bariven Oil Equipment and Materials Buyers** — June 1992. Visit to the National Petroleum Show and seminars in Calgary, Toronto, Montreal.
- **Royal Agricultural Winter Fair, Toronto and/or Canadian Western Agribition, Regina** — November 1992.

Business Shows in Venezuela:

- **Ferre'92 Hardware Trade Show** — August 1992 — Caracas.
- **Barquisimeto Agricultural Fair and Inforven'92 Telecom and Informatics** — Caracas — September 1992.
- **Merida Agri-Food Regional Fair** — January 1993.
- **Solo Canadian Trade Show** — Caracas — January 1993.

Planned:

- **Specialized Seminars** (Caracas June-December 1992):
 - **Investing in Gold Mining in Venezuela**
 - **Spectrum Management**
 - **Pulses**
 - **Environmental Protection Entrepreneurial**
 - **Canadian Phyto-sanitary Standards** (for Venezuelan exporters).

— VENEZUELA FACTS —

Basic Data

Area:
916,445 sq. km.

Population (1990):
19.8 million

Language:
Spanish (English is widely understood and spoken by the business community)

Country structure:
Federal Republic, 20 states, two federal territories, one federal district

Principal cities and population:

- Caracas, 4 million
- Maracaibo, 1.3 million
- Valencia, 1.2 million
- Maracay, 900,000
- Barquisimeto, 696,000
- Ciudad Guyana, 491,000

Economy

GDP/capita (1991): US\$2700

GDP Economic growth rate (1991): 9.2 per cent

Inflation:
30 per cent to 35 per cent

Currency:
Bolívar(es), abbreviated as Bs

Foreign Trade (1991):
US\$26.5 billion

Total Exports: US\$16.5 billion

Total Imports: US\$10.5 billion

Major Markets (1990):
U.S., 52.0 per cent; Germany,

5.1 per cent; Cuba, 3.4 per cent; Japan, 3.2 per cent; Canada, 2.9 per cent.

Major Suppliers (1990):
U.S., 46.1 per cent; Germany, 9.3 per cent; Italy, 4.8 per cent; Brazil, 4.1 per cent; Japan, 3.9 per cent; Canada, 2.9 per cent

Trade with Canada (1991)

Exports to Venezuela:
\$300.0 million (up from \$230.1 million in 1990).

Imports from Venezuela:
\$481.6 million (down from \$561.9 million in 1990).

Major Canadian Exports to Venezuela (1991):
wheat, newsprint, wood pulp, motor vehicle parts, trucks and construction vehicles, gas turbine parts.

Major Canadian Imports from Venezuela (1991):

petroleum, reservoirs and tanks, aluminum and products, motor vehicle parts, bituminous mixtures, electrical switches and breakers.

Canadian Direct Investment (1991): \$400 million (including portfolio investment).

Canadian Visitors to Venezuela (1991): 172,000

Venezuelan Visitors to Canada (1991): 11,000

Industrial Cooperation**Canada-CIDA Activities in Venezuela**

A Canada-Venezuela industrial cooperation program was established in 1987 by the Canadian International Development Agency (CIDA). Since then, CIDA has sponsored more than 30 different Canadian private-sector initiatives estimated at \$7.0 million.

The sectors or sub-sectors of actual or proposed Canadian involvement are:

- dairy farming improvement;
- potable water, sewage systems;
- environmental project procurement;
- oil and gas services joint ventures;
- heavy oil extraction, processing;
- oil and gas environment protection;

- forestry management;
- railway transportation;
- inter-modal transportation;
- industrial joint ventures;
- geographic information systems;
- health management;
- fruit juice production;
- irrigation;
- coastal protection;
- petroleum recovery;
- aluminum technology;
- glue fabrication;
- wireline logging;
- river transportation;
- pulp and paper;
- abattoir; and
- spectrum management.

Panama Canal Zone Open to Profitable Proposals

With the Panamanian government's takeover in 1997 of the Panama Canal Zone, the country will inherit considerable infrastructure (mostly buildings) and property, the use of which now is being considered.

What the government chooses to undertake could provide opportunities for some Canadian companies.

Installations include millions of dollars worth of office buildings, houses, schools, playgrounds, and roads, as well as a modern network of telecommunications linking this strategically located sector with the rest of the world.

The Panamanian government has suggested a number of alternate uses for the buildings/property: a specialized scientific research facility, an educational centre, light manufacturing, or as a base for in-

— Venezuela Market Studies —

The following market studies and sector profiles on Venezuela now are available through Info Export (see box at bottom of page 12 to order).

- *1991 Agricultural Sector Report and 1992 Forecast and Trade Opportunities*
- *Venezuelan Sector Profile: Imported Exotic Edible Fresh Fruits for Human Consumption* (July, 1991)
- *Margarita (Island) Food Market Research* (September 1991)
- *Venezuelan Sector Profile: Imported Processed and Non-processed Food Goods for Human Consumption* (1991)

tion (1991)

- *The Venezuelan Oil Industry: An Overview* (December, 1991)
- *Venezuela: Automotive Parts and Accessories* (September, 1991)
- *Venezuela: The Aluminum Industry Outlook* (1991)
- *Venezuela Gold Industry Report* (1992)

Other studies/reports in various stages of preparation include *Venezuela: Financial Sector Reform; Guidelines for Canadian Fish Exporters; Newsprint Survey; Asbestos Survey; Wheat and Oil Seed Survey; and Petrochemical Industry Report.*

Argentina Cuts Duty on Printing Paper

Argentina has reduced from 22 per cent to five per cent the customs duty on the importation of paper that is destined for use in printing books, magazines and newspapers.

ternational organizations. It is also considering how the facility could be split into a variety of uses or privatized in a way profitable to the government.

Canadian firms familiar with the area's strategic location, its easy access to Latin America, and to shipping and air transport services, may wish to consider contacting the Panamanian government

with indications of how they might use this facility and how it could be turned into a profitable centre for business activity.

These firms should contact directly, Dr. Julio E. Linares, Minister of Foreign Affairs, P.O. Box Pan 4, Panama City, Panama. Tel.: 270013/274025. Fax: 507-273170.

Agri-Food Markets Grow for Canada's Exporters: ... to ASEAN ...

With agri-food imports in 1989 totalling US\$10 billion, of which US\$191 million was of Canadian origin, the countries which make up the ASEAN hold "great potential" for Canada's agri-food exporters.

The Association of South East Asian Nations consists of six countries (Thailand, Malaysia, Indonesia, Singapore, the Philippines and Brunei) with a combined population of 321 million people, representing a market that is quickly gaining in importance for Canadians.

Canadian Agri-Food Export Opportunities: ASEAN Region overviews each of the countries and Canada's major exports to them, highlights key Canadian opportunities in each, and describes their trade relations with Canada.

The convenient, four-page brochure, complete with graphs, also identifies eight agri-food market segments that hold the greatest potential for Canadian exporters:

- dairy genetics;
- meat (beef, pork, turkey and HALAL meats in some countries) and processed foods (canola oil, dairy, bakery and confectionery products, fruit juices, frozen fruits and vegetables, and convenience foods);
- animal feeds (canola meal, alfalfa products, feed ingredients, concentrates and supplements);
- swine genetics (export potential for swine breeding stock appears excellent);
- beef genetics;
- cereals;
- turkey breeding (increased demand from tourist trade, hotel and restaurant business); and
- technology for production, processing, storage and biotechnology (countries are seek-

ing state-of-the-art techniques in meat processing equipment, genetic engineering, vaccines, freeze-drying/cold storage, etc.).

Copies of the market report may be obtained from Murray Gwyer,

International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

...And to Mexico

When it comes to succinct analysis and concise overviews of the agri-food market in Mexico, Canadian exporters to this sector will find virtually all they need to know in **Mexico: Agri-Food Export Market Assessment (#134LA)**.

Published in December 1991 by the International Programs Directorate of the Agri-Food Development Branch, Agriculture Canada, the report provides an agricultural profile of Mexico, discusses the North American Free Trade Negotiations, lists contacts in Canada and Mexico, and details export opportunities that exist or have potential for Canadian exporters to that country.

The export opportunities sector should prove particularly helpful to exporters or would-be exporters. Listed are a variety of reasons why Mexico presents "significant market opportunities" for Canada. This is balanced with mention of the "major constraints" confronting Canadian exporters.

More significantly, export market opportunities are identified and assessed for 10 specific products:

- dairy products (primarily skim milk powder);
- meats (including pork and beef);
- grains and oilseeds (particularly canola);
- animal genetics (in swine, beef and dairy);
- pulses (including coloured beans,

lentils and peas);

- seed potatoes; and
- processed foods and beverages.

Each of these product sectors are dealt with concisely, according to growth and size of market, opportunities for Canada, competitive analysis, constraints, and possible activities (or suggestions to enhance Canada's opportunities in a country whose agricultural imports total approximately US\$3.8 billion annually).

A copy of the report, quoting code number, may be obtained from Info Export. See box at bottom of page 12.

US\$75 million Thai EDC Credits

Canadian exporters and their buyers in Thailand can now benefit from recently signed Export Development Corporation (EDC) Lines of Credit, totalling US\$75 million with Krung Thai Bank Limited, Siam Commercial Bank and Thai Farmers Bank, all of Bangkok.

Canadian exporters are currently pursuing a wide range of activities in Thailand with projects such as commercial real estate development and communications services.

For more information, contact your nearest EDC office.

Brazil Site of Computer Software Show

Sao Paulo — An upcoming trade show, for which recruitment now is underway, provides an excellent opportunity for Canadian manufacturers of computer hardware, software and communications equipment to approach the Brazilian market.

Comdex Sucesu'92 (formerly Informatica), the principal South American informatics, computer and telecommunication exhibition will be held in Sao Paulo September 14-18. External Affairs and International Trade Canada will be present with a National Stand.

Organizers say changes in Brazilian government policies toward the importation of advanced technology equipment and services and the termination of market reserves for these products afford Canadian exporters increased opportunities in this sector.

Companies interested in participating in **Comdex Sucesu'92** should contact Jon Dundon, Fairs and Missions, Latin America and

Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 943-8806.

Questions of a commercial nature concerning Brazil should be directed to Sven Blake, Brazil Desk Officer (LGT). Tel.: (613) 996-4199. Fax: (613) 943-8806.

October Fair Answers Office Needs

Cologne — Canadian companies now are being recruited to participate in an External Affairs and International Trade Canada-sponsored Core Area Stand at **ORGATEC'92**, being held October 22-27 in Cologne, Germany.

This **International Office Trade Fair** features displays that cover the complete range of office needs, including information and communications systems, office technology, hardware and software, accessories, office furniture and fittings.

The last show, held in 1990, attracted more than 2,100 exhibitors from 30 countries, including a large group participation from Canada.

In all, more than 200,000 trade visitors from 85 countries attended the event.

This year, the Canadian group exhibit will be situated in a prime location, right in the office furniture and fittings section.

For further information, contact the show organizer's Canadian representative: Mrs. Edel Wichmann, Cologne International Trade Shows, Canadian German Chamber of Industry and Commerce Inc., 480 University Avenue, Suite 1410, Toronto M5G 1V2. Tel.: (416) 598-3343. Fax: (416) 598-1840.

Event in Toronto Matches Mates

Toronto — An international business opportunities showcase and Canada's most cost-effective "catalogue matchmaker" will be held October 1, 1992 in Toronto.

World Trade'92, designed to coincide with Canada Export Trade Month, attracts 100 exhibitors and an audience of approximately 2,500 — primarily manufacturers, manufacturers' representatives, exporters, re-exporters, distributors and importers, freight forwarders, bank and government representatives.

At the first event held last year, there were exhibits, in addition to those from Canada, by such countries as Mexico, Czechoslovakia, Korea, Hong Kong, Romania, Italy,

Thailand, Sweden, Hungary and Yugoslavia, and a number of U.S. states.

The show is particularly suited to Canadian manufacturers who are interested in exporting their products and/or seeking representation abroad. (It is also a two-way street, with foreign establishments seeking distributor/agent representation in Canada.)

Interested firms can now register as exhibitors by contacting **World Trade'92** organizer: Sydney King, President, Canadian International Trade Association, Box 38, World Trade Centre, 60 Harbour Street, Toronto M5J 1B7. Tel.: (416) 651-2220. Fax: (416) 651-2519.

Computer Medical Care Show Set for Baltimore

Baltimore — The Canadian Embassy Trade and Investment Development Office in Washington, DC is recruiting Canadian companies to utilize the six 100 square foot spaces it has reserved at the **Computer Applications in Medical Care Trade Show** being held November 9-11, 1992 in Baltimore.

Sponsored by the American Medical Informatics Association, the event is expected to attract some 2,500 trade visitors.

Interested potential exhibitors should contact M.M. Ellenbogen, Canadian Embassy, 501 Pennsylvania Avenue N.W., Washington, DC 20001. Tel.: (202) 682-1740. Fax: (202) 682-7619.

Italy's Food Expo Cooks up Business

Milan — Organizers are recruiting companies to participate in a trade fair that could open doors to a market valued in excess of \$30 billion.

Expo Food'92, being held November 6-10 in Milan, Italy, is an international food show in which Canada will be participating for the second time.

Now in its 22nd year, **Expo Food** is one of the largest specialized international food trade exhibitions in the world. More than 3,000 exhibitors are expected to participate in this year's event.

As well, the event expects to attract more than 200,000 trade visitors (approximately 80 per cent from the European Community, 10 per cent from Latin America, 5 per cent from Arab countries, and 5 per cent from other countries).

Industry spokespersons say that Italy is "a very large market" for imported foodstuffs, with annual purchases from foreign suppliers currently exceeding \$30 billion.

It is also a market in which Canadian firms have proved their competitiveness — Canada annually exports more than \$300 million in food products to Italy.

What's more, "good opportunities for increased sales of Canadian food lines" exist, especially for seafood products, prepared food and meal components, frozen vegetables, health and dietetic foods, beans and lentils, wild rice, berries, mineral water, and honey.

Participation in **Expo Food'92** is being organized by Interexpo Canada Inc. in collaboration with External Affairs and International Trade Canada and the Canadian Consulate General in Milan.

For further information, contact Louis D. Burke, President, Interexpo Canada Inc., Montreal. Tel.: (514) 933-7819. Fax: (514) 483-6595.

Australia's Economic Plan Benefits Canadian Exports

Australia's recently announced four-year economic plan will stimulate the country's sluggish economy with a \$2.3 billion injection in the next 16 months.

Any improvement in the country's economic fortunes bodes well for Canadian exporters, most especially in key areas which have accounted for a disproportionate amount of the total decline (Canadian exports to Australia declined in the last two years from \$1 billion to \$637 million), such as autoparts, newsprint, building supplies, and agricultural inputs.

Relevant Measures

Notable measures affecting Canadian export potential are:

- A lowering of the sales tax on automobiles by 5 per cent which

"A more buoyant Australian economy will increase advertising and the demand for Canadian newsprint."

should improve Canadian autoparts exports, which in 1991 were down 50 per cent from the previous year;

- A one-time payment to 1.9 million families which will quickly put an additional \$300 million into the economy and spur consumer spending;

- A series of financial measures including improved banks' bad debt writeoff provisions, accelerated depreciation, capital equipment allowances, income tax cuts, and incentives for small business investment that will allow for more business spending in all areas.

Opportunities

A more buoyant Australian economy will increase advertising and the demand for Canadian newsprint. The local construction

sector will improve and this should create more demand for Canadian building products. The much needed farming assistance should help Canadian exporters of agricultural equipment. All these immediate and short-term measures could become an important factor in improving Canada's export position.

Competition Increases

Although the news for Canadian exporters to Australia is positive, the implications of other measures designed to increase Australian competitiveness (particularly in the Asia Pacific) are more difficult to assess for Canadian interests.

It is evident that the Australian economy, like Canada's, is undergoing structural changes to adapt to the global economy. Australia has chosen to move closer to Asia Pacific and its competitiveness in that region will become stronger.

Canadian companies can expect to face stiffer opposition from Australian firms in these markets. Concurrently, both Australia and Canada are undergoing rationalization of industry. At present, the two countries are parallel economies, often competing in the same markets and selling the same goods (i.e. minerals, agricultural products).

After structural adjustments the two economies may become more complementary and, as a result of more cooperation, more opportunities for Australian/Canadian ventures in third markets may evolve.

For further information pertaining to Canada-Australia trade matters, contact B. Hood, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

PUBLICATIONS

Construction

Parties wanting to establish direct links between Canadian construction companies interested or active in the international construction market and overseas opportunities should find what they are looking for in the **1992 Construction Export Directory**, produced by and available through the Canadian Construction Association, 85 Albert Street, Ottawa K1P 6A4. Tel.: (613) 236-9455. Fax: (613) 236-9526.

Transportation

Designed to meet the needs of small- and medium-sized exporters who frequently seek advice on transportation and such related matters as the documentary aspects of exporting, **The Exporter's Guide to Transportation** (#106TA) is published by the Transportation Services Division of External Affairs and International Trade Canada.

While outlining the transportation options that best suit the product or commodity to be exported, the guide focuses on the modes of transportation — road, rail, marine and air. Intermodal modes of transport and the services provided by transportation intermediaries (freight forwarders) are covered, as are such topics as: transport liability, exemptions and coverage, and freight insurance.

The more technical subject of preparing the goods for export shipment is dealt with in Appendix I,

while Appendix II lists industry and government publications, relevant industry associations and professional institutions, related government departments, and International Trade Centres.

Copies of the guide are available through Info Export (see box bottom of page 12).

U.S. Circuit

Southeastern United States Buyers of Printed Circuit Boards is now available. The study, just completed by the Atlanta Post, is a guide to electronic manufacturing firms who purchase printed circuit boards. Canadian companies interested in this publication should contact Steve A. Flamm, Export Development Officer, Atlanta. Tel.: (404) 577-6810. Fax: (404) 524-5046.

Russia Reports

Canadian companies doing business with the former Soviet Union now can keep abreast of developments by subscribing to **Russian Business Reports**, a weekly newsletter produced by a Canadian/Russian news team in Moscow and available throughout North America.

Providing timely information, the weekly reports on key business, economic, trade and legal developments. There are also news abstracts, graphs and charts highlighting the most important trends, and special features with an emphasis on the practical side of doing business in the Commonwealth.

For further information on Canadian subscriptions, contact Kerry Irwin, East-West Information Consortium, 298 Seaton Street, Toronto M5A 2T7. Tel.: (416) 921-2840. Fax: (416) 921-9873.

Business Agenda

Toronto - June 17-18— Opportunities in Germany and Eastern Europe: Construction Services and Products is the subject of a two-day incoming buyers mission from Germany and will feature the construction services sector (architectural, design and contracting) and the building materials supply sector. For more information, contact The Canadian Exporters' Association, Ottawa. Tel.: (613) 238-8888. Fax: (613) 563-9218.

St-John's — June 23-25 — 8th Annual Onshore-Offshore Petroleum Exhibition is open to the public and those companies and visitors who are involved and interested in exploration and development of the hydrocarbon reserves off the Canadian East Coast. Anyone wishing further information regarding the exhibition may contact Atlantic Expositions Ltd., Newfoundland. Tel.: (709) 651-3315. Fax: (709) 256-4051.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

AIMS Set to Achieve Globally Competitive Agri-food Industry

Comprehensive market strategies are being developed and implemented by Canadian agri-food associations in response to increasing global competitiveness in the agri-food industry.

To ensure that industry and government direct their resources toward activities that will produce the greatest benefits to this sector, federal government departments have initiated a process called AIMS — Agri-food Industry Market Strategies.

The federal government's role — following the findings of the Agri-food Policy Review that industry must lead market development activities — is to facilitate access to markets through partnerships with industry, thereby combining private and public resources.

Through AIMS, associations representing 18 sectors of the agri-food industry are committed to developing and implementing strategies that will enhance their ability to respond to well-defined market opportunities.

Such strategies include:

- a comprehensive forecast of the nature and quality of market demand for up to five years and a rationale for establishing selected market priorities;
- a thorough evaluation of the capacity of the sector to satisfy the prospective demand in terms of production, and technological and competitive ability;
- a strategic goal for each

Continued on page 7 — AIMS

Bigger "Byte" Possible in Jamaica Computer Market

In 1990, Jamaica imported almost US\$7 million worth of computers, related equipment and other data processing machines and units.

With the United States, the United Kingdom and Taiwan being the major suppliers, Canadian firms can certainly do better than the 1 per cent and 4 per cent share they achieved in the last five years.

Jamaica importers are willing to carry competitive Canadian products. To penetrate the market, it is considered necessary to appoint a stocking distributor or an agent to represent your products.

Jamaica's major users of computers and related materials are financial institutions, utilities, manufacturers, the mining industry, the distributive trade, government databases, processing services and educational institutions.

These sectors all have requirements that can be met by further use of computerization but requirements vary from sector to sector and also between participants within any sector.

The majority of new sales in computers appears to be in upgrades and replacements among existing users. There is significant potential for light users and non-users to expand their use of computers but the challenge to a marketer is to be able to assess a potential client's requirements in terms of business applications and submit proposals that compare both cost and benefit in dollar terms.

The majority of computers purchased are PCs but the largest expenditures go for mainframes and

minicomputers. Whereas institutions that have mainframes may replace them with larger ones, those that use microcomputers are more likely to expand by adding other minis or even PCs rather than going to mainframes.

For the past two years, an annual trade show for information processing has been organized by Financial and Economic Resources Ltd., 12 Merrick Ave., Kingston. The Canadian High Commission and one Canadian company participated in Hi-Tech '91 and plans are in progress for the staging of Hi-Tech '92 in July. Participation in future Hi-Tech trade shows is recommended for prospective entrants to this market.

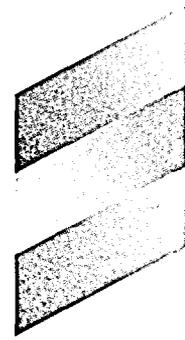
A detailed study, *The Jamaican Computer Market* (#71LA) lists the more prominent distributors and provides information on duties and practices.

A copy of the study can be obtained from Info Export (see box at bottom of page 8).

For assistance, contact Geneviève Vassell, Commercial Officer, Canadian High Commission, P.O. Box 1500, Kingston 10, Jamaica. Tel. : (809) 926-1500; fax : (809) 926-1702; telex : (Destination code 291) 2130 Answerback : (2130 BEAVER JA).

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Canada

Sponsorship Makes Good Business Sense

Prepared by Elizabeth Bihl, Artsfunding International, Ottawa.

The idea of a corporation partnering as a sponsor with a cultural group is still a rather new concept. But, recently, corporations have found considerable benefits in such a relationship, with target marketing and business-to-business networking in the 90s being accomplished more and more through "corporate sponsorships".

Companies have found that mass marketing is not quite as effective as it once was, because today's consumers are becoming increasingly discriminating. The trend towards sponsorships is found worldwide as companies become attracted for a variety of reasons:

- favourable media exposure
- opportunity to entertain clients
- building company/product presence
- reaching select market segments
- business-to-business networking.

The term corporate sponsorship generally refers to a partnership which has been established for mutual benefit between a business sponsor and an event or a non-profit group.

Such a partnership has little to do with charity, donation or philanthropy; instead, it is a business arrangement between two partners.

It is important that sponsorship dollars support specific business goals.

Canada's cultural groups are highly regarded ambassadors around the world and have been invited to participate and perform internationally for the past century.

A business sponsor's involvement with such a touring group can be highly productive when applying suitable marketing techniques to position new business abroad or to develop new business networks. Touring cultural groups can act as excellent vehicles for supporting a specific business goal (such as reaching target audiences to convey corporate messages or developing business-to-business relationships).

Return for Investment

Generally, a sponsor will look for a situation where its marketing ambitions coincide with the needs of the cultural group to create a win-win outcome. This means the sponsor and the cultural group have to share common ground.

This is achieved, basically, by creating suitable marketing elements around a central activity such as a concert, dance or theatre production

Each performance can offer business networking opportunities

through invitations and receptions, as well as prominent sponsor recognition within the touring group's promotional materials, advertisements and media relations.

Guidelines for Success

It is important to define clearly the role and needs of each partner as both parties are entering negotiations to establish returns for their respective investment. Once a business deal, which must be negotiated step-by-step, has been agreed upon, it must be honoured fully and completely. That is, the business sponsor and cultural group must service what has been agreed upon.

Locating Partners

To facilitate a successful match-making of business and cultural groups (what works best for one business may not be suitable for another) potential sponsors must develop clearly definable company policies and guidelines regarding corporate sponsorship goals.

These must relate to company objectives and may include:

- cultural preferences (e.g. bands only)
- targeted services such as "in kind" or "employee support"
- marketing objectives
- levels of financial involvement.

Once guidelines have been established, businesses will be in a position to seek out or initiate sponsorship opportunities.

Canadian exporting companies which have already partnered in sponsorship with Canadian cultural groups touring abroad echo the advantages that major international corporations have long claimed and benefited from. Based on their experience, they see sponsorships clearly as "ideal" forums for reaching target markets, entertaining clients and many other intangible

Continued on page 7— Sponsorship

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EAITC's 1992 U.S. Trade-Related Events

The following are 1992 trade-related events in which External Affairs and International Trade Canada expects to participate. Further information is available from the officer responsible for the various sectors.

Advanced Technology Products/ Systems/Services

Electronic Components

Officer: D. Shaw Tel.: (613) 991-9474

- **MidCon** — September 1992 — Dallas, Texas. Electronic components, test equipment, systems and software.
- **NorthCon** — October 1992 — Seattle, Washington. Design tools, test and measurement, board-level components, packaging, manufacturing/production equipment and subsystems, including software.
- **Mission Out to Wescon** — November 1992 — Electronic components, test equipment, manufacturing/production equipment and subsystems.

Advanced Technology Products/ Systems/Services

Telecommunications

Officer: D. Shaw Tel.: (613) 991-9474

- **Incoming Buyers Mission** — July 1992 — Atlanta/Montreal. Telecommunications equipment, software & services.
- **South East Telecommunications** — August 31-September 2, 1992 — Orlando, Florida. Telecommunications equipment, software and services (PBX, electronic key systems and network management software).
- **IMCE (Land Mobile)** — September 1-3, 1992 — Atlanta, Georgia. Mobile communications equipment and services (cellular and radio).
- **Incoming Buyers Mission** — September 1992 — Chicago/Ontario. Telecommunications equipment, software & services.
- **Incoming Mission** — November 1992 — Various (Super-Conductor Super Collider) Advanced electronics, telecommunications equipment and software, computer hardware and software, advanced industrial materials.
- **Data '92** — December 10-12, 1992 — Miami, Florida. Software and peripheral hardware (multiplexers, bridges).

Agriculture/Food Products/Services

Semi-processed, Processed Food, Beverages

Officer: P. Eged Tel.: (613) 991-9483

- **Summer International Fancy Food and Con-**

fection Show — July 26-29 1992 — Washington DC. Specialty food products.

- **Western Restaurant Convention & Expo** (California Restaurant Association Show) — August 15-18, 1992 — San Francisco. Equipment, food products, supplies and services for the US West Coast institutional foodservices and hospitality industry.
- **Michigan and Great Lakes Foodservices Show** — September 13-14, Detroit — Food and beverage products, equipment, supplies and services for the institutional foodservices and hospitality industry.
- **National Prepared Frozen Food Festival** — September 23, 1992 — East Rutherford, New Jersey. A foodservices trade show. Food products only - refrigerated and frozen - for the institutional foodservices trade.
- **Canadian Food and Beverage Show** — October 1, 1992 — Buffalo (or Syracuse). Food, beverage and seafood products.
- **Eastern Dairy Deli Show** — October 21-22, 1992 — Secaucus, New Jersey. All food products for dairy/delicatessen trade (including cheeses, cold cuts, baked goods, beverages, condiments).
- **Ohio Grocers' Association Show** — October 24-25, 1992 — Columbus, Ohio. Food products, equipment, supplies and services for the retail grocery trade.
- **International Hotel, Motel and Restaurant Show** — November 7-11, 1992 — New York. Food products, equipment, furniture, services for institutional foodservices and hospitality trade.

Consumer Products/Services

Apparel/Footwear

Officer: N. Peacock Tel.: (613) 991-9476

- **Midwest Men's Wear Collective** — July 1992 — Chicago. Men's clothing.
- **Canada Mode** — September 1992 — New York. Womens bridge price fashions.
- **Representative Locator Mission** — September 1992 — Minneapolis. Athletic apparel.
- **New York Fashion Creators** — November 1992 — Los Angeles. Womens bridge point fashions.

Consumer Products/Services

Arts, Crafts, Giftware

Officer: T. Weinstein Tel.: (613) 991-9479

- **Christmas in July Show** — July 10-14, 1992 — Seattle. Crafts, giftware.
- **Solo Show of Western Canadian Crafts/ Giftware** — July 13-15, 1992 — Seattle.

- **Gallery Buyers to Great Northern Art Festival** — July, 1992 — Inuvik. Indian, Inuit carvings, artwork.
- **Atlanta Gift Show** — July 1992 — Atlanta. Crafts, giftware.
- **Solo Representative Locator Show** — August 1992 — Columbus, Ohio, Crafts, giftware.

Consumer Products/Services

Cultural Industries (Book Publishing/Film/Video/Performing Arts/ Sound Recording)

Officer: D. Shaw Tel.: (613) 991-9474

Regional Bookfairs:

- **Pacific Northwest Booksellers Association** — September 1992 — Portland, Oregon.
- **Upper Midwest Booksellers Association** — September 1992 — Minneapolis.
- **New England Booksellers Association** — September 1992 — Boston. Trade and academic books.

Consumer Products/Services

Performing Arts

- **Mission In** — Dallas to Montreal Jazz Festival — July 1992 — Musical productions.
- **Mission In** — San Francisco/Boston to CINARS or Montreal Jazz Festival — July 1992 — Theatrical and musical productions.
- **Mission In** — Dallas to CINARS — December 1992 — Montreal. Theatrical and musical productions.
- **APAP** — December 1992 — New York. Theatrical and musical productions.

Consumer Products/Services

Printing Equipment/Services

Officer: T. Weinstein Tel.: (613) 991-9479

- **Graph-Expo** — October 3-6, 1992 — New York. Printing equipment trade show.

Construction/Related Products

Converted Wood Products

Officer: R. McNally Tel.: (613) 993-7486

- **Solo Building Products** — September 9-10, 1992 — Fitchburg (Boston). Construction products, building materials and related services.
- **Remodelling Show** — November 13-15, 1992 — Pittsburgh. All building products used by the remodelling industry - windows, doors, insulation, bathrooms, kitchen products, building materials.

Defence Products/Related Equipment/Services

Aerospace/Space

Officer: D. Murray Tel.: (613) 991-9481

- **Space Week '92** — July 1992 — Vandenberg Air

Force Base, California. First-time event for Canadian space and space-related companies to attend USAF-sponsored Space Week consisting of seminars, workshops, and exhibits. May include a "CANADA" portion in the schedule to highlight Canadian capabilities.

Contact: Canadian Consulate General, Los Angeles. Attention: Defence Programs Division, El Segundo, Cal. Tel.: (310) 335-4439; Fax: (310) 335-4493.

- **United States Marine Corps Show** — August 1992 — Washington. The Canadian Embassy in Washington will support those Canadian companies exhibiting or attending this show by providing a meeting place for selected US officials and US prime contractors to meet the Canadian companies off the show premises. **Contact:** Canadian Embassy, Washington. Tel.: (202) 682-1740; Fax: (202) 682-7726.

- **National Business Aircraft Association Show** — September 1992 — Dallas. A first-time event for a Canadian national stand and for participating Canadian commercial aircraft suppliers at one of the largest aircraft shows in the world. **Contact:** Canadian Consulate General, Dallas. Tel.: (214) 922-9806; Fax: (214) 922-9815.

- **Technology Innovation Show (Canadian) Washington** — September 1992 — The Canadian Embassy will stage a show in the Embassy to highlight technically innovative companies and products from the defence, defence-related sector to appropriate US military officials from the Pentagon, Military services headquarters, and leading Washington area prime contractors or representatives. **Contact:** Canadian Embassy, Washington. Tel.: (202) 682-1740; Fax: (202) 682-7726.

- **Outgoing Defence Simulation Product Mission** — September 1992 — Boston. This mission to US military officials and prime contractors in the Boston territory will consist of Canadian companies with proven capabilities in products and technologies in operational, training, and logistical simulation devices and systems. **Contact:** Canadian Consulate General, Boston. Tel.: (617) 262-3760; Fax: (617) 262-3415.

- **Outgoing Electro-Optics Mission to Wright-Patterson Air Force Base** — September 1992 — This mission will consist of Canadian companies in the electronics/optics sector with capabilities to meet USAF Military Specifications, or equivalent specifications as required. The companies will meet with the R&D and procurement officials to demonstrate their products and technology. **Contact:** Canadian Government Defence Trade Office, Dayton, Ohio. Tel.: (513) 255-4382; Fax: (513) 255-1821.

- **Incoming Philadelphia Medical Equipment Mission to Ontario/Quebec** — September 1992 — US defence procurement officers will be conducted to

selected companies specializing in the medical equipment, supplies, and techniques of interest to the US logistics system for multi-service use. **Contact:** Canadian Defence Production Office, Philadelphia. Tel.: (215) 697-1264; Fax: (215) 697-1265.

Defence Programs/Products/ Related Services

Security Equipment

Officer: P.-A. Rolland Tel.: (613) 991-9475

- **ISC East '92** — August 1992 — New York. Security equipment for the protection of persons and property in residences, protected premises, and public areas.
- **American Society for Industrial Security (ASIS)** — September 1992 — San Antonio, Texas. Security equipment for the protection of personnel, premises and capital equipment in plants, head offices and other industry locations.

Education/Training/Medical/ Health Care/Related Products

Pharmaceutical/Biotechnology

Officer: J.P. Petit Tel.: (613) 991-9482

- **IBEX International Biotechnology Exposition and Scientific Conference** — October 6-8 1992 — San Francisco. Biotechnology products and equipment related to biotechnology industry but also to biologicals, pharmaceuticals, diagnostics, veterinary, clinical tests, agricultural applications, chemicals, food processing, synthetics, plastics, energy fuels and minerals. Technology applications, venture capital and investment are also part of the event.
- **Outgoing Mission to IBEX** — October 6-8, 1992 — San Francisco. Biotechnology products, equipment and technology for the biotechnology industry looking for technology transfers and investment.
- **National Home Health Care Exposition** — November 14-16, 1992 — Atlanta. Home health care equipment and devices, medical equipment and devices.

Fisheries/Sea Products/Related Equipment

Fish, Shellfish/Other

Officer: P. Eged Tel.: (613) 991-9483

- **Underutilized Fish Species Seminar**- August 1992- Boston. Fish and seafood products. Contact Jack McManus, Canadian Consulate, Boston. Tel.: (617) 262-3760.
- **Canadian Aquaculture Promotion**- November 4, 1992- New York. Farmed salmon, cod, mussels, scallops, trout and any other species available on a commercial basis. Contact Richard Campanale, Canadian Consulate, New York. Tel.: (212) 768-2400.

- **Solo Seafood Show**- November 12, 1992- Detroit. Underutilized species of Canadian lakefish and seafood. Contact Jim Lyons, Canadian Consulate, Detroit. Tel.: (313) 567-2340.

Industrial Machinery/Environmental Equipment/Related Equipment

Environmental Products/Services

Officer: D. Marsan Tel.: (613) 991-9478

A - Trade Fairs:

- **Solid Waste Association of North America**- August 3-6, 1992- Tampa, Florida. Manufacturers and distributors of solid waste handling equipment, trucks and bodies, land fill compactors, incinerators, consulting services.
- **Water Environment Federation (Water Pollution Control Federation)**- September 20-24, 1992- New Orleans. Municipal and industrial wastewater treatment equipment, hazardous waste handling, treatment and disposal equipment.
- **9th Annual New Jersey Environmental Expo**- October 19-21, 1992- Edison, New Jersey. Environmental services and equipment for solid waste management, water resource management, environmental assessment, air pollution control and site reclamation.
- **Hazardous Materials Management Conference (HazMat West)**- November 10-12, 1992- Long Beach, California. Equipment for the handling, treatment, storage and transportation of hazardous materials and wastes.
- **Lower Great Lakes Waste and Recycling Expo**- November 13-14, 1992- Buffalo, New York. Focus is on equipment and services for public and private waste and recycling; however, companies from almost every sector exhibit.
- **Hazardous Materials Control (HazMat '92)**- November 1992- Washington DC. Systems and services for the collection, containment, and disposal of toxic/hazardous materials generated by the municipal and industrial processes.

B - Missions:

- **Mission to the Biotechnology and Waste Treatment Conference**- September 15-16, 1992- Grand Rapids, Minnesota. Industrial Waste Treatment, Bio Remediation.
- **Mission to the Pennsylvania State-Wide Environmental Event**- October 1992- Harrisburgh, Pennsylvania. Engineering consulting services/technologies.
- **NEBS Mission to the Lower Great Lakes Waste & Recycling Expo**- November 10-11, 1992- Buffalo, New York. Focus is on equipment and services for

public and private waste and recycling; however, companies from almost every sector will be invited.

• **NEBS Mission to the Industrial Waste Water-Fall 1992-** Pittsburgh. Municipal/industrial wastewater treatment equipment and technology services.

• **Mission Environmental Products & Services-Fall 1992-** Boston. Complete range of environmental products and services.

C - Workshops/Seminars:

• **Environmental Strategy Matching/Partnering Workshops-** Fall 1992- Seattle; Washington DC; Pittsburgh; Chicago; Los Angeles; and Atlanta. A series of workshops for 10 - 15 Canadian companies to be matched with appropriate US selected firms with similar interests for possible technology sharing, strategic alliances, sub-contracting arrangements.

Industrial Machinery/Environmental Equipment/Related Equipment

Hardware/Home Improvement

Officer: R. McNally Tel.: (613) 993-7486

• **International Lawn Garden & Power Equipment Show-** July 26-28, 1992- Louisville, Kentucky. Lawn & garden, power equipment, landscaping, outdoor storage sheds.

• **National Hardware Show-** August 16-19, 1992- Chicago. Hardware, home improvement (do-it-yourself), housewares, lawn & garden, pet supplies, and automarket aftermarket supplies.

Industrial Machinery/Environmental Equipment/Related Equipment

Materials Handling

Officer: P.-A. Rolland Tel.: (613) 991-9475

• **Great Lakes Industrial Show-** November 1992- Cleveland. Various machine tools and production machinery.

Industrial Machinery/Environmental Equipment/Related Services

Packaging Equipment

Officer: P.-A. Rolland Tel.: (613) 991-9475

• **PMMI Pack Expo-** November 8-12, 1992- Chicago. Packaging machinery, equipment and supplies.

Industrial Machinery/Environmental Equipment/Related Services

Production Equipment

Officer: P.-A. Rolland Tel.: (613) 991-9475

• **International Machine Tool Show-** September 17, 1992- Chicago. Machine tools, equipment and supplies, including metal cutting and forming ma-

chines, ancillary equipment and systems such as cleaning, degreasing, welding and heat treating equipment, motors, robotics, manufacturing support technology, supplies and consumables, as well as maintenance and safety products and equipment.

• **Design'92-** October 1992- Edison, New Jersey. High precision machinery, tools and software CAD-CAM, electrical and electronic components, engineering support services, fluid power, mechanical components, packaging materials, power transmission, shapes and forms.

Oil/Gas Products/Related Equipment

Officer: R. McNally Tel.: (613) 993-7486

• **Compressed Natural Gas Show-** July 7-9, 1992- Oklahoma City. Equipment and services related to the natural gas sector.

• **Society of Exploration Geophysics-** October 25, 1992- New Orleans. Equipment and related services for the oil and gas industry.

Power/Energy Equipment

Transmission/Distribution Equipment/Services

Officer: D. Shaw Tel.: (613) 991-9474

• **T & D World Expo '92-** November 10-12, 1992- Indianapolis. Power transmission and distribution equipment, software and services.

• **PowerGen-** November 17-19, 1992- Orlando. Power generation and distribution equipment, software and services.

Sectors/Services

Non-defence Government Procurement

Officer: D. Conrad Tel.: (613) 998-9441

• **Urban and Regional Information Systems Association (URISA) Show-** July 13-15, 1992- Washington DC. Geographic information systems (GIS) products and services.

• **FedMicro '92 Show-** August 11-12, 1992- Washington DC. Information technology software and hardware.

• **Trade Mission-** September 1992- Los Angeles/San Francisco. Software, technologies.

• **Federal Computer Conference-** December 5-6, 1992- Washington DC. Information technology.

• **Trade Mission to U.S. General Services Administration (GSA)-** August 1992- Itworth. Commercial products.

The second part of EAITC's U.S. Trade-Related Calendar of Events for 1992-1993 will be published in the next issue (July 2, 1992) of *CanadExport*.

Permanent Moscow Food Exhibition Free for Canada

Moscow — Canadian manufacturers in the food processing and preparation equipment industry have a unique opportunity to tap into this enormous market sector in Russia.

All they need do is exhibit — free of charge — in **Food Equipment 2000**, a “progressive promotional vehicle” for the trade that is scheduled to open in Moscow on July 15, 1992. The event is also to include a promotional small bakery.

The “first permanent exhibition” of its kind, the exhibition enables Canadian participants to establish international contacts with bakers, plant managers, government officials and leaders in the bakery industry.

More importantly, participation in the event will help exhibitors to realize better trading opportunities and to develop new markets.

Commerce International TJJ, coordinators of this ambitious project, will administer the entire event, leaving exhibitors with the sole responsibility of setting up equipment and educating TJJ technical staff on its proper operation and maintenance.

TJJ, which has operated in a process engineering and project management capacity in the Russian market for the past 10 years, states it can “speak the language” of the Russian food processing industry and is “fully qualified to strongly represent you” in this burgeoning marketplace.

For more information on how to take advantage of this opportunity to expand sales territory, contact Susan Leger, Exhibition Coordinator, Commerce International TJJ, 6955 Taschereau Blvd., Suite 202, Brossard, Quebec J4Z 1A7. Tel.: (514) 443-1392. Fax: (514) 443-9635. Telex: 05-25134 MTL/TJJ.

Hungary to Host Major Telecommunications Show

Budapest — One of the best ways to get in on the burgeoning telecommunications market in Central and Eastern Europe is to participate in what will be “the largest regional show that has ever been produced.”

With 16,000 square metres of exhibition space, **Europa Telecom 92**, being held October 12-17 in this Hungarian capital, is more than large enough to ensure the major international telecommunications equipment companies ample space to display their products and services to best advantage.

Hosted by the Government of Hungary, this international trade fair, which expects to attract more than 15,000 top-quality visitors, is organized by the International Telecommunication Union (ITU), a specialized telecommunications agency of the United Nations that is comprised of 164 member countries.

ITU officials note that, within the next 10 years, a total investment of US\$50-\$60 billion will have to be invested if Central and Eastern Europe is to obtain the telephone density equal to the rest of Europe.

(Even this estimate is conservative since it is based on the existing telephone density of Western Europe.)

But one thing is certain: The urgent need to catch up with the rest of the world with modern telecommunications networks and technology means that the new European market will be accelerating rapidly — and will provide “unparalleled opportunities” for communications equipment suppliers worldwide.

External Affairs and International Trade Canada (EAITC) will be participating, under a section of its Program for Export Market Development (PEMD) export trade promotion activity — in which companies cost-share expenses — with a National Stand at **Europa Telecom 92**.

Companies wanting more information on participation in **Europa Telecom 92** or on PEMD qualification criteria should contact Therese Gervais of EAITC's Trade Fairs and Missions Europe Trade Development Division (RWTF). Fax: (613) 995-6319.

AIMS

Continued from page 1

market for achievement over a three- to five-year period; and

- a description of annual market development and production activities designed to achieve the strategic goals over the first three years of the plan.

Departments participating in AIMS are Agriculture Canada; External Affairs and International Trade Canada; Industry, Science and Technology Canada; and Western Economic Diversification Canada.

To learn more about AIMS, contact Elwood Hodgins, Inter-

national Programs Directorate, Agri-food Development Branch, Agriculture Canada, 1st Floor West, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

Sponsorship

Continued from page 2

benefits which project images of quality, dignity and reliability.

For more information on how you can participate in corporate sponsorships, contact Info Export, toll-free tel.: 1-800-267-8376; (Ottawa area, 613-993-6435). Fax: (613) 996-9709.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

INDIA — A company engaged in the production of water and waste water treatment machinery wishes to enter technology transfer/licensing arrangements with Canadian companies, especially those that can provide the technology to solve difficult problems that arise in this field. Contact R.G. Vaidya, Managing Director, Akar Impex Pvt. Ltd., P.O. Box 577, New Delhi 110001, India. Tel.: (011) 8923291. Fax: (011) 8926025. Telex: 3166811AKARIN.

POLAND — A Krakow-based company specializing in trading commodities seeks a joint venture partner for the supply of cement, gold, construction lumber, gasoline, scrap copper, and steel. The company, which can offer full consulting services for Canadian companies in the Polish market, also seeks investors for a housing project in Poland and to trade commodities with Canadian companies. Contact Rzazewski Grzegorz or Rzazewski Hanna, Inter-Media Business and International Trade Consulting

Service, Division of V.V.V. Enterprises Co. Ltd., UL. Florianska 44, Krakow, Poland. Tel: 011-48-12-229351/229362. Fax: 011-48-12-229344.

TAIWAN — A Taipei-based company seeks Canadian suppliers of glass wool ceiling board; glass wool roll (density: 16kg/m³ to 24kg/m³; thickness: 25mm to 50mm); glass wool press board (density: 32kg/m³ to 100kg/m³; thickness: 15mm to 30mm); glass seed; and fire-resistant heat insulation. Contact H. Lee, China-Asia Glass Wool Industrial Co., Ltd., 4F, No. 77, Nanking East Road, Section 3, Taipei, Taiwan. Tel.: 886-2-5166288. Fax: 886-2-5166289.

TAIWAN — A company here wishes to import cosmetic products, shampoo, detergents, lotions, beauty soap, and household cleansers. Contact Fred

Chou, Giantrich Enterprises Co., Ltd., 3/F, No. 9, Lane 121, Chung Cheng Street, Hsing Chung City, Taipei Hsien, Taiwan. Tel.: 886-2-2779489. Fax: 886-2-2779121.

UNITED STATES — A manufacturer of farm equipment for livestock management (primarily hogs and dairy cows) wishes to broaden its product line either by cross-marketing arrangements or licensing agreements or combinations of both. Product additions include: feed mixer, air intakes, feed carts, manure lagoon pump, barn cleaner, piston pump, plastic flooring, manure spreader, milking machines, nipple waterer, cable scraper, silo unloaders, feed wagon with auger discharge. Contact Desmond Benfield, 804 Cornwall Avenue, Waterloo, Iowa 50702. Tel.: (319) 234-4134.

PUBLICATIONS

The Cattle Breeding Market in Guatemala, a recent study prepared by the Canadian Embassy in Guatemala City, provides a general overview of these two sectors, cites import and export statistics, observes market trends, and provides a list of associations and distributors. For copies of the market study, tel.: (613) 995-0460. Fax: (613) 943-8806.

A combination spreadsheet, database and word processor, with

enhanced facilities for both letter of credit transactions and exports in general, the LC version 2.00 is now available. The program, which also features automatic currency conversion, mark up and discount facilities, runs on all IBM-PC and compatibles and interfaces with dot-matrix and laser printers. The LC 2.00 program is available (at a cost of \$1,600) from Samexco Ltd., 2935 Richmond Road, Suite 204, Ottawa K2B 8C9. Fax: (613) 829-8319.

Number to Note

The facsimile number for the Canadian High Commission in Lusaka, Zambia is (011-260-1) 225160.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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External Affairs and
International Trade Canada

Trade Business Plan Released By Wilson

The first-ever International Trade Business Plan has been released by Minister of Industry, Science and Technology and Minister for International Trade Michael Wilson.

"This is a practical, hands-on document that will help Canadian businesses establish plans and priorities for foreign market opportunities in the coming year," Wilson said.

As a business tool, the Plan includes a list of 1992-93 government-sponsored market development activities in all major sectors and all regions of the world.

"By presenting a cohesive International Trade Business Plan to industry, the provinces and the public at large, the government is helping to direct exporters and potential exporters to promising markets and outlining the federal programs and activities that can open doors to those markets," the Minister said.

"The market development focus of this Plan will also enhance exporters' ability to take advantage of the growing opportunities created by the Canada-U.S. Free Trade Agreement and the new markets that will flow from a successful North American Free Trade Agreement and the Uruguay Round of Multilateral Trade Negotiations.

"We are also issuing this Plan to generate comment from business to help ensure that our priorities and objectives are in balance," Wilson added.

The Plan was developed in close
Continued on page 2 — Trade

Telecommunications Market in India Expanding Dramatically

"The telecommunications sector in India is booming." So says Rajesh Pilot, the Minister responsible, who adds, "telecom services today are not a luxury but a pre-condition for economic progress."

It is this attitude which explains why the entire telecommunications sector in India is set to expand dramatically — offering export opportunities for small- and medium-size Canadian companies.

**U.S. TRADE FAIRS
CALENDAR** *pages 4-6*

The expansion plan follows from the mid-1991 liberalization process that eliminated the monopoly of the public sector Indian Telephone Industries (ITI).

If current plans are translated to reality, the Department of Telecommunications (DoT) will, between 1992-1997, introduce 12.5 million new lines. By comparison, in the last 40 years, only 4.5 million lines have been added. This expansion will cost DoT an estimated Rs. 40,000 crore - Cdn\$20 billion.

Given that DoT is a revenue producing department (including earnings of crucial foreign exchange), and the phenomenal pent-up demand, these targets do not appear unrealistic. Observes Pilot, "Even a peon today feels the need for a phone."

The broader objectives, to be accomplished by the year 2000, include:

- 20 million telephones and telex

connections on demand (requiring approximately Cdn\$500 billion of overall investment);

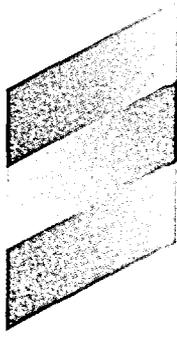
- at least one phone for every village;
- public payphones in urban areas within easy access of those who cannot afford their own phone;
- a network constructed so subscriber-dialled calls flow freely; and
- a voice and data network for the industry, compatible with similar international networks.

DoT wants the telecom industry to collectively produce a million lines next year and reach a capacity of five million lines per year by the end of the decade. ITI, which only produces about 500,000 lines per year, will be clearly unable to meet such a demand. Consequently, the large multinational corporations will be needed to fill the gap.

Already, Alcatel has formed a joint venture with Modi to manufacture digital switching exchanges. AT&T has combined with Tata Telecom to manufacture transmission equipment. Fujitsu has signed a Memorandum of Understanding with Punjab Electronic Development Corporation to produce electronic exchanges. Motorola, Ericsson and Siemens are all interested. Canada's Northern Telecom also has a

Continued on page 2 — India

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Canada

Trade Business Plan

— Continued from page 1

consultation among External Affairs and International Trade Canada, Industry, Science and Technology Canada, and Investment Canada, and will result in a more coherent approach to trade, technology and investment matters.

The purpose of the International Trade Business Plan is:

- to promote broader awareness of the important global challenges and opportunities before Canada and to underline the need for Canadians to develop an outward-looking "trading culture";
- to enhance awareness of current federal policies, programs and activities to assist Canadian firms in their efforts to remain internationally competitive;
- to encourage ongoing dialogue between the private sector and the federal government to ensure that government priorities, strategies, and programs meet the real needs of Canadian companies; and
- to help co-ordinate activities with provinces to improve efficiency and reduce duplication.

"Canada's high standard of living is largely due to our capacity to be competitive in foreign markets," Wilson said. "The International Trade Business Plan is an element of our overall trade agenda to make

India Telecommunications — from page 1

presence in the country.

The technology and equipment sought is all state of the art. Existing switches in India were developed in the late 1970s and have been produced since 1984. Since then, progress has been made in leaps and bounds. One measure is the vast jump in Busy Hour Call Attempts (BHCA). As the name indicates, the measure represents approximately how many calls can be completed in one hour. Exchanges now offer a BHCA of 1.2 million, four times the existing figure for exchanges in India.

It is not only the big multinationals that have significant prospects in India; prospects are also good for the smaller niche producers.

DoT has announced that it will soon float a global tender for value-added services. It will be giving franchises for areas such as cellular mobile phones, voice-mail, electronic mail, audio-conferencing,

video-conferencing, radio-paging, and videotext.

There are also areas of opportunity for peripheral equipment such as facsimile machines and modems. Many of these areas hold great potential, not merely due to the vast population but also as a result of geography. Cellular phones, for example, are still confined to the automobile but have wide application as a low-cost option in certain rural and remote areas.

There are possible future opportunities in telephone infrastructure as opposed to terminal services. It is in supplying these that many small- and medium-size Canadian firms can be most successful.

For further information, contact Antony Page, Asia Pacific South Trade Development Division (PST), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-7256. Fax: (613) 996-4309.

Canada more internationally competitive. The larger Prosperity Initiative, of which trade is part, emphasizes not only that we **must** compete, but that we **can**."

To obtain your copy of the Business Plan, contact Info Export (see box at bottom of page 8).

Russian Federation Gets Credit Lines

The Government of Canada, working through the Export Development Corporation (EDC) has signed two lines of credit with the Russian Federation (Russia).

One line of credit for \$100 million will finance the sale of Canadian capital goods, primarily in the oil and gas sector; the other, for up to \$62 million and representing the remaining unallocated balance of an original \$150 million food line of credit with the former Soviet Union, will be used primarily for the purchase of vegetable oil products, meat, fish, baby food, powdered milk and animal feed.

Exporters should direct inquiries to EDC offices located in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

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BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CAMEROON— An entrepreneur seeking to set up shop to manufacture **rubber transmission belts and log rollings systems** would like to contact suppliers of appropriate machinery and equipment. Contact BMG, Trade Section, Embassy of Canada, Box 572, Yaoundé, Cameroon. Fax: (237) 22 10 90.

CAMEROON— A transportation company, specializing in rail and road bulking, urban trucking and transportation of express parcels, seeks a partner to provide **expertise in business management** (control of operational costs) and financing to expand truck fleet. Contact Link SA, Trade Section, Embassy of Canada, Box 572, Yaoundé, Cameroon. Fax: (237) 22 10 90.

CAMEROON— A business seeks partners with expertise in **quarry operation** to participate in expanding capital and in acquiring **new or used heavy equipment** (including leveller, loaders, dump trucks, caterpillars, compacters and crushers). Contact David Undoa, Trade Section, Embassy of Canada, Box 572, Yaoundé, Cameroon. Fax: (237) 22 10 90.

LITHUANIA — A computer trading company wishes to purchase a variety of items. They include: **modems** (2400, 9600, V42); **diskettes** (high density 5.25/3.5'); **dot matrix printers** (all carriage sizes, 9 and 24 pins); **laptop** (286 12-16MHZ), **desktop** (386 25-33MHZ); and **tower computers** (468 33MHZ); and **computer upgrades**. This company also requests price lists, information on taxes, shipping charges, and delivery terms. Contact Paulius Urbonas, Gojus International Ltd.,

Putvinskio 12A, Kaunas 3000, Lithuania. Fax: (70127) 225-642. Telex: 269896 RELAX SU.

NEW ZEALAND — A company which represents and produces local versions of Softdisk Publishing Inc.'s products and which is involved in the development of specialized software for on-line networks is interested in **computers software and on-line computer services via a modem**. Contact Alistair Stevens, I.T. Manager, Hargon International Ltd., P.O. Box 21-423, Henderson, Auckland, New Zealand. Tel.: (09) 837-1759. Fax: (09) 838-5663.

NEW ZEALAND — A company engaged in the repair, maintenance

and modification of all types of earthmoving machinery, cranes and trucks used in the forestry, mining and transportation industries seeks **supplier of component parts for its repair and maintenance divisions**. The company, which would like to act as **local agents to supply all similar operations in New Zealand**, is also interested in **importing and supplying specialist vehicles** (multi-drive trucks, dump trucks, waste disposal vehicles). Contact Wayne Fisk, Director, Wayne D. Fisk Limited (Diesel & Automotive Services), P.O. Box 35-064, Lower Hutt, New Zealand. Tel/ Fax: 64-4-567-3069.

Three-Month Export Sales Total \$1,928 Million

The charts below (covering the period April through June 1991) summarize the quarterly report of External Affairs and International Trade Canada's Trade and Industrial Development Program and are based on the returns (up to February 18, 1992) available from 80 of the 90 missions in all five major regions abroad. Among other findings, they indicate that, during the April-June 1991 period, there were 656 confirmed export sales for a value of \$1,928 million.

| REGIONS | MISSIONS | | NUMBER CONFIRMED | | VALUE CONFIRMED | |
|-------------------------|-----------------|--------------|----------------------|-------------|--------------------|------------------|
| | TOTAL | REPORTING | EXPORT SALES | | EXPORT SALES (\$M) | |
| Africa & Middle East | 17 | 14 | 34 | | 621 | |
| Asia Pacific | 19 | 14 | 95 | | 241 | |
| Europe | 27 | 25 | 91 | | 657 | |
| Latin America/Caribbean | 14 | 14 | 62 | | 173 | |
| United States | 13 | 13 | 374 | | 236 | |
| Total | 90 | 80 | 656 | | 1928 | |
| REGIONS | TRADE ENQUIRIES | | INVESTMENT ENQUIRIES | | BUSINESS VISITORS | |
| | Cdn | Local | Cdn | Local | Cdn Pr/Pub | Loc Pr/Pub |
| Africa & Middle East | 3313 | 2811 | 32 | 102 | 448/434 | 681/587 |
| Asia Pacific | 707 | 7228 | 413 | 428 | 829/802 | 2336/2515 |
| Europe | 7645 | 7519 | 538 | 683 | 2112/723 | 1931/866 |
| Latin America/Caribbean | 9979 | 11143 | 75 | 61 | 513/895 | 877/2755 |
| United States | 8228 | 7063 | 338 | 471 | 1781/777 | 1692/622 |
| Total | 36237 | 35764 | 1396 | 1745 | 5683/3631 | 7517/7345 |

EAITC's 1992-93 U.S. Trade-Related Events

The following are 1992-1993 trade-related events in which External Affairs and International Trade Canada expects to participate. The first listing was published in *CanadExport*, Vol. 10, No. 11, June 15, 1992. Further information on these events is available from the officer responsible for the various sectors.

Advanced Technology Products/ Systems/Services

Computer Hardware/Software/Informatics/ Data Processing/Office Automation

Officer: G. Willows Tel.: (613) 993-6576

- **NetWorld Dallas**—October 13-15, 1992—Dallas. PC-based computer networking hardware, software, peripherals and accessories.
- **Comdex Fall**—November 16-20, 1992—Las Vegas. Small computer systems, hardware and software, peripherals and accessories.

Advanced Technology Products/ Systems/Services

Electronic Components

Officer: D. Shaw Tel.: (613) 991-9474

- **Mission In-** February 1993- Atlanta/Ontario. Electronic components, test equipment, manufacturing/production equipment, including software.

Advanced Technology Products/ Systems/Services

Telecommunications

Officer: D. Shaw Tel.: (613) 991-9474

- **ComNet'93**- January 1993- Washington. (See Non-defense Government Procurement).

Agriculture/Food Products/Services

Semi-processed/Processed Foods/Beverages

Officer: P. Egyed Tel.: (613) 991-9483

- **Solo Food & Beverage Show and Incoming Buyers Mission**- February 2, 1993- Vancouver. Food, beverage and seafood products.
- **Solo Food and Beverage Show**- February 3, 1993- Boston. Food, beverage and seafood products.
- **All-Canadian Wine Championships**- February 7, 1993- Detroit. Wine and spirits.
- **Incoming U.S. Buyers to the Canadian Food and Beverage Show**- February 14-16, 1993- Toronto. Food, beverage and seafood products for the institutional foodservices trade.
- **Winter International Fancy Food and Confection Show**- February 28- March 2, 1993- San Francisco. Specialty food products.

- **Natural Products Expo West**- March 23-25, 1993- Anaheim, California. Organic and health foods, lifestyle products for specialty retail outlets.

- **Canadian Food and Beverage Show**- May 1993- Minneapolis. Food, beverage and seafood products.

- **Canadian Wine Tasting**- May 1993- Buffalo. Wine and spirits.

Chemicals/Petrochemicals/ Related Equipment/Services

Chemicals/Plastics

Officer: R. McNally Tel.: (613) 993-7486

- **SPE (Society of Petroleum Engineers)**— October 4-7, 1992 — Washington. Oilfield drilling, extraction and pipeline equipment, as well as laboratory equipment and services, research and software and safety equipment for work sites.
- **Plastics USA** — October 13 - 15, 1992 — Chicago. Every segment of the plastics industry including machinery, plastic materials, processed products, instrumentation and process control equipment.

Construction/Related Products

Converted Wood Products

Officer: R. McNally Tel.: (613) 993-7486

- **National Association of Home Builders (NAHB)**- February 19-22, 1993- Las Vegas. Construction products, building materials and related services.

Consumer Products/Services

Apparel/Footwear

Officer: N. Peacock Tel.: (613) 991-9476

- **CANADA MODE** — February 1993 — New York. Womens bridge price fashions.
- **Midwest Men's Wear Collective**— February 1993 — Chicago.
- **NEXUS Mission to Super Show**— February 1993 — Atlanta. Athletic apparel.

Consumer Products/Services

Arts/Crafts/Giftware

Officer: T. Weinstein Tel.: (613) 991-9479

- **Incoming Mission to Atlantic Craft Trade Show** — February 1993 — Halifax. Arts, crafts, apparel, giftware.

Consumer Products/Services

Cultural Industries (Book Publishing; Film & Video; Performing Arts; Sound Recording)

Officer: D. Shaw Tel.: (613) 991-9474

Regional Bookfairs:

- Winter — January 1993 — Chicago.

Film & Video

- **Solo Show - Canadian Connection** — November 1992 — Los Angeles. Canadian locations and services for film and video production.
- **Participation in IPS Meeting** — November 1992 — Baltimore. Selected Canadian film and video products.

Consumer Products/Services

Furniture

- Officer: T. Weinstein Tel.: (613) 991-9479
- **Designers Saturday Furniture Show**- October 15-17, 1992- New York. Office/contract furniture and seating.
 - **Incoming Mission to International Interior Design Exposition (IIDEX)**-November 20-22, 1992-Toronto. Office/contract furniture and accessories.
 - **Solo Institutional Furniture Show**- Date TBD- Minneapolis. Healthcare, institutional furniture.
 - **Solo Contract Furniture Show**-Date TBD-Dallas. Office/contract furniture and seating.
 - **Solo Contract Furniture Show**- Date TBD-Chicago. Office/contract furniture and seating.
 - **Incoming Mission to Toronto Furniture Market**- January 10-13, 1993- Toronto. Full range of residential furniture, accessories, and bedding.

Fisheries/Sea Products/Equipment

Fish/Shellfish/Marine

- Officer: P. Egyed Tel.: (613) 991-9483
- **Seafare International Southwest 93**- February 10-12, 1993- Long Beach, California. Fish and seafood products. Contact: Carl Light, Canadian Consulate, Los Angeles, tel.: (213) 687-7432.

Industrial Machinery/Environmental Equipment

Environmental Products/Services

- Officer: D. Marsan Tel.: (613) 991-9478
- **Petro-Safe '93**- January 1993- Houston. Hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, incineration equipment.
 - **Ocean Technology Workshop**-February 27, 1993- Newport. The purpose of this workshop is to promote trade, joint ventures, strategic alliances and joint development projects between Canadian and U.S. institutions. Expected attendance is 150 people representing companies and organizations involved in all aspects of marine technology including: hardware, software, engineering, exploration, consulting and

environmental protection. Canadian participants will have the opportunity to exhibit their products and services and to meet with potential U.S. partners, collaborators and buyers.

- **Hazardous Material (HazMat Central)**- April 1993- Chicago. Hazardous material management.

Industrial Machinery/Environmental Equipment

Hardware/Home Improvement

- **National Home Centre Show**-March 21-24, 1993- Chicago. Home improvement (do-it-yourself), lawn & garden equipment, hardware items.

Industrial Machinery/Environmental Equipment

Materials Handling

- Officer: P.-A. Rolland Tel.: (613) 991-9475
- **ProMat 93**- Materials handling equipment and systems including movement, storage, control and protection of products throughout the process of their manufacture, distribution, consumption and disposal.
 - **Association of Iron and Steel Engineers**- September 1993- Pittsburgh. Steelmaking equipment and equipment used in metals production and processing.
 - **Fabtech '93**- October 1993- Rosemont (Illinois). Sheetmetal fabrication and processing machinery.

Power/Energy Equipment/Services

Heating Equipment

- Officer: R. McNally Tel.: (613) 993-7486
- **Air-Conditioning, Heating and Refrigeration Exposition (ASHRAE)**- January 25-28, 1993- Chicago. All aspects of heating, ventilation and air-conditioning.

Sectors/Services

- Officer: D. Conrad Tel.: (613) 998-9441
- **Partnering Trade Mission**-January 1993- Boston. Geomatics.
 - **Trade Mission** - March 1993- El Paso. Transportation.

Sectors/Services

Non-defence Government Procurement

- Officer: D. Conrad Tel.: (613) 998-9441
- **Trade Mission to TechExpo** — October 1992 — Washington, DC. Information technologies, hardware and software and services.
 - **Trade Mission to U.S. General Services Administration (GSA)** — January 1993 — Itworth. Commercial (T.B.D.)
 - **Communications Networks (ComNet) '93** — February 2-4, 1993 — Washington, DC. Voice, data

communications, network products.

• **Federal Office Systems Exposition (FOSE)** — March 1993 — Washington, DC. Information technology.

Services Industries

Officer: D. Conrad Tel.: (613) 998-9441

• **Incoming Buyers Mission**- September 1992- Toronto/Moncton. Consulting engineering.

• **Interior Design/Architectural Mission**- September 1992- Atlanta.

• **Trade Mission**- October 1992- San Francisco/Los Angeles. Information technology services.

• **Trade Mission**- October 1992- Seattle.

• **Trade Mission**- October 1992- Atlanta. Defence software/environmental.

• **Trade Mission**- November 1992- Atlanta. Environmental services.

Transportation Systems/Related Equipment Automotive

Officer: A. McBride Tel.: (613) 993-5149

• **Urban Transit Mission**- August 1992- From Los Angeles to Toronto/Montreal. Equipment and technology associated with the operation of urban transit systems.

• **Ohio Automotive Wholesalers Show**- August 13 (Columbus); August 14 (Cleveland). Aftermarket parts and equipment for automobiles.

• **Incoming Urban Transit Reps from San Francisco to Vancouver or Toronto** — October 1992. Products relating to the operation of urban transit systems.

• **Sema/Big "I" Show**— November 3-6, 1992— Las Vegas. Parts and accessories for specialty and high performance vehicles.

• **Incoming Transit Mission from Detroit** — January 1993 — Toronto. To View Canada's Compressed Natural Gas (CNG) Technology.

• **SAE (Society of Automotive Engineers)** — February 1993 — Detroit. Automotive original equipment sector.

• **Mid-American Trucking Show**— March 1993— Louisville, Kentucky. Wide variety of trucking parts and accessories for both the original equipment and aftermarket sectors.

• **Incoming Transit Buyers Mission from New England** — March 1993. Transit equipment, systems, and technology.

Transportation Systems/Related Equipment Recreational/Working Boats/Accessories

Officer: J.P. Petit Tel.: (613) 991-9482

• **IMTEC (International Marine Trade Exhibit and Convention)** — First week of October 92 — Chicago. Recreational boats and marine accessories.

• **The Fort Lauderdale International Boat Show** — October 29-November 2, 1992. Recreational boats and marine accessories.

• **Incoming Buyers Mission to the Toronto International Boat Show** — January 10-19, 1993 — Toronto. Recreational boats and marine accessories.

• **The Miami International Boat and Sailboat Show** — February 13-19 1993—Miami. (Specific dates to be known later in the year). Recreational boats and marine accessories.

Railway Supply Show on Track in Chicago

Chicago — Time is running out, but an opportunity still exists for a small number of companies to reserve space at Canada's National Stand at the **Railway Supply Association Exposition** being held here September 20-23, 1992.

Canada has participated previously in this event and, though it is held only once every four years, it is the major railway show in the United States.

This year, major equipment displays are expected to occupy more than 70,000 square feet of exhibition space, while about 5,000 linear feet will be devoted to other displays and information booths.

Organizers say the **Railway Supply Association Exposition** is an excellent show for domestic and international manufacturers and importers of parts, equipment and services since those who attend

the event are suppliers to and operators of railroad industries around the world.

To find out more about the exposition and participation costs, contact, as soon as possible, Alan D. McBride, U.S. Trade and Investment Development Bureau (UTI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5149. Fax: (613) 990-9119.

Brazil Hosts Major Shows:

Oil and Gas is One...

Rio de Janeiro — External Affairs and International Trade Canada (EAITC) now is recruiting companies to participate in the largest petroleum industry show in Latin America.

Rio Oil and Gas Expo'92, at which EAITC will organize a national stand for the third consecutive year, will be held October 18-23. It could also be the focal point of a combined trade mission to petroleum-related events taking place in Colombia and Argentina around the same dates.*

Rio Oil and Gas Expo in 1990 (it's a biennial event) attracted 25,000 visitors. There were 316 company exhibitors from 31 countries. This year's attendance should be even higher as the **Expo** coincides with the annual meetings of the Latin American Association of State-Owned Companies (ARPEL).

Participation in **Rio Oil and Gas Expo** is an excellent occasion for companies to showcase their products and services in this sector, one in which a number of export opportunities have been identified for Canadian companies.

These include deep water production systems, slant and horizontal drilling technologies, pipeline technologies, SCADA systems, environmental technologies, and software systems.

Opportunities in the country's growing natural gas sector have been identified as well and include distribution, consulting services, processing plants, compressors and turbines, natural gas conversion for vehicles, and instrumentation and software systems.

One of the event's sponsors, Petrobras, the country's oil and gas conglomerate, is increasingly active in sourcing advanced technolo-

gies overseas.

Through its new computerized sourcing network, individual Petrobras offices can draw up a pre-qualified list of suppliers (international and domestic) and contact them directly with invitations for tenders. (An affiliate office in Houston, Texas, is responsible for Petrobras procurement out of North America).

*Subject to the interest expressed by Canadian industry, External Affairs and International Trade Canada is considering participating in the **Colombian Petroleum**

Congress (October 13-16, 1992) and in a **Mission to Argentina** (October 26-29, 1992). These events would be included in a trade mission centred around **Rio Oil and Gas Expo'92**.

Companies interested in **Rio Oil and Gas Expo** and the potential related mission should contact Carlos Munante (tel.: 613-996-2268) or Sven Blake (tel.: 613-996-4199), both of EAITC's Latin America and Caribbean Trade Division. The fax number for both contacts is (613) 943-8806.

... Livestock, Agriculture, the Other

Porto Alegre — One of Latin America's most important livestock and agricultural trade shows, **Expoiner Brazil'92**, will be held August 29 to September 6 in Porto Alegre, in the Brazilian State of Rio Grande do Sul.

The event will represent Canada's seventh consecutive year of participation as an institutional exhibitor, with the country having a large information booth that is designed to enhance Canada's reputation as a supplier of first class genetics to the Brazilian livestock market, the second largest livestock herd in the world.

The long-term approach to technology development and continued commitment to its application has elevated Canada to the status of being one of Brazilian breeders' best partners.

Sales of Canadian breeding stock, genetic material and artificial insemination (A.I.) technology to Brazil have increased over the past decade due to the strongly continued Canadian presence in the marketplace. Anticipated 1991-92 sales

are around Cdn\$2 million.

Most Canadian firms that have participated in previous shows are now well established in this sector, with excellent prospects for additional sales in a growing and dynamic market.

At **Expoiner Brazil'92**, Canada will be relying on industry to assist in maintaining Canada's national marketing profile. The pavilion will be revamped to better highlight Canada's private sector capabilities and activities in Brazil. The venue will enable participants to show their products and company more effectively.

Companies interested in participating in **Expoiner Brazil'92** should contact as soon as possible the Canadian Consulate General in Sao Paulo, Brazil (fax: (55-11) 251-5057); or Sven Blake, External Affairs and International Trade Canada, Latin America and Caribbean Trade Development Division (LGT). Tel.: (613) 993-4199. Fax: (613) 943-8806. (Companies will be expected to share the cost of participation).

PUBLICATIONS

Guatemala Petroleum

Petroleum Industry Opportunities in Guatemala (69LA), a recent study prepared by the Canadian Embassy in Guatemala City, is designed to advise Canadian companies on the opportunities in that country's petroleum sector, highlighting aspects of legislation as well as investment recovery.

Also discussed are regulations, infrastructure and organization, short term perspectives, and how to submit a proposal.

Copies of the study are available through Info Export (see box at bottom of this page).

U.S. Trade Fairs

Marketing Plans 1992/93 details, complete in one volume, the dates, locations, and contacts for U.S.-oriented trade fairs, missions, and export-related events that the U.S. Trade, Tourism and Investment Bureau of External Affairs and International Trade Canada anticipates organizing between June 1, 1992 and March 31, 1993. A partial list is on pages 4 to 6 of this issue. Copies of the all-in-one booklet are available, quoting code #96UA, through Info Export, as per box at bottom of this page.

Hi-Tech Fair Guide

A 1992-1993 Guide to International Trade Fairs and Missions: Advanced Technology Sector lists External Affairs and Interna-

tional Trade Canada (EAITC)-funded activities in this sector in which there will be formal participation by EAITC. The events — pertaining to computer hardware/software, communications, electronics, television and broadcast, geomatics, and multiple sectors — are listed geographically: United States, Europe, Asia Pacific, Latin America and Caribbean, and Africa and the Middle East. Copies of the guide or more information on the events may be obtained from Advanced Technology Division (TAE), International Marketing Bureau, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 944-0050.

Hi-Tech in Holland

Canada-Netherlands Overview: A High Tech Perspective briefly describes the market and, in several cases, illustrates Canadian opportunities in a variety of high tech sectors.

These include: telecommunications (data acquisition and control systems); computer hardware (PC peripherals and add-ons); computer software (specialized graphics, CAD/CAM, desktop publishing); GIS geographic information systems (strategic partnering); and instrumentation (industrial automation, electronic, laboratory and process control applications).

Other sectors and opportunities include: defence (simulators, re-

motely-piloted vehicles, sonar, minesweeper systems); aerospace (systems, components, parts); and electrical/electronic (possibly high-value electro-medical and military electronics components).

Active cooperation is being pursued in the field of biotechnology, in advanced industrial materials, and in the environmental field. And possibilities for joint projects exist in telecommunications, language and image processing, new production systems, transportation and logistics systems.

Copies of the complete reports may be obtained from Commercial Division, Canadian Embassy, P.O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel.: (011-31-70) 361-4111. Fax: (011-31-70) 356-2823.

Quality in Action

How to talk about this aspect of quality in a corporate setting and how to move a company or a person from intellectual assent to conviction is dealt with in **Quality in Action**, a publication that can be obtained for \$34.95 from John Wiley and Sons Canada Limited. Tel.: (416) 236-4433. Fax: (416) 236-4448.

Tourism Activities

U.S. and Overseas Market Profiles with Lists of Tourism Promotion Activities Planned for 1992 (#34XA) is available through Info Export, as per box at bottom of this page.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
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CANADEXPORT

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External Affairs and
International Trade Canada

Increased Demand for Security Services Means Market Opportunities in Belgium

Expected to grow at an annual rate of 5 per cent, the market in Belgium for security services and equipment offers opportunities for Canadian exporters, says a report received from the Canadian Embassy in Brussels.

According to the review of this sector, there are two totally different markets in Belgium for security equipment. One is a limited market for non-professional, low-priced products, sold mainly through do-

it-yourself distribution outlets and mail order catalogues.

The second market demands sophisticated and reliable products

and services. This sector has very good growth potential — given that potential robbery and break-in targets are being advised by all insurance companies that coverage will be provided only when approved equipment — put in by licensed installers and covered by an adequate maintenance contract — is in place.

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New Zealand Imports from Canada Require Health Certificates

The New Zealand Customs has published the following inventory of products imported from Canada which require a health certificate before they may be released from Customs control. They include:

- Breakfast cereals and mueslis
- Cereal, flour and starch preparations
- Cereals, whole grain
- Cheese
- Crustaceans and molluscs
- Desiccated coconut
- Edible nuts
- Extracts of juices of meat, fish, crustaceans or molluscs
- Fish and fish products
- Flours and meals of oil seeds or oleaginous fruits
- Frozen frog legs
- Fruit, dried, glace, candied or crystallized
- Fruit and vegetable juices
- Fruit, nuts, fruit peel and other parts of plants
- Herbs, spices and curry powder

- Mushrooms and truffles, prepared or preserved other than by vinegar or acetic acid
- Nuts, ground nuts and other seeds
- Other vegetables prepared or preserved other than by vinegar or acetic acid, not frozen
- Prepared or preserved meat in airtight cans or jars excluding preparations of blood
- Prepared or preserved liver of animals
- Prepared or preserved turkey
- Sauces and preparations thereof
- Sesame seeds
- Sesame seed oil and
- Soups, broths and preparations thereof.

For more information on market access into New Zealand, contact Ray Buciak, Asia Pacific Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

Market Growth

The report says the demand (imports totalled US\$360 million in 1990) for high-quality security systems is expected to increase for a number of reasons:

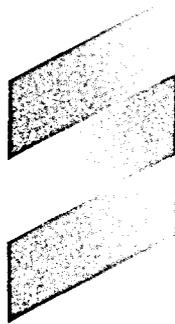
- Belgium hosts large numbers of multinational companies and international organizations;
- the number of intrusions has increased some 300 per cent over the last 10 years;
- there is a certain fear of terrorist activity;
- insurance companies will not cover car theft unless the vehicle is equipped with a licensed system that complies with strict regulations — currently, only 10 per cent of cars on the market are equipped with an alarm system.

Market Access

Canadian companies wanting to successfully enter this very open country — there are no major import barriers — should select a licensed agent/distributor/installer or set up a subsidiary and go through the licensing procedure.

These companies also should have their equipment approved by

Continued on page 4 — Security



Canada

International Trade

The Challenge Continues

The Trade Commissioner profession offers many stimulating ways to serve the Canadian business community. Managing CanadExport for three years was one of my most challenging.

With a small, highly-motivated team, this newsletter has been transformed into a decision-making tool for exporters.

What CanadExport publishes must meet specific criteria: "Is this information going to help the reader make better decisions in the field of international trade?"

The other aspect that is deemed essential is to provide the contacts (names, telephone and/or fax numbers) who can provide further assistance on the topics covered: participation at trade fairs and exhibitions, market research, export assistance, etc.

The enthusiastic feedback from CanadExport's readers has been extremely rewarding for the newsletter team. Direct mail, daily requests for subscriptions, the rage of those, afraid of missing one issue, who are never satisfied with the time it takes our mailing house to change an address. (It takes only a few days but two issues are already in the mail to the old address).

But the ultimate feedback comes from all of you, who daily use the contacts and phone numbers that we provide to enable you to get involved one way or another in international trade.

Under a new Editor but with the same competent team, CanadExport will continue to provide access to the wide knowledge and expertise available in this department and in our foreign posts.

New formulas to increase market share have emerged in the last few years: strategic partnering, joint venture, manufacturing agreements, etc.

CanadExport's commitment to excellence will enable it to keep on top of these different ways its readers can become involved — hopefully, successfully — in international business.

I am going back in the field, to Barcelona, to assist Canadian companies in doing business with Spain. It will be my pleasure and my privilege to serve the readers of CanadExport.

René-François Désamoré
Editor-in-Chief

Achieving Trade Expansion Nets Foreign Service Award



Robert Turner, Canada's Trade Commissioner to Santiago, Chile, has been presented with the 1992 Foreign Service Officer Award.

The award, presented June 17, 1992 by Secretary of State for External Affairs, the Honourable Barbara McDougall, was in recognition of Mr. Turner's outstanding efforts and achievements in helping to expand Canadian trade and investment in Chile and throughout Latin America.

CanadExport Citation



René-François Désamoré, Editor-in-Chief of *CanadExport*, was presented with a Citation "for developing a highly successful newsletter for Canadian exporters."

The Citation was presented at the second annual banquet of the Professional Association of Foreign Service Officers.

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COSTA RICA — The Canadian Embassy has been approached by the project head to see if there are Canadian companies interested in participating in the **planning, design, and construction of a meat packing plant** in the rapidly developing San Carlos region. The plant will be designed to process **48,000 beef animals per year** and to eventually include **by-product processing facilities**. Information on the availability of Canadian programs to assist exporters in this type of venture is available through the International Trade Centres (of Industry, Science and Technology Canada) in major Canadian cities. It is possible that Canadian International Development Agency funding could also be available. Interested Canadian companies wishing to discuss the project or requiring more information may contact Rodrigo Alberto Carazo Z., Project Executive, Apartado 896 Centro Colon (1007), San Jose, Costa Rica. Tel/Fax: 506-28-6149.

COSTA RICA — A well-established company in San Jose seeks **investors interested in equity investment opportunities for a tourism/development project** on the Pacific Coast. The project involves the construction of a high-quality resort with 10 four-person bungalows, an additional 14-room, one-storey building, casino facilities, swimming pool, pool side bar and tennis courts. Contact Freddy Alvarado, Centram Enterprises Ltd., #408-2120, San Francisco, Goicoechea, San Jose, Costa Rica. Tel.: (506) 33 01 86. Fax: (506) 23 91 51.

COSTA RICA — A specialist in the

assembly of light electronics seeks **a joint venture partner to locate assembly operations offshore** and to take advantage of **free trade zone facilities** in the region. The company has had extensive experience in the production of **security devices, PCBs and consumer electronics**. Contact Freddy Alvarado, Centram Enterprises Ltd., #408-2120, San Francisco, Goicoechea, San Jose, Costa Rica. Tel.: (506) 33 01 86. Fax: (506) 23 91 51.

COSTA RICA — A regional manufacturer of industrial and

agricultural conveyor systems seeks **a joint venture partner to manufacture and distribute conveyor systems** in both domestic and export markets. The company currently produces a wide assortment of conveyors, including **motorized belt conveyors, grain transportation systems and gravity conveyors**. Contact Freddy Alvarado, Centram Enterprises Ltd., #408-2120, San Francisco, Goicoechea, San Jose, Costa Rica. Tel.: (506) 33 01 86. Fax: (506) 23 91 51.

Agriculture Market in Mexico

Changes taking place in Mexico's agricultural sector are creating numerous opportunities for Canadian exporters interested in doing or expanding business with that country.

According to the latest information, that country's constitutional adjustments "will open a new chapter in Mexican agriculture, creating many private investment opportunities in the agricultural sector which is currently one of the most dynamic sectors in the Mexican economy."

One example of these adjustments is that foreign corporations now are able to buy land, within the limits established by law, for agricultural, livestock and forestry purposes.

Mexico's attempts to take a long-term agricultural development perspective and to introduce various forms of deregulation have created private investor opportunities in such areas as research and development, infrastructure, production, processing and commercialization (transportation, storage, marketing).

"For Canadians," the report says, "there are many opportunities for investment and technology transfer in dairy, processed foods, grains, poultry and forestry." In this context, the Embassy has identified over 60 high-profile joint venture projects in the agricultural sector.

What's more, the Mexican government promotes foreign investment in projects that help increase its exports. Especially promoted are joint ventures with Mexican producers or agro-industries, infrastructure development projects, as well as projects in storage, transportation, irrigation and seaport facilities.

The country's market for food and beverages is booming. Aggregate consumption of these products has increased 34 per cent from 1989 to 1990, reaching \$21 billion in the last year.

For further information, contact Marcel Lebleu, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-8804. Fax: (613) 943-8806.

Agri-Food Markets Grow for Canada's Exporters: ... to Japan...

By far Canada's most important offshore trading partner — approximately \$20 billion in two-way trade — Japan also is Canada's second most important customer (after the United States) for agri-food products.

In 1990, agricultural commodities represented about 20 per cent (\$1.6 billion) of Canada's \$8.2 billion exports to Japan, ranking Canada fourth as a supplier, with 6.4 per cent market share. The country is Canada's number one market for canola, rye and buckwheat.

These and other trade matters are revealed in the report, *Japan: Agri-Food Export Market Assessment*, copies of which can be ordered as indicated in the last paragraph of this article.

According to the report, a number of factors — including Japan's declining ability to compete in food production, the exorbitant cost of agricultural land, and the movement of people from rural to urban centres — "will accelerate the growing demand for imported agricultural and food products."

But that doesn't mean it will be easy to increase Canada's share of this market. Japan continues to maintain highly protective measures and its entire agricultural farm and food policy (discussed in the report) is a controversial one.

Despite this, the report identifies the main growth sectors in Japan for Canadian agri-food exports. They are: meats (beef and pork); grains and oilseeds; processed foods and beverages; dehydrated alfalfa and hay; and animal genetics.

Each of these sectors are then analyzed according to: growth and size of market; opportunities for Canada; competitive analysis; constraints; and possible activities (that would enhance trade or reduce ob-

stacles to trade).

In addition to graphs, charts and maps, the report provides an agricultural and economic profile of Japan and lists useful contacts.

Copies of *Japan: Agri-Food Export Market Assessment* are

available from its publisher, International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, C.D. Howe Building, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

...And to Korea

With overall Canada-Korea trade in 1990 totalling \$3.8 billion — Korea has been enjoying a trade surplus in recent years — Korea became Canada's sixth largest trading partner.

And that trend is likely to continue, what with business persons from both countries agreeing that a realistic goal for trade between Canada and Korea is \$10 billion by the year 2000.

These and other trade matters are revealed in the report, *Republic of Korea: Agri-Food Export Market Assessment*, copies of which can be ordered as indicated in the last paragraph of this article.

The report notes that Canadian agri-food exports to Korea have been experiencing double-digit growth, reaching \$155.7 million in 1990. As well, that country has been targeted as a priority market by Canadian agri-food organizations involved with market development and promotion for feed grains, canola, alfalfa products, beef and swine genetics.

With these priorities in mind, the report analyzes eight specific sectors of potential opportunity for Canadian exports: hides and skins; grains; oilseeds and products; dehydrated alfalfa; beef; swine genetics; pork; and dairy genetics.

More significantly, each of these sectors is then looked at in terms of:

growth and size of market; opportunities for Canada; competitive analysis; constraints; and possible activities (remedies).

Copies of *Republic of Korea: Agri-Food Export Market Assessment* are available from its publisher, International Programs Directorate, Agri-Food Development Branch, Agriculture Canada, 1st Floor West, C.D. Howe Building, 240 Sparks Street, Ottawa K1A 0C5. Tel.: (613) 993-6671. Fax: (613) 995-0949.

Security Market

Continued from page 1

A.N.P.I., a non-profit test laboratory set up by the Association of Insurance Companies of Belgium.

The licensing of security equipment/services companies is governed by a law — which should be reviewed very carefully by companies thinking of establishing in Belgium — enacted in 1990. Application is made to the Ministry of the Interior.

Further information on the security services/equipment market in Belgium is available from Elizabeth Golberg, Second Secretary (Commercial), Canadian Embassy, 2, avenue de Tervuren, 1040 Brussels, Belgium. Fax: (011-32-2) 735-3383.

Telecom Exhibition in B.C. Opens Door for Global Traders

Vancouver—Exhibit space still is available, on a first-come, first-serve basis, for telecommunications companies that want to be part of an event that, in 1990, has generated \$62 million in sales to date.

It's also worth their while to attend concurrent conferences, lectures and seminars that will keep them abreast of the latest developments in a global communications market valued at \$500 billion.

INTER COMM 93, the **Global Telecommunications Congress & Exhibition**, will be held February 22-25 in Vancouver, B.C. and is well on the way to surpassing the inaugural event of 1990.

At the inaugural, more than 170 international telecommunications companies exhibited, occupying 400 booths. The concurrent Congress included 164 speakers and total attendance exceeded 6,000 persons.

INTER COMM 93 is expected to draw more than 200 leading telecommunications manufacturers and services providers, with attendance by more than 7,000 buyers from more than 50 countries. The Congress will feature 150 speakers in 40 sessions.

Exhibitor emphasis will be placed on a wide variety of areas, including broadband, business communications, cellular, data/digital communications, electronic messaging, engineering/consulting, personal communications systems, switching, teleconferencing, and transmission (fibre/electro optics).

Canadian companies wishing to participate in or wanting more information on **INTER COMM 93**, "the premiere international telecommunications event in Canada", should contact Will Fong, Project Director, **INTER COMM 93**, 500-1190 Melville Street, Vancouver V6E 3W1. Tel.: (604) 669-1090. Fax: (604) 682-5703.

Brochures Invited for Shows:

...In Basel (Information Technology)...

Basel — Canadian firms in the computer hardware, software and peripherals sectors are invited to submit their corporate literature/videos for display at an External Affairs and International Trade Canada information booth (staffed by personnel from the Canadian Embassy in Berne) at **Orbit 92**, being held here September 8-12.

Orbit, billed as the **Information Exhibition for Communication, Office Organization and Infor-**

mation Technology, is the largest national information technology show in the Germanic part of Switzerland.

Interested companies should send — for arrival by August 20 — ten copies of their product literature/videos to Paul Connors, Commercial Division, Canadian Embassy, P.O. Box CH-3000, Berne 6, Switzerland. Tel.: 011-41-31-44-63-81. Fax: 011-41-31-44-73-15.

...In Britain (Aerospace)... and

Farnborough — Companies are being invited to participate — through the display of product literature — in an Information Booth which External Affairs and International Trade Canada will have within the Canadian Industry Stand at the **Farnborough International Aerospace Exhibition** being held here September 6-13, 1992.

The Canadian industry participation is being developed by private industry with the co-operation of the Aerospace Industries Association of Canada.

The Farnborough event is held biennially — alternating with the **Paris Air Show** — and, having

been held for more than 40 years, is one of the most significant aerospace and defence trade shows in the world.

At this year's show, participating companies will be able to display their products to more than 350,000 expected attendees.

For further information or to send literature — (literature must be received by August 7, 1992) — contact Louise Cameron, Trade Fairs and Missions-Europe Trade Development Division (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-3607. Fax: (613) 995-6319.

...In Basel (Environment)

Basel — Canadian environmental equipment, services and technology firms are now being solicited to freely display their product literature at a show being held in this city October 6-9, 1992.

Canadian Embassy personnel from Berne will staff the information booth which will be set up at **M.U.T.'92**, the **European Exhibition for Environmental Technology and International Con-**

gress for Environmental Technology and Research.

Companies interested in participating in **M.U.T.'92** should forward — for arrival at the Embassy no later than **September 25** — 25 copies of their brochures (and business cards) to Canadian Embassy, Commercial Division, P.O. Box CH-3000, Berne 6, Switzerland. Shipments must show **Berne as final destination.**

Recruitment Underway for U.S. Auto Specialty Equipment Show

Las Vegas — Space for up to 14 Canadian companies has been allocated at External Affairs and International Trade Canada's National Stand at SEMA/AI, being held here November 3-6, 1992.

SEMA/AI (Specialty Equipment Manufacturers Association/Auto International Association Show) is an excellent venue for domestic and international manufacturers and importers of parts and accessories for specialty/performance vehicles, light trucks and automobiles.

Last year — Canada has partici-

pated eight times at SEMA — Canadian exhibitors projected sales in excess of \$6 million.

Attendees at this event include warehouse distributors, chain stores, jobber/retailers, service and repair specialists, car dealers, tire dealers and rebuilders, designers, engineers, and marketing personnel — both from the major U.S. manufacturers and from U.S.-based foreign automobile manufacturers.

This year, as part of the Automotive Aftermarket Industry Week, SEMA will have the support of the U.S. Department of Commerce Foreign Buyers Program — which means more international buyers will be attending the show.

Companies interested in participating in SEMA'92 or wanting further information (including participation fee) on the show should contact, as soon as possible, Alan D. McBride, U.S. Trade and Investment Development Bureau (UTI), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-5149. Fax: (613) 990-9119.

Korea to Host Its Largest Exhibition

Seoul — Entering its sixth year and attracting buyers who are interested in sourcing the latest products from around the world, Korea's largest and most comprehensive exhibition — SITRA'92 — will be held September 29-October 5.

Organizers say exhibiting at SITRA (The Seoul International Trade Fair) will provide Canadian companies with "a wonderful opportunity to gain exposure in one of Asia's most important markets."

In 1990, SITRA attracted 435 exhibitors, including 183 from abroad. At that event, more than 3,100 buyers negotiated sales of nearly US\$550 million.

For more information on how your company can exhibit, contact Korea Trade Centre, 65 Queen Street West, Suite 600, Toronto M5H 2M5. Tel.: (416) 368-3399. Fax: (416) 368-2893; or Korea Trade Centre, One Bentall Center, 505 Burrard Street, Suite 1710, Vancouver V7X 1M6. Tel.: (604) 683-1820. Fax: (604) 687-6249.

International Trade Fairs

Notices of international trade fairs in which Canadian companies might be interested but in which External Affairs and International Trade Canada (EAITC) may not be directly involved recently have crossed this desk. They include:

7th Izmir International Fair — August 26-September 10, 1992 — Izmir, Turkey. Contact IZFAS, Sair Esref Bulvari 50, 35230 Kulturpark, Izmir, Turkey. Fax: (90-51) 25 43 42. Telex: 52174 fair tr.

International Exhibition of Food Technology (FIDTA'92) — September 8-14, 1992 — Buenos Aires. Contact Rodolfo Rodriguez, Minister Counsellor, Embassy of Argentina, 151 Slater Street, Suite 400, Ottawa K1P 5H3. Fax: (613) 563-7925.

International Shipping & Marine Technology Market & Congress (SMM'92) — September 29-October 3, 1992 — Hamburg, Germany. Covers the latest developments in shipbuilding, ship operation technology, marine technology and port equipment. Anticipate 30,000 trade visitors/buyers from 50 countries. Contact Lorraine Reardon, EAITC. Fax: (613) 995-6319; or Erika Gothe, Canadian German Chamber of Industry & Commerce, Montreal. Tel.: (514) 844-3051. Fax: (514) 844-1473.

CONSTRUCTECNIA'92/SUBCONTRATA International'92/Transportec'92 — November 20-29, 1992 — Lima, Peru. Three specialized fairs covering machinery equipment and construction material; industrial subcontracting; and transportation. Contact Ms. Juana Kanna, Coordinator. Telex: 25504 PEFERIA. Fax: (5114) 523-907.

CANADEXPORT
suspends publication
for two issues during
the summer months.

The next issue
of **CANADEXPORT**
will be published
September 1, 1992.

Number to Note

The new facsimile number for the Canadian Embassy Post in Quito, Ecuador is (011-593-2) 503-108.

India's Engineering Trade Fair a Global Attraction

New Delhi — Canadian companies now are being recruited by External Affairs and International Trade Canada to participate in the **10th Indian Engineering Trade Fair (IETF)**, being held February 14-21, 1993 in Pragati Maidan, New Delhi.

Organized biennially since 1975 by the Confederation of Indian Industry, **IETF** attracts as many as 600 exhibitors from developed countries around the world.

It is the ideal venue at which to look for an "industrial collaboration" partner; to find an agent (agents are needed to sell to the Indian market); to contact potential customers; and to meet with government decision-makers in Delhi.

For Canadian participants, the **IETF**, complemented by seminars,

conferences and workshops, offers the best opportunities in the following sectors:

- financial and business services sector
- oil and gas products and services
- power and energy equipment and services
- information technology and electronic products and
- primary and secondary industrial and special machinery.

Canadian companies engaged in these sectors and wishing to participate in or seeking more information on **IETF** should contact R. Grison, Asia Pacific South Trade Development Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-0952. Fax: (613) 996-4309.

Events in Leipzig

August 23-25, 1992

Leipzig Fashion Fair.

September 3-7, 1992

URBANIA Municipal Services Trade Show: Equipment for municipal facilities, traffic information systems, cleaning/waste disposal equipment and services.

September 3-7, 1992

BUGRA Printing/Packaging Trade Show: Printing machinery, book-binding, packaging equipment, consulting services.

September 3-7, 1992

BIK'92 Office/Communications Systems Trade Show: Personal computers, work stations, office telecommunications systems, filing/retrieval systems.

September 16-19, 1992

TGA 3rd International Exhibition for Technical Equipment in Buildings.

October 30-November 4, 1992

MEBA Metalworking Trade Show: Manufacturing systems, machine tools for metal cutting, software, industrial robots, electronics, testers.

October 30-November 4, 1992

Construction Trade Show: Construction chemistry/preservation of structures, building machinery/tools, roofs/walls/facades, sanitary/heating systems.

December 3-8, 1992

Tourism/Camping Trade Show.

Persons wanting additional information on these events should contact Carlos Pechtel De Avila, Agent General for Canada, Leipzig Fair Canada Office, 11231 Jasper Avenue, Edmonton, Alberta T5K 0L5. Tel.: (403) 482-3427. Telex: 037-2991. Fax: (403) 488-0350. Toll-free: 1-800-661-2221.

NEW EMBASSY OFFICE IN ESTONIA

The address for the Embassy office in Tallinn, Estonia is Office of the Canadian Embassy, Toom Kooli 13-2nd Floor, EE 0001 Tallinn, Estonia. The telephone numbers are: (7-0142) 449-056 (local) or (358) 298103 (via Finland). The fax number is (358) 298104 (via Finland).

Reports Focus on Technology Markets in The Netherlands

For the first nine months of 1991, Canadian exports to The Netherlands totalled \$1.3 billion, giving Canada a trade surplus of approximately \$850 million.

The majority of Canadian exports were commodities, but increasingly the trend is toward manufactured end products, including computers, office equipment, machinery and high technology equipment.

Reports and overviews on the

characteristics of - and potential opportunities in - various technology markets in The Netherlands have been received from the Canadian Embassy in The Hague.

Copies of the complete reports may be obtained from Commercial Division, Canadian Embassy, P.O. Box 30820, 25 Parkstraat, 2500 GV The Hague, The Netherlands. Tel.: (011-31-70) 361-4111. Fax (011-31-70) 356-2823.

BUSINESS AGENDA

Toronto—September 18-19—“Sri Lanka 92: Gateway to the Developing World” is a two-day trade exhibition designed, among other reasons, to promote bilateral trade between Sri Lanka and Canada. The exhibition is limited to 50 participants. To register or to obtain information on cost and booth size, contact Canada-Sri Lanka Business Council, 30A Hazelton Avenue, Toronto M5R 2E2. Tel.: (416) 849-1214. Fax: (416) 849-4823.

Toronto — September 20-22 — Exhibitors representing all sectors of the industry will promote their products at the Canadian Seafood and Frozen Food Show. For further information, contact Ralph Weil, Meteor Show Productions, Toronto. Tel.: (416) 229-2060. Fax: (416) 223-2826.

Vancouver—September 22-24—How the forest industry restructures itself to compete successfully in global markets for the next 20 years is one theme of the **Forest Summit Conference 1992**. In addition to workshops, three critical papers will be presented on: “Global Fibre Supply and Demand Trends”; Technology and the Knowledge-based Forest Industries of the Future”; and A View of Canada’s Forest Products Sector in 2010”. For registration and other information, contact Paddy O’Reilly, Conference Director. Fax: (604) 688-1573. Other forestry-related events include **Demo 92**, an exhibition of tree-felling equipment and machinery, Kelowna, September 17-

20, fax: 604-666-2353; **Wood Expo 92**, a showcase of the latest forest products, services, equipment and technology, Vancouver, September 23-25, fax: 604-433-9549; and

EXFOR-West, a display of state-of-the-art pulp and paper equipment and machinery, Vancouver, September 23-25, Vancouver, fax: 604-433-9549.

PUBLICATIONS

Chemical Market Surveyed in Guatemala

Canadian suppliers who undertake aggressive marketing activities and appoint local representatives could get a better share of one of Guatemala’s most important imports — chemicals — according to *Chemical Market Survey - Guatemala* (#65LA), a report recently prepared by the Canadian Embassy in Guatemala City.

In the last four years, the value of chemical imports to Guatemala has not been less than US\$262 million. In 1991, the value of chemical imports peaked at \$315 million — yet Canadian suppliers captured only very small percentages of the market, indicating there is “substantial potential for growth in the Canadian market share,” says the report.

What’s more, the chemicals that Guatemala imports in increasingly higher volumes are available from Canada. They include chemicals used in the fertilizer, food processing, sugar, soap, detergent, cosmetic, paint, and textile and water treatment industries—all of which are described in the study.

Copies of the report, which also

provides information on customs duties, shipping, agents and distributors, are available through Info Export (see box at bottom of page 8).

For additional information on Guatemalan or other Central American markets, contact T. A. Bearss, Latin American and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Arab Agricultural Directory

Canadian agricultural companies wanting to make their presence known in the Arab world are being invited to purchase advertising space in a major directory that is now being compiled. The comprehensive *Arab Agricultural Directory 1993*, in both Arabic and English, is being published by The Arab Agricultural Engineers Union, a group whose total membership now exceeds 150,000 Arab agricultural engineers. For more information on the directory, contact Omar Hajzoug, VP Marketing, Omar Publishing, 68 Stanley Avenue, Ottawa K1M 1P6. Tel/Fax: (613) 746-6780.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 993-6435). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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RETOURNER A LA DIVISION DES AFFAIRES EXTÉRIEURES
September 1, 1992

PEMD: Now More Selective, More Effective

By Sylvie Bédard, Editor-in-Chief

To help Canadians more successfully export their goods and services, the federal government has brought significant changes to the well-known PEMD.

Most readers are familiar with the Program for Export Market Development (PEMD) and have probably used PEMD assistance at some point.

This program, often referred to as the cornerstone of federal gov-

ernment assistance to Canadian exporters, has undergone substantial changes in recent months to make it a more selective and effective support to export trade.

Here are the highlights of the new PEMD:

The first change is that, as of now, all proposed activities shall be accompanied with a documented marketing plan.

Various elements of the program are also modified:

Trade Fairs/Visits/ Marketing Agreements:

What is new is the establishment of a threshold concept: preference will be given to proposals from companies with annual sales greater than \$250,000 and less than \$50 million. Otherwise, other criteria related to these activities remain basically unchanged. This is by far the most commonly used element of the program: 82 per cent of the funds approved are for trade fairs and visits, which fall entirely under the responsibility of the regional International Trade Centres.

Project Bidding:

New features are that preference will be given to applicants with minimum annual company sales of \$1 million; there is now a minimum bid value of \$1 million; the minimum financial contribution from PEMD is \$25,000, whereas the maximum contribution is \$250,000. Moreover, approval of projects will now be done by a committee comprised of a cross section of members of Industry, Science and Technology Canada and External Affairs and International Trade Canada.

Continued on page 2 —
PEMD

Florida Amusement Attractions Serious Business for Canadians

Trade opportunities can arise in the most unexpected places — like the following that recently crossed this desk and which should prove quite attractive to certain Canadian exporters.

Several tourist attractions in Central Florida have indicated they are quite receptive to purchasing Canadian products. A summary follows:

• Walt Disney Attractions:

Located in suburban Orlando and operating Disneyworld and EPCOT Center, the parks feature numerous giftware boutiques that sell a variety of goods.

Of special interest to Canadian suppliers of 'Canadiana' giftware and souvenirs is the Canadian Pavilion at EPCOT. This is a two-stage outlet, with the "trading post" offering goods associated with 'rustic' Canada, and the Boutique of the Provinces selling more contemporary clothing, souvenirs, arts and crafts.

Products found in the trading

post include, among other items, Indian-motif jewellery, T-shirts, Inuit carvings, and arts and crafts. The Boutique shows leather sculptures, collector dolls, clothing and pottery. Price points in both outlets range from a few hundred dollars to several hundred dollars retail.

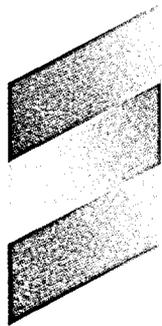
The EPCOT buyers will consider new lines of merchandise — if they meet Disney's quality, themes, and profit margins.

Companies wishing more details or wanting to explore selling to EPCOT should send photographs or catalogues, product descriptions, and price lists (in US dollars) to Nancy Sutton Scott, Merchandise Buyer, EPCOT Center, Box 10000, Lake Buena Vista, Florida 32830, United States.

Do not send samples and do not telephone. Ms. Sutton Scott or her colleague, Nancy Churchill, will initiate further contact, if warranted.

Continued on page 2 — Florida

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PEMD: More Selective, More Effective

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Special Activities (Trade Associations/Organizations):

There are key changes:

Approval of project will be required from the association's board of directors; the minimum contribution is \$15,000, with a maximum contribution of \$100,000; only one application per fiscal year will now be permitted; maximum reimbursement of approved eligible costs will be 50 per cent; and, as is the case for Project Bidding, approval will be by

committee.

N.B. Two former elements of the program, Permanent Sales Offices Abroad and Innovative Marketing, are temporarily suspended, pending review of funding sources.

Of the \$18.3 million budget allotted to PEMD for the current fiscal year, \$3.9 million has been committed against 594 approved projects during the first quarter of the year, out of 934 applications. In other words, there is assistance available, if you have done your homework and come up with a

well-conceived documented proposal!

For more information, ask for your new PEMD handbook (recycle the oldies) from the closest regional International Trade Centre, the offices of which are co-located with Industry, Science and Technology Canada, or from Info Export (see box at bottom of page 8).

Mexico Shipment Requirements

A Mexican requirement that all livestock export health certificates be "consularized" (i.e., stamped at a Mexican Consulate in Canada) before shipment to Mexico has been eliminated.

The requirement had imposed time and financial constraints, particularly since many exporters of livestock to Mexico had only 30 days or less before the expiry of their health papers. Indeed, the procedure had been viewed as an onerous Customs requirement unrelated to health issues.

The same requirement, but this one pertaining to the shipment to Mexico of fish and food products, may "soon be eliminated", a Mexican Health official has advised the Canadian Embassy in Mexico City.

At the present time, however, exporters are reminded that the requirement remains in effect for the shipment of fish and food products to Mexico.

For more information on Mexican livestock, fish and food products export requirements, contact Trevor Wiebe, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5359. Fax: (613) 943-8806.

Florida Attracts Exporters

Continued from page 1

• Universal Studios:

The purchasing department at Universal is open to receiving bids for hundreds of products, from hardware (tools, nails, paint, nuts and bolts) to furniture, kitchen equipment, paper plates and cups, and machinery.

There is particular interest in Canadian printers who have the capacity and capability to provide millions of copies of brochures that contain six colours, special folds and other special effects.

Universal's purchasing agent would like to receive information

from Canadian companies that want to sell to his operation or that want to be placed on the mailing list for bids or tenders.

The contact is: Christopher Martin, Sr., Universal Purchasing Manager, 1000 Universal Studios Plaza, Orlando, Florida 32819, United States.

For further marketing information on Florida, contact the Canadian Consulate General, Suite 400 South Tower, One CNN Center, Atlanta, Georgia 30303-2705, USA. Tel.: (404) 577-6810. Fax: (404) 524-5046.

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Sylvie Bédard

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Mail to: CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CZECHOSLOVAKIA — A dental firm wishes to **import dental materials, perform spray filling work for other firms, obtain overseas representation and enter into a possible joint venture arrangement.** The company also produces pharmaceutical, veterinary and cosmetic use preparations. Contact Rudolf Blabolil, Marketing Manager, Dental s.p., Povltavska 4, 180 00 Prague 8, Czechoslovakia. Tel.: (0042 2) 683 1581-3. Fax: (0042 2) 826442.

CZECHOSLOVAKIA — The Research Institute of Medical Engineering is interested in the **joint development or production of medical equipment, the development of new markets, and in the representation of foreign firms in Czechoslovakia and Central and Eastern Europe.** Contact Jan Kreisler, Marketing Manager, Research Institute of Medical Engineering, Kamenice 3, 658 09 Brno-Bohunice, Czechoslovakia. Tel.: (0042 5) 3175. Fax: (0042 5) 325909.

INDIA — One of New Delhi's leading manufacturers of **materials handling equipment** seeks **new technology** for the manufacture of same. The firm is looking particularly for **suitable technical collaboration** to manufacture **conveyors/systems** (for both surface and underground applications); **heavy-duty and large-capacity crushers** (single and double roll, hammer mills, impactors, ring granulators,

jaw crushers); **vertical turbine pumps** (sewage/sludge, submersible, chemical, horizontal split casing, and rubber-lined pumps); and **electro-magnetic and electro-mechanical feeders.** Contact K.K. Mohan Sharma, Vice President, Hyderabad Industries Limited, Sanatnagar, Hyderabad-500 018, India. Fax: 0842-261227.

KUWAIT — The Purchase Department of Kuwait Institute for Scientific Research, wishing to update its library, seeks the **newest in laboratory and scientific product catalogues and bro-**

chures. Material specifically being sought includes **gas and petroleum technology, meteorological equipment, fish farming equipment and supplies, chemicals/reagents, and agricultural equipment.** Suppliers of such catalogues can reroute the material through local agents, if any, or send directly to Purchasing and Stores Manager, Kuwait Institute for Scientific Research, P.O. Box 24885 Safat, 13109 Safat, Kuwait. Fax nos: 4846934/4834090.

MEXICO — An import-export firm can offer Canadian companies services pertaining to **consulting, Customs duties, Customs law, locating buyers and sellers, and providing market studies.** Contact Pedro P. Segura, Latin American Division, Bufete Internacional de Intercambio, S.A. de C.V., Descartes 55, Col. Anzures, Mexico 11590, D.F., Mexico. Fax: (525) 254-2553.

MEXICO — A producer and importer of medical products wishes to import the following from

Canada: **radioactive isotopes and their compounds, health care products, medicines, diagnostics and biologicals.** The firm also is interested in **technology exchange and joint ventures.** Contact Dr. Eduardo Larrea, Commercial Coordinator, Probifasa, S.A. de C.V., Mexico Tacuba # 1419 Col. Nva. Argentina, Del. Miguel Hidalgo, 11230 Mexico, D.F. Tel.: 3-99-56-44. Fax: 5-27-05-27.

NIGERIA — The Government of Cross River State Nigeria seeks Canadian companies willing to

**estab-
lish
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ness in the following areas: **pulp and mills industry; cement industry; soft drink industry; beer industry; and Canadian new and used car business.** This Nigerian state has been declared an Export Free Zone and any company willing to do business here will benefit from export-free tax. Contact Patrick Ottoh, Yakurr Associates, P.O. Box 92, Yakurr L-G-A, UGEB, Cross River State, Nigeria.

TAIWAN — A prominent Taiwan firm is **seeking a partner for technology transfer** and wants to become an **exclusive import agent** for manufacturers of, among other items, **servo motors, stepping motors and drives, industrial controllers, car parking equipment, industrial robots, and pellet auto supply systems.** Contact Cindy Huang, Manager, Far East Trade Service Inc. (Taiwan Trade Centre), Place Montreal Trust, 1800 McGill College Ave., Suite 2108, Montreal H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

BUSINESS OPPORTUNITIES

Events in Poland Concern Small, Medium Businesses

Warsaw—Canadian businesspersons anxious to familiarize themselves with the legal, financial and practical aspects of setting up and operating joint ventures in Poland might find it worth their while to attend events scheduled to take place next month in that country.

The 19th International Small Business Congress (ISBC) being held in Warsaw October 11-14 is traditionally attended by small and medium-size firms, representatives of small business associations, academic leaders, bankers

and government officials.

This year's topic is "Small Business as a Factor Integrating Eastern and Western Economies" and will reflect on the political and other changes that have resulted in a shift to a market economy and privatization.

During the Congress, participants will have an opportunity to visit small and medium-size Polish companies and to meet representatives of the Polish government, financial and business circles.

In conjunction with the Congress, and for the first time, the ISBC is

encouraging businesspersons from around the world to attend the 1st International Small Business Fair (Kooperacja), being held October 13-16 in Poznan.

This event will allow participants to demonstrate the scope and diversity of small business products and services—and the role played by small business as the chief subcontractor and supplier of big business. As well, the latest generation of machinery and equipment for small business will be on display.

Also scheduled for Warsaw (October 26-28) is the Third Investors Forum, specifically designed to inform foreign businesses of the legal, financial and practical aspects of creating and operating joint ventures in Poland.

The Forum will also facilitate direct contact between foreign businesspersons and Polish entrepreneurs and enterprises. Some 150 Polish projects for joint ventures or other forms of cooperation will be identified, screened and documented prior to the Forum.

At the Forum, individual meetings will be arranged between foreign and Polish businesses during which the specific projects can be discussed.

In addition to discussing foreign investments, incentives and guarantees, the Forum will focus on such sectors as machine tools, machinery for food processing and packaging, construction machinery and equipment, environmental protection equipment, chemicals, pharmaceuticals, brewing and engineering.

For further information, contact Waldemar Markiewicz, Trade Commissioner's Office of the Republic of Poland in Canada, 3501 Avenue du Musée, Montreal H3G 2C8. Tel.: (514) 282-1732. Fax: (514) 282-1784.

One of a Kind

Munich Hosts Most Important Information Technology Fair

Munich — Canadian companies have an opportunity to participate (October 20-23, 1992) in what is described as "the most important international trade fair for information technology and the manufacturing industry."

SYSTEC'92, being held at the Munich Trade Fair Centre in conjunction with a congress of conferences and seminars, offers communications right across the board — from purchasing, development, logistics, production and quality assurance, through to marketing.

Focusing on the production industry — and how to make it profitable — SYSTEC exhibits include software and design hardware; networks and their components; industrial communications technologies; mobile communications and data bases; just-in-time solutions; industrial production aids; quality assurance tools and methods of testing.

At the last SYSTEC, held in 1990, there were more than 750

exhibitors from 17 countries who presented their solutions for integrating information technology into management strategies. The event attracted 40,000 specialist visitors from 53 countries.

This year's fair is expected to be even more comprehensive, giving all fields of manufacturing industry a chance to show themselves at their best — and to make contacts that pay off.

For further information on SYSTEC'92, contact Lorraine Reardon, Western Europe Trade, Investment and Technology Division — Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-6319.

Interested participants may also contact the show's Canadian organizers, Derek Complin, UNILINK International, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Catalogues, Personal Participation Can Capture Attention at Cuba Fair

Havana — Companies that want to explore the Cuban market can either participate personally or forward brochures for display at **Alimexpo, the International Fair of Food, Refrigeration, Packaging and Graphic Arts**, being held here September 16-21, 1992.

Cuba's message, say trade officials, is that it is "open for business" and is reorienting its trade relations to western suppliers.

Participation in the show will enable visitors to meet Cuban decision-makers to discuss requirements and to form strategic linkages. Personal contact and fre-

quent follow-up are keys to doing business in Cuba, trade officials add.

They also note that Canada is well respected as a reliable supplier of high-quality products and Canadian businesspersons always receive an especial welcome.

Sponsors of **Alimexpo**, many of them government departments, are interested not only in discussing immediate sales prospects, but in encouraging visitors to examine prospects for joint ventures and other forms of collaboration under Cuba's joint venture legislation (Law 50). The law provides

for transfer of profits and offers various tax and labour concessions.

Fair organizers have identified the following sectors as important priorities: food products for the tourism industry; technological equipment and packaging machinery for slaughterhouses; meat additives (e.g. Tripolyphosphate and caseinate); artificial casing.

There is also interest in dairy, meat, beverages, milling, bakery and canned products industry equipment, and raw materials.

For the packaging industry, there is, among other things, a need for: glass ampoule and vial-making machines for the pharmaceutical industry; rum-bottling lines; and electric welding equipment.

For the commercial refrigeration industry, requirements include: freezers; display cabinets; compressor and condenser units; ice-making machines; and equipment for ice cream shops.

For the industrial refrigeration industry, there is a need for: compressors for cold storage; equipment and systems for automation and control; and equipment for the handling, transportation and storage of perishable products; and thermal insulators.

Also identified as priority needs are: air conditioning units; heat exchangers; and computers and electronics applied to refrigeration.

Companies wanting to display brochures at the Information Stand at **Alimexpo** should courier 25 copies to Commercial Division, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7.

Canadian exporters interested in attending the exhibition are encouraged to contact the Com-

Continued on page 6 — Cuba

Show in El Salvador Opens Doors to Business Bonanza

El Salvador — Companies wishing to take advantage of the business opportunities in El Salvador should consider displaying their products at this country's bi-annual international fair which will be held November 4-15, 1992.

Officially called **La Feria Internacional de El Salvador**, the event runs longer than most trade fairs. Because of this, the Canadian Embassy will make space available to companies that wish to participate for only two or three days during the show.

The most promising sectors for the Canadian export of goods and services have been identified as: telecommunications equipment, electric power equipment, agricultural fertilizers, consumer goods, and textile/apparel machinery.

At the 1990 **La Feria**, the Canadian pavilion was visited by an estimated 300,000 people. That same event attracted 17 national

stands, participating companies from 31 countries, and over 800,000 visitors.

Canadian companies interested in participating in **La Feria** might wish to contact their nearest International Trade Centre to obtain information on possible financial assistance available to them through the Program for Export Market Development (PEMD).

For more details on the El Salvador market or for further information on participating in **La Feria Internacional de El Salvador**, companies may contact Tom Bearss, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Companies may also contact directly, André LeBlanc, Commercial and Economic Division, Embassy of Canada, San José, Costa Rica. Tel.: (011-506) 55-35-22. Fax: (011-506) 23-23-95.

Switzerland to Host Medical, Hospital Equipment Fair

Zurich — Canada will have an information booth-cum-catalogue display at the **International Medical and Hospital Equipment Fair (IFAS'92)** being held here November 3-6.

This will mark Canada's third participation in this event which is held every other year and which attracts as many as 400 exhibitors from more than 20 countries. About 30,000 visitors attend the show.

Products displayed at **IFAS** range from basic supplies for hospitals and medical practitioners to high technology equipment and sophisticated precision instruments and electronic devices.

Rehabilitation aids, implants, geriatric and orthopaedic appliances were very much in evidence — and very much in demand — at the 1990 show.

IFAS attracts chief buyers for hospitals and nursing homes, managers of insurance companies and Cantonal authorities, and members of government and government advisory committees. Medical practitioners, therapists, laboratory workers and pharmaceutical producers also attend.

Visitors to the Canadian Stand will complete forms indicating their interest. After the fair, inquiries will be forwarded to Canadian companies for action.

Canadian manufacturers and exporters of medical/hospital equipment, instruments and devices interested in having their descriptive and illustrated brochures displayed at the Canadian Stand should mail not more than three copies to:

Commercial/Economic Division, Canadian Embassy, P.O. Box, CH-3000 Berne 6, Switzerland. (Shipment should be marked "for display at IFAS").

Markham, Atlanta Shows Focus on Service Sectors

Markham — Companies and organizations that can help manufacturers expedite their international trading initiatives will be the focus of attention at **Global Connections '92** being held here October 14-15.

This **International Import/Export Trade Development Trade Fair and Conference** will also be held in Atlanta, Georgia, November 18-19, 1992.

Global Connections, say its sponsors, will give service sector companies, government agencies, international trading houses, international banks, freight forwarders, Customs brokers, inter-

national communications companies and consultants an opportunity to display the services that can help open doors to international markets.

The venue consists of a trade fair arena, a seminar arena and a networking arena capable of accommodating 400 exhibitors and as many as 5,000 anticipated visitors.

For further information (registration, cost, etc.) on **Global Connections'92**, contact Exsel Marketing Inc., 940 Lansdowne Avenue, Toronto M6H 4G9. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Quebec Association of Trading Houses Offers International Trading Courses

Montreal — Courses that will introduce participants to import-export techniques that are used in world trade are being held this month and next in Montreal.

Among the topics covered in **The International Trader-Introduction** are: market identification; client selection; sourcing; technicalities and cost of international transport; financing and methods of payment in international trade; risks; export pricing; and negotiation.

Open to all individuals — though registration is limited — who are interested in improving their skills in this sector of growing importance, the courses feature speakers who are highly experienced

traders.

Particulars are as follow: Location, The Quebec Association of Trading Houses (AMCEQ), Montreal; Date, September 22-October 29, 1992 (English); September 9-October 19, 1992 (French); Duration, 30 hours, Tuesdays and Thursdays from 18:30 to 21:30; Cost, \$450. Information and registration is through AMCEQ. Tel.: (514) 286-1042. Fax: (514) 848-9003.

These courses in international trading have been offered by AMCEQ since 1988. They were developed with the assistance of the Quebec Ministry of International Affairs and External Affairs and International Trade Canada.

Cuba Fair

Continued from page 5

Commercial Division of the Canadian Embassy in Havana. Telex: (Destination code 28) 511586 (CAN CU). Fax: (011-53-7) 33-2044.

For further information, contact Joseph Cogné, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-8806.

*Jordan***End of Crisis Creates Trade Opportunities**

Severely effected by the Gulf crisis and certain to feel continuing aftershocks, Jordan is a potential market that should encourage rather than discourage exporters.

Despite a high ratio of unemployment and a heavy demand on resources and public services, the country continues to show signs of social and economic recovery.

Canadian exports grew three-fold in 1991 to reach a record of C\$20 million in goods and approximately C\$13 million in services — much of it due to the growing support of the Canadian International Development Agency program.

Exporters must act quickly to consolidate representation and partners in order to capitalize on the wide-ranging opportunities, especially in forestry products, construction materials, agro-industry, mining, transportation, industrial machinery and services — all identified by the Canadian Embassy in Amman as having significant potential.

Jordan relies heavily on imports for its domestic consumption. The influx of over 300,000 "returnees" (mostly skilled professionals) from Kuwait boosted the population by about 10 per cent in the space of just a few months, stretching social infrastructure needs and generating additional demands for imports of all types, notably foodstuffs and raw materials.

The kingdom imported a record C\$3.0 billion in 1990. That's 40 per cent higher than the previous year. The Central Bank has amassed enormous gross reserves (now in excess of C\$4 billion) allowing the import trend to continue.

This could introduce a new era of industrialization. One local bank

estimates that over 300 new industrial firms were started in the second quarter of 1991 alone, concentrated in the agro-industry and in such light manufacturing as metal, electrical, plastics, pharmaceutical and chemical industries.

These factors present significant opportunities for aggressive Canadian exporters in a wide range of sectors.

For further information on po-

tential trade opportunities in Jordan, contact Africa and Middle East Trade Division (GBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 993-6983. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

TV Market in Argentina

Excellent opportunities in the Argentine market exist for Canadian exporters/suppliers of equipment, programming and other related services to local cable and TV operators.

A memo from the Canadian Embassy in Buenos Aires indicates that, at present, there are more than 1,000 cable systems in operation, nearly 3,000,000 subscribers, and a rapid growth is expected in the near future.

The Embassy also reports there is an urgent need for upgrading existing facilities to make room for premium and PPV programming. In addition, Pay TV is starting (as scrambled VHF transmissions are being allowed) and it is likely there will be many of these services in the next two to three years.

To capitalize on this potential market, the Commercial Section of the Canadian Embassy in Buenos Aires has commissioned a study on *The Cable and TV Market in Argentina*. It will provide interested Canadian companies with a solid basis for entering this market.

Companies wishing a copy of the study or seeking information on

trade fairs that pertain to this sector should contact Ghislaine Harquail, First Secretary (Commercial), Canadian Embassy, Casilla de Correo 3898, 1000 Buenos Aires, Argentina. Fax: (011-54-1) 806-1209. Telex: (Destination code 033) 21383. Tel.: (011-54-1) 805-3032.

\$20 Million Credit to Kazakhstan

A \$20-million credit for trade with Kazakhstan will be used for mutually agreed upon projects in the oil/gas and agri-business sectors, International Trade Minister Michael Wilson announced during a recent trade mission which he led to that country, Russia and Ukraine.

"Kazakhstan holds impressive economic potential due to its large reserves of oil, gas and a variety of other minerals," Wilson said.

The credit will be administered by the Export Development Corporation, Canada's official export credit agency.

BUSINESS AGENDA

Montreal - September 15-November 17: A 30-hour session on **The Role of Transportation in Product Marketing**, a course which is part of the training activities of the MAI on cooperation with the Centre de Transport international des marchandises (CTIM). The same workshops will be given in Quebec City from September 22 to November 24. You may register with the CTIM by calling (514) 274-3573; fax (514) 274-9608.

Montreal - Wednesday evenings, from September to November and January to April: the course, **Introduction to International Trading**, will be offered by the Quebec Association of Manufacturers, in cooperation with the MAI. To register, telephone Ginette Desroches, Quebec Association of Manufacturers: (514) 866-7774.

Cambridge (Ontario) - September 17; **Brantford** - October 14; **Mississauga** - November 5; **Scarborough** - November 19 - **International Trade Shows Made Profitable** workshops. Contact Barry Siskind, International Training and Management, Toronto. Tel/Fax: (416) 483-3836.

Montreal - October 4, 5 and 6: **49th Annual Congress of the Canadian Exporters' Association**. Additional details will be available in the September 15 edi-

tion. To register, contact Mrs. Jacqueline Miller in Ottawa at (613) 238-8888; fax (613) 563-9218.

Ottawa - October 12-16 - **The International Laboratory Accreditation Conference (ILAC)**

will be held in Canada for the first time. ILAC will feature experts from around the world and will bring delegates from some 40 countries. Contact the Testing Division, Standards Council of Canada. Fax: (613) 995-4564.

PUBLICATIONS

Business By Mail

A new guide that could help Canadian companies break into the \$150-billion-a-year catalogue house/direct mail business in the United States has been produced by the U.S. Trade, Tourism, and Investment Development Bureau of External Affairs and International Trade Canada.

A Guide to the U.S. Mail Order Catalogue Industry will help Canadian companies find U.S. catalogues that carry products similar to their own. It also provides tips on how to enter into an agreement with U.S. catalogue houses and contains a sample list of U.S. catalogues and the products they carry.

Copies of the guide (code #99UA) are available through Info Export (see box at the bottom of this page).

Australia Guide

A new edition of the booklet, *Australia: A Guide for Canadian Exporters (# 4CA)*, has just been published by the Asia Pacific South Trade Development Divi-

sion of External Affairs and International Trade Canada.

The publication answers questions most frequently asked about the Australian market, including sizing up the market, finding customers, pricing, getting the product to market, and getting paid.

Copies of the booklet, quoting the code number indicated, are available through Info Export (see box at the bottom of this page).

Take Note

The fax number for the Canadian Consulate in Quito, Ecuador is (00-593-2) 503-108. Three new telephone lines are also now available: (00-593-2) 564-795, 506-162, and 506-163.

The Canadian Consulate General in Berlin has moved to the following address: Friedrichstrasse 95, 0-1086, Berlin, Germany. The telephone numbers (030 261-1161/1162/1163) and fax number (030 262-9206) remain the same.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 991-1000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
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Ottawa, Ont.
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SEP 18 1992

CANADEXPORT

RETURN TO DEPARTMENT OF EXTERNAL AFFAIRS
RETOURNER À LA BUREAU DES AFFAIRES ÉTRANGÈRES

Vol.10, No. 15

September 15, 1992

External Affairs and
International Trade Canada

NAFTA

Gets Green Light

By now, anyone who reads a newspaper, watches television, or listens to radio, knows that a North American Free Trade Agreement (NAFTA) has been agreed to — in principle.

In principle, means the agreement, which will have an effect on most Canadian businesses, still has to be ratified by the appropriate governments in each country (Canada, the United States, Mexico). Following ratification, it will come into force on January 1, 1994. Those are 'givens'.

What is less clear is: How does the agreement impact on Canada's exporters or would-be exporters?

In an attempt to answer this (and other questions of interest to exporters), *CanadExport* will run periodic articles on the subject.

At this initial stage, we can cite statistics showing that, among a multitude of trade-related matters:

- Canadian exports to Mexico were up by 100 per cent during the first five months of this year, compared to the same period in 1991;
- The trade deal should open up a total North American auto parts market of more than \$12.8 billion by 1994;
- Two-way trade exceeded \$3 billion in 1991 and will exceed \$5 billion by the end of the decade; and
- Mexican tariffs and import licensing requirements will be eliminated — some immediately and others over five to 10 years — providing barrier-free access to 85 million consumers.

CanadExport's 'tentative' plans

Continued on page 2 — NAFTA

Funding of \$14.7 Million

Joint Ventures, Investments Promoted in Malaysia

Joint venture investment opportunities in Malaysia now are being promoted by Enterprise Malaysia Canada (EMC), an organization set up by the federal government — through the Canadian International Development Agency (CIDA) which is providing funding of \$14.7 million over five years.

The EMC is run on CIDA's behalf by an executing agency, the international business consulting firm of Coopers & Lybrand.

The booming economy of Malaysia, coupled with the strongly pro-development policies of its government, present significant opportunities for Canadian firms wishing to expand their business through overseas joint ventures.

The government's aim is for the country to be industrialized to the level of Western Europe and North America by the year 2020. (Some economic observers predict the goal could be reached by the year 2005.)

To achieve this goal, ambitious infrastructure initiatives are planned, involving highways, ports, airports, telecommunications, gas pipelines, hydro-electric schemes, water management, and housing projects.

The government also realizes it must acquire foreign technological expertise for its plans to succeed. A vigorous private sector (which includes a growing number of former government operations, recently privatized) also needs foreign technology and investment.

Michael Strong, the Vancouver-based Canadian Director of EMC,

says investments in joint venture projects made today by Canadian companies promise extremely handsome results.

"For example," says Strong, "for the last four years American companies investing in Malaysia have earned an average return on investment of 26.5 per cent.

"That compares favourably with returns of 16.1 per cent for all 10 countries in the European Economic Community and 10.8 per cent for U.S. companies investing in Canada over the same period."

In addition to its strategic location in Southeast Asia — providing access to a potential market of more than 300 million people — Malaysia offers other advantages.

The government encourages foreign investment, offers attractive tax incentives, and repatriation of funds. Cost of land and labour are attractive. The country's institutions are similar to those in Canada and the language of commerce is English.

For more information, contact the following Enterprise Malaysia Canada offices:

Continued on page 2 — Malaysia

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Canada

Atlanta 1996 Olympics**Sessions to Discuss Merchandise Licensing**

Information and meeting sessions for Canadian firms wishing to manufacture and sell licensed 1996 Atlanta Olympic Games merchandise in Canada and the United States will be held in **Toronto** (September 30, 1992) and in **Montreal** (October 1, 1992).

The 1996 Atlanta Olympic Games, marking the 100th anniversary of the modern Olympics, will be of special interest to Canadian firms seeking to commercialize licensed Olympic merchandise in the U.S.

U.S. consumer interest and demand for the 1996 Olympic commemorative products, limited editions and souvenirs will be strong — sales of this licensed merchandise over the next four years are expected to surpass, by many times, the \$130 million in sales recorded

at the 1984 Los Angeles Games!

At the information sessions, Robert Hollander, Vice President, Licensing, of Atlanta Centennial Olympic Products (A.C.O.P.), will discuss the U.S. licensing program. A U.S. trademark attorney from the Atlanta Committee for the Olympic Games will address legal issues regarding licensing and the sale in the United States of licensed Olympic merchandise. And the President of the Olympic Trust of Canada, Bill Wardle, will discuss the Canadian licensing program and its relationship to the U.S. licensing program.

These briefing sessions should be of particular interest to giftware, sporting goods, apparel and novelties firms — but there are potentially many new business opportu-

nities for Canadian firms wishing to undertake sub-licensing and sub-contracting on behalf of future American licensees, both in the United States and Canada.

The Games are four years down the road; however, licenses are expected to be granted within the next few months to enable licensees to begin commercializing their licenses as soon as possible.

The sessions are being co-hosted by External Affairs and International Trade Canada (EAITC); the Ontario Ministry of Industry, Trade and Technology (M.I.T.T); the Quebec Ministry of International Affairs (M.I.A.); and the Olympic Trust of Canada.

To pre-register for these events and to receive an official "A.C.O.P. Preliminary Merchandise License Questionnaire", contact, in Toronto: Mary Palmer, M.I.T.T. Tel.: 416-325-6663 or, in Montreal: Jean-Pierre Leclerc, M.I.A. Tel.: 514-499-2153.

NAFTA — *Continued from page 1*

are to deal with **NAFTA** issues sector-by-sector, outlining how the deal may affect you as exporters or potential exporters.

We will need your input. You, our **business-oriented** readers, may forward questions that concern how the **NAFTA** agreement may impact on your entrepreneurial undertak-

ings. Tell us what you would like to see covered.

Direct queries, input, suggestions — preferably by fax or letter — to: **CanadExport/NAFTA**, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 992-5791.

Malaysia — *from page 1*

- Suite 700, 1111 West Hastings Street, Vancouver, B.C. V6E 2J3. Tel.: (604) 661-5728. Fax: (604) 661-5770.

- 1202 Sussex Centre West, 990 Burnhamthorpe Road West, Mississauga, Ontario L5B3C3. Tel.: (416) 279-6966. Fax: (416) 279-0137.

- Suite 10.02 10th Floor, Plaza See Hoy Chan, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia. Tel.: (603) 230-2288. Fax: (603) 232-3740.

- Canada's Senior Trade Commissioner is located at the Canadian High Commission, Tingkat 7, Plaza MBf, Jalan Ampang, 50450, Kuala Lumpur, Malaysia. Tel.: (603) 261-2000. Fax: (603) 261-1270.

CANADEXPORT

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Mail to: **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COSTA RICA — A company engaged in the production and export of **safety systems** (bank vault doors, night bank deposit boxes, safety filing cabinets) seeks a **joint venture partner to produce high security safety boxes**. An investment profile is available from Jacques Dupuy, P.O. Box 4540-1000, San José, Costa Rica. Tel.: (506) 334324. Fax: (506) 235722.

COSTA RICA — A coffee-processing

machinery manufacturer who exports 63 percent of production seeks a **partner that can provide capital investment, technology and international marketing expertise**. An investment profile is available through Mr. Dupuy, as per Costa Rica notice above.

CZECHOSLOVAKIA — An independent research establishment involved in the production and finishing of bearings, the development of grinding machines, and the production and development of measuring and diagnostic instruments and testing machines is interested in **cooperation with foreign partners, particularly with respect to electronic devices and control systems intended for machine tools**. Contact Mrs. Marie Liskutinova, Manager, ZKL VUVL, a.s., Mariánské nám. 1, 61700 Brno-Komarov, Czechoslovakia. Tel.: (0042 5) 337840 ext. 327, 136. Fax: (0042 5) 339 871.

CZECHOSLOVAKIA — This country's leading manufacturer of **electronic components** (connectors, switches, sockets) for telecom-

munications, automotive electronics, military and computer applications is interested in **foreign cooperation for the expansion of its product line or in the introduction of new technologies**. Contact Jiri Subrt, Managing Director, Tesla Jihlava, Havlickova 36, 586 28 Jihlava, Czechoslovakia. Tel.: (0042 66) 24 670. Fax: (0042 66) 29 665.

HUNGARY — A plastics composite development and manufacturing company seeks a **joint venture partner capable of providing marketing and sales input**. The

possibility of turn key projects, possibilities for competitive Canadian companies exist in **joint ventures and technology transfer**. Canadian companies interested in exploring this market, seeking further advice or possible Korean partners should send product information to the Canadian Embassy, P.O. Box 6299, Seoul 100-662, Republic of Korea. Tel.: (011-82-2) 753-2605/8; 753-7290/3. Fax: (011-82-2) 755-0686; 774-6989. Telex: (Destination code 801) 27425(CANADAK27425).

MEXICO — A company wishes to import, in quantities each of 100,000 pounds, **PVC resin and PVC**

compounds. The firm also has an interest in discussing **technology exchange, joint ventures and representation**. Contact Leopoldo Caraballo, Sales Manager, Telas Plasticas Extruidas, S.A. de C.V., Escuadron 201 # 145, Col. Nicanor Arvide, Mexico 01160. Tel.: 271 81 66. Fax: 272 14 98.

MEXICO — A company wishes to represent **Canadian firms** and to import from Canada **diesel oil, petroleum derivatives and new products for the petroleum industry**. Contact Alejandro Loyola, Lupeqsa, Noradino Rubio # 49, Col. Casa Blanca, 76030 Queretaro, Queretaro, Mexico. Tel.: (42) 16 03 58. Fax: (42) 16-16-54.

NIGERIA — An importer of a variety of commodities wishes to contact Canadian suppliers of **used refrigerators, used clothing and other general merchandise**. Contact Carol Mbah, Trade Trust Overseas Ltd., 58 Ojuelegba Road, P.O. Box 6879, Surulere, Lagos, Nigeria, West Africa.

BUSINESS OPPORTUNITIES

company has extensive knowledge in 12 patented technologies, including heat exchangers for stack gas cleaning; air-to-air heat exchangers; water pre-heating in boilers; power tube pipelines in power stations; and various FRP manufacturing equipment. Contact Ms. Magda Batky, KOMPOZITOR Kft., 1147 Budapest, Gyarmat u. 71. Hungary. Tel/Fax: (36-1) 252-6122.

INDIA — A company in New Delhi is interested in importing **technology or entering a joint venture (investment) arrangement for the manufacture of oxygenators and accessories**. The company currently imports and assembles a heart-lung pack and routine surgical devices. Contact Life-line Systems Pvt. Ltd., 50/10, Yusuf Sarai, New Delhi-110 016, India. Tel.: 665940. Fax: 6862680. Telex: 31-73306 LLSIN.

KOREA — There now appears to be an opportunity in Korea for Canadian companies that can **supply industrial-scale power plants**, the post reports from Seoul. While domestic competition eliminates the

Canada Welcome at Caracas Shows:

NEW TECHNOLOGIES

Caracas — Companies wishing to explore or enter the market for new technologies in Venezuela might find it worth their while to attend an upcoming exhibition, **ExpoConserv**, being held November 19-22, 1992 in this Venezuelan capital.

Since the inception of its economic adjustment program more than three years ago, Venezuela has gradually liberalized its economy. Not the least of which was affected in the government's move to a more open, global economy was the national trade and services sector — which must modernize, if it is to

stay afloat. Businesses in this sector must acquire technologies that allow them better control of inventory, invoicing, transportation, business administration, etc. so that they can better serve their clientele in this growing trend to free competition.

Recognizing the need for its members to be put in contact with available new technologies, the National Council of Trade and Services is organizing **ExpoConserv** which will attract exhibitors from, among other regions, the European Economic Community, the United States, Korea, and Japan.

This event provides participants with an excellent occasion to promote their new technologies: information gathering and management systems; telecommunications; retail sales equipment; and security systems.

Companies interested in participating, or wanting more information on **ExpoConserv**, may contact the Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elégre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

& TOURISM

Caracas—Booth space for interested travel agents, retailers and wholesalers will be available at the **2nd International Exposition — Tourism 92**, being held in this Venezuelan capital November 9-11.

The first exposition, held last year, attracted 75 travel-related exhibitors, from airline and hotel representatives to car rental and cruise ship line agents.

Information received from trade officers in Caracas says "this exposition will offer an excellent opportunity for travel firms to promote Canada, their products and services to more than 3,000 travel agents and 600 commercial accounts."

Booth space prices range from US\$900 for 2x2 metres to US\$1,650 for 5x2 metres.

Interested companies should contact Commercial Division, Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Elégre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

10th Anniversary

Cuba Fair a Magnet for Many

Havana — Celebrating its 10th anniversary, the **Havana International Fair** (November 2-8, 1992) is the premier event — customarily opened personally by President Fidel Castro — in Cuba's trade fair calendar.

And Canadians who act quickly can participate — either by purchasing their own booth or by submitting product literature for display at an Information Booth which will be staffed by personnel of the Canadian Embassy in Havana.

In addition to being a forum for importing and exporting to Cuba, the **Havana International Fair** is also promoted as a centre for fostering regional trade with the Caribbean and Latin America — and, more recently, to promote joint ventures or collaboration agreements with Cuban industry.

Embassy spokespersons say the fair has traditionally represented "an excellent opportunity to establish a direct business relationship

with Cuban buyers who normally take advantage of the large number of foreign suppliers to negotiate Cuba's acquisition programs planned for the beginning of the following year."

They also note that, while Cuba has reduced its foreign imports because of economic problems caused by the collapse of its trading relations with the former Soviet Union and other East bloc countries, it is now reorienting its trade relations toward Western suppliers.

"Under these circumstances," they add, "the present time is an appropriate one to either visit Cuba for the first time or to update contacts and provide tangible evidence of continuing interest in this market."

Another bonus is that a number of Cuban firms in the tourist, medical and certain key hard-currency-earning industries have become self-financing, enabling them to purchase needed equipment and sup-

Continued on page 5 — Cuba

Canadian Contingent Rigged Out for Oil Show in Singapore

Singapore — Companies interested in tapping into South East Asia's booming oil and natural gas market are invited to participate in **Offshore South East Asia 1992 (OSEA 92)**, being held December 1-4 at Singapore's World Trade Centre.

OSEA is a broad-based event for suppliers of offshore and onshore oil and gas equipment — primarily in the fields of exploration, production and transportation.

For companies selling to the oil and gas industry in the Asia-Pacific, the OSEA conference and exhibition has become the major biennial sales platform since the event began in 1976.

This year, External Affairs and International Trade Canada and the Government of Alberta have joined forces to make the 1992 show the biggest ever for Canadian exhibitors, giving companies the opportunity to display their promotional materials at the Government of Canada Information Booth.

Companies interested in displaying their promotional materials or wishing more information should contact Michelle McCormack, Third Secretary (Commercial), Canadian High Commission, Robinson Road, P.O. Box 845, Singapore 9016. Tel.: (011-65) 225-6363. Fax: (011-65) 226-1541.

Companies interested in exhibiting at OSEA 92 — being complemented this year by a sister show, **Refining, LNG & Petrochem-Asia 92** — should contact Derek Complin, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

U.S. Foreign Buyer Missions Invite Canadian Participants

Las Vegas/Chicago/Anaheim — Through the U.S. Department of Commerce, officials of the U.S. Embassy's Foreign Commercial Service in Ottawa are promoting three events at which Canadian participants could benefit through exposure to the U.S. as a potential import/export market.

United States trade representatives currently are organizing delegations of Canadian executives to these events as part of the U.S. Embassy's Foreign Buyer Mission (FBM) program. They expect to have the largest contingent of Canadian buyers ever.

The events, which include on-site briefings and networking opportunities, are:

- **Automotive Aftermarket Industry Week'92** — November 3-6, Las Vegas — the most complete presentation of automotive parts and services in one place for the first time in the history of the U.S. aftermarket.

- **PackExpo'92** — November 8-12, Chicago — the largest packaging technology event in the Western hemisphere.

- **Wescon'92** — November 17-19, Anaheim — a premier high technology event with the newest and most advanced electronics products and services.

To register for participation, contact the Commercial Office of the U.S. Embassy in Ottawa. Tel.: (613) 238-5335 ext. 217.

U.S. Environmental Market Can Open Through Prime Contractors

Washington — A special briefing on U.S. environmental markets — including an opportunity for private appointments with key contacts in U.S. government and industry — is being organized by the Canadian Embassy in Washington.

The December 1, 1992 briefing, coinciding with the Superfund '92 Exposition, will inform interested participants about the innovative technology and services — for the removal and treatment of hazardous waste — that American prime contractors and government project

managers are seeking.

Eight American prime contractors in environmental markets, as well as officials from the Departments of Defence and Energy, are scheduled to present information on upcoming opportunities. Canadian firms that register in advance and whose products or services match the interests of American firms may request appointments with these speakers.

To register, contact Peter Drabble, First Secretary (Commercial), Canadian Embassy, Washington, D.C. Fax: (202) 682-7619.

Cuba Fair — Continued from page 4

plies directly on the basis of confirmed letters of credit.

Companies wishing to have their own stand at the **Havana International Fair** should book early as attendance is expected to be higher

than last year when 300 companies from 24 countries participated. (Minimum size stand is 9 square metres at US\$130/square metre).

Companies unable to attend

Continued on page 6 — Cuba

*Transactions Exceed US \$17 Million***Exports to Venezuela Financed by EDC**

Transactions in excess of US\$17 million have recently been concluded by Canadian exporters under a line of credit established by the Export Development Corporation (EDC) and Bariven, S.A., Venezuela.

Westinghouse Canada Inc. Hamilton, has sold gas turbine components with EDC financing of US\$9,327,826 to Lagoven, S.A.

Sierra Drill Manufacturing, Calgary, sold two drilling rigs to Maraven, S.A. with EDC financing of US\$5,596,533 million.

Reinforced Plastic Systems Inc., Mahone Bay (Nova Scotia), with EDC financing of US\$1,344,050, has sold reinforced plastic pipe to Maraven, S.A.

Natco Canada (a Division of Cummings Point Ltd.), Calgary, has

sold gas dehydration equipment to Lagoven, S.A. Financing of US\$1,060,466 was provided by EDC.

The line of credit with Bariven is EDC's first financing facility for the Petroleos de Venezuela S.A. group (PDVSA). Originally signed in January 1992, it represents one of the most rapidly utilized lines of credit ever established by EDC.

PDVSA has indicated its intention to increase its procurement in association with its ambitious expansion plans. This may result in further export opportunities to Venezuela for Canadian companies in the oil and gas sector.

EDC is Canada's official export credit agency responsible for providing export credit insurance, loans, guarantees, and other financial services to promote Canadian export trade. Its offices are located

in Vancouver, Calgary, Winnipeg, London, Toronto, Ottawa, Montreal and Halifax.

Contracts Awarded

Controlled Environments Limited (Convion), Winnipeg, has been awarded two contracts. The first, by DuPont De Nemours, France, has a value of \$1.6 million; the second, by the United Nations, has a value of \$1.7 million. **Convion** will install environmental growth rooms and chambers in both projects.

A US\$540,000 contract has been signed by **Groupe Berclain Inc.,** Sainte-Foy, Quebec, to supply its MOOPI computers to Cartonages Estrella S.A. de C.V. of Mexico.

A two-year contract (with purchase options) in excess of C\$9,500,000 has been awarded to **Mustang Engineered Technical Apparel Corp.,** Richmond, B.C. for the supply of its newest inflatable lifejacket, the Mark V, to the U.S. Navy. The company manufactures a wide range of personal safety and survival products for industrial, leisure and government users.

Cuba Fair — *from page 5* personally may forward 30 to 40 product catalogues for display at the Information Booth. At the end of the fair, Embassy staff will advise companies of any interest generated by their brochure display.

In either case, the contact for sending brochures or for personal booth information is Commercial Section, Canadian Embassy, P.O. Box 500 (HAVAN), Ottawa, Ontario K1N 8T7. Fax: (011-53-7) 33-2044. Telex: (Destination code 28) 51-1586. Answerback: (CAN CU).

Small-to-Medium-Size Firms Favoured at Milan Food Fair

Milan — Organizers of the participation by Canada in **Expo Food** (November 6-10, 1992) have introduced a concept they are sure will encourage and assist medium- to small-size companies to be part of the Canada Stand.

An exhibition area of 30 square metres has been set aside to allow these companies (which are unable to take their own booth) to display their new foodstuffs, food additives, ingredients and equipment — at a very economical cost.

The key to the new product display area is having several companies sharing a common exhibition space — thereby substantially reducing the cost of participation while giving them the opportunity to

present their lines at this international trade show.

Costs are reduced in other ways, as well: the organizing firm, (Interexpo of Montreal), will have a company's descriptive literature translated into Italian; set up a company's sample display (which will be staffed at all times by a qualified Interexpo representative); record trade inquiries received; and make a market report. Arrangements can also be made with Interexpo for taste-testing.

For more information on this 'new product display concept' or for further details on **Expo Food**, contact Louis D. Burke, President, Interexpo Canada Inc., Montreal. Tel.: (514)933-7819. Fax: (514)483-6595.

NAFTA Information Sheets Available

The following information sheets — focusing on issues, industry sectors and provinces — relating to the North American Free Trade Agreement (NAFTA) are available through Info Export.

Businesspersons wanting copies should tick off their selections and forward by fax (613-996-9709) or mail to Info Export (BPTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

- | | |
|--|--|
| <input type="checkbox"/> The Partnership (#201LA) | <input type="checkbox"/> Prince Edward Island (#257LA) |
| <input type="checkbox"/> The Auto Industry (#212LA) | <input type="checkbox"/> Protection of Canadian Sovereignty (#227LA) |
| <input type="checkbox"/> Aerospace and Defence (#233LA) | <input type="checkbox"/> Quebec (#254LA) |
| <input type="checkbox"/> Agriculture (#211LA) | <input type="checkbox"/> Recreational, Household, Healthcare Products (#245LA) |
| <input type="checkbox"/> Alberta (250LA) | <input type="checkbox"/> Saskatchewan (#251LA) |
| <input type="checkbox"/> The Auto Industry (#243LA) | <input type="checkbox"/> Services (#214LA) |
| <input type="checkbox"/> British Columbia (#249LA) | <input type="checkbox"/> Standards (#210LA) |
| <input type="checkbox"/> Business & Professional Services (#235LA) | <input type="checkbox"/> Subsidies/Antidumping (#223LA) |
| <input type="checkbox"/> Chemical, Pharmaceutical & Plastics Industries (#236LA) | <input type="checkbox"/> Telecommunications (#216LA) |
| <input type="checkbox"/> Cultural Industries (#228LA) | <input type="checkbox"/> Textiles & Apparel (#213LA) |
| <input type="checkbox"/> Electrical Manufacturing Equipment (#237LA) | <input type="checkbox"/> Textiles, Apparel, Footwear (#246LA) |
| <input type="checkbox"/> Energy (#219LA) | <input type="checkbox"/> Transportation Services (#247LA) |
| <input type="checkbox"/> Environmental Equipment & Services (#238LA) | <input type="checkbox"/> Transportation Services (#217LA) |
| <input type="checkbox"/> Environment (#224LA) | <input type="checkbox"/> Urban Transit/Rail Equipment (#248LA) |
| <input type="checkbox"/> Financial Services (#215LA) | <input type="checkbox"/> Water (#229LA) |
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| <input type="checkbox"/> Forestry Industry (#242LA) | <input type="checkbox"/> Export Opportunities in Mexico (#205LA) |
| <input type="checkbox"/> General Dispute Settlement (#222LA) | <input type="checkbox"/> FTA Benefits (#203LA) |
| <input type="checkbox"/> Government Procurement (#220LA) | <input type="checkbox"/> How NAFTA Affects FTA (#207LA) |
| <input type="checkbox"/> Health Care (#230LA) | <input type="checkbox"/> Prosperity: The Trade Link (#202LA) |
| <input type="checkbox"/> Human Rights (#231LA) | <input type="checkbox"/> Rules of Origin (#209LA) |
| <input type="checkbox"/> Industrial Equipment (#243LA) | <input type="checkbox"/> Tariffs (#208LA) |
| <input type="checkbox"/> Information Technologies (#244LA) | <input type="checkbox"/> Trade Promotion in Mexico (#206LA) |
| <input type="checkbox"/> Intellectual Property (#221LA) | |
| <input type="checkbox"/> Investment (#218LA) | |
| <input type="checkbox"/> Labour, Wages & Adjustment (#225LA) | |
| <input type="checkbox"/> Legislative & Consultative Process (#232LA) | |
| <input type="checkbox"/> Manitoba (#252LA) | |
| <input type="checkbox"/> Metals/Fabricated Metals (#239LA) | |
| <input type="checkbox"/> Canada-Mexico Environment & Labour Agreements (#226LA) | |
| <input type="checkbox"/> New Brunswick (#255LA) | |
| <input type="checkbox"/> Newfoundland (#258LA) | |
| <input type="checkbox"/> Nova Scotia (#256LA) | |
| <input type="checkbox"/> Ontario (#253LA) | |

**REQUESTS SHOULD BE
FORWARDED TO:**

Name _____

Company _____

Address _____

Postal Code _____

BUSINESS AGENDA

Ottawa — October 14 — Businesspeople, experts in international relations, and lawyers are the target audience for "Doing Business in the Americas: The Liberalization of the Markets ... A World to Discover!", a one-day conference focusing on the new liberalization of these markets and the Canadian trade policies concerning them. Speakers include experts in free trade and international business from Canada, the United States and Latin America. Organizers are the Faculties of Law and Administration (University of Ottawa), Centre for Trade Policy and Law, and the Canadian Exporters' Association. For further details and registration information, tel.: (613) 564-7047.

Ottawa — October 15 — Subjects relating to the review of Canadian industrial regional benefit policy, the Committee on Industrial Competitiveness, and 'offset' procurement potential will be discussed at the Fall meeting of the Forum for Industrial Participation being held at the Ottawa Congress Centre. The meeting is open to all interested parties, but pre-registration is required. Contact R.C. Brown, President, 1538 Featherston Drive, Ottawa K1H 6P2. Tel.: (613) 733-0704. Fax: (613) 741-6013.

Toronto — October 19 (reception/dinner); October 20 (conference) — "Trade Disputes: Settlement Mechanisms and Future Prospects" is the subject of one-day sessions

focusing on aspects of dispute settlement under the Canada-U.S. Free Trade Agreement; the North American Free Trade Agreement; and the General Agreement on Tariffs and Trade. For further information, contact conference organizers, the Canada-U.S. Business Association, Etobicoke, Ontario. Tel.: (416) 621-1507. Fax: (416) 620-5392.

Saskatoon — October 28-30 — Business Expo '92 will feature seminars and speakers to help small business obtain potential sales of their products and services and increase their exposure. Contact Rick Harnett, Saskatoon Chamber of Commerce, Saskatoon. Tel.: (306) 244-2151. Fax: (306) 244-8366.

PUBLICATIONS

New Exporters Directory

Canadian companies wishing to expand their share of the global market could be off to a good start by advertising their products and services in the *Canadian Exporters Catalogue Directory (CECD) 93-94 Edition*, now being compiled by a British Columbia publisher.

The hard-bound directory's premier release is scheduled for early 1993. It will be distributed — through federal and provincial trade consulates in 126 countries — to selected buyers and decision-makers.

The CECD — companies interested in advertising in the directory must do so by November 30, 1992 — is viewed favourably by External Affairs and International Trade Canada, the British Columbia Trade Development Corporation, and the Canadian Manufacturers' Association.

For particulars, contact Fouad

Tabet, President, International Publishing & Development Inc., P.O. Box 2317, Clearbrook, British Columbia V2T 4X2. Tel.: (604) 855-9115 or 1-800-667-0991. Fax: (604) 855-9117.

Canada-Japan Relations

A four-times-per-year magazine, *The Canadian*, published by The Canadian Chamber of Commerce in Japan, is available at an annual subscription rate of C\$65.00 (including air postage).

The magazine — published in January, April, July and October — focuses on Canada-Japan trade relations and includes articles on opportunities in the Japanese market, as well as practical advice on how to succeed in that market.

For further information, contact The Canadian Chamber of Commerce in Japan, P.O. Box 79, Akasaka Post Office, Minato-Ku, Tokyo 107, Japan. Fax: 813-3408-4190.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
if undeliverable:
CANADEXPORT (BPT)
125 Sussex Drive
Ottawa, Ont.
K1A 0G2



CANADEXPORT

October is Canada International Trade Month

The date of this issue coincides with the kick-off to a month-long (October) annual campaign that highlights the importance of international trade to Canada's economic and social well-being.

Canada International Trade Month (CITM) celebrates the successes of Canadian companies in the international marketplace and, through a series of events for Canadian exporters, encourages

and assists Canadian enterprises to pursue international business opportunities.

One of the many trade development programs offered to Canadian businesses by External Affairs and International Trade Canada, CITM is a cooperative effort with the department's International Trade Centres, other federal government departments and agencies, and private trade associations and organi-

zations across Canada.

A major event in the month-long campaign is the **Canada Export Award**, which, this year, is celebrating its 10th Anniversary.

A symbol of achievement and excellence in exporting Canadian goods and services to all parts of the world, the Award is sponsored by External Affairs and International Trade Canada. It is presented to Canadian companies that have shown their ability to compete and prosper in the global trading arena.

This year's recipients will be announced by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson at a special ceremony in Montreal on October 5. The presentation of the Award is held in conjunction with the 49th Annual Convention of the Canadian Exporters' Association. (See related article on page 5).

Since the program's inception, 124 successful exporters, selected from some 2,000 candidates, have received a Canada Export Award. To celebrate the program's 10th Anniversary, the 124 Award recipients have been invited to attend the 1992 ceremony in Montreal. They will be presented with a special

Continued on page 2 — Trade

Bridge Across the Pacific

Festival Hong Kong Means Business

This month and next, several Canadian cities will be humming to the business savvy, sights, sounds, and tastes of Hong Kong.

Festival Hong Kong 92 was launched officially in Toronto in late September. It will wind down in Vancouver toward the end of October, though some events run into November. Indeed, the Governor of Hong Kong is scheduled to visit Canada in November to formally close Festival activities.

The promotional undertaking, financed by Hong Kong to the tune of \$6.0 million, is the reciprocal event of Canada's successful Festival Canada '91, held last summer in Hong Kong.

Both festivals were developed to reinforce the growing partnership and promote friendship between the two regions.

The theme of **Festival Hong Kong 92** is "Hong Kong and Canada: Bridge Across the Pacific" and while numerous cultural events (dragon dances, street parades, art exhibits and food festi-

vals) may steal the show, the bottom line is very much business.

In Calgary, for instance, business leaders see the festival as an opportunity for the city to sell its expertise in telecommunications, environmental protection and engineering. The city expects up to 500 Hong Kong business leaders, sponsors, organizers and volunteers between October 1-14.

Along the same lines, the Vancouver chapter of the Hong Kong Canada Business Association is organizing a workshop and seminar on Hong Kong's new airport and related infrastructure projects.

Major business luncheon/seminars, featuring high-level Hong Kong and Canadian government and business persons, are scheduled for the five key centres across Canada: Toronto, Montreal, Calgary, Ottawa and Vancouver. Similar events will be held in other cities, including Winnipeg, Halifax, Edmonton, Regina

Continued on page 5 — Festival

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Trade Month Realizes Export Visions — from page 1

commemorative booklet highlighting their exporting achievements.

Another vital component of **Canada International Trade Month** and an event that was officially opened by Minister Wilson in Toronto on September 30 is **ExportVision'92** (formerly Marketplace).

This trade development program brings Canadian exporters together with experienced Canadian Trade Commissioners from Canada's embassies, high commissions, and consulates around the world.

In association with Canada's International Trade Centres, **ExportVision** helps Canadian exporters and export-ready companies to keep up with international market conditions. It also informs them of how best to take advantage of emerging trade opportunities.

As part of **ExportVision**, international trade experts from External Affairs and International Trade Canada will be on hand to discuss selling goods and services to Canada's closest trading partners — the U.S. and Mexico — and to other markets around the world, including Europe and the Asia-Pacific.

Trade Commissioners participating in these events are grouped into specific sectoral teams, representing a wide range of industries that offer potential export opportunities.

In October, the following sectors are represented:

- Environmental Equipment and Services
- Building Products
- Consumer Products (Apparel)

- Tourism

- Agri-Food and Fish Products (to the U.S.).

For further information on **ExportVision'92**, contact the International Trade Centre in your area.

INTERNATIONAL TRADE CENTRES

British Columbia

Vancouver
Tel: 604-666-0434
Fax: 604-666-8330

Alberta — Calgary

Tel: 403-292-6660
Fax: 403-292-4578

Edmonton

Tel: 403-495-2944
Fax: 403-495-4507

Saskatchewan — Regina

Tel: 306-780-5020
Fax: 306-780-6679

Saskatoon

Tel: 306-975-5315
Fax: 306-975-5334

Manitoba — Winnipeg

Tel: 204-983-8036
Fax: 204-983-2187

Ontario — Toronto

Tel: 416-973-5067
Fax: 416-973-6049

Quebec — Montreal

Tel: 514-283-8185
Fax: 514-283-8794

New Brunswick — Moncton

Tel: 506-851-6452
Fax: 506-851-6429

Prince Edward Island

Charlottetown
Tel: 902-566-7400
Fax: 902-566-7450

Nova Scotia — Halifax

Tel: 902-426-7540
Fax: 902-426-2624

Newfoundland — St. John's

Tel: 902-772-5511
Fax: 902-772-2373

Australia Imposes Vehicle Duties

Australia has imposed, effective July 1, 1992, a special import duty of \$12,000 per vehicle on all used or secondhand motor vehicles. This special duty is in addition to the normal ad valorem duty applied to such vehicles. However, certain vehicle imports, under narrowly defined circumstances, may be exempt from this duty.

For further information on the export of motor vehicles to Australia, contact Ray Buciak, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5945. Fax: (613) 996-4309.

CANADEXPORT

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Sylvie Bédard

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Mail to: **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COSTA RICA — A producer, exporter of high-precision molds, dies, and precision tools wishes to enter a joint venture agreement to buy new machinery to help increase production and exports. Investment profile is available from Jacques Dupuy, P.O. Box 4540-1000, San José, Costa Rica. Tel.: (506) 334324. Fax: (506) 235722.

C O S T A R I C A — A well-known company is interested

in a joint venture to produce metallic components for switches and other electric devices that will be exported to Central American and Caribbean markets. Investment profile is available from Mr. Dupuy, as per Costa Rica notice above.

COSTA RICA — A producer of electric resistance and other components for industrial and domestic heaters seeks a partner to produce water heaters and industrial or domestic driers. Investment profile is available from Mr. Dupuy, as per Costa Rica notice above.

CZECHOSLOVAKIA — A manufacturer of hydraulic elements and machinery for use in general engineering and aeronautics wishes to establish business contacts with similar companies. Specifically, the company produces piston motors and pumps, high-pressure hoses, filters, hydromotors, control elements, and excess pressure tanks for the aircraft industry. Contact Evzen Rudolf, Technical

Engineer, Strasnicka 783/1, 102 22 Prague 10-Hostivar, Czechoslovakia. Tel.: (0042 2) 752 141. Fax: (0042 2) 752 568.

CZECHOSLOVAKIA — A company here wishes to contact Canadian firms for the possible production of new telecommunications and electronic products as well as for possible cooperation in mechanical production and tool design. The company currently manufactures power line carrier equipment and transmission systems, measuring instruments and various parts for telecommu-

nications systems. Contact Josef Martinec, Director General, U nakladoveho nadrazi 6, 130 65 Prague 3-Zizkov, Czechoslovakia. Tel.: (0042 2) 772857. Fax: (0042 2) 776345.

CZECHOSLOVAKIA — A company that produces a comprehensive range of measuring and inspection equipment (callipers, micrometers, gauges, electronic measuring devices) is seeking partners for possible cooperation in production of same. The firm is also interested in the manufacture under license or representation for products complementing its present product line. Contact Borek Palounek, Trade Director, SOMET, statni podnik, Modlanska 1, 415 88 Teplice, Czechoslovakia. Tel.: (0042 417) 3124. Fax: (0042 417) 29077.

CZECHOSLOVAKIA — A firm that produces building, earth-moving and transport machines (low-loading trailers, compactors, mobile sweepers, waste crushers) is interested in cooperative production or capital investment

from a foreign partner. Contact Jan Langer, Technical Director, Stavostroj a.s., 549 01 Nove Mesto nad Metuji, Czechoslovakia. Tel.: (0042 441) 76111. Fax: (0042 441) 71528/71620.

MEXICO — A company whose major clients include Mexican federal and state governments wishes to import construction equipment and waste water treatment plants. The firm will also discuss joint venture, technology exchange, representation and investment considerations. Contact Alberto Alvarez, Industrial

Manager,
P y a s a
Ingenieros
Civiles,
S.A. de

C.V., Insurgentes Sur 1877-303, Col. Guadalupe Inn, 01020 Mexico D.F. Tel.: 227-0200. Fax: 550-6027.

MEXICO — A company wishes to import automotive parts from Canada or to represent auto parts manufacturers. Contact Alejandro Galindo Munoz, San Francisco 340-201, Col Del Valle, 03100 Mexico, D.F. Tel.: (525) 687-9248.

NEW ZEALAND — A well-respected engineering/manufacturing firm offers equity participation (\$200,000.00 risk capital) to companies/individuals with established exporting operations that are closely, but not exclusively, associated with the hospitality industry. The company's intent is to establish an export division for the international marketing and selling of already locally successful high-quality hospitality industry products. An opportunity also exists to diversify into a broad range of manufactured goods. For further details, write or fax Export Investment Opportunity, P.O. Box 9044, Newmarket, Auckland, New Zealand. Fax: (649) 529-2035.

BUSINESS OPPORTUNITIES

Florida Show, Conference Focus on:

Food, Beverages in Miami...

Miami— Canadian food and beverage products will be promoted at a one-day-table-top exhibit being held in this Florida city December 10, 1992.

On December 11, there will be a visit to the Miami Free Trade Zone, as well as a meeting with representatives of one of the major cruise lines to discuss procedures on supplying cruise lines.

Organizers say that, given the procurement requirements of hotels, resorts and cruise ship lines, "South Florida offers an extensive market." The region is also a trade

gateway to the Caribbean and Latin America — from which agents and distributors will be encouraged to attend this event.

The food and beverage show is being hosted by the Canadian Government Trade Office in Miami. Co-sponsors are the Canadian Consulate in Atlanta, Georgia, and the Canadian High Commission in Jamaica.

Persons wishing to exhibit should contact the Canadian Government Trade Office in Miami. Tel.: (305) 372-2352. Fax: (305) 374-6774.

... and Health Care in Fort Lauderdale

Fort Lauderdale — Canadian health care technology firms have an opportunity to present their products and services to a target audience at the **South Florida Health Care Conference** being held here October 15-16, 1992.

The target audience includes end users, distributors, value-added resellers, investors and executives in the health care (and related) field.

The conference, whose theme is "Enhancing the Quality of Health Care in a Cost-Containment Environment", will focus on the large and lucrative trade, investment and technology transfer opportunities in South Florida.

As this region also is the gateway for trade into the Caribbean and Latin America, the conference will also explore export opportunities for Canadian companies into this market.

The conference is sponsored by the Canadian American Business Alliance (CABA) of South Florida.

Persons interested in attending this conference should contact CABA President Michael J. Donnelly (tel.: 305-782-1119); or the Canadian Government Trade Office, Miami (tel.: 305-375-9287; fax: 305-374-6774).

Global Connections Match-Maker

Markham — Companies attending **Global Connections '92**, a trade fair/conference being held here October 14-15, will find that their participation can lead to the opening of opportunities for matchmaking.

A must attend for those considering entering the international trade arena, **Global Connections** gives service industries an opportunity to showcase their trade and joint venturing capabilities.

The organizers of the event, Exsel Marketing Inc., also is working closely with the U.S. Department of Commerce (Georgia and North Carolina) to help Canadian manufacturers to showcase and sell their products to U.S. companies at two trade fairs being held in the U.S. November 10 and 11, 1992.

Participation in these shows could result in concrete leads and contracts — especially for Canadian companies involved in environmental technology, autoparts, aftermarket products and services.

Interested parties should contact, Regina Pearce, Exsel Marketing Inc., Toronto. Tel.: (416) 534-3677. Fax: (416) 534-2739.

Caracas Hosts Construction, Housing Show

Caracas — The **Materials and Technologies for the Construction and Housing Industries Fair** will be held here October 23 to November 1, 1992.

Currently, the construction industry is one of the most dynamic in Venezuela, with an annual growth of 38 per cent.

More than 150 firms participated at the last event which attracted 60,000 visitors, of which 35,000 were industry professionals.

This year's event will also feature a series of technical seminars and conferences.

Companies interested in participating in the show — booths cost

approximately US\$240 per square metre — should contact the Canadian Embassy, Torre Europa, 7th Floor, Ave. Francisco de Miranda, Campo Alegre, Caracas 1060, Venezuela. Tel.: (011-58-2) 951-6166/67/68. Fax: (011-58-2) 951-4950. Telex: (Destination code 31) 23377 (DOMCAN VE).

*Export Award a Highlight***CEA Annual Convention Extends Invitation**

Members and non-members have an opportunity to attend one of the most important exporting events planned for this year.

It's the **49th Annual Convention of the Canadian Exporters'**

Festival — *from page 1*

and Saskatoon.

At time of writing and with further additions expected, it was confirmed that at least 44 Hong Kong VIPs and 14 delegations would be coming to Canada as part of the **Festival Hong Kong 92** promotions—a clear indication that business and trade matters are a big part of this undertaking.

Indeed, trade links are increasing at an unprecedented rate, with two-way trade having increased more than 500 per cent in dollar terms between 1981 and 1991. Two-way trade now stands at almost \$2 billion annually.

The increasing influx into Canada of people from Hong Kong (approximately 28,000 immigrants each year) also has an economic spin-off: Hong Kong's investment rate in Canada (at \$4.0 billion per year) outstrips its investment anywhere else. This important economic link could give Canada a built-in advantage in business dealings with other countries in Asia, particularly China.

For further information on **Festival Hong Kong 92** contact, for **cultural information**, David Lysne, tel.: 613-995-9295. For **trade-related matters**, contact Dan Mrkich, tel.: 613-995-6962. Both persons are with External Affairs and International Trade Canada, Ottawa.

Association being held October 4-6 at Montreal's Queen Elizabeth Hotel.

A highlight, and a major event of October being **Canada International Trade Month**, will be the presentation of the **Canada Export Award**.

The Award, sponsored by External Affairs and International Trade Canada and celebrating its 10th Anniversary, will be presented October 5 by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson.

The **CEA Annual Convention** is a forum for exporters of goods and services and for firms providing services to exporters to learn and network with other exporters and government officials. It also brings

One panel on "World Markets" will have five workshops that will discuss prospects and challenges in the United States, Latin America, Africa, the Middle East, Europe and Asia-Pacific.

together representatives from business, labour, government and academia.

This year's theme, "Team Canada: The Way Ahead", will be elaborated on by a panel that will discuss the essential ingredients for Canada's economic well-being in an increasingly inter-dependent global trading environment.

One panel on "World Markets" will have five workshops that will discuss prospects and challenges in the United States, Latin America, Africa, the Middle East, Europe and Asia-Pacific.

Other panels will discuss, through concurrent sessions:

- international transportation, with a focus on key elements to improve transportation competitiveness;
- new trends and developments in export financing;
- the North American Free Trade Agreement and its current status;
- a dialogue on how government and industry can work together more effectively to develop a winning export team;
- the North American and Canada/US Free Trade Agreements, covering such issues as rules of origin, drawbacks and dispute settlement;
- international trade barriers;
- trade and the environment;
- case studies of strategies employed by three 1992 Export Award winners; and
- the trading house 'key' to export markets and the use of countertrade by successful practitioners.

At time of writing, the slate of keynote speakers, panelists and moderators (some still to be confirmed) included: Robert Bourassa, Premier of Quebec; Michael H. Wilson, Minister of Industry, Science and Technology and Minister for International Trade; Robert Clark, Canada's Deputy Chief Negotiator for the North American Free Trade Agreement (and his Mexican counterpart, Dr. Jaime Zabludovsky); senior administrative officials from federal and provincial governments; and presidents/CEOs from the private sector, including associations.

Persons wishing further information may contact Louise Doucet, CEA, Ottawa. Tel.: (613) 238-8888 ext. 225. Fax: (613) 563-9218.



*Czech and Slovak Federal Republic***Services Sector Offers Opportunities**

The following provides an overview of specific segments of the services sector and is based, to a large extent, on a November 1991 presentation by Dr. Jan Vanous, President of the Washington, D.C.-based PlanEcon Consulting Company.

Given the historic neglect of non-financial services in the Czech and Slovak Federal Republic (CSFR), and taking into account such factors as market size, growth potential, local competition and profitability, PlanEcon sees above average opportunities for much of this sector. In particular, 'high' or 'superior' opportunities were predicted in the following areas: shopping centres; supermarkets; hardware stores; wholesale distribution networks; international shipping services; courier services; legal services; management and technical services; electronic security services; hotels and other accommodation services; car rental agencies; fast food; cable and regular television; gambling; hunting; cosmetic/plastic surgery; dental services; and language schools.

Distribution and Retail:

Under the Communist government, distribution systems for many products (automobile parts and construction materials) were highly monopolistic and generally combined both the wholesale and retail aspects of distribution into one state organization. The retail units of the state-owned distribution networks are now being offered to private investors through the privatization process.

The fate of the wholesale sector is less clear. On the one hand, privatization could offer investors the opportunity to essentially gain control of the distribution system for

an entire market sector. On the other hand, many wholesalers are heavily indebted and frequently burdened with unsaleable inventory, and may not survive the transformation to private ownership. Regardless, a wholesaling vacuum certainly exists in the CSFR at present and either the acquisition of existing systems or the development of new wholesaling networks could offer significant opportunities for foreign investors.

The retail sector also represents some interesting opportunities, given that for almost all products, the emerging private competition is generally undercapitalized and poorly supplied. For example, a department store in a mid-sized town with no other such store could be a promising investment. In terms of food products, the number of stores relative to the size of the population is low; in addition, 90 per cent of the existing stores comprise less than 100 square metres. Therefore, supermarkets represent excellent potential, with Dutch, German, Austrian and Spanish companies already undertaking some activity in this area.

For retail operations, location and security of supply are clearly the key elements for success. Although some Western goods are doing well here, it is important to keep in mind the limited incomes and price consciousness of CSFR consumers. For example, a Dutch supermarket chain which has established nine outlets in the Republic carries 99 per cent local products because of the much greater cost of imported goods.

On an individual product basis, the examples of Tchibo coffee and Wrigley chewing gum demonstrate the potential effectiveness of well-organized marketing and distribu-

tion networks. Tchibo representatives used marketing blitzes to cover every district in the Republic and have successfully captured virtually the entire CSFR coffee market. Wrigley has used a similar strategy, relying heavily on an effective sales/customer service team to back up its distributor and in only eight months has generated \$6 million worth of turnover on the CSFR market.

Transport:

Local competition is reasonably strong. However, there appear likely to be opportunities in specialized areas such as international shipping services or courier services.

Non-Financial Services:

Western legal and accounting practices are doing well in the CSFR market. A number of British and American legal firms offering "consultancy" services and the "Big Six" accountancy firms are also active. Although domestic competition will develop (for example, in the accounting sector), Western firms should be able to retain a significant market share, particularly in the legal services area.

A number of newly-established private guard services are doing reasonably well in the CSFR market. Over the next few years electronic security systems seem likely to be an area of particularly high growth.

Hotel, Restaurant Services:

The number of high-priced hotel beds has increased significantly since November 1989. However, the unfulfilled demand for mid-priced rooms (\$50-\$80/night) remains extremely strong. As more reasonably-priced rooms become

Continued on page 7 — Services

Services — from page 6

available, the high-end hotels could find themselves facing occupancy problems.

MacDonalds is scheduled to open in Prague this year. Several other fast food franchises have also been investigating the market, which holds strong potential for fast food outlets. On the other hand, more traditional restaurant business may face some difficulties over the near term as their prices necessarily increase in order to more accurately reflect input prices.

Entertainment and Publishing:

Cable television appears to be an area of strong potential, given the relatively large market size. Gambling is another probable growth area.

Health and Medical Services:

The continuing disintegration of the hospital supply system could lead to eventual collapse, meaning possible opportunities for Western firms in both medical supplies distribution and hospital/health care sector (i.e. health care administration and management).

Repair Services:

Despite significant local competition, specialized services (i.e. for automobile transmissions, brakes, etc.) should emerge over time. In particular, franchised repair shops could find a niche in the CSFR market.

For further information on this market, contact Commercial Annex, Canadian Embassy, Na Petynce 120, 169 00 Prague 6, CSFR. Fax: (011-42-2) 355 476; or Central and Eastern Europe Trade Development Division (RBT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 995-1277.

Informatics Import Tariffs Gradually Lowered By Brazil

On July 22, 1992, the Government of Brazil introduced a new import tariff schedule for informatics. Further reductions are to follow this month and July 1993. The average import tariff will be lowered from 40 per cent to 30 per cent in 1992, with a further decrease to 25 per cent in 1993.

The new policy reflects the determination of the Brazilian government to continue its move toward the greater liberalization

of this sector.

The lowered tariffs (as in the attached sectoral/percentages schedule chart below) should lead to greater market accessibility for Canadian suppliers.

Further information is available from Luis Bustos, Brazil Desk Officer, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5549. Fax: (613) 943-8806.

BRAZIL — New Informatics Import Tariff Schedule

| | Previous | July '92 | Oct. '92 | July '93 |
|---------------------------------------|----------|-----------|----------|----------|
| A) End products | 50 | 45 | 40 | 35 |
| B) Mounted printed circuit boards | 50 | 40 | 35 | 30 |
| C) Modules | 35-50 | 30-40 | 25-35 | 20-30 |
| D) Semiconductor components | 40 | 20 | — | 15 |
| E) Non-mounted printed circuit boards | 30 | 20 | — | 15 |
| F) Critical components | 30-50 | Duty-free | — | — |

Brazil's Environment Studied

The Potential Brazilian Market for Canadian Products and Services in the Environmental Protection Field (# 163LA) provides market intelligence on Brazilian requirements in such areas as basic sanitation, municipal waste management, industrial pollution control and ecosystem preservation.

The report also indicates — as did **EcoBrasil'92**, the recent interna-

tional exhibition of environmental technologies held in Sao Paulo — that there is a strong demand for Canadian expertise in pollution clean-up and control systems.

Companies interested in receiving this new market opportunities publication should contact Info Export (see box at bottom of page 12, quoting publication code number).

*Lebanon***Former Trade Partner on Rebound**

Peace in Lebanon has lasted for more than a year after 16 years of civil strife.

The Canadian Embassy in Amman reports that while the stability is still fragile, expectations are high that Lebanon, formerly one of Canada's major trading partners in the region, is poised for a rebound.

The Embassy has identified several sectors which hold significant potential. These include telecommunications, energy, construction, agro-industrial goods and services, and consulting engineering.

The government's emergency plan calls for spending in excess of US\$2 billion over the next year — just to restore basic water, electricity and telecommunications services.

Once the "Paris of the Middle East", Beirut has a central core that is devastated. It is uncertain if much of it can be repaired or will need replacement entirely.

However, a reconstruction effort of huge proportions is anticipated. Conservative estimates set the costs in the tens of billions of dollars.

The government's emergency plan calls for spending in excess of US\$2 billion over the next year — just to restore basic water, electricity and telecommunications services. Most of the funding is expected to come from significant donor contributions, led by Saudi Arabia.

While funds have so far been slow in arriving, Saudi Arabia has granted \$60 million for the urgently needed water and electricity repairs in Beirut and a World Bank-sponsored donor group is reported to have received \$700 million in pledges.

Other countries have been ag-

gressive in pursuing lucrative contracts, notably companies from the United States, France and Italy.

For example, Bechtel, in association with Lebanese partners, has been awarded a key contract to prepare the reconstruction master plan. An Italian company has started work on a \$30-million scheme to improve the water supply system.

The Embassy reports that more technical and advisory services are still needed to assist in the refurbishment of key sectors, where Canadian exporters have a solid reputation and a proven track record.

Construction has always been a boom sector in Lebanon and the apparent end of the civil war has been followed by a strong revival of construction activity. A housing ministry survey estimated that 286,000 housing units had been damaged during the war and that 35 per cent required complete reconstruction. The same applies to industrial, agricultural and commercial buildings, in addition to the transportation infrastructure.

Telecommunications were severely disrupted by the civil war and the poor service offered by the state PTT prompted many businesses to resort to satellite and cellular phone systems to maintain international links. Private telephone systems are also used for internal communications and the government is planning large investments as it struggles to restore control.

The same is true in the energy sector where private electrical generators flourish. Large areas of Lebanon continue to experience major power failures and supplies are available for only six to eight hours daily.

Électricité du Liban (EDL), which

covers 85 per cent of the country, has significant hydroelectric resources but they are now almost fully exploited. EDL recently indicated that, in addition to network renovation, an extra 2,400 MW of capacity was required in the coming decade, costing more than \$3.4 billion to install.

Exporters will need to act quickly to consolidate representation and strategic partnerships in order to capitalize on the multitude of short- and medium-term opportunities offered by government reconstruction investments.

A Japanese company recently completed repairs to two 70 MW units and Italy just signed an agreement to provide two gas turbines.

Exporters will need to act quickly to consolidate representation and strategic partnerships in order to capitalize on the multitude of short- and medium-term opportunities offered by government reconstruction investments. In addition, Lebanon's hyper-active private sector has renewed demands for goods and services in every conceivable sector.

For more information on trade opportunities in Lebanon, contact Africa and Middle East Trade Division (GBTE), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 990-5985. Fax: (613) 990-7431.

Information may also be obtained directly from the Canadian Embassy, P.O. Box 815403, Amman, Jordan. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In this issue, CanadExport introduces a series highlighting the sectors of priority for Canadian business. The information comes from the Commercial Section, Canadian Embassy, Mexico City. This introductory feature deals with the agro-business sector. For more information on the Mexican market, contact Marcel Lebleu, Mexico Desk Officer, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

AGRO-BUSINESS (food products, fish, grain and seeds)

Mexico currently imports in excess of \$2 billion of agricultural and food products annually. The Canadian and Mexican agricultural sectors are more complementary than in competition with each other — given the climatic conditions of each country.

Mexico continues to be an important market for Canadian grains, oilseeds and oilseed products. The potential exists to move over \$100 million of bread wheat and canola seed and oil and special crops annually. There is also good potential for Canadian feed grains, such as barley, as well as malting barley or malt for the growing Mexican brewing industry.

Livestock inventory levels in Mexico reflect conditions of limited arable land, water supplies, and especially acute supply-demand imbalance in the grains and oilseeds sectors. Mexico is not likely to become self-sufficient in livestock or in meat in the near future. A growing demand for breeding livestock, pork and meat products in Mexico is anticipated.

The Mexican processed food products market also offers significant sales potential for the Canadian firms. Because of changes in the eating patterns of Mexicans (due to urbanization and higher incomes generated by enhanced economic conditions), Canadian specialty food products (cookies, biscuits, frozen potato products and other frozen and microwaveable products, bottled water, convenience and snack foods) have developed a market niche in Mexico despite U.S. competition.

Mexico's total apparent consumption of fish, crustaceans, and mollusc increased 13 per cent on average during the last four years to currently exceed one million tons. The Mexican market for these products is expected to continue increasing at an average annual rate of 3.5 per cent to reach US\$1.2 billion by 1994. Canada has a 4.2 per cent average share of the import market (representing 8 per cent of total consumption),

concentrated in fresh and frozen processed fish, in particular salmon, cod, hake, lobster and crab. Good market prospects also exist in fish harvesting and processing technology and equipment.

Mexico, for the foreseeable future and because of limiting agricultural and fish production conditions, will continue to rely on imports to supply basic and processed foodstuffs to its growing population.

This being the case, the Mexican agro-food market shows considerable potential. Improved access to this market would allow Canada to build on the inroads achieved to date.

CANADA-MEXICO TRANSPORTATION

One of a series of publications that deals with the distribution and transportation needs of Canadian exporters, *Transportation Services Between Canada and Mexico* (#49LA) provides descriptive and statistical information as well as mode-by-mode analyses of transportation links between the two countries.

The market guide, in addition to covering trucking, rail, marine and air modes of transportation, highlights unique circumstances that new exporters to Mexico should be aware of when making decisions to move merchandise south.

There is also information on freight forwarders, warehouse facilities, Mexican transport entities, companies and contacts.

Produced by External Affairs and International Trade Canada, the guide is available through Info Export (see box at the bottom of page 12).

*Postings***Trade Commissioners at Your Service**

New trade commissioners have been assigned to Canada's posts the world over. They are, by location and name:

Algiers — J. Morrow
 Algiers — J. Broadbent
 Amman — M. Abou-Guendia
 Ankara — R. Henry
 Atlanta — J. Graham
 Auckland — J. Schwartzburg
 Bangkok — A. Pag
 Barcelona — R. F. Désamoré
 Beijing — G. Manuge
 Beijing — G. Potvin
 Bonn — F. Hess (investment)
 Bonn — G. Tognet
 Bonn — E. Mallory

Boston — M. Rooney
 Brussels (EEC) — S. Brereton
 Bucharest — T. Greenwood
 Buenos Aires — D. Cohen
 Buenos Aires — K. Beacock
 Buffalo — J-G Tardif
 Canberra — R. Pudifin
 Canberra — P. MacArthur
 Caracas — D. Goldfield
 Chicago — C. Patton
 Dallas — W. Maybee
 Dayton — A. Lyons
 Detroit — N. Dellavalle
 Dusseldorf — C. Nagy
 Helsinki — L. Battel
 Hong Kong (language) — S. Fraser
 Hong Kong — A. Argyris
 Houston — S. Szukits

Jakarta — L. Gies
 Kingston — D. Shearer
 Kingston — I. Burchett
 Kuala Lumpur — D. Mulroney
 Kuwait — D. Abletta
 Kuwait — R. Farrell
 Lima — R. Mailhot
 London — P. MacKinnon (investment)
 London — M. Clark
 London — C. Latour
 Manila — D. Bishop
 Manila — D. Caldwell
 Melbourne — G. Rishchynski
 Milan — N. Lomow
 Minneapolis — R.C. Lee
 Moscow — V. Smith
 Nagoya — R. Mason
 New York — A. Dann
 New York — N. Guérin
 Orlando — M. Saucier
 Paris — L.R. Kohler
 Paris — P. Boulanger
 Philadelphia — G. Lemieux
 Princeton — B. Leger
 Rabat — R. Marceau
 Riyadh — G. Rassam
 Rome — D. Shortall
 Rome (FAO) — A. Andrigoe
 San Juan — G. Milot
 San José — D. Jacques
 Santa Clara — L. Branch
 Santa Clara — C. Miller
 Sao Paulo — S. Blake
 Seattle — R. MacNab
 Seoul — D. Daley
 Seville — P. Veilleux
 Singapore — M. McCormack
 Stockholm — C. Thornley
 Sydney — F. Uy
 Tehran — D. Haro
 The Hague — P. Brettle
 Tokyo — S. Wilson
 Tokyo — L. Scanlon
 Tokyo — G. Brunet
 Tokyo — M. Romoff
 Washington — C. Duguay
 Washington — D. Weiner
 Washington — D. Buxton
 Wellington — K.L. McFarlane

CONTRACTS AWARDED

Chemetics International Company Limited, Vancouver, has won a contract with Phoenix Pulp and Paper of Thailand to supply engineering services, equipment and materials for an integrated chemicals bleaching plant. The Export Development Corporation (EDC) will provide financing of US \$5,720,000 and the Canadian Imperial Bank of Commerce will lend an additional US\$4,300,000 to support the sale.

National Oilwell Canada Ltd., Calgary, has concluded a sale of equipment to the Oil and Natural Gas Commission of India (ONGC) with financing of up to US\$141,500 by the Export Development Corporation (EDC). National Oilwell is well-known in the oil and gas industry and has had significant success in export markets.

Varnet Corporation, Montreal, has an agreement with Carlson Systems Corporation of Omaha,

Nebraska. The contract, valued at \$1.8 million, calls for the installation and distribution of software modules.

Bell Helicopter Textron, Ottawa, has been awarded a contract to supply a 206L III helicopter to a Czechoslovakian buyer. Financing of up to US\$960,000 is being provided by the EDC.

General Electric Canada Inc. concluded a sale of DC electric motors and related services to Mexico with financing of US\$1.033 million from the EDC.

Saskatchewan Telecommunications International Inc. (SaskTel International) will supply telecommunications equipment and services to the Republic of the Philippines, with EDC providing financing up to C\$11.45 million, and the Canadian International Development Agency providing financing up to C\$6.2 million.

Mexican Market Studies Available

Companies interested in expanding their marketing efforts in Mexico may wish to obtain a copy of one of several sectoral "Market Studies" available from External Affairs and International Trade Canada (EAITC):

- Agricultural Equipment, Seeds and Related Chemicals (17LA)
- Automotive Industry and Auto Parts (18LA)
- Bottled Water (122LA)
- Computer Software (19LA)
- Consumer Products Distribution System in Mexico (52LA)
- Distribution System for Fish and Fish Products (121LA)
- Educational Systems (20LA)
- Electronic Components (21LA)
- Food Processing and Packaging Equipment (148LA)
- Forestry Harvesting and Woodworking Equipment (22LA)
- Industrial Process Control Instruments and Equipment (54LA)
- Iron and Steel Industry (23LA)
- Machine Tools and Metalworking Equipment (24LA)
- Meat and Livestock Products (120LA)
- Mining Industry (25LA)
- Oil and Petroleum Industry (26LA)
- Plastics Industry (50LA)
- Pollution and Environmental Control (27LA)
- Safety and Security Related Products (53LA)
- Shipping Documents and Customs Regulations (28LA)
- Sporting Goods and Leisure Products (29LA)
- Telecommunication Equipment and Systems (30LA)
- Tourism, Hotel and Restaurant Equipment (31LA)
- Transportation Services between Canada and Mexico (49LA)

Copies of "Market Studies" are available by calling Info Export: 1-800-267-8376 (Ottawa area: 613-

944-4000; or fax: (613) 996-9709.

Two-way trade between Canada and Mexico reached \$3 billion in 1991 and is expected to double during the current decade. There has been heightened interest in the Mexican market in the wake of the North American Free Trade negotiations, and those Canadian companies which have not already done so are encouraged to seek out the many export opportunities that exist. Canadian firms have in the

past demonstrated an ability to compete effectively in Mexico and this pattern of success is expected to continue.

Companies requiring additional information to assist in their sales and marketing strategies for the Mexican market are encouraged to contact Marcel Lebleu, Mexican Desk Officer, Latin America and Caribbean Trade Division, EAITC. Tel.: (613) 995-8804. Fax: (613) 943-8806.

PUBLICATIONS

Accessing India

Information on documentation, quarantine regulations, import/export policy, Customs regulations, licensing, non-tariff considerations, prohibitions and other relevant matters can be found in *India: Practical Aspects of Market Access* (#237CB), recently published by the Asia Pacific South Trade Development Division (PST) of External Affairs and International Trade Canada.

Copies of the publication may be obtained from Info Export (see box at bottom of page 12).

For more information on exporting to India, contact Michael Wondergem (PST). Tel.: (613) 996-5903. Fax: (613) 996-4309.

Technology Down Under

The Australian market for advanced technology products is worth \$14 billion, of which an estimated \$50 million to \$60 million is attributed to the computer-aided design, manufacturing and engineering (CAD/CAM/CAE) industry.

A Brief Guide to the CAD/CAM/CAE Market in Australia, produced by the Canadian Consulate in Melbourne, suggests that now is

the "opportune time" for Canadian firms to address this market — one that is in "an embryonic stage and realizing only one-third of its potential."

As Australia emerges from a recessionary climate, it is expected there will be an increasing need for this technology in the areas of architecture/engineering and construction. Significant growth areas also include mining, topographical, municipal, simulation and animation applications.

A copy of the study is available through Info Export (see box at bottom of page 12).

For more specific information on this Australian industry and potential export opportunities for Canadians, contact the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-7652. Fax: (613) 996-4309.

Interested parties may also wish to contact directly Helen Rowell, Commercial Officer, Canadian Consulate, 6th floor, 1 Collins Street, Melbourne, Victoria, 3000, Australia. Tel.: (03) 654-1433. Fax: (03) 650-5939.

PUBLICATIONS

Trade Fairs Directory

Alphabetical listings of more than 3,500 shows taking place in approximately 75 countries can be found in *International Trade Fairs & Conferences Directory 1992-93*. Each listing provides a brief description of the show, dates, frequency, location, attendance, market area, number of exhibitors and details on contacts.

An authoritative guide for exhibitors and visitors, the directory also lists the shows geographically and by industry classification. Conferences, seminars, and symposiums worldwide — often held in conjunction with trade fairs — are also listed alphabetically. Contact Co-Mar Management Services Inc., 366 Adelaide Street East, Suite 339, Toronto, Ontario M5A 3X9. Tel.: (416) 364-1223. Fax: (416) 364-6557.

Transportation Guide

Small and medium-size shippers who frequently face uncertainties about transportation to distant markets are likely to find *The Exporter's Guide to Transportation* (106TA) a helpful handbook.

The guide covers all transportation modes, focusing particularly on service features and equipment used. Also among the subjects described are transportation intermediaries (e.g. freight forwarders, who can be of immense help to exporters in dealing with the complexities of international transportation); and documentary and insurance requirements (bills of lad-

ing, air waybills, cargo insurance).

Companies wanting to enhance their competitiveness in the global marketplace may obtain a copy of the guide through Info Export (see box at bottom of this page).

U.S. Study on Disk

Telecommunications Market Study: Southeast United States (#100UA), available only on WP 5.1 diskette, has been prepared by the Canadian Consulate General in Atlanta, Georgia.

Oriented toward the needs of small and medium-size Canadian suppliers considering the southeast U.S. as a potential market, the study focuses on major suppliers, manufacturers, telephone service providers, and interconnects, and lists the major decision-makers in the region.

A copy of the diskette, quoting the code, is available through Info Export (see box at bottom of this page).

Investment Trips

Increasingly, and with a view to enhancing their operations, Canadian firms of every size are looking outside the country for investment partners offering capital, technology or market access.

They may be helped in their pursuits by reading *Looking for Investment Partners Abroad: Planning Your First International Investment Trip* (#78XA), a booklet prepared for Canada's Investment Development Program and its participating de-

partments: Investment Canada; External Affairs and International Trade Canada; and Industry, Science and Technology Canada.

Intended to assist companies in planning and preparing an international trip to meet with potential investment partners, the booklet contains practical advice on how to conceptualize and arrange the first visit and how to avoid common pitfalls.

Copies of the document, quoting code number, are available through Info Export (see box at bottom of this page).

AGENDA

Toronto — October 7 — A one-day conference organized by the Canadian Council for the Americas (CCA) will inform Canadian companies on business and investment leads and potential opportunities in Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. To register or for further information, contact the CCA. Tel.: (416) 367-4313. Fax: (416) 367-5460.

Toronto — October 19-20 — The Canada-U.S. Business Association (CUSBA) Conference, in conjunction with the Binational Secretariat, Canadian and U.S. sections, focuses on "Trade Disputes: Settlement Mechanisms and Future Prospects". Contact CUSBA, Etobicoke, Ontario. Tel.: (416) 621-1507. Fax: (416) 620-5392

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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International Trade Canada

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Trade Data Bank Accesses Markets

Annual data on the imports and exports of 66 major trading countries now can be accessed, on a cost recovery basis, by government and non-government users.

Through External Affairs and International Trade Canada's **International Trade Data Bank** users also have access to European Community (EC) and Organization for Economic Cooperation and Development (OECD) data (as aggregations).

Available from 1962 for most industrialized countries, the data provide commodity trade information by region and trading partner and are compatible with the United Nations' Standard International Trade Commodity Classification (SITC).

In all, the data bank contains information on trade flows for some 2,600 to 4,400 individual commodities, depending on the revision.

Since the figures are used to show movements of commodities in international trade, the national currency values are converted to US\$1,000 at current rates. Quantities (normally expressed in metric tons) are also available for certain commodities and reporting countries.

The bank reports are available in laser print-out, magnetic tape, cartridge, or diskette. The reports are available in English, French, or in a bilingual version.

The **International Trade Data Bank** is cost recoverable and an initial estimate is provided to clients. Costs vary depending on the number of (SITC) products, partner coun-

Continued on page 2 — Trade

The Winners:

Awards Recognize Achievements Attained by Canadian Exporters

On October 5 — and on the occasion of its 10th Anniversary — the **Canada Export Award** was presented to 14 Canadian companies by Minister of Industry, Science and Technology and Minister for International Trade Michael H. Wilson.

The presentation ceremony was held at the 49th Annual Convention of the Canadian Exporters' Association and was one of the highlights of the month-long trade events across Canada that promote October as **Canada International Trade Month**.

The **Canada Export Award**, sponsored by External Affairs and International Trade Canada, is presented to Canadian companies that have shown their ability to compete and prosper in the global trading arena. It is a symbol of achievement and excellence in exporting Canadian goods and services to all parts of the world.

Since the program's inception, 124 successful exporters, selected from some 2,000 candidates, have received a **Canada Export Award**.

This year's winners are:

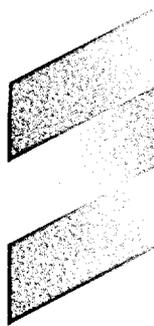
- Aqua Health Ltd. — Charlotte-town, Prince Edward Island
- DU PONT CANADA INC. — Mississauga, Ontario
- EICON Technology — Montreal, Quebec
- Hartford Fibres Ltd. — Kingston, Ontario
- IBM Canada Ltd. - Manufacturing and Development — Markham, Ontario
- LAB Chrysotile, Inc. — Thetford Mines, Quebec
- NORA BEVERAGES INC. — Mirabel, Quebec
- Nortech Surveys (Canada) Inc. — Calgary, Alberta
- Riese-Vermont Canadian Lake Wild Rice — La Ronge, Saskatchewan
- RIVIERA CONCEPTS INC. — Don Mills, Ontario
- Standard Aero Limited — Winnipeg, Manitoba
- VAS-CATH INCORPORATED — Mississauga, Ontario
- Weatherhaven Resources Ltd. — Burnaby, British Columbia
- Whitewater West Industries Ltd. — Richmond, British Columbia

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Canada

A NEW LOOK AT EXPORTING

Canadian Women Doing Business in Asia

It was the title that hooked me. Texts about Canadian business women are rare: rarer still if they deal with women doing business in Asia. I found this sixty-page study so fascinating that I have made it the subject of my first editorial.

Canadian Women Doing Business in Asia was produced jointly by the Vancouver office of Industry Science and Technology, Canada (ISTC) and of the Asia Pacific Foundation of Canada (APFC.) This report puts to rest the widespread myth that it is difficult for women to do business in this region. In fact, the opposite seems to be true. According to interviews with 22 women, each with more than two years of experience doing business in Asia: women are well suited for doing business in Asia because they often show flexibility, listen, consult, work well in groups and are good in interpersonal relations. Men or women who have or develop these aptitudes, will have an edge.

The impression one gets from the experiences of the women featured in this report is that often it is their manager back home, not their Asian interlocutor, who had reservations about their doing business in Asia. The Asians show a certain initial reticence in placing their trust in a foreigner, man or woman, until they have evaluated his or her reaction to a society that differs so much from Canada.

This trust is the key to business success in Asia, as in Africa or any other foreign market. A relationship of mutual trust is not established overnight. It takes

time and care. Business deals will come later.

The women quoted in this report stress the importance of doing one's homework, and knowing one's subject. This is what matters, more than gender, as well as such factors as age and the position one holds in the pecking order back home. Which brings up the question of the business card, an indispensable tool, in Asian terms, for determining who are the real decision makers.

Besides giving observations valid for the whole area, *Canadian Women Doing Business in Asia* has a chapter for each market: the People's Republic of China, Hong Kong, Japan, Indonesia, Taiwan and Thailand. The particularities of each market are discussed as far as business in general is concerned. There are also tips on making contacts, negotiating contracts etc.

Because it puts to rest old myths and suggests a whole repertory of practices suited to Asian reality, this report belongs on your bookshelves, if you're interested in the Asian market.

Copies of the report can be ordered from Linda Peach, researcher and coordinator for this project. The International Trade Centre, Scotia Tower, Suite 900, 650 West Georgia Street, P.O. Box 11610, Vancouver, B.C. V6B 5H8. Tel.: (604) 666-1418. Fax: (604) 666-8330.

Sylvie Bédard
Editor-in-Chief

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Sylvie Bédard

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Editor: Don Wight

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Mail to : CANADEXPORT (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Trade Data — from page 1

tries, reporting countries, years and options.

For a detailed explanation of the system or for information on how it can benefit users, contact J. Flood (Tel.: 613-992-6941) or M. Swarts (Tel.: 613-995-3711), International Trade Data Bank, Library Services Division (BMS), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

AUSTRALIA — One of this country's largest manufacturers of **plastic outdoor furniture** wishes to **form an association** with Canadian companies for the **license or exchange of moulds for counter items**. The products need not be furniture-related, but should be compatible to the utilization of 2500-ton and 1350-ton injecting moulding machines. Contact Jack Chen, J.C. Tanloden Pty Ltd., 8 White Street, Clayton, Victoria 3168. Tel.: (03) 543-2077. Fax: (03) 543-1725.

AUSTRIA — Companies interested in establishing **industrial operations or other business/trade concerns in Lower Austria** may find the services of Eco Plus helpful. Owned by the Government of Lower Austria, Eco Plus, which runs four fully-developed industrial parks, supports industries wishing to set up in this region. Contact Eco Plus, Corporation for Industrial Development and Regionalization in Lower Austria, Lugeck 1, P.O. 1476, A-1011 Vienna, Austria. Tel.: 43-1-513 78 50-35. Fax: 43-1-513 78 50-44.

BRAZIL — A well-established Brazilian company, involved in fields that range from oil exploration and pulp and paper concerns to computer graphics, wishes to represent additional Canadian enterprises. Contact Gabriel Agostini, AMW Comercio E Participacoes Ltda., R. Joana Angelica, 116-S/401, Ipanema. Tel.: (011-55-21) 287-0644. Fax: (011-55-21) 521-0435.

CHINA - A Guangdong Province-

based manufacturer of **paints and industrial coatings** wishes to upgrade its product range and equipment to better take advantage of the rapid development in the Pearl River Delta. The company is seeking **transfer of technical know-how and possible cooperation with foreign companies in the paint and coating industry**. Submit relevant information to Alex Chan, Deutsche Pfanner (HK) Ltd. (% Chung Fa Paint Factory), Room 904 Easey Commercial Building, 253-261 Hennessy Road, Wanchai, Hong Kong. Tel.: (852) 598-6322.

Fax: (852) 598-4692.

CUBA — The Canadian Embassy in Havana has been informed that a company here, ConsumImport, is issuing a request for quotes for the supply of approximately **750,000 incandescent and fluorescent lamps**. The value could exceed C\$250,000. The lamps are urgently needed by such end-users as the Ministries of Sugar, Internal Commerce and Agriculture. Further details/specifications (unit quantities, wattages, voltages) are available from the Canadian Embassy, Havana. Fax: (011-53-7) 33-2044.

CZECH AND SLOVAK FEDERAL REPUBLIC — An institute is interested in **production or marketing cooperation** with a firm involved in **research and development of data transfer, paging, security, control, testing and measuring systems**. The institute also is active in the area of microwave communication and cable and broadband networks for signal transmission. Contact Vaclav Neumajer, Director, Tesla VUST (Research Institute for Radiocom-

munications), Novodvorska 994, 14221 Prague 4-Branik, CSFR. Tel.: (0042 2) 4702. Fax: (0042 2) 472 3551.

HONG KONG — A subsidiary operation here is inviting proposals for the construction of a chemical plant synthesizing 200 metric tons of d-phenylglycine and 100 metric tons of d-hydroxyphenylglycine per year. Interested parties should have relevant experience in the production technology, including its hardware and software. Resumes may be sent to Mr. C. K. Pong, Deutsche Pfanner (HK) Ltd., Room 904 Easey Commercial Building, 253-261 Hennessy Road, Wanchai, Hong Kong. Tel.: (852) 598-6322. Fax: (852) 598-4692.

TAIWAN — Suppliers of **scrap paper for recycling** are being sought by Mr. Lu, Manager, Toprack Industrial Corporation, 3F, No. 100, Ti-Hwa Street, Section 1, Taipei, Taiwan. Tel.: 886-2-5557345/5580167. Fax: 886-2-5567283. Telex: 16961 JFIC.

UNITED NATIONS — Developing countries of the Asia-Pacific, through a United Nations regional centre — the Asian and Pacific Centre for Transfer of Technology APCTT) — seek **information on technology, its development, transfer and utilization**. Specific areas are agro-industrial, environmental and waste management. Appropriate companies can have their commercially-proven products and process technologies freely promoted in the region by submitting catalogues, brochures or videos to Director, APCTT, 49, Palace Road, P.O. Box 115, Bangalore-560 052, India. Tel.: 266930-33. Telex: 845 2719 APCTIN. Fax: 91-812-263105.

BUSINESS OPPORTUNITIES

Canada to Host Expo in Venezuela

Caracas — Following the highly successful **Canada Expo** solo show held this past January in Monterrey, Mexico, Canadian companies now have an opportunity to participate in **Canada Expo '93**, to be held January 26 to 28 in this Venezuelan capital.

Canada Expo '93 will feature the capabilities of Canadian equipment manufacturers and providers of related services in:

- petroleum
- mining
- computer
- environmental process control
- machine tooling
- packaging and labelling
- telecommunications
- plastics
- auto servicing and
- agro-industry

Canadian exporters of goods and services now have more opportunities in Venezuela because of an increase in domestic and industrial demand, the country's concurrence with the General Agreement on Tariffs and Trade (GATT), its more liberal trade policies, and the lowering of tariffs.

Canadian companies, say trade officials, can and should take advantage of these opportunities to further increase their exports to Venezuela. The country is Canada's third-largest market in Latin America.

Exports of Canadian goods and services to Venezuela are growing steadily and, in 1991, were valued at \$300 million. That's a 30 percent increase over the 1990 figure.

Companies interested in participating in **Canada Expo '93** or requiring further information concerning the show may contact Ms. Sony Marques, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), External Affairs and International

Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6142. Fax: (613) 943-8806.

General economic and trade information is available from Francois Laberge, also of LGT. Tel.: (613)

943-8807. Fax: (613) 943-8806.

Specific commercial information and/or assistance can be obtained directly from the Commercial Section, Canadian Embassy, Caracas. Tel.: 011-582-951-6166. Fax: 011-582-951-4950.

Western Europe

Science, Technology Cooperation Program

If your company is involved in Technological Research and Development (TRD) and is exploring or establishing common projects with Western Europe, the **Program for Cooperation in Science and Technology with Western Europe** is for you.

This program, with a limited budget, finances up to two-thirds of costs related to missions or workshops aimed at exploring the possibility of undertaking TRD projects with European partners.

Priority will be given to projects that lead to joint research of commercial and/or industrial benefits for Canada.

Last year, 46 applications were approved, among which 14 beneficiaries were science-based departments, 21 universities and 11 private associations and companies.

Most projects were undertaken with counterparts from France, Germany and the United Kingdom. In general, contributions are within the range of \$2,000 to \$5,000.

Applications may be submitted by researchers, consultants, companies, universities, science-based departments or agencies in the various levels of government, public and private applied research centres, and Canadian professional or industrial associations.

For more information or to obtain application forms, contact the Western Europe Trade, Investment

and Technology Division (RWT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 943-0612. Fax: (613) 995-6319.

Construction Show Set for Turkey

Istanbul — Companies in construction-related fields are invited to either exhibit their products or submit their product literature for display and distribution at **Construction Turkey 93**, being held here January 7 to 10.

The product literature — to be displayed at the External Affairs and International Trade Canada Information Booth — should be submitted by Canadian companies that produce construction equipment and systems, building materials, heating and plumbing systems, insulation, and interior finishes. Exhibitors also fall into the same categories.

Trade officers at the Canadian Embassy in Ankara report that Turkey has a very active construction sector. They also say that **Construction Turkey** will be the country's only international trade show in the construction sector in 1993. It is expected to attract 15,000 qualified visitors who have

Continued on page 5— Construction

*Opportunities/Observations***European Bank for Reconstruction and Development**

Headquartered in London, the European Bank for Reconstruction and Development (EBRD) is the newest Multilateral Development Bank, its first loans having been approved in 1991.

The main purpose of the EBRD is to foster the transition towards open market-oriented economies and to promote private and entrepreneurial initiative in the former Communist countries of central and eastern Europe.

Canada, as in other Development Banks, is among the major shareholders and is represented on the EBRD's Board of Directors.

How the EBRD is Different

The EBRD functions as a Development Bank, much in the same way that the World Bank and other regional Development Banks serve their respective borrowing regions. However, the EBRD has a few distinctive features that differentiate it from these Banks.

One important characteristic is the EBRD's overriding focus on the private sector. Its Charter stipulates that not less than 60 per cent of its financing must be directed either to private-sector or to state-owned enterprises implementing a program to achieve private ownership and control. For these loans, the EBRD acts much as a merchant bank or as the World Bank's International Finance Corporation (IFC). Only the remaining 40 per cent of its financing is used (as in traditional Development Bank projects) for loans to governments of member countries.

The EBRD provides loans, equity investment, debt guarantees, and underwriting, all of which are offered at market terms — never at subsidized or concessionary rates.

The loans are made available with a variety of terms, usually with a

maximum final maturity of 10 years for commercial enterprises. In the case of private-sector projects, the Bank normally limits its financing to 35 per cent of the total capital required for a project and the minimum loan that the Bank will consider is ECU 5 million (approximately C\$ 7.0 million).

This being the case, the minimum size of a Bank-funded project would have to be in the area of C\$20 million (35 per cent of this being provided by the EBRD).

The Bank will seek to make funds for smaller loans and investments available through local financial intermediaries. However, the Bank does not issue guarantees for export credits nor undertake insurance activities.

Who Can Participate in EBRD Projects

The EBRD should be of interest to Canadian investors and exporters interested in central and eastern European markets. It is worth noting that the EBRD's procurement rules are similar to those of other Development Banks and that a significant contingent (6.8 per cent) of the Bank's professional staff is Canadian, and occupying key positions.

One of the important aspects of pursuing opportunities associated

with EBRD projects is the monitoring of its new projects.

The EBRD recently began publishing a newsletter entitled, *Procurement Opportunities*, which provides early notification of its future supply, public works, and consulting service requirements. For the moment, the newsletter contains mostly information on the EBRD's project pipeline, but tender notices and contract award information will also eventually be published.

The annual subscription cost is £50. Anyone interested in subscribing should send a cheque (payable to the European Bank for Reconstruction and Development) to **Procurement Opportunities**, Procurement Unit, European Bank for Reconstruction and Development, 122 Leadenhall Street, London, England EC3V 4EB.

Other documents, such as the EBRD booklets *How to Work with the European Bank for Reconstruction and Development* and *Procurement Policy and Rules*, are available on demand.

For more information, contact the Financial and Business Services Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 943-1100.

Construction Turkey — *Continued from page 4*

purchasing authority.

Companies wishing to exhibit can receive exhibition brochures and further information from the show's Canadian representative, UNILINK, 50 Weybright Court, Unit 41, Agincourt, Ontario M1S 5A8. Tel.: (416) 291-6359. Fax: (416) 291-0025.

Companies with **product literature for display** should send up to 100 copies of their brochures — **for arrival by December 15, 1992** — to R. Henry, Counsellor (Commercial), Commercial Division, Canadian Embassy, Nenehatun Caddesi 75, 06700 Ankara, Turkey.

Environment a Priority in:

Canada-U.S. Strategic Alliances

Does your business specialize in the environment, and are you interested in the American market? If so, you may already be involved in the strategic alliances initiative being organized by External Affairs and International Trade Canada (EAITC) in concert with Industry, Science and Technology Canada (ISTC) and Investment Canada (IC).

The initiative is designed to generate and promote agreements

between Canadian and American companies. The United States Trade and Tourism Development Division (UTO) encourages the formation of strategic alliances between Canadian firms with proven technology and American firms already active in a given sector. The Trade and Investment Development Division (UTI), for its part, concentrates on promoting American investments in

Canada. One of the most effective ways of attracting investors is to help them find a Canadian partner. Thus, although each of the EAITC divisions has its own frame of reference, their activities often overlap. In many cases, their joint interventions in the field are of benefit to both parties.

Environment, in particular the treatment of waste water and the management and elimination of solid/toxic wastes, was selected as the first target area. The potential is tremendous: to begin with, the market is one of high growth: according to Organization for Economic Cooperation and Development figures for 1990, this sector generated expenditures of \$81 billion — nearly 40 per cent of the world total — in the United States alone. Annual growth is expected to reach some 4.5 per cent.

A few months ago, a series of six seminars was held across Canada, during which 253 companies active in the field were informed of both the potential and the requirements of this market. The second stage begins later this month and will continue through the winter. It will feature round tables in U.S. cities for prospective partners selected from both sides of the border. These round tables may be followed by one-on-one encounters between participating firms.

If your company has innovative, recognized technology in the waste water or solid/toxic waste management sectors, if you are looking for U.S. partners with complementary technology, or if you feel ready to launch into a larger market, this program may be for you.

EAITC contacts are Donald Marsan, UTO, tel.: (613) 991-9478; Regis Beauchesne, UTI, tel.: (613) 993-6577.

Licensing Service Window to World

Canadian companies are being encouraged to discover **dISTCcovery** — the logical starting point for firms looking for licensing or joint venture opportunities internationally.

"Your window of business opportunities", **dISTCcovery** is a licensing opportunities service that is delivered through the Business Service Centres in all the regional offices of Industry, Science and Technology Canada (ISTC).

The service is designed primarily for small and medium-size enterprises in the manufacturing sector that want to be introduced to companies and organizations around the world that are willing to license Canadian companies the right to manufacture their products and use their processes and technologies.

The reverse is also true: Canadian companies can enter the data base to license their products and processes internationally. All they need do is fill out a form available from officers at the ISTC Business Service Centres.

The data available through **dISTCcovery** comes from technology brokers, agents and govern-

ments from around the world who provide opportunities from companies, universities and laboratories — as well as from the World Bank of Licenseable Technology (a U.S. source which also includes technologies from around the world). The Canadian agent for this source is the Canadian Industrial Innovation Centre (CIIC)*.

Several international and Canadian sources are merged into the **dISTCcovery** data base and new sources are being investigated on an ongoing basis. **dISTCcovery** provides access to approximately 25,000 licensing offers.

Access to **dISTCcovery** data is through key words. A manufacturer of nickel-cadmium batteries might select the words 'battery' and 'nickel'.

The system will search for key words provided by the user who is able to identify companies wanting to license.

For more information, contact Ron Doherty, **dISTCcovery**, Industry, Science and Technology Canada, 235 Queen Street, Ottawa K1A 0H5. Tel.: (613) 954-4977. Fax: (613) 954-5463.

* An article on CIIC appeared in *CanadExport*, Vol. 10, No. 7.

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here in the second article in the series is the transportation equipment sector. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

TRANSPORTATION EQUIPMENT

Demand in Mexico for all types of transportation equipment has increased exponentially, what with the substantial industrial development during the last few years.

Moreover, with the rapid growth in urban population in all major centres, there has developed a significant demand for reliable and environmentally clean urban transit services.

The transportation sector now is a priority of the Mexican government, representing an essential element of the country's continuing development.

With transportation being seen as the cornerstone of commerce and tourism — two pillars of the Mexican economy — the Mexican government, through the involvement of the private sector, has undertaken a vast program of modernization of the transportation infrastructure (airports, railways, roads, public transit).

The government has also greatly liberalized imports in the increasingly important automotive sector. Industries in Mexico also are relying more on their own means of transportation, creating potential for the purchase of planes, helicopters and buses.

Motor Cars

Mexico's modernization offers significant opportunities for Canadian companies, particularly given the needs on the part of Mexicans to purchase large quantities of steel rail, locomotives and spares, rolling stock (including its repair and overhaul) and track machinery — all areas of Canadian capability.

In road transport, Mexico's system is old and inefficient. The country has fallen behind in its replacement of worn out vehicles. (Motor carriers, on average, have been in service for more than 12 years). The market for new and used buses is large and growing. In addition, many Mexican motor carriers repair their vehicles with used parts. The size of the potential market increases considerably when one considers that, in addition to trucks and buses, local freight and passenger service vehicles are also aging.

Motor Car Parts

Automotive parts is the most important element of Canada-Mexico trade relations. Canadian auto parts exports to Mexico grew from C\$50.3 million in 1988 to C\$89.8 million in 1989, a growth rate of 78.5 per cent. In 1990, Canadian exports grew another 117 per cent to C\$194.5 million.

In the past few years, total apparent consumption of auto parts in Mexico has been increasing at an average annual rate of 21 per cent. The total market for auto parts amounted to over US\$9.7 billion in 1990. Preliminary data for 1991 place apparent consumption as high as US\$15.4 billion, reflecting a 58 per cent increase. Imports are expected to grow 16 per cent annually and represent 33 per cent of total consumption by 1994, as opposed to 24 per cent in 1989. This process is due, basically, to a rapid growth in imports — both of engines and automobiles — by local assembly plants. In the future, imports destined to the local market and to the aftermarket will grow in importance.

During the last four years, Canada has consistently increased its market share of Mexico's transport sector and, at 5 per cent, is now equal to the main suppliers (Japan, Germany, France and Brazil) of such goods. This augurs well for the future.

Editor's Note

The notice in the September 15 issue of *CanadExport* on the availability of NAFTA Information Sheets generated a very good response. However, on some faxed requests, names and addresses were illegible. If your requests have not been answered, please phone Info Export (see box at the bottom of page 8).

BUSINESS AGENDA

Calgary — October 27; **Winnipeg** — October 28; **Vancouver** — October 29 — In these cities and on these dates, seminars entitled **Canadian Commercial Corporation (CCC): The Competitive Edge in Selling to Governments Abroad** will be conducted. Contact Cynthia Young, External Relations, CCC, Ottawa. Tel.: (613) 995-5281. Fax: (613) 992-2134.

Ottawa — November 2-4 — **Canadian Wind Energy Conference and Exhibition '92** will focus on strategies to address market constraints, international markets and export opportunities, and new technology developments. Contact Mike Bourns. Tel.: (403) 289-4399. Fax: (403) 249-7910; or Jeff Passmore. Tel.: (416) 322-1560. Fax: (416) 322-1562.

Toronto — November 4-6 — National marketing seminar on **Proactive Strategies for Achieving Marketing Excellence in the 1990s**. To register (fee is \$795.00 per participant), contact Programme Coordinator, Institute for International Marketing, Ottawa. Tel.: (613) 831-1052. Fax: (613) 831-8452.

Mississauga — November 5; **Scarborough** — November 17 — **International Trade Shows Made Profitable** seminars. For more information or to register, phone or fax International Training and Management Company, Toronto 416-483-3836.

Winnipeg — November 5-6 — **Transportation to Mexico: Implications of the NAFTA** will be the subject of the semi-annual meeting/conference of the Canadian Transportation Research Forum (CTRF) being held at the Transport Institute, University of Manitoba. Contact Doreen Gusdal. Tel.: (204) 474-9097.

Montreal — **Toronto** — **Calgary** — **Vancouver** (Monday-Wednesday on consecutive weeks in November) — Forwarders, shippers, importers and carriers involved in

international dangerous goods traffic will find these three-day courses of special interest. Topics to be reviewed in an active classroom format include Canadian Regulations, International Maritime Dangerous Goods Code, and U.S. Department of Transport Rules. Registration fee of \$481.50 includes GST. For specific dates or more information, contact Marilyn Massoud, Secretary-Manager, Canadian International Freight Forwarders Association, P.O. Box 929, Streetsville, Ontario L5M 2C5. Tel.: (416) 567-4633. Fax: (416) 542-2716.

PUBLICATIONS

Survival in Russia

Russia: Business Survival Guide (third edition, March 1992) is a comprehensive, up-to-date resource written by and for people doing business in Russia or travelers to this country. Contents cover preparations, travel and accommodations, money, food, doing business, and Russian business law. In addition to a telephone directory with more than 4,000 listings, the guide contains city street maps, a yellow pages phone directory of goods and services, and reference information on publications and government services. Contact Kerry Irwin, Director of Marketing, East-West Information Consortium, 242 Gloucester Avenue, Oakville, Ontario L6J 3W7. Tel.: (416) 849-6507. Fax: (416) 842-3841.

Argentine Sulphur Market

Canadian Sulphur Market in Argentina (168LA) paints a rather bleak outlook, given the overall decline in world markets for this product. However, the four-page review, commissioned by the Canadian Embassy in Argentina, indicates "Canada has been performing extremely well in Argentina by maintaining its market share in a depressed market." Indeed, Canada is the largest exporter of sulphur to Argentina, but future demand is mixed at best. According to local importers, "future Canadian exports of elemental sulphur will depend upon price and delivery." A copy of the report, quoting code number, is available from Info Export (see box at bottom of this page).

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
if undeliverable:
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CANADEXPORT

External Affairs and
International Trade Canada

Vol.10, No. 18

November 2, 1992

Small Business

10 Stepping-stones to Export Success

Foreign markets offer small businesses an opportunity to increase sales, improve profitability, lower unit costs, diversify business activity, spread risk, gain new experience and develop new ideas.

The discipline of exporting forces companies to focus their resources more carefully and to organize themselves more effectively.

Tips on how to enter foreign markets have been published in numerous issues of *CanadExport*. The following are from a publication by Industry, Science and Technology Canada. These guidelines can help prepare companies entering international markets for the first time.

November is Services Month

November is **Services Month in Canada**, a trade promotion initiative that now is celebrating its second anniversary.

It was initiated in 1991 by Minister of Industry, Science and Technology and Minister for International Trade, Michael H. Wilson.

This year, **Services Month** will focus on the important contribution of the services industry to Canadian prosperity and will feature several activities catering to the specific needs and interests of Canada's fast-growing services sector.

The theme of **Services Month '92** is "Strategies for Turning Opportunities into Success".

Highlights of the month-long program will be the hosting, by Minister Wilson, of two National Conferences: one in **Toronto** (November 5); the other in **Montreal** (November 26).

These conferences are a follow-up to last year's consultations with services industries and will feature top executives speaking about their success in dealing with key services sector issues.

Trade in Services

A variety of international trade promotion events and initiatives will be held during **Services Month**, including seminars, trade missions, the release of trade publications and market study reports.

Companies and consultants who seek to export their services will

be especially interested in activities such as the workshop on "Consulting Opportunities in World Bank Agriculture Sector Projects" or the release of a "World Market Survey on Health Care Services".

Of the 60-plus initiatives planned during **Services Month**, all calendar events will soon be available - see contact end of article for more than a dozen will deal with export market opportunities.



able - see contact end of article for more than a dozen will deal with export market opportunities.

ExportVision/NAFTA

ExportVision is the flagship trade promotion event which began in October during **Canada International Trade Month**. The 'vision' extends into November to cover the services sector of **Services Month**.

Under **ExportVision**, a group of trade commissioners from Canadian embassies around the world will be in Canada to meet with services exporters and discuss business opportunities in their respective markets.

Continued on page 2 — Services

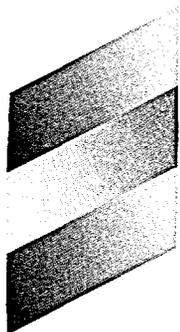
Dept. of External Affairs
Min. des Affaires extérieures
NOV 12 1992

AGEXPORT
Supplement: pp. I-IV

- **Evaluate export potential**
A good place to begin is by assessing your company's export potential. This involves evaluating both your organizational readiness and your product readiness to enter international markets. Exporting is not for everyone. Sufficient financial resources and an organizational commitment to expand internationally are prerequisites for success. Before launching an export drive, you need a clear idea of your competitive advantage in your current markets. What needs does your product or service satisfy in the Canadian market? Who already uses it? Why?
Continued on page 4 — Stepping

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Canada

Services Month Conferences Slated — from page 1

The one-day events will also highlight the new opportunities for services exporters arising from the North American Free Trade Agreement (NAFTA). Speakers from the business community and the negotiating team will be present to discuss the implications of NAFTA for Canadian services industries.

The NAFTA and services segment of **ExportVision** will visit the following cities: **Moncton** (November 23), **Toronto** (November 24), **Québec** (November 25), **Vancouver** (November 30), **Calgary** (December 1), and **Saskatoon** (December 2).

Companies should register in advance (address provided below).

Capital Conferences

Another major export-oriented event will be the series of conferences entitled "Capital Projects Abroad: Opportunities for Canadian Companies".

These conferences will examine strategies to involve more Canadian exporters — from all segments of industry — in international capital projects and will feature speakers from the financial community, private-sector consortiums, contractors and consulting engineering firms, international organizations and government agencies which can play a support role in capital project bidding.

Organized by Industry, Science and Technology Canada (ISTC), in cooperation with External Affairs and International Trade Canada (EAITC), the one-day conferences will be held in **Toronto** (November 2), **Montreal** (November 3), **Calgary** (November 4) and **Vancouver** (November 5).

For further details on **Services Month** activities related to international markets, or to obtain reg-

istration forms, please contact the Financial and Business Services Division (TPF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa, K1A 0G2 Fax: (613) 943-1100.

Interested parties may also call the following hotline number to obtain the full calendar of events or for enquiries regarding **Services Month**: 1-800-461-2266. Hearing impaired may call: 1-800-465-7735.

Fraudulent Practices Precaution Issued by Benin's Trade Minister

The Embassy of Benin has asked us to print the following circular note for the benefit of Canadian exporters to Benin.

SUBJECT: Provisions to make before entering into business relations with trading partners in Benin.

In the interest of forestalling the many cases of breach of trust being perpetrated against foreign companies by fraudulent companies that are uttering false cheques from Benin in payment for merchandise delivered to them, I hereby warn foreign companies to exercise caution by obtaining all the guarantees required by international trading practice before exporting any goods whatsoever to Benin.

With this in mind, I urge you to take the following precautions:

- 1) *Make sure that the Benin company really exists by requesting a photocopy of its Professional Trader's Card and its Importer's Card;*
- 2) *Before establishing any business relations, make sure that these two cards are authentic. Check with the Ministry of Trade and Tourism,*

Telex 5040, Box 2037, Cotonu, Republic of Benin.

Foreign companies are urged to follow the above procedures to the letter in order to avoid being victimized by the fraudulent companies that are tarnishing the reputation of Benin.

**Minister of Trade
and Tourism, Benin.**

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Mail to : **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Business Opportunities

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — The largest foreign trade corporation in Jiangsu Province seeks Canadian manufacturers/suppliers of **corrugators, molds, accessories, related tooling, co-extrusion heads and die, pipe perforators, rotary cutters and extruders.** For sizes, specifications and quantities, contact Li Cheng Xing, Jiangsu Provincial Foreign Trade Corporation, 29 East Beijing Road, Nanjing, China 210008. Fax: (025) 711532. Telex: 34139 JICNJ CN.

HUNGARY — An open international tender (bid closing date December 15, 1992) has been issued on behalf of the Ministry of Transport, Communications and Water Management for work on a **road construction project.** Work is expected to begin in April 1993 for completion by mid-1995. Tender documents cost a non-refundable 3,800 ECU, with payment being made to the account of UTIBER Ltd. no. 214-15533, Orszagos Kereskedelmi es Ritelbank (OKHB). Queries or payment should be addressed to Jozsef Starkbauer, UTIBER Ltd., H-1115 Budapest, Csoka u. 7-13, Hungary. Tel.: 36-1-166-6848. Fax: 36-1-166-6678. Telex: 224965 utber h.

SWITZERLAND — A company here wishes to represent (for distribution in Switzerland) a well-established Canadian manufacturer/supplier of **bathingsuits for men.** Contact K. Gerne, SPOTEC SA., CH-1261, La Rippe, Berne, Switzerland. Tel.: (41-22) 367 14 27. Fax: (41-22) 367 18 88.

Potential Business Clients Plentiful in Spain

The Canadian Trade Office in Barcelona has identified a number of potential joint venture and business opportunities in Spain. Canadian firms interested in the following should — quoting the appropriate reference code number — send general information on their companies to René-François Désamoré, Commercial Office, Canadian Consulate, Travessera de les Corts, 265 Entl. 1, 08014 Barcelona, Spain. Fax: 343-410-77-55.

Ref PLA — A well-established manufacturer of plastic packaging for the cosmetics, pharmaceutical and food industries wishes to import similar value-added products and to enter into a joint manufacturing agreement to manufacture such products in Spain. The company also seeks new or innovative packaging systems.

Ref ADE — Established in Barcelona in 1953, a manufacturer of a wide range of paints for furniture, industry and decoration wishes to broaden its product line. The company wishes to enter a distribution/commercialization agreement for machines and accessories that can be sold to painters (airless system painting machines, compressors, drip sponges); painting tools (brushes, spatulas); paint to cover plastics; powder paints; paints with added value (flame retardant, anti-damp); protective paint for wood.

Ref SOL — A forty-year old firm engaged in the manufacture of a broad range of loop towels, aprons, mittens and bathrobes wishes to import similar products or manufacture them under license. The company is interested particularly in new fibres or new developments in the textile industry that have detailed technical characteristics (flame retardant, chemically resist-

ant) and that have sanitary (bed spreads), agriculture (hail storm protectors for silos), and security (bullet-proof vests) applications.

Ref MIS — A consultancy firm based in Barcelona and engaged in the informatics, telecommunications, electronics and services sectors, seeks similar companies that are interested in entering the Spanish market. The firm is particularly interested in forming distribution/representation agreements, licensing agreements and joint ventures.

Ref MUR — A manufacturer and distributor of decorative products (artificially antiqued stone panels) wishes to import new and innovative panels (imitation stone, brick) for interior and exterior decoration; plastic materials (false fire screens); and cement-fibre decorative systems (for fountains). The company has a network of more than 70 distributors throughout the country.

Ref INT — A young, innovative company involved in interactive television will consider any kind of collaboration, including investment proposals that will enable it to strengthen its position in this field. The technology allows TV spectators to participate, in real time and from home, in various TV programs.

Stepping-stones to Exporting — Continued from page 1

- **Select and research target foreign markets**

If you conclude that exporting makes sense for your business, the next step is to research foreign markets. Don't try to enter several foreign markets at once. Better results will come from concentrating your efforts on one or two specific markets that offer the best potential. An initial screening can help to identify these. Having selected a particular market as worthy of further scrutiny, you must then consider such issues as product potential, tariffs and non-tariff barriers, and local distribution options. You will need information about the size of the market for your product, who supplies it, and key competitors. For most small Canadian companies, especially those new to exporting, the United States is the most accessible and attractive initial export market.

- **Learn the technical and financial elements of exporting**

You need to become familiar with the principal trade terms and techniques relevant to exporting, as well as with the financial aspects of exporting. Overseas shipping, for example, requires selection of an optimal transport mode, proper packing and marking of goods, and preparation of various documents. An international freight forwarder can provide valuable assistance in arranging export documentation, insurance and transport.

- **Assess market entry/distribution alternatives**

Once you have assembled a picture of the target market for your product or service, you are in a position to assess possible entry and distribution options. The main options are direct sale to foreign distributors or end-users using your own sales force; using a foreign agent or representative; relying on a Canadian-based intermediary; or some

form of direct investment or joint venture in the target market. Each option has advantages and disadvantages.

- **Determine your price**

For exporting to make business sense, your price must cover your costs and yield an acceptable profit. The factors you must consider in setting an export price include your domestic costs, costs associated with exporting, market demand, and your desired profit margin. A number of different formulas can be used. In export pricing, you must take into account such factors as tariffs, foreign sales taxes, exchange rates, and insurance and shipping costs.

- **Promote your product**

Well-planned promotion is a key element of success in any new market. In export promotion, it may be necessary to modify your packaging or advertising to account for foreign tastes or climatic factors. The main vehicles for promoting your product or service are trade and business journals, catalogues, direct mail campaigns, and participation in trade shows and fairs.

- **Arrange financing**

Financing your deal may pose special challenges. Options for transacting business with foreign buyers include cash in advance, open account transactions, bills of exchange, and letters of credit. Each has advantages and disadvantages. Normally, revenues from an export sale will take longer to be received than those from a domestic sale. In the meantime, you will be spending to negotiate the deal, produce the goods, and ship them. If your cash-flow cannot withstand such an investment, you should look for alternative sources of financial assistance. Export credits are available from various Canadian and international organizations.

- **Get the product to market**

For manufacturers, shipping goods to foreign destinations involves selecting a mode of transport and assembling and preparing various documents. Exercise some caution in the arrangements you make to ship your goods. Make sure that they will be received by a trustworthy associate at the other end and that storage and transportation will be secure. The uncertainties associated with doing business in some markets are such that goods can easily be lost or stolen if they are not attended to properly. An international freight forwarder can provide valuable assistance.

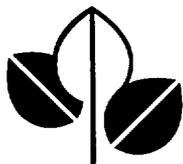
- **Implement your export plan**

For the novice exporter, making modest initial sales is the best way to proceed, since this will allow you to become familiar with the export process while limiting your risks. As your knowledge and comfort level increase, you may decide that it is worth stepping up your export efforts.

- **Review/revise your strategy**

Successful companies and entrepreneurs learn from their mistakes. Miscalculations, surprises and unanticipated problems are inevitable in any new business venture. After an initial try at exporting, you may find that you need to modify your product, choose a different distribution channel, or alter your price or promotional strategy. It may even be necessary to focus on different target markets. The key is to retain the flexibility and adaptability to respond quickly to what you learn. In exporting patience and tenacity usually pay off.

For a copy of *Exporting for Competitiveness: Ten Steps for Small Business*, write to Entrepreneurship and Small Business Office, Industry, Science and Technology Canada, 5th Floor East, 235 Queen Street, Ottawa K1A 0H5.



AGEXPORT

Vol.1, No. 1

November 2, 1992

TRADE SUCCESS

Maple Leaf Abroad

Some Canadian companies are teaming up with American firms to exchange technology and share profits in their milling operations. Together, **Maple Leaf Foods Inc.** of Canada and the U.S. **ConAgra Inc.** milling sales will reach \$250 million in 1992. Maple Leaf has also expanded its operations in the Caribbean by buying majority control of **Barbados Mills Ltd.**

Clearly Successful

The **Clearly Canadian Beverage Company** of Vancouver, B.C. has successfully extended its business abroad. The bottling water company recently signed an agreement to have its beverages produced under license in Japan using local spring water. The company also plans to launch sales in Latin America in the fall.

Choice Products

Loblaw Companies Ltd. is enjoying tremendous success with its President's Choice products. The premium quality private label products are contributing \$500 million to annual sales and are expected to continue to grow since the company is seeking opportunities in the U.S.

The President's Choice products are now sold in the U.S. through the 209-store **Jewel** supermarket chain and **Loblaw** has an agreement to select and design premium items for the discount giant the **Wal-Mart Stores Inc.** Last year's sales in the U.S. were \$40 million.

Cracking New Markets

Some Canadian food processors like **Dare** and **Nabisco** have already exported to Mexico or are looking to this market. **Dare's** exports of its

Continued on page IV — Success

A New Voice for Competitiveness

*I am pleased to introduce this new guest to the pages of **CanadExport**. We felt at **Agriculture Canada** that the time was ripe to give agri-food exporters a corner of their own in this excellent publication.*

During the next decade, agri-food exporters, like the rest of the industry, will have to adapt to the trend towards greater liberalization of agricultural world trade.

The issue today, of course, is competitiveness. Will Canada be able to compete in international trade? Surely we will. We already do in many sectors. But I'll bet we can do better.

*"Winning in a Global Market", an **Agriculture Canada**-sponsored conference to be held in **Saskatoon** from **November 22 to 24** will give all partners in the **Agri-food** industry a chance to collaborate on common strategies to improve our competitiveness, here and in world markets.*

AgExport is one of the ways government can help.

Bill McKnight
Minister of Agriculture

AGRI-FOOD INDUSTRY ASSOCIATIONS DEVELOP TRADE STRATEGIES:

Canada Beef Export Federation

The **Canada Beef Export Federation (CANADA BEEF)** launched in 1989, has a mandate to increase the exports of Canadian beef to recently opened and rapidly growing markets of **Japan** and **Asia**. **CANADA BEEF** brings together all sectors of the industry, including producers, packers, exporters, along with the federal and provincial governments.

CANADA BEEF has developed a strategic action plan for 1992-93 focusing on **Japan** as a primary market and **Korea, Taiwan, Hong Kong** and **Singapore**, as secondary

markets. The plan aims at specific market niches suited to the use of Canadian beef. The four-year plan also looks at the long-term success which can only be realized through the development of their members' skills, knowledge and relationships.

The Federation unites resources
Continued on page II — Trade

THIS ISSUE

Foodex in Tokyo
Embryos to Morocco
Selling to the U.S.
Brazilian Partnership

Small company makes it big with embryo exports to Morocco

A small Canadian firm has achieved a first with the sale of a high-tech product — Holstein embryos — to Morocco. To facilitate the sale, the Canadian International Development Agency and the Quebec government paid the costs to train Moroccan technicians in Canada and to send a veterinarian to Casablanca to assist in the implantation of 173 embryos. A high percentage of calves came to term to the satisfaction of the Moroccans and more sales are likely to follow.

The firm — Canadian Embryo Export Services of Masson, Quebec — had developed contacts with Moroccan agriculture officials at the 1988 Salon International de l'Agriculture held in Paris. Follow-up with these contacts led to the signing of a contract with the Moroccan Ministry of Agriculture in 1990.

Subsequently, two Moroccan technicians came to Canada in 1990 for eight weeks of training and this was followed by a Canadian

veterinarian spending three weeks in Morocco to direct the implantations in June of 1991.

The bulls from these Canadian Holstein embryos will be used to supply semen for artificial insemination and heifers will be used to improve the quality of the national dairy cattle population in this North African country.

For information, contact John Nutbey, Canadian Embryo Export Services, Masson, Quebec. Tel.: (819)986-6313. Fax: (819)986-6545.

TRADE STRATEGIES — Continued from page 1

and creates vertical and horizontal partnerships in order to be effective in developing markets. The Canada Beef Export Federation believes it holds the key to these partnerships.

For more information, contact Ted Haney, Director, Canadian Operations, "CANADA BEEF", Calgary. Tel: (403) 274-0005. Fax: (403) 274-5686.

Canadian Dehydrators' Association

The Canadian Dehydrators' Association and its industry members have made a significant impact on the forage markets of the Pacific Rim. The demand for high quality forage products to feed growing livestock populations in Japan, Korea and Taiwan has given rise to an industry that adds substantially to Canada's agri-food trade. Association members export some \$65 million worth of such products to the Pacific Rim annually.

One of the keys to the industry's success in recent years has been the development of a market development strategy. The strategy focuses Association efforts on specific markets and designs activities to take advantage of identified opportunities or to overcome constraints to expanded trade.

The development of a strategy has allowed the Association to better coordinate its activities and better use all available human and financial resources.

For more further information,

contact Bryan Davidson of the Canadian Dehydrators' Association. Tel.: (403) 450-0169 or fax: (403) 450-0604.

Purebred Swine Breeders Association of Canada

Canadian purebred and hybrid swine exporters' market strategy is making inroads into the Mexican market, with exports running at 1,200 head per month in 1992 — up significantly from export levels three years ago.

The Purebred Swine Breeders Association of Canada with the Alberta Association have developed a strategy working with its members to significantly increase their share of this rapidly expanding market. The focus of their activity is a series of seminars aimed at further educating Mexican breeders on the benefits of Canadian purebred and hybrid swine.

For further information, contact Bill Young, Purebred Swine Breeders Association of Canada. Tel.: (613) 731-5531. Fax: (613) 731-6655.

AGEXPORT

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Articles may be reprinted with credit to AgExport. For more information about AgExport, please call Richard Cathcart, International Programs Directorate, Ottawa, (613) 993-6671. Fax: (613) 995-0499.

*World Food Trade***The Future of the Agri-Food Industry in Canada**

Donald McQ Shaver, leading Canadian exporter of poultry breeding stock, offers the Canadian agri-food producer a piece of advice. "Fashion and refashion your budgets to free up the maximum cents in every dollar that is available for servicing private export activity." In light of the global trend of trade liberalization and "rising world demand for agri-food," his advice is worth heeding.

Canadian economic prosperity depends in part on the international performance of the products we export. Canadian exports account for 22% of our GNP. Of these exports, 8% belong to agri-food.

Worldwide trade in agriculture reached a record \$208 billion (US) in 1990, after five straight years of

an average 7% growth. Leading this growth is the demand for consumer-oriented agri-food, which have now surpassed world trade of the traditional bulk commodity imports.

In 1991, over half of Canada's \$11 billion on agri-food exports were higher-value products; these included the consumer products such as food preparation and beverages, and intermediate products such as livestock and feed. Canada's exports of higher-value agri-food have been rising—but almost exclusively due to gains in the U.S.

In the U.S. market, Canadian agri-food exports have grown annually at 9.6% since 1988, resulting in both an increased reliance on and rising share of this large market.

Outside the U.S. market, there is

a different story. Ninety-three percent of Canada's bulk commodity exports such as wheat are destined outside the U.S., whereas only 20% of consumer-oriented exports have seen beyond the North American market. These exports have dropped by 4.8%, despite the fact that the majority of world growth is occurring in the Pacific Rim, Latin America and European markets.

These trends beg the question: Will Canada's producers capitalize on the "high-value agri-food opportunities in offshore markets?" With the success of high-value agri-food products in the U.S., and the lead by Canada's internationally recognized grains and oilseed exports, there is good reason to believe they can.

EAITC winter reading benefits exporters to the U.S.

External Affairs and International Trade Canada (EAITC) is getting ready to release a series of three publications dealing with agri-food exports to the U.S. that should be very useful to the Canadian industry.

The Canadian Exporter's Handbook on Doing Business in the U.S. Food and Seafood Markets is designed to assist processors in developing new U.S. sales opportunities. It includes hints on the basics of food marketing in the U.S., the various distribution and regulatory procedures facing the novice exporter and market overviews prepared by the department's U.S. staff.

A Guide to Food Trade Shows in the United States, 1992-1993, lists national and regional U.S. fairs and trade exhibitions.

Finally, the proceedings of a cross-

Canada seminar that ended last month on *How to Identify and Work with U.S. Food Brokers and Distributors* will summarize the salient points of this EAITC-sponsored program which featured presentations by representatives from the National Food Brokers Association in Washington and the Chicago-based National Food Dis-

tributors Association, as well as Canadian marketing officers and provincial trade officers working in the United States.

For more details, contact Peter Egyed, U.S.A. Trade and Investment Development Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 991-9483. Fax: (613) 990-9119.

Quebec Agri-Food Export Club

In Quebec, food processing companies, farmers and co-op leaders have banded together to pool expertise so that they can break into export markets. Their concerted efforts have led to the creation of the Quebec Agri-Food Export Club (Club Export) which is providing new leadership in export trade development.

Close working relationships with the Food Research and Development Centre at St. Hyacinthe have been established to help exporters adapt products to export market requirements. Other partnerships with provincial and federal departments should lead to identification of new niches in various markets. Many more initiatives are to come.

Continued on page IV — Quebec

Canada-Brazil: An expanding partnership

In 1991, two-way agricultural trade between Brazil (the fifth-largest country of the world) and Canada totalled \$400 million. Brazil imported \$164 million of Canadian agri-food products and Canada's share of the Brazilian agri-food market, valued at \$236 million, grew from 4.9% in 1990 to 7.4% in 1991.

Brazil is also Canada's largest

Latin American agri-food trading partner and the opportunities to expand are numerous. Canadian exporters can find a useful and succinct analysis of the Brazilian agri-food market in *Canadian Agri-Food Export Opportunities: Brazil*.

Export market opportunities are identified and assessed for

eight products:

- grains (primarily wheat with strong possibilities for malting barley, oats and corn)
- dairy cattle (significant scope for dairy genetics)
- beefcattle (good prospects for beef semen and breeding cattle)
- swine (export potential for semen and live heads)
- pork (meat products improved prospects with import deregulation)
- processed foods and beverages (promising market for high-quality processed food products)
- pulses, beans and seeds (substantial increases in white and kidney beans, canary and mustard seeds exports since 1988)
- potatoes (good potential market for fresh, processed and seed but mostly the yellow-fleshed variety).

For further information, contact Randy Nelson, International Programs, Agri-food Development Branch, Agriculture Canada. Tel.: (613) 993-667. Fax: (613) 995-0949.

Quebec Agri-Food Export Club

— Continued from page III

Club Export currently groups over a hundred agri-food firms with \$4 billion in sales of which over \$250 million are exports.

Club Export gives top priority to increasing export awareness and export-readiness of food entrepreneurs.

New forms of export partnerships such as Club Export may help the food industry to take advantage of export opportunities. Club Export welcomes new members and wishes to establish contacts with other groups of food exporters in Canada.

For more information, contact Paul-Arthur Huot, Executive Director. Tel.: (514) 349-1521. Fax: (514) 349-6923.

Canada looking for exhibitors for Tokyo's Foodex '93

With 90,000 potential Japanese clients showing up last year at Tokyo's Foodex '92, Canadian exporters have powerful reasons to make room in their agenda for attending the '93 edition.

The 18th International Food and Beverage Exhibition, to use the trade show's full name, will be held this year from March 9 to 13 at the Nippon Convention Center.

Attending Foodex, last year, were 23 Canadian participants representing 30 companies. Over \$10 million of new business was generated as a direct result of Canadian participation in the show.

"Those sales results also confirmed for us the shift in the Japanese food industry to greater demand for a wide variety of value added products," says Greg Bates of

External Affairs and International Trade Canada's Japan Trade Development Division.

"We're already actively recruiting participants to Foodex, as well as the Osaka Solo Food Show, which is held only a few days later, on the 15th and 16th," adds Bates.

The Osaka Food Show is intended as a showcase for new exporters investigating the marketing prospects in Western Japan markets.

The large number of Canadian participants and the interest of potential Japanese clients ran so high, last year, that space was a problem.

For information about the Tokyo and Osaka food shows, contact Greg Bates, Japan Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 995-8619. Fax: (613) 943-8286.

SUCCESS *Continued from page I*

Breton cracker have doubled from 1990 to 1991.

Grand-Pré milk, from Quebec's LACTEL group is another example. The group is getting ready to ship 6,000 cases of its chocolate-flavored UHT milk to test Mexican markets.

Prime Pasta

European Noodles Inc. of Toronto, well known for its fresh pasta, predicts earnings of \$6 million from the kosher pasta market. Half of its earnings will come from U.S. sales.

Pasta Plus Inc. of St. John's, Nfld. has also begun its plan to expand operations. It will open franchises in the northeastern U.S. which will distribute niche market products such as no-cholesterol pasta sauces and high value-added gourmet-to-go foods.

Participants Now Being Recruited for Geotechnology Show in Germany

Cologne — The starting point for success in geotechnology/geosciences markets is to exhibit at **Geotechnica'93**, being held here May 5 to 8.

Show in Spain Sure Source of Business for Building Suppliers

Barcelona — As the major trade fair in Spain, **Construmat 93** gives Canadian companies an excellent opportunity to display their products and their expertise in the building supplies field.

Construmat runs from March 29 to April 3, 1993 and will attract nearly 3,000 exhibitors and more than 200,000 visitors.

A number of Canadian companies already have taken advantage of the expansion in Spain's construction market and are selling their products throughout the country. Dozens of Canadian houses are being built there.

Canadian manufacturers of doors, locks, electrical equipment, heating systems (conventional and solar), air conditioning, plumbing fixtures, glazing, and interior woodwork will find **Construmat** an ideal locale for displaying their wares to Spanish and European companies eager for new products and technologies.

Those who would like to be among the 10 Canadian companies to participate in the Canadian pavilion at **Construmat 93** or wishing further information should contact Luc Santerre, Western Europe Trade, Investment and Technology Division, External Affairs and International Trade Canada, Ottawa. Fax: (613) 995-6319.

First held in 1991, the show/congress attracted 18,000 visitors to view the 440 exhibits from 13 countries — ample proof that the event was well worth repeating.

While on-site sales by Canadian participants were neither expected nor generated, anticipated or follow-up sales over a 12-month period were estimated at between \$18 million and \$20 million.

This and the unique nature of the show/conference (at which Canadians excelled in their presentations) convinced External Affairs and International Trade Canada to once again have a National Stand.

The first participation proved that, when Canadian companies exhibit as a group, the National Stand is ensured a "prime location" — one that will afford exhibitors the opportunity to broaden their existing networks or to establish themselves

in new niche markets.

Also, participation in this event, say Canadian-based trade officials in Germany, can "act as a crystal for future technology transfer and collaborative activities."

Leading edge technologies at the exhibition/congress cover such areas as remote sensing, environmental technologies, geo-information systems, and cartography — areas in which Canadians are more than expert.

Companies interested in participating in **Geotechnica'93** and wishing further information should contact Therese Gervais, Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 992-7001. Fax: (613) 995-6319.

Room For Making Contracts At Major Toronto Furniture Show

Toronto — One of the world's largest shows for contract/office furniture — **The International Interior Design Exhibition (IIDEX)** — will be held in Toronto November 19-21, 1992.

Canadian trade commissioners from posts around the world have recruited high-profile buyers for this venue, considered one of the best shows of its type.

More than 20,000 designers, architects and specifiers (persons who specify a particular make, model, design, or colour) will get acquainted with Canadian know-how in furniture manufacturing.

One hopes that participants at

this year's **IIDEX** will be as successful as the Knoll Group of Canada.

As a result of previous participation — and thanks to the recruitment of U.S. buyers to **IIDEX** by the Canadian Consulate General in Dallas — this Weston, Ontario company sold \$15.5 million worth of customized office furniture to the Dallas headquarters of the U.S. Federal Reserve Bank.

Further information on **IIDEX '92** is available from Michel Samson, U.S. Trade and Tourism Development Division, EAITC. Tel.: (613) 991-9479. Fax: (613) 990-9119.

Agro-Industry**Latin America, Caribbean Joint Venture Projects**

Deloitte & Touche Management Consultants and the International Institute for Cooperation on Agriculture (IIAC) are conducting a project to develop joint venture opportunities for Latin American agro-industrial firms in North America.

With Canadian International Development Agency and Agriculture Canada financial backing, this pilot program will focus primarily on development of joint ventures

among export firms from Ecuador, Costa Rica, Jamaica, Trinidad and Tobago, Uruguay and Canada.

The project has identified approximately 50 Latin American and Caribbean (LAC) agro-industrial firms interested in developing long-term associations with potential North American partners.

In Canada, the potential partners could include firms beyond the agro-industrial sector. Any firm that can

identify a benefit from working in the long term with a LAC firm may be a possibility for inclusion.

Examples include agro-industrial firms, manufacturers using agricultural products as an input, distributors of agro-industrial products to the end user, and firms able to supply required inputs such as machinery, technology, management skills, and financing.

Products and Types of Long-Term Joint Venture Partners

Most identified Latin American firms are exporters of value-added agro-industrial products:

- Frozen purees and pulps of tropical fruit exporter (banana, papaya, pineapple, guava) — Looking for a partner with financial and technical capability to expand processing capacity.
- Cocoa powder and coconut producer — Looking for a partner with interest in sharing investment in a turnkey operation for industrial coconuts.
- Pre-cooked wheat and rice pastas producer — Looking for a distribution and technology joint venture.
- Sauces and pasta producer — Interested in a distribution partner that can provide established market and brand name for sales in North America and Latin America.
- Dry tropical fruits producer — Interested in an investor partner that can provide technology and market expertise for expanding exports to the U.S. and Europe.
- Tropical fruit juices, jellies and marmalades — Looking for a distribution partner that can also provide assistance to export to Europe and Japan.
- Baby foods from tropical fruits and vegetables producer — Looking for a partner that can provide

Continued on page 8 — Agro

Mexico Shows Have Food, Consumer Goods on Menu

Guadalajara — Canadian suppliers of processed food, beverages, store equipment, leisure goods, housewares and giftware have an opportunity to penetrate these markets in Mexico.

They could open the door to this potentially lucrative market by participating in **ANTAD'93**, being held here March 27-30.

This will be the second time that External Affairs and International Trade Canada (EAITC) has participated in this event.

The 29 Canadian companies that participated in 1992 found the show so successful that they recommended a return engagement.

And little wonder.

ANTAD attracts some 10,000 managers/buyers that represent supermarkets, department and specialty stores that serve the fast-growing Mexican food and consumer goods market.

Indications are that consumer imports into Mexico are growing constantly — because of consumer curiosity to try new products and because imports of this kind are viewed as a status symbol.

Indeed, imports are expected to

grow 10 per cent per year between now and 1994. In the last three years imports of processed foods alone have doubled to reach over \$650 million annually.

Companies (up to 30 can be accommodated on a first-come, first-serve basis) that can schedule a stop-over in Mexico City have the added bonus of being able to attend a **Canada Food Show**, being held April 1 at the Canadian Embassy.

The fee is \$950.00 for companies wishing to participate in the Canadian pavilion at **ANTAD**; \$1,200.00, if also attending the **Mexico City Canada Food Show**.

Companies wanting to participate in or seeking more information on these events may contact Ms. Sony Marques, Trade Fairs and Missions, Latin America and Caribbean Trade Division (LGT), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6142. Fax: (613) 952-3904.

Specific commercial information and/or assistance can be obtained directly from the Commercial Section, Canadian Embassy, Mexico City. Tel.: 011-52-5-254-3288. Fax: 011-52-5-545-1769.

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here in the third article in the series is the transportation equipment sector. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

PETROLEUM EQUIPMENT AND SERVICES

The *Oil & Gas Journal* says Mexico's petroleum production ranks third in the world, with reserves estimated at 45 billion to 60 billion barrels. This is big business by any standard but, until recently, much of the business that this production could represent was out of the reach of Canadian companies. Only now is the market opening up to foreigners. Canada, with its leading technology and cooperative business style, is well placed to capture a good part of it.

The petroleum industry is fundamental to the Mexican economy, being one of the country's principal foreign currency earners. Petroleos Mexicanos (PEMEX), the state monopoly controlling the exploration, exploitation and distribution of these resources, is one of the world's largest companies. During the 1980s, much of PEMEX's earning power went to servicing Mexico's crushing debt payments.

Now, after a decade of absolutely minimal purchasing, PEMEX is becoming more active, with plans to spend as much as US\$20 billion over the next four to five years on equipment and services. Consumption of oil and gas field equipment is expected to grow by about 4.5 per cent annually, reaching US\$801.6 million this year.

Although PEMEX always has relied on imports (US\$213 million in 1988; an expected US\$280.4 million in 1992), Mexico tried to limit foreign participation in this strategic industry through import substitution to maintain its sovereignty, encourage its domestic industry and to save scarce foreign exchange. Facing today's fierce global market, PEMEX is more open to the idea of foreign suppliers and services contracts.

Under major restructuring, planning and purchasing authority will devolve to the regions, to the various operating departments and, for most primary and secondary petrochemicals, entirely to private industry (including foreign companies).

At the moment, many tenders and all regional purchasing are open only to domestic suppliers. However, the increasing use of international turnkey projects

and keen interest in foreign technology may tip the trend away from 'domestic only' policy — especially if reinforced by a North American Free Trade Agreement (NAFTA) which guarantees access to government agency contracts.

To meet domestic demand, Mexico must maximize its vast natural gas resources and petrochemical capacity. To meet international competition, especially in its petrochemical industry, the country will need to modernize its plants (ethylene, etc.).

The petrochemical industry is expected to grow an estimated 8 per cent per year between 1990 and 1994. Canadian resin, plastics machinery and tool and die exporters can capitalize on a predicted US\$4 billion to US\$5.5 billion of investment over that time.

PEMEX finally has the resources to bring in the latest technology to improve its efficiency, safety and environmental impact. Canada has the expertise to supply this need.

Labels Must be in Spanish For Products Mexico-Bound

As of September 24, 1992, all products entering Mexico must bear labels that are written in Spanish.

Products that fail to meet this new standard will be refused entry; those that got through and were later detected will be impounded and manufacturers will be fined 150 per cent of their value.

Certificates demonstrating compliance with the standard must be granted before the product can go on sale in Mexico. Such certificates can be obtained from the General Directorate, Secretariat of Economy and Finance (SECOFI), Mexico.

Exporters to Mexico requiring further information should contact Marcel Lebleu, Latin America and Caribbean Trade Division, External Affairs and International Trade Canada, Ottawa. Tel.: (613) 995-8804. Fax: (613) 943-8806.

BUSINESS AGENDA

Toronto — November 5 — “Let’s Talk Risk” Workshops. Contact the account manager, tel.: (416) 973-6211, fax: (416) 862-1267; **Vancouver** — November 16 — tel.: (604) 666-6234, fax: (604) 666-7550; **Edmonton** — November 18 — tel.: (403) 292-6898, fax: (403) 292-6902; **Winnipeg** — November 20 — tel.: (204) 983-5114, fax: (204) 983 2187; **Montreal** — November 24 — tel.: (514) 283-3013, fax: (514) 878-9891; EDC head office in Ottawa, tel.: (613) 598-2500, fax: (613) 237-2690.

Ottawa — November 19 — A Business Connexion seminar organized by Environment Canada will be held at the Chateau Laurier Hotel. One of the topics presented will be “Trade Negotiations: A Sustainable Development Perspective”. To register, contact Dina Derenzis, Ottawa. Tel.: (613) 526-4249 or 1-800-267-0666.

Mississauga — November 25-26 — 1993 Tourism Outlook Conference & Tourism Marketing Trends Conference. This is a unique and timely opportunity to get solid market knowledge, expert economic interpretation and competitive thinking on the future of the tourism industry. For complete details, contact Dina Derenzis, Conference Registrar, The Conference Board of Canada, Ottawa. Tel.: (613) 526-4249. Fax: (613) 526-4857.

Toronto — December 14 (Export Issues); December 15 (Import Issues) — Two intensive courses de-

signed to, among numerous relevant issues, update Customs professionals on the North American Free Trade Agreement (NAFTA) and cross-border issues and to provide practical, proven strategies to minimize Customs duties and taxes.

Complete details, registration fee information are available from Rebecca Young, Marketing Manager, Institute for International Research, Toronto. Telephone toll-free 1-800-461-2398 or (416) 928-1078. Fax: (416) 928-2994.

Agro-Industry Ventures — from page 6

technical assistance and market distribution in North America and Europe.

- Packaged pigeon peas exporter — Looking for a partner to set up distribution in North American ethnic market.

- Tomatoes products and tropical jams and sauces exporter — Looking for a partner interested in sharing technology and capital investment for production expansion and setting up distribution in North America and Japan.

- Temperate fresh fruit and vegetable exporter — Looking for a partner to set up distribution off season in North America, Europe and Asia.

- Natural products (from honey and others) producer — Interested in a partner that can provide technical assistance and distribution in North America or other markets.

- Pastas and prepared foods exporter — Interested in a partner to set up distribution in the U.S.

- Natural products for pets’ market — Looking for a partner to set up distribution in North America and Europe.

Types of Assistance

This project also can find potential Latin American agro-industrial partners for raw materials supply development or new export production development.

The project offers the following assistance — Free — to Canadian firms:

- Identification of selected Latin American and Caribbean (LAC) companies that have a capacity to provide stable sources of raw materials or finished products;

- Provision of financial and technical information on these LAC companies;

- Provision of information on the LAC country involved;

- Introduction of the firms, and assistance for visits to LAC countries, as required, in the establishment of initial negotiations; and

- A support network in both countries.

For further information on these opportunities, contact Emilio Portocarrero, Deloitte & Touche Management Consultants, 386 Woolwich Street, Guelph, Ontario, N1H3W7. Tel.: (519) 822-2000. Fax: (519) 822-0247.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

External Affairs and
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Market Totals \$ Trillions

How to Sell to U.S. State Governments

By Doreen Conrad

Regardless of the kind of products or services your firm offers, there is probably a need for it in one of the numerous U.S. government markets: federal, state or local.

These levels of government comprise the largest market for goods and services in the world. Annual

spending in state and local governments alone totalled \$2.15 trillion in 1991.

Interested? Then you'll want to know how to go about getting your share of this multi-billion dollar market and what is required to be successful.

It may be easier than you think; some paperwork is involved, but when you understand the forms and procedures, it's not difficult. And state governments already are thinking about freer trade with Canadian companies as a result of the commitment to further discuss their inclusion in future North American Free Trade Agreement (NAFTA) negotiations.

In fact, many states do not have in-state preference policies and the Buy America Act applies only to federally-funded programs.

Services Month Seminars Focus on Export Markets

External Affairs and International Trade Canada (EAITC) has planned several activities marking the fact that November is Services Month in Canada.

One of these activities is the ExportVision '92 series of seminars

sels (Belgium), Riyadh (Saudi Arabia), Rabat (Morocco), Budapest (Hungary), Mexico, Boston, Atlanta, Chicago, Minneapolis, San Francisco and Los Angeles.

In addition to the one-on-one meetings with trade commissioners, participants will hear a number of guest speakers address topics such as how to market services to the U.S., the implications of the North American Free Trade Agreement (NAFTA) for Canada's services industry, and other services-related issues.

The one-day seminars will be held in **Moncton** (Nov. 23), **Toronto** (Nov. 24), **Québec City** (Nov. 25), **Vancouver** (Nov. 30), **Calgary** (Dec. 1) and **Saskatoon** (Dec. 2).

For more information about ExportVision '92 or to obtain a registration form, please contact the Financial and Business Services Division, EAITC. Tel.: (613) 996-0705. Fax: (643) 943-1100.

The Fair Way to do Business Pages 2 & 4-8

for exporters of services. As with other events which were just held in October, Canadian trade commissioners will be brought in from selected embassies around the world to meet with exporters and discuss opportunities for service exports in their respective markets.

Trade commissioners from the following Canadian Missions will participate in the event beginning November 23: Bangkok (Thailand), Kuala Lumpur (Malaysia), Santiago (Chile), Kingston (Jamaica), Brus-

Trade Mission Planned

To learn the specifics about selling to state governments, the U.S. Trade and Tourism Development Division (UTO) of External Affairs and International Trade Canada will be sponsoring a trade mission to a three-day workshop on the subject February 16-18, 1993 in Orlando, Florida.

The workshop is sponsored by the U.S. National Association of State Purchasers Association, and will be

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Canada

A NEW LOOK AT EXPORTING

Trade Fairs: Should You Take the Plunge?

In this issue we take a close look at trade fairs, as we do from time to time in our columns and editorials (see March 1, 1991, "Trade Fairs Are a Gold Mine"). For many companies, involvement in trade fairs is an important part of their marketing strategy. News about trade fairs is found in most issues of this publication, as well as in the material received from various associations and trade magazines.

On the other hand, in these difficult times, businesses will think twice before investing time and money, since more than ever, they must get the most out of every dollar they spend. They must first decide whether taking part in a fair is worthwhile, given the human and monetary costs involved, and then select the fair that will bring the best return for the company.

The first step is to compare the cost of participating in the fair with what it would cost you to visit each potential customer in order to get the same amount of exposure. To do this, divide the total cost by the number of customers you expect to contact. The initial cost may have seemed too high initially, but this calculation, not to mention other quantifiable considerations, such as the time and money saved by meeting everyone in the same place, may change the picture somewhat.

For those whose products are difficult to transport, such as heavy machinery, a fair will often provide an opportunity to assemble your product and show it to potential customers who would be unable to view it unless they visited your plant.

A professional fair should expose you to the best work being done in your industry and give you an idea of where you stand in relation to it. In addition, many fairs and exhibitions have training and development sessions available, where you will be able to meet industry leaders and to expand your network of contacts.

The location of your booth and the quality of your immediate neighbours will definitely affect the flow of visitors in your direction. The interest generated by a neighbour will benefit you. Of course, the converse is also true. In many foreign events, External Affairs and International Trade Canada prefers to have all Canadian exhibitors located in the same area.

Another positive factor is this: those who visit your booth will already have an interest, be it specific or vague, in your sector. Dealing with them will probably be easier than knocking on doors and meeting people "cold."

These positive aspects must be considered along with some negative ones: for example, can you afford to have one or two people away from the office for a few days? Some small businesses may find this a key consideration. Will your company be able to meet the immediate increase in business that a fair may generate? If not, you would be better advised not to participate just yet than to end up with dissatisfied customers. If you have already attended an event in the past, you will doubtless want to make sure that new potential customers are likely to be there, and to consult the list of confirmed exhibitors.

Some trade fairs are more costly than others, and may not necessarily be your best choice.

As we have seen, there are many factors to consider before deciding whether or not participation in a trade fair is a good investment for your company.

Sylvie Bédard
Editor-in-Chief

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Sylvie Bédard

Editor: Don Wight

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Mail to: *CANADEXPORT* (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

COSTA RICA — A large agricultural cooperative that produces sugar, coffee and oranges is seeking **new and second-hand equipment for food processing**. The cooperative urgently needs the processing equipment for citrus fruit juice production. Correspondence in Spanish would be more effective, though written English is understood. Interested Canadian firms may contact directly Dagoberto Rodriguez, Cooperativa Agricola Industrial Victoria R. L., Apartado Postal 176-4100, Grecia, Costa Rica. Tel.: (506) 44-5638/5866. Fax: (506) 44-63-46.

ETHIOPIA — With a bid closing date of December 10, 1992, the Institute of Agriculture Research is inviting sealed bids from eligible bidders for the supply of **agricultural machinery** (five sets of seed-cleaning and processing equipment, four combine harvesters, seven tractors and loader-mounted digger, and agricultural implements); **vehicles** (12 station wagons, five pick-ups and three buses); and **21 radio receivers**. Tender documents (No. IDA-1521-ET-2-92) are available against payment of approximately C\$15.00. Interested Canadian suppliers may contact DOMCAN (telex 21053); or fax 251-1-512818 for assistance in obtaining tender documents.

FURSTENTUM LIECHTENSTEIN — A company here seeks suppliers of **food and non-food**

products (consumer goods); **industrial/chemical intermediates**; **generic pharmaceuticals and related technology** (sales of production licenses and manufacturing units). Contact A. Beck Ag. Tel.: 41-75 2 83 77. Fax: 41-75 8 10 10.

IRAN — A trading company with five years of experience in supply-

ing raw and semi-finished material to tire rubber and soap manufacturers wishes to import the following from Canadian companies: **non-edible tallow, edible and non-edible essence, butadiene rubber, ethylene propylene monomer, styrene butadiene rubber, isobutene isoprene rubber (non-standing), and butadiene rubber (oil extended)**. Contact Trans Khazar Trading Company, 62, Fatemi Avenue, Tehran, Iran. Tel./ Fax: (021) 654579.

NEW ZEALAND — A newly-formed company specializing in the electronics field seeks to expand its product line with **new and innovative electronic products**. Contact Stephen Loo, Knight Werkes Ltd., P.O. Box 97-458, South Auckland Mail Centre, Auckland, New Zealand.

NEW ZEALAND — A company seeks a manufacturer in Canada to make its **ergonomically-designed chair** to sell in the North American market. A component would have to be purchased from the company in New Zealand and a royalty would be required. Contact Ross Rieger, Managing

Director, Health Appliance Centre, P.O. Box 56-248, Auckland, New Zealand.

PHILIPPINES — A well-established company engaged in the manufacture and distribution of **water purification and water treatment equipment** is interested in associating with **Canadian companies for partial assembly or manufacture of such equipment** for the Asian and Philippine markets. Contact Robert So, President, Systemnomics (Philippines) Inc., P.O. Box 2068, Manila, Philippines 1099. Tel.: (632) 22-16-71. Fax: (632) 522-4147.

TAIWAN — Suppliers of various quantities and qualities of **scrap rails, cast iron, wood, mild aluminum, mild steel and scrap copper wires and cables** are being sought by a Taiwan company. Complete specifications and details are available from the Taiwan Trade Centre, Place Montreal Trust, 1800 McGill College Ave., Suite 2108, Montreal, Quebec H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

UNITED STATES — An importer and distributor of **toys, novelties and low to medium technology consumer and industrial products** is interested in establishing agreements with small to medium-size Canadian companies that have not yet penetrated the U.S. market. Send product literature, price lists and inquiries to: J.M. Mumford, President, Tradewell International, Inc., 4902 Carlisle Pike, #293, Mechanicsburg, PA 17055 USA. Tel/ Fax: (717) 697-6529.

BUSINESS OPPORTUNITIES

Choosing the Correct Trade Show

Exhibiting or participating in international trade shows can be a positive marketing tactic, one that has the potential to open doors to a range of new markets.

But the problem can be that, with so many shows to choose from, how do you determine the one you should attend, the one that best meets your needs and objectives?

The following points or considerations that may help you make the correct choice have been gleaned from a variety of sources.

If the show you are thinking about attending has a long history, there are areas you can plug into for information that will help give you a feel for the show's potential.

Information, for instance, can be gathered from show management (most such organizations have very good and valid data), from one of several independent organizations that rate shows, or from talking to others who have participated in previous shows.

One of the best bets is to gather information on the type of audience that previous shows have attracted, as well as information on the composition of the exhibitor base.

Shows for a broad audience will attract exhibitors with products for a large, undifferentiated audience. They usually are quite large, attracting huge crowds. Conversely, shows for narrow segments of industry tend to attract fewer exhibitors and attendees.

But, while numbers are worth considering, they should not be the sole factor on which to base a decision to attend or not attend a particular show. The number of attendees should be weighed in terms of the quality of the attendee that will be visiting your stand.

From the information you receive from show management, there will be names of companies that exhib-

ited previously. Look carefully at this list and ask yourself, among other questions: Are these companies selling to the same clients you want to reach? Are any of them direct competitors? Have they participated consistently in previous shows? Yes answers suggest you should look further into this show. It could be for you.

Getting a profile of attendees is equally helpful. Are they from the types of company to which you would like to sell? Do the representatives have purchasing power or influence? Are they people you might already be reaching in other ways? If the answers are yes, you most likely should exhibit at this show.

That being determined, it is recommended that you attend the show — initially as an observer, rather than as an exhibitor. This way you get the real feel of the event. Plan well in advance, so you visit the show at which you are likely to exhibit the following year.

Prior to the visit, evaluate all pre-show publicity and promotions — they often are geared to the different groups that the show is trying to attract, giving you a good profile as well as indicating which industries the show managers consider more or less important.

You also can call some of the companies that have exhibited at previous shows. Have "specific" questions ready to ask, such as: how many people visited your booth? Can you trace any sales to show participation? Are you planning to attend the show again?

You should now have sufficient information to attend the show. The pre-registration package you receive can also be helpful in evaluating the show, informing you who is attending, where their exhibits are located, names and titles of those staffing the exhibits (it helps when

you want to meet specific people, especially if they have influence in facilitating a sale).

Arrive at the show at least a half hour before opening on the first day. This way you will see how well organized the show people are. Are there too few staff registering visitors, so that long line-ups result? Is registration smooth? Are the registrars friendly and well informed?

Before visiting specific exhibits that you pin-pointed during your research, walk the entire show area. It will give you the feel of the layout, an indication of heavy traffic areas, how many people visit or pass by a booth (is it traffic flow or attendee composition and quality that creates the activity?), and the location of your competitors.

On the last day, return to the show and casually visit a few exhibitors who sell non-competitive products to your market. The exhibitors, though likely tired, usually are willing to provide their rough evaluation of the show.

General, rather than specific questions are appropriate at this time, as head counts, prospect identification and other tallies will not be completed until after the exhibitors have returned home.

When the show has closed, contact the show managers, requesting their post-show evaluation, most of which is quantitative, including facts and figures on show attendance and traffic. Many include personal factors which can help you put your observations into perspective. You might also want to re-contact some of the exhibitors.

In the end, be sure you know — before participating — how each show stands in your industry sector. Participation costs money and you want to be sure you are spending it on a venture that will give you the best bang for your buck.

EAITC's 1992-93 U.S. Trade-Related Events

The following are 1992-93 U.S. trade-related events in which External Affairs and International Trade Canada (EAITC) expects to participate. Further information on these events is available from the officer responsible for the various sectors.

Advanced Technology Products/ Systems/Services

Computer Hardware/Software/Informatics/ Data Processing/Office Automation

Officer: G. Willows Tel: (613) 993-6576

- **NetWorld Boston** — January 12-14, 1993 — Boston. PC-based computer networking hardware, software, peripherals and accessories.
- **Comdex Spring/Windows World** — May 24-27, 1993 — Atlanta. Small computer systems hardware, software, peripherals, accessories and related products.
- **PCEXpo** — June 29-July 1, 1993 — New York. The show highlights small computer systems, hardware, software, peripherals, and accessories.

Consumer Products/Services

Apparel and Footwear

Officer: N. Peacock Tel: (613) 991-9476

- **Canada Mode Show** — February 27 — March 2, 1993 — New York. Women's apparel.
- **Mid-West Men's Wear Collective** — February, 1993 — Chicago.

Furniture/Furnishings

Officer: M. Samson Tel: (613) 991-9479

- **Solo Office Furniture Shows** — March 1993 — Cleveland & Columbus. Office furniture products.
- **Solo Healthcare Furniture Show** — March 25-26, 1993 — Minneapolis. Healthcare furniture products.

Defence Programs/Products/ Related Equipment/Services

Security Equipment

Officer: P.A. Rolland Tel: (613) 991-9475

- **COPEX USA'93** — May 25-26, 1993 — Baltimore.

Non-Defence Government Procurement

Officer: D. Conrad Tel: (613) 998-9440

- **Trade Mission to U.S. General Services Administration (GSA)** - January 1993 — Fort Worth. Commercial safety clothing.

- **Communications Networks (ComNet)'93** — February 2-4, 1993 — Washington, D.C. Voice, data communications, network products.
- **Federal Computer Conference & Expo West** — May'93 — Anaheim.
- **Federal Office Systems Exposition (FOSE)** — April 1993 — Washington, D.C. Information technology.

Industrial Equipment/ Environmental Equipment

Environmental Products/Services

Officer: D. Marsan Tel: (613) 991-9478

- **Hazardous Material Control Resources Institute's (HMCRI) Superfund'92** — December 1-3, 1992 — Washington. Systems and services for the collection, containment and disposal of toxic/hazardous materials generated by the municipal and industrial processes.
- **Petrosafe'93** — January 26-28, 1993 — Houston. Hazardous materials detection, treatment and disposal equipment, fire prevention and firefighting equipment, oil spill containment and clean-up systems, incineration equipment.
- **Ocean Technology Workshop** — February 26, 1993 — Newport, Rhode Island. The purpose of this workshop is to promote trade, joint ventures, strategic alliances and joint development projects between Canadian and U.S. institutions.
- **Plant Engineering & Maintenance Show (PEM'93)** — March 8-11, 1993 — Chicago. Pollution control equipment and supplies/services for the industrial manufacturing facilities.
- **American WaterWorks Association Expo & Conference** — June 6-10, 1993 — San Antonio, Texas. Water meters, pipes, valves and other components for the water works industry.
- **Hazardous Materials Management Conference** — June 9-11, 1993 — Atlantic City, NJ. Equipment for the handling, treatment, storage and transportation of hazardous materials and waste.
- **Air & Waste Management Association** — June 13-18, 1993 — Denver, Colorado. Showcase of products and services for air pollution control and waste management such as instrumentation, control equipment, engineering and consultants services.
- **Waste Expo'93** — June 23-25, 1993 — Chicago. Solid and hazardous waste collection, transportation

Continued on page 6

U.S. Trade Events — *Continued from page 5*

and disposal equipment, related support equipment, products and services.

Production Machinery

Officer: P.A. Rolland Tel: (613) 991-9475

- **National Industrial Fastener Show** — May 24-26, 1993 — Columbus, Ohio.

Power and Energy Equipment/Services Transmission and Distribution Equipment/Services

Officer: A. McBride Tel: (613) 993-5149

- **Power Gen'92 Show** — November 17-19, 1992 — Chicago. Power generation equipment.

Services

Officer: D. Conrad Tel: (613) 998-9440

- **Trade Mission - Media Contacts** — January 1993 — San Francisco.
- **Transportation Trade Mission** — March 1993 — El Paso.
- **Consulting/Engineering Trade Mission** — December, 1992 — Seattle.
- **Trade Mission** — November 1992 — Atlanta. Defence software/environmental/info tech services.
- **Seminar** — Consulting Engineering Partnering Skills — January, 1993 — Vancouver.
- **Seminars** — Exporting Marketing Services to the U.S. — November 23 - December 2, 1992 — (Moncton,

Toronto, Quebec City, Montreal, Vancouver, Calgary, Saskatoon).

- **Mission** — Selling to State Governments, Orlando — February 16-18, 1993.
- **Mission** — Architectural Partnering Opportunities — January 1993 — Minneapolis.

Transportation Systems/ Related Equipment

Automotive (Original Equipment)

Officer: A. McBride Tel: (613) 993-5149

- **Society of Automotive Engineers Show** — March 1-4, 1993 — Detroit. Auto parts.
- **Mid-America Trucking Show** — March 4-6, 1993 — Louisville. Truck parts and equipment.
- **Incoming Transit Mission From Michigan to Ontario and Quebec** — January 1993. To view Canada's Compressed Natural Gas (CNG) Technology.
- **Incoming Transit Buyers from New England and New York to Ontario and Quebec** — March 1993. Transit equipment, systems and technology.
- **International Public Transit Expo (IPTE)** — October 4-6, 1993 — New Orleans. The world's largest exposition featuring equipment and technologies associated with urban transit systems. Canada will be represented at the IPTE with a National Stand. Space is now available for companies wishing to participate in this world class event.

1993: Africa, Middle East Trade Events

The following are trade-related events in which External Affairs and International Trade Canada (EAITC) expects to participate in 1993.

For further information, contact Eric Brown, Africa and Middle East Trade Development Division, External Affairs and International Trade Canada. Tel.: (613) 990-6592. Fax: (613) 990-7437.

- **Trading House/Consumer Products Mission to Yemen, United Arab Emirates and Saudi Arabia** — January, 1993.
- **Environmental Equipment, Technology and**

Services — **Mission/Seminar to Israel** — February, 1993.

- **Canada-Saudi Arabia Joint Economic Commission** — February 1993 (tentative) — Riyadh, Saudi Arabia.
- **Environment Equipment and Services Technical Seminars to the Maghreb** — February 1993 — Algeria, Morocco, Tunisia.
- **Kuwait International Fair** — February, 1993.
- **Middle East Oil Show** — April, 1993 — Bahrain.

Japan-Related Trade Fairs, Missions

Listed below — alphabetically by sector and in chronological order — are major promotional projects for Japan in which External Affairs and International Trade Canada (EAITC) plans to participate between now and the end of fiscal year 1993.

For more information on these events or details on how to participate, please contact the International Trade Officers identified using the telephone number provided or the following facsimile number: (613) 943-8286.

Agri-Food/Seafood

- **Foodex 93** — Japan — (Core Info Area) — March 93. Focus on processed food. Contact Greg Bates: (613) 995-8619.
- **Spring Kansai Solo Food Show** — Osaka — (Solo Show) — March 93. Focus on processed and semi-processed food products. Contact Greg Bates: (613) 995-8619.

Bio Industries/Health Care

- **Outgoing GIS Mission** — Japan — December 92. Focus on all aspects of geographic information systems. Contact John Scofield: (613) 995-8596.

Consumer Products

- **Solo Outdoor Products Show (Resort & Leisure)** — Osaka — (Info Booth) — November 92. Focus on sporting goods and outdoor leisure products. Contact Wayne House: (613) 995-1678.
- **Tokyo International Furniture Show** — Tokyo — (Info Booth) — December 92. Focus on furniture (all kinds). Contact Pat Cronin: (613) 996-2460.

Forest/Construction

- **Great Outdoor Canada Solo Log Home Show** — Tokyo — (Solo Show) — November 92. Focus on log homes/outdoor consumer products. Contact Wayne House: (613) 995-1678.
- **Granite Show** — Tokyo/Nagoya — (Solo Show) — November 92. Focus on granite stone products. Contact Wayne House: (613) 995-1678.

Info Technologies

- **Outgoing Mainframe Software Mission and Seminar** — Japan — (Outgoing Mission) — January 93. Focus on mainframe software. Contact Pat Cronin: (613) 996-2460.

- European Events of Interest -

Listed below — alphabetically by sector and in chronological order — are the 1993 major trade fairs and missions in which External Affairs and International Trade Canada (EAITC) plans to participate.

National Stands (NS) are full-scale large participations with several companies usually grouped around a Government of Canada information and lounge area.

Core Area Stands (CA) are participations at which the government's involvement is limited to a lounge and office (funded by EAITC), surrounded by booths of individual companies participating on their own.

Information Booths (IB) are participations at which the government's involvement is limited to a small area aimed at distribution of company-provided brochures.

Missions include **Outgoing Sellers' Missions (SM)** from Canada and **Incoming Buyers' Missions (BM)** from abroad.

For more information on these events or details on how to participate, contact EAITC's Trade Fairs and Missions Europe (RWTF). Tel.: (613) 996-5554. Fax: (613) 995-6319.

Agriculture/Food

- **Agrotica** — Thessalonika, Greece — February, 1993 — Annual show for agricultural products promotion: seed potatoes & soybeans, livestock semen & herd improvement, services, also forest products (IB).
- **SIA International Agricultural Show** — Paris, France — March 1-8, 1993 — Animal breeding stock (CA).

Construction Products/Services

- **BAU 93** — Munich, Germany — January 19-24, 1993 — Building products, joint partnering (IB).
- **Construction Turkey 93** — Istanbul, Turkey — January, 1993 — Construction, building materials (IB).
- **Batibouw** — Brussels, Belgium — February, 1993 — Value-added wood products and construction materials (CA).

Consumer Goods

- **London International Boatshow** — London, England — January 7-17, 1993 — Marine leisure (CA).

Continued on page 8 — Europe

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- **Harrogate International Toy Fair** — Harrogate, England — January 11-16, 1993—Toys, games, Christmas products (CA).
- **CPD Collection Premiere** — Duesseldorf, Germany — February 7-10, 1993 — Annual ladies' wear fashion show for Canadian haute couture.
- **ISPO (Spring) 93** — Munich, Germany — March 4-7, 1993 — Sporting goods, including winter apparel (NS).
- **International Hardware Fair 93** — Cologne, Germany — March 7-10, 1993 — Tools, locks, fittings, building and do-it-yourself supplies (NS).
- **Igedo** — Duesseldorf, Germany — March, 1993 — Fashion and clothing (CA).

Defence

- **International Maritime Defence** — Brighton, England — March 31-April 2, 1993—Acoustics, ASW, environmental protection, navigation, night vision systems, radar, rescue and survival, sonar and other high technology ocean industries with emphasis on defence and coast guard applications.
- **Paris Air Show** — Le Bourget, France — June 10-20, 1993.

Fisheries/Sea Products/Equipment/Services

- **Outgoing Fish and Food Mission** — Nordic Countries — January, 1993 — Fish/shellfish/other food (SM).

Forest Products

- **Eurobois 93** — Lyon, France — March, 1993 — Forestry equipment and wood products (IB).

Transportation

- **Aftermarket 93** — Wembley, England — February 16-18, 1993 — Automotive spare parts and accessories (CA).

Paris Air Show Recruiting

Le Bourget — For the eighteenth time, Canada once again plans to fly high at the world's largest and most prestigious air show.

The **Paris Air Show (PAS)** is being held in this Paris suburb from June 10 to 20, 1993. Canada, through External Affairs and International Trade Canada, again will have a prominent national pavilion.

PAS is "the" show that Canadian companies "must" attend if they want to mingle and make business contacts with the more than 147,000 "professional" visitors from around the world who attend this 10-day exhibition.

Since 1965, Canada has been participating at PAS — held every second year and alternating with

the Farnborough International Aerospace Exhibition — with a national stand and chalet of the highest quality.

In 1991, when PAS was last staged, 39 Canadian companies and three provinces were represented. Canadian participants announced more than \$750 million in sales during the event!

Canadian aerospace companies interested in participating in PAS'93 should contact Andre Pascal (tel.: 613-996-5555) or Louise Cameron (tel.: 613-996-3607), both with Western Europe Trade, Investment and Technology Division, Trade Fairs and Missions (RWTF), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

Sales to States — from page 1

presented by senior purchasing officials representing more than 30 states.

Participants also are afforded the opportunity of having a 10-minute individual interview with the purchasing officials.

If you are interested in participating, you should — **by December 18, 1992** — fax (613-990-9119) to Doreen Conrad of UTO the following information:

- Company name, address and contacts
- Description of product or service
- Currently exporting to the U.S.?
- Currently selling to state government(s)?

Interested companies are encouraged to book early, since space is limited.

Getting Started

Here are some tips on selling to U.S. state governments.

The procurement function at the

state level is highly centralized: purchasing divisions acquire most common-use goods and services on behalf of other state agencies. It is important — in order to determine how potential bidders are selected — to contact the purchasing division of the state to which you would like to sell. Some use source lists; others advertise upcoming requirements. Some charge a fee to be included on the vendor list; others do not.

Next, you should make contacts at the user agency. It's important to understand the mission of the agency, its needs and organizational structure. You can also learn about budgets and budget cycles.

Agencies have some degree of delegated purchasing authority, ranging from \$100 to \$25,000, depending on the state. All of this information is readily available.

Continued on page 12— Rules

*Automobile Spare Parts***Canada Could Get Better Share of Guatemala Market**

Five-year import statistics (1987-1991) show Guatemala has a 'healthy' import replacement parts market, with imports in 1991 totalling US\$20,512,481.00.

The same statistics reveal that Canadian sales in that period were merely 1 per cent or less in terms of market share.

These are among the findings in *Automobile Spare Parts: An Overview of the Market — Guatemala*, a review prepared by the Trade Division, Canadian Embassy, Guatemala City.

The review also notes: "There is no reason why, in a \$20-million-a-year consumer market in which Canadian manufacturers have proven expertise, in which geographic proximity and a devalued dollar are added incentives, Canada cannot increase its export participation in direct competition with countries like Sweden, Mexico, Italy, Spain and South Korea."

This is all the more noteworthy, considering that the market is likely to expand. That's because "the vehicle population is increasing dramatically", meaning that, in the short- and medium-term, the market for replacement parts will increase accordingly.

Furthermore, a survey undertaken by the Embassy indicates that about 15 per cent of dealers' stocks are purchased from independent exporters. "This is the share of the market that Canadian exporters should concentrate on," the review suggests.

Other positive factors for Canadians interested in penetrating this market:

- local manufacturing is not a factor that could affect Canadian participation in the Guatemalan marketplace;
- the Guatemalan market is easily

accessible as the government does not require importers to meet any special regulations, such as import licenses or labelling in Spanish, or any special packaging regulations.

The review also covers such areas as import tariffs, price quotations, terms and methods of payment, shipping services, distribution channels, and lists the automobile spare parts most requested by Guatemalan importers.

It concludes with some helpful advice.

"For Canadian companies interested in the Guatemalan market, we suggest that working with an established and aggressive representative/agent is the most effective way of penetrating the market.

"This approach is further enhanced if the manufacturer renders continuous support to his representative by keeping in contact with the customers by mailing catalogues and updated information and by making periodic visits to the mar-

ketplace to coordinate activities with his agent and to make joint calls on local customers.

"A genuine interest in servicing and working with the importers is still the number one marketing tool in this marketplace."

Copies of the report, quoting code number 66LA, may be obtained from Info Export (see box at the bottom of page 12).

Further information on trade matters relating to Guatemala is available from Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Interested parties may also wish to contact directly the Commercial Division, Canadian Embassy, P.O. Box 400, Guatemala City, Guatemala. Fax: (011-502-2) 321419. Telex: (Destination code 372) 5206 (5206 CANADA GU).

1992 Canexport Directory Now Available; Advertisers Being Sought for 1993 Issue

A new bi-annual buyers' guide that promotes Canadian goods and services to business communities around the world has been published by Canexport Publications Inc., Pointe-Claire, Quebec.

The next issue, for firms wishing to be included, is scheduled for release in March, 1993. *The Canexport Directory*, with a total press run of 60,000 copies, is published in two editions, English-French and Spanish-English and is distributed, free of charge, through foreign Chambers of Commerce, trade missions, Canadian embassies and international import/export organizations to ensure maximum exposure for advertisers.

Canexport also provides a convenient no-charge referral service to potential buyers through an innovative fax database system.

For further information on *The Canexport Directory*, contact Canexport Publications Inc., 955 Blvd. St-Jean, Suite 203, Pointe-Claire, Quebec H9R 5K3. Tel.: (514) 426-5865. Fax: (514) 426-5864.

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here are the fourth (mining equipment and services) and fifth (forestry equipment and services) articles of the series. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

MINING EQUIPMENT/SERVICES

Canada's mining technology is second to none, while Mexico's is, with some notable exceptions, 50 years behind recent advances. The country desperately wants to revitalize its mining industry.

With the North American Free Trade Agreement (NAFTA) in mind, Mexico is dramatically restructuring its mining regulations to allow foreign investment and to encourage the adoption of more effective, safe and environmentally-sound practices.

New investors are being sought to update inefficient operations. In 1991, foreign investment was more than US\$515 million (compared to US\$485 million in 1990). Mexicans themselves are bringing back their money, investing more than US\$570 million in 1991 (about US\$220 million in 1990).

Traditionally, Mexican miners have had great difficulty in keeping operations going — much less initiate new ones — because of snarls in red tape, arbitrary decisions, uncoordinated policy and deficient information.

These problems have now been reduced considerably. As a result of the improved business climate, Mexican companies have been spending an estimated 30 per cent more on parts and projects each year, perhaps US\$600 million total in 1990.

A study prepared by KPGM-Peat Marwick estimates that a North American Free Trade Agreement would stimulate a 13.2 per cent increase in mining production over its first 10 years, simply from increased economic growth and demand for basic materials.

All this increased activity equals opportunity for Canadian equipment and expertise.

Overall, the NAFTA will make life easier for Canadian companies on such issues as protection of intellectual property, coordination of standards, taxation, work permits and access to government tenders.

For instance, government agencies are considering a

project (estimated to exceed US\$30 million over the next few years) to thoroughly map their country. Other large-scale projects also are on the drawing board.

Despite the low commodity prices that are bringing hard times to miners around the world, there is an undercurrent of optimism throughout the entire Mexican mining industry. A NAFTA will help Canadians tap into this potentially dynamic situation.

FORESTRY EQUIPMENT/SERVICES

Mexico's forestry sector has the potential of becoming an important contributor to the nation's economy.

It will require considerable financial and technical assistance to improve efficiency in silviculture, public and private resource administration and in the manufacture and marketing of the country's wood products.

Once this assistance is forthcoming, it will translate into increased opportunities for Canadian equipment and services — as well as technology transfer and joint venture opportunities.

The Mexican forestry industry has been operating with old and out-dated machinery, which (thanks to improved economic and import conditions) it has started to substitute for newer equipment.

This trend is expected to continue. By 1994, the total market is expected to reach US\$54.9 million, after an average annual growth of 5 per cent.

Imports have played a major role in this industry, since the bulk of forestry harvesting and wood-working equipment is not manufactured in Mexico.

Local production is limited to the most simple tools, including circular and single band saws, hand tools,

Continued on page 11— Mexico

Mexico:**Priority Sectors***Continued from page 10*

motors, edge cutters and parts and accessories.

All of the larger and more sophisticated equipment is imported, including multiple band saws, chain saws, plywood presses, particle board manufacturing equipment, boilers and driers for wood or cellulose, hoists, winches and cranes, planes and cutting tools for working wood, machine tools for working wood (such as sawing machines, planting, milling or cutting machines, sanding or polishing machines, drilling, splitting, defibrating machines, bark-stripping machines, lathes and furniture-making equipment).

Imports accounted for 70 per cent of the total market in 1987, increasing to 83 per cent in 1988, and to 84 per cent in 1989.

Used machinery and equipment also are in high demand in Mexico, since state-of-the-art technology is still not frequently used and is limited to the very large firms.

The most important supplier of forestry harvesting and wood-working equipment to Mexico is the United States, with about 50 per cent of the market share. In the last few years, Canada's share has improved significantly, going from 1 per cent in 1990 to 10 per cent at the present time.

Products and services for which there are good market prospects include: pulp, newsprint, forest harvesting machinery, pulp/paper mill machinery, tree nursery establishment and management technology, reforestation, personnel training at the primary production level, wood harvesting technology and equipment. Forest protection, reforestation and forest fire fighting technology are also areas of high priority.

CONTRACTS AWARDED

Mason Tools Ltd., Ottawa, has been awarded a contract to supply fishing tools to India's Oil and Natural Gas Commission (ONGC). The transaction is supported by a loan of up to C\$131,000 with the Export Development Corporation (EDC) and a grant of C\$80,291 from Canadian International Development Agency (CIDA). Mason Tools Ltd. specializes in oil drilling equipment and has marketed its combination bumper sub, hydraulic jar and low spring rate shock-sub worldwide.

Technophar Equipment and Service Limited, Ottawa, has sold four hard gelatin capsule manufacturing machines to Gelcap SRL of Romania with the Export Development Corporation (EDC) providing the buyer with financing of US\$3,451,000. Technophar has built its reputation on developing, manufacturing and installing state-of-the-art innovative equipment. Major international contracts have been signed or completed in over 10 different countries.

VME Equipment of Canada Ltd., Guelph, has sold a Michigan loader model L190B to Triturados y Agregados de Veracruz, S.A. of Mexico, with Export Development Corporation financing to the buyer of US\$178,412.19.

Petroleum Recovery Institute (PRI), Calgary, has been awarded a contract of an International Membership and Technology Transfer Agreement to India's Oil and Natural Gas Commission (ONGC). The transaction is supported by financing of up to US\$185,184 from the Export Development Corporation

(EDC) and a grant of US\$113,500 from the Canadian International Development Agency (CIDA). PRI is a world-class research institute.

Sandvik Process Systems Canada, Ottawa, has sold a 48-inch Sandvik belt cooler for novolac resins to Fordath, S.A. de C.V. of Mexico with financing of up to US\$92,680 by the Export Development Corporation (EDC). Sandvik Process Systems Canada is a major international company that produces equipment for freezing and drying food, sorting packages and chemical processes.

ABB Combustion Systems, Ottawa, has won a contract with the Electricity Generating Authority of Thailand (EGAT) to build two 300 megawatt steam generating plants in north Bangkok. The Export Development Corporation (EDC) is providing up to US\$73 million in financing to support the transaction. ABB Combustion Systems has become one of the leading Canadian manufacturers of steam generating plants.

Boviteq inc., Saint-Hyacinthe, an embryo transfer centre, has concluded an important commercial agreement to ship Holstein frozen embryos to the State of Parana, Brazil. By the end of 1992, the centre will have shipped 700 embryos to this market. As well, and in association with Holstein Quebec and the provincial Ministry of Agriculture, the centre signed a contract for the shipment of 400 embryos to the province of Ludo in Spain. This contract represents the largest volume of embryos ever imported by Spain.

Rules Key to State Markets — from page 8

How to be Competitive

The main key to success in state government markets is knowing the rules. A condensed version of the rules by state is available in the publication, *State and Local Government Procurement*, (ordering instructions at end of article). You also can buy a complete set for each state, usually for about \$40. Each state purchasing commission can tell you how to proceed.

The other important element becoming increasingly important in vendor selection is the value-added or service factor. The level of service offered actually can make the difference in winning or losing a contract.

Another significant factor in purchasing decisions is the responsiveness of the bid to the real need of the agency which will use the product or service. That's why it's important to understand the mission of the agencies.

Recycled Products/Business

Do you sell recycled products? If you do, there is tremendous advantage for you in bidding on state government purchases.

There are a very limited number of U.S. suppliers that offer recycled products, making it a market niche ripe for the picking by Canadian firms.

In many states, a 10 per cent price preference is given to bids which offer recycled products (paper, re-conditioned equipment, re-refined oil, plastic products).

Recycled Products

Suppliers of recycled products may be interested in exhibiting at the **Southeast Recycled Products Procurement Conference and Vendor Show** which will take place February 15-16 in Orlando, Florida, in conjunction with the trade mission mentioned earlier.

Where to Obtain Information

One of the best sources of information on state government procurement is the Council of State Governments. This organization publishes a number of inexpensive books on state government pro-

curement, including: *How to Do Business with the States*; *The Contract Cookbook for Purchase of Services*; *Purchasing Preference Practices: A 50-State Overview*; *State Geographic Information Activities Compendium*; *State and Local Government Purchasing*; and *Directory of State Environmental Officials*.

For a free publications catalogue, or a list of state purchasing offices, fax (613-990-9119) your request to Doreen Conrad, U.S. Trade and Tourism Development Division, External Affairs and International Trade Canada, Ottawa.

BUSINESS AGENDA

Montreal—December 1; **Toronto** — December 2; **Calgary** — December 4 — "Business Opportunities in Turkey Seminar", organized jointly by provincial government trade organizations and the Canadian Council for Turkish Trade, targets companies open to joint ventures and provides information on trade assistance programs. Contact Louis J. Duhamel, Montreal. Tel.: (514) 866-1633. Fax: (514) 875-5004.

Victoria - November 19, 1992 - 2nd Annual Computers' 92 and "Mini-Biz" Trade Show, organized by Trade Trends Marketing. For information contact Ruth Roman. Tel.: (604) 361-9598. Fax: (604) 361-9335.

Vancouver - November 19, 1992 - Selling Goods and Services to the U.S. Federal Government Seminar

(Non-defence U.S. Government procurement). The director of the Business Service Center at the General Services Administration (GSA) in Auburn, Washington will cover in detail the art of "Selling to the GSA". Contact Jacalin Crosfield. Tel.: (604) 666-1440. Fax: (604) 666-8330.

Toronto - November 23-26 - Canadian Computer Show & Conference. Organised by Industrial Trade & Consumer Shows, Inc. (ITCS), the computing event of the year will have the technology solutions to help business increase efficiency and competitiveness. Registration is restricted to business persons 18 years and over. For more information, contact Deborah Dugan, Marketing Manager. Tel.: (416) 252-7791. Fax: (416) 252-9848.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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CANADEXPORT

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December 1, 1992

External Affairs and
International Trade Canada

Singapore Shows Right Stuff

The Republic of Singapore has emerged as the most favoured location in Southeast Asia for trade shows. The country also offers Canadian firms many advantages as an export market.

Recent figures released by the Union of International Fairs (UFI) in Paris, France, confirm that, of its 40 approved shows in Asia and the Middle East, 15 (38 per cent) take place in Singapore.

Of the 23 approved shows that are held in Asia, 15 (65 per cent) are held in Singapore.

Show Criteria

To be sanctioned by the UFI, shows must demonstrate that they have reached a professional standard that takes into account the following criteria:

- a sound track record. Exhibitions

must take place at least three times successfully in the same city;

- a high percentage of foreign participation. A minimum number of visitors must come from outside of the host country; and
- meet the high standards in fair facilities, as outlined in UFI rules.

Major trade shows — most held annually — hosted by Singapore include: **CommunicAsia** and **Asia Telecom** (telecommunications); **Food and Hotel Asia**; **Offshore South East Asia** (oil and gas); **Asian Aerospace**; **Sibex** (building products and construction technology); **WatermexAsia** (water management and technology); **EnvironmexAsia** (environmental management and technology); and **ChemAsia** (chemical and process engineering).

Market Advantages

Singapore, in addition to hosting top-quality trade shows, also offers Canadian companies other advantages as an export market.

For example, as a traditional re-export centre (entrepôt), Singapore's free trade policy means that there are virtually no barriers to trade and almost no tariffs on imported goods.

As well, many multi-national corporations have regional headquarters or international procurement offices in Singapore, contributing to the country's role as a major sourcing centre for ASEAN Southeast Asia markets.

What's more, Singapore has an excellent transportation infrastructure, including one of the best natural harbours in the world. Its Changi International Airport consistently has been judged one of the best anywhere.

Singapore's population of 2.8 million is educated and hard-working. English is widely spoken. The per capita income is more than C\$17,000. Unemployment is about 2 per cent and the inflation rate in 1991 was 3.4 per cent.

Continued on page 8 — Export

Agriculture is Subject of Seminars

One of the activities being organized as part of Services Month '92 is a **Workshop on World Bank Opportunities for Agricultural Consultants**.

The event will take place at Toronto's Royal York Hotel on December 7, 1992, and will feature speakers from the World Bank, from successful private-sector consulting firms, from the Canadian Embassy in Washington, from the Canadian International Development Agency (CIDA), other government agencies that offer assistance and support programs to exporters of services.

The workshops are co-sponsored by Industry, Science and Technology Canada (ISTC), External Af-

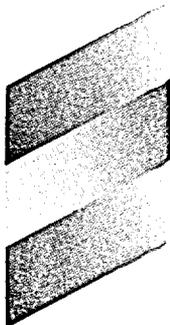
fairs and International Trade Canada (EAITC), the Agricultural Institute of Canada and the Canadian Consulting Agrologists Association.

Although the event is being held in Toronto only, all Canadian consulting firms interested in developing country markets are welcome to attend. There is no registration fee, but the number of places may be limited and consultants are encouraged to register — on a first-come basis — to reserve their seat. Contact David Mullen, tel.: (613) 954-2946 or fax: (613) 941-8464 to obtain copies of the workshop program and registration form.

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Canada

SOR/92-584; 9 October, 1992

In an effort to reach as many businesspeople as possible, the Federal Court of Canada has instructed that **CanadExport** publish the following:

FOREIGN EXTRATERRITORIAL MEASURES ACT

Foreign Extraterritorial Measures (United States) Order, 1992

WHEREAS the United States is proposing to adopt a measure, set out in section 1706 (a)(1) of the National Defense Authorization Act for Fiscal Year 1993, as passed by the United States Congress on October 5, 1992, which affects section 515.559 of the Cuban Assets Control Regulations, 31 C.F.R., Part 515, and constitutes a measure affecting trade or commerce between Canada and Cuba;

AND WHEREAS, in the opinion of the Attorney General of Canada, that measure is likely to adversely affect significant Canadian interests in relation to trade or commerce between Canada and Cuba involving business carried on in whole or in part in Canada or is otherwise likely to infringe Canadian sovereignty;

THEREFORE, the Attorney General of Canada, with the concurrence of the Secretary of State for External Affairs, pursuant to section 5 of the Foreign Extraterritorial Measures Act, hereby revokes the Foreign Extraterritorial Measures (United States) Order (1990), made on October 31, 1990*, and makes the annexed Order requiring persons in Canada to give notice of communications relating to, and prohibiting such persons from complying with, an extraterritorial measure of the United States that adversely affects trade or commerce between Canada and Cuba in substitution therefor.

Ottawa, October 9, 1992

Kim Campbell
Attorney General
of Canada

Concurred: Barbara McDougall
Secretary of State
for External Affairs

ORDER REQUIRING PERSONS IN CANADA TO GIVE NOTICE OF COMMUNICATIONS RELATING TO, AND PROHIBITING SUCH PERSONS FROM COMPLYING WITH, AN EXTRATERRITORIAL MEASURE OF THE UNITED STATES THAT ADVERSELY AFFECTS TRADE OR COMMERCE BETWEEN CANADA AND CUBA

Short Title

1. This Order may be cited as the *Foreign Extraterritorial Measures (United States) Order, 1992*.

Interpretation

2. In this Order, "corporation" means a corporation that is registered or incorporated under the laws of Canada or of a province and that carries on business in whole or in part in Canada; (*personne morale*); "extraterritorial measure of the United States" means the measure set out in section 1706(a)(1) of the *National Defense Authorization Act for Fiscal Year 1993*, as passed by the United States Congress on October 5, 1992, to the extent that it affects trade or commerce between Canada and Cuba. (*mesure extraterritoriale des États-Unis*)

Notice

3. Every corporation and every officer of a corporation who receives, in respect of any trade or commerce between Canada and Cuba, any directives, instructions, intimations of policy or other communications relating to an extraterritorial measure of the United States from a person who is in a position to direct or influence the policies of the corporation in Canada shall give notice thereof to the Attorney General of Canada.

Prohibition

4. No corporation shall comply with an extraterritorial measure of the United States in respect of trade or commerce between Canada and Cuba or with any directives, instructions, intimations of policy or other communications relating thereto that are received from a person who is in a position to direct or influence the policies of the corporation in Canada.

*SOR/90-751, 1990 *Canada Gazette*, Part II, p. 4918

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Mail to : **CANADEXPORT** (BPT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2.

BUSINESS OPPORTUNITIES

Before entering into a contractual agreement with a company, readers are advised to verify the bona fides of the companies listed here.

CHINA (People's Republic) — Canadian companies interested in exporting their **technologies and products** to China — most likely through a **joint-venture association** — may wish to contact Zhang Mao, General Manager, Strain Eighth Co. (Canada), Room 1, No. 3, Lane 1634, West Nanjing Road, Shanghai, China 200040. Tel.: 8621-2533551. Fax: 8621-3248360 Ma Xinkui, % Shao Zhixiong.

JORDAN — The Canadian Embassy in Amman reports that a number of Jordanian investors are in the market for **low-cost factories and complete production lines that can be procured only as used or second-hand and in good working condition**. Specifically, the requirement is for, among other items: **industrial factories for the production of foodstuffs and food preparation; plastics products; sanitary ware; electric and fluorescent bulbs; paints; chemicals; medical disposables; automotive filters; radiators; and spare parts**. Interested parties may submit their offers to the Canadian Embassy which will then forward them to potential Jordanian clients and investors for study and eventual direct negotiations with suppliers. Contact Sahid Museitif, Senior Commercial Officer, Canadian Embassy, P.O. Box 815403, Amman, Jordan. Tel.: (011-962-6) 666-124. Fax: (011-962-6) 689-227. Telex: (Destination code 0493) 23080 (23080 CANAD JO).

NICARAGUA — A local company seeks to form a **partnership or investment plan** to carry out the second phase of a **tourist development complex**. Contact Antonio Barberena Salinas, Del Calvario 2 Cuadras al Oeste, Jinotepe, Carazo, Nicaragua, Central America. Tel.: (011-505-2) 41-737.

TANZANIA — A small **apparel manufacturer** wishes to enter into a **joint venture with a Canadian textiles/garments manufacturer**. The company's

emphasis is on setting up a **knitting mill** with an annual production capacity of 600,000 T-shirts and other knitted fabrics. The joint venture would involve **investment in a variety of knitting, sewing and other machinery, plant equipment and technical personnel**. Contact Raza Kara, Managing Director, Teena Garments Manufacturers Ltd., P.O. Box 5416, Dar-es-Salaam, Tanzania. Tel.: 63786. Fax: (255) (051) 46150/62409. Telegram/Cable: DAR ES SALAAM (TEENAGAM).

CONTRACTS AWARDED

B & H Architects International Inc., Toronto, a subsidiary of Bregman & Hamann Architects, has been awarded the contract to design the new airport terminal at China's Xiamen Gaoqui International Airport. In a joint venture with the East China Architectural Design Institute, B & H was the only western design firm shortlisted by the jury. Construction for the new terminal is scheduled to start this year. When completed, the terminal will handle eight million to ten million passengers annually.

Canatom, in association with **Atomic Energy of Canada Limited (AECL)**, Montreal, has obtained a contract to build two new CANDU stations, Wolsong 3 and 4, in South Korea. Canatom will take part in design, procurement and construction management, for an estimated value of \$40 million spread over the next four to five years.

COM DEV Ltd., Cambridge, Ontario, has won a \$7 million contract with Alenia Spazio of Rome, Italy, to supply on-board signal processors for the communications payload that will be used on the European Space Agency's European Mobile Satellite. A world leader in the development of on-board signal processing, COMDEV is the only North American company to be involved in this European Space Agency-sponsored project.

SR Telecom Inc. (SRT), Montreal, has been awarded a \$1.6 million (US \$1.4 million) contract in an ongoing project to provide first-time telephone service and to expand existing telephone installations in Botswana. SRT designs, manufactures and markets point-to-multipoint microwave products for the provision and upgrading of telephone services to remote areas. The company is a world leader in this technology and its systems are now in use in 68 countries.

Shanghai Site of Plastics Show

Shanghai — This city, the industrial capital of China and the country's most important city for the plastics industry, is host — May 20 to 24, 1993 — to the **8th International Exhibition of Plastics and Rubber Industries (Chinaplas'93)**.

And Canadian companies are invited to participate, affording them an opportunity to make inroads into China's plastics industry (8 per cent annual growth rate predicted to 1995) and its rubber industry (annual growth rate of 5 per cent to be maintained to 1995).

At last year's exhibition, at which Canada participated, there were 149 exhibitors (81 per cent of whom were repeat performers, and 98 per cent of whom were satisfied with their participation). There were 59,000 visitors from 18 countries.

Exhibits include machines, moulds and accessories; auxiliary equipment for extrusion plants;

presses; blow moulding machines; machines for foam production and reactive resins processing; post finishing and printing machines; post processing machinery; and raw materials and auxiliaries.

Application/reservation forms and other information are available from **Chinaplas'93**, Adsale Exhibition Services Ltd., 21/F, 109-111 Gloucester Road, Wanchai, Hong Kong. Tel.: 852-511-5011. Telex: 63109 ADSAP HX. Fax: 852-507-5014.

General information may be obtained from Robert LeBlond, East Asia Trade Division (PNC), EAITC, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6987. Fax: (613) 996-4309.

Interested parties may also contact directly Gilles Potvin, Third Secretary (Commercial), Canadian Embassy, 19 Dongzhimenwai Dajie, Chao Yang District, Beijing PRC 100600. Telex: 22717 CANAD CN. Fax: (861) 532-4072.

Panama City Show Gate to World Markets

Panama City — For the eighth consecutive year, External Affairs and International Trade Canada (EAITC) will participate in a unique international trade fair that features products — and buyers — from around the world.

EXPOCOMER'93, being held in Panama City from March 10 to 15, 1993, will be of particular interest to Canadian food products companies, construction and hardware firms, manufacturers of automotive accessories, informatics and office products suppliers, as well as companies involved in telecommunications, and medical and healthcare fields.

EXPOCOMER is one of the largest and most important general trade fairs in Latin America. It is worth participating in because:

- It is the venue for the immense markets of the increasingly open markets of the Caribbean, Central America and South America.
- The Colon Free Zone, the second most important after Hong Kong, enhances the opportunities for Canadian exporters in the region — and serves as a springboard to the rest of Central America.
- Previous Canadian participants have developed new and lucrative markets and now are well placed in all of Central America. Other participants could have the same success.

For more information on **EXPOCOMER'93**, contact Tom Bearss, Latin America and Caribbean Trade Division (LGT), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 995-0460. Fax: (613) 943-8806.

Information also is available directly from Manuel Ruiz, Canadian Embassy, San José, Costa Rica. Tel.: (506) 55-35-22. Fax: (506) 23-23-95.

Telecom Big Business in Kiev

Kiev — Canadian companies have an opportunity to demonstrate their telecommunications expertise, form potential business ties, and 'raise the flag' May 9 to 12, 1993.

That's when Kiev University hosts the **1st Annual Ukrainian Telecommunications and Information Industry Trade Show and Conference (NeoCom'93)**.

Show organizers say that the Ukraine, with a population exceeding 51 million and with a land mass the size of France, will spend more than \$10 billion on telecommunications development by the year 2000.

They also point out that former Ukrainian telecommunications military suppliers have joined the

private sector and now are looking for joint venture partners, where opportunities exist in the cellular, satellite, fibre optic and broadcast industries.

Canadian companies, because of their leading edge expertise and because of the traditional linkages between Canada and the Ukraine, are well positioned to generate opportunities in this expanding regional market.

For further information on costs or on how you can participate in **NeoCom'93**, contact Ross A. Cowan, RAC Marketing & Associates Inc., 81 Ramsgate, Ottawa, Ontario K1V 8M4. Tel.: (613) 733-7822. Fax: (613) 733-7131.

New Exporters to Border States Agenda

The New Exporters to Border States (NEBS) program is a crash course for small and medium-size businesses in the essentials of exporting to the United States, providing first-hand exposure to a nearby marketplace in a U.S. border state. International Trade Centres (ITCs) can provide further NEBS information. ITCs are co-located with Industry, Science and Technology Canada.

NEBS to New England (Boston)

- Originating in Montreal/Eastern Canada. **Computer Software Sector.** January 12-14, 1993. Contact Huguette Lanoue, ITC, Montreal. Tel.: (514) 283-3650.
- Originating in Moncton, N.B. and Atlantic Canada. **Intercultural Marketing Services.** January 26-28, 1993. Contact Ben Hong, ITC, Moncton. Tel.: (506) 851-6669.
- Originating in Halifax, N.S. and Atlantic Canada. **Food Products Sector.** February 1-4, 1993. Contact Kirsten Tisdale, ITC, Halifax. Tel.: (902) 426-9957.
- Originating in Laval or St. Jean, Quebec. **Multisectoral.** Dates to be determined. Contact Huguette Lanoue, ITC, Montreal. Tel.: (514) 283-3650.
- Originating in Moncton, N.B. and Atlantic Canada. **Building Materials/Technology Transfer Sectors.** February (date to be determined), 1993. Contact Claude Lapointe, ITC, Moncton. Tel.: (506) 851-6445.
- Originating in Montreal, Quebec and Eastern Canada. **Biotechnology Sector.** March 2-4, 1993. Contact Huguette Lanoue, ITC, Montreal. Tel.: (514) 283-3650.
- Originating in St. John's, Newfoundland and Eastern Canada. **Seafood Products Sector.** March 15-18, 1993. Contact Paul Rose, ITC, St. John's. Tel.: (709) 772-4864.

NEBS to Buffalo

- Originating in Central Ontario. **Multisectoral.** March 24-25, 1993. Contact Bob Garcia, Ontario MITT. Tel.: (416) 325-6859; or Renée Lazarz, Canadian Consulate General, Buffalo, N.Y. Tel.: (716) 852-1247.
- Originating in St. Jean, Quebec. **Federal Business Development Bank.** May (date to be determined), 1993. Contact Paul Delaney, ITC, Montreal. Tel.: (514) 283-3531; or André Aura, Nouvelle Exportateurs de St. Jean, Quebec. Tel.: (514) 359-9999.

NEBS to Detroit

- Originating in Quebec and Ontario. **Shoe Manufacturers.** January 9, 1993. Contact Anne Cascadden, Canadian Consulate General, Detroit. Tel.: (313) 567-2340.
- Originating in Ontario. **Automotive Aftermarket Manufacturers.** February 19, 1993. Contact Ron

Biddle, Canadian Consulate General, Detroit. Tel.: (313) 567-2340.

- Originating in Central and Southwest Ontario. **Multisectoral.** February 23-24, 1993. Contact Bob Garcia, Ontario MITT. Tel.: (416) 325-6859.
- Originating in Ontario. **Food Manufacturers.** March 10-11, 1993. Contact Maureen Angus, Ontario Ministry of Agriculture. Tel.: (416) 861-2400.

NEBS to Minneapolis

- Originating in Alberta, Saskatchewan, Manitoba. **Software.** February 16-18, 1993. Contact Chuck McGriff, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641. In Manitoba, contact Dick Davis, ITC, Winnipeg. Tel.: (203) 983-4586. In Saskatchewan, contact David Dix, ITC, Saskatoon. Tel.: (306) 975-4343.
- Originating in Alberta, Saskatchewan, Manitoba. **Building Products.** March 3-5, 1993. Contacts as immediately above.
- Originating in Northwestern Ontario. **General (Multisectoral).** March 10-11, 1993. Contact Dana Doyle, Canadian Consulate General, Minneapolis. Tel.: (612) 333-4641.

NEBS to Seattle

- Originating in Vancouver, B.C., Alberta, Western Canada. **Mining Equipment.** December (date to be determined), 1992. In B.C., contact Rick Stephenson, ITC, Vancouver. Tel.: (604) 666-1443. In Alberta, contact Neil VanBostelen, ITC, Edmonton. Tel.: (403) 495-4414; or Audrey Albright, Alberta Ministry of Economic Development and Trade. Tel.: (403) 427-4809.
- Originating in Vancouver, B.C., Alberta, Western Canada. **Software.** January (date to be determined), 1993. Contact Stephenson/VanBostelen/Albright as above.
- Originating in Vancouver, B.C., Alberta, Western Canada. **Marine/Leisure Craft.** January (date to be determined), 1993. Contact Stephenson/VanBostelen/Albright as above.
- Originating in Vancouver, B.C., Alberta, Western Canada. **Giftware (Multisectoral).** February (date to be determined), 1993. Contact Stephenson/VanBostelen/Albright as above.

Financial and Business Services

This Division Means Business

The importance of the services sector to Canada's economy and to its international trade is getting increased recognition nationally.

Domestic services industries account for 66 per cent of gross domestic product and over 71 per cent of employment. They also offer substantial potential for increased exports—particularly under the Free Trade Agreement (FTA) and the North American Free Trade Agreement (NAFTA).

Service sectors of particular importance include engineering and management consulting, training, financial, communications and transportation.

A strong Canadian services sector is critical to the competitiveness of Canada's resource, manufacturing and other industries which purchase services as inputs. In this manner they contribute to industrial competitiveness and facilitate the penetration of Canadian technology and equipment into foreign markets.

The importance of services exports is reflected in the creation of External Affairs and International Trade Canada's (EAITC's) Financial and Business Services Division (TPF) which has become EAITC's focal point for export financing and International Financial Institution matters.

It is also concerned with consulting engineering, architectural and construction services, trading houses, education and training services, financial, legal and accounting services, management consulting, advertising, health and distribution services.

Recent activities have included TPF's first ever business services trade mission to Central and Eastern Europe. The mission consisted of representatives from the financial, legal, management consulting,

and education and training services sectors.

Also conducted was a cross-Canada program of seminars to highlight financial support available to the services sector.

For **ExportVision'92**, held in November, TPF organized the NAFTA/services component, seminars that were held in six major cities across the country.

In addition to these specific trade activities, the division also coordinates the regular reporting of mar-

ket intelligence on services from overseas, disseminates such intelligence to the industry, and coordinates EAITC's National Services Month.

For further information on how TPF can assist services companies, contact Marie-Lucie Morin, Director, Financial and Business Services Division, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6210. Fax: (613) 943-1100.

Private Sector Reaps Rewards

The first Canadian Awards for Private Sector Contribution to International Development were presented recently at the 9th Annual Canadian Exporters' Association (CEA)/Canadian International Development Agency (CIDA) Consultations.

The awards are a CEA initiative intended to underline the importance and excellence of the contribution of the private sector to international development.

The 1992 award-winning companies were selected by a "blue ribbon" panel from submissions by 45 companies (entering a total of 57 projects) from across Canada.

Awards in the following categories were:

- **The Engineering Award** (sponsored by The SNC Group): to, in a tie, **Reid Crowther International Limited**, Calgary (for a water distribution system for 8 million people in Lagos, Nigeria); and **Novaport**, Halifax (for the feasibility study, design and project management of the expansion of cargo and cruise ship port facilities in Dominica, West Indies).

- **The Industrial Cooperation Award** (sponsored by Northern Telecom): to **Coopers & Lybrand**, Toronto (for work in establishing a Stock Exchange in Ghana).

- **The Environment Award** (sponsored by Babcock & Wilcox): to **La Société d'ingénierie Cartier Limitée**, Montreal (for a project in Burundi and Niger involving the production and marketing of fuels obtained from the devolatilization of coal or peat in the replacement of fuel wood to avoid deforestation).

- **The Transport Award** (sponsored by General Motors of Canada Ltd.): to **Canac International Inc.**, Montreal (for a project to adapt CN Rail Yard Inventory System to China Railways).

Minister for External Relations and International Development Monique Landry presented the awards, noting that "Canada's private sector is an essential partner in development efforts... a key player in promoting sustainable development in Third World countries."

Continued on page 7— Rewards

Sectors of Priority Identified in Mexico

The North American Free Trade Agreement will open new market prospects for Canadian industry in Mexico; yet, Mexico, as a market, is unknown territory for most Canadian entrepreneurs. In Vol. 10, No. 16 (October 1, 1992) CanadExport introduced a series highlighting the sectors of priority for Canadian business. Featured here in the sixth and last article of the series is the telecommunications sector. The information comes from the Commercial Section, Canadian Embassy, Mexico City. For more information on the Mexican market, contact the Mexico Desk Officer, Marcel Lebleu, Latin America and Caribbean Branch, External Affairs and International Trade Canada. Tel.: (613) 995-8804. Fax: (613) 943-8806.

TELECOMMUNICATIONS, ELECTRONICS, SOFTWARE

Electronic components, telecommunications equipment and systems, and computer software are sectors in Mexico that represent the greatest potential for Canadian business.

The importation of parts also represents major opportunities, since most components of locally-manufactured products are imported.

The country's government and its private sector are dedicated to modernizing and upgrading its telecommunications infrastructure which now is undergoing fundamental alterations.

Deregulation and privatization are the crucial factors changing the face of Mexico's telecommunications sector, opening private investment and service in areas such as cellular telephones, construction and administration of microwave earth stations, facsimile, electronic mail, and data transmission services.

The Mexican market for telecommunications was valued at US\$557.7 million in 1989 and increased 48.5 per cent to US\$828.2 million in 1990. Total apparent consumption is expected to increase at an average annual rate of 12 per cent, rising to US\$1,303.2 million by the end of 1994.

The privatization of TELMEX, the liberalization of the telecommunications sector, and the increased demand for access to the latest technology by Mexican firms that are becoming more internationally oriented will see rapid growth in the telecommunications market.

In 1987, total imports of electronic components amounted to US\$97.9 million and grew—as a result of the country's trade liberalization policies—an unexpected 35 per cent in 1988 to US\$132.2 million. In 1990, imports reached US\$166 million.

Some Canadian products with best sales prospects in Mexico include: power supplies; bare boards; cable harnesses; integrated circuits; multi-layer circuit boards; electronic tubes; cables and connectors; multi-

ple connectors; relays; switches; resistors; capacitors; semiconductors; transistors; inductors; and diodes.

The market for computers has experienced the most dynamic growth rate of all Mexican industrial product sectors in the last few years, estimated at 30 per cent annually since 1983.

Imports of equipment increased 20 per cent annually during the same period. Between 1984 and 1989, software sales increased at an average annual rate of 22 per cent. The purchases of computer software in Mexico were estimated at US\$127.3 million in 1988 and US\$159.1 million in 1989. This market is projected to grow at an average annual rate of 23 per cent and reach US\$296.7 million by the end of this year.

Of the total software market, approximately 53 per cent is for microcomputers; 30 per cent for minicomputers; and 17 per cent for mainframes.

It is estimated that software sales for microcomputers will grow at an estimated annual rate of 36 per cent in the next five years; sales of software for minicomputers, 17 per cent; and for mainframes, 11 per cent.

Rewards — from page 6

The 1993 awards will be presented at the 10th CIDA/CEA Consultations which will be held in Ottawa in the Spring of 1993. Application deadline is January 31, 1993.

For further information on the awards or to receive an application form for the 1993 event, contact Paule Charest, Canadian Exporters' Association, 19, Chemin du Ravin, Ste-Thérèse, Quebec, J7E 2T5. Tel.: (514) 434-4196. Fax: (514) 430-5684.

PUBLICATIONS

Mexico Matters

Exporters, manufacturers, marketing departments, sales teams and consultants—indeed, all industries that will be affected by the North American Free Trade Agreement (NAFTA), are likely to find value in *Doing Business with Mexico, A Comprehensive Guide to the Mexican Marketplace*. The \$79.95 binder-bound guide (for easy updating), provides information that is useful to any company trying to take advantage of this multi-billion-dollar market. Among the contents are Business and Trade Regulations, Marketing in Mexico, Entry Regulations and Tips, Negotiating in Mexico, Countertrade, Federal and Provincial Government Programs, and Contacts.

Available from the same publisher is *Business Mexico* (\$125.00 for 12 issues), a monthly newsletter that features timely news on NAFTA negotiations, seminars, trade shows, trade opportunities, travel tips, and business comments.

For further information on these publications or on the complete *Image Library* (\$49.95) of the states of Mexico in PCX bit-mapped format for IBM-compatible PCs, contact International Marketing Publications (IMP), P.O. Box 359, Carleton Place, Ontario K7C 3P4. Tel.: (613) 257-2601. Fax: (613) 253-8473.

Connecting Globally

Small and mid-size business owners are the major target audience of *International Business*

Communications (IBC), a six-times-a-year publication that made its debut in October. The publication—subscription fee is \$60.00—promotes international business and world trade by focusing on countries that offer exceptional trade opportunities. The inaugural edition features business development in India as well as an article on trade written by International Trade Minister Michael Wilson. Future issues of the magazine will focus on Canada, Malaysia, Indonesia, the Philippines and Latin America. In each featured country, *IBC* sets up distribution and sales agreements. The magazine, with an initial circulation of 12,000, is delivered—through Canadian embassies and trade commissions—to small business and business communicators around the world. For more information, telephone (in Toronto) 416-256-2093; or fax: (416) 787-7587.

Export Opportunities — from page 1

Opportunities

In 1991, Canadian exports to Singapore totalled \$267 million. The major sectors of opportunity for Canadian companies are in information technology and electronic products; environmental equipment and services; agriculture and food products; transportation systems and equipment; defence products and services; and oil and gas equipment and services.

trade shows in Singapore may contact directly the High Commission for Canada, 80 Anson Road #14-00 and 315-00, IBM Tower, Singapore 0207. Tel.: 011-65-225-6363. Fax: 011-65-225-2450.

General information on Singapore—or copies of market studies in certain sectors—may be obtained from Ted Weinstein, Asia Pacific South Trade Division (PST), External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Fax: (613) 996-4309/952-3904.

Contacts

Companies interested in learning more about export opportunities or

Defence Office Moves

The Canadian Defence Production Office (CDPO) has moved to The Canadian Government Trade Office (CGTO), GSB Building, One Belmont Avenue, Suite 611 Bala Cynwyd, Philadelphia, Pennsylvania 19004, USA. Tel.: (215) 667-8210. Fax: (215) 667-8148. The former CDPO premises were retained and can be reached at: Tel.: (215) 697-1264. Fax: (215) 697-1265.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact **Info Export** (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

Return requested
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K1A 0G2



CANADEXPORT

Vol.10, No. 21

December 15, 1992

Supplements Support Departments, Agencies In Helping Exporters

In our November 2 issue, it was Agriculture Canada's supplement; today, it's CIDA's; others will follow. *CanadExport* is opening its pages to other federal departments and agencies.

CanadExport's mandate, as the trade newsletter of External Affairs and International Trade Canada, is to contribute to the growth in Canadian exports by informing our readers on government policies and programs in support of international trade and, more specifically, on this department's efforts. We also inform readers on trade potential identified by our posts throughout the world.

In addition to our own department, others also develop programs that

CIDA

Supplement: pp. I-IV

can be useful in designing export strategies. Our supplements will help simplify the collection of information, an exercise too often frustrating for businesspeople — given the multiplicity of government assistance programs and initiatives available to business.

Let's say this is *CanadExport's* response to the observations of the Steering Group on Prosperity, which deplored the confusion created by the more than 400 assistance programs they had compiled at all levels of government. Or that it's *CanadExport's* gift to our readers, a gift which will be repeated during the new year!

Canada-Mexico:

Partnering For Success

Mexico, a market of 85 million people, offers Canadian business a wide variety of export opportunities. A successful structural reform program, coupled with one of the world's highest rates of economic growth, is creating wealth and stimulating consumer demand — much of it for foreign goods and services.

Canadian firms that have made a commitment to the Mexican market have been learning how to respond to these challenges and are already reaping substantial rewards. Canadian exporters need to act now to position themselves for new opportunities emerging from the North American Free Trade Agreement (NAFTA).

As with all opportunities, there are also challenges. To assist Canadian firms to compete in Mexico, External Affairs and International Trade Canada (EAITC), in conjunction with the Bank of Montreal and the Atlantic Canada Opportunities Agency (ACOA), has commissioned a comprehensive guide, *Mexico-Canada: Partnering For Success*. The comprehensive handbook contains 10 chapters describing the business environment in Mexico, the opportunities and how best to pursue them.

Partnering For Success demonstrates the importance of strategic alliances in achieving success in Mexico's trading environment. The alliance may be with an agent, distributor or joint-venture partner.

The guide describes how to find suitable contacts in Mexico, how to negotiate mutually advantageous agreements, and how to avoid common pitfalls. It also contains

sections to assist exporters to develop an export strategy and information on sev-

eral Mexican laws and regulations that can affect exporting and the conduct of business with Mexico.

Copies of *Mexico-Canada: Partnering For Success* can be obtained by contacting:

- your nearest ACOA office in Atlantic Canada;
- the Regional Trade Finance Managers at the following Bank of Montreal locations:

Vancouver — Robert Lorenzin.

Tel.: (604) 665-2740.

Montreal — Albert Poirier.

Tel.: (514) 877-9465.

Toronto — Pierre Lambert.

Tel.: (416) 867-6410.

Mexico City — Tom Murphy.

Tel.: (52-5) 203-8211.

- or call: EAITC's InfoExport, toll-free at 1-800-267-8376; (Ottawa area: 944-4000). Fax: (613) 996-9709. (Code 175LA).



Season's Greetings!

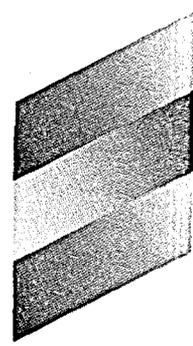
CanadExport

Returns Jan. 15, 1993

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External Affairs and
International Trade Canada



Canada

SOR/92-584; 9 October, 1992

In an effort to reach as many businesspeople as possible, the Federal Court of Canada has instructed that CanadExport publish the following in two consecutive issues, the first being Dec. 1, 1992.

FOREIGN EXTRATERRITORIAL MEASURES ACT

Foreign Extraterritorial Measures (United States) Order, 1992

WHEREAS the United States is proposing to adopt a measure, set out in section 1706(a)(1) of the National Defense Authorization Act for Fiscal Year 1993, as passed by the United States Congress on October 5, 1992, which affects section 515.559 of the Cuban Assets Control Regulations, 31 C.F.R., Part 515, and constitutes a measure affecting trade or commerce between Canada and Cuba;

AND WHEREAS, in the opinion of the Attorney General of Canada, that measure is likely to adversely affect significant Canadian interests in relation to trade or commerce between Canada and Cuba involving business carried on in whole or in part in Canada or is otherwise likely to infringe Canadian sovereignty;

THEREFORE, the Attorney General of Canada, with the concurrence of the Secretary of State for External Affairs, pursuant to section 5 of the Foreign Extraterritorial Measures Act, hereby revokes the Foreign Extraterritorial Measures (United States) Order (1990), made on October 31, 1990*, and makes the annexed Order requiring persons in Canada to give notice of communications relating to, and prohibiting such persons from complying with, an extraterritorial measure of the United States that adversely affects trade or commerce between Canada and Cuba in substitution therefor.

Ottawa, October 9, 1992

Kim Campbell
Attorney General
of Canada

Concurred: Barbara McDougall
Secretary of State
for External Affairs

ORDER REQUIRING PERSONS IN CANADA TO GIVE NOTICE OF COMMUNICATIONS RELATING TO, AND PROHIBITING SUCH PERSONS FROM COMPLYING WITH, AN EXTRATERRITORIAL MEASURE OF THE UNITED STATES THAT ADVERSELY AFFECTS TRADE OR COMMERCE BETWEEN CANADA AND CUBA

Short Title

1. This Order may be cited as the *Foreign Extraterritorial Measures (United States) Order, 1992*.

Interpretation

2. In this Order, "corporation" means a corporation that is registered or incorporated under the laws of Canada or of a province and that carries on business in whole or in part in Canada; (*personne morale*); "extraterritorial measure of the United States" means the measure set out in section 1706(a)(1) of the *National Defense Authorization Act for Fiscal Year 1993*, as passed by the United States Congress on October 5, 1992, to the extent that it affects trade or commerce between Canada and Cuba. (*mesure extraterritoriale des États-Unis*)

Notice

3. Every corporation and every officer of a corporation who receives, in respect of any trade or commerce between Canada and Cuba, any directives, instructions, intimations of policy or other communications relating to an extraterritorial measure of the United States from a person who is in a position to direct or influence the policies of the corporation in Canada shall give notice thereof to the Attorney General of Canada.

Prohibition

4. No corporation shall comply with an extraterritorial measure of the United States in respect of trade or commerce between Canada and Cuba or with any directives, instructions, intimations of policy or other communications relating thereto that are received from a person who is in a position to direct or influence the policies of the corporation in Canada.

*SOR/90-751, 1990 *Canada Gazette*, Part II, p. 4918

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THE BUSINESS OF DEVELOPMENT

Vol.1, No. 1

December 15, 1992

Private Sector Plays Key CIDA Role - Minister

The time has changed when development assistance was a process essentially carried out between governments. The private sector has emerged as a key player in development cooperation.

CIDA continues to encourage greater private sector participation in our development efforts because we have found that the goal of sustainable development is best served when people have a stake in the process, and when mutual benefits can be gained. This applies to Canadians as much as it does to our counterparts in developing countries.

I am pleased to present this feature on CIDA and its Industrial Cooperation (INC) program.

INC is one of the many mechanisms at CIDA for involving Canadians in international development.

Through INC, many innovative Canadian exporters have gained access to new markets, and have been able to share and build upon their expertise with partners in developing countries.

MONIQUE LANDRY
Minister for External
Relations and International
Development

What CIDA Is; What CIDA Does

The Canadian International Development Agency (CIDA), established in 1968, is the federal government agency responsible for implementing Canada's Official Development Assistance (ODA) policies and for administering most of the development assistance budget—\$3.1 billion in 1991-1992. CIDA's mission is to support sustainable development in developing countries. A substantial portion of the ODA budget, as much as 60 cents of each aid dollar, is spent in Canada on the procurement of goods and services required for development projects abroad. CIDA has thus forged working partnerships with Canadians in the private sector for the delivery of Canadian development assistance.

Our aid program is an important link between Canada and more than 100 countries that contain about four-fifths of the world's population. Development cooperation also connects us to the fastest growing markets in the world—the markets of developing countries, notably in Asia. As developing countries

themselves have said: "trade follows aid". The linkages established by our aid program expand our trading relationships. At the same time they promote our private sector's global competitiveness by putting Canadian skills and technology to work in the global economy.

CIDA programs provide incentives to support investment in developing country enterprises, and give many Canadian firms their first chance to break into overseas markets. CIDA programs such as Industrial Cooperation (INC) encourage joint ventures and investment by absorbing some of the costs, and reducing some of the risks, of doing business in new markets.

Canada's aid program promotes our national interests while serving those of the international community. In short, our cooperation in world development helps build a more favourable international environment in which Canadians—and our counterparts in other countries—can prosper.

Canadian Candy Dandy in Thailand

With financial encouragement from CIDA INC, Ganong Brothers Ltd. entered into a joint venture agreement with a Thai company—Rubia Industries, a subsidiary of Berli Jucker, to manufacture chocolate and confectionery products.

INC helped to fund the necessary feasibility studies and market re-

search. The decision was go. The Thai and Canadian partners split the start-up costs and share evenly the ownership of the venture. The factory began production in July 1989, with sales in excess of \$1,000,000 in the first 12 months of operation. Ganong has gained a foothold in the burgeoning Asian

Continued on page IV — Candy

CIDA INC**CIDA's Industrial Cooperation Program (INC)**

Since its creation in 1978, the \$75 million CIDA INC program has provided financial incentives to over 1,600 firms from every region of the country. This support has resulted in long-term associations between Canadians and private sector partners in developing countries. These partnerships have proven to be true win-win situations. They allow developing countries to solidify their economic base by providing access to much needed technologies available in the Canadian marketplace. Canadians in turn gain international trading experience, access to larger markets, and downstream sales while creating jobs at home.

CIDA INC reflects Canada's policy of supporting the pivotal role played by the private sector in strengthening the economies of developing countries.

By offering Canadian businesses a broad range of incentives to share resources and problem solving techniques with their private sector partners in developing countries, CIDA INC assists exporters to meet the challenge of displaying, on the world stage, their ingenuity and knowledge for the benefit of host countries and Canada.

Business Development

The two key mechanisms available are **Investment** and **Professional Services** with additional assistance through the **Specialized Activities** program.

Investment-oriented programs offer three different mechanisms which support eligible Canadian companies, particularly manufacturers, to explore possibilities for long-term joint ventures with developing country businesses. Up to

\$15,000 is available for **Starter Studies**, or a preliminary analysis of factors and conditions in a country where a long-term association is being considered. To carry out more in-depth evaluations, up to \$100,000 is available for **Viability Study** support.

Once the concept is finalized, up to \$500,000 can be contributed to **Project Support** as an encouragement to out-of-country investment. INC shares some of the risks not normally associated with similar investments in developing countries.

Professional Service-oriented programs feature five mechanisms to help the Canadian private sector, mainly consulting firms, financial institutions and business associations, to conduct studies and provide guidance and advice to potential clients in developing countries. **Capital Project Preliminary Study** (up to \$350,000) and **Capital Project Detailed Study** (up to \$500,000) are two programs to co-finance (pre) feasibility studies for developing country clients who have lined up financing for their eventual investment projects — usually with one of the International De-

Continued on page III — INC

The INC Program Eligibility Requirements

To be eligible for funding through the INC program you:

- Must be established and operating in Canada and have either sales/revenue performance data for at least two years or annual sales/revenues exceeding \$100,000;
- Must be paying corporate income taxes when you make profits;
- Must have a track record in the services offered or manufacture the products for which assistance is required;
- Must be financially sound and have the necessary human, financial and technical resources to carry out the work;
- Must be registered with one or more International Financial Institution (IFI) likely to finance the downstream work and be able to negotiate a project agreement committing the partner in the developing country without making the Government of Canada a party to this agreement.

The first step for interested groups is to contact the CIDA INC Program Manager for the country you are interested in. Detailed pamphlets on the INC programs introduced here are available from CIDA headquarters in Hull, Quebec, tel. (819) 997-7901, and from CIDA's Regional Advisors, c/o the **International Trade Centres (ITC)**, in Vancouver, Calgary, Winnipeg, Montreal and Moncton, or from other ITCs across Canada.

INC — from page II

velopment Banks. Canadian firms thereby position themselves for longer-term work overseas if and when this investment or others in the sector are financed.

In addition to its regular funding mechanisms, INC's **Specialized Activities** program supports other initiatives that facilitate business linkages in developing country markets. TEMIC, a not-for-profit Montreal-based institute established by the telecommunications industry, trains key managers from developing countries and familiarizes developing country telecommunications authorities with Canadian products, services and expertise, thereby promoting cooperation and trade.

The Washington-based Canada/IFC Industrial Cooperation Fund, created by CIDA INC at the International Finance Corporation (IFC), a World Bank affiliate, enables the private sector in developing countries to link with Canadians to identify new ventures overseas. By getting involved at the design stage of bankable projects, Canadian companies often find themselves associated over the long haul with their original private sector clients from developing countries.

INC supports the Trade Facilitation Office Canada (TFOC) which promotes increased linkages between exporters in developing countries and Canadian importers, leading to new commercial opportunities.

CIDA INC also sponsors seminars, international missions, exhibitions and specialized training institutes—particularly for executives from developing countries, providing a **value-added** service to the Canadian exporting community.

Environmental Opportunities**Project Supports Tech Cooperation**

Sustainable development is the key to economic prosperity and to a sound natural environment. Environmentally-sustainable models of development are being sought by developing countries as they industrialize, leading to an increased demand for environmental technology. This demand is matched by a willingness on the part of the Canadian private sector to transfer technology.

The program's goal is to assist developing countries in building local capacities to produce environmental technology adapted to their needs through long-term cooperation with Canadian producers of environmental technologies. Like other INC programs, this initiative aims at a more efficient transfer of technology to developing countries, through cost-sharing of the expenses associated with any adaptation of a Canadian company's technology to local conditions.

CIDA is taking action now to promote joint ventures in environmental technology. Higher priority will go to project proposals from eligible Canadian firms which

have concluded or nearly concluded a long-term business collaboration in a developing country to implement joint ventures for the transfer and production of environmental technology.

Who is Eligible?

CIDA INC welcomes proposals that involve testing, adaptation, and demonstration of an environmental technology to meet specific applications in resource management, processing and manufacturing operations, or for use in municipal services. These activities must be part of the development of a business plan to produce the technology under a joint venture arrangement in the developing country.

CIDA can contribute up to \$500,000 under its Project Support program (Investment) for testing, adaptation and demonstration of the technology. The Canadian firm and its local partner will be expected to share in the total cost of the project.

For further information on eligibility criteria, please contact Richard Smith, Program Manager, INC (819) 997-0541.

**New Market in South America
...Thanks to INC**

WESTERN OILFIELDS ENVIRONMENTAL SERVICES of Calgary recently received a contribution from CIDA INC to explore a joint venture with an Ecuadoran firm. Western Oilfields has more than 15 years of experience in providing comprehensive environmental services to the oil and gas and mining industry in Canada.

Together with AEROMAPA Ltd. of Ecuador, an aerial mapping and geographic surveying operation, Western Oilfields plans to develop an integrated environmental protection service to Ecuadoran industry and government.

The combination of the Canadian and Ecuadoran partners will create

Continued on page IV — Thanks

CIDA Helps Private Sector to Harness the Benefits of a Global Economy

The recently released National Action Plan on Prosperity recommends the development of a global trade, investment and technology strategy by the private sector. For globalization efforts to succeed, it will be essential to have new and sustainable international business.

The IMF predicts that in 1993, imports of the developing countries will grow at a rate 40 per cent faster than that of developed countries. The dynamic and growing countries of the developing world offer the best prospects for generating new business, and Canadians must act now to secure their share of these expanding markets.

Through Industrial Cooperation and other programs, CIDA is well placed to assist the private sector in gaining new ground.

CIDA has an advantage in fostering Canadian business interests in developing countries because it has established a long-term presence through its sponsoring of development efforts in the developing world.

Looking beyond one-time export sales, CIDA has stressed the generation of sustained, mutually beneficial, trade-investment relationships between developing countries and Canada.

CIDA can provide valuable brokerage services because it is positioned to identify new opportunities - as well as potential risks - for Canadian businesses.

Developing country partners in the private and public sector will also be reassured by a CIDA component in the business proposal of a Canadian firm as it forges alliances in new markets.

Success Breeds Success Co-financing from CIDA INC Yields Sales in Morocco, Europe

Thanks to co-financing from CIDA INC, LAB-VOLT LTÉE — a Quebec manufacturer of teaching material in electronic engineering, telecommunications, and controls — was able to demonstrate its worth in Morocco.

This enabled it to secure a \$1.2 million contract from the Office marocain de la Formation professionnelle et de la promotion du travail (Technical Training and Job Promotion Office of Morocco) to equip 17 technical schools in Morocco.

Another company in Europe then signed a second \$500,000 contract with LAB-VOLT because of the success of the Moroccan project.

In the long run, the Canadian company plans to set up an equipment assembly, maintenance and repair plant with a Moroccan partner to serve 43 more schools, using Canadian components.

The INC-funded project enabled LAB-VOLT to penetrate a new market while contributing to better training of Moroccan technicians.

A leader in manufacturing technical teaching material, LAB-VOLT received the federal government's Canada Export Award in the fall of 1987.

The company has about a hundred employees and exports approximately 85 per cent of its products to cover 60 countries.

Thanks to INC — from page III

a superior product for environmental planning, mitigation and assessment for industrial and resource management projects in Ecuador. The joint venture has already enjoyed success by winning a small contract locally.

This is a good example of Canada's environmental technology being put to work for the benefit of Ecuador, Canada and the environment.

Through the provision of state-of-the-art environmental planning and

technology, the operations of the intended joint venture company will provide substantial in-country resources to address environmental needs and concerns.

This joint venture will lead to increased export of Canadian services, and the creation of new jobs in Canada and Ecuador.

A developing country like Ecuador will benefit by gaining access to new and important environmental technology.

Candy — from page I

market. Other potential markets include the "Asian Tigers" and Japan, and the partners are considering doubling the plant's size.

Both countries benefit from this joint venture. In Thailand's case, there is the added employment of 25 people, of whom 20 are women. For Canada, this enterprise has

triggered the sale of over \$100,000 worth of equipment to date, and profits generated in Thailand are shared with Canadian partners.



Canadian International
Development Agency

South America, Mexico Shows Recruiting: *In Sao Paulo – Communications*

Sao Paulo — The timing — April 13 to 16, 1993 — of **TELEXPO'93** could hardly be better for companies that are seriously interested in exploring Brazil's telecommunications market.

This **3rd International Telecommunications, Broadcasting and Teleinformatics** trade show comes at a time when Brazil is deregulating and opening its market to international competition and abolishing its restrictions on the import of similar locally-manufactured telecommunications products.

What's more, all aspects of the country's communications market are valued at US\$3.6 billion — and **TELEBRAS**, the state telecommunications holding company, in its 1991 annual report, says there are plans to invest US\$19 billion in the industry through to 1996.

TELEXPO, Brazil's only trade event dedicated specifically to the telecommunications market, attracts buyers and specifiers of telecommunications, broadcast, cable and teleinformation equipment companies, procurement managers, chief engineers, and sales and marketing specialists. The 1992 event attracted 12,000 professional visitors.

Major exhibit categories include: telephone equipment, telex systems (public and private); commutation, installation and network material; microwave radio systems; multiplexers; rural telecommunications systems; military telecommunications; and network and cable systems.

As well, there are exhibits of visual communications; AM/FM broadcasting; antenna systems; training equipment; audiovisual equipment; transmitters; radio links; TV equipment; modems; concentrators; data and fax terminals; printers;

teleprinters; testing equipment; and other items applicable to the market.

For information pertaining to participation in **TELEXPO'93**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa

K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

For general commercial information on Brazil, contact Luis Bustos (same address as above), tel.: (613) 996-5549; fax: (613) 943-8806; or directly, contact the Commercial Division, Canadian Consulate General, Sao Paulo, tel.: (011-55-11) 287-2122; fax: (011-55-11) 251-5057.

In Mexico City – Packaging, Labelling

Mexico City — Packaging and labelling industry suppliers and manufacturers wishing to break into or expand their presence in the Mexican marketplace should find it worth their while to participate in **EXPO-PAK'93**, being held here May 18-21, 1993.

This international event traditionally has attracted large numbers of decision-makers and end users from the food and beverage, pharmaceutical and cosmetics industries — particularly those whose work centres around packaging/labelling systems and machinery — as well as suppliers of raw materials.

For information pertaining to participation in **EXPO-PAK'93**, contact Jon Dundon, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-6921. Fax: (613) 944-0479.

For general commercial information, contact External Affairs and International Trade Canada's Mexico Desk Officer, tel.: (613) 995-8804; fax: (613) 943-8806; or contact directly, the Commercial Division, Canadian Embassy, Mexico City, tel.: (011-525) 724-7900; fax: (011-525) 724-7982.

In Monterrey – Machine Tools

Monterrey — Mexico's machine tools import market, valued at an estimated US\$324 million annually, will take centre stage March 9 to 12, 1993.

That's when Monterrey will play host to **METAL EXPOMEX'93**, at which External Affairs and International Trade Canada — which now is recruiting participants — will sponsor a Canada Pavilion.

Organizers say that the rapid expansion of Mexico's manufactur-

ing industry and its contract processing sector has created a strong demand for imported machine tools.

Products with the best sales prospects include numerically-controlled machine tools; machining centres; lathes; milling machines; grinding machines; centering, honing, punching, shearing, bending and forming machines; jig and vertical boring machines; and

Continued on page 4 — Machine

In Mexico City – Telecommunications, Computers

Mexico City — External Affairs and International Trade Canada now is recruiting companies to participate in its Canada Stand at EXPO COMM MEXICO '93, being held here February 9 to 12, 1993.

Participation in the 2nd Annual International Telecommunications, Computer and Office Automation Exhibition and Conference for Latin America could help companies break into Mexico's telecommunications infrastructure which is being upgraded and in which foreign investors are expected to invest \$30 billion over the next 10 years.

The growth of the Mexican market—imports currently account for 25 per cent of the equipment used

on an annual basis — has been sparked by the privatization of Telmex and the opening up of the market in cellular, fax, paging, data transmission and networking fields.

The event, first held last year, attracted participants from 13 countries, including 22 companies from Canada.

For further information on EXPO COMM MEXICO'93, contact Carlos Munante, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-2268. Fax: (613) 944-0479.

Taiwan – Catalogue/Video Shows

Taiwan — Interested parties have until December 21, 1992 to apply to participate in annual catalogue and video shows being held during March 1993 in Taiwan's four largest cities.

Participation in either the Industrial Materials/Machinery/Components C & V Show or in the Agent-Seeking C & V Show costs US\$100.00.

In return, a company's catalogues and/or promotional video are

exhibited to thousands of specially-invited potential buyers — whose inquiries will be forwarded to company participants shortly after the shows.

For further information, contact Far East Trade Service Inc. (Taiwan's official trade promotion organization, CETRA), 1800 McGill College Avenue, Suite 2108, Montreal, Quebec H3A 3J6. Tel.: (514) 844-8909. Fax: (514) 844-9246.

Machine — from page 3

horizontal drilling machines.

Other products with good sales prospects include gear-cutting and finishing machines; polishing and moulding machines; copying machines; shaping machines; sawing machines; cutoff machines; arc welding machines; wire-drawing machines; presses; cutting pliers; saws; wedges; knives; blades; special dies; and tools.

For information on METAL EXPOMEX'93, contact Paul Schutte, Latin America and Caribbean Trade Division (LGT), Fairs and Missions, External Affairs and International Trade Canada, 125 Sussex Drive, Ottawa K1A 0G2. Tel.: (613) 996-5358. Fax: (613) 944-0479.

BUSINESS AGENDA

Vancouver (January 12); Toronto (January 14); Montreal (January 15) — African Development Bank (AFDB) Seminar. Organized by External Affairs and International Trade Canada, topics will focus on the policies and procurement cycle at the AFDB and will be presented by Mr. B. Merghoub, the AFDB representative in Washington and Mr. Namoko, Deputy Director of the London, U.K. office of the AFDB. The Canadian Executive Director

at the Bank, Mr. M. Belanger and the Trade Commissioner resident in Abidjan will also participate. The International Trade Centres in each of the cities visited will be able to advise those interested in attending of the location. For further information you may also contact Linda McDonald, Deputy Director, Africa and Middle East Trade Development Division, (EAITC), Ottawa. Tel.: (613) 993-6593.

InfoExport

Info Export is a counselling and reference service for Canadian exporters. Canadian companies interested in exporting are invited to contact Info Export (toll-free) at 1-800-267-8376 (Ottawa area: 944-4000). To order EAITC publications, fax (613-996-9709) your requests on company letterhead. Include the publication code (in brackets).

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